

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
4	MJ-251-APM	Major Mandatory 9	Marketing Management: Advertising & Promotion Management	4	4

Course Objectives	
1	To Understand the role and significance of advertising as a key component of marketing communication and brand building.
2	To identify elements of promotion, mix and apply Integrated Marketing Communication (IMC) concepts for coherent and effective brand messaging.
3	To Develop message and creative strategies using appropriate advertising appeals, copywriting techniques, media planning, and layout design skills.
4	To Conduct advertising effectiveness research using pre-testing, concurrent testing, and post-testing methods along with media performance metrics like TRP/GRP.
5	To assess ethical, social, and regulatory considerations in advertising practices and apply ASCI guidelines to ensure responsible communication.

Course Outcome	
CO1	Describe the concepts, scope, functions and types of advertising in marketing communication.
CO2	Develop message strategies and creative advertising copy using appropriate appeals and design elements.
CO3	Plan and evaluate media strategies including media selection, scheduling and purchasing decisions
CO4	Assess advertising campaign effectiveness using message evaluation techniques and media performance metrics such as TRP, GRP, reach and frequency.
CO5	Examine ethical, legal and regulatory issues in advertising and apply ASCI guidelines to ensure responsible marketing practices.

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Advertising Meaning & Definition of Advertising Nature & Scope of Advertising, Objectives of Advertising Importance of Advertising Functions of Advertisement Types of Advertising Elements of an Advertisement	15

2	<p>Promotions and Integrated Marketing Communication Meaning & Importance of Promotion. Elements of Promotion Mix: Advertising, Sales Promotion, Public Relations PR, and Personal Selling, Direct Marketing, Digital Tools. Concept of Integrated Marketing Communication (IMC) Objectives of IMC Components of IMC: Message- Media, Tools, Target Audience, Budget. Advertisement Agency, criteria in the selection of Ad agency. IMC Planning Process</p>	15
3	<p>Advertising Planning & Creative Strategy Message strategy: Cognitive strategy, Affective strategy, Conative Strategy and Brand Strategy Advertising Appeals, Types of Appeals- Fear, Humour, Sex, Musical, Rational, Emotional, Scarcity. Advertising copy — meaning, components, types; writing effective copy, taglines, slogans; content development; Designing visual communication and layouts. Media planning: Media planner, Media Buyer, Media Selection Media mix; Scheduling; Media buying.</p>	15
4	<p>Advertising Evaluation and Regulation Message Evaluation techniques: Concept Testing, Copy testing, Recall test, attitude and opinion tests, Pre-testing, Concurrent Testing, Post-testing Methods, recognition testing, Emotional reaction test, Physiological arousal tests, and persuasion analysis. Media effectiveness: TRP (Target Rating Point), GRP (Gross Rating Point), reach, frequency Advertising regulation: need, government regulation, self-regulation, ASCI Ethical issues in advertising</p>	15

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Integrated Advertising, Promotion & Marketing Communication 9 th edition	Kenneth E. Clow & Donald Baack	Pearson Education	Delhi
2	Advertising and Promotion: An Integrated Marketing Communications Perspective	George E. Belch & Michael A. Belch	McGraw Hill	New Delhi
3	Fundamentals of Advertising	S.A. Chunawalla	Himalaya Publishing House	Mumbai
4	Advertising Principles and Practice	William Wells, John Burnett & Sandra Moriarty	Pearson Education	Delhi

5	Contemporary Advertising & Integrated Marketing Communications	William F. Arens, Michael Weigold & Christian Arens	McGraw Hill	New Delhi
6	Advertising Management	Rajeev Batra, John G. Myers & David A. Aaker	Pearson Education	Delhi
7	Advertising Theory and Practice	K. Rajeev	PHI Learning Pvt. Ltd.	New Delhi
8	Advertising & Promotion: Principles & Practice	S.H.H. Kazmi & Satish Batra	Excel Books	New Delhi
9	Introduction to Advertising and Promotion	Thomas C. O'Guinn, Chris T. Allen & Richard J. Semenik	Cengage Learning	New Delhi
10	Integrated Marketing Communications	Philip J. Kitchen & Patrick de Pelsmacker	Routledge	London

Other Learning Material E- Resource:

Guidelines on Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected outcomes
Unit 1: 15 Hours	<p>Real Advertisement Analysis (Print, TV, Digital)</p> <p>Classroom Debate on importance and ethics of advertising</p> <p>Ad-type Identification Activity using real marketplace examples</p> <p>Short Video Clips illustrating functions and scope of advertising</p>	<ul style="list-style-type: none"> • Students understand key concepts, scope, functions, and types of advertising. • Develop the ability to identify and classify advertisements across media. • Strengthen critical thinking regarding relevance and role of advertising. • Improved conceptual clarity to support further units (IMC & strategy).
Unit 2: 15 Hours	<p>IMC Case Study Discussion on brands using integrated campaigns.</p> <p>Promotion Mix Mapping Activity – students map tools to objectives.</p> <p>IMC Plan Simulation – students act as an agency and prepare a mini IMC brief.</p> <p>Digital Promotion Tools Demo (e.g., social media ads, email flows).</p>	<ul style="list-style-type: none"> • Students acquire skills to design cohesive IMC plans. • Ability to differentiate and select appropriate promotional tools. • Understand linkage among message, media, tools, budgeting, and target audience. • Develop competence in evaluating and selecting advertising agencies.
Unit 3: 15 Hours	<p>Creative Copywriting Workshops – students write slogans, taglines, headlines.</p>	<ul style="list-style-type: none"> • Students gain hands-on creative skills: copywriting, visual layout, appeal selection. • Practical

	<p>Appeal Identification Task using sample ads (fear, humour, rational etc.).</p> <p>Layout Design Activity using Canva/PowerPoint.</p> <p>Media Planning Exercise – reach, frequency, TRP/GRP calculations.</p> <p>Group Creative Pitch – students present message strategies.</p>	<p>understanding of media planning, scheduling and buying.</p> <ul style="list-style-type: none"> • Ability to integrate message and brand strategy into compelling creative outputs. • Development of teamwork, creativity, and presentation skills.
Unit 4: 15 Hours	<p>Message Testing Simulation – recall test, concept test, attitude survey.</p> <p>Demonstration of TRP/GRP analysis for media effectiveness.</p> <p>ASCI Case Review – analyzing real complaints and decisions.</p> <p>Ethical Advertising Debate – misleading/controversial ads evaluation.</p> <p>Group Task – evaluate a campaign's effectiveness using learned metrics.</p>	<ul style="list-style-type: none"> • Students understand message evaluation techniques and can conduct basic tests. • Gain analytical ability using TRP, GRP, reach, and frequency metrics. • Develop ethical judgement and awareness of ASCI & regulatory frameworks. • Ability to assess effectiveness of advertising campaigns and propose improvements.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
4	MJ-252-RM	Major Mandatory 10	Marketing Management: Retail Management	4	4

Course Objectives	
1	To introduce students to the fundamental concepts of retailing, including its meaning, scope, evolution, and role in the business environment.
2	To develop the ability to understand and analyze retail consumer behaviour, and apply this understanding to decisions related to store location, layout, merchandising, and customer experience.
3	To build knowledge of private labels, retail branding, merchandise planning, pricing, and supply chain strategies essential for effective retail operations.
4	To create awareness about ethical, sustainable, and green retailing practices, and help students understand their impact on modern retail strategies and consumer trust.

Course Outcome	
CO1	To introduce students to the fundamentals of retailing and retail consumer behaviour, covering key retail formats, market evolution, and differences between traditional and modern retail.
CO2	To help students understand consumer behaviour theories and apply them in selecting store locations, choosing retail formats, and designing pricing strategies aligned with customer needs.
CO3	To develop student knowledge of merchandising processes, retail operations, performance metrics, and supply chain practices essential for efficient retail management.
CO4	To familiarize students with emerging retail trends, technology-driven practices, CRM, and sustainable and green retailing approaches shaping the modern retail industry.

