



THE NATIONAL COLLEGE
BASAVANGUDI, BANGALORE-560004
[AUTONOMOUS]
DEPARTMENT OF COMMERCE

DIGITAL MARKETING

Duration: 30 Hours

Course code: COM-ED

Course Description:

The Digital Marketing course provides students with a comprehensive understanding of the principles, strategies, and tools used in digital marketing practices. Through a combination of theoretical lectures, case studies, hands-on exercises, and practical projects, students will learn how to create and implement effective digital marketing campaigns across various platforms. Topics covered include search engine optimization (SEO), social media marketing, content marketing, email marketing, digital advertising, analytics, and the integration of digital marketing with traditional marketing strategies.

Course Objectives:

1. Understand the fundamentals of digital marketing and its importance in today's business landscape.
2. Gain proficiency in utilizing digital marketing tools and platforms for effective campaign management.
3. Learn to develop digital marketing strategies aligned with business objectives and target audience needs.
4. Explore various digital marketing channels, including search engines, social media, email, and content marketing.
5. Develop skills in analysing digital marketing metrics and optimizing campaign performance.
6. Understand ethical considerations and best practices in digital marketing.

Module 1:

7 Hours

Introduction to Digital Marketing

- Definition and scope of digital marketing
- Evolution of digital marketing and its impact on businesses
- Importance of digital marketing in the modern marketplace

Digital Marketing Strategy

- Setting objectives and goals for digital marketing campaigns
- Understanding target audience demographics and behaviours
- Developing buyer personas and customer journey mapping
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Module 2:

7 Hours

Search Engine Optimization (SEO)


- Fundamentals of SEO and its importance in online visibility
- On-page and off-page optimization techniques
- Keyword research and content optimization

Social Media Marketing



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| <ul style="list-style-type: none"> • Overview of major social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) • Creating engaging content for social media • Community management and engagement strategies • | |
| Module 3: | 8 Hours |
| <p>Content Marketing</p> <ul style="list-style-type: none"> • Role of content marketing in digital marketing strategies • Creating compelling and valuable content for target audiences • Content distribution and promotion strategies <p>Email Marketing</p> <ul style="list-style-type: none"> • Building and segmenting email lists • Designing effective email campaigns • Email automation and personalization techniques | |
| Module 4: | 8 Hours |
| <p>Digital Advertising</p> <ul style="list-style-type: none"> • Overview of digital advertising platforms (e.g., Google Ads, Facebook Ads, LinkedIn Ads) • Creating and optimizing ad campaigns • Budgeting and bidding strategies <p>Integrated Marketing Communications</p> <ul style="list-style-type: none"> • Aligning digital marketing efforts with traditional marketing channels • Creating cohesive messaging across different channels <p>Leveraging synergy between online and offline marketing activities</p> | |
| Recommended Textbooks: | |
| <ul style="list-style-type: none"> • "Digital Marketing For Dummies" by Ryan Deiss and Russ Henneberry • "The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns" by Ian Dodson • "Digital Marketing: Strategy, Implementation, and Practice" by Dave Chaffey, Fiona Ellis-Chadwick, Kevin Johnston, and Richard Mayer | |



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|  | THE NATIONAL COLLEGE BASAVANGUDI, BANGALORE-560004 [AUTONOMOUS] DEPARTMENT OF COMMERCE | |
| | FINANCIAL RISK MANAGEMENT | |
| | Duration: 30 Hours | Course code: COM-FRM |
| <p>Course Description: Financial Risk Management is designed to provide students with a comprehensive understanding of financial risks faced by businesses and institutions, as well as the strategies and tools used to identify, measure, and mitigate these risks. Through theoretical lectures, case studies, and practical exercises, students will learn about various types of financial risks, including market risk, credit risk, liquidity risk, and operational risk. Emphasis will be placed on risk assessment techniques, risk management frameworks, and regulatory requirements in financial risk management.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Understand the concept of financial risk and its significance in the context of businesses and financial institutions. 2. Gain knowledge of different types of financial risks and their characteristics. 3. Learn techniques for identifying, measuring, and analysing financial risks. 4. Explore various risk management strategies and tools used to mitigate financial risks. 5. Understand the role of financial regulation and compliance in risk management. 6. Apply financial risk management concepts to real-world scenarios and case studies. | | |
| Module 1: | | 7 Hours |
| <p>Introduction to Financial Risk Management</p> <ul style="list-style-type: none"> • Definition of financial risk and its types • Importance of risk management in finance • Overview of financial risk management process <p>Market Risk Management</p> <ul style="list-style-type: none"> • Understanding market risk and its sources • Value at Risk (VaR) and other risk measures • Portfolio risk management techniques • | | |
| Module 2. | | 7 Hours |
| <p>Credit Risk Management</p> <ul style="list-style-type: none"> • Types of credit risk (default risk, counterparty risk) • Credit analysis and credit scoring models • Collateral management and credit derivatives <p>Liquidity Risk Management</p> <ul style="list-style-type: none"> • Definition and types of liquidity risk • Liquidity risk measurement and monitoring • Liquidity risk management strategies | | |



