

As approved by the academic Council in its meeting dated 06.10.2025; find below the e-Tutorial (Recorded Videos) as developed inhouse by our Faculty Members:

- MBA Sem1 and Sem 2
- BBA Sem 1, Sem 2, and Sem 3

Status of developed in house Tutorial Video in Hours as mentioned below; also find in annexure the subject wise OER /NPTEL Video Links utilised as value added content for learners.

Course	Subject	No of Credits	Hrs Required	Actual Hrs Recorded by in house Faculty	Faculty Recording %	(-) Deviation in Hours	Required OER Minutes	OER Updated for these subjects In minutes
BBA Sem 1	Principles of Management	3	15	15.35	102.33	0	0	0
BBA Sem 1	Marketing Management and Consumer Behaviour	4	20	19.63	98.17	0.37	22.2	1495
BBA Sem 1	Basics of Finance	4	20	26.62	133.08	0	0	0
BBA Sem 1	Entrepreneurship Fundamentals	3	15	16.35	109	0	0	0
BBA Sem 1	Indian Behavioural Psychology	2	10	8.68	86.83	1.32	79.2	2058
BBA Sem 1	AI Tools and Excel for Decision Making	3	15	16.13	107.56	0	0	0
Total		19	95	102.77	108.18	1.69	101.4	3553
Course	Subject	No of Credits	Hrs Required	Actual Hrs Recorded by in house Faculty	Faculty Recording %	(-) Deviation in Hours	Required OER Minutes	OER Updated for these subjects In minutes
BBA Sem 2	New-Age Business Models	3	15	19.82	132.11	0	0	0
BBA Sem 2	Digital Marketing	4	20	19.48	97.42	0.52	31.2	473
BBA Sem 2	Financial Statement Analysis	4	20	21.58	107.92	0	0	0
BBA Sem 2	Economics	3	15	23.35	155.67	0	0	0
BBA Sem 2	Business Communication	2	10	11.23	112.33	0	0	0
BBA Sem 2	Statistics for Business	3	15	16.12	107.44	0	0	0
BBA Sem 2	Future Forward with AI	2	10	9.28	92.83	0.72	43.2	727
BBA Sem 2	Colour Psychology	2	10	10.35	103.5	0	0	0
BBA Sem 2	Deep Tech	2	10	14.03	140.33	0	0	0
BBA Sem 2	Orientation of Indian Constitution	0	0	19.48	NR	0	0	0
Total		25	315	370.27		1.24	74.4	1200

Course	Subject	No of Credits	Hrs Required	Actual Hrs Recorded	Faculty Recording %	(-) Deviation in Hours	Required OER Minutes	OER Updated for these subjects
BBA Sem 3	Selling & Negotiation	4	20	26.08	130.42	0	0	0
BBA Sem 3	SEO & SEM Strategy	4	20	23.58	117.92	0	0	0
BBA Sem 3	Design Thinking & MVP Management	3	15	17.6	117.33	0	0	0
BBA Sem 3	Dynamics of Family Managed Business	3	15	15.62	104.11	0	0	0
BBA Sem 3	Investment Analysis & Portfolio Management	4	20	18.72	93.58	1.28	76.8	529
BBA Sem 3	Financial Management Fundamentals	4	20	24.6	123	0	0	0
BBA Sem 3	Business Intelligence 101	3	15	19.65	131	0	0	0
BBA Sem 3	Building useful Predictive Business Models	3	15	13.52	90.11	1.48	88.8	946
BBA Sem 3	Business Research Methods	2	10	7.6	76	2.4	144	605
BBA Sem 3	Environmental Science and Sustainability - TDB	2	10	12.18	121.83	0	0	0
BBA Sem 3	Elective 1: Sociology	2	10	11.77	117.67	0	0	0
BBA Sem 3	Elective 2: Product & Service Design	2	10	14.2	142	0	0	0
BBA Sem 3	Elective 3: Innovative Thinking	2	10	10.77	107.67	0	0	0
Total		126	820	956.42		5.16	309.6	2080
Course	Subject	No of Credits	Hrs Required	Actual Hrs Recorded	Faculty Recording %	(-) Deviation in Hours	Required OER Minutes	OER Updated for these subjects
MBA Sem 1	Professional Communication and Presentation Skills- Career and Leadership Development - I	3	15	13.38	89.22	1.62	97.2	354
MBA Sem 1	Geo Politics and International Business	3	15	16.47	109.78	0	0	0
MBA Sem 1	Financial Statement Analysis	3	15	10.52	70.11	4.48	268.8	683
MBA Sem 1	The 21st Century Marketing	3	15	15.92	106.11	0	0	0

MBA Sem 1	Entrepreneurship and Family Business 101	3	15	12.37	82.44	2.63	157.8	267
MBA Sem 1	Driving Decisions by Excel	3	15	12.32	82.11	2.68	160.8	541
MBA Sem 1	Introduction to Digital Marketing	3	15	15.18	101.22	0	0	0
Total		21	105	96.15		11.41	684.6	1845
Course	Subject	No of Credits	Hrs Required	Actual Hrs Recorded	Faculty Recording %	(-) Deviation in Hours	Required OER Minutes	OER Updated for these subjects
MBA Sem 2	Managing Self and People Skills with Human Centered Design Thinking- Career and Leadership Development- II	3	15	19.12	127.44	0	0	0
MBA Sem 2	CSR, SDGs, Business Research	3	15	17.5	116.67	0	0	0
MBA Sem 2	Securities Analysis & Portfolio Management	3	15	18.77	125.11	0	0	0
MBA Sem 2	Financial Management	3	15	14.82	98.78	0.18	10.8	618
MBA Sem 2	Taxation in Business Decision-Making	3	15	15.82	105.44	0	0	0
MBA Sem 2	Cost and Management Accounting	3	15	17.8	118.67	0	0	0
MBA Sem 2	Behaviour based Selling & Negotiation (BBSN)	3	15	17.02	113.44	0	0	0
MBA Sem 2	Product & Brand Management	3	15	22.48	149.89	0	0	0
MBA Sem 2	Media Strategy	3	15	21.13	140.89	0	0	0
MBA Sem 2	Retail & E-Commerce Strategy	3	15	19	126.67	0	0	0
MBA Sem 2	Ethics in Artificial Intelligence	3	15	13.85	92.33	1.15	69	461
MBA Sem 2	Introduction to Power BI	3	15	16.93	89.33	0	0	0
MBA Sem 2	Statistics for Business Managers	3	15	13.4	89.33	1.6	96	806
MBA Sem 2	Decision making through Predictive Modelling	3	15	14.67	97.78	0.33	19.8	514

MBA Sem 2	Business Analytics using R	3	15	17.2	114.67	0	0	0
MBA Sem 2	Data Storytelling	3	15	14.52	96.78	0.48	28.8	152
MBA Sem 2	Marketing for Global Markets	3	15	15.97	106.44	0	0	0
Total		51	255	289.98		3.74	224.4	2551
		No of Credits	Hrs Required	Actual Hrs	Faculty Recording %	(-) Deviation in Hours	Required OER Minutes	OER Updated for these subjects
Total			1590	1815.59	98.54	23.24	1394.4	11229

*Shortfall of Tutorial Video Duration by 1.46% that is around 23.24 Hours.