Unit	Title and Contents	No. of Lecture Hours
1.	<p>Introduction to Retailing and Retail Consumer Behavior</p> <p>1.1 Introduction to Retailing: meaning, scope, functions and evolution of retail.</p> <p>1.2 Retail formats in India (store, non-store, modern trade).</p> <p>1.3 Differentiate between traditional and modern retail marketing.</p> <p>1.4 Consumer behaviour in retail: consumer decision process, buyer types, segmentation & targeting.</p> <p>1.5 Retailing in India vs Global Retailing.</p>	15

<p>2.</p>	<p>Retail Customer Behaviour, Store Location and Pricing Strategies</p> <p>2.1 Understanding Retail Consumer Behaviour Factors of consumer behavior, Consumer decision-making process, Consumer segmentation and profiling for retail, Impact of consumer behaviour on store-related decisions.</p> <p>2.2 Choosing Store Location & Format in Retail Importance of store location and retail trade-area analysis, Theoretical models guiding retail-center choice, Types of retail formats & store-formats.</p> <p>2.3 Retail Pricing Strategy in Relation to Customer Behavior and Retail Format Overview of retail pricing strategies, Factors influencing pricing decisions in retail, Integration of pricing strategy with store-format and customer segments.</p>	<p>15</p>
<p>3</p>	<p>Retail Operations, Merchandising & Supply Chain Management.</p> <p>3.1 Merchandising Management Meaning, role and importance of merchandising, merchandising management process, Merchandise planning, budgeting & assortment planning, Sourcing, vendor management & negotiation, Category management & buying process, Types of merchandise: staple, fashion, seasonal, private labels & national brands.</p> <p>3.2 Retail Performance & Control Metrics Key retail metrics: OTB (Open-to-Buy), KPI (Key Performance Indicators), QR (Quick Response), ECR (Efficient Consumer Response), Technology in retail control: POS, ERP, RFID, barcoding, analytics.</p> <p>3.3 Supply Chain Management in Retail Concept and importance of SCM, Core processes: procurement, warehousing, transportation, distribution, Lean & agile supply chain strategies, Omni-channel & e-commerce integration, Technology-driven SCM: automation, digital tracking, analytics tools.</p>	<p>15</p>
<p>4</p>	<p>Modern and trending retail practices</p> <p>4.1 Recent trends and technologies in retailing- e-commerce, quick commerce, Omni channel, multichannel, hybrid channel, AR/VR (Augmented Reality/Virtual Reality) applications, Use of AI and data analytics, Phygital retailing, BOPIS (buy online and pick up in stores)</p> <p>4.2 CRM (Customer Relationship Management)- Meaning, Importance and challenges in CRM in modern retail industry.</p> <p>4.3 Importance of Sustainability in retail sector, Ethical practices in retail industry.</p> <p>4.4 Green retailing- Meaning, importance, benefits and challenges of green retail practices.</p>	<p>15</p>

Reference Material:

1. Core Textbook

Berman, Barry & Evans, Joel R. – Retail Management: A Strategic Approach (Pearson)
Covers retail basics, formats, consumer behaviour, store location, merchandising, pricing, operations, technology, and modern trends.

2. Indian Context & Merchandising

Pradhan, Swapna – Retailing Management: Text and Cases (McGraw-Hill)
Excellent for Indian retail formats, evolution, merchandising, category management, SCM, and performance metrics.

3. Modern Retail Trends, Consumer Behaviour & Technology

Levy, Weitz & Grewal – Retailing Management (McGraw-Hill)
Strong coverage of consumer behaviour, omni-channel, quick commerce, pricing strategy, CRM, AI, and sustainability in retail.

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Retailing Management.	Levy & Weitz	McGraw-Hill Education; 9th Edition, 2014. Also available as 11th Edition (2022) by McGraw-Hill.	India
2	Retailing Management: Text and Cases	Swapna Pradhan	Tata McGraw Hill.	India
3	Retail Management	Suja Nair	Himalaya Publishing House	India
4	Retail Management: Functional Principles and Practices.	Gibson Vedamani	Jaico Publishing House. 4th Edition (2012) ISBN: 978-8179921517.	India
5	Retail Management: Concepts & Practices of Retailing	Dr. A. Bharathy	Mahi Publication, India (2025 edition)	India

Other Learning Material E- Resource:

- Industry Reports & Insights
 - IBEF – Retail Industry Reports
<https://www.ibef.org>
(*Indian retail market trends, growth, formats, modern retailing*)
 - Deloitte & PwC Retail Insights
<https://www2.deloitte.com> | <https://www.pwc.com>
(*Omnichannel retailing, technology adoption, sustainability*)
Retail Consumer Behaviour & Trends
 - NielsenIQ & Kantar Reports
<https://nielseniq.com> | <https://www.kantar.com>
(*Consumer behaviour, segmentation, retail preferences*)

