Pimpri Chinchwad Education Trust's

Pimpri Chinchwad University

Sate, Pune - 412106

Curriculum Structure

Master of Business Administration (MBA)

(Agri. Business Management)

(Pattern 2024)

School of Management

Effective from Academic Year 2025-26

Program Structure

Preamble:

The Agribusiness Management (ABM) program focuses on system-wide business and managerial functions performed by organizations throughout the agribusiness sector. Agri business management is the use of business fundamentals, theories and principles to improve the agricultural industry and farm production. Agricultural business management, also called agribusiness management, applies business theories and practices to the agricultural industry to make it cost effective, enhance profits and ensure that farm products are grown and distributed efficiently.

The business world has changed significantly in the past few decades. The pace at which technology has evolved is unheard and unseen. The fourth industrial revolution is bringing advanced robotics and autonomous transport, artificial intelligence (AI) and machine learning, advanced materials and biotechnology. For instance, AI will almost certainly automate some jobs, particularly those that rely on assembly lines or data collection. The mobile internet and cloud technology are already impacting the business world to a larger extent. What is certain is that the future managers will need to align their skillset to keep pace in this VUCA world. It is therefore imperative for management education to meet the challenges of rapid changing times and technologies.

In this fast disruptive digital economy and VUCA world, high-quality management education is essential for India. Use of technology is one of the powerful ways to enhance the students' ability to meet the ever-changing requirements of the corporate world and society. MBA students be equipped to work across time zones, languages, and cultures. Employability, innovation, theory to practice connectedness are the central focus of MBA curriculum design and development. The core curriculum is designed to give students an in-depth mastery of the academic disciplines and applied functional areas necessary to every non-business and business leader's success.

Vision and Mission of Programme:

Vision

Nurture Leaders and Responsible Corporate Citizens for an era of Digital Business and Transformations.

Mission

- M1: Evolve the curriculum in tune with emerging technology trends and industry needs.
- M2: Develop skills and competencies in the business domains and leading-edge technology.
- M3: Nurture agile leader with ability to drive change, innovation, and transformation.
- M4: To make the students pleasantly employable.

Program Educational Objectives (PEOs):

Post-Graduates from the MBA program are expected to attain or achieve the following.

PEO1: Wider comprehending of technical concepts, technology platforms and solutions.

PEO2: Exhibit good business functional knowledge and skills.

PEO3: Inculcate key attributes of visualization of technology, innovation, critical and integrative thinking enable to solve business problems.

PEO4: Inculcate attributes of human values, ethics, and sustainability.

PEO5: Contribute actively to technology and end-user industry or in general management roles in techno rich environments.

PEO6: Demonstrate intra/entrepreneurial spirit required for driving change and transformation in thebusiness world.

Program Outcomes (POs)

• *PO1:* **Leadership**: Students will proactively demonstrate the ability to take initiative. They will be ableto generate agreement, fairly and objectively, by working through different, even conflicting, points of view. They will be result oriented and have the ability to take calculated risks.

• *PO2:* **Innovation**: Students will demonstrate the ability to visualize innovative solutions and gather user needs holistically.

• *PO3:* **Critical & Analytical Thinking:** Students will be able to analyse a situation to its root cause, using tangible and intangible information.

• *PO4:* **Communication:** Students will be able to make a good personal impact, and articulate good written and spoken skills.

• *PO5:* **Global Perspective**: Students will be aware of contemporary globally accepted practices, tools, and techniques. They will demonstrate ability to view problems and solutions from a global perspective – organizational, locational, and cultural.

• *PO6:* **Role of Self in the organization & in the society**: Students will demonstrate clarity on their personal goals, while being aware of the social context. They will be sensitive to ethical issues and believe in working out solutions based on sustainability principles.

• *PO7:* **Techno-Proponent (PO):** Apply the knowledge and passion for technology to solve business problems in an effective manner. Demonstrate and apply appropriate cross functional management, statistical and technological tools to analyse business situations, sense opportunities and

suggest innovation solutions. Evangelize technology and drive transformationalchanges in order to achieve business value. Support, Develop and Empathize with all stakeholders and uphold professional ethics in all settings, and drive transformational changes in order to achieve business value. Support, Develop and Empathise with all stakeholders and uphold professional ethics in all settings.

- *PO8*: **Entrepreneurial Mindset**: Graduates will exhibit an entrepreneurial mindset, demonstrating creativity, innovation, and an ability to identify and pursue business opportunities.

- *PO9:* **Business Acumen:** Graduates will possess a comprehensive comprehending of various business functions, including finance, marketing, operations, and human resources, and will be able to apply this knowledge to solve real-world business problems.

- *PO10:* **Decision-Making**: Students will demonstrate a comprehending of ethical considerations in business and possess the ability to make informed and responsible decisions that align with ethical principles and social responsibility.

Program Specific Outcomes (PSO)

PSO1: Apply agriculture technical and managerial skills to make ethical and socially responsible decisions to deal with complex business scenarios and achieve organizational success in Agri Business Sector.

PSO2: Develop strong leadership skills, to inspire and guide teams towards achieving Agri business objectives with global mind-set, to understand the impact of globalization and cultural diversity on agriculture business operations.

Curriculum Framework for MBA

Sr. No.	Type of course	Abbreviations
1	Major	**MAJ**
2	Professional Elective	**MAJE**
2	Elective (Minor Stream/Vocational/Program Specific)	**MIN**
3	Open Electives	**OE**
4	Massive Open Online Courses	**MOOCs**
5	Ability Enhancement Courses	**AEC**
6	Skill Enhancement Courses	**SEC**
7	Vocational Skill Course	**VSC**
8	Summer Internship/ On Job Training	**OJT**
9	Project	**PROJ**
10	Field Project	**FP**
11	Indian Knowledge System	**IKS**
12	Community Engagement Program	**CEP**
13	Value Education Course	**VEC**
14	Value Added Course	**VAC**

MBA Curriculum Structure

School of Management

Program Structure of Masters of Business Administration 2024-26 MBA Agri Business Management

WEF: A.Y. 2025-26 (Pattern 2024)

Semester III

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
PMA201	Strategic Management	MAJM	3	0	0	3	3	40	60	100
PMA202	Consumer Behaviour	MAJM	3	0	0	3	3	40	60	100
PMA203	SIP -Summer Internship Program	INTR	0	4	0	4	8	50	100	150
PMA204	**AI and IoT in Agribusiness Innovation**	MOOCs	4	0	0	4	4	40	60	100
PMA205	Rural & Agricultural Marketing	MAJM	3	0	0	3	3	40	60	100
PMA206	Integrated Marketing Communication	MAJM	3	0	0	3	3	40	60	100
PMA207	Professional Elective 3	Elective	3	0	0	3	3	40	60	100
PFIL201	**Foreign Language-II**	AEC	2	0	0	0	2	50	0	50
	Total		21	4	0	23	29	340	460	800
PMA207	**Professional Elective 3**									
PMA207A	Marketing 5.0	Elective	3	0	0	3	3	40	60	100
PMA207B	Advanced Social Media Analytics and Insights	Elective	3	0	0	3	3	40	60	100
	Foreign Language II									
PFIL201A	Foreign Language II: GERMAN	AEC	2	0	0	0	2	50	0	50
PFIL201B	Foreign Language II: JAPANESE	AEC	2	0	0	0	2	50	0	50

Semester IV

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
PMA208	Corporate Governance and Business Ethics	MAJM	3	0	0	3	3	40	60	100
PMA209	Entrepreneurship Development	MAJM	3	0	0	3	3	40	60	100
PMA210	International Business Management	MAJM	3	0	0	3	3	40	60	100
PMA211	Professional Elective 4	Elective	3	0	0	3	3	40	60	100
PMA212	Agri Import & Export Management	MAJM	3	0	0	3	3	40	60	100
PMA213	**Sustainable Dairy Farming: Best Practices and Innovations**	MOOCs	4	0	0	4	4	40	60	100
PMA214	Research/Field Project	VAC	0	4	0	4	8	50	100	150
Total			19	4	0	23	27	290	460	750
PMA211	**Professional Elective 4**									
PMA211A	Product and Brand Management	Elective	3	0	0	3	3	40	60	100
PMA211B	Global Digital Marketing Trends and Strategy	Elective	3	0	0	3	3	40	60	100

3rd Semester

COURSE CURRICULUM

Name of the Program:	MBA (ABM)	Semester : III		Level: PG	
Course Name	Strategic Management	Course Code/ Course Type		PMA201/ MAJM	
Course Pattern	2024	Version		1.0	

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	0	0	3	3	40	60	0

Pre-Requisite: Bachelor Degree

Course Objectives (CO):	The objectives of the course are: 1. To recall learning about the process of strategic management 2. To recognize strategy formulation and implementation 3. To apply the knowledge gained in functional areas of management. 4. To analyze various forms of competitive strategy 5. To evaluate strategies specific to the business vision and mission
Course Learning Outcomes (CLO):	Students would be able to: 1. To identify the concept of Strategic Management, its relevance, Characteristics, process nature and purpose 2. To explain how firms successfully institutionalize a strategy process. 3. To apply a competitive organizational structure for domestic and overseas operations and gain competitive advantage. 4. To analyze how strategy is weaved in the organizational decision-making process. 5. To evaluate the strategic drive-in multinational firms and their decisions in different markets

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Concepts of Strategy - Levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBD); Functional level strategies	**CLO 1**	**9**
UNIT II		
Environmental Analysis and Diagnosis - Environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis	**CLO 2**	**9**

PCU
PCET's
Pimpri
Chinchwad
University
Learn | Grow | Achieve

UNIT III		
Strategy Formulation and Choice - Modernization, Diversification Integration - Merger, take-over and joint strategies - Turnaround, Divestment and Liquidation strategies - Strategic choice - Industry, competitor and SWOT analysis - Factors affecting strategic choice; Generic competitive strategies - Cost leadership, Differentiation, Focus, Value chain analysis, Benchmarking, Service blueprinting	CLO3	9
UNIT IV		
Functional Strategies: Marketing, production/operations and R&D plans and policies Personnel and financial plans and policies	CLO4	9
UNIT V		
Strategy Implementation - Inter - relationship between formulation and implementation -Issues in strategy implementation - Resource allocation - Strategy and Structure - Structural considerations - Organizational Design and change - Strategy Evaluation- Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.	CLO5	9
Total Hours		**45**

Learning resources

Textbooks:
1. Azhar Kazmi, STRATEGIC MANAGEMENT & BUSINESS POLICY, Tata McGraw-Hill Publishing Company Limited, New Delhi 2008 edition.
2. Crafting and Executing Strategy: The Quest for Competitive Advantage – Concepts and Cases Arthur A. Thompson Jr. Margaret A. Peteraf John E. Gamble, A. J. Strickland III, Arun K. Jain, McGraw Hill Education, 16/e 2016
3. Contemporary Strategy Analysis, Robert M. Grant, Wiley India, 10e

Reference Books:
1. Amita Mittal, CASES IN STRATEGIC MANAGEMENT, Tata McGraw-Hill Publishing Company Limited, New Delhi 2008 edition
2. Fred R. David, STRATEGIC MANAGEMENT CONCEPT AND CASES, PHI Learning Private Limited, New Delhi, 2008 edition.

Online Resources/E-Learning Resources:
1. Adam Brandenburger, "Strategy Needs Creativity," Harvard Business Review, March-April 2019 edition, at https://hbr.org/2019/03/strategy-needs-creativity.

PCET's
PCU
Pimpri
Chinchwad
University
Learn | Grow | Achieve

COURSE CURRICULUM

Name of the Program:	MBA (ABM)	Semester : III		Level: PG	
Course Name	Consumer Behaviour	Course Code/ Course Type		PMA202/ MAJM	
Course Pattern	2024	Version		1.0	
Teaching Scheme				**Assessment Scheme**	
The-ory	Practi-cal	Tuto-rial	Total Credits	Hours	CIA (Continuous Internal As-sessment)	ESA (End Semester Assessment)	Practical/Oral

The-ory	Practi-cal	Tuto-rial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	0	0	3	3	40	60	-

Pre-Requisite: Bachelor Degree

Course Objectives (CO):	The objectives of the course are: 1. To recall the factors influencing Consumer's purchase de-cision making process. 2. To apply concepts of consumer behavior to real world mar-keting decision making. 3. To analyze the consumer decision making process and the role of different determinants that affect the buying deci-sion process. 4. To evaluate the new trends influencing buyer behavior and its effect on new age Indian Consumer. 5. To Design and create strategies for the consumer and or-ganizational buying behavior process for a variety of prod-ucts.
Course Learning Outcomes (CLO):	Students would be able to: 1. Apply consumer behavior concepts to analyze evolving trends and adapt marketing strategies in the Indian econ-omy. 2. Evaluate the influence of personality, perception, learning, attitudes, and motivation on consumer behavior, informing effective marketing strategies. 3. Analyze cultural, social, and group influences on consumer behavior, informing marketing strategies tailored to diverse Indian markets. 4. Analyze consumer decision-making stages to optimize marketing strategies and enhance customer satisfaction. 5. Create effective strategies for influencing organizational buying behavior based on buyer characteristics, decision processes, and purchasing patterns.

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Consumer Behavior: Definition, Consumer and Customers, Buyers and Users, Organizations as Buyers, Use of Market Segmentation in Consumer Behavior, The	CLO 1	9

Changing Patterns of Consumer Behavior in the context of the evolving Indian Economy, The Internet, e-commerce, and information technology and the changing consumer marketplace, New Trends in Consumer Behavior and its Applications in Marketing.		
UNIT II		
Unit 2: Individual Determinants of Consumer Behavior: **(a) Consumer Personality & Perception** – Personality, Self-concept, Overview of Personality Theories, Brand Personality, and Emotions. Sensation (Exposure to Stimuli), Factors that Distort Individual Perception, Overview of Price Perceptions, Perceived Product & Service Quality and Consumer Risk Perceptions. **(b) Consumer Learning, Memory and Involvement** - Components of Learning, Behavioural & Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement, Involvement and Types of Consumer Behavior, Overview and Application of Cognitive Response Model. **(c) Consumer Attitudes & Motivation -** Functions of Attitude, Attitude Models, and Relationship between Attitude, Beliefs, Feelings and Behavior, Learning Attitudes, Changing Attitudes, Attitude Change Strategies for marketers. Motivational Conflict, Defense Mechanisms, Motive Arousal.	**CLO 2**	**9**
UNIT III		
Unit 3: Environmental Influences on Consumer Behavior: **(a) Cultural Influences on Consumer Behavior** – Concept of Culture, Values, Sub-cultures, and Influence of Indian Culture on Consumers, Multiplicity of Indian Cultures and their influence on consumer behavior, Cross-cultural Influences. **(b) Social Class and Group Influences on Consumer Behavior -** Concept of Social Class, Social Sub-Class, Money and Other Status Symbols, AIO classification of Lifestyle, VALS Typology, Source of Group Influences, Types & Nature of Reference Groups, Reference Group Influences and Applications, Group Norms and Behavior, Family Life Cycle Stages, Family Purchases, Family Decision-making, Purchasing Roles within family, Word-of-Mouth Communications within Groups, Opinion Leadership. **(c) Indian Consumer: Social classes in India** – Overview of old and new Socio-Economic Classes (SEC) in Urban & Rural Markets, Characteristics of BoP Consumers, Gen Z Consumers, HNI Consumers in India.	**CLO3**	**9**
UNIT IV		
Unit 4: Consumer Decision Making Process: (a) Problem Recognition - Types of consumer decisions, types of Problem Recognition, utilizing problem recognition information (b) Search & Evaluation – Types & Source of information, Search, Experience and Credence Aspects -Marketing Implications, Situational Influences on Purchase Decisions, Nature of Situational Influence & Variables (c) Purchasing Process - Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns (d) Post-purchase Evaluation & Behavior - Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behavior, Post- Purchase Dissonance. (e) Consumer Decision **Models** - Types of Consumer Decisions, Nicosia Model of Consumer Decision-making, Howard-Sheth Model, Engel, Blackwell, Miniard Model	**CLO4**	**9**
UNIT V		
Unit 5: Organizational Buying Behavior: Introduction, Organizational Buyer Characteristics, Purchase and Demand Patterns, Involvement and Types of Organizational Buying Decisions, Factors Influencing Organizational Buyer Behavior, organizational Buyer Decision Process, Organizational Buying Roles. Organizational Buying Strategies. Emerging Trends in Organizational Buying. Globalization and its implications for B2B markets.	**CLO5**	**9**
Total Hours		**45**

Learning resources

Textbooks:

1. Consumer Behavior, David L. Loudon & Albert J. Della Bitta, Tata McGraw Hill, 4th Edition
2. Consumer Behavior, by Kumar Leon G., Schiffman;Joe, Wisenblit;S. Ramesh, Pearson Education; Twelfth edition (31 December 2018)
3. Consumer Behavior : Building Marketing Strategy, by David L. Mothersbaugh, Del I. Hawkins, Susan Bardi Kleiser, McGraw Hill, 14th Edition – 5 May 2022.

Reference Books:

1. "We are like that only" by Rama Bijapurkar, Portfolio; Revised edition (21 August 2009)
2. "Consumer Behaviour" by Zubin Sethna & Jim Blythe, SAGE Publications India Pvt Ltd, 1 January 2025
3. Consumer Behavior, 13/e Paperback – by Michael R. Solomon & Tapan Kumar Panda, Pearson Education 30 January 2020

Online Resources/E-Learning Resources:

1. "Consumer Behavior" by Indian Institute of Management, Bangalore.
2. "Marketing Analytics: Know Your Customers" by Columbia University.
3. Understanding and shaping consumer behavior in the next normal, McKinsey, July 2020 (
.

COURSE CURRICULUM

Name of the Program:	MBA (ABM)		Semester : III		Level: PG	
Course Name	AI and IoT in Agri-business Innovation		Course Code/ Course Type		PMA204/ MOOCs	
Course Pattern	2024		Version		1.0	
Teaching Scheme					**Assessment Scheme**			

The-ory	Practi-cal	Tuto-rial	Total Credits	Hours	CIA (Continu-ous Inter-nal Assess-ment)	ESA (End Semester As-sessment)	Practical/Oral
4	0	0	4	4	40	60	-

Pre-Requisite: Bachelor Degree

Course Objectives (CO):	The objectives of the course are: 1. Understand Digital Transformation in Agribusiness. 2. Explore Key Technologies and Applications. 3. Assess the Role of Technology in Sustainability. 4. Develop a Holistic View of Agribusiness Innovation. 5. Examine Global Trends and Challenges in Food Systems.
Course Learning Outcomes (CLO):	Students would be able to: 1. CO1: Grasp the Core Components of IoT in Agriculture. 2. CO2: Evaluate the Benefits and Challenges of Digital Transformation: Examine the key administrative, medical, nursing, and support services essential for effective hospital operations. 3. CO3: Understand the Impact of AI on Farm Productivity and Sustainability: 4. CO4: Analyze Technological Trends in Food Systems: 5. CO5: Apply Knowledge to Real-World Agribusiness Problems:

Course Contents/Syllabus:

Descriptors/Topics	Weightage (%)	Hrs
Syllabus for *IoT Enabled Farming* Offered by the EDUCBA on Coursera	**Level: Begin-ner**	**Duration: 3 Hours**
Syllabus for *Perspectives in Digital Transformation: Agribusiness* Offered by the Banco Interamericano de Desarrollo on Coursera	**Beginner**	6 Hours
Syllabus for *Transformation of the Global Food System*	**Beginner**	9-10 Hours

Offered by the University of Copenhagen on Coursera		
Syllabus for *Food & Beverage Management* Offered by the Università luigi Bocconi on Coursera	**Intermediate**	10-12 Hours
Syllabus for *Contemporary Garden City Concept from Asia* Offered by the University of Utokyo on Coursera	**Beginner**	6-7 Hours
Syllabus for *Sustainable Food Systems 2050* Offered by the University of Illinois on Coursera	**Beginner**	12 Hours
Syllabus for *Unravelling solutions for Future Food problems* Offered by The University of Arizonaon Coursera	**Intermediate**	15 Hours

Learning resources: Coursera

COURSE CURRICULUM

Name of the Program:	MBA (ABM)				Semester : III		Level: PG	
Course Name	Rural and Agriculture Marketing				Course Code/ Course Type		PMA205/MAJM	
Course Pattern	2024				Version		1.0	
Teaching Scheme					Assessment Scheme			
The-ory	Practi-cal	Tuto-rial	Total Credits	Hours	CIA (Continuous Internal As-sessment)	ESA (End Semester Assessment)	Practical/Oral	
3	0	0	3	3	40	60	-	
Pre-Requisite: Bachelor Degree								
Course Objectives (CO):	The objectives of the course are: 1. To understand basic concepts of rural marketing. 2. To understand various agriculture marketing strategies. 3. To understand difference between rural and urban marketing. 4. To analyze the rural marketing environment and consumer behavior in rural markets. 5. To evaluate the 4As framework and its relevance in developing effective rural marketing strategies.							
Course Learning Outcomes (CLO):	Students would be able to: 1. Explain the introduction to agricultural marketing, including its definition, scope, and importance 2. Identify the different marketing institutions and the role of Agricultural Produce Market Committees. 3. Understand the market channels, market intelligence, and market integration, and how they impact marketing efficiency and producer surplus. 4. Understand the rural marketing environment, highlighting the differences between urban and rural customers, and strategies for rural market segmentation, targeting, and positioning. 5. Analyse the effective product, pricing, distribution and promotion strategies for the rural market. Focusing on acceptability, affordability, availability, and awareness.							

Course Contents/Syllabus:

Descriptors/Topics	Weightage	Hrs
Module I **Introduction to Agricultural Marketing**:		
Agricultural Marketing: Definition and concepts, scope and subject matter. Market and marketing: Meaning, definition, components of a market structure, importance of agricultural marketing, classification, types of markets.	20	9
Module II **Marketing Institutions and APMC**		
Marketing Institutions, Agricultural Produce Market Committee: Meaning, objec-tives, history of market regulation. Features of regulated market, advantages and defects of regulated market.	20	9

PCET's
PCU
Pimpri
Chinchwad
University
Learn | Grow | Achieve

Module III **Marketing Channels and Market Intelligence and Market Integration**		
- Channels of Marketing: Meaning, definition, channels of different products, market functionaries and their role. Marketing Efficiency, marketing costs, margin, price spread, factors affecting the cost of marketing, Study of Market Intelligence and Market Integration: Meaning, definition, types of market integration.	20	9
Module IV **Rural Marketing and Rural Environment**		
Rural Marketing: Definition - Rural Marketing Mix - Rural Economy - Profiles of Urban & Rural customers and Differences in their Characteristics. Segmentation, Targeting and Positioning. (Rural to Rural, Rural to Urban, Urban to Rural) Rural Marketing mix - 4P's vs. 4A's: Acceptability, Affordability, Availability and Awareness.	20	9
Module V **Product, Pricing, Distribution and Promotion Strategies**		
Rural Product classification - Rural Product design – Rural Services - Rural Packaging. Pricing Strategies for Rural market. Concept, Objectives and strategy. Distribution Channel in Rural Market- Challenges in rural distribution- Distributional model for FMCG. Rural communication and promotion: Rural communication Media, Problems in Rural communication, Promotion towards rural audience, Social Medias' participation in Promotion and awareness program	20	9
Total		45

Text Books/ References Books:

Text Books:
1. Agricultural marketing in India.(fifth edition) By Acharya, S. S. And N. L. Agrawal oxford and IBH publishing company pvt. Ltd., 66 Janpath, New Delhi - 110001.
2. Agricultural marketing in India. By S. S. China. kalyani publisher, New Delhi 100 002.
3. Agriculture Economics.(2010) By S. Subba reddy et al oxford and ibh publishing company Pvt. Ltd., 66 Janpath, New Delhi – 110001.

Reference Books:
1. Rural Marketing- Pradip Kashyap, 3 rd Edn, Always Learning, Pearson, 2005,
2. New Perspectives in Rural & Agricultural Marketing- Y. Ramkishen, 2013
3. Rural & Agricultural Marketing Dr. Badrinath M.N , Dr. Venkatesh S Shastry

Online Resources:
1. https://kimsbengaluru.edu.in/assets/pdfs/criterias/criteria-1/criteria-1.1.1/RURAL%20AND%20AGRICUL-TURAL%20MARKETING%20(6%20files%20merged).pdf
2. https://agmarknet.gov.in/
3. https://agriwelfare.gov.in/en/AgriMkt

COURSE CURRICULUM

Name of the Program:	MBA (ABM)	Semester : III		Level: PG	
Course Name	Integrated Marketing Communication	Course Code/ Course Type		PMA206/ MAJM	
Course Pattern	2024	Version		1.0	

Teaching Scheme					Assessment Scheme			
The-ory	Practi-cal	Tuto-rial	Total Credits	Hours	CIA (Continu-ous Inter-nal Assess-ment)	ESA (End Se-mester Assess-ment)	Practical/Oral	
3	0	0	3	3	40	60	0	

Pre-Requisite: Bachelor Degree

Course Objectives (CO):	**The objectives of the course are:** 1. Introduce the concept and evolution of IMC in modern marketing. 2. Develop skills for strategic IMC planning and brand alignment. 3. Understand key communication tools used in IMC campaigns. 4. Explore digital integration and AI applications in IMC. 5. Build ability to measure, evaluate, and manage IMC ethically.
Course Learning Outcomes (CLO):	**Students would be able to:** 1. Understand the fundamentals and strategic role of IMC. 2. Plan IMC campaigns using consumer insights and brand alignment. 3. Apply creative and media tools in communication planning. 4. Integrate digital and AI-based platforms in IMC. 5. Evaluate and optimize IMC campaigns ethically.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Unit 1: Foundations of IMC— Introduction to Integrated Marketing Communica-tions, Importance of IMC in Modern Marketing, Key Components of IMC, Historical Evolution and Milestones of IMC, IMC vs Traditional Marketing Communication, Role of IMC in Branding, IMC as a Strategic Business Tool, Understanding IMC in a Global Context, Current Trends in IMC, Design Thinking in IMC Strategy.	**CLO 1**	**9**
UNIT II		
Unit 2: Strategic IMC Planning and Consumer Insight— Identifying Target Audi-ence in IMC, Identifying and Overcoming Integration Barriers, Identifying and Over-coming Integration Barriers (Case-Based Discussion), SWOT and Opportunity Analy-sis in IMC, Aligning IMC Strategy with Business Goals, Aligning IMC Strategy with Business Goals (Workshop), Competitive Analysis and Brand Positioning, Competi-tive Analysis and Brand Positioning (Examples & Tools), Customer Journey Map-ping, Role of Customer Insights in IMC.	**CLO 2**	**9**

UNIT III		
Unit 3: Creative Tools and Communication Channels— Creative Strategy in IMC, Elements of a Creative Brief, Message Design and Copywriting, Storytelling in Integrated Branding, Advertising – Types and Strategies, Advertising – Case Studies and Campaigns, Personal Selling – Tools and Techniques, Sales Promotion – Objectives and Planning, Direct Marketing in IMC, Public Relations and Sponsorships.	**CLO3**	**9**
UNIT IV		
Unit 4: Digital Integration and Technological Tools— The Role of Digital Marketing in IMC, Social Media Advertising – Platforms and Strategy, Social Media Advertising – Analytics and Campaign Design, Integrating Paid, Owned, and Earned Media, Use of AI in IMC Strategy, Personalization Using AI-Powered Tools, Competitive Intelligence Tools for IMC, Interactive Content and Engagement Tactics.	**CLO4**	**9**
UNIT V		
Unit 5: Evaluation, Ethics and Future Outlook— Budgeting Techniques for IMC Campaigns, IMC Campaign Measurement using Integrated KPIs, ROI and Optimization of Media Mix, Ethical and Legal Aspects in IMC, The Future of IMC: Challenges and Opportunities, IMC in Action – Integrated Campaign Presentation, Revision and Query Solving Session.	**CLO5**	**9**
Total Hours		**45**

Learning resources

Textbooks:
1. Marketing Management,15th Edition, Philip Kotler, Kevin Lane, Keller, Published by-Pearson.
2. Marketing Management-A South Asian Perspective, ISBN -978-0-13-600998, 13th Edition, Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha, Published by Dorling Kindersley(India)Pvt. Ltd, Licensees of Pearson Education in South Asia
3. Marketing Management-Global Perspective -Indian Context, 4th Edition-2010V.S. Ramaswamy& S. Namakumari, Macmillan Publishers India LMT, New Delhi.