As per the UGC norms, up to 40% of content can be sourced from OER; considering the same; to cover the shortfall of video duration; we have utilized the Open Educational Resource Video Links / NPTEL Video Links / Swayam Links for learning purposes as additional learning resources for Online programs.

Refer annexure for the said OER links as enclosed.

For ATLAS SKILLTECH UNIVERSITY

Director of CDOF


REGISTRAR
 Registrar
ATLAS SKILLTECH UNIVERSITY

Annexure -1

Open Educational Resources links for BBA Sem 1,2,3 & MBA Sem 1,2 from OER / NPTEL / Swayam and similar other sources.

BBA Sem 1

BBA Sem 1: Marketing Management and Consumer Behaviour

Topic	Link	Duration
Defining Marketing	https://www.youtube.com/watch?v=uTfD6H30HU&list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn	75
Core Concepts in Marketing	https://www.youtube.com/watch?v=k2Nvtuls8s&list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&index=2	20
Evolution of Marketing	https://www.youtube.com/watch?v=E8HbqnrXok&list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&index=5	27
Market Environment	https://www.youtube.com/watch?v=4vuotf4jPXg&t=14s	10
Market Environment: Comparison Table	https://www.youtube.com/watch?v=3JW7Qaj-EQ	9
PFSTEL Framework	https://www.youtube.com/watch?v=UQpC4d89mqE&list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&index=10	23
Competitive Analysis	https://www.youtube.com/watch?v=uZQHoQK4KFI&list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&index=11	25
Defining Product	https://www.youtube.com/watch?v=KxOf3kttTi&list=PLLy_2iUCG87BRuLgSpHX_Xr3uNtULKBC&index=3	37
Product	https://www.youtube.com/watch?v=KxOf3kttTi&t=304s	37
Product Life cycle -1	https://www.youtube.com/watch?v=wiWTCpm-vF4&list=PLLy_2iUCG87BRuLgSpHX_Xr3uNtULKBC&index=14	31
Product Life Cycle - 2	https://www.youtube.com/watch?v=mg8KZ0Vs6ml&list=PLLy_2iUCG87BRuLgSpHX_Xr3uNtULKBC&index=15	33
BCG Matrix, Strategic Marketing	https://www.youtube.com/watch?v=8dREFn_Ls	43
Pricing Strategies	https://www.youtube.com/watch?v=9aBmtle5Fc	36
Product Pricing	https://www.youtube.com/watch?v=desrfgFEixs	51
Distribution Channel Management: Distribution Channels:	https://www.youtube.com/watch?v=Sh9V7vwnvk	37
Marketing Functions: Channels of Distribution	https://www.youtube.com/watch?v=FnZOxS0B_hU	57
Digital Marketing	https://www.youtube.com/watch?v=Gl6mJFvkgj	76
Positioning	https://www.youtube.com/watch?v=ofH-aAesjG4	26
Segmentation Targeting and Positioning	https://www.youtube.com/watch?v=fYSvrZD4G38	34
Segmentation Targeting and Positioning	https://www.youtube.com/watch?v=fDM5Q_NaWdg	29
Introduction to the Study of Consumer Behaviour	https://www.youtube.com/watch?v=jSrc-EWYIJQ	57
Lec 02 Introduction to the Study of Consumer Behaviour	https://www.youtube.com/watch?v=G5E08DbqH94	59
Lec 01 The Consumer Decision Making Process	https://www.youtube.com/watch?v=38CXcF_Q1Ug	57
Lec 02 The Consumer Decision Making Process	https://www.youtube.com/watch?v=Wj7AuP2bekl	57
Introduction and Motivation - I	https://www.youtube.com/watch?v=nWxNFkqGlsM	30
Personality: Definition, concepts and overview	https://www.youtube.com/watch?v=grE19zMEaTA	62
Personality, Self Concept and Self Image	https://www.youtube.com/watch?v=9P3mnyyYUnw&t=1190s	56
Information processing and perception	https://www.youtube.com/watch?v=MeDjaJTdX20	47

Consumer Learning	https://www.youtube.com/watch?v=w8f34-DZIm8	61
Attitudes	https://www.youtube.com/watch?v=5dresZBMrnE	57
Attitude Formation & Attitude Change	https://www.youtube.com/watch?v=nJiz-7KMU84	30
Social Responsibility and Ethics - II	https://www.youtube.com/watch?v=Xy2xtQU_dPI	55
Values, Ethics and Corporate Social Responsibilities	https://www.youtube.com/watch?v=8dLqGLKr3t8	58
Corporate Social Responsibility (CSR)	https://www.youtube.com/watch?v=VM_EORRUE9I&list=PLPjSqtYvDeUv5KikAmcOhLbNdg1z4q6v	8
Introduction to the Study of Consumer Behaviour	https://www.youtube.com/watch?v=jSrC-EWYIJQ&t=12s	57
Culture, Sub-Culture and Cross-Culture	https://www.youtube.com/watch?v=mJ8LhOJdQng	60
Introduction to Blockchain	https://www.youtube.com/watch?v=mzPoUjQC4WU	27
Models of Consumers and Models of Consumer Behaviour	https://www.youtube.com/watch?v=6MqMt5D0Jlg	56
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BBA Sem 1: Indian Behavioural Psychology

Topic	Link	Duration
Introduction to the Science of Human Behavior - I	https://www.youtube.com/watch?v=M6pxzax72A&list=PLwdnzIV3ogoXB2TITWYFI5d2aGf7PNSuK&index=2	66
Introduction to the Science of Human Behavior - II	https://www.youtube.com/watch?v=6anyVz1pVR8&list=PLwdnzIV3ogoXB2TITWYFI5d2aGf7PNSuK&index=4	66
Sensation - I	Lec 3: Sensation - I	70
Sensation - I	Lec 4: Sensation - II - YouTube	62
Perception - I	Lec 5: Perception - I	69
Perception - II	Lec 6: Perception - II	64
Behaviorism and Personality 1: Classical conditioning and personality	Lec 12: Behaviorism and Personality 1: Classical conditioning and personality	58
Introduction to Indian Philosophy	Mod-01 Lec-01 Introduction to Indian Philosophy	47
A Brief Discussion on the Vedas & the Upanishads	Mod-01 Lec-02 A Brief Discussion on the Vedas & the Upanishads - YouTube	50
Carvaka Philosophy - I	Mod-02 Lec-03 Carvaka Philosophy - I - YouTube	50
Carvaka Philosophy - II	Mod-02 Lec-04 Carvaka Philosophy - II	46
The Samkhya Philosophy - I	Mod-03 Lec-05 The Samkhya Philosophy - I	49
The Samkhya Philosophy - I	Mod-03 Lec-05 The Samkhya Philosophy - I	48
The Samkhya Philosophy - II	Mod-03 Lec-06 The Samkhya Philosophy - II	50
The Samkhya Philosophy - III	Mod-03 Lec-07 The Samkhya Philosophy - III	49
The Samkhya Philosophy - IV	Mod-03 Lec-08 The Samkhya Philosophy - IV	47
The Samkhya Philosophy - V	Mod-03 Lec-09 The Samkhya Philosophy - V	44
The Samkhya Philosophy - VI	Mod-03 Lec-10 The Samkhya Philosophy - VI	51
The Yoga Philosophy - I	Mod-04 Lec-11 The Yoga Philosophy - I	54
The Yoga Philosophy - II	Mod-04 Lec-12 The Yoga Philosophy - II	54
The Yoga Philosophy - III	Mod-04 Lec-13 The Yoga Philosophy - III	53
The Yoga Philosophy - IV	Mod-04 Lec-14 The Yoga Philosophy - IV	50
The Philosophy of Buddha - I	Mod-06 Lec-24 The Philosophy of Buddha - I	48
The Philosophy of Buddha - II	Mod-06 Lec-25 The Philosophy of Buddha - II	49