- Harvard Business Review – Retail & Consumer Articles
<https://hbr.org>
(Pricing, AI in retail, CRM, customer experience, ethical retailing)
- McKinsey & Company – Retail & E-commerce Insights
<https://www.mckinsey.com>
(AI, quick commerce, supply chain, omni-channel strategies)
- Statista – Retail Data & Global Trends
<https://www.statista.com>
(Global retail comparisons, format performance, digital retail)

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	<ul style="list-style-type: none"> • Group presentations to understand students' perceptions of the retail industry. • Use of real-life retail store videos, infographics, and comparison charts. • Assignments to practice basic concepts: retail formats, evolution, buyer types, and segmentation. • Caselets on Traditional vs Modern Retailing. 	<ul style="list-style-type: none"> • Students gain a clear understanding of the core retail concepts, scope, objectives, opportunities, and challenges. • Ability to differentiate between traditional and modern trade. • Understanding of consumer decision-making and behaviour in retail.
Unit II – 15hrs	<ul style="list-style-type: none"> • Presentations to understand store layout, customer movement, and floor flow. • Study of an MNC retail store (e.g., IKEA, Decathlon, Starbucks) to analyse in-store dynamics. • Mapping retail locations using Google Maps and trade-area analysis. • Pricing strategy activities (EDLP vs High-Low). 	<ul style="list-style-type: none"> • Students understand the detailed planning process behind a retail business. • Ability to connect consumer behaviour with store location, layout, and pricing decisions. • Practical exposure to store-format selection and retail format planning.
Unit III – 15hrs	<ul style="list-style-type: none"> • Discussion of examples of innovative merchandising, SCM, pricing, and technology-led strategies used by successful retail brands. • Continuation of the project from Unit II to analyse reasons for success/failure in execution strategies. • Hands-on exercises on merchandising planning, category management, and KPIs like OTB, KPI, QR, ECR. • Demonstration of retail technologies (RFID, POS, barcode systems). 	<ul style="list-style-type: none"> • Students understand real-world challenges in implementing retail plans. • Ability to analyse execution strategies of retail companies and draw insights. • Exposure to operational complexities in merchandising, supply chain, and retail performance metrics.
Unit IV – 15hrs	<ul style="list-style-type: none"> • Demonstration of current trends: Quick commerce, Omni-channel, AR/VR, AI in retail, Phygital. • Brainstorming sessions to propose solutions to challenges faced in the modern retail sector. • Application of innovative retail methods on the ongoing project: sustainability, green practices, CRM strategies. • Case analysis of brands like Nykaa, Amazon, BOPIS models, H&M sustainability. 	<ul style="list-style-type: none"> • Students apply modern retail trends and innovative solutions to real-life challenges. • Development of critical thinking to explore different angles of retail problems. • Understanding opportunities, challenges, and outcomes of ethical, sustainable, and technology-driven retail practices.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
4	MJ-251-UIED	Minor	Start-Up Innovation and Entrepreneurship Development	4	4

Course Objectives	
1	Understand the fundamentals of innovation and entrepreneurship, including concepts, types, characteristics, and the role of entrepreneurship in economic development.
2	Develop skills for opportunity identification, business model creation, and business planning required for start-up establishment.
3	Analyze financial requirements, funding sources, budgeting, and risk management essential for managing a new venture.
4	Apply management tools and digital technologies for effective growth, innovation, and sustainability of start-ups.
5	Evaluate and manage challenges faced by entrepreneurs, especially women entrepreneurs, by understanding legal, ethical, and institutional frameworks.
6	Create innovative entrepreneurial solutions, business plans, and growth strategies for emerging ventures.

Course Outcome	
CO1	Students will recall and define basic concepts such as entrepreneurship, enterprise, innovation, types of entrepreneurs, start-up ecosystem, and government policies.
CO2	Students will explain the differences between entrepreneur & intrapreneur, importance of innovation, challenges faced by entrepreneurs, and the role of entrepreneurship in economic development.
CO3	Students will apply concepts of idea generation, market research, feasibility analysis, business model canvas, and business planning to real start-up situations.
CO4	Students will analyze financial needs, funding options, budgeting, working capital, cash flow, costing, and risk factors for new ventures.
CO5	Students will evaluate government schemes, legal & ethical issues (including those specific to women entrepreneurs), and assess case studies of successful women entrepreneurs.
CO6	Students will create strategies for innovation, start-up scaling, marketing, digital adoption, leadership development, and sustainability, including exit strategies.

Unit	Title and Contents	No. of Lecture Hours
1.	Fundamentals of Innovation and Entrepreneurship 1.1 Concept and Meaning of Entrepreneurship 1.2 Concept and Meaning of Enterprise difference between Intrapreneurship and entrepreneur 1.3 Characteristics and Types of Entrepreneurs	15

	<p>challenges faced by entrepreneurs</p> <p>1.4 Innovation: Meaning, Types, and Importance</p> <p>1.5 Start-Up Ecosystem: Components and Stakeholders</p> <p>1.6 Entrepreneurial Mindset and Creativity</p> <p>1.7 Role of Entrepreneurship in Economic Development</p> <p>1.8 Government Policies and Institutional Support for Start-Ups (State and central government initiatives)</p>	
2.	<p>Start-Up Creation and Business Planning</p> <p>2.1 Idea Generation and Opportunity Identification</p> <p>2.2 Market Research and Feasibility Analysis</p> <p>2.3 Business Model Development (Business Model Canvas)</p> <p>2.4 Preparing a Business Plan</p> <p>2.5 Legal Structure and Registration of Start-Ups</p> <p>2.6 Intellectual Property Rights (IPR): Patents, Trademarks, Copyrights</p> <p>2.7 Lean Start-Up Methodology and MVP (Minimum Viable Product)</p>	15
3	<p>Start-Up Finance and Resource Management</p> <p>3.1 Sources of Finance for Start-Ups (Bootstrapping, Banks, NBFCs)</p> <p>3.2 Venture Capital, Angel Investment, and Crowd-Funding</p> <p>3.3 Financial Planning and Budgeting for Start-Ups</p> <p>3.4 Working Capital and Cash Flow Management</p> <p>3.5 Costing, Pricing, and Break-Even Analysis</p> <p>3.6 Risk Management and Insurance for Start-Ups</p> <p>3.7 Government Schemes and Funding Support (Startup India, MSME, SIDBI, etc.)</p> <p>3.8 Legal and Ethical Issues Faced by Women Entrepreneurs</p> <p>3.9 Case Studies of Successful Women Entrepreneurs</p>	15
4	<p>Managing Growth, Innovation, and Sustainability</p> <p>4.1 Scaling Up Strategies for Start-Ups</p> <p>4.2 Innovation Management and Technology Adoption</p> <p>4.3 Marketing Strategies for New Ventures</p> <p>4.4 Leadership, Team Building, and HR Management</p> <p>4.5 Digital Tools for Start-Up Growth (Social Media, Analytics, CRM)</p> <p>4.6 Ethics, Social Responsibility, and Sustainable Entrepreneurship</p> <p>4.7 Exit Strategies: Mergers, Acquisitions, IPOs, and Succession Planning</p>	15

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Innovation and Entrepreneurship	Peter F. Drucker	Harper Business	New York
2	Entrepreneurship Development	S. S. Khanka	S. Chand Publishing	New Delhi
3	Start-up Nation: The Story of Israel's Economic Miracle	Dan Senor & Saul Singer	Twelve Books	New York

4	Strategy	Sudipta K. Nanda & Tapan K. Lenka	(Himalaya Publishing) Himalaya Publishing House	India
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Other Learning Material E- Resource:

Course Name	What you learn / Why useful	Link
Entrepreneurship — via IIT Madras	Overview of entrepreneurship: fundamentals, value creation, business growth & sustainability — a good foundation course for BBA-level students. NPTEL Online Courses+1	Enroll / Preview Course NPTEL Online Courses
Entrepreneurship Management - via SWAYAM	Covers market opportunity analysis, project formulation, financial & HR management, leadership — useful for building & managing new ventures. Swayam+1	Enroll / Preview Course Swayam
Entrepreneurship and Start-ups — via SWAYAM	Focus on start-up ecosystem, ideation, business model development, financial planning and scaling strategies — directly aligned to start-up development. Swayam	Enroll / Preview Course Swayam
Innovation, Business Models and Entrepreneurship — (via NPTEL / SWAYAM)	Emphasis on innovation, business model design, incubation, IPR, and modern entrepreneurship practices — very relevant if you want to focus on innovation-driven start-ups. NPTEL Online Courses+2NPTEL+2	Enroll / Preview Course NPTEL Online Courses
Entrepreneurship: Do your Venture — by IIMB on SWAYAM	More practical, hands-on course: idea testing, lean-model canvas, venture launch — good if you want actionable, start-up-oriented training. Swayam	Enroll / Preview Course Swayam
Innovation Driven Entrepreneurship — via SWAYAM	Focus on converting innovative ideas into ventures; good for those interested in tech/social-innovation start-ups. Swayam	Enroll / Preview Course Swayam
Entrepreneurship Skills and Digital Marketing Strategies — via SWAYAM	Covers entrepreneurship basics + digital marketing tools — useful for modern start-ups that will rely on online presence/marketing. Swayam	Enroll / Preview Course Swayam

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	<ol style="list-style-type: none"> 1. Show inspirational videos of successful Indian start-ups (e.g., Ola, Zomato, Boat). 2. Conduct brainstorming sessions on business ideas based on local problems. 3. Use simple charts to explain types of entrepreneurs and start-up ecosystem components. 4. Invite a local entrepreneur to share their start-up journey and challenges. 5. Organize short group discussions on “Why start-ups fail?” 	<ol style="list-style-type: none"> 1. Students understand basic concepts of entrepreneurship and innovation. 2. Students gain clarity on the Indian start-up ecosystem and support institutions. 3. Students develop interest in creating business ideas based on real-life problems. 4. Students learn practical challenges faced by entrepreneurs. 5. Students develop analytical thinking about factors behind start-up success and failure.
Unit II – 15hrs	<ol style="list-style-type: none"> 1. Conduct idea-generation activities using tools like mind-mapping or SCAMPER. 2. Guide students to prepare a simple business model canvas (BMC). 3. Demonstrate sample business plans and pitch decks. 4. Assign mini field projects to collect basic market research data. 5. Use case studies of real start-ups to explain opportunity identification. 	<ol style="list-style-type: none"> 1. Students learn how to convert ideas into workable business concepts. 2. Students understand the components of a business plan and BMC. 3. Students develop basic skills in market research and customer analysis. 4. Students can identify opportunities and evaluate feasibility of business ideas. 5. Students gain confidence in presenting start-up ideas in a structured manner.
Unit III – 15hrs	<ol style="list-style-type: none"> 1. Explain types of funding (bootstrapping, angel, VC) using simple examples. 2. Show sample financial statements and teach basic cost/revenue calculation. 3. Provide hands-on practice in preparing a simple budget for a start-up. 4. Use role-play exercises to explain negotiation with investors. 5. Explain company registration and legal documentation through real forms (MSME, GST, Startup India portal). 	<ol style="list-style-type: none"> 1. Students understand start-up financing options and financial basics. 2. Students develop the ability to prepare simple budgets and calculate profitability. 3. Students gain awareness of legal procedures and registration requirements. 4. Students improve negotiation and communication skills. 5. Students learn how to manage early-stage operational and financial decisions.
Unit IV – 15hrs	<ol style="list-style-type: none"> 1. Explain innovation tools using examples—design thinking, prototyping, testing. 2. Organize visits or virtual tours of incubation centers/start-up hubs. 3. Show examples of innovative products/services developed by students across India. 4. Conduct group activities on risk identification and problem-solving. 5. Use videos to explain scaling strategies, digital marketing, and technology adoption. 	<ol style="list-style-type: none"> 1. Students understand innovative thinking and product development processes. 2. Students gain awareness about incubators, accelerators, and support agencies. 3. Students learn problem-solving and creative decision-making. 4. Students develop knowledge of how start-ups scale, grow, and sustain. 5. Students become familiar with modern tools like digital marketing and technology platforms.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
4	VSC-251-IBM	Vocational Skill Development Course (VSC)	International Business Management	2	2

Course Objectives

1	To introduce students to basic concepts of international business, globalisation, trade theories, and import–export practices.
2	To introduce students to basic export–import procedures, documentation, and regulations.

Course Outcome

CO1	Students will understand global business concepts, trade theories, entry modes, and India’s foreign trade patterns.
CO2	Students will understand essential steps, documents, payments, incentives, and agencies involved in export–import.

Unit	Title and Contents	No. of Lecture Hours
1.	<p>Foundations of International Business and Core Concepts of Import–Export</p> <p>1.1 Introduction to the Meaning, Nature, and Scope of International Business, Domestic vs International Business.</p> <p>1.2 Understanding Globalization: Meaning, Benefits, Challenges, and Economic Effects.</p> <p>1.3 International Trade Theories: Comparative Advantage, Heckscher–Ohlin, Product Life Cycle Theory, National Competitive Advantage (Porter’s Diamond).</p> <p>1.4 Modes of Entry into International Business: Exporting & importing, Licensing & franchising, Joint ventures Wholly-owned subsidiaries and MNCs & global companies.</p> <p>1.5 International Institutions: their role in promoting trade: WTO, IMF, World Bank and UNCTAD.</p> <p>1.6 India’s Foreign Trade Overview: India’s major exports & imports, Key trading partners and Current trends.</p>	15

2.	<p>Export–Import Process and Regulatory Framework</p> <p>2.1 Introduction to Export–Import: Meaning of export & import Types of exporters (manufacturer exporters, merchant exporters) Export–import cycle.</p> <p>2.2 Export Procedure: Registration (IEC, RCMC), Selection of product & market, Documentation – Invoice, Packing list, Bill of lading/airway bill, Certificate of origin, Insurance documents. Role of CHA (Custom House Agent).</p> <p>2.3 Import Procedure: Import license requirements, Placing an order Bill of entry, Customs clearance, Duty structure (basic understanding)</p> <p>2.4 Export Payment Methods: Advance payment, Letter of Credit (LC) – simple explanation, Documentary collection (DP/DA), Open account</p> <p>2.5 Export Incentives in India: Duty Drawback, MEIS/SEIS (or their updated schemes – simple explanation), EPCG, EOU/STPI, Export Promotion Councils.</p> <p>2.6 Logistics in Export–Import: Freight forwarding – basic idea, Incoterms (EXW, FOB, CIF, etc.) simplified, Warehousing, packing, labelling requirements</p> <p>2.7 Government Support Agencies: DGFT, FIEO, ECGC (Export Credit Guarantee Corporation), EXIM Bank – role in promoting exports.</p>	15
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Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Foreign Trade – Theory, Procedures, Practices and Documentation	Dr.Khushpat S. Jain, Dr.Apexa V. Jain	Himalaya Publication	India
2	International Economics	M. L. Jhingan	Vrinda Publications, Delhi 2006	India
3	Export–Import Management	P. K. Khurana	Galgotia Publishing Company	New Delhi
4	Global Business Today	Charles W. L. Hill	McGraw Hill Education	New Delhi
	Export Management	T. A. S. Balagopal	Himalaya Publishing House	Mumbai

Other Learning Material E- Resource:

- **DGFT Website** – Basic information on export–import policies.
- **ICEGATE** – Simple reference for customs documents.
- **WTO Student Resources** – Easy explanations of global trade.
- **UNCTAD Infographics & Reports** – Beginner-friendly trade data.
- **Exim Bank Learning Material** – Simple guides on export finance.
- **FIEO** – Basic exporter support information

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	PPT, videos, debates, case method, theory-to-example activity, data charts, group discussion	Students gain conceptual clarity about international business, globalisation, trade theories, institutions & India's trade pattern
Unit II – 15hrs	Document demonstration, portal demo (DGFT/ICEGATE), role-play (CHA), Incoterms activity, case-based learning and visit to DGFT/Authority interaction/Guest lecture.	Students develop a practical understanding of export–import procedures, documentation, payments, logistics & government support.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	5 Marks
2	Solve any 2 out of 5	Long Answer Question	2*10 Marks	20 Marks
3	Solve any 2 out of 4	Short Notes	2*5 Marks	10 Marks
	Total			35 Marks

Semester IV					
Seme ster No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	CEP-251-SA	Community Engagement Program	Community Engagement Program through Social Awareness	2	4

This will be of 60 Hrs. Duration and to be conducted on field in collaboration with any NGO. Detail guidelines will be shared soon.