Course Description

HSS Electives:

Course Name: Concept of Digital Marketing **Code: 18B14HS441**
L-T-P Scheme: 3-0-0 **Credit:3**

Prerequisite: None

Objective:

1. Learn cutting-edge Digital Marketing techniques like Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Mobile Marketing, Analytics and Digital Strategy.
2. Measure, Analyze and Optimize Social Media Marketing Campaigns

Learning Outcome

At the end of the course, the students should:

CO1	Develop successful written, visual, and digital communication skills essential for a career in digital marketing including social media marketing. Discuss the key elements of a digital marketing strategy.
CO2	Apply digital marketing methods to select the best digital & social media tools for the target audience to achieve optimum results.
CO3	Acquire and illustrate social media listening skills for effective evaluation of social media tools and marketing.
CO4	Understand the need to identify cultural, global and societal influences to digital marketing.
CO5	Identify the social trends that influence digital and social media tools and strategy.
CO6	Describe how changing technology impacts the Digital Marketing environment.

Course Description

Unit 1: Introduction to Digital Marketing, Strategies in Digital Marketing. Search Engine Optimization – (Understand the search engine as default entry point to internet. Learn how to get website listed among top search engine results) - Search Engine working, Crawlers, ranking algorithm and techniques.Types of search engines, white hat SEO, black hat and grey hat SEO, on page optimization and techniques.
Unit 2: Search Engine Marketing – Basics of marketing, Inbound and outbound marketing, Appreciate the role of pay per click in website listing. Learn how to effectively run ads on Search Engines. Email Marketing– Learn how to effectively build your users lists, deliver e-mails & generate relevant clicks.
Unit 3: Social Media Marketing– Learn how to build brand, generate leads & aggregate audience on Social Media. Inbound Marketing– Learn how to attract & convert customers by earning their trust through various techniques such as content marketing.
Unit 4: Web Analytics – Basic web analytics process, web analytics technologies, log file analysis, Best Web Analytics Tools: Clickstream Analysis Tools, Content and Blog Marketing– Increasing audience

engagement through content marketing. Learn to use white paper, brochure, and case studies for unique interaction.
Unit 5: Mobile Marketing– Strategizing marketing through smart devices. Learn App-based marketing, QR codes, Location-based marketing, SMS marketing.

Teaching Methodology:
This course will be taught through the PowerPoint, case studies and discussions.

Evaluation Scheme:

Exams	**Marks**	**Coverage**
Test-1	15 Marks	Based on Unit-1
Test-2	25 Marks	Based on Unit-2 & Unit-3 and around 30% from coverage of Test-1
Test-3	35 Marks	Based on Unit-4 to Unit-5 and around 30% from coverage of Test-2
Assignment	10 Marks	
Tutorials	5 Marks	
Quiz	5 Marks	
Attendance	5 Marks	
Total	**100 Marks**	

Learning Resources:

Lecture slides and other study material on Digital Marketing (will be added from time to time): Digital copy will be available on the JUET server.

Text Books

1.”Digital Marketing: Strategy, Implementation & Practice”; Dave Chaffey & Fiona Ellis-Chadwick, Pearson, 2019
2. “The Power of Visual Storytelling”; Ekaterina Walter, McGrawHill, 2014

Web References:
1. https://neilpatel.com › what-is-digital-marketing
2.https://www.digitalvidya.com › blog › learn-digital-marketing-guide

Title: Concept of Economics **Code: 21B14HS547**
L-T-P scheme:2-1-0 **Credit:** 3

Prerequisite: None

Objectives:

1. The course is concerned with the application of economic principles and methodologies to key management decisions within organizations.
2. It provides principles to foster the goals of the organization, as well as a better understanding of the external business environment in which an organization operates.
3. It is fundamentally a unique way of thinking about problems, issues and decisions that managers face in each of the functional areas of the organization as well as the strategic ones faced by general managers.

Learning Outcomes:

Course Outcome	Description
CO1	Outline what economics is and how micro and macro economics differ from each other. Describe basic concepts of Demand and Supply&Elasticity's of demand
CO2	Develop an understanding of factors of production. And demand forecasting
CO3	Identify different types of cost and revenue. Deploy and be proficient in contribution and break even analysis
CO4	Apply logic to understand different market structures viz Perfect Competition; Monopoly; Monopolistic Competition; and Oligopoly.
CO5	To understand the concept of national income, inflation, monetary policy and fiscal policy and business cycles
CO6	Develop an understanding Foreign Trade of India, Foreign Exchange and Balance of Payments

Course Content:

Unit-1: Introduction of Micro& Macro-economic Concepts: Scope, Micro and Macro economics, Fundamental concepts of Economics, Law of demand**,**Law of SupplyMarginal Utility theory, Elasticity of demand – Price, Income, Cross, Advertising, Demand forecasting- Quantitative and Qualitative methods

Unit-2: Production and Cost Theory and Analysis: Production with one variable, optimal employment of a factor of production, Productionwith two variable inputs, Production Isoquants, Production Isocosts, **Cost Theory and Analysis :** Cost concepts – Opportunity, Explicit, Marginal, Incremental and Sunk, Relation between Production & Cost, Short run cost function, Long run cost function, Profit contribution analysis, Break Even analysis

Unit-3: Pricing under Different Market Structures: Perfect Competition -Determination of Price output relationship in short run, long run, Monopoly -Determination of Price output relationship in short run & long run , Price discrimination, Monopolistic Competition - Determination of Price output relationship in short run & long run , Product Differentiation ,Oligopoly -Types ,Determination of Price output relationship ,Price leadership model, Collusive and Non Collusive Oligopoly

Unit-4: National Income, -concepts, components, Methods and problems in measuring national income, Per capita income, Circular flow of income, Inflation, Monetary and fiscal policy, Business cycles

Unit-5: Foreign Trade of India, Foreign Exchange, Balance of Payments

Teaching Methodology:
Teaching methodology in this course involves classroom lectures as well tutorials. The tutorials allow a closer interaction between the students and the teacher as each student gets individual attention. In tutorials, the teacher will be keeping track of each student's progress and address her/his individual difficulties. Written assignments and projects submitted by students as part of the course will also discussed in tutorials.

Evaluation Scheme:

Exams	Marks	Coverage
Test-1	15 Marks	Based on Unit-1 & Unit-2
Test-2	25 Marks	Based on Unit-3 & Unit-4 and around 30% from coverage of Test-1
Test-3	35 Marks	Based on Unit-5 and around 30% from coverage of Test-2
Assignment	10 Marks	
Tutorials	5 Marks	
Quiz	5 Marks	
Attendance	5 Marks	
Total	**100 Marks**	

Reference Books/Material:

[1] Osborne, M. (2004), An introduction to game theory. Oxford University Press.
[2] Snyder, C., Nicholson, W. (2010), Fundamentals of microeconomics. Cengage Learning.
[3] Varian, H. (2010), Intermediate microeconomics: A modern approach, 8th ed. W. W. Norton.
[4] Bergstrom, T., Varian, H. (2014),Workouts in intermediate microeconomics. W. W. Norton
[5] Bernheim, B., Whinston, M. (2009). Microeconomics. Tata McGraw-Hill.
[6] Mankiw, N. (2007). Economics: Principles and applications, 4th ed. Cengage Learning.
[7] Snyder, C., Nicholson, W. (2010). Fundamentals of microeconomics. Cengage Learning.

Title: Logical & Quantitative Technique **Code: 18B14HS650**
L-T-P scheme: 2-1-0 **Credit: 3**

Prerequisite: None

Objective:

1. To familiarize the students with the concept and pattern of aptitude tests.
2. To solve quantitative aptitude problems and questions applying logical reasoning, within a short time span given during the placement drives.
3. To acquaint them with types of questions asked in quantitative aptitude, logical reasoning and verbal ability.

Learning Outcomes:

Course Outcome	Description
CO1	Outline the basic concepts of quantitative ability, logical reasoning skills, and verbal aptitude.
CO2	Explain and pratice the concepts and questions related to data interpretation, data sufficiency and verbal ability.
CO3	Describe the quick ways to solve quantitative aptitude problems and questions applying logical reasoning, within a short time span.
CO4	Develop a thorough understanding of the concepts of quantitative ability and verbal reasoning, enabling students to manage the placement challenges more effectively.
CO5	Identify and work out the frequently asked patterns in quantitative aptitude and logical reasoning.
CO6	Deployment and solve previous campus placements aptitude papers facilitating the students to compete in various competitive exams like CAT, CMAT, GATE, GRE, GATE, UPSC, GPSC etc.

Course Content:

Unit-1: Numbers and Arithmetic: Number system, Percentages, Profit & Loss, Interest, Ratio, Proportion and Variation, Time and Work, Time, Speed and Distance. Trains, Boats and streams, Pipes and cisterns, Mixture and Allegations, Calendar.