The Philosophy of Buddha - III	Mod-06 Lec-26 The Philosophy of Buddha - III	49
The Philosophy of Buddha - IV	Mod-06 Lec-27 The Philosophy of Buddha - IV	49
The Philosophy of Buddha - V	Mod-06 Lec-28 The Philosophy of Buddha - V	49
The Jaina Philosophy - I	Mod-07 Lec-29 The Jaina Philosophy - I - YouTube	51
The Jaina Philosophy - II	Mod-07 Lec-30 The Jaina Philosophy - II	49
The Jaina Philosophy - III	Mod-07 Lec-31 The Jaina Philosophy - III	50
Emotions & Psychology	Psychology of Emotion: Theory and Applications: [Introduction Video]	8
Emotion - I	Lec 15: Emotion - I	61
Emotion - II	Lec 16: Emotion - II	57
The core and context of Indian psychology	Mod-01 Lec-05 The core and context of Indian psychology	75
Positive Psychology and the Practice of Counseling and Psychotherapy	Lec 33: Positive Psychology and the Practice of Counseling and Psychotherapy	50
Indian Perspective of Personality and Assessment of Personality	Lecture 37 Indian Perspective of Personality and Assessment of Personality	24
Applied Positive Psychology	Applied Positive Psychology - Course	4
Mental Health and Wellbeing	Mental Health and Wellbeing - Course	2
Psychology Of Stress, Health And Well-Being	Psychology Of Stress, Health And Well-Being - Course	8
Conflict Management through Mediation	Conflict Management through Mediation - Course Introduction video	4
Cooperation and conflict	Mod-01 Lec 04 Cooperation and conflict	52
Managing Conflict and Negotiation	Mod-01 Lec-24 Managing Conflict and Negotiation	59
Negotiation and Conflict Management	Mod-01 Lec-31 Negotiation and Conflict Management	59
Conflict Management through Mediation	Conflict Management through Mediation - Course	4
		2058

BBA Sem 1: AI Tools and Excel for Decision

Topic	Link	Duration
INTRODUCTION TO BUSINESS INTELLIGENCE AND ANALYTICS	https://www.youtube.com/watch?v=f1if5sqCS4U&list=PLyqSpQzTE6M_68YmFFmjAAvI_Mne3xq9jf&index=2	38
Data Analysis and Decision Making - I	https://www.youtube.com/watch?v=Jr6QG-64Xnw&list=PLFW6IRTa1g82o3I_16ZgwD-1gpanZenQx	7
Types of Learning Analytics -II	https://www.youtube.com/watch?v=xDTGVWYmHbl	6
Tutorial: Excel	https://www.youtube.com/watch?v=uisSkBOGIUM	17
String operations and methods	https://www.youtube.com/watch?v=XE_ZkOFTI_g	7
Data Visualization Excel - 1	https://www.youtube.com/watch?v=4sVWVb-mR7s	29
Data Visualization Excel - 2	https://www.youtube.com/watch?v=M1fA1HSt3Zs	24
Control Charts by Excel	https://www.youtube.com/watch?v=N9wVqKIEv0k	54
Introduction to AI Tools	https://www.youtube.com/watch?v=hVwh9MAku_E	47
		229

BBA Sem 1: Deep tech

Topic	Link	Duration
Introduction to Quantum Computing	https://youtube.com/playlist?list=PLuBwWyD3M82x9PfxeF70xb0E122mQAWH6&si=ctz1FaR688Vpul_p	26
State Space Approach to Control System Analysis and Design	https://youtube.com/playlist?list=PlyqSpQzTE6M99jfnT8Lf_45NAQnNuwnO8&si=7PpBKtrk8YuMfPfc	41
Computer Science - Artificial Intelligence	https://youtube.com/playlist?list=PLbMVogVj5nJQu5qwm-HmJgimeGhsErvXD&si=yN5YvtBXlpBTYewF	48
Robotics by Prof D K Pratihar	https://www.youtube.com/playlist?list=PLbRMhDVUMngcdUbBySzyzcPiF5TYWr4rV	46
		161

BBA Sem 1: Entrepreneurship Fundamentals

Topic	Link	Duration
Entrepreneurial Journey	#3 Entrepreneurial Journey Part 3 Entrepreneurship - YouTube	41
Entrepreneurial Discovery	#4 Entrepreneurial Discovery Part 1 Entrepreneurship	30
Testing & Validation	https://www.youtube.com/watch?v=WDV03MMzOAO	35
Industry structure, Competitor Analysis	Lec 14 Industry structure, Competitor Analysis	44
Competitive Landscape	Lec 12 Competitive Landscape	32
India as A Start up Nation	#52 India as A Start up Nation Part 2 Entrepreneurship	36
India as A Start up Nation	#53 India as A Start up Nation Part 3 Entrepreneurship	36
Start up Case Studies	#68 Start up Case Studies Part 1 Entrepreneurship	32
Start up Case Studies	#69 Start up Case Studies Part 2 Entrepreneurship	31
Start up Case Studies	#70 Start up Case Studies Part 3 Entrepreneurship	34
Start up Case Studies	#71 Start up Case Studies Part 4 Entrepreneurship	37
Raising Finances & Developing Financial Strategy	#37 Raising Finances & Developing Financial Strategy Part 1 Entrepreneurship	28
Raising Finances & Developing Financial Strategy	#38 Raising Finances & Developing Financial Strategy Part 2 Entrepreneurship	28
Education & Entrepreneurship	#43 Education & Entrepreneurship Part 1 Entrepreneurship	31
Ideation & Prototyping Part 1 Entrepreneurship	#9 Ideation & Prototyping Part 1 Entrepreneurship	28
Ideation & Prototyping Part 2 Entrepreneurship	#10 Ideation & Prototyping Part 2 Entrepreneurship	27
Ideation & Prototyping Part 3 Entrepreneurship	#11 Ideation & Prototyping Part 3 Entrepreneurship	25
Ideation & Prototyping Part 4 Entrepreneurship	#15 Ideation & Prototyping Part 4 Entrepreneurship	28
Ideation & Prototyping Part 5 Entrepreneurship	#16 Ideation & Prototyping Part 5 Entrepreneurship	33
Ideation & Prototyping Part 6 Entrepreneurship	#17 Ideation & Prototyping Part 6 Entrepreneurship	36
Technological Innovation & Entrepreneurship Part 1	#25 Technological Innovation & Entrepreneurship Part 1 Entrepreneurship	30
Technological Innovation & Entrepreneurship Part 2	#26 Technological Innovation & Entrepreneurship Part 2 Entrepreneurship	33
Technological Innovation & Entrepreneurship Part 3	#27 Technological Innovation & Entrepreneurship Part 3 Entrepreneurship	32
Technological Innovation & Entrepreneurship Part 4	#28 Technological Innovation & Entrepreneurship Part 4 Entrepreneurship	36
Technological Innovation & Entrepreneurship	#29 Technological Innovation & Entrepreneurship Part 5 Entrepreneurship	29

