



## FACULTY OF MANAGEMENT STUDIES

### Syllabus

SR #	Subject Paper Code	Paper Title	Credit	Mode of Examination	Maximum Marks
1	FMS/DMD101	English and Communication	6	Internal	50
				External	50
2	FMS/DMD102	Functional Management	6	Internal	50
				External	50
3	FMS/DMD103	Computer Skills and Internet Proficiency	6	Internal	50
				External	50
4	FMS/DMD104	Website Planning and Designing	6	Internal	50
				External	50
5	FMS/DMD105	Social media and search marketing	6	Internal	50
				External	50
6	FMS/DMD106	Email Marketing & Affiliate Marketing	6	Internal	50
				External	50
7	FMS/DMD107	Content Creation and Management	6	Internal	50
				External	50
8	FMS/DMD108	Practical Project	18	Report	200
				Viva	100

### Detailed Course Content:

#### Paper Code- FMS/DMD101

##### Paper – English and Communication

- Basics of Communication, Types and modes of communication, Effective Communication and communication process, Barriers of Communication, Written and spoken communication.
- Articles, Noun, Pronoun, Verbs, Adverbs, Adjectives, Tenses, Active and Passive Voice, Prepositions and Conjunctions, Subject Verb Predicate and Idioms and Phrases.
- Reading and Comprehension, Essay, Technical and Creative writing, E writing: Emails, Letters and Reports.

#### Paper Code- FMS/DMD102

##### Paper – Functional Management

- **Management:** Basic Concepts of Management, Management Theories, Functions of Management, Management Process, Staffing, Controlling, Decision Making Process, Organizational Behavior, Motivation, Leadership, Personality, Conflict, Perception, Group Dynamics.
- **Marketing Management:** Nature and scope of marketing, Understanding consumer and

Industrial markets. 7'Ps of Marketing, Market segmentation, Targeting and positioning; Product decisions - product mix, product life cycle. New product development, branding and packaging decisions, Pricing methods and strategies. Promotion decisions promotion mix, Channel management, Customer Relationship Management (CRM).

- **Additional Management:**

- Financial Management: Meaning, objectives, financial institutions and functions.
- HR Management: Concepts and Perspectives on Human Resource Management;
- Strategic Management: Nature and Scope of Strategic Management.
- Accounting: Meaning and Definition of Accounting, Parties or Users interested in Accounting, Business Communication Process.

### **Paper Code- FMS/DMD103**

#### **Paper – Computer Skills and Internet Proficiency**

- Computer: Characteristics, Components, Generations, Languages, and Applications;
- Operating System: System Software, System Software Types, Operating System and Its Types, Functions and Uses, Linux, Windows and Android as Case Studies
- Introduction to Information & Communication Technology: Information, Communication, Computer Network, Network Components, Types, Channels, and Applications
- Data File Organization, File types, File processing system v/s DBMS; DBMS: Definition, Components and Applications; Data Processing.
- Introduction to Internet, Web components, web site, web applications and Web Platform, Basic Programming language and script; Coding; Encoding; Decoding, Google tools (drive, search engine, documents, maps etc.)

### **Paper Code- FMS/DMD104**

#### **Paper – Website Planning and Designing**

- Introduction to Graphic Designing, Graphic designing tools and their applications; Graphic file format conversion, Web planning and Conceptualization.
- Understanding URL & websites, domain names, domain extensions, domain registration process, website hosting process, control panel understanding; Website wireframe and Introduction to Word Press.
- Hypertext Markup Language (HTML) & Tags; Introduction to CSS, CSS Implementation; creating WebPages and hyperlinks; Introduction to Content Management System.

### **Paper Code- FMS/DMD105**

#### **Paper – Social Media and Search Marketing**

- Introduction to Digital Marketing; Digital Marketing Trends & Platforms; Types of Digital Marketing; Terms used in Digital Marketing; Digital Advertising.
- Search Engine and its working; Search Engine Optimization (SEO) Concept; On page and Off page SEO; Keyword Ranking; Webmaster Tools; Google AdWords: Introduction; SEO v/s SMM.
- Social media platform and its features, Concept of Top 5 SMM platforms and their

implementation (Facebook Tools (Facebook + WhatsApp + Instagram), Twitter; Pinterest; YouTube) ; SMM and advertising; E-mail Marketing.

### **Paper Code- FMS/DMD106**

#### **Paper – Email Marketing and Affiliated Marketing**

- Importance of email marketing email marketing tools email marketing campaigns and strategies introduction to mobile marketing
- Affiliated Marketing principles Tools and techniques campaign building and Management campaign performance analysis ROI analysis and affiliated marketing strategies publishers and publishing network
- Effective content writing content marketing channels wordpress installation and configuration selection of theme and its Optimization uses of widgets

### **Paper Code- FMS/DMD107**

#### **Paper – Content Creation and Management**

- Content description, types of contents, strategies and content writing, Blogging, Different blog platforms and their features.
- Building Content creation framework, WordPress introduction and installation, Theme Selection and customization, blogs and widget implementation.
- Measuring and analyzing content, Building content strategy for SEO and Social Media.

**Paper Code- FMS/DMD108**

**Paper – Practical Project**

- Project/Internship based on 12 weeks learning of Digital Marketing or related concepts, Report and Viva Voce.