

E-RSOURCES

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BATCH: 13BMS

Semester : I

Subject Name	Sr.No.	Chapter Name	Content Type	Links
Business Law	1	Contract Act ,1872 And Sale Of Goods Act,1930	VIDEOS	https://www.youtube.com/watch?v=BZshaldOIUo https://www.youtube.com/watch?v=EE9FuVrS0nA
	2	Negotiable Instruments Act,1881,And Consumer Protection Act ,1986	VIDEOS	https://www.youtube.com/watch?v=gT8noCXmweQ https://www.youtube.com/watch?v=pRQqxHqXwgA
	3	Company Law	VIDEOS	https://www.youtube.com/watch?v=i0tYNSWS7ks&list=PLU2YP04_LRDtciDwIt4bP5zbixBfNEMWS https://www.youtube.com/watch?v=rTJzik3UIGc&list=PLU2YP04_LRDtciDwIt4bP5zbixBfNEMWS&index=3 https://www.youtube.com/watch?v=be7ANoqhV8&list=PLU2YP04_LRDtciDwIt4bP5zbixBfNEMWS&index=4
	4	Intellectual Property Rights	VIDEO	https://www.youtube.com/watch?v=VzIgfPfAd0Fs
Introduction To Financial Accounts	1	Introduction	VIDEO	https://www.youtube.com/watch?v=JfagPmIqRoE
	2	Accounting Transactions	VIDEO	https://www.youtube.com/watch?v=kzbmKTz6z8o
	3	Depreciation Accounting & Trial Balance	VIDEO	https://www.youtube.com/watch?v=as3XVyhSkAU
	4	Final Accounts	VIDEO	https://www.youtube.com/watch?v=IRq58tmMpJc
Foundation Of Human Skills	1	Understanding Of Human Nature	VIDEOS	https://www.youtube.com/watch?v=uGXBWkvR9a0 https://www.youtube.com/watch?v=uGXBWkvR9a0
	2	Introduction To Group Behaviour	VIDEO	https://www.youtube.com/watch?v=or6g3BXbUas
	3	Organizational Culture And Motivation At Workplace	VIDEOS	https://www.youtube.com/watch?v=u7FaZZeasg https://www.youtube.com/watch?v=ldbSbmDhH6Q
	4	Organisational Change,Creativity And Development And Work Stress	VIDEOS	https://www.youtube.com/watch?v=yithphEnRGM https://www.youtube.com/watch?v=S-gZk9r8LnY
Business Economics - I	1	Introduction To Business Economics	VIDEOS	https://youtu.be/JNdqVPEVURU https://youtu.be/zX3_8VTSQrg
	2	Market Demand and Supply	PPT	https://www.slideshare.net/123456789ASHU/business-economics-53163203
	3	Demand Function	VIDEO	https://youtu.be/hgqJiTCmHEg https://youtu.be/i3ghIr4VnKE
	4	Elasticity of demand	VIDEO	https://youtu.be/u53tuGrTd4
	5	Demand Estimation and Forecasting	VIDEOS	https://youtu.be/PrpncIyU7ZE https://youtu.be/9IHuOB9arw
	6	Theory of Production	VIDEO	https://youtu.be/FN7bfDv0o4E
	7	Short Run and Long Run Analysis of Production	VIDEO	https://youtu.be/_CcEfVurkN0
	8	Economies and Diseconomies of scale	VIDEO	https://youtu.be/ssS1bz9t50
	9	Cost of Concepts	VIDEO	https://youtu.be/1W76B3vVtuc
	10	Cost-output Relationship	VIDEO	https://youtu.be/x0XZviFMKnc
	11	Break Even Analysis	VIDEO	https://youtu.be/rm2KV9DkQ2g
	12	Market Structure	VIDEO	https://youtu.be/xK6C0GUuLNA
