

E-RESOURCES

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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://youtu.be/d6jOmsogV4k
	4	Intellectual Property Rights	VIDEO	https://www.youtube.com/watch?v=VzIgfAd0Fs
Introduction To Financial Accounts	1	Introduction	VIDEO	https://www.youtube.com/watch?v=mq6KNVeTE3A
	2	Accounting Transactions	VIDEO	https://www.youtube.com/watch?v=AlrTS9u705Y
	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
	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=mtC3sIguqE4
	4	Organisational Change And Development	VIDEOS	https://www.youtube.com/watch?v=br0GsMCcx7I
Business Economics - I	1	Introduction To Business Economics	VIDEO VIDEO	https://youtu.be/JNdQVPEVURU https://youtu.be/zX3_8VTSQrg
	2	Market Demand and Supply	VIDEO	https://www.youtube.com/watch?v=op70yS_7du8
	3	Demand Function	VIDEO	https://youtu.be/hgqJiTCmHEg
	4	Elasticity of demand	VIDEO	https://youtu.be/u53tuGrITd4
	5	Demand Estimation and Forecasting	VIDEOS	https://youtu.be/PrpncIyU7ZE https://youtu.be/9IHAuOB9atw
	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/ssS1bzI9t50
	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/rn2KV9DkQ2g
	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/u8aNqKGkS4Y
	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	Princng 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/ryTOAv9eIJs
	2	Concept Of Disparity-1	VIDEOS	https://youtu.be/F2QDV9Hyb38 https://youtu.be/-9TxPd3wIQ
	3	Concept Of Disparity-2	VIDEOS	https://youtu.be/Ui0z6ceY2H8 https://youtu.be/F3swNM9I9lo
	4	The Indian Constitution	VIDEOS	https://youtu.be/vq2Q1_V6tnu https://youtu.be/XOZfbq6ydO8
	5	Significant Aspect Of Political Processes	VIDEOS	https://youtu.be/20VZH8I3kN4 https://youtu.be/FOM4XtGJwEc
Business Communication I	1	Introduction	VIDEO	https://youtu.be/wEzu5AAp2-c
	2	Channels And Objectives Of Comminucation	VIDEO	https://youtu.be/Llal_Mj6bBE
	3	Methods And Modes Of Communication	VIDEO	https://youtu.be/To3GIMiw6Go
	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/mJNJGwUGBE
	8	Personal Correspondence	VIDEO	https://youtu.be/3weFvF4RSSQ
	9	Some Commercial Terms	VIDEO	https://youtu.be/r6PS0X1jbb0
	10	Paragram Writing	VIDEO	https://youtu.be/xCmKt0rw7UE
	11	Remedial Grammer	VIDEO	https://youtu.be/x9b6kkYR5AA
Business Statistics - I	1	Introduction To Statistics	VIDEO	https://youtube.com/playlist?list=PLaAhQ2ofZZRCIhJiozZBb9oDOpOoXhWjc
	2	Measures Of Dispersion, Co-Relation And Linear Regression		
	3	Time Series And Index Number		
	4	Probability And Decision Theory	VIDEOS	https://youtu.be/Zzff78kxzhY https://youtu.be/xyBIFuCukPg 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/CDJPucjGd8o
	2	Strategy Formulation	VIDEO	https://youtu.be/fFdWaATFLjw
	3	Strategy Implementation	VIDEOS	https://youtu.be/mkO4FwI32b0
	4	Strategic Evaluation And Control	VIDEOS	https://youtu.be/E_O3FMGm3D0
Advertising	1	Introduction To Advertising	VIDEO	https://youtu.be/nDAPI8M-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/Lv8LzCQ2Flg
	1	Analysis And Interpretation Of Financial Statements.	VIDEO	https://youtu.be/PwnH3p9ZxYk
	2	Ratio analysis and interpretation.	VIDEO	https://youtu.be/-UbFZRd8Eds
	3	Cash flow statement.	VIDEO	https://youtu.be/-W4Qabndd7g
	4	Working Capital.	VIDEO	https://youtu.be/daduxg-p6vA
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	PPT	https://www.youtube.com/watch?v=toC0wnBu2MM
	4	It Resources	VIDEO	https://youtu.be/QWUPXu3ncPs
	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=TfkNkrKMF5c
	8	Ms Excel Chats,Tools,Printing	VIDEO	https://www.youtube.com/watch?v=TfkNkrKMF5c
	9	Powerpoint	VIDEO	https://youtu.be/WJe_oYa3itE
	Module-3			
	10	Email And Outlook	VIDEO	https://www.youtube.com/watch?v=hyYvKzNJNek
11	Internet ,Netwok And Dns	VIDEO	https://youtu.be/mpQZVYPuDGU	
12	E-Commerce Amd M-Commerce	VIDEO	https://youtu.be/SsMEeYUV478	
Module-4				

	13	Threats And Controls	VIDEO	https://youtu.be/wKL5o4NEWr4
	14	Information Tecnology Risk	VIDEO	https://www.youtube.com/watch?v=cKxxlt14Bpk
	15	Real Time Application And E-Payments	VIDEO	https://youtu.be/gG5kLlfZcik
Consumer Behaviour	1	Introduction to consumer behaviour	VIDEO	https://youtu.be/KILsxmXUm_M
	2	Individuals- determinants to consumer behaviour	VIDEO	https://youtu.be/ZI09e1Xqtj8
	3	Environmental- determinants of consumer behaviour	VIDEO	https://youtu.be/xZ3xiQx7p8g
	4	Consumer decision making models and new trends	VIDEO	https://youtu.be/-VEYbyVZh7E
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/yZUDP7IfLqE . https://youtu.be/rT5HWxycy_uY
	4	Innovationss In Business - An Envirmental Perspective	VIDEOS	https://youtu.be/BW_KXGhagoE . https://youtu.be/SvvCuCchISE . 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/5xD2JLJeGqk
	2	Strategy Formulation	VIDEO	https://youtu.be/fFdWaATFLjw
	3	Strategy Implementation	VIDEOS	https://youtu.be/mkO4FwI32b0
	4	Strategic Evaluation And Control	VIDEOS	https://youtu.be/E_O3FMGm3D0
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	Debt Market	VIDEO	https://youtu.be/tYkqwIIIFX4
	2	Equity Market	VIDEO	https://youtu.be/vFnLh9kkmRw
	3	Dynamics Of Equity Market	VIDEO	https://youtu.be/Dup784bor9I
	4	Secondary Market	VIDEO	https://youtu.be/th9YMar7qJ8
	5	Players In Debt Markets	VIDEO	https://youtu.be/Z31V047AkLc
	6	Valuation Of Equity	VIDEOS	https://youtu.be/c0k58Rxp-FE
	7	Valuation Of Bonds	VIDEOS	https://youtu.be/iZn2tqGdAGM
Accounting for Managerial Decisions	1	Analysis And Interpretation Of Financial Statements.	VIDEO	https://youtu.be/PwnH3p9ZxYk
	2	Ratio Analysis And Interpretation	VIDEO	https://youtu.be/-UbfZr8Eds
	3	Cash Flow Statement	VIDEO	https://youtu.be/-W4Qabndd7g
	4	Working Capital	VIDEO	https://youtu.be/daduxg-p6vA
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=toc0wnBu2MM
	4	It Resources	Video	https://youtu.be/QWUPXu3ncPs
	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=TfkNkrKMF5c
	8	Ms Excel Chats,Tools,Printing	VIDEO	https://www.youtube.com/watch?v=TfkNkrKMF5c
	9	Powerpoint	VIDEO	https://youtu.be/WJe_oYa3itE
	Module-3			
	10	Email And Outlook	VIDEO	https://www.youtube.com/watch?v=hyYvKzNJNek
	11	Internet ,Netwok And Dns	VIDEO	https://youtu.be/mpQZVYPuDGU
	12	E-Commerce Amd M-Commerce	VIDEO	https://youtu.be/SsMEeYUV478
Module-4				
13	Threats And Controls	VIDEO	https://youtu.be/wKL5o4NEWr4	
14	Information Tecnology Risk	VIDEO	https://www.youtube.com/watch?v=cKxxlt14Bpk	
15	Real Time Application And E-Payments	VIDEO	https://youtu.be/gG5kLfZcik	
Business Planning And	1	Foundation Of Entrepreneurial Development	VIDEOS	https://youtu.be/vXKorWAhJVg

Business Planning And Entrepreneurial Management	2	Types And Classification Of Entrepreneurs	VIDEOS	https://youtu.be/cNUiBt5_ZaM
	3	Entrepreneur Project Development And Business Plan	VIDEOS	https://youtu.be/QpHHslY1a20
	4	Venture Development	VIDEOS	https://youtu.be/WlmuaFVn1j4
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/Ol-r_6coFy8
	3	Sustainability And Role Of Business	VIDEOS	https://youtu.be/xalJZokWu_Q
	4	Innovationss In Business - An Envirmental Perspective	VIDEOS	https://youtu.be/BW_KXGhagoE , https://youtu.be/SvvCuCchlSE , 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/Hf_ML38dSDM
	2	Unit-2 Transportation	VIDEO	https://youtu.be/IQALeHjPViU
	3	Unit-3 Inventory Management And Inventory Control	VIDEOS	https://youtu.be/PuhgTVN_E_I
	4	Unit-4 Research Trends in Logistics and Supply Chain management	VIDEOS	https://youtu.be/AasAQ3EA_9w
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	VIDEO	https://www.youtube.com/watch?v=0u_XXDAJQps
Service Marketing	1	Introduction To Service Marketing	VIDEO	https://youtu.be/OOa2tkDBRi4
	2	Key Elements Of Service Marketing Mix	VIDEO	https://youtu.be/VKJDhKgDug0
	3	Managing Quality Aspects Of Service Marketing	VIDEO	https://youtu.be/f-7aJY7wRE0
	4	Marketing Of Services	VIDEOS	https://youtu.be/MGQ-zorhKYc https://youtu.be/sZgGA3LTLmI
E-Commerce And Digital Marketing	1	Introduction To E-Commerce	VIDEO	https://youtu.be/Zzs6kLlKAUQ
	2	E-Business & Applications	VIDEO	https://youtu.be/FhpWKUWjOuc
	3	Payments, Security, Privacy & Legal Issues In E-Commerce	VIDEO	https://youtu.be/GUurzvS3DIY
	4	Digital Marketing	Video	https://youtu.be/bixR-KIJKYM
Customer Relationship Management.	1	Module 1.Introduction To Customer Relationship Management Start	VIDEO	https://youtu.be/Ub4Sk4okLiI
	2	Module2.Crm Marketing Initiatives, Customer Service And Data	VIDEO	https://youtu.be/6KLum-Ych74
	3	Module 3-Crm Strategy, Planning, Implementation And Evaluation.	VIDEO	https://youtu.be/suOQb26KlIM
	4	Module 4-Crm New Horizons	VIDEOS	https://youtu.be/qqEuR2g5gbY
Sales And Distribution Management.	1	Sales Management	VIDEO	https://youtu.be/k4L1NCqWU0I
	2	Market Analysis And Selling	VIDEO	https://youtu.be/122w3D7MoAI
	3	Distribution Channel Management	VIDEO	https://youtu.be/Q52eTM4wRGE
	4	Performance Evaluation, Ethics Trends	VIDEO	https://youtu.be/F8k2-dq7_A4

BATCH: 15BMS - FINANCE				Semester : V
Subject Name	Sr. No.	Chapter Name	Content Type	Links
Wealth Management	1	Introduction To Wealth Management	VIDEO	https://youtu.be/124V5aK0Dcc
	2	Personal Financial Statement Analysis	VIDEO	https://youtu.be/VhW8I4aS-Yk
	3	Economic Environment Analysis	VIDEO	https://youtu.be/rUBsYP1Rrdc
	4	Insurance Planning And Investment Planning	VIDEO	https://youtu.be/B6fxY4I_c8A
	5	Fianncial Mathematics And Tax And Estate Planning	VIDEO	https://youtu.be/NiQCDDxR5rY
	6	Retirement Planning And Tax Saving Schemes	VIDEO	https://youtu.be/gXE4MODDsHY
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	Functions Of Corporate Communication And Public Relations	VIDEO	https://youtu.be/CTDByOoQQZg
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/M3ygOsTw5gM
	2	Scope Of Total Income & Residential Status	VIDEO	https://youtu.be/j4oh2R9Etpl
	3	Heads Of Income	VIDEO	https://youtu.be/GuQKn3UljTY
	4	Deduction From Total Income	VIDEO	https://youtu.be/KQerh5IXaA4
	5	Computation Of Total Income For Individual	VIDEO	https://youtu.be/6yPD5MsrKOG
Investment Analysis & Portfolio Management	1	Introduction To Investment Environment	VIDEO	https://youtu.be/mrPYoja9anc
	2	Risk Return Relationship	VIDEO	https://youtu.be/4KGvov_Ke9Y
	3	Portfolio Management And Security Analysis	VIDEO	https://youtu.be/ZKh5nV6Ziyc
	4	Theories, Capital Assets Pricing Model And Portfolio Performance	VIDEO	https://youtu.be/9rJ65chlwt4
Logistics and Supply chain Management	1	Unit-1 Introduction To Logistics	VIDEOS	https://youtu.be/Hf_ML38dSDM
	2	Unit-2 Transportation	VIDEO	https://youtu.be/IQALeHjPViU
	3	Unit-3 Inventory Management And Inventory Control	VIDEOS	https://youtu.be/PuhgTVN_E_I https://youtu.be/-54OFCE__qs
	4	Unit-4 Research Trends In Logistics And Supply Chain Management	VIDEOS	https://youtu.be/AasAQ3EA_9w

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BATCH : 13BMS				Semester : II
	Sr. No.	Chapter Name	Content Type	Links
Foundation Course	1	Globalization and Indian Society	VIDEO	https://youtu.be/IzwNXkC16SY
	2	Human Rights	VIDEO	https://youtu.be/s90GfHIpfA
	3	Ecology	VIDEO	https://youtu.be/bKWRcBqKGLU
	4	Understanding stress and conflicts	VIDEO	https://youtu.be/oZrSC-Ju_C4
	5	Managing stress and conflict in contemporary Society	VIDEO	https://youtu.be/tYobwVWBsEo
Business Environment	1	Introduction to Business Environment	VIDEO	https://youtu.be/rkRQn9ZcG1s
	2	Political and legal Environment	VIDEO	https://youtu.be/H92vYf3CzxE
	3	Social, Cultural, Technological and Competitive Environment	VIDEO	https://youtu.be/wJNU5OpVZI8
	4	International Environment	VIDEO	https://youtu.be/PWUOHckMeA
Principles of Marketing	1	Introduction to Marketing	VIDEOS	https://www.youtube.com/watch?v=saQMw-bm4bk https://www.youtube.com/watch?v=YOU_6QRiE5o
	2	Marketing Environment, Research and Consumer Behaviour	VIDEO	https://www.youtube.com/watch?v=6gwJkcE41w0
	3	Marketing - mix	VIDEO	https://www.youtube.com/watch?v=NBAm2dk0wzM
	4	Segmentation, Targeting and Positioning and Trends in Marketing	VIDEO	https://www.youtube.com/watch?v=iGOw39GWDaI
Business Communication II	1	Presentation	VIDEO	https://www.youtube.com/watch?v=V_qX4vIw-ks
	2	Interviews	VIDEO	https://www.youtube.com/watch?v=1-T1AbrE58E
	3	Meetings	VIDEO	https://www.youtube.com/watch?v=uYdcCk3_Mg
	4	Conference	VIDEO	https://www.youtube.com/watch?v=DNV33_OYtUM
	5	Public Relations	VIDEO	https://www.youtube.com/watch?v=7yq34Wb4fNs
	6	Trade Letters	VIDEO	https://www.youtube.com/watch?v=0xYyC3ROjc8

	7	Report Writing	VIDEO	https://www.youtube.com/watch?v=8JLHSj-9jRE
	8	Summarization	VIDEO	https://www.youtube.com/watch?v=Ox8YEgA2ktQ
Principles of Management	1	Nature of Management	VIDEO	https://youtu.be/GZ2dmbDmB5I
	2	Planning and Decision making	VIDEO	https://youtu.be/WpSL_ZyWWds
	3	Organising	VIDEO	https://www.youtube.com/watch?v=8tCJ4LqvPKk
	4	Directing, Leadership, Coordination and Controlling	VIDEO	https://www.youtube.com/watch?v=uWHkePw-EhE
Industrial Law	1	Industrial dispute Act	VIDEO	https://youtu.be/Z6JmWCcyr_o
	2	Law Related to Health ,Safety and Welfare .	VIDEO	https://youtu.be/rBCCbR1h6Kw
	3	Social Legislation.	VIDEO	https://youtu.be/FpZLrfEJkz0
	4	Laws Related to Compensation Management.	VIDEO	https://youtu.be/c75U2xofWEM
Business Mathametics	1	Interest and Annuity	VIDEO	https://youtu.be/QNox2iK4C9c
	2	Functions and Their Application	VIDEO	https://youtu.be/5U-lifW7IPo
	3	Permutation and Combinations	VIDEO	https://youtu.be/tRDgalmjtDA
	4	Matrices	VIDEO	https://youtu.be/xN2ZvHyM3tE
	5	Determinant	VIDEO	https://youtu.be/vwJAYTW0a0g
	6	Matrices II	VIDEO	https://youtu.be/vsro8JJNDm0
	7	Input Output Analysis	VIDEO	https://youtu.be/z-wV9Ei8AQ8
	8	Derivatives and Application of derivatives	VIDEO	https://youtu.be/v-11tHqRaV0
	9	Numerical Analysis	VIDEO	https://youtu.be/K5aYW0QUg7c

BATCH : 14BMS - Marketing			Semester : IV	
	Sr. No.	Chapter Name	Content Type	Links
It in Business Management - II	1	Management Information System	VIDEO	https://youtu.be/5BzFoODAJcY
	2	ERP/E-SCM/E-CRM	VIDEO	https://www.youtube.com/live/wJnTjjHW1yc?feature=share
	3	Introduction to Database and Data warehouse	VIDEO	https://www.youtube.com/live/H2ddkzFN7Kw?feature=share
	4	Outsourcing	VIDEO	https://youtu.be/Auk2JTWjS6w
Event Marketing	1	Introduction to Events	VIDEO	https://youtu.be/VpeqCDn9uVY
	2	Segmentation, Targeting & Positioning of Event & Concept of	VIDEO	https://youtu.be/hQ5rEQaiqQ0
	3	Concept of Pricing and Promotion in Event	VIDEO	https://youtu.be/LgMblTJUdM0 https://youtu.be/Qc0DW5gj7LY
	4	Trends and Challenges in Event Marketing	VIDEO	https://youtu.be/i798yPEusHI
Business Research Method	1	Introduction to Business Research Methods	VIDEO	https://youtu.be/1vf8ZvADxfY
	2	Data Collection and Processing	VIDEO	https://youtu.be/rloOsJxluBk
	3	Data Analysis and Interpretation	VIDEO	https://youtu.be/AIJN_UN3mYE
	4	Advanced Techniques in Report Writing	VIDEO	https://youtu.be/GgL44pICe2c
Corporate Ethics and Governance (Foundation Course)	1	introduction to ethics and business ethics	VIDEO	https://youtu.be/aCfXbTS8U9s
	2	ethics in marketing, finance and HRM	VIDEO	https://youtu.be/hT83TuprJJI
	3	corporate governance	VIDEO	https://youtu.be/U6qPQ7NcqXY
	4	corporate social responsibility	VIDEO	https://youtu.be/AzHaDKZ-iiI
Business Economics	1	Introduction To Macroeconomic Data and Theory	VIDEO	https://youtu.be/MKO1icFVtDc
	2	Money, Inflation and Money Policy	VIDEO	https://youtu.be/0dlwOpeBi_o
	3	Constituents of Fiscal Policy	VIDEO	https://youtu.be/kpRDWXoayKE
	4	Open Economy: Theory and Issues of International Trades	VIDEO	https://youtu.be/_MSph8K-RiI
Integrated Marketing Communication	1	Introduction to Integrated Marketing Communion	VIDEO	https://youtu.be/PklPOVzvEuU
	2	Elementsof IMC- I	VIDEO	https://youtu.be/659xt9A9740
	3	Elements of IMC-II	VIDEO	https://youtu.be/jVWlUGRIAuI
	4	Evaluation and Ethics in Marketing Communication	VIDEO	https://youtu.be/Ncf_Fe5eiBk
Production and Total Quality Management	1	Production Management	VIDEO	https://youtu.be/ravLfnYuqmA
	2	Materials Management	VIDEO	https://youtu.be/2pdWlwmkXJA
	3	Basics of Productivity and TQM	VIDEO	https://youtu.be/TuppJjvUxU4
	4	Quality Improvement Strategies and Certifications	VIDEO	https://youtu.be/RBlhzeXpB3A

BATCH : 14BMS - Financial			Semester : IV	
	Sr. No.	Chapter Name	Content Type	Links
Corporate Restructuring	1	Corporate restructuring -Introduction and concepts (only)	VIDEO	https://youtu.be/rFMoO4XYgdY
	2	Accounting of internal restructuring (Practical and theory)	VIDEO	https://youtu.be/h_hzt79AEKo
	3	Accounting of external restructuring	VIDEO	https://youtu.be/TYYZgp0fYpA
	4	Impact of reorganisation on the company-An introduction	VIDEO	https://youtu.be/uryKHijBfL4
Business Research Method	1	Introduction to Business Research Methods	VIDEO	https://youtu.be/1vf8ZvADxfY
	2	Data Collection and Processing	VIDEO	https://youtu.be/rloOsJxluBk
	3	Data Analysis and Interpretation	VIDEO	https://youtu.be/A1JN_UN3mYE
	4	Advanced Techniques in Report Writing	VIDEO	https://youtu.be/GgL44pICe2c
Ethics and Governance (Foundation Course)	1	Introduction to ethics and business ethics	VIDEO	https://youtu.be/aCfXbTS8U9s
	2	Ethics in marketing, finance and HRM	VIDEO	https://youtu.be/hT83TuprJJI
	3	Corporate governance	VIDEO	https://youtu.be/U6qPQ7NcqXY
	4	Corporate social responsibility	VIDEO	https://youtu.be/AzHaDKZ-iiI
Auditing	1	introduction to auditing	VIDEO	https://youtu.be/iXVfIirfAJRc
	2	audit planning, procedures and documentation	VIDEO	https://youtu.be/EuuFmjfVUVM
	3	auditing techniques and internal audit-introduction	VIDEO	https://youtu.be/UKCghVH0uxM
	4	auditing techniques: vouching and verification	VIDEO	https://youtu.be/6hubixulyuc
Business Economics	1	Introduction To Macroeconomic Data and Theory	VIDEO	https://youtu.be/MKO1icFVtDc
	2	Money, Inflation and Money Policy	VIDEO	https://youtu.be/0dlwOpeBi_o
	3	Constituents of Fiscal Policy	VIDEO	https://youtu.be/kpRDWXoayKE
	4	Open Economy: Theory and Issues of International Trades	VIDEO	https://youtu.be/_MSph8K-RiI
It in Business Management	1	Management Information System	VIDEO	https://youtu.be/5BzFoODAJcY
	2	ERP/E-SCM/E-CRM	VIDEO	https://www.youtube.com/live/wJnTjjHW1yc?feature=share
	3	Introduction to Database and Data warehouse	VIDEO	https://www.youtube.com/live/H2ddkzFN7Kw?feature=share
	4	Outsourcing	VIDEO	https://youtu.be/Auk2JTWjS6w
Production and Total Quality Management	1	Production Management	VIDEO	https://youtu.be/ravLfnYuqmA
	2	Materials Management	VIDEO	https://youtu.be/2pdWlwmkXJA
	3	Basics of Productivity and TQM	VIDEO	https://youtu.be/TuppJjvUxU4
	4	Quality Improvement Strategies and Certifications	VIDEO	https://youtu.be/RBlhzeXpB3A

BATCH : 15BMS - Marketing			Semester : VI	
	Sr. No.	Chapter Name	Content Type	Links
Retail Management	1	Retail Management-An Overview	VIDEO	https://youtu.be/5iRDd-f1nmg
	2	Retail Consumer and Retail Strategy	VIDEO	https://youtu.be/C51h7LBRQWE
	3	Merchandise Management and Pricing	VIDEO	https://youtu.be/uSw4hS979ZA
	4	Managing and Sustaining Retail	VIDEO	https://youtu.be/P1v755q359M
International Marketing	1	Introduction to International Marketing & Trade	VIDEO	https://youtu.be/QgD39Bf4jHs
	2	International Marketing Environment and Marketing Research	VIDEO	https://youtu.be/CoKy9_Aynco
	3	International Marketing Mix	VIDEO	https://youtu.be/S0pnUNW2R28
	4	Developments in International Marketing	VIDEO	https://youtu.be/fdXNJ_g73sM
Brand Management	1	Introduction to Brand Management	VIDEO	https://youtu.be/Nui9cWeK270
	2	Planning and Implementing Brand Marketing Programs.	VIDEO	https://youtu.be/f0yo9HMPHWY
	3	Measuring and Interpreting Brand Performance.	VIDEO	https://youtu.be/H8BbeXkgqIM
	4	Growing and Sustaining Brand Equity.	VIDEO	https://youtu.be/Lmkau24j7io
Media Planning and Management	1	Overview of Media and Media Planning	VIDEO	https://youtu.be/tgEW6a52IJE
	2	Media Mix and Media Strategy	VIDEO	https://youtu.be/AcGTb7eoqm0
	3	Media Budgeting, Buying and Scheduling	VIDEO	https://youtu.be/PH9X8GMQ6mo
	4	Media Measurement and Evaluation	VIDEO	https://youtu.be/xEvnuAIBbiA
Operation Research	1	Introduction to Operation Research	VIDEO	https://youtu.be/4EUAnzLkHFU
	2	Linear programming Problems : Introduction and Formulation	VIDEO	https://youtu.be/knZrhVkZ71Q
	3	Linear programming Problems : Graphical Methods	VIDEO	https://youtu.be/2EvC1v1FI2k
	4	Theory of Games	VIDEO	https://youtu.be/YgqC8_WOZYy
	5	Job sequencing Problem	VIDEO	https://youtu.be/PIFbx7YmqJM
	6	Assignment - Hungarian Method	VIDEO	https://youtu.be/pnJUzNFn3CA
	7	Transporation	VIDEO	https://youtu.be/Ow3XWYnPgSM
	8	Linear programming Problems : Simplex Methods	VIDEO	https://youtu.be/01Iy2ZHOmNg
	9	Network analysis	VIDEO	https://youtu.be/vutuWFm6FNI

BATCH : 15BMS - Financial			Semester : VI	
	Sr. No.	Chapter Name	Content Type	Links
International Finance	1	Fundamentals of International Finance	VIDEO	https://youtube.com/playlist?list=PLS7V1FmNejq5bXAezkSR2xtITghvQa0kh
	2	FEM, ERD and currency derivatives	VIDEO	https://youtu.be/cLTOQehmUIA
	3	World Financial Markets and Institutions and Risks	VIDEO	https://youtu.be/_5ganULbzYA
	4	Foreign Exchange Risk, Appraisal and Tax Management	VIDEO	https://youtu.be/vT4eReSleng
Strategic Financial Management	1	Dividend Decision and XBRL	VIDEO	https://youtu.be/YRAbCwzoatA
	2	Capital Budgeting and Capital Rationing	VIDEO	https://youtu.be/vNX8isBZNaE
	3	Shareholder Value and Corporate Governance	VIDEO	https://youtu.be/s5Eoy988728
	4	Financial Management in Banking Sector and Working Capital	VIDEO	https://youtu.be/0IhleTfNcfU
Indirect Taxes	1	Introduction	VIDEO	https://youtu.be/BOA34LaxNRI
	2	Levey and collection of tax	VIDEO	https://youtu.be/DPjXBxZL0u8
	3	Time, place and Value of supply	VIDEO	https://youtu.be/hIj0NorSKIQ
	4	Input tax credit & payment of taxes	VIDEO	https://youtu.be/_drbxSFa8qQ
	5	Registration under GST law	VIDEO	https://youtu.be/ofXZbAWU_lc
Operation Research	1	Introduction to Operation Research	VIDEO	https://youtu.be/4EUAnzLkHFU
	2	Linear programming Problems : Introduction and Formulation	VIDEO	https://youtu.be/knZrhVkJZ71Q
	3	Linear programming Problems : Graphical Methods	VIDEO	https://youtu.be/2EvC1v1FI2k
	4	Theory of Games	VIDEO	https://youtu.be/YgqC8_WOZyY
	5	Job sequencing Problem	VIDEO	https://youtu.be/PIFbx7YmqJM
	6	Assignment - Hungarian Method	VIDEO	https://youtu.be/pnJUzNFn3CA
	7	Transporation	VIDEO	https://youtu.be/Ow3XWYnPgSM
	8	Linear programming Problems : Simplex Methods	VIDEO	https://youtu.be/01Iy2ZHOmNg
Financing Rural Development	1	Rural banking	VIDEO	https://youtu.be/P-NvVeOg7SM
	2	Micro finance	VIDEO	https://youtu.be/Qg08J0V0i10
	3	MSME finance	VIDEO	https://youtu.be/h2g9XY4-TYI
	4	Final accounts of the banking companies	VIDEO	https://youtu.be/MAgqibegP7s
	5	Risk management in rural finance	VIDEO	https://youtu.be/IP-E75FGFkU