Online References:
1. Integrated Marketing Communications: The Holistic Approach https://books.google.as/books?id=jbT-I30Q3HEC&printsec=frontcover#v=onepage&q&f=false
2. Integrated Marketing Communications: A Global Brand-Driven Approach By Philip J. Kitchen, Marwa E. Tourky - https://www.google.co.in/books/edition/Integrated_Marketing_Communications/YJtXEAAAQBAJ?hl=en&gbpv=1&printsec=frontcover

References:

1. Semenik, R. J., Allen, C., O'Guinn, T. C., & Kaufmann, H. R. (2012). Advertising and promotions: An integrated brand approach. China: Couth-Western Cengage Learning.
2. Belch, G.E., & Belch, M.A. (2017). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th Ed.). McGraw Hill Higher Education.
3. Kotler, P., & Keller, K. L. (2017). Marketing management. (15th Ed.). Pearson India

PROFESSIONAL ELECTIVE 3

COURSE CURRICULUM

Name of the Program:	MBA (ABM)	Semester : III		Level: PG	
Course Name	Marketing 5.0	Course Code/ Course Type		PMA207A/ELECTIVE	
Course Pattern	2024	Version		1.0	
Teaching Scheme				**Assessment Scheme**	

Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	0	0	3	3	40	60	-

Pre-Requisite: Bachelor Degree

Course Objectives (CO):	The objectives of the course are: 1. Understand the shift from traditional to digital and human-centric marketing. 2. Explore consumer behaviour in the digital era and connected subcultures. 3. Familiarize students with emerging marketing technologies and tools. 4. Highlight integration of technology with marketing strategies. 5. Create awareness about ethical and strategic issues in tech-driven marketing.
Course Learning Outcomes (CLO):	Students would be able to: 1. Describe concepts of Marketing 4.0 & 5.0, including digital subcultures and tech-driven frameworks. 2. Explain the shift to digital, inclusive, and human-centric marketing with focus on CX. 3. Apply the 5A path, content, and data strategies for integrated brand experiences. 4. Analyze the impact of AI, predictive tools, AR/VR, block chain, and contextual marketing on customer behavior and loyalty. 5. Design human-centric, tech-enabled strategies that deliver WOW customer experiences.

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Marketing 4.0: **Power Shift to Connected Customers**- Inclusive marketing, horizontal communication, social communities, frugal innovation. **The New Customer Journey & Subcultures**: Online Go-to-Market Options, Myths of Connectivity, Co-creation, Advocacy, Digital Subcultures- Youth, Women, Netizens. **Blending Traditional & Digital Approaches**- Customer Path 4A to 5A, O-Zone,	CLO 1	9

4Ps to 4Cs, Brand Humanization. Content as Conversation, Hashtags, Contextual Marketing, Omni channel Integration – Offline and Online, Gamification, Social CRM, Mobile Apps for Engagement		
UNIT II		
Introduction to Marketing 5.0 & Digital-Ready Organizations: **Journey from 4.0 to 5.0** - Technology for Humanity, Market Polarization, Corporate Activism, Marketing to Baby Boomers, X, Y, Z, and Alpha **Digital Transformation in Organizations-** Impact of COVID-19 and the Rise of Digital, Opportunities and Challenges of Going Digital, Digital Capabilities and Readiness, Digital Leadership, Digital Divide **Technology Enablers in Marketing 5.0-** Bionics and Human-like Technologies	CLO 2	9
UNIT III		
UNIT 3: Data-Driven and Human-Centric Marketing (9 Hours) **Customer Experience in the Digital World-** Human and Machine Collaboration in CX, Balance Between Tech and Human Touch, Trends Shaping CX Today. **Data-Driven Marketing-** Segment of One, Building a Data Ecosystem, Leveraging Analytics for Insights. **Human-Centric Branding-** Digital Anthropology in Marketing, Six Attributes of Human-Centric Brands, When Brands Become "Human"	CLO3	9
UNIT IV		
Predictive & Contextual Marketing (9 Hours) **Predictive Marketing Fundamentals-** How It Works & Its Applications, Building Predictive Models, Anticipating Market Demand. **Contextual Marketing-** Triggers and Responses, Three Levels of Personalized Experience, Creating Sense-and-Respond Experiences. **Smart Infrastructure & Customer Path Optimization-** Real-Time Interaction Models, Use of AI in Contextual Marketing.	CLO4	9
UNIT V		
Augmented & Agile Marketing (9 Hours) **Augmented Marketing Concepts-** Tech-Empowered Human Interfaces, Digital Tools to Enhance Customer Experience, Augmented & Virtual Reality in Marketing. **Agile Marketing-** Need for Agile Execution, Operations at Pace & Scale, Use of Agile Sprints in Campaigns. **Blockchain in Marketing-** Transparency, Trust, and Traceability. **Delivering WOW Moments-** Enjoy, Experience, Engage Strategy.	CLO5	9
Total Hours		**45**

Text Reading:
1. Marketing5.0Technology for Humanity, Philip Kotler, Hermawan Kartjaya, and Iwan Setiawan John Wiley &Sons, Inc. Hoboken, New Jersey
2. Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data, Omer Artun, Dominique Levin
3. The Context Marketing Revolution: How to Motivate Buyers in the Age of Infinite Media, Mathew Sweeze –Harvard Business Review Press (24March 2020); Penguin Random house
4. The Six Disciplines of Agile Marketing: Proven Practices for More Effective Marketing and Better Business Results, Jim Ewel, Wiley; 1stedition (October 13,2020)

References:

- Marketing to Gen Z: The Rules for Reaching This Vast--and Very Different- Generation of Influencers, by Jeff Fromm, Angie Read, Amacon; Specialed. edition (6 March 2018)
- Digital Channels A Complete Guide, by Gerardus Blokdyk, 5 star cooks (13October2018)
- The Ten Principles Behind Great Customer Experiences (Financial Times Series), Matt Watkinson Paperback, Pearson Education (19June2020)

Suggested Audio Visuals link

- https://www.youtube.com/watch?v=JbzTDtlhpnU, Introduction to Marketing 5.0:Technology for Humanity with Iwan Setiawan.
- https://www.youtube.com/watch?v=jwUobgplGqk Marketing 5.0, Book Review.
- https://www.youtube.com/watch?v=tav4S1lKA_g, Agile Marketing, accessed on 7th June 2021
- https://www.youtube.com/watch?v=ZFTgGi06vbM,ARvsVR, What are virtual and Augmented Realities.
- https://www.youtube.com/watch?v=1obcLCB5WTU What is Contextual Marketing. Benefits of Contextual Marketing.
- https://marketingtrends.com/episodes/erik-newton/

Suggested Journals

- https://www.forbes.com/sites/blakemorgan/2019/12/17/5-predictions-for-customer-experiencein-2020/?sh=26ed6f962ec7.
- https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/futureof-customer-experience.html.
- https://www.thinkwithgoogle.com/intl/en-aunz/future-of-marketing/digital-transformation/5-keysteps-digital- transformation-success/
- https://futurumresearch.com/research-reports/experience-2030-global-report-customerexperience/
- https://www.cm.com/blog/how-finding-the-right-balance-between-technology-and-humans-willimprove-customer-experience/

PCET's
Pimpri
Chinchwad
University
Learn | Grow | Achieve

PCU | PCET's

COURSE CURRICULUM

Name of the Program:	MBA (ABM)	Semester : III		Level: PG	
Course Name	Advanced Social Media Analytics and Insights	Course Code/ Course Type		PMA207B/ELECTIVE	
Course Pattern	2024	Version		1.0	
Teaching Scheme				**Assessment Scheme**	
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
3	0	0	3	3	40	60	0

Pre-Requisite: Bachelor Degree

Course Objectives (CO):	The objectives of the course are: 1. Students will recall and list key social media metrics and KPIs. 2. Students will demonstrate understanding by explaining advanced social media analytics techniques and methodologies. 3. Students will apply social media analytics tools to analyse data and derive actionable insights. 4. Students will analyse social media data to evaluate the effectiveness of digital marketing campaigns. 5. Students will develop strategies for optimizing digital marketing efforts based on social media analytics insights.
Course Learning Outcomes (CLO):	Students would be able to: 1. Students will recall and list key social media metrics and KPIs. 2. Students will demonstrate understanding by explaining advanced social media analytics techniques and methodologies. 3. Students will apply social media analytics tools to analyse data and derive actionable insights. 4. Students will analyse social media data to evaluate the effectiveness of digital marketing campaigns. 1. Students will develop strategies for optimizing digital marketing efforts based on social media analytics insights.