Unit-2: Counting and Data Interpretation: Permutation & Combinations, Probability. Data Interpretation, Data Sufficiency, Set theory, Venn Diagrams.

Unit-3: Logical Reasoning: Important concept in logical reasoning, Logical reasoning based on arrangements, Logical reasoning based on rankings, Team formation, Quantitative reasoning, Puzzle test.

Unit-4: Verbal Reasoning: Syllogism, Logical deduction, Binary Logic, Critical Reasoning. Blood Relations.

Unit-5: Verbal Ability: Spotting Errors, Vocabulary and Reading Comprehension, Antonyms, Spellings, Ordering of Words, Sentence Improvement, Ordering of Sentences, Closet Test, One Word Substitutes, Change of Voice, Verbal Analogies, Synonyms, Selecting Words, Sentence Formation, Sentence Correction, Completing Statements, Paragraph Formation, Comprehension, Idioms and Phrases, Change of Speech, Precis writing.

Teaching Methodology:

The course "Logical & Quantitative Technique" is introduced with an integral focus on campus placement. This course would train the students on a variety of question types used by the companies and improve their language skill. The course will train the students on the quick ways to solve quantitative aptitude problems and questions applying logical reasoning, within a short time span given during the placement drives. The course will also suit the need of the students and to acquaint them with frequently asked patterns in quantitative aptitude and logical reasoning. The course will be taught with the aid of lectures, handouts, case studies, task-based language learning, and comprehensive language learning through language lab.

Evaluation Scheme:

Exams	Marks	Coverage
Test-1	15 Marks	Based on Unit-1
Test-2	25 Marks	Based on Unit-2 & Unit-3 and around 30% from coverage of Test-1
Test-3	35 Marks	Based on Unit-4 & Unit-5 and around 30% from coverage of Test-2
Assignment	10 Marks	
Tutorials	5 Marks	
Quiz	5 Marks	
Attendance	5 Marks	
Total	**100 Marks**	

Learning Resources:

Lecture handouts and e-books on Logical & Quantitative Technique (will be added from time to time):
Digital copy will be available on the JUET server.

Text Book:

[1] "Verbal and Non-Verbal Reasoning"; R.S. Agarwal, S. Chand Publishing, New Delhi, 2013.

Reference Books/Material:

[1] "Quantitative Aptitude"; R.S. Agarwal, S. Chand Publishing, New Delhi, 2013.
[2] "English Grammar & Composition"; Wren and Martin, S. Chand Publishing, New Delhi, 2012.
[3] "Business Communication"; K.K. Sinha, Taxmann Publications, New Delhi, 4e, 2012.

Title: Knowledge Management **Code:** 18B14HS841

L-T-P Scheme: 3-0-0 **Credit:** 3

Prerequisite: None

Objective:

1. To strengthen the understanding of different methods for work with knowledge management.
2. To understand the theoretical foundation for knowledge and to build capabilities to manage knowledge within and across organizational boundaries.

Learning Outcome

Course Outcome	Description
CO1	To strengthen the understanding of different methods for work with knowledge management.
CO2	Understand the various KM Cycle that is most useful for capturing/acquiring, organizing, distributing, and sharing knowledge within an enterprise.
CO3	Understand the key tenets of the major knowledge management theoretical models in use today.
CO4	Outline the general taxonomic approaches used in classifying knowledge that has been captured.
CO5	Understand how user and task modeling approaches can help promote effective knowledge use at the individual, group, and organizational level.
CO6	Discuss and evaluate the different approaches that may be undertaken in order to achieve an optimal balance between creativity and organizational structure.

Course Content

Unit 1:INTRODUCTION TO KNOWLEDGE MANAGEMENT IN THEORY AND PRACTICE: What Is Knowledge Management? Multidisciplinary Nature of KM, The Two Major Types of Knowledge, The Concept Analysis Technique, History of Knowledge Management, From Physical Assets to Knowledge Assets, Organizational Perspectives on Knowledge Management, Why Is KM Important Today?,KM for Individuals, Communities, and Organizations, The knowledge management cycle, Major Approaches to the KM Cycle,The Zack KM Cycle,The Bukowitz and Williams KM Cycle ,The McElroy KM Cycle ,The Wiig KM Cycle,An Integrated KM Cycle,Strategic Implications of the KM Cycle,Practical Considerations for Managing Knowledge

Unit 2 : KNOWLEDGE MANAGEMENT MODELS : Major Theoretical KM Models ,The von Krogh and Roos Model of Organizational, Epistemology ,The Nonaka and Takeuchi Knowledge Spiral Model ,The Knowledge Creation Process, Knowledge Conversion ,Knowledge Spiral ,The Choo Sense-making KM Model ,The Wiig Model for Building and Using Knowledge, The Boisot I-Space KM Model, Complex Adaptive System Models of KM, Strategic Implications of KM Models, Practical Implications of KM Models, Knowledge capture and codification, Tacit Knowledge Capture, Tacit Knowledge Capture at Individual and Group Levels, Interviewing Experts, Structured Interviewing, Stories, Learning by Being Told, Learning by Observation, Other Methods of Tacit Knowledge Capture, Tacit Knowledge Capture at the Organizational Level, Explicit Knowledge, Codification Cognitive Maps, Decision Trees, Knowledge Taxonomics, Strategic Implications of Knowledge Capture and Codification, Practical Implications of Knowledge Capture and Codification

Unit 3 :KNOWLEDGE SHARING AND COMMUNITIES OF PRACTICE :The Social Nature of Knowledge, Sociograms and Social Network Analysis, Community Yellow Pages, Knowledge-Sharing Communities ,Types of Communities ,Roles and Responsibilities in CoPs ,Knowledge Sharing in Virtual CoPs ,Obstacles to Knowledge Sharing, The Undernet, Organizational Learning and Social Capital, Measuring the Value of Social Capital, Strategic Implications of Knowledge Sharing,Practical Implications of Knowledge Sharing, knowledge application, Knowledge Application at the Individual Level, Characteristics of Individual Knowledge Workers, Bloom's Taxonomy of Learning Objectives, Task Analysis and Modeling, EPSS, Knowledge Application at Group and Organizational Levels, Knowledge Reuse, Knowledge Repositories, Strategic Implications of Knowledge Application, Practical Implications of Knowledge Application

Unit 4 : KNOWLEDGE MANAGEMENT TOOLS: Knowledge Capture and Creation Tools, Content Creation Tools, Data Mining and Knowledge Discovery, Blogs ,Content Management Tools, Knowledge Sharing and Dissemination Tools, Groupware and Collaboration Tools, Wikis Networking Technologies, Knowledge Acquisition and Application Tools, Intelligent Filtering Tools ,Adaptive Technologies ,Strategic Implications of KM Tools and Techniques, Practical Implications of KM Tools and Techniques, km strategy and metrics, Knowledge Management Strategy, Knowledge Audit, Gap Analysis,The KM Strategy Road Map, The Management of Organizational Memory ,Balancing Innovation and Organizational Structure, Historical Overview of Metrics in KM,KM Metrics ,The Benchmarking Method, Knowledge management in theory and practice, The Balanced Scorecard Method, The House of Quality Method

Unit 5 :FUTURE CHALLENGES FOR KM : Political Issues Regarding Access, The Politics of Organizational Context and Culture, How to Provide Incentives for Knowledge Sharing, Shift to Knowledge-Based Assets, Future Challenges for KM ,KM Research Issues ,A Postmodern KM? Concluding Thoughts

Teaching Methodology:

This course will be taught through the Powerpoint, case studies and discussions

Evaluation scheme

Exams	Marks	Coverage
Test-1	15 Marks	Based on Unit-1 & Unit-2
Test-2	25 Marks	Based on Unit-3 & Unit-4 and around 30% from coverage of Test-1
Test-3	35 Marks	Based on Unit-5 and around 30% from coverage of Test-2
Assignment	10 Marks	
Tutorials	5 Marks	
Quiz	5 Marks	
Attendance	5 Marks	
Total	**100 Marks**	

Text Books:

[1] Knowledge Management in Theory and Practice,KimizDalkir,Elsevier publication

Reference Books:

[1] Hislop, D., Knowldege Management in Organisations, 2nd Ed, Oxford, 2009

[2] R. Maier, Knowledge Management Systems. Information and Communication Technologies for Knowledge Management. 2nd ed., Springer, Berlin et al., 2004.

[3] A. Tiwana, The Knowledge Management Tool Kit, Prentice Hall, 2000.

E. M. Awad and H. M. Ghaziri, Knowledge Management , 2nd ed., Pearson Education,2004.