	13	Perfect Competition	VIDEOS	https://youtu.be/yZvjjK6X6fE https://youtu.be/QYr5UEFVWDo https://youtu.be/yHH7jVevJt0
	14	Monopoly	VIDEOS	https://youtu.be/UGObrN_pDeg https://youtu.be/u8aNgKKGkS4Y
	15	Monopolistic Competition	VIDEO	https://youtu.be/-zBNhbW3IdA
	16	Oligopoly	VIDEO	https://youtu.be/v4DzZ6vgusI
	17	Pricing Practice I	VIDEO	https://youtu.be/DRTRnMp1XUg
	18	Pricing Practice II	VIDEOS	https://youtu.be/L_tEOTWWTg8 https://youtu.be/_67PFHqChB4
Foundation Course - I	1	Overview Of Indian Society	VIDEOS	https://youtu.be/GGOzFEy1UWI https://youtu.be/ryTOAv9e1Js
	2	Concept Of Disparity-1	VIDEOS	https://youtu.be/F2QDV9Hyb38 https://youtu.be/-9TxPdB3wIQ
	3	Concept Of Disparity-2	VIDEOS	https://youtu.be/Ui0z6ceY2H8 https://youtu.be/F3swNM9l9lo
	4	The Indian Constitution	VIDEOS	https://youtu.be/vq2Q1_V6tnu https://youtu.be/XO2fbq6y008

	5	Significant Aspect Of Political Processes	VIDEOS	https://youtu.be/20VZH813KN4 https://youtu.be/FOM4XtGJwEc
Business Communication - I	1	Introduction	VIDEO	https://youtu.be/wEzu5AAp2-c
	2	Channels And Objectives Of Communication	VIDEO	https://youtu.be/Llaj_Mj6bBE
	3	Methods And Modes Of Communication	VIDEO	https://youtu.be/To3Gimw6Go
	4	Barrier To Communication	VIDEO	https://youtu.be/hTfsb5ysK80
	5	Listening Skills	VIDEO	https://youtu.be/LsoZ29K7xtA
	6	Introduction To Business Ethics	VIDEO	https://youtu.be/HaOpSnnzA70
	7	Theory Of Business Letter Writing	VIDEO	https://youtu.be/mJJNjGwUGBE
	8	Personal Correspondence	VIDEO	https://youtu.be/3weFvF4RSSQ
	9	Some Commercial Terms	VIDEO	https://youtu.be/r6PS0X1jbb0
	10	Paragraph Writing	VIDEO	https://youtu.be/xCmKt0rw7UE
	11	Remedial Grammar	VIDEO	https://youtu.be/x9b6kkYR5AA
Business Statistics - I	1	Introduction To Statistics	VIDEO	https://youtube.com/playlist?list=PLaAhQ2ofZZRC1hJiozZBb9oD0pOoXhWjc
	2	Measures Of Dispersion, Co-Relation And Linear Regression		
	3	Time Series And Index Number		
	4	Probability And Decision Theory	VIDEOS	https://youtu.be/Zzf78kxzhY https://youtu.be/xyBFuCuKPg https://youtu.be/f62vej_qJZA https://youtu.be/reOVQ-Y3hM0

BATCH: 14BMS - Marketing		Semester : III		
Subject Name	Sr.No.	Chapter Name	Content Type	Links
Strategic Management	1	Business Policy And Strategic Management	VIDEO	https://youtu.be/Tzcu0TokPKg
	2	Strategy Formulation	VIDEO	https://youtu.be/zjnpS758NOA
	3	Strategy Implementation	VIDEOS	https://youtu.be/sJUYzAqluM https://youtu.be/Caj9BmZBgoQ
	4	Strategic Evaluation And Control	VIDEOS	https://youtu.be/P4fYZXnhNho https://youtu.be/jt6-Nhelgp0
Advertising	1	Introduction To Advertising	VIDEO	https://youtu.be/nDAP18M-vfo
	2	Strategy And Planning Process In Advertising	VIDEO	https://youtu.be/nsfl668GXYy
	3	Creativity In Advertising	VIDEO	https://youtu.be/Yu8_mHroAVw
	4	Budget Evaluation , Current Trends And Careers In Advertising	VIDEOS	https://youtu.be/Wput6fN2ptU https://youtu.be/khxkjXipbd0
Business Planning And Entrepreneurial Management	1	Foundation Of Entrepreneurship Development	PDF	https://indiafreeNotes.com/umbms-business-planning-entrepreneurial-management/
	2	Types And Classification Of Entrepreneurs	PDF	https://indiafreeNotes.com/umbms-business-planning-entrepreneurial-management/
	3	Entrepreneur Project Development And Business Plan	PDF	https://indiafreeNotes.com/umbms-business-planning-entrepreneurial-management/
	4	Venture Development	PDF	https://indiafreeNotes.com/umbms-business-planning-entrepreneurial-management/
Consumer Behaviour	1	Introduction To Consumer Behaviour	PDF	https://indiafreeNotes.com/umbms-consumer-behaviour/
	2	Individuals-Determinants Of Consumer Behaviour	PDF	https://indiafreeNotes.com/umbms-consumer-behaviour/
	3	Environmental Determinants Of Consumer Behaviour	PDF	https://indiafreeNotes.com/umbms-consumer-behaviour/
	4	Consumer Decision Making Models And New Trends	PDF	https://indiafreeNotes.com/umbms-consumer-behaviour/
Accounting for Managerial Decisions	1	Analysis and interpretation of financial statements.	VIDEO	https://youtu.be/Lv8LzCO2Flg
	2	Ratio analysis and interpretation.	VIDEO	https://youtu.be/-UbfZrD8Eds
	3	Cash flow statement.	VIDEO	https://youtu.be/3dRaJuEOApA
	4	Working Capital.	VIDEO	https://youtu.be/IWFZivrv4MY
IT in Business Management	Module-1			
	1	Information Technology Concepts	VIDEO	https://www.youtube.com/watch?v=jw0rlmncbFE
	2	Information System	VIDEO	https://www.youtube.com/watch?v=Qujsd4vkqFl
	3	Failure And Success If It	PPT	https://www.youtube.com/watch?v=toC0wnBu2MM
	4	It Resources	PDF	https://www.automationmag.com/images/stories/LWTech-files/83%20Technology%20Resources.pdf
	Module-2			
	5	Ms Word	VIDEO	https://www.youtube.com/watch?v=rJPW5x0g3l
	6	Ms Excel	VIDEO	https://www.youtube.com/watch?v=y1126PQ5zRU
	7	Ms Excel Basics: Calculation And Function	VIDEO	https://www.youtube.com/watch?v=TfkNkrKMF5c
	8	Ms Excel Chats,Tools,Printing	VIDEO	https://www.youtube.com/watch?v=TfkNkrKMF5c
	9	Powerpoint	PPT	https://support.microsoft.com/en-us/office/create-a-presentation-in-powerpoint-422250f8-5721-4cea-92cc-202fa7b89617
	Module-3			
	10	Email And Outlook	VIDEO	https://www.youtube.com/watch?v=hyYvKzNJNek
	11	Internet ,Netwok And Dns	VIDEO	https://www.youtube.com/watch?v=XGSUZbWGLGo
	12	E-Commerce Amd M-Commerce	PDF	https://www.geeksforgeeks.org/difference-between-e-commerce-and-m-commerce/#:~:text=In%20general%2C%20e%2Dcommerce%20activities,(Personal%20Digital%20Assistant)%20etc.
Module-4				
13	Threats And Controls	VIDEO	https://purplesec.us/security-controls/	
14	Information Tecnology Risk	VIDEO	https://www.youtube.com/watch?v=cKxxlt14Bpk	
15	Real Time Application And E-Payments	VIDEO	https://www.pymnts.com/commerce-connected/2021/real-time-realized-unlocking-the-connected-economy-capabilities-of-real-time-payments/	

Environmental Management	1	Environmental Concepts	VIDEOS	https://youtu.be/fxVGiq1kggg https://youtu.be/4w_HqJuEEfA , https://youtu.be/qkgQO_BoSRY
	2	Environmental Degradation	VIDEOS	https://youtu.be/zAPSwgFPnXk , https://youtu.be/_LwH6O4jaXY , https://youtu.be/t2afUxy8HbU
	3	Sustainability And Role Of Business	VIDEOS	https://youtu.be/yZUDP7lflqE . https://youtu.be/tT5HWxcy_uY
	4	Innovationss In Business - An Envirmmental Perspective	VIDEOS	https://youtu.be/BW_KXGhagoE . https://youtu.be/SvvCuCchlSE https://youtu.be/K6ppCC3lboU

BATCH: 14BMS - FINANCE			Semester : III	
Subject Name	Sr.No.	Chapter Name	Content Type	Links
Strategic Management	1	Business Policy And Strategic Management	VIDEO	https://youtu.be/TzcueTOKPKg
	2	Strategy Formulation	VIDEO	https://youtu.be/zjnpS758NOA
	3	Strategy Implementation	VIDEOS	https://youtu.be/JJUyZAqluM https://youtu.be/Caj9BmZBgOQ
	4	Strategic Evaluation And Control	VIDEOS	https://youtu.be/P4fYZXnhNho https://youtu.be/jt6-Nhelgp0
Corporate Finance	1	Introduction To Corporate Finance	VIDEO	https://youtu.be/3Xc98RX-ZXg
	2	Introduction To Ownership Securities	VIDEO	https://youtu.be/W3qKCTpYDQg
	3	Capital Structure And Concept Of Leverage	VIDEO	https://youtu.be/_4i0jNDzCOE
	4	Ebit – Eps Analysis	VIDEO	https://youtu.be/o4g7VNe4EfA
	5	Time Value Of Money	VIDEO	https://youtu.be/wyKu7v-3qoA
	6	Cost Of Capital	VIDEO	https://youtu.be/idZ5JMXhSbg
	7	Mobilisation Of Funds	VIDEO	https://youtu.be/k9iOG8uRwfc
Equity And Debt Market	1	Debit Market	VIDEO	https://youtu.be/YkqwIIIIFX4
	2	Equity Market	VIDEO	https://youtu.be/ohTQuGhUFcW
	3	Dynamics Of Equity Market	VIDEO	https://youtu.be/LXku4GVscac
	4	Secondary Market	VIDEO	https://youtu.be/lmkgN4RLMjQ
	5	Players In Debt Markets	VIDEO	https://youtu.be/0GoAYAASJOI
	6	Valuation Of Equity	VIDEOS	https://youtu.be/a6wCnTSK7WI https://youtu.be/zjl67RmZuzo
	7	Valuation Of Bonds	VIDEOS	https://youtu.be/cABQCIXXQIM https://youtu.be/cABQCIXXQIM
Accounting for Managerial Decisions	1	Analysis And Interpretation Of Financial Statements.	VIDEO	https://youtu.be/lv8LzCQ2Flg
	2	Ratio Analysis And Interpretation	VIDEO	https://youtu.be/-UbFZRd8Eds
	3	Cash Flow Statement	VIDEO	https://youtu.be/3dRajUEOApA
	4	Working Capital	VIDEO	https://youtu.be/IWFZivrv4MY
IT in Business management	Module-1			
	1	Information Technology Concepts	VIDEO	https://www.youtube.com/watch?v=jw0rlmncbFE
	2	Information System	VIDEO	https://www.youtube.com/watch?v=Qujsd4vkqFI
	3	Failure And Success If It	VIDEO	https://www.youtube.com/watch?v=toe0wnBu2MM
	4	It Resources	PPT	https://www.automationmag.com/images/stories/LWTech-files/83%20Technology%20Resources.pdf
	Module-2			
	5	Ms Word	VIDEO	https://www.youtube.com/watch?v=rJPWi5x0g3I
	6	Ms Excel	VIDEO	https://www.youtube.com/watch?v=y1126PQ5zRU
	7	Ms Excel Basics: Calculation And Function	VIDEO	https://www.youtube.com/watch?v=TrkNkrKMF5c
	8	Ms Excel Chats,Tools,Printing	VIDEO	https://www.youtube.com/watch?v=TrkNkrKMF5c
	9	Powerpoint	VIDEO	https://support.microsoft.com/en-us/office/create-a-presentation-in-powerpoint-422250f8-5721-4cea-92cc-202fa7b89617
	Module-3			
	10	Email And Outlook	VIDEO	https://www.youtube.com/watch?v=hyYvKzNjNek
	11	Internet ,Netwok And Dns	VIDEO	https://www.youtube.com/watch?v=XGSUZbWGLGo
	12	E-Commerce Amd M-Commerce	PDF	https://www.geeksforgeeks.org/difference-between-e-commerce-and-m-commerce/#:~:text=In%20general%2C%20e%2Dcommerce%20activities,(Personal%20Digital%20Assistant)%20etc.
Module-4				
13	Threats And Controls	VIDEO	https://purplesec.us/security-controls/	
14	Information Tecnology Risk	VIDEO	https://www.youtube.com/watch?v=cKxxIt14Bpk	
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Business Planning And Entrepreneurial Management	1	Foundation Of Entrepreneurial Development	PDF	https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/
	2	Types And Classification Of Entrepreneurs	PDF	https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/
	3	Entrepreneur Project Development And Business Plan	PDF	https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/
	4	Venture Development	PDF	https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/
Environmental Management	1	Environmental Concepts	VIDEOS	https://youtu.be/fxVGiq1kggg https://youtu.be/4w_HqJuEEfA , https://youtu.be/qkgQO_BoSRY
	2	Environmental Degradation	VIDEOS	https://youtu.be/zAPSwgFPnXk , https://youtu.be/_LwH6O4jaXY , https://youtu.be/t2afUxy8HbU
	3	Sustainability And Role Of Business	VIDEOS	https://youtu.be/yZUDP7lfLqE , https://youtu.be/rT5HWxycy_uY
	4	Innovations In Business - An Environmental Perspective	VIDEOS	https://youtu.be/BW_KXGhagoE . https://youtu.be/SvvCuCchiSE https://youtu.be/K6ppCC3lboU

BATCH: 15BMS - Marketing				Semester : V
Subject Name	Sr.No.	Chapter Name	Content Type	Links
Logistics and Supply chain management	1	Unit-1 Introduction To Logistics	VIDEOS	https://youtu.be/btqspI827xc https://youtu.be/lZPO5RclZEo
	2	Unit-2 Transportation	VIDEO	https://youtu.be/1QALeHjPViu
	3	Unit-3 Inventory Management And Inventory Control	VIDEOS	https://youtu.be/PuhgTVN_E_1 https://youtu.be/L_6asHeQjHA
	4	Unit-4 Research Trends in Logistics and Supply Chain management	VIDEOS	https://youtu.be/1QtZ9mDZWCs https://youtu.be/43J4a-EXL8Y
Corporate Communication And Public Relations	1	Foundation Of Corporate Communication	VIDEO	https://youtu.be/Y3YBy4ixq3A
	2	Understanding The Public Relations	VIDEO	https://youtu.be/7yq34Wb4fNs
	3	Functions Of Corporate Communication And Public Relations	VIDEO	https://www.youtube.com/watch?v=dJW9uJJExcA
	4	Emerging Technology In Corporate Communication And Public Relations	VIDEO	https://www.youtube.com/watch?v=0u_XXDAJQps
Service Marketing	1	Introduction To Service Marketing	VIDEO	https://youtu.be/C4_E-G7m0wQ
	2	Key Elements Of Service Marketing Mix	VIDEO	https://youtu.be/TTmmRJ6T4fU
	3	Managing Quality Aspects Of Service Marketing	VIDEO	https://youtu.be/OzQUszfr_Kw
	4	Marketing Of Services	VIDEOS	https://youtu.be/zfxtZt2pRz8 https://youtu.be/FTGu_9aCwdc https://youtu.be/8GH70XPPBbw https://youtu.be/mIu7oPPrMA
E-Commerce And Digital Marketing	1	Introduction To E-Commerce	VIDEO	https://youtu.be/Zzs6kLkAUQ
	2	E-Business & Applications	VIDEO	https://youtu.be/hlPPsnDudy8 https://youtu.be/Wn1I_7pMDMc
	3	Payments, Security, Privacy & Legal Issues In E-Commerce	VIDEO	https://youtu.be/GUurzvS3DIY
	4	Digital Marketing	PDF	https://indiafreeNotes.com/umbms-customer-relationship-management/
Customer Relationship Management.	1	Module 1.Introduction To Customer Relationship Management Start	PDF	https://indiafreeNotes.com/umbms-customer-relationship-management/
	2	Module2.Crm Marketing Initiatives, Customer Service And Data	PDF	https://indiafreeNotes.com/umbms-customer-relationship-management/
	3	Module 3-Crm Strategy, Planning, Implementation And Evaluation.	PDF	https://indiafreeNotes.com/umbms-customer-relationship-management/
	4	Module 4-Crm New Horizons	PDF	https://indiafreeNotes.com/umbms-customer-relationship-management/
Sales And Distribution Management.	1	Sales Management	VIDEO	https://youtu.be/XHvxzRarAWM
	2	Market Analysis And Selling	VIDEO	https://youtu.be/BDdWbe9xgij0
	3	Distribution Channel Management	VIDEO	https://youtu.be/pQmjmcwxDwo
	4	Performance Evaluation, Ethics Trends	VIDEO	https://youtu.be/0VktLKKCJ_E

Subject Name	Sr.No.	Chapter Name	Content Type	Links
Wealth Management	1	Introduction To Wealth Management	VIDEO	https://youtu.be/Ac4bMpYy_c
	2	Personal Financial Statement Analysis	VIDEO	https://youtu.be/IEVWe45-fAw
	3	Economic Environment Analysis	VIDEO	https://youtu.be/-k2F1Zd2OpU
	4	Insurance Planning And Investment Planning	VIDEO	https://youtu.be/YpZYNuCTUXk
	5	Fianncial Mathematics And Tax And Estate Planning	VIDEO	https://youtu.be/iNilXP_SU0A
	6	Retirement Planning And Tax Saving Schemes	VIDEO	https://youtu.be/3HOz4RbI_S8
Corporate Communication and Public Relation	1	Foundation Of Corporate Communication	VIDEO	https://youtu.be/Y3YBy4ixq3A
	2	Understanding The Public Relations	VIDEO	https://youtu.be/7yq34Wb4fNs
	3	Functions Of Corporate Communication And Public Relations	VIDEO	https://www.youtube.com/watch?v=dJW9uJJExcA
	4	Emerging Technology In Corporate Communication And Public Relations	VIDEO	https://youtu.be/CTDByOoQZfg
Financial Accounting	1	Preparation Of Final Accounts Of Companies	VIDEO	https://www.youtube.com/watch?v=CDcVp5fzs-g
	2	Underwriting Of Shares & Debenture	VIDEO	https://youtu.be/NseRUSr0JNK
	3	Accounting Of Transactions Of Foreign Currency	VIDEO	https://youtu.be/JZtc6Tg9MI0
	4	Investment Accounting (Accounting Standard-13)	VIDEO	https://www.youtube.com/watch?v=wzfOrshFqTc
	5	Ethical Behaviour And Implications For Accountants	VIDEO	https://youtu.be/8ZpkNZAdiAM
Direct Tax	1	Basic Terms	VIDEO	https://youtu.be/gVN8xYqjgeo
	2	Scope Of Total Income & Residential Status	VIDEO	https://youtu.be/8RxNbs9BqHY
	3	Heads Of Income	VIDEO	https://youtu.be/S0pn0uNVHKA
	4	Deduction From Total Income	VIDEO	https://youtu.be/K3TZgrA4lWA
	5	Computation Of Total Income For Individual	VIDEO	https://youtu.be/wSP1EZQFozQ
Investment Analysis & Portfolio Management	1	Introduction To Investment Environment	VIDEO	https://youtu.be/bBpz7SuLvWY
	2	Risk Return Relationship	VIDEO	https://youtu.be/oIuZ1lLl7eA
	3	Portfolio Management And Security Analysis	VIDEO	https://youtu.be/L0rbOD5JTh0
	4	Theories, Capital Assets Pricing Model And Portfolio Performance Measurement	VIDEO	https://youtu.be/FIeWoWfth_Qk
Logistics and Supply chain Management	1	Unit-1 Introduction To Logistics	VIDEOS	https://youtu.be/btqspIB27xc https://youtu.be/ZPO5RcLZEo
	2	Unit-2 Transportation	VIDEO	https://youtu.be/1QALeHjPViu
	3	Unit-3 Inventory Management And Inventory Control	VIDEOS	https://youtu.be/PuhgTVN_E_1 https://youtu.be/L_6asHeOjHA
	4	Unit-4 Research Trends In Logistics And Supply Chain Management	VIDEOS	https://youtu.be/1Qz9mDZWCs https://youtu.be/43J4a-EXL8Y