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Descriptors/Topics - **Introduction to Advanced Social Media Analytics**: Overview of Social Media Analytics. Importance of Social Media Metrics. Key Performance Indicators (KPIs) in Social Media. Social Media Listening and Monitoring Tools. Data Collection Methods. Data Privacy and Ethics in Social Media Analytics. Case Studies in Advanced Social Media Analytics	**CLO 1**	**9**
UNIT II		
Descriptors/Topics - **Advanced Social Media Metrics and KPIs** - Engagement Metrics (Likes, Comments, Shares). Reach and Impressions. Conversion Metrics (Click-Through Rate,	**CLO 2**	**9**

Conversion Rate). Sentiment Analysis. Influencer Metrics. Competitive Analysis Metrics. Advanced Custom Metrics and KPIs		
UNIT III		
Descriptors/Topics **Social Media Analytics Tools and Platforms** - Google Analytics and Social Media Integration. Facebook Insights and Analytics. Twitter Analytics. LinkedIn Analytics. Instagram Insights. Social Media Management Platforms (e.g., Hootsuite, Sprout Social). Data Visualization Tools for Social Media Analytics	**CLO3**	**9**
UNIT IV		
Descriptors/Topics **Data Analysis and Interpretation** - Data Cleaning and Preparation. Exploratory Data Analysis (EDA). Statistical Analysis Techniques. Text and Sentiment Analysis. Social Network Analysis. Predictive Analytics for Social Media. Advanced Data Visualization Techniques.	**CLO4**	**9**
UNIT V		
Descriptors/Topics **Application of Social Media Analytics in Digital Marketing -** Campaign Performance Analysis. Audience Segmentation and Targeting. Content Optimization Strategies. Social Media Advertising Optimization. Crisis Management and Reputation Monitoring. Social Media ROI Measurement. Future Trends in Advanced Social Media Analytics.	**CLO5**	**9**
Total Hours		**45**

Learning resources

Text Reading:
- Marketing Metrics: The Manager's Guide to Measuring Marketing Performance Hardcover – Illustrated, 3 September 2015 by Paul Farris (Author), Neil Bendle (Author), Phillip Pfeifer (Author), Publisher: Pearson FT Press; 3rd edition (3 September 2015), Edition: 3rd
- Influencer Marketing for Brands: What YouTube and Instagram Can Teach You About the Future of Digital Advertising 1st ed. Edition, Kindle Edition by Aron Levin (Author) Format: Kindle Edition, Publisher : Apress; 1st ed. edition (30 November 2019), Edition:1st

References:
- Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity 1st Edition, Kindle Edition by Avinash Kaushik (Author) Format: Kindle Edition, Publisher : Sybex; (30 December 2009), Edition: 1

Additional Reading:
- Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media https://www.oreilly.com/library/view/social-media-analytics/9780133892956/

- Social Media Marketing For Dummies, 4th Edition https://www.oreilly.com/library/view/social-media-marketing/9781119617006/?_gl=1*1qlcgw6*_ga*NjkyNzI2ODM1LjE3MDg2MDkyOTE.*_ga_092EL089CH*MTcwODYwOTI5MC4xLjAuMTcwODYwOTMzNS4xNS4wLjA.

- Marketing Metrics: The Manager's Guide to Measuring Marketing Performance, Third Edition https://www.oreilly.com/library/view/marketing-metrics-the/9780134086040/?_gl=1*16pwdtj*_ga*NjkyNzI2ODM1LjE3MDg2MDkyOTE.*_ga_092EL089CH*MTcwODYwOTI5MC4xLjAuMTcwODYwOTMzMy4xNy4wLjA.

4th Semester

COURSE CURRICULUM

Name of the Program:	MBA (ABM)				Semester : IV		Level: PG
Course Name	Corporate Governance and Business Ethics				Course Code/ Course Type		PMA208/MAJM
Course Pattern	2024				Version		1.0
Teaching Scheme					Assessment Scheme		
The-ory	Practi-cal	Tuto-rial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	0	0	3	3	40	60	-
Pre-Requisite: Bachelor Degree							

Course Objectives (CO):	The objectives of the course are: 1. To provide the knowledge about the basics and overview of business ethics and corporate governance. 2. To apply ethical concepts to business decision making. 3. To understand the statutory framework developed in India for achieving sound corporate governance practices. 4. To know the importance and significance of adopting corporate social responsibility orientation among the employees and management. 5. To Demonstrate how general concepts of governance apply in a given situation or given circumstances.
Course Learning Outcomes (CLO):	Students would be able to: 1. Develop understanding of Business Ethics and corporate governance and their perspectives. 2. Comprehend and practice Indian Ethos and Value Systems for professional excellence and personal growth. 3. Analyze the behavior of individuals and groups in organizations in order to work effectively in teams. 4. Assimilate Ethical concepts and correlate it during various decision making situations 5. To know the significance of the Corporate Governance in the overall functionality of the organization.

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction of Business Ethics Business Ethics: Concepts: Introduction to Business ethics, Principles, Need, Importance, Nature, Scope, Objectives of Business Ethics, values and ethics, Factors influencing Business Ethics, Characteristics of ethical Organization, Theories: Normative, Egoism, Utilitarianism, Kantianism, Stakeholder theory, Social Contract theory. Role of Indian Ethos in Managerial Practices	**CLO 1**	**9**
UNIT II		
Models of Business Ethics Ethical Dilemmas and Decision Making: Ethical dilemmas, challenges, and resolutions, Walton's Model of business conduct, Kohlberg's Model of Cognitive moral	**CLO 2**	**9**

development, corporate values and ethical decision making, Role of ethics in work-place: personnel policies and procedures for hiring, promotions. Discipline & dis-charge of remuneration and performance related pay and perks.

UNIT III		
Corporate Social Responsibility Concepts: definition, principles, CSR Legislation in India and the world, CSR as a strategic business tool for sustainable development, Section 135 of Companies Act 2013,The Drivers of CSR in India, current trends and opportunities in CSR, Case Studies of Major CSR Initiatives.	CLO3	9
UNIT IV		
Introduction of Corporate Governance Corporate Governance: An overview; the theory and practice of corporate govern-ance; Landmarks in the emergence of corporate governance. Agents and institu-tions in corporate governance: Rights and privileges of shareholders; Investor's problems and protection: Corporate governance and other stakeholders; Board of Directors A powerful instrument in Corporate governance; Role, duties and respon-sibilities of auditors, independent directors, Banks, Facilitators, Role players and Regulators. The role of media in ensuring corporate governance.	CLO4	9
UNIT V		
Global Perspectives on Corporate governance Corporate governance in developing and transition economies; corporate govern-ance-The Indian scenario; The Corporation in a Global society, Case in business ethics and CSR from India and Globe like Satyam Debacle, Kingfisher Airlines, Lehman Brothers, Volkswagen scandals, Johnson & amp; Johnson lawsuits, Nike Sweatshop, etc .Committees on Corporate Governance in India: Kumar Mangalam Birla Committee 1999; Uday Kotak Committee, 2017 ; Global Committee - Sir Adrian Cadbury Committee (UK), 1992; OECD Principles of Corporate Govern-ance, 1999; and Sarbanes- Oxley (SOX) Act, 2002 (USA).	CLO5	9
Total Hours		45

Learning resources

Textbooks:

1. Prof. K. ViyyannaRao, Dr. G. Nagaraju I.K.- Business Ethics and Corporate Governance, (2017)-International Publishing House Pvt. Ltd,
2. BholanathDutta and S.K. Podder-Corporate Governance,(2014), - Vision Book house,
3. R.V.Badi N.V. Badi -Business Ethics,(2005)2ND Edition-Vrinda Publication pvt Ltd
4. C.S.V. Murthy - Business Ethics and Corporate Governance, Reprint 2013,– Himalaya Publica-tion
5. H.R. Machiraju -,Corporate Governance,(2004), -Himalaya Publication House
6. Robert A G Monks- Corporate Governance -Wiley India Pvt. Ltd
7. Daniel Alburquerque - Business Ethics: Principles and Practices,-Oxford Higher Education.
8. R.K. Sharma, Puneet Goel & Pooja Bhagwan.- Business Ethics and Corporate Governance –Kal-yani Publishers.

Reference Books:
1. C.S.V. Murthy - Business Ethics -Text & Cases 2010,– Himalaya Publication
2. Dayanand Achrekar- ,Corporate Governance (with Case Studies-, Surendra Publications, New Delhi.
3. Dr. Muninarayanappa, Prof. Manjula, Prof. V. Tamil Selvan, Prof. Raghavendra K.S.-Business Ethics –Takur Publishers,2015, Bangalore

Online Resources:
1. https://ddceutkal.ac.in/Syllabus/MBA-BOOK/Corporate-Governance.pdf
2. https://www.icsi.edu/media/portals/0/views_and_sugg_on_the_syl.htm
4. https://cnlu.ac.in/storage/2024/04/Syllabus-July-2023-Seventh-Semester.pdf

COURSE CURRICULUM

Name of the Program:	MBA (ABM)				Semester : IV		Level: PG	
Course Name	Entrepreneurship Development				Course Code/ Course Type		PMA209/MAJM	
Course Pattern	2024				Version		1.0	
Teaching Scheme					**Assessment Scheme**			
The-ory	Practi-cal	Tuto-rial	Total Credits	Hours	CIA (Continuous Internal As-sessment)	ESA (End Semester Assessment)	Practical/Oral	
3	0	0	3	3	40	60	0	
Pre-Requisite: Bachelor Degree								
Course Objectives (CO):	The objectives of the course are: 1. To recall the goals of this program are to motivate the students and to help them inculcate an entrepreneurial mind-set fulfilled through the program 2. To recognize what entrepreneurship is all about and how it has impacted the world and their country 3. Apply and assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur 4. Analyze the macro business environment and customize their business applications 5. Evaluate the business plans as developed by entrepreneurs with an ability to connect the dots							
Course Learning Outcomes (CLO):	Students would be able to: 1. Identify successful entrepreneurs and develop self-awareness 2. Explain key skills such as design, personal selling, and commu-nication in business 3. Apply learnings by understanding the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneur-ial perspective 4. Analyze the macro environment needs and apply suitable strate-gies for their business 5. Evaluate the best ideas and turn thoughts to things through fo-cused implementation							

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hrs
UNIT I		
Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, agencies in entrepreneurship management and future of entre-preneurship types of entrepreneurs.	**CLO 1**	**9**
UNIT II		
The Entrepreneur: Why to become entrepreneur, the skills/ traits required to be an entre-preneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system (institutional infrastructure), entre-preneurial success stories.	**CLO 2**	**9**
UNIT III		

E-Cell: Meaning and concept of E-cells, advantages to join E-cell, significance of E-cell, various activities conducted by E-cell	**CLO3**	**9**
UNIT IV		
Communication: Importance of communication, barriers and gateways to communication, listening to people, the power of talk, personal selling, risk taking & resilience, negotiation	**CLO4**	**9**
UNIT V		
Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company), emerging trends (technopreneurs, Agri Entrepreneurship, Green Agri Entrepreneurship, womenpreneurs, portfolio entrepreneurship, Digital Health Startups, and franchising), mission, vision and strategy formulation	**CLO5**	**9**
Total Hours		**45**

Learning resources

Textbooks:
1. Entrepreneurship Development, B. V. Srinivas Murthy, Dr. M. M. Munshi, Prakash Pinto, 1st edition, 2023
2. Introduction to Entrepreneurship Development, by Abhik Kumar Mukherjee, Shaunak Roy, Jan 2019 edition
3. Textbook of Entrepreneurship Development and Business Management (Hardcover, L. L. Somani), 2023 edition

Reference Books:
1. Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Arya Kumar, Pearson, Jan 2012 edition
2. Women Entrepreneurs: Opportunities, Performance, Problems, SK Dhameja, Deep and Deep Publications, Jaipur, 2002 edition
3. Entrepreneurship: The Practice and Mindset, Heidi Neck, Nov 2019 edition

Online Resources:

1. https://iimentrepreneurship.com/iim-calcutta-surge-an-entrepreneurship-programme/?utm_source=google&utm_medium=search&utm_campaign=iimc-surge-02-googlesearch&utm_term=skill%20development%20%26%20entrepreneurship&utm_content=IIMC-SURGE-02_Generic_03April25_P-00592&gad_source=1&gbraid=0AAAAAofRg2pcGr3eeBgrDeTJAQx-amiVO6&gclid=CjwKCAjw--K_BhB5EiwAuwYoymMdNFMo7_VOiL-eZa6tF0aMUalEfyt3wOVnSB8dzBe5dGF36ZdFZxoCV3gQAvD_BwE

COURSE CURRICULUM

Name of the Program:	MBA (ABM)				Semester : IV		Level: PG	
Course Name	**International Business Management**				**Course Code/ Course Type**		PMA210/MAJM	
Course Pattern	2024				**Version**		1.0	
Teaching Scheme					**Assessment Scheme**			
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA (Continuous Internal Assessment)**	**ESA (End Semester Assessment)**	**Practical/Oral**	
3	0	0	3	3	40	60	-	

Pre-Requisite: Bachelor Degree	
Course Objectives (CO):	The objectives of the course are: 1. To recall knowledge of marketing management in the international scenario 2. To recognize the nuances of international marketing environment 3. To apply marketing strategies for the dynamic international markets 4. To analyze global business environment to do international business 5. To evaluate ways to diversify business operations
Course Learning Outcomes (CLO):	Students would be able to: 1. Identify the key characteristics of important country markets in different regions of the world and learn how to develop marketing plans for these diverse country markets 2. Explain and gather, categorize, analyze, interpret, and evaluate relevant information about markets in different countries around the world 3. Apply to customers, competitors, and product markets in different countries and especially applying this analysis to developing international and global marketing strategies 4. Analyze product/service/branding policies, pricing practices, and distribution approaches globally 5. Evaluate marketing strategies for direct reach capitalizing on logistics issues

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hrs
UNIT I		
The international marketing environment - Political and legal systems - Multilateral and Geographical Groupings, Culture and Business Customs, Economic and Financial dimensions	**CLO 1**	**9**
UNIT II		
Understanding the global consumer market - Scope and challenges of international marketing - Assessing international market opportunities - Marketing Research.	**CLO 2**	**9**
UNIT III		

International marketing management, Planning and organization, Market entry strategies - Export, joint ventures and direct investments	**CLO3**	**9**
UNIT IV		
Global product management - standardization vs. differentiation, Product planning and development, Marketing industrial products and services globally, Pricing for international markets	**CLO4**	**9**
UNIT V		
Global logistics management, International distribution systems, Global advertising and promotional strategies, Sales management, Developing marketing strategies and programs for international markets	**CLO5**	**9**
Total Hours		**45**

Learning resources

Textbooks:
1. Keiefer Lee & Steve Carter, Global Marketing Management, Oxford University, 2009 Edition
2. Micheal R.Czinkota And Iikka A. Ronkainen, Global Marketing, Cengage Learning, 2007 Edition
3. R. Srinivasan, International Marketing, Prentice-Hall India Pvt. Ltd, New Delhi, 2008 edition

Reference Books:
1. Daniels, Raderbaugh & Sulliva, Globalization And Business, Prentice-Hall India, Philip R.Cateora And John L. Graham , International Marketing, Irwin Mcgraw-Hill
2. Masaaki & Helsen, Global Marketing Management, John Willey & Sons Inc, 2004 Edition
3. Terpstra & Sarathy, International Marketing, Dec 2016 edition, Thomson.

Online Resources:
1. https://emeritus.org/blog/business-management-what-is-international-business-management/
2. https://timespro.com/blog/what-is-international-business-management
3. https://www.ue-germany.com/blog/what-are-the-benefits-of-studying-international-business-management

PROFESSIONAL ELECTIVE 4

COURSE CURRICULUM

Name of the Program:	MBA (ABM)				Semester : IV		Level: PG	
Course Name	Product and Brand Management				Course Code/ Course Type		PMA211A/ Elective	
Course Pattern	2024				Version		1.0	
Teaching Scheme					Assessment Scheme			
The-ory	Practi-cal	Tuto-rial	Total Credits	Hours	CIA (Continuous Internal As-sessment)	ESA (End Semester Assessment)	Practical/Oral	
3	0	0	3	3	40	60	-	
Pre-Requisite: Bachelor Degree								
Course Objectives (CO):	The objectives of the course are: 1. To recall the concept of product and brand 2. To recognize the role of product, current situation of a product in Indian context, trying to seamlessly transcend the difference between product and brand 3. Apply branding as marketing strategy; brand equity, its importance and measurement 4. Analyze ways to create and retain brand equity; opera-tional aspects of brand management 5. Evaluate the brand management process and develop and change portfolios suitably.							
Course Learning Outcomes (CLO):	Students would be able to: 1. Understand and differentiate the basic concepts between a product and a brand 2. Explore the process of creation of a brand 3. Apply the various qualitative and quantitative measures that help track a brand 4. Analyze strategies to be adopted for the product, pricing and distribution aspects of the brand 5. Evaluate the brand management process from portfolio point of view and make changes							

Course Contents/Syllabus:

Descriptors/Topics	Weight-age (%)	Hrs.
Module I		
Basics of Product Management: Introduction, Product Planning and Development, PLC The-ory- Product vs Brand, Product Portfolio Analysis - Mapping - Understanding Company Prod-uct/Brands and Competitive Brand Market Position	10	9
Module II		
Product Market Analysis: Product Market Orientation with respect to few products- Tooth-paste, Motorcycle, Paints-Challenges faced by Companies during the branding phases	15	9
Module III		
Concept of Brand and its Relevance in a Business Scenario: Why Brand? What does Brand Building involve? Identification of opportunity for branding and Brand Management Process, ; Why Does Brand Wither?	25	9

Module IV		
Brand Positioning and Repositioning: Sustaining a brand long-term, Branding at different stages of market – evolution – The scope for branding, the role of branding and branding strategies needed at different stages in the evolution of the market, Brand Architecture	25	**9**
Module V		
Strategic Brand Management Process: Handling a Large Portfolio, Multi-Brand Portfolio. Brand Hierarchy, Revitalizing brands: Re-launch, Rejuvenation, when brand is dying or stagnating, or when the market is dying or stagnating, Sources of brand equity (Brand Awareness, Brand personality, Brand loyalty, perceived quality, Brand Associations)	25	**9**
Total		**45**

Learning resources

Text Books/ References Books:

Text Reading:

- Strategic Brand Management – Keller K L and Kotler P, Pearson, 2013 edition
- Brand Management: The Indian Context – Y L R Moorthi, Pearson, 2000 edition
- Strategic Brand Management, Fifth Edition, 20220, By Pearson (Paperback, Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran, Isaac C. Jacob

References:
- Brand Positioning: Strategies for Competitive Advantage – McGraw Hill, Jan 2005 edition
- Brand Management – S Ramesh Kumar, Pearson Education , 2012 edition
- Brand positioning, connecting market strategy and communications, 1st edition 2020

Online Resources:

1. https://ebooks.lpude.in/management/mba/term_4/DMGT508_PRODUCT_AND_BRAND_MANAGE-MENT.pdf
2. https://www.bimkadapa.in/materials/PBM-BALAJI%20MBA%20COLLEGE%20KADAPA.pdf
3. https://amjadalikhancollege.edu.in/wp-content/uploads/2020/07/PRODUCT_BRAND_MGT_HANDOUT.pdf

COURSE CURRICULUM

Name of the Program:	MBA (ABM)				Semester : IV		Level: PG	
Course Name	Global Digital Marketing Trends and Strategy				Course Code/ Course Type		PMA211B/ Elective	
Course Pattern	2024				Version		1.0	
Teaching Scheme					Assessment Scheme			
The-ory	Practi-cal	Tuto-rial	Total Credits	Hours	CIA (Continuous Internal As-sessment)	ESA (End Semester Assessment)	Practical/Oral	
3	0	0	3	3	40	60	-	
Pre-Requisite: Bachelor Degree								
Course Objectives (CO):	The objectives of the course are: 1. Understand the current global digital marketing landscape and its evolving trends. 2. Analyze global digital consumer behaviour and prefer-ences. 3. Explore various global digital marketing strategies and their applications. 4. Develop skills in designing effective global digital mar-keting campaigns. 5. Evaluate the impact of cultural, economic, and technolog-ical factors on global digital marketing.							
Course Learning Outcomes (CLO):	Students would be able to: 1. Students will recall key global digital marketing trends and strategies. 2. Students will demonstrate an understanding of the theo-ries, models, and frameworks of global digital marketing. 3. Students will apply global digital marketing trends and strategies to analyze real-world scenarios and propose ef-fective solutions. 4. Students will analyze case studies and examples of global digital marketing campaigns to evaluate their effective-ness. 5. Students will develop global digital marketing strategies to address specific business objectives.							

Course Contents/Syllabus:

Descriptors/Topics	CLO	Hrs
UNIT I		
Introduction to Global Digital Marketing Trends. Overview of Global Digital Marketing Landscape. Emerging Trends in Global Digital Marketing. Globaliza-tion of Digital Consumer Behavior. Cultural Considerations in Global Digital Marketing	**CLO 1**	**9**
UNIT II		
Global Digital Marketing Strategy Frameworks. SWOT Analysis for Global Markets	**CLO 2**	**9**

Global Market Segmentation and Targeting. Positioning Strategies in Global Digital Marketing. Global Branding and Reputation Management		
UNIT III		
Global Digital Marketing Channels. Global SEO and SEM Strategies. Social Media Marketing Across Cultures. Email Marketing in Global Context. Mobile Marketing Trends Worldwide.	**CLO3**	**9**
UNIT IV		
Global Content Marketing and Engagement. Multilingual Content Creation. Localization and Translation Strategies. Global Influencer Marketing. Cross-cultural Storytelling in Digital Marketing.	**CLO4**	**9**
UNIT V		
Case Studies and Applications. Successful Global Digital Marketing Campaigns. Globalization Challenges and Solutions. Ethical and Legal Considerations in Global Digital Marketing. Future Trends in Global Digital Marketing	**CLO5**	**9**
Total Hours		**45**

Learning resources

Text Reading:
1. Global Marketing and Advertising: Understanding Cultural Paradoxes 6th Edition, Kindle Edition by Marieke de Mooij (Author) Format: Kindle Editio, Publisher: SAGE Publications Ltd, Editions- 4th
2. International Marketing Hardcover – Import, 19 February 2019 by Philip R. Cateora (Author), John Graham (Author), Mary C. Gilly (Author), Publisher: McGraw-Hill College, Editions: 2nd

References:
1. Digital Marketing for Beginners : A Road Map to Successful Career in Digital Marketing Paperback – 28 April 2023, by V Venkata Krishna (Author), Publisher- Notion Press, Editions
2. Global Marketing: Contemporary Theory, Practice, and Cases Paperback – 30 November 2016 by Ilan Alon (Author), Eugene Jaffe (Author), Christiane Prange (Author), Donata Vianelli (Author), Publisher Routledge, Editions:2nd
3. Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy That Works (BUSINESS BOOKS) Paperback – Illustrated, 16 October 2014 by Pam Didner (Author), Publisher: McGraw-Hill Professional, Editions:1

Online Reference:

1. Digital Marketing Strategy, Simon Kingsnorth, Publishing: Kagan
2. http://elibrary.gci.edu.np/bitstream/123456789/3389/1/Bt.bm.522Digital%20Marketing%20Strategy%20An%20Integrated%20Approach%20to%20Online%20Marketing%20by%20Simon%20Kingsnorth.pdf

COURSE CURRICULUM

Name of the Program:	MBA (ABM)				Semester : IV		Level: PG	
Course Name	Agri Import & Export Management				Course Code/ Course Type		PMA212/MAJM	
Course Pattern	2024				Version		1.0	
Teaching Scheme					Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral	
3	0	0	3	3	40	60	0	
Pre-Requisite: Bachelor Degree								
Course Objectives (CO):	The objectives of the course are: 1. To understand basics of agriculture, import and export processes and regulations. 2. To understand the impact of technology on agricultural products. 3. To understand the role of state trading organizations. 4. To analyze the global trade dynamics and market trends influencing agricultural imports and exports. 5. To evaluate the role of quality standards, certifications, and trade agreements in international agricultural trade.							
Course Learning Outcomes (CLO):	Students would be able to: 1. To understand the different forms of agriculture, analyze the production and marketable surplus of agricultural products in India and Its Significance 2. To understand the world agricultural trade, the impact of various factors on international agricultural trade, and the role of agricultural policy and technological 3. Identify the causes and requirements for agricultural product imports, analyze import substitution and regulation 4. To study potential foreign markets for agricultural exports, develop a marketing plan for exports, understand the export documents and procedures 5. Understand institutional infrastructure for export promotion in India, understand the various export assistance programs							

Course Contents/Syllabus:

Descriptors/Topics	Weightage	Hrs
Module I		
Introduction to agriculture, forms of agriculture, production, need for import and export, analysis of marketable surplus and marketed surplus, analysis of import and export statistics of agricultural products in India, macroeconomic forces.	20	9

Module II		
Overview of world agricultural trade, issues impacting international agricultural trade, agricultural policy, technology advancement on agricultural products..	**20**	**9**
Module III		
Import requirements-causes, identifying agri products for import, import substitution, regulation of imports, quality standards, scanning the countries for importing the required agri products, import planning, documents required.	**20**	**9**
Module IV		
Identifying foreign markets for agri export, marketing plan for exports, export documents and procedure, terms of payment and export finance, legal dimensions.	**20**	**9**
Module V		
Institutional infrastructure for export promotion in India, export assistance, State trading in imports and exports, working of the State trading organization's in India	**20**	**9**
Total		**45**

Learning resources

Text Books:
1. International Business: Competing in the Global Marketplace by Charles W.L. Hill and G. Tomas M. Hult
2. Export-Import Procedures and Documentation by Donna L. Bade
3. Indian Agri-Exports: Performance and Prospects by Arun Kumar Bansal and Panjab Singh

Reference Books:

1. Agricultural Export Policy of India by Amar Prakash Joshi
2. Agricultural Import Policy of India by Bhakti Sonawane
3. International Trade in Agricultural Products in India" by Dr. Ramesh Chandra
4. Export-Import Management in Agriculture" by Dr. Anil Kuma

Online Resources:

1. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4506634
2. https://www.tandfonline.com/doi/full/10.1080/10095020.2022.2122875

COURSE CURRICULUM

Name of the Program:	MBA (ABM)				Semester : IV		Level: PG	
Course Name	Sustainable Dairy Farming: Best Practices and Innovations				Course Code/ Course Type		PMA213/MOOC	
Course Pattern	2024				Version		1.0	
Teaching Scheme					**Assessment Scheme**			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral	
4	0	0	4	4	40	60	-	
Pre-Requisite: Bachelor Degree								

Course Objectives (CO):	The objectives of the course are: 1. Understand the Fundamentals of Dairy Genetics and Reproduction. 2. Explore Forage Production, Feeding Systems, and Nutrition. 3. Master Dairy Cattle Health and Milk Quality Management. 4. Apply Sustainable Dairy Farming Practices. 5. Analyze Dairy Farm Economics and Market Strategies.
Course Learning Outcomes (CLO):	Students would be able to: 1. Grasp Dairy Genetics and Reproduction Management 2. Evaluate Forage and Feed Management for Dairy Cattle 3. Apply Nutritional Knowledge for Dairy Health 4. Identify and Manage Dairy Cattle Health and Milk Quality 5. Analyze and Apply Dairy Farm Economic Principles

Course Contents/Syllabus:

Descriptors/Topics	Weightage (%)	Hrs
Syllabus for *Sustainable Dairy Farming: Best Practices and Innovations* Offered by the Pennestate on Coursera	Level:	Duration:
Module 1: Orientation and Dairy Genetics Dairy Cattle Genetics, Genetic Evaluation, Genetic Selection, Trends in Genetics, Technology in Genetics **Module 2: Forage Production and Pasture Management** Forage Production Systems, Perennial Forage Crops, Annual Forage Crops, Pasture Management **Module 3: Feeds, Hay and silage making and Feed Processing** Dairy Feeds, Hay and Silage, Processing of Feeds **Module 4: Nutrition Basics, Requirements and Feeding of Lactating Cows** Introduction to Dairy Nutrition, Nutrient Requirements, Feeding of Lactating Dairy Cows **Module 5: Calf and Heifer Nutrition and feeding of Dry Cows**	Beginner + Intermediate + Advance	75 Hours

Calf Nutrition and Management, Dairy Heifer Feeding and Management, Feeding and Managing Dry Cows		
Module 6: Dairy Reproduction Birth to Puberty, Female Anatomy, Male Anatomy, The Estrous Cycle, Detecting Estrus, Conception Rate and Pregnancy Detection		
Module 6: Animal Health and Milk Quality Biosecurity, Calving Sense, Calf Sense, Cow Sense, Treating Sick Cows, Preventative Practices, Bovine Mastitis, Milk Quality		
Module 7: Farm Economics and Environment Dairy Farm Management, Dairy Farm Economics, Dairy Markets, Milk Marketing, Environment		

Learning resources: Coursera

COURSE CURRICULUM

Name of the Program:	MBA (ABM)	Semester : 4		Level: PG	
Course Name	Research / Field Project	Course Code/ Course Type		PMA214 / PROJ	
Course Pattern	2024	Version		1.0	
Teaching Scheme				Assessment Scheme	
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
0	4	0	4	8	50	100	0
Pre-Requisite: Bachelor's Degree							
Course Objectives (CO):		The objectives of Research/Field Project are: 1. Develop a comprehensive understanding of research methodologies. 2. Enable students to identify, analyze, and interpret secondary data for solving business problems. 3. Enhance critical thinking and problem-solving skills. 4. Prepare students for future professional roles by equipping them with research, analytical, and writing skills. 5. Strengthen the ability to communicate research findings effectively through structured reports and presentations.					
Course Learning Outcomes (CLO):		1. Students will be able to formulate research objectives based on secondary data. 2. Students will be able to review and synthesize existing research to identify gaps. 3. Students will be able to evaluate and interpret secondary data for meaningful insights. 4. Students will be able to develop a structured report and present research effectively. 5. Students will be able to follow ethical research practices and proper citation.					

Course Overview:
The MBA Research / Field Project (Sem IV) is designed to provide students an opportunity to engage in independent research, using secondary data, to explore contemporary business issues or solve organizational problems. Since students are already working, the project will focus on applying theoretical knowledge to real-world business situations and contribute to professional growth.

Course Contents/ Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics
UNIT I
Module 1: Introduction to the Research Project Objective: Understanding the scope and process of the research project. Key Tasks: Selecting a relevant topic using secondary data. Understanding secondary data sources (academic databases, market reports, government databases, etc.). Crafting a research proposal: clearly defining the problem, research objectives, methodology, and data sources. Deliverable: Research Proposal Submission.
UNIT II
Literature Review and Conceptual Framework Objective: Building a foundation of existing research to identify knowledge gaps.

Key Tasks: Conducting a thorough literature review using academic sources, reports, and other relevant secondary data. Identifying key theories, concepts, and research gaps. Developing a conceptual framework or hypotheses based on the literature. Deliverable: Literature Review Submission.

UNIT III

Data Collection and Secondary Data Analysis: Objective: Collecting and analyzing secondary data relevant to the research problem.

Key Tasks: Identifying secondary data sources such as industry reports, governmental statistics, company annual reports, etc. Evaluating the credibility and relevance of the data sources.

Performing basic statistical or content analysis on the data (e.g., descriptive statistics, regression analysis). Deliverable: Data Analysis Report.

UNIT IV

Report Writing and Synthesis

Objective: Writing the full research report and synthesizing the findings.

Key Tasks: Structuring the research report: Introduction, Literature Review, Methodology, Results, Discussion, Conclusion, and Recommendations. Integrating the findings from secondary data analysis into the discussion section. Making clear, actionable recommendations for practitioners based on the research findings. Deliverable: Draft Report Submission, Final Report.

UNIT V

Presentation and Viva

Objective: Presenting the research findings in a professional manner.

Key Tasks: Preparing a concise presentation summarizing the research problem, methodology, analysis, and key findings. Defending the project in front of a panel, answering questions on methodology, data analysis, and conclusions. Deliverable: Final Presentation and Viva

3. Rules and Regulations for MBA Research Project

General Guidelines:

1. Eligibility: All students in Semester IV who have completed the required coursework are eligible to undertake the Research Project.
2. Research Topic:
   - The topic must be relevant to the student's professional field and current business issues.
   - The topic should be approved by the faculty supervisor before proceeding with the project.

3. Use of Secondary Data:
   - As students are employed, primary data collection is not permissible. Only secondary data should be used for the project.
   - Students must ensure that the secondary data is credible, relevant, and ethically sourced.

4. Proposal Submission:
   - A detailed research proposal (covering objectives, methodology, and sources of secondary data) must be submitted within the first 2 weeks of the course.
   - The proposal will be reviewed and approved by the course instructor or assigned supervisor.

5. Guidance and Supervision:
   - Each student will be assigned a faculty supervisor. The student must meet with the supervisor at least twice during the semester for feedback and guidance.
   - Supervisors will provide support with the research methodology, data analysis, and report writing.

6. Literature Review and Data Analysis:
   - A comprehensive literature review must be completed by Week 4. It must showcase understanding of existing work in the chosen field.
   - All data analysis should be rigorous and should use appropriate software tools (Excel, SPSS, etc.).

7. Submission Deadlines:
   - Viva-Voce / Presentation: Last Week of End of Teaching

8. Formatting and Style:
- Reports should be submitted in APA or MLA citation format.
- The final report should not exceed 75 pages (excluding appendices, tables, and references).

9. Plagiarism:
- All students must ensure that their research is original and properly cited. Any form of plagiarism will result in immediate disqualification and disciplinary action.

10. **Evaluation Criteria:**
- Research Proposal (10%)
- Literature Review (10%)
- Data Collection & Analysis (20%)
- Final Report (30%)
- Presentation & Viva (30%)

11. **Viva and Presentation:**
- Each student must present their research findings to a panel of faculty members.
- The presentation should focus on the problem statement, methodology, key findings, and recommendations.
- A viva will follow the presentation where the student will defend their research methodology, data analysis, and conclusions.

12. **Academic Integrity:**
- Students must follow the highest standards of academic integrity. Any malpractice, such as falsification of data or misrepresentation of secondary sources, will lead to severe academic penalties.

13. **Extensions:**
- Extensions for submission deadlines will only be considered in the case of valid medical or personal emergencies, with prior approval from the course instructor and HOD.
.

Formatting Guidelines for Research Project Report (RFP)

To ensure consistency and professionalism in the **Research Project Report (RFP)**, students must adhere to the following formatting guidelines:

1. Document Format
- **Page Size:** A4 (8.27 × 11.69 inches)
- **Margins:** 1 inch on all sides (Top, Bottom, Left, Right)
- **Line Spacing:** 1.5 throughout the document
- **Alignment:** Justified

2. Font Specifications
- **Font Type:** Times New Roman
- **Font Size:**
  - **Main Body Text:** 12 pt
  - **Headings (Level 1):** 16 pt, Bold
  - **Subheadings (Level 2):** 14 pt, Bold
  - **Sub-subheadings (Level 3):** 12 pt, Bold
  - **Table and Figure Captions:** 10 pt, Italic
  - **Footnotes & References:** 10 pt

3. Paragraph Formatting
- **Indentation:** First line of each paragraph indented by 0.5 inches

- **Spacing Before & After Paragraphs:** 6 pt

4. Page Numbering
- **Position:** Bottom center
- **Format:** Roman numerals (i, ii, iii) for preliminary pages (Abstract, Acknowledgment, Table of Contents); Arabic numerals (1, 2, 3) for the main content

5. Table and Figure Formatting
- **Labeling:** All tables and figures must be numbered (e.g., Table 1: Market Trends, Figure 2: Consumer Behavior Model)
- **Placement:** Centered within the text
- **Caption Style:** 10 pt, Italic, placed below figures and above tables

6. Citation and Referencing
- **Citation Style:** APA (latest edition) or MLA, as per instructor preference
- **Reference List:**
  - **Spacing:** Single-spaced within entries, double-spaced between entries
  - **Alignment:** Hanging indent (0.5 inches)

7. Appendices
- **Appendix Titles:** Bold, 14 pt

Content: 12 pt, Times New Roman, same formatting as the main body