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| Module 3. | 8 Hours |
| <p>Operational Risk Management</p> <ul style="list-style-type: none"> • Definition and categories of operational risk • Risk assessment methodologies (e.g., scenario analysis, loss data collection) • Operational risk mitigation techniques <p>Risk Management Frameworks</p> <ul style="list-style-type: none"> • Enterprise Risk Management (ERM) • Basel Accords and regulatory requirements • Corporate governance and risk culture | |
| Module 4: | 8 Hours |
| <p>Risk Modelling and Analytics</p> <ul style="list-style-type: none"> • Statistical techniques for risk modelling • Simulation methods (e.g., Monte Carlo simulation) • Stress testing and scenario analysis <p>Risk Management in Financial Institutions</p> <ul style="list-style-type: none"> • Risk management practices in banks, insurance companies, and investment firms • Role of risk management committees and chief risk officers • Compliance with regulatory requirements (e.g., Dodd-Frank, Basel III) | |
| <p>Recommended Textbooks:</p> <ul style="list-style-type: none"> • "Financial Risk Management: A Practical Approach for Emerging Markets" by Philippe Jorion • "Risk Management and Financial Institutions" by John C. Hull • "Value at Risk: The New Benchmark for Managing Financial Risk" by Philippe Jorion | |





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STOCK MARKET

Duration: 30 Hours

Course code: COM-SM

Course Description:

The Stock Market Analysis and Investment Strategies course provide students with a comprehensive understanding of the stock market, investment principles, and analytical techniques used in making informed investment decisions. Through theoretical lectures, case studies, and practical exercises, students will learn about fundamental and technical analysis, portfolio management, risk assessment, and trading strategies. Emphasis will be placed on understanding market dynamics, evaluating investment opportunities, and developing personalized investment strategies.

Course Objectives:

1. Understand the structure and functioning of the stock market.
2. Gain knowledge of different investment vehicles and financial instruments.
3. Learn fundamental and technical analysis techniques for evaluating stocks.
4. Develop skills in portfolio construction, diversification, and risk management.
5. Explore various investment strategies, including value investing, growth investing, and momentum trading.
6. Apply analytical tools and methods to identify investment opportunities and optimize portfolio performance.

Module 1:

7 Hours

Introduction to Stock Market Analysis

- Overview of financial markets and market participants
- Basic principles of investing and trading
- Introduction to stock exchanges and trading platforms

Investment Vehicles and Financial Instruments

- Stocks, bonds, mutual funds, and exchange-traded funds (ETFs)
- Derivatives (e.g., options, futures, swaps)
- Alternative investments (e.g., real estate, commodities)
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Module 2.

7 Hours

Fundamental Analysis

- Financial statement analysis (income statement, balance sheet, cash flow statement)
- Valuation techniques (e.g., discounted cash flow, price-to-earnings ratio)
- Economic and industry analysis

Technical Analysis

- Price chart analysis (e.g., support and resistance levels, trend lines)



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| <ul style="list-style-type: none"> • Technical indicators (e.g., moving averages, relative strength index) • Candlestick patterns and chart patterns <p>Portfolio Management</p> <ul style="list-style-type: none"> • Portfolio construction and asset allocation • Modern portfolio theory and the efficient frontier • Risk assessment and diversification strategies | |
| Module 3. | 8 Hours |
| <p>Investment Strategies</p> <ul style="list-style-type: none"> • Value investing and fundamental analysis approach • Growth investing and investing in emerging markets • Momentum trading and trend-following strategies <p>Behavioural Finance and Investor Psychology</p> <ul style="list-style-type: none"> • Psychological biases and heuristics in decision-making • Market sentiment and investor sentiment indicators • Overcoming emotional biases in investing <p>Risk Management and Position Sizing</p> <ul style="list-style-type: none"> • Risk assessment techniques (e.g., standard deviation, value at risk) • Position sizing and portfolio rebalancing • Hedging strategies and risk mitigation techniques | |
| Module 4: | 8 Hours |
| <p>Trading Strategies and Execution</p> <ul style="list-style-type: none"> • Day trading, swing trading, and position trading • Algorithmic trading and automated trading systems • Order types and execution strategies <p>Quantitative Analysis and Modelling</p> <ul style="list-style-type: none"> • Quantitative trading strategies (e.g., pairs trading, mean reversion) • Statistical arbitrage and factor modelling • Back testing and performance evaluation <p>Case Studies and Real-World Applications</p> <ul style="list-style-type: none"> • Analysis of historical market data and investment case studies • Application of investment strategies to real-world scenarios • Discussion of successful and unsuccessful investment decisions | |
| <p>Recommended Textbooks:</p> <ul style="list-style-type: none"> • "The Intelligent Investor" by Benjamin Graham • "Security Analysis" by Benjamin Graham and David Dodd • "A Random Walk Down Wall Street" by Burton G. Malkiel | |