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BBA Sem 1: Basics of Finance

Topic	Link	Duration
Introduction to Financial Accounting & Cost Accounting Foundations of Accounting & Finance	https://www.youtube.com/watch?v=Om00hf4sz78&list=PLyqSpQzTE6M8St2IrMox_srEJv8n-N55A	34
Introduction & Scope of Accounting	https://www.youtube.com/watch?v=UxPGWlxgHQ	30
Key accounting terms I	https://www.youtube.com/watch?v=Iw45bJmQAOo	17
Key accounting terms II	https://www.youtube.com/watch?v=HE_kF6yPWzY	16
Debit and Credit	https://www.youtube.com/watch?v=UK_2M6h8wEi	38
Types of Accounts	https://www.youtube.com/watch?v=vlz8emciXLC	14
Accounting Concepts, Standards, IFRS	https://www.youtube.com/watch?v=al5UFu6Qtes	52
Financial Statements	https://www.youtube.com/watch?v=kaIY6SBqTic&list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&index=9	30
Balance Sheet	https://www.youtube.com/watch?v=f53E09ab2k0	50
Profit & Loss Account	https://www.youtube.com/watch?v=WS_YYSdTEMw	27
Functions, Goals and Constraints of Commercial Banks	http://youtube.com/watch?v=e19oVuQKaBI	32
Importance and Forms of Commercial Banks	https://www.youtube.com/watch?v=YxrKLXj4aHo&t=90s	32
RBI- structure and objective functions	https://www.youtube.com/watch?v=GJdj_6B7sBk	32
Introduction Financial Statement	https://www.youtube.com/watch?v=kaIY6SBqTic&list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&index=9	30
Financial Statements - Income Statement	https://www.youtube.com/watch?v=R3BVjsu0bCc&list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&index=10	25
Key Financial Ratios	https://www.youtube.com/watch?v=Weatwkgsb-U	52
PRINCIPLES & PRACTICE OF INSURANCE	https://www.youtube.com/watch?v=o8Lis9NPJCM&list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_	28
PRINCIPLES & PRACTICE OF INSURANCE	https://www.youtube.com/watch?v=EnJmqoEhWis&list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&index=2	22
PRINCIPLES & PRACTICE OF INSURANCE	https://www.youtube.com/watch?v=xITP95k4ApM&list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&index=3	19
PRINCIPLES & PRACTICE OF INSURANCE	https://www.youtube.com/watch?v=tggj-iBNLY&list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&index=4	23
FIRE INSURANCE	https://www.youtube.com/watch?v=B-ecj_eAjqc&list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&index=9	25
MARINE INSURANCE	https://www.youtube.com/watch?v=Z5M8RliGrPD&list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&index=11	19
MOTOR INSURANCE	https://www.youtube.com/watch?v=y_prRpOcs&list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&index=13	19
Mutual Funds	https://www.youtube.com/watch?v=izzxjks9AO8	56
Investing in Mutual Funds	https://www.youtube.com/watch?v=tkwxowUVQSo	32
Mutual Fund Industry In India	https://www.youtube.com/watch?v=lyTbZYweA7Y	34
Money & Banking I	https://www.youtube.com/watch?v=DI6jxMEDuno	43
Money & Banking II	https://www.youtube.com/watch?v=Z8re78G8dyQ	17
Consumer Credit Decisions	https://www.youtube.com/watch?v=T5-H2ixX4nU	32
Importance and Forms of Commercial Banks	https://www.youtube.com/watch?v=YxrKLXj4aHo&list=PLbRMhDVUMngeBAuh698gdg_NoNixKtLo6	32
Functions, Goals and Constraints of Commercial Banks	https://www.youtube.com/watch?v=e19oVuQKaBI&list=PLbRMhDVUMngeBAuh698gdg_NoNixKtLo6&index=3	31

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BBA Sem 1: Principles of Management

Topic	Link	Duration
Introduction to Management - I	https://www.youtube.com/watch?v=TtBlmDfUt4c&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=2	35
Introduction to Management- II	https://www.youtube.com/watch?v=ZcpcrtpeJW4&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=3	37
Introduction to Management- III	https://www.youtube.com/watch?v=jCytq-HVDPk&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=4	37
Introduction to Management - IV	https://www.youtube.com/watch?v=CCYic2iIt2g&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=5	37
Planning - I	https://www.youtube.com/watch?v=KWym6QfFhw&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=10	32
Planning - II	https://www.youtube.com/watch?v=yYQ7gUQRXX4&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=11	30
Organizing & Organization	http://youtube.com/watch?v=UEXrsZ3vKx0	37
Decision Making - I	https://www.youtube.com/watch?v=Ug0ORs3R4WQ&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=19	31
Decision Making - II	https://www.youtube.com/watch?v=51CzY11Q8Nw&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=20	33
Decision Making - III	https://www.youtube.com/watch?v=d1mAN32pVU&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=21	36
Decision Making - IV	https://www.youtube.com/watch?v=roUx1Ag42ZE&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=22	26
Staffing (Management Principles & Applications)	https://www.youtube.com/watch?v=CMYDyUIVl0o	45
Motivation	https://www.youtube.com/watch?v=Mrms1YmloWM	58
Directing	https://www.youtube.com/watch?v=sR6O6afM7g	52
Personality, Self Concept and Self Image	https://www.youtube.com/watch?v=9P3myfyUnw	57
Building Teams & Team Culture	https://www.youtube.com/watch?v=5EFdBfKh5Ql	37
Introduction to Leadership: Functions	https://www.youtube.com/watch?v=QM1Z8Vc9i9k&t=120s	54
Leadership	https://www.youtube.com/watch?v=lqC2cfwllLg&t=364s	59
Controlling	https://www.youtube.com/watch?v=PHDHITqX5Bg	62
AI in Human Resource Management: [Intro Video]	https://www.youtube.com/watch?v=icFwL8HP55w&list=PLwdnzIV3ogoVUtSTpbzsX80M_PsINswlV	7
AI in Decision Making	https://www.youtube.com/watch?v=aF7P1Ft3uS0&list=PLwdnzIV3ogoVUtSTpbzsX80M_PsINswlV&index=5	50
		847

BBA Sem 2

BBA Sem 2: Digital Marketing

Topic	Link	Duration
Lecture 01 : Emergence of Internet & Social Media	https://www.youtube.com/watch?v=CsBEDrq_eTo&list=PLw7s9XqlzCGR5fjOAJqt3lQCCz6WQ1_K	26
Lecture 02 : Emergence of Digital Transformation	https://www.youtube.com/watch?v=a2k898uf3Gw&list=PLw7s9XqlzCGR5fjOAJqt3lQCCz6WQ1_K&index=2	29
Lecture 03 : Introduction to Digital Marketing	https://www.youtube.com/watch?v=MRkUEc9w3m8&list=PLw7s9XqlzCGR5fjOAJqt3lQCCz6WQ1_K&index=3	28
Lecture 04 : Online Marketplaces	https://www.youtube.com/watch?v=irGJOWivqg0&list=PLw7s9XqlzCGR5fjOAJqt3lQCCz6WQ1_K&index=4	31

Lecture 05 : Digital Marketing Communications	https://www.youtube.com/watch?v=i1R9sRQZljk&list=PLw7s9XqIzCGR5fjOAJqt3lQCcZb6WQ1_K&index=5	32
Lecture 06 : Consumer Journeys	https://www.youtube.com/watch?v=tCE_Svl4g8&list=PLw7s9XqIzCGR5fjOAJqt3lQCcZb6WQ1_K&index=6	28
Lecture 52 : Search Engine Optimization (SEO)	https://www.youtube.com/watch?v=RjyC6MY4kjc	31
Lecture -38 Search Engine And Web Crawler - Part-I	https://www.youtube.com/watch?v=JjwDIY1Ojk	60
Lecture -39 Search Engine And Web Crawlers: Part-II	https://www.youtube.com/watch?v=8NcBcsldPSA	58
Lec 01- Introduction to Business to Business Marketing	https://www.youtube.com/watch?v=d8d8c5RP-jY&list=PLly_2iUCG87C3qniP4kidTHN2HW03sfOc&index=2	26
Lec 03 - B2B vs B2C Marketing 1	https://www.youtube.com/watch?v=-kfCeRpmftQ&list=PLly_2iUCG87C3qniP4kidTHN2HW03sfOc&index=4	30
Lec 04 - B2B vs B2C Marketing 2	https://www.youtube.com/watch?v=N3NK-MUTu48&list=PLly_2iUCG87C3qniP4kidTHN2HW03sfOc&index=5	29
Lecture 13 : Industry 4.0: Augmented Reality and Virtual Reality	https://www.youtube.com/watch?v=zLMgdYI82IE	32
Lecture 14 : Industry 4.0: Artificial Intelligence	https://www.youtube.com/watch?v=zsE9EH0oJsk	33
		473

BBA Sem 2: Future Forward with AI

Topic	Link	Duration
An Introduction to Artificial Intelligence Prof. Mausam	https://www.youtube.com/watch?v=GHpchgLoDvi&list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz	5
Lec 01: Introduction to AI	https://www.youtube.com/watch?v=pKeVMlkFpRc	35
Introduction to AI	https://www.youtube.com/watch?v=iF1tOCEXLXY	52
Artificial Intelligence: Introduction	https://www.youtube.com/watch?v=XCPZBD9lbVo	56
Introduction: What to Expect from AI	https://www.youtube.com/watch?v=K9gH7h8Adpo&list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz&index=2	14
Introduction: History of AI from 40s - 90s	https://www.youtube.com/watch?v=HF_ncSeCMmA&list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz&index=3	28
Introduction: History of AI in the 90s	https://www.youtube.com/watch?v=P74Sa1GvPd4&list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz&index=4	14
Lecture 14 : Industry 4.0: Artificial Intelligence	https://www.youtube.com/watch?v=zsE9EH0oJsk	33
Lecture 45 : Automatic Prompt Engineering	https://www.youtube.com/watch?v=k7VNpQ0MLcw	32
Lecture 41 : Prompting-I	https://www.youtube.com/watch?v=IY2N2NgH7u0	27
Introduction to Large Language Models (LLMs)	https://www.youtube.com/watch?v=-DGMjrOiyO8&list=PLp6ek2hDcoNDRINFiWGDIPKUwW-g1Hjk	7
Programming with Generative AI (introduction video)	https://www.youtube.com/watch?v=Dt4pO_R3u10	16
Lecture 3.2.2 Text Generation	https://www.youtube.com/watch?v=kkrtwAzASfU	5
Image generation	Image Generation using Generative AI IIT Kharagpur Pranav Durai 2025	52
3D Printing: Demonstration	Lec 32 3D Printing: Demonstration	6
Audio and Video Compression	Lecture - 37 Audio and Video Compression	57
Multi agent systems	Lec 58 Multi agent systems	34
Swarm Intelligence	Lec 57 Swarm Intelligence	36
Ethics in AI	Lec 56 Ethics in AI	40
Natural Language Processing	https://www.youtube.com/watch?v=2RAqHMpl-3E&list=PLgMDNELGj1CZSGn478v1uKbXJzKWZ7zs&index=3	39
Fuzzification and Defuzzification methods	Lec 54 Fuzzification and Defuzzification methods	34
RNN & LSTMs	Lec 48 RNN & LSTMs	34
CNN and introduction to RNN	Lec 47 CNN and introduction to RNN	41

Datasets for DL	Lec 46 Datasets for DL	30
		727

BBA Sem 2: Business Communication

Topic	Link	Duration
Mod-01 Lec-01 Introduction	https://www.youtube.com/watch?v=cQruENyLNYI	60
Mod-02 Lec-01 Barriers to Communication Lecture-01	https://www.youtube.com/watch?v=CQ6D_bxZyxg	58
Mod-02 Lec-02 Barriers to Communication Lecture-02	https://www.youtube.com/watch?v=Sg7Q_dC_fWU	59
Mod-02 Lec-03 Barriers to Communication Lecture-03	https://www.youtube.com/watch?v=Q6mJHp4oskY	53
Lecture 04 : Verbal Communication - Introduction	https://www.youtube.com/watch?v=iGGWHmQG8dl	31
Lecture 05 : Verbal Communication (Contd.)	https://www.youtube.com/watch?v=9mwUkugJcmk	37
Mod-03 Lec-01 Non-Verbal Communication Lecture-01	https://www.youtube.com/watch?v=p1-etCIsXdk	59
Mod-03 Lec-02 Non-Verbal Communication Lecture-02	https://www.youtube.com/watch?v=Ggli7EkEc-M	59
Mod-03 Lec-03 Non-Verbal Communication Lecture-03	https://www.youtube.com/watch?v=6YcABQvg53E	57
Mod-03 Lec-04 Non-Verbal Communication Lecture-04	https://www.youtube.com/watch?v=X7NDvkKGNJA	58
Mod-03 Lec-05 Non-Verbal Communication Lecture-05	https://www.youtube.com/watch?v=pk-JSWtd4q4	60
Mod-04 Lec-01 Listening Skills Lecture-01	https://www.youtube.com/watch?v=JIKU_WTOBl&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=10	57
Mod-04 Lec-02 Listening Skills Lecture-02	https://www.youtube.com/watch?v=QSUttMmaLk&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=11	60
Mod-04 Lec-03 Listening Skills Lecture-03	https://www.youtube.com/watch?v=d27bn5k9Mjw&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=12	60
Mod-05 Lec-01 Business Letters Writing Lecture-01	https://www.youtube.com/watch?v=ekFRWnPv6lc&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=13	60
Mod-05 Lec-02 Business Letters Writing Lecture-02	https://www.youtube.com/watch?v=36tCzSbtnOY&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=14	54
Mod-05 Lec-03 Business Letters Writing Lecture-03	https://www.youtube.com/watch?v=1xYOJV6x-w&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=15	57
Mod-05 Lec-04 Business Letters Writing Lecture-04	https://www.youtube.com/watch?v=m90_nnEmCaI&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=16	56
Mod-07 Lec-01 Group Discussion Lecture-01	https://www.youtube.com/watch?v=UcEq_RsCyxY&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=19	56
Mod-07 Lec-02 Group Discussion Lecture-02	https://www.youtube.com/watch?v=13GMbeevvyo&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=20	57
Mod-07 Lec-03 Group Discussion Lecture-03	https://www.youtube.com/watch?v=Cca4O3pbNT4&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=21	60
Mod-08 Lec-01 Interview Skills Lecture-01	https://www.youtube.com/watch?v=45uNWLMaZR8&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=22	60
Mod-08 Lec-02 Interview Skills Lecture-02	https://www.youtube.com/watch?v=4-pYcyWkttI&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=23	57
Mod-08 Lec-03 Interview Skills Lecture-03	https://www.youtube.com/watch?v=O_hPW6ZiQt8&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=24	60
Mod-08 Lec-04 Interview Skills Lecture-04	https://www.youtube.com/watch?v=VLD6bQ4wJg&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=25	60
Mod-08 Lec-05 Interview Skills Lecture-05	https://www.youtube.com/watch?v=ymLFJdpjgCk&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=26	56
Mod-08 Lec-06 Interview Skills Lecture-06	https://www.youtube.com/watch?v=EZgCnLVjVmA&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=27	52
Mod-08 Lec-07 Interview Skills Lecture-07	https://www.youtube.com/watch?v=uQCqhuZuwLY&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=28	60

Mod-12 Lec-01 Common Errors Lecture-01	https://www.youtube.com/watch?v=8NjUGViyudM&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=38	55
Mod-12 Lec-02 Common Errors Lecture-02	https://www.youtube.com/watch?v=FG1k4W5-BYk&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=39	51
Mod-12 Lec-03 Common Errors Lecture-03	https://www.youtube.com/watch?v=uxW4J06fsOg&list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&index=40	55
		1734

BBA Sem 2: Colour Psychology

Topic	Link	Duration
Mod-01 Lec-09 Colour : Theory & Practice	https://www.youtube.com/watch?v=i4oEtYy2_WY	51
Lecture 34: Colour Theory	https://www.youtube.com/watch?v=dXJU8Rvlqrl	38
		89

BBA Sem 2: Economics

Topic	Link	Duration
Mod-01 Lec-36 Introduction to Economics	https://www.youtube.com/watch?v=RaXQ8wQ6TU8	40
Lecture-01 What is Economics ?	https://www.youtube.com/watch?v=g_Q_agzFXi0&list=PLFNfJbo2hfBGRTCMuroZGykNzacwmAH2L&index=2	11
Lecture-02 Resources, Wants & Scarcity	https://www.youtube.com/watch?v=2M7pEoQNWIA&list=PLFNfJbo2hfBGRTCMuroZGykNzacwmAH2L&index=3	11
Lecture-07 Introduction to Demand & Supply	https://www.youtube.com/watch?v=Ht7W2ghvLXc&t=281s	10
Lecture-08 Demand	https://www.youtube.com/watch?v=tNHVTBGZkFU	26
Week 3- Lecture 8-Part1 : Theory of Demand- Defining Demand, Law of Demand	https://www.youtube.com/watch?v=d365oraqBV80	35
Mod-02 Lec-02 Market Equilibrium : Demand and Supply	https://www.youtube.com/watch?v=heEHZqTyJNw	51
Mod-01 Lec-38 Supply vs Demand	https://www.youtube.com/watch?v=mPwkcBuW61E&t=499s	45
Lecture- 23 Price Elasticity of Demand	https://www.youtube.com/watch?v=qvuzowVNRAI	16
Mod-03 Lec-03 Elasticity of Demand	https://www.youtube.com/watch?v=nK7Xo3v0i7M	54
Mod-02 Lec-14 Elasticity of Supply	https://www.youtube.com/watch?v=o19s-Z44DKQ	60
Mod-04 Lec-25 Perfect Competition	https://www.youtube.com/watch?v=b_t-VyR55Ic&t=305s	53
Mod-04 Lec-26 Perfect Competition [Contd...]	https://www.youtube.com/watch?v=K-zPSKLasGk	56
Mod-01 Lec-37 Introduction to GDP	https://www.youtube.com/watch?v=EeD6U41i3Xk	38
Mod-01 Lec-01 Lecture 1 - Money	https://www.youtube.com/watch?v=AfhWkhYqJY	41
Mod-01 Lec-02 Lecture 2 - Money	https://www.youtube.com/watch?v=J5To8iiAW-M	46
		593

BBA Sem 2: Financial Statement Analysis

Topic	Link	Duration
Lecture 01- Introduction to Financial Statement Analysis	https://www.youtube.com/watch?v=OT5RdojAkhY&list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13	35
Lecture 02- Accounting Process	https://www.youtube.com/watch?v=vHlPdy5WwSg&list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&index=2	31

Lecture 03- Accounting Concepts	https://www.youtube.com/watch?v=BzCOSANzZ9E&list=PLPjSqtTyvDeUTeAOGhip_ubjN3y8oqT13&index=3	33
Lecture-09- Financial Statements	https://www.youtube.com/watch?v=kaiY6SbqTic&list=PLPjSqtTyvDeUTeAOGhip_ubjN3y8oqT13&index=9	30
Lecture-10- Financial Statements - Income Statement	https://www.youtube.com/watch?v=R3BVjsu0bCc&list=PLPjSqtTyvDeUTeAOGhip_ubjN3y8oqT13&index=10	25
Lecture-11- Financial Statements - Balance Sheet	https://www.youtube.com/watch?v=4PgDUmr5_SM&list=PLPjSqtTyvDeUTeAOGhip_ubjN3y8oqT13&index=11	30
#25 Reading Financial Statements of an Annual Report Part 1	https://www.youtube.com/watch?v=mNtclXy1T0	39
#26 Reading Financial Statements of an Annual Report Part II	https://www.youtube.com/watch?v=dU8LNO6IAPs	25
#27 Reading Financial Statements of an Annual Report Part III	https://www.youtube.com/watch?v=9znBGB9cxPI	25
6.2 Liquidity Ratios	https://www.youtube.com/watch?v=KjmGvEJqz3M	16
6.3 Tutorial - Liquidity Ratios	https://www.youtube.com/watch?v=udR6RDix-E	11
6.4 Solvency Ratios	https://www.youtube.com/watch?v=6JXUj1uA0Vw	15
6.5 Tutorial - Solvency Ratios	https://www.youtube.com/watch?v=zHHA86LSAHY	12
Lecture-38- Different Sets of Ratios (Part-1)	https://www.youtube.com/watch?v=sT2xPqxl_gU	31
Lecture-39- Different Sets of Ratios (Part-2)	https://www.youtube.com/watch?v=Fa6xnkr3-fU	29
6.6 Profitability Ratios	https://www.youtube.com/watch?v=Zmfwx49L4Ek	29
6.7 Tutorial - Profitability Ratios (Part 1)	https://www.youtube.com/watch?v=mMFrF1K3Fj0	14
6.7 Tutorial - Profitability Ratios (Part 2)	https://www.youtube.com/watch?v=ylMwHxYE-2I	16
Lecture-50- Valuation or Capital Market Ratios (Part-1)	https://www.youtube.com/watch?v=DNtSUXNVSC4	27
Lecture-51- Valuation or Capital Market Ratios (Part-2)	https://www.youtube.com/watch?v=roQHK0vGj88	30
Mod-07 Lec-13 Common-size, Comparative Statement Analysis	https://www.youtube.com/watch?v=0HK05jSynuo	53
#20 Cash Flow Statements Part I Decision making using Financial Accounting	https://www.youtube.com/watch?v=OpTzPhTRzhk	28
#21 Cash Flow Statements Part II Decision making using Financial Accounting	https://www.youtube.com/watch?v=WSp5TCj03rM	28
#22 Cash Flow Statements Part III Decision making using Financial Accounting	https://www.youtube.com/watch?v=L6ipfetwweY	20
#23 Cash Flow Statements Part IV Decision making using Financial Accounting	https://www.youtube.com/watch?v=KJMFs77RmAg	40
#24 Cash Flow Statements Part V Decision making using Financial Accounting	https://www.youtube.com/watch?v=B_wuFexqqKw	38
		710

BBA Sem 2: New-Age Business Models

Topic	Link	Duration
What is Business Model?	https://www.youtube.com/watch?v=ohQvcWZt7-o&list=PLly_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&index=17	39
Innovation Business Models and Entrepreneurship	https://www.youtube.com/watch?v=98Xq3gcLSMs&list=PLly_2iUCG87CUSdZ0z0ihunS1QsrNqXFN	4
Innovation and Creativity-An Introduction	https://www.youtube.com/watch?v=7dHahNW-RzQ&list=PLly_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&index=3	32
Innovation in Current Environment	https://www.youtube.com/watch?v=FUD-yiYM3FA&list=PLly_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&index=4	36

Who is an Entrepreneur?	https://www.youtube.com/watch?v=zu7ljsAhn5A&list=PLLy_2iUCG87CUSdZ0z0ihunS1QSRnqXFN&index=18	26
Social Entrepreneurship?	https://www.youtube.com/watch?v=rkumGeKYYFs&list=PLLy_2iUCG87CUSdZ0z0ihunS1QSRnqXFN&index=19	27
Blue Ocean Strategy-I	https://www.youtube.com/watch?v=SaQ_Qlih_8c&list=PLLy_2iUCG87CUSdZ0z0ihunS1QSRnqXFN&index=20	28
Blue Ocean Strategy-II	https://www.youtube.com/watch?v=HeMdrliOPp8&list=PLLy_2iUCG87CUSdZ0z0ihunS1QSRnqXFN&index=21	34
Technology Innovation Process	https://www.youtube.com/watch?v=MNHdvCEHAc&list=PLLy_2iUCG87CUSdZ0z0ihunS1QSRnqXFN&index=23	32
Sustainability Innovation and Entrepreneurship	https://www.youtube.com/watch?v=4LK_tzopi74&list=PLLy_2iUCG87CUSdZ0z0ihunS1QSRnqXFN&index=27	26
Lecture 40 : Innovation and Entrepreneurship	https://www.youtube.com/watch?v=eXM5p3J7ESE	34
Lecture 41 : Innovation and Entrepreneurship (Contd.)	https://www.youtube.com/watch?v=bGQu3bZKHaw	31
Lecture 42 : Innovation and Entrepreneurship (Contd.)	https://www.youtube.com/watch?v=Sd7zst8wl30	36
		385

BBA Sem 2: Orientation of Indian Constitution

Topic	Link	Duration
#1 Introduction to Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=ftQkhz577-U&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL	39
#2 Background, History & Framing of the Constitution of India Part I	https://www.youtube.com/watch?v=rs1D1r1fnWM&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=2	27
#3 Background, History & Framing of the Constitution of India Part II	https://www.youtube.com/watch?v=wGNAWCC00rU&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=3	37
#5 Salient Features of the Constitution of India	https://www.youtube.com/watch?v=cltb8idq7Y4&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=5	41
#7 Constitution & Public Policy Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=TQzg78DO0jw&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=7	30
#10 Preamble of the Indian Constitution Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=p17exC_pKs&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=10	29
#14 Citizenship Part I Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=Bwh7ZARe7kk&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=14	46
#15 Citizenship Part II Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=wm3euAqjx5E&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=15	31
#16 Introduction to Fundamental Rights Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=rwvRV9gijgk&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=16	29
#17 Article 12 Definition of State Part I Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=Zn2ivawf3UM&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=17	24
#18 Article 12 Definition of State Part II Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=zOXst3oyQvw&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=18	22
#19 Right to Equality Part I Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=XIWGaKZ98SA&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=19	21
#20 Right to Equality Part II Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=h0p0MGlvmiw&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=20	16
#23 Right to Freedom Part I Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=1SsctpG0Ahw&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=23	11
#24 Right to Freedom Part II Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=EoPcwB-QSYk&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=24	33

#25 Article 20 Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=gLazp_fi3Z7&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=25	30
#26 Article 21 Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=7TTwtGrq-yw&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=26	29
#27 Article 21A & Article 22 Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=Cgn1XAK1CI0&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=27	41
#28 Right to Freedom of Religion Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=J4BhIHfO0UM&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=28	38
#32 Directive Principles of State Policy (DPSPs) Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=zMhIQcGHbxg&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=32	20
#33 DPSPs & Fundamental Duties Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=D5x0yQaJSQY&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=33	31
#34 Amendment to the Constitution Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=7ICXF8O9gvl&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=34	20
#43 Supreme Court of India Constitutional Law & Public Administration in India	https://www.youtube.com/watch?v=qoMt5QX2pDY&list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&index=43	36
		681

BBA Sem 2: Orientation of Indian Constitution

Topic	Link	Duration
Types of Statistics, types of Data and sources of Data, Population vs Sample	https://www.youtube.com/watch?v=JuTeCvAIKMU&list=PLly_2iUCG87DugHijOGBZDXfufXifaXNs&index=50	31
Introduction to Statistics and Data	https://www.youtube.com/watch?v=sjRg6W2awZs&list=PLly_2iUCG87DugHijOGBZDXfufXifaXNs&index=51	29
#1 Introduction to Probability and Statistics	https://www.youtube.com/watch?v=COI0BUmNHT8&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE	19
#2 Types of Data Introduction to Probability and Statistics	https://www.youtube.com/watch?v=z7AE2kUoZYU&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&index=2	16
#12 Probability Introduction to Probability and Statistics	https://www.youtube.com/watch?v=xfhobwrJdeE&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&index=12	18
#13 Rules of Probability Part - I Introduction to Probability and Statistics	https://www.youtube.com/watch?v=A3LYGpgAMQ&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&index=13	27
#14 Rules of Probability Part II Introduction to Probability and Statistics	https://www.youtube.com/watch?v=4Uj5hhnX4hs&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&index=14	24
#15 Conditional Probability Introduction to Probability and Statistics	https://www.youtube.com/watch?v=2O3fm8Owrk0&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&index=15	16
#16 Random Variables Introduction to Probability and Statistics	https://www.youtube.com/watch?v=6VLxmc0vlt&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&index=16	26
#17 Random Variables Concepts & Exercises Introduction to Probability and Statistics	https://www.youtube.com/watch?v=yFyQEQb4k4&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&index=17	25
#18 Association Between Random variables Introduction to Probability and Statistics	https://www.youtube.com/watch?v=mgHWOWQ6C-c&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&index=18	22
#19 Binomial Distribution Introduction to Probability and Statistics	https://www.youtube.com/watch?v=JyVWQZNF1I&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&index=19	25
#20 Normal distribution Introduction to Probability and Statistics	https://www.youtube.com/watch?v=XjVHC048OUU&list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&index=20	32
Lec 4, Central Tendency and Dispersion - I	https://www.youtube.com/watch?v=1Mit06JFNo4	31

Lec 5, Central Tendency and Dispersion - II	https://www.youtube.com/watch?v=6lQn1hdG43o	32
Scales of Measurement	https://www.youtube.com/watch?v=knTzw_WOUd8&list=PLy_2iUCG87DugHjJOGBZDXfufXjfaXNs&index=49	30
		403

BBA Sem 3

BBA Sem 3: Investment Analysis & Portfolio Management

Topic	Link	Duration
Introduction to Investment Management	https://www.youtube.com/watch?v=ope5Y3Mrsaw	58
Economic Growth and Development [Introduction Video]	https://www.youtube.com/watch?v=H5KuBB2vUJo&list=PLwdnzIV3ogoXxAT0AGHAC-;MswK39C6gS&index=1	4
Concepts of Economic Growth and Development	https://www.youtube.com/watch?v=9Vy0In2fnE4&list=PLwdnzIV3ogoXxAT0AGHAGQ3iMswK39C6gS&index=2	44
Alternative Investment	https://www.youtube.com/watch?v=RhT5MqBfyow	30
Mutual Funds	https://www.youtube.com/watch?v=lzzxjks9AO8&t=56s	56
Bond Valuation	https://www.youtube.com/watch?v=oVQJZM5wyFM	28
Risk and Return	https://www.youtube.com/watch?v=fGrS8fRiIS4&list=PLEC357A2BC142F57E&index=3	56
Equity Portfolio Management Strategies - I	https://www.youtube.com/watch?v=rW3yM6MCKR4&t=784s	54
Introduction to Portfolio Management	https://www.youtube.com/watch?v=TSMn8kYyG50	54
Risk Management-I	https://www.youtube.com/watch?v=zo_dLUoyqjc	49
Risk Management-II	https://www.youtube.com/watch?v=wW1kjrktDU	52
Risk Management-III	https://www.youtube.com/watch?v=ZGjXFkdGeNU	53
Expected return, risk and covariance of returns	https://www.youtube.com/watch?v=fVQ13J8Uzno	54
		592

BBA Sem 3: Building useful Predictive Business Models

Topic	Link	Duration
Introduction, Knowledge Discovery Process, Data mining	https://www.youtube.com/watch?v=ykZ-_UGcYWg&list=PLLspfyOYoQci6Nno3gPkq0h5YSe81hsc	23
Data Preprocessing - I	https://www.youtube.com/watch?v=N5xEiohAH5o&list=PLLspfyOYoQci6Nno3gPkq0h5YSe81hsc&index=2	36
Data Preprocessing - II	https://www.youtube.com/watch?v=wZQM_9vhulg&list=PLLspfyOYoQci6Nno3gPkq0h5YSe81hsc&index=3	26
Clustering I	https://www.youtube.com/watch?v=9OjRP0ZLkKk&list=PLLspfyOYoQci6Nno3gPkq0h5YSe81hsc&index=32	26
Clustering II	https://www.youtube.com/watch?v=VcPWL9Niozs&list=PLLspfyOYoQci6Nno3gPkq0h5YSe81hsc&index=33	27
Regression I	https://www.youtube.com/watch?v=Gmomzn1U0F0&list=PLLspfyOYoQci6Nno3gPkq0h5YSe81hsc&index=37	31
Regression II	https://www.youtube.com/watch?v=eGKBr1JhGFY&list=PLLspfyOYoQci6Nno3gPkq0h5YSe81hsc&index=38	24
Data Mining, Data assimilation and prediction	https://www.youtube.com/watch?v=EWPyOOeMhU&t=1433s	64
Data Mining and Knowledge Discovery I	https://www.youtube.com/watch?v=m5c27rQtD2E&t=255s	54
Data Mining and Knowledge Discovery II	https://www.youtube.com/watch?v=0hnqxlXcy4	27
Introduction to Data Visualization Part -1	https://www.youtube.com/watch?v=Ca_jrILPpsM&list=PLZ2ps_7DhBZ12NCITmMLsnU0mF9ZUSG_&index=2	19
Introduction to Data Visualization Part -2	https://www.youtube.com/watch?v=KYLvu9mbv_U&list=PLZ2ps_7DhBZ12NCITmMLsnU0mF9ZUSG_&index=3	30

Introduction to Data Visualization Part -3	https://www.youtube.com/watch?v=BtWJyolQ_OQ&list=PLZ2ps_7DhBZ12NCITmMLsnU0mF9ZU5G_&index=4	33
Applications of Measures of Central Tendency and Measures of Variation	https://www.youtube.com/watch?v=E6jNADpaY2Q	33
Major Tasks in Data Preprocessing	https://www.youtube.com/watch?v=yAIEC7JUOMQ	9
INTRODUCTION - MODEL PREDICTIVE CONTROL : THEORY AND APPLICATIONS	https://www.youtube.com/watch?v=3J9_IDFo5vk&list=PL9oKfHoDNxc587pEