

## E-RESOURCES

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| BATCH: 13BMS                              |        |   |                | Semester : I  |
|---|--------|---|----------------|---|
| Subject Name                              | Sr.No. | Chapter Name  | Content Type   | Links   |
| <b>Business Law</b>                       | 1      | Contract Act ,1872 And Sale Of Goods Act,1930                     | VIDEOS         | <a href="https://www.youtube.com/watch?v=BZshaldOIUo">https://www.youtube.com/watch?v=BZshaldOIUo</a><br><a href="https://www.youtube.com/watch?v=EE9FuVrS0nA">https://www.youtube.com/watch?v=EE9FuVrS0nA</a>                |
|   | 2      | Negotiable Instruments Act,1881,And Consumer Protection Act ,1986 | VIDEOS         | <a href="https://www.youtube.com/watch?v=gT8noCXmweQ">https://www.youtube.com/watch?v=gT8noCXmweQ</a><br><a href="https://www.youtube.com/watch?v=pRQqxHqXwgA">https://www.youtube.com/watch?v=pRQqxHqXwgA</a>                |
|   | 3      | Company Law   | VIDEOS         | <a href="https://youtu.be/d6jOmsogV4k">https://youtu.be/d6jOmsogV4k</a>   |
|   | 4      | Intellectual Property Rights                                      | VIDEO          | <a href="https://www.youtube.com/watch?v=VzIgfAd0Fs">https://www.youtube.com/watch?v=VzIgfAd0Fs</a>   |
| <b>Introduction To Financial Accounts</b> | 1      | Introduction  | VIDEO          | <a href="https://www.youtube.com/watch?v=mq6KNVeTE3A">https://www.youtube.com/watch?v=mq6KNVeTE3A</a>   |
|   | 2      | Accounting Transactions   | VIDEO          | <a href="https://www.youtube.com/watch?v=AlrTS9u705Y">https://www.youtube.com/watch?v=AlrTS9u705Y</a>   |
|   | 3      | Depreciation Accounting & Trial Balance                           | VIDEO          | <a href="https://www.youtube.com/watch?v=as3XVyhSkAU">https://www.youtube.com/watch?v=as3XVyhSkAU</a>   |
|   | 4      | Final Accounts  | VIDEO          | <a href="https://www.youtube.com/watch?v=IRq58tmMpJc">https://www.youtube.com/watch?v=IRq58tmMpJc</a>   |
| <b>Foundation Of Human Skills</b>         | 1      | Understanding Of Human Nature                                     | VIDEOS         | <a href="https://www.youtube.com/watch?v=uGXBWkvR9a0">https://www.youtube.com/watch?v=uGXBWkvR9a0</a>   |
|   | 2      | Introduction To Group Behaviour                                   | VIDEO          | <a href="https://www.youtube.com/watch?v=or6g3BXbUas">https://www.youtube.com/watch?v=or6g3BXbUas</a>   |
|   | 3      | Organizational Culture And Motivation At Workplace                | VIDEOS         | <a href="https://www.youtube.com/watch?v=mtC3sIguqE4">https://www.youtube.com/watch?v=mtC3sIguqE4</a>   |
|   | 4      | Organisational Change And Development                             | VIDEOS         | <a href="https://www.youtube.com/watch?v=br0GsMCcx7I">https://www.youtube.com/watch?v=br0GsMCcx7I</a>   |
| <b>Business Economics - I</b>             | 1      | Introduction To Business Economics                                | VIDEO<br>VIDEO | <a href="https://youtu.be/JNdQVPEVURU">https://youtu.be/JNdQVPEVURU</a><br><a href="https://youtu.be/zX3_8VTSQrg">https://youtu.be/zX3_8VTSQrg</a>  |
|   | 2      | Market Demand and Supply  | VIDEO          | <a href="https://www.youtube.com/watch?v=op70yS_7du8">https://www.youtube.com/watch?v=op70yS_7du8</a>   |
|   | 3      | Demand Function   | VIDEO          | <a href="https://youtu.be/hgqJiTCmHEg">https://youtu.be/hgqJiTCmHEg</a>   |
|   | 4      | Elasticity of demand  | VIDEO          | <a href="https://youtu.be/u53tuGrITd4">https://youtu.be/u53tuGrITd4</a>   |
|   | 5      | Demand Estimation and Forecasting                                 | VIDEOS         | <a href="https://youtu.be/PrpncIyU7ZE">https://youtu.be/PrpncIyU7ZE</a><br><a href="https://youtu.be/9IHAuOB9atw">https://youtu.be/9IHAuOB9atw</a>  |
|   | 6      | Theory of Production  | VIDEO          | <a href="https://youtu.be/FN7bfDv0o4E">https://youtu.be/FN7bfDv0o4E</a>   |
|   | 7      | Short Run and Long Run Analysis of Production                     | VIDEO          | <a href="https://youtu.be/_CcEfVurkN0">https://youtu.be/_CcEfVurkN0</a>   |
|   | 8      | Economies and Diseconomies of scale                               | VIDEO          | <a href="https://youtu.be/ssS1bzI9t50">https://youtu.be/ssS1bzI9t50</a>   |
|   | 9      | Cost of Concepts  | VIDEO          | <a href="https://youtu.be/1W76B3vVtuc">https://youtu.be/1W76B3vVtuc</a>   |
|   | 10     | Cost-output Relationship  | VIDEO          | <a href="https://youtu.be/x0XZviFMKnc">https://youtu.be/x0XZviFMKnc</a>   |
|   | 11     | Break Even Analysis   | VIDEO          | <a href="https://youtu.be/rn2KV9DkQ2g">https://youtu.be/rn2KV9DkQ2g</a>   |
|   | 12     | Market Structure  | VIDEO          | <a href="https://youtu.be/xK6C0GUuLNA">https://youtu.be/xK6C0GUuLNA</a>   |
|   | 13     | Perfect Competition   | VIDEOS         | <a href="https://youtu.be/yZvjjK6X6fE">https://youtu.be/yZvjjK6X6fE</a><br><a href="https://youtu.be/QYr5UEFVWDo">https://youtu.be/QYr5UEFVWDo</a><br><a href="https://youtu.be/yHH7jVevJt0">https://youtu.be/yHH7jVevJt0</a> |
|   | 14     | Monopoly  | VIDEOS         | <a href="https://youtu.be/UGObrN_pDeg">https://youtu.be/UGObrN_pDeg</a><br><a href="https://youtu.be/u8aNqKGkS4Y">https://youtu.be/u8aNqKGkS4Y</a>  |
|   | 15     | Monopolistic Competition  | VIDEO          | <a href="https://youtu.be/-zBNhbW3IdA">https://youtu.be/-zBNhbW3IdA</a>   |
|   | 16     | Oligopoly   | VIDEO          | <a href="https://youtu.be/v4DzZ6vgusI">https://youtu.be/v4DzZ6vgusI</a>   |
|   | 17     | Pricing Practice I  | VIDEO          | <a href="https://youtu.be/DRTRnMp1XUg">https://youtu.be/DRTRnMp1XUg</a>   |

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|---------------------------------|----|---|--------|---|
|                                 | 18 | Princng Practice II                                       | VIDEOS | <a href="https://youtu.be/L_tEOTWWTg8">https://youtu.be/L_tEOTWWTg8</a><br><a href="https://youtu.be/_67PFhqChB4">https://youtu.be/_67PFhqChB4</a>  |
| <b>Foundation Course - I</b>    | 1  | Overview Of Indian Society                                | VIDEOS | <a href="https://youtu.be/GGOzFEy1UWI">https://youtu.be/GGOzFEy1UWI</a><br><a href="https://youtu.be/ryTOAv9eIJs">https://youtu.be/ryTOAv9eIJs</a>  |
|                                 | 2  | Concept Of Disparity-1                                    | VIDEOS | <a href="https://youtu.be/F2QDV9Hyb38">https://youtu.be/F2QDV9Hyb38</a> <a href="https://youtu.be/-9TxPd3wIQ">https://youtu.be/-9TxPd3wIQ</a>   |
|                                 | 3  | Concept Of Disparity-2                                    | VIDEOS | <a href="https://youtu.be/Ui0z6ceY2H8">https://youtu.be/Ui0z6ceY2H8</a><br><a href="https://youtu.be/F3swNM9I9lo">https://youtu.be/F3swNM9I9lo</a>  |
|                                 | 4  | The Indian Constitution                                   | VIDEOS | <a href="https://youtu.be/vq2Q1_V6tnu">https://youtu.be/vq2Q1_V6tnu</a><br><a href="https://youtu.be/XOZfbq6ydO8">https://youtu.be/XOZfbq6ydO8</a>  |
|                                 | 5  | Significant Aspect Of Political Processes                 | VIDEOS | <a href="https://youtu.be/20VZH8I3kN4">https://youtu.be/20VZH8I3kN4</a><br><a href="https://youtu.be/FOM4XtGJwEc">https://youtu.be/FOM4XtGJwEc</a>  |
| <b>Business Communication I</b> | 1  | Introduction  | VIDEO  | <a href="https://youtu.be/wEzu5AAp2-c">https://youtu.be/wEzu5AAp2-c</a>   |
|                                 | 2  | Channels And Objectives Of Comminucation                  | VIDEO  | <a href="https://youtu.be/Llal_Mj6bBE">https://youtu.be/Llal_Mj6bBE</a>   |
|                                 | 3  | Methods And Modes Of Communication                        | VIDEO  | <a href="https://youtu.be/To3GIMiw6Go">https://youtu.be/To3GIMiw6Go</a>   |
|                                 | 4  | Barrier To Communication                                  | VIDEO  | <a href="https://youtu.be/hTfsb5ysK80">https://youtu.be/hTfsb5ysK80</a>   |
|                                 | 5  | Listening Skills  | VIDEO  | <a href="https://youtu.be/LsoZ29K7xtA">https://youtu.be/LsoZ29K7xtA</a>   |
|                                 | 6  | Introduction To Business Ethics                           | VIDEO  | <a href="https://youtu.be/HaOpSnnzA70">https://youtu.be/HaOpSnnzA70</a>   |
|                                 | 7  | Theory Of Business Letter Writing                         | VIDEO  | <a href="https://youtu.be/mJNJGwUGBE">https://youtu.be/mJNJGwUGBE</a>   |
|                                 | 8  | Personal Correspondence                                   | VIDEO  | <a href="https://youtu.be/3weFvF4RSSQ">https://youtu.be/3weFvF4RSSQ</a>   |
|                                 | 9  | Some Commercial Terms                                     | VIDEO  | <a href="https://youtu.be/r6PS0X1jbb0">https://youtu.be/r6PS0X1jbb0</a>   |
|                                 | 10 | Paragram Writing  | VIDEO  | <a href="https://youtu.be/xCmKt0rw7UE">https://youtu.be/xCmKt0rw7UE</a>   |
|                                 | 11 | Remedial Grammer  | VIDEO  | <a href="https://youtu.be/x9b6kkYR5AA">https://youtu.be/x9b6kkYR5AA</a>   |
| <b>Business Statistics - I</b>  | 1  | Introduction To Statistics                                | VIDEO  | <a href="https://youtube.com/playlist?list=PLaAhQ2ofZZRCIhJiozZBb9oDOpOoXhWjc">https://youtube.com/playlist?list=PLaAhQ2ofZZRCIhJiozZBb9oDOpOoXhWjc</a>   |
|                                 | 2  | Measures Of Dispersion, Co-Relation And Linear Regression |        |   |
|                                 | 3  | Time Series And Index Number                              |        |   |
|                                 | 4  | Probability And Decision Theory                           | VIDEOS | <a href="https://youtu.be/Zzff78kxzhY">https://youtu.be/Zzff78kxzhY</a><br><a href="https://youtu.be/xyBIFuCukPg">https://youtu.be/xyBIFuCukPg</a><br><a href="https://youtu.be/f62vej_qJZA">https://youtu.be/f62vej_qJZA</a> <a href="https://youtu.be/reOVQ-Y3hM0">https://youtu.be/reOVQ-Y3hM0</a> |

| BATCH: 14BMS - Marketing                         |                           |   |   | Semester : III  |
|--|---------------------------|---|---|---|
| Subject Name                                     | Sr.No.                    | Chapter Name  | Content Type  | Links   |
| Strategic Management                             | 1                         | Business Policy And Strategic Management                      | VIDEO   | <a href="https://youtu.be/CDJPucjGd8o">https://youtu.be/CDJPucjGd8o</a>   |
|  | 2                         | Strategy Formulation  | VIDEO   | <a href="https://youtu.be/fFdWaATFLjw">https://youtu.be/fFdWaATFLjw</a>   |
|  | 3                         | Strategy Implementation                                       | VIDEOS  | <a href="https://youtu.be/mkO4FwI32b0">https://youtu.be/mkO4FwI32b0</a>   |
|  | 4                         | Strategic Evaluation And Control                              | VIDEOS  | <a href="https://youtu.be/E_O3FMGm3D0">https://youtu.be/E_O3FMGm3D0</a>   |
| Advertising                                      | 1                         | Introduction To Advertising                                   | VIDEO   | <a href="https://youtu.be/nDAPI8M-vfo">https://youtu.be/nDAPI8M-vfo</a>   |
|  | 2                         | Strategy And Planning Process In Advertising                  | VIDEO   | <a href="https://youtu.be/nSfL668GXYY">https://youtu.be/nSfL668GXYY</a>   |
|  | 3                         | Creativity In Advertising                                     | VIDEO   | <a href="https://youtu.be/Yu8_mHroAVw">https://youtu.be/Yu8_mHroAVw</a>   |
|  | 4                         | Budget Evaluation , Current Trends And Careers In Advertising | VIDEOS  | <a href="https://youtu.be/Wput6fN2ptU">https://youtu.be/Wput6fN2ptU</a><br><a href="https://youtu.be/khXkjXipbd0">https://youtu.be/khXkjXipbd0</a>                          |
| Business Planning And Entrepreneurial Management | 1                         | Foundation Of Entrepreneurship Development                    | PDF   | <a href="https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/">https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/</a> |
|  | 2                         | Types And Classification Of Entrepreneurs                     | PDF   | <a href="https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/">https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/</a> |
|  | 3                         | Entrepreneur Project Development And Business Plan            | PDF   | <a href="https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/">https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/</a> |
|  | 4                         | Venture Development   | PDF   | <a href="https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/">https://indiafreenotes.com/umbms-business-planning-entrepreneurial-management/</a> |
| Consumer Behaviour                               | 1                         | Introduction To Consumer Behaviour                            | PDF   | <a href="https://indiafreenotes.com/umbms-consumer-behaviour/">https://indiafreenotes.com/umbms-consumer-behaviour/</a>   |
|  | 2                         | Individuals-Determinants Of Consumer Behaviour                | PDF   | <a href="https://indiafreenotes.com/umbms-consumer-behaviour/">https://indiafreenotes.com/umbms-consumer-behaviour/</a>   |
|  | 3                         | Environmental Determinants Of Consumer Behaviour              | PDF   | <a href="https://indiafreenotes.com/umbms-consumer-behaviour/">https://indiafreenotes.com/umbms-consumer-behaviour/</a>   |
|  | 4                         | Consumer Decision Making Models And New Trends                | PDF   | <a href="https://indiafreenotes.com/umbms-consumer-behaviour/">https://indiafreenotes.com/umbms-consumer-behaviour/</a>   |
| Accounting for Managerial Decisions              | 1                         | Analysis and interpretation of financial statements.          | VIDEO   | <a href="https://youtu.be/Lv8LzCQ2Flg">https://youtu.be/Lv8LzCQ2Flg</a>   |
|  | 1                         | Analysis And Interpretation Of Financial Statements.          | VIDEO   | <a href="https://youtu.be/PwnH3p9ZxYk">https://youtu.be/PwnH3p9ZxYk</a>   |
|  | 2                         | Ratio analysis and interpretation.                            | VIDEO   | <a href="https://youtu.be/-UbFZRd8Eds">https://youtu.be/-UbFZRd8Eds</a>   |
|  | 3                         | Cash flow statement.  | VIDEO   | <a href="https://youtu.be/-W4Qabndd7g">https://youtu.be/-W4Qabndd7g</a>   |
|  | 4                         | Working Capital.  | VIDEO   | <a href="https://youtu.be/daduxg-p6vA">https://youtu.be/daduxg-p6vA</a>   |
| IT in Business Management                        | <b>Module-1</b>           |   |   |   |
|  | 1                         | Information Technology Concepts                               | VIDEO   | <a href="https://www.youtube.com/watch?v=jw0rlmncbFE">https://www.youtube.com/watch?v=jw0rlmncbFE</a>   |
|  | 2                         | Information System  | VIDEO   | <a href="https://www.youtube.com/watch?v=Qujsd4vkqFI">https://www.youtube.com/watch?v=Qujsd4vkqFI</a>   |
|  | 3                         | Failure And Success If It                                     | PPT   | <a href="https://www.youtube.com/watch?v=toC0wnBu2MM">https://www.youtube.com/watch?v=toC0wnBu2MM</a>   |
|  | 4                         | It Resources  | VIDEO   | <a href="https://youtu.be/QWUPXu3ncPs">https://youtu.be/QWUPXu3ncPs</a>   |
|  | <b>Module-2</b>           |   |   |   |
|  | 5                         | Ms Word   | VIDEO   | <a href="https://www.youtube.com/watch?v=rJPWi5x0g3I">https://www.youtube.com/watch?v=rJPWi5x0g3I</a>   |
|  | 6                         | Ms Excel  | VIDEO   | <a href="https://www.youtube.com/watch?v=y1126PQ5zRU">https://www.youtube.com/watch?v=y1126PQ5zRU</a>   |
|  | 7                         | Ms Excel Basics: Calculation And Function                     | VIDEO   | <a href="https://www.youtube.com/watch?v=TfkNkrKMF5c">https://www.youtube.com/watch?v=TfkNkrKMF5c</a>   |
|  | 8                         | Ms Excel Chats,Tools,Printing                                 | VIDEO   | <a href="https://www.youtube.com/watch?v=TfkNkrKMF5c">https://www.youtube.com/watch?v=TfkNkrKMF5c</a>   |
|  | 9                         | Powerpoint  | VIDEO   | <a href="https://youtu.be/WJe_oYa3itE">https://youtu.be/WJe_oYa3itE</a>   |
|  | <b>Module-3</b>           |   |   |   |
|  | 10                        | Email And Outlook   | VIDEO   | <a href="https://www.youtube.com/watch?v=hyYvKzNJNek">https://www.youtube.com/watch?v=hyYvKzNJNek</a>   |
| 11   | Internet ,Netwok And Dns  | VIDEO   | <a href="https://youtu.be/mpQZVYPuDGU">https://youtu.be/mpQZVYPuDGU</a> |   |
| 12   | E-Commerce Amd M-Commerce | VIDEO   | <a href="https://youtu.be/SsMEeYUV478">https://youtu.be/SsMEeYUV478</a> |   |
| <b>Module-4</b>                                  |                           |   |   |   |

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|---------------------------------|----|---|--------|---|
|                                 | 13 | Threats And Controls                                  | VIDEO  | <a href="https://youtu.be/wKL5o4NEWr4">https://youtu.be/wKL5o4NEWr4</a>   |
|                                 | 14 | Information Tecnology Risk                            | VIDEO  | <a href="https://www.youtube.com/watch?v=cKxxlt14Bpk">https://www.youtube.com/watch?v=cKxxlt14Bpk</a>   |
|                                 | 15 | Real Time Application And E-Payments                  | VIDEO  | <a href="https://youtu.be/gG5kLlfZcik">https://youtu.be/gG5kLlfZcik</a>   |
| <b>Consumer Behaviour</b>       | 1  | Introduction to consumer behaviour                    | VIDEO  | <a href="https://youtu.be/KILsxmXUm_M">https://youtu.be/KILsxmXUm_M</a>   |
|                                 | 2  | Individuals- determinants to consumer behaviour       | VIDEO  | <a href="https://youtu.be/ZI09eIXqtj8">https://youtu.be/ZI09eIXqtj8</a>   |
|                                 | 3  | Environmental- determinants of consumer behaviour     | VIDEO  | <a href="https://youtu.be/xZ3xiQx7p8g">https://youtu.be/xZ3xiQx7p8g</a>   |
|                                 | 4  | Consumer decision making models and new trends        | VIDEO  | <a href="https://youtu.be/-VEYbyVZh7E">https://youtu.be/-VEYbyVZh7E</a>   |
| <b>Environmental Management</b> | 1  | Environmental Concepts                                | VIDEOS | <a href="https://youtu.be/fxVGiq1kggg">https://youtu.be/fxVGiq1kggg</a><br><a href="https://youtu.be/4w_HqJuEEfA">https://youtu.be/4w_HqJuEEfA</a> ,<br><a href="https://youtu.be/qkgQO_BoSRY">https://youtu.be/qkgQO_BoSRY</a>   |
|                                 | 2  | Environmental Degradation                             | VIDEOS | <a href="https://youtu.be/zAPSwgFPnXk">https://youtu.be/zAPSwgFPnXk</a><br><a href="https://youtu.be/_LwH6O4jaXY">https://youtu.be/_LwH6O4jaXY</a> ,<br><a href="https://youtu.be/t2afUxy8HbU">https://youtu.be/t2afUxy8HbU</a>   |
|                                 | 3  | Sustainability And Role Of Business                   | VIDEOS | <a href="https://youtu.be/yZUDP7IfLqE">https://youtu.be/yZUDP7IfLqE</a> .<br><a href="https://youtu.be/rT5HWxycy_uY">https://youtu.be/rT5HWxycy_uY</a>  |
|                                 | 4  | Innovationss In Business - An Envirmental Perspective | VIDEOS | <a href="https://youtu.be/BW_KXGhagoE">https://youtu.be/BW_KXGhagoE</a> .<br><a href="https://youtu.be/SvvCuCchISE">https://youtu.be/SvvCuCchISE</a> .<br><a href="https://youtu.be/K6ppCC3lboU">https://youtu.be/K6ppCC3lboU</a> |

| BATCH: 14BMS - FINANCE              |                                      |  |   | Semester : III  |
|-------------------------------------|--------------------------------------|--|---|---|
| Subject Name                        | Sr.No.                               | Chapter Name   | Content Type  | Links   |
| Strategic Management                | 1                                    | Business Policy And Strategic Management             | VIDEO   | <a href="https://youtu.be/5xD2JLJeGqk">https://youtu.be/5xD2JLJeGqk</a>                               |
|                                     | 2                                    | Strategy Formulation                                 | VIDEO   | <a href="https://youtu.be/fFdWaATFLjw">https://youtu.be/fFdWaATFLjw</a>                               |
|                                     | 3                                    | Strategy Implementation                              | VIDEOS  | <a href="https://youtu.be/mkO4FwI32b0">https://youtu.be/mkO4FwI32b0</a>                               |
|                                     | 4                                    | Strategic Evaluation And Control                     | VIDEOS  | <a href="https://youtu.be/E_O3FMGm3D0">https://youtu.be/E_O3FMGm3D0</a>                               |
| Corporate Finance                   | 1                                    | Introduction To Corporate Finance                    | VIDEO   | <a href="https://youtu.be/3Xc98RX-ZXg">https://youtu.be/3Xc98RX-ZXg</a>                               |
|                                     | 2                                    | Introduction To Ownership Securities                 | VIDEO   | <a href="https://youtu.be/W3qKCTpYDQg">https://youtu.be/W3qKCTpYDQg</a>                               |
|                                     | 3                                    | Capital Structure And Concept Of Leverage            | VIDEO   | <a href="https://youtu.be/_4i0jNDzCOE">https://youtu.be/_4i0jNDzCOE</a>                               |
|                                     | 4                                    | Ebit – Eps Analysis                                  | VIDEO   | <a href="https://youtu.be/o4g7VNe4EfA">https://youtu.be/o4g7VNe4EfA</a>                               |
|                                     | 5                                    | Time Value Of Money                                  | VIDEO   | <a href="https://youtu.be/wyKu7v-3qoA">https://youtu.be/wyKu7v-3qoA</a>                               |
|                                     | 6                                    | Cost Of Capital                                      | VIDEO   | <a href="https://youtu.be/idZ5JMXhSbg">https://youtu.be/idZ5JMXhSbg</a>                               |
|                                     | 7                                    | Mobilisation Of Funds                                | VIDEO   | <a href="https://youtu.be/k9iOG8uRwfc">https://youtu.be/k9iOG8uRwfc</a>                               |
| Equity And Debt Market              | 1                                    | Debt Market  | VIDEO   | <a href="https://youtu.be/tYkqwIIIFX4">https://youtu.be/tYkqwIIIFX4</a>                               |
|                                     | 2                                    | Equity Market  | VIDEO   | <a href="https://youtu.be/vFnLh9kkmRw">https://youtu.be/vFnLh9kkmRw</a>                               |
|                                     | 3                                    | Dynamics Of Equity Market                            | VIDEO   | <a href="https://youtu.be/Dup784bor9I">https://youtu.be/Dup784bor9I</a>                               |
|                                     | 4                                    | Secondary Market                                     | VIDEO   | <a href="https://youtu.be/th9YMar7qJ8">https://youtu.be/th9YMar7qJ8</a>                               |
|                                     | 5                                    | Players In Debt Markets                              | VIDEO   | <a href="https://youtu.be/Z31V047AkLc">https://youtu.be/Z31V047AkLc</a>                               |
|                                     | 6                                    | Valuation Of Equity                                  | VIDEOS  | <a href="https://youtu.be/c0k58Rxp-FE">https://youtu.be/c0k58Rxp-FE</a>                               |
|                                     | 7                                    | Valuation Of Bonds                                   | VIDEOS  | <a href="https://youtu.be/iZn2tqGdAGM">https://youtu.be/iZn2tqGdAGM</a>                               |
| Accounting for Managerial Decisions | 1                                    | Analysis And Interpretation Of Financial Statements. | VIDEO   | <a href="https://youtu.be/PwnH3p9ZxYk">https://youtu.be/PwnH3p9ZxYk</a>                               |
|                                     | 2                                    | Ratio Analysis And Interpretation                    | VIDEO   | <a href="https://youtu.be/-UbfZRd8Eds">https://youtu.be/-UbfZRd8Eds</a>                               |
|                                     | 3                                    | Cash Flow Statement                                  | VIDEO   | <a href="https://youtu.be/-W4Qabndd7g">https://youtu.be/-W4Qabndd7g</a>                               |
|                                     | 4                                    | Working Capital                                      | VIDEO   | <a href="https://youtu.be/daduxg-p6vA">https://youtu.be/daduxg-p6vA</a>                               |
| IT in Business management           | <b>Module-1</b>                      |  |   |   |
|                                     | 1                                    | Information Technology Concepts                      | VIDEO   | <a href="https://www.youtube.com/watch?v=jw0rlmncbFE">https://www.youtube.com/watch?v=jw0rlmncbFE</a> |
|                                     | 2                                    | Information System                                   | VIDEO   | <a href="https://www.youtube.com/watch?v=Qujsd4vkqFI">https://www.youtube.com/watch?v=Qujsd4vkqFI</a> |
|                                     | 3                                    | Failure And Success If It                            | VIDEO   | <a href="https://www.youtube.com/watch?v=toc0wnBu2MM">https://www.youtube.com/watch?v=toc0wnBu2MM</a> |
|                                     | 4                                    | It Resources   | Video   | <a href="https://youtu.be/QWUPXu3ncPs">https://youtu.be/QWUPXu3ncPs</a>                               |
|                                     | <b>Module-2</b>                      |  |   |   |
|                                     | 5                                    | Ms Word  | VIDEO   | <a href="https://www.youtube.com/watch?v=rJPWi5x0g3I">https://www.youtube.com/watch?v=rJPWi5x0g3I</a> |
|                                     | 6                                    | Ms Excel   | VIDEO   | <a href="https://www.youtube.com/watch?v=y1126PQ5zRU">https://www.youtube.com/watch?v=y1126PQ5zRU</a> |
|                                     | 7                                    | Ms Excel Basics: Calculation And Function            | VIDEO   | <a href="https://www.youtube.com/watch?v=TfkNkrKMF5c">https://www.youtube.com/watch?v=TfkNkrKMF5c</a> |
|                                     | 8                                    | Ms Excel Chats,Tools,Printing                        | VIDEO   | <a href="https://www.youtube.com/watch?v=TfkNkrKMF5c">https://www.youtube.com/watch?v=TfkNkrKMF5c</a> |
|                                     | 9                                    | Powerpoint   | VIDEO   | <a href="https://youtu.be/WJe_oYa3itE">https://youtu.be/WJe_oYa3itE</a>                               |
|                                     | <b>Module-3</b>                      |  |   |   |
|                                     | 10                                   | Email And Outlook                                    | VIDEO   | <a href="https://www.youtube.com/watch?v=hyYvKzNJNek">https://www.youtube.com/watch?v=hyYvKzNJNek</a> |
|                                     | 11                                   | Internet ,Netwok And Dns                             | VIDEO   | <a href="https://youtu.be/mpQZVYPuDGU">https://youtu.be/mpQZVYPuDGU</a>                               |
|                                     | 12                                   | E-Commerce Amd M-Commerce                            | VIDEO   | <a href="https://youtu.be/SsMEeYUV478">https://youtu.be/SsMEeYUV478</a>                               |
| <b>Module-4</b>                     |                                      |  |   |   |
| 13                                  | Threats And Controls                 | VIDEO  | <a href="https://youtu.be/wKL5o4NEWr4">https://youtu.be/wKL5o4NEWr4</a>                               |   |
| 14                                  | Information Tecnology Risk           | VIDEO  | <a href="https://www.youtube.com/watch?v=cKxxlt14Bpk">https://www.youtube.com/watch?v=cKxxlt14Bpk</a> |   |
| 15                                  | Real Time Application And E-Payments | VIDEO  | <a href="https://youtu.be/gG5kLfZcik">https://youtu.be/gG5kLfZcik</a>                                 |   |
| Business Planning And               | 1                                    | Foundation Of Entrepreneurial Development            | VIDEOS  | <a href="https://youtu.be/vXKorWAhJVg">https://youtu.be/vXKorWAhJVg</a>                               |

|   |   |   |        |   |
|---|---|---|--------|---|
| <b>Business Planning And Entrepreneurial Management</b> | 2 | Types And Classification Of Entrepreneurs             | VIDEOS | <a href="https://youtu.be/cNUiBt5_ZaM">https://youtu.be/cNUiBt5_ZaM</a>   |
|   | 3 | Entrepreneur Project Development And Business Plan    | VIDEOS | <a href="https://youtu.be/QpHHslY1a20">https://youtu.be/QpHHslY1a20</a>   |
|   | 4 | Venture Development                                   | VIDEOS | <a href="https://youtu.be/WlmuaFVn1j4">https://youtu.be/WlmuaFVn1j4</a>   |
| <b>Environmental Management</b>                         | 1 | Environmental Concepts                                | VIDEOS | <a href="https://youtu.be/fxVGiq1kggg">https://youtu.be/fxVGiq1kggg</a><br><a href="https://youtu.be/4w_HqJuEEfA">https://youtu.be/4w_HqJuEEfA</a> ,<br><a href="https://youtu.be/qkgQO_BoSRY">https://youtu.be/qkgQO_BoSRY</a>   |
|   | 2 | Environmental Degradation                             | VIDEOS | <a href="https://youtu.be/Ol-r_6coFy8">https://youtu.be/Ol-r_6coFy8</a>   |
|   | 3 | Sustainability And Role Of Business                   | VIDEOS | <a href="https://youtu.be/xalJZokWu_Q">https://youtu.be/xalJZokWu_Q</a>   |
|   | 4 | Innovationss In Business - An Envirmental Perspective | VIDEOS | <a href="https://youtu.be/BW_KXGhagoE">https://youtu.be/BW_KXGhagoE</a> ,<br><a href="https://youtu.be/SvvCuCchlSE">https://youtu.be/SvvCuCchlSE</a> ,<br><a href="https://youtu.be/K6ppCC3lboU">https://youtu.be/K6ppCC3lboU</a> |

| 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       | <a href="https://youtu.be/Hf_ML38dSDM">https://youtu.be/Hf_ML38dSDM</a>  |
|  | 2       | Unit-2 Transportation   | VIDEO        | <a href="https://youtu.be/IQALeHjPViU">https://youtu.be/IQALeHjPViU</a>  |
|  | 3       | Unit-3 Inventory Management And Inventory Control               | VIDEOS       | <a href="https://youtu.be/PuhgTVN_E_I">https://youtu.be/PuhgTVN_E_I</a>  |
|  | 4       | Unit-4 Research Trends in Logistics and Supply Chain management | VIDEOS       | <a href="https://youtu.be/AasAQ3EA_9w">https://youtu.be/AasAQ3EA_9w</a>  |
| Corporate Communication And Public Relations | 1       | Foundation Of Corporate Communication                           | VIDEO        | <a href="https://youtu.be/Y3YBy4ixq3A">https://youtu.be/Y3YBy4ixq3A</a>  |
|  | 2       | Understanding The Public Relations                              | VIDEO        | <a href="https://youtu.be/7yq34Wb4fNs">https://youtu.be/7yq34Wb4fNs</a>  |
|  | 3       | Functions Of Corporate Communication And Public Relations       | VIDEO        | <a href="https://www.youtube.com/watch?v=dJW9uJJExcA">https://www.youtube.com/watch?v=dJW9uJJExcA</a>  |
|  | 4       | Emerging Technology In Corporate Communication And Public       | VIDEO        | <a href="https://www.youtube.com/watch?v=0u_XXDAJQps">https://www.youtube.com/watch?v=0u_XXDAJQps</a>  |
| Service Marketing                            | 1       | Introduction To Service Marketing                               | VIDEO        | <a href="https://youtu.be/OOa2tkDBRi4">https://youtu.be/OOa2tkDBRi4</a>  |
|  | 2       | Key Elements Of Service Marketing Mix                           | VIDEO        | <a href="https://youtu.be/VKJDhKgDug0">https://youtu.be/VKJDhKgDug0</a>  |
|  | 3       | Managing Quality Aspects Of Service Marketing                   | VIDEO        | <a href="https://youtu.be/f-7aJY7wRE0">https://youtu.be/f-7aJY7wRE0</a>  |
|  | 4       | Marketing Of Services   | VIDEOS       | <a href="https://youtu.be/MGQ-zorhKYc">https://youtu.be/MGQ-zorhKYc</a><br><a href="https://youtu.be/sZgGA3LTLmI">https://youtu.be/sZgGA3LTLmI</a> |
| E-Commerce And Digital Marketing             | 1       | Introduction To E-Commerce                                      | VIDEO        | <a href="https://youtu.be/Zzs6kLlKAUQ">https://youtu.be/Zzs6kLlKAUQ</a>  |
|  | 2       | E-Business & Applications                                       | VIDEO        | <a href="https://youtu.be/FhpWKUWjOuc">https://youtu.be/FhpWKUWjOuc</a>  |
|  | 3       | Payments, Security, Privacy & Legal Issues In E-Commerce        | VIDEO        | <a href="https://youtu.be/GUurzvS3DIY">https://youtu.be/GUurzvS3DIY</a>  |
|  | 4       | Digital Marketing   | Video        | <a href="https://youtu.be/bixR-KIJKYM">https://youtu.be/bixR-KIJKYM</a>  |
| Customer Relationship Management.            | 1       | Module 1.Introduction To Customer Relationship Management Start | VIDEO        | <a href="https://youtu.be/Ub4Sk4okLiI">https://youtu.be/Ub4Sk4okLiI</a>  |
|  | 2       | Module2.Crm Marketing Initiatives, Customer Service And Data    | VIDEO        | <a href="https://youtu.be/6KLUM-Ych74">https://youtu.be/6KLUM-Ych74</a>  |
|  | 3       | Module 3-Crm Strategy, Planning, Implementation And Evaluation. | VIDEO        | <a href="https://youtu.be/suOQb26KlIM">https://youtu.be/suOQb26KlIM</a>  |
|  | 4       | Module 4-Crm New Horizons                                       | VIDEOS       | <a href="https://youtu.be/qqEuR2g5gbY">https://youtu.be/qqEuR2g5gbY</a>  |
| Sales And Distribution Management.           | 1       | Sales Management  | VIDEO        | <a href="https://youtu.be/k4L1NCqWU0I">https://youtu.be/k4L1NCqWU0I</a>  |
|  | 2       | Market Analysis And Selling                                     | VIDEO        | <a href="https://youtu.be/122w3D7MoAI">https://youtu.be/122w3D7MoAI</a>  |
|  | 3       | Distribution Channel Management                                 | VIDEO        | <a href="https://youtu.be/Q52eTM4wRGE">https://youtu.be/Q52eTM4wRGE</a>  |
|  | 4       | Performance Evaluation, Ethics Trends                           | VIDEO        | <a href="https://youtu.be/F8k2-dq7_A4">https://youtu.be/F8k2-dq7_A4</a>  |

| BATCH: 15BMS - FINANCE                      |         |  |              | Semester : V   |
|---|---------|--|--------------|--|
| Subject Name                                | Sr. No. | Chapter Name   | Content Type | Links  |
| Wealth Management                           | 1       | Introduction To Wealth Management                                | VIDEO        | <a href="https://youtu.be/124V5aK0Dcc">https://youtu.be/124V5aK0Dcc</a>  |
|   | 2       | Personal Financial Statement Analysis                            | VIDEO        | <a href="https://youtu.be/VhW8I4aS-Yk">https://youtu.be/VhW8I4aS-Yk</a>  |
|   | 3       | Economic Environment Analysis                                    | VIDEO        | <a href="https://youtu.be/rUBsYP1Rrdc">https://youtu.be/rUBsYP1Rrdc</a>  |
|   | 4       | Insurance Planning And Investment Planning                       | VIDEO        | <a href="https://youtu.be/B6fxY4I_c8A">https://youtu.be/B6fxY4I_c8A</a>  |
|   | 5       | Fianncial Mathematics And Tax And Estate Planning                | VIDEO        | <a href="https://youtu.be/NiQCDDxR5rY">https://youtu.be/NiQCDDxR5rY</a>  |
|   | 6       | Retirement Planning And Tax Saving Schemes                       | VIDEO        | <a href="https://youtu.be/gXE4MODDsHY">https://youtu.be/gXE4MODDsHY</a>  |
| Corporate Communication and Public Relation | 1       | Foundation Of Corporate Communication                            | VIDEO        | <a href="https://youtu.be/Y3YBy4ixq3A">https://youtu.be/Y3YBy4ixq3A</a>  |
|   | 2       | Understanding The Public Relations                               | VIDEO        | <a href="https://youtu.be/7yq34Wb4fNs">https://youtu.be/7yq34Wb4fNs</a>  |
|   | 3       | Functions Of Corporate Communication And Public Relations        | VIDEO        | <a href="https://www.youtube.com/watch?v=dJW9uJJExcA">https://www.youtube.com/watch?v=dJW9uJJExcA</a>  |
|   | 4       | Functions Of Corporate Communication And Public Relations        | VIDEO        | <a href="https://youtu.be/CTDByOoQQZg">https://youtu.be/CTDByOoQQZg</a>  |
| Financial Accounting                        | 1       | Preparation Of Final Accounts Of Companies                       | VIDEO        | <a href="https://www.youtube.com/watch?v=CDCvP5fzs-g">https://www.youtube.com/watch?v=CDCvP5fzs-g</a>  |
|   | 2       | Underwriting Of Shares & Debenture                               | VIDEO        | <a href="https://youtu.be/NseRUsR0JNk">https://youtu.be/NseRUsR0JNk</a>  |
|   | 3       | Accounting Of Transactions Of Foreign Currency                   | VIDEO        | <a href="https://youtu.be/JZtc6Tg9MI0">https://youtu.be/JZtc6Tg9MI0</a>  |
|   | 4       | Investment Accounting (Accounting Standard-13)                   | VIDEO        | <a href="https://www.youtube.com/watch?v=wzfOrshFqTc">https://www.youtube.com/watch?v=wzfOrshFqTc</a>  |
|   | 5       | Ethical Behaviour And Implications For Accountants               | VIDEO        | <a href="https://youtu.be/8ZpkNZAdiAM">https://youtu.be/8ZpkNZAdiAM</a>  |
| Direct Tax                                  | 1       | Basic Terms  | VIDEO        | <a href="https://youtu.be/M3ygOsTw5gM">https://youtu.be/M3ygOsTw5gM</a>  |
|   | 2       | Scope Of Total Income & Residential Status                       | VIDEO        | <a href="https://youtu.be/j4oh2R9Etpl">https://youtu.be/j4oh2R9Etpl</a>  |
|   | 3       | Heads Of Income  | VIDEO        | <a href="https://youtu.be/GuQKn3UljTY">https://youtu.be/GuQKn3UljTY</a>  |
|   | 4       | Deduction From Total Income                                      | VIDEO        | <a href="https://youtu.be/KQerh5IXaA4">https://youtu.be/KQerh5IXaA4</a>  |
|   | 5       | Computation Of Total Income For Individual                       | VIDEO        | <a href="https://youtu.be/6yPD5MsrKOG">https://youtu.be/6yPD5MsrKOG</a>  |
| Investment Analysis & Portfolio Management  | 1       | Introduction To Investment Environment                           | VIDEO        | <a href="https://youtu.be/mrPYoja9anc">https://youtu.be/mrPYoja9anc</a>  |
|   | 2       | Risk Return Relationship   | VIDEO        | <a href="https://youtu.be/4KGvov_Ke9Y">https://youtu.be/4KGvov_Ke9Y</a>  |
|   | 3       | Portfolio Management And Security Analysis                       | VIDEO        | <a href="https://youtu.be/ZKh5nV6Ziyc">https://youtu.be/ZKh5nV6Ziyc</a>  |
|   | 4       | Theories, Capital Assets Pricing Model And Portfolio Performance | VIDEO        | <a href="https://youtu.be/9rJ65chlwt4">https://youtu.be/9rJ65chlwt4</a>  |
| Logistics and Supply chain Management       | 1       | Unit-1 Introduction To Logistics                                 | VIDEOS       | <a href="https://youtu.be/Hf_ML38dSDM">https://youtu.be/Hf_ML38dSDM</a>  |
|   | 2       | Unit-2 Transportation  | VIDEO        | <a href="https://youtu.be/IQALeHjPViU">https://youtu.be/IQALeHjPViU</a>  |
|   | 3       | Unit-3 Inventory Management And Inventory Control                | VIDEOS       | <a href="https://youtu.be/PuhgTVN_E_I">https://youtu.be/PuhgTVN_E_I</a><br><a href="https://youtu.be/-54OFCE__qs">https://youtu.be/-54OFCE__qs</a> |
|   | 4       | Unit-4 Research Trends In Logistics And Supply Chain Management  | VIDEOS       | <a href="https://youtu.be/AasAQ3EA_9w">https://youtu.be/AasAQ3EA_9w</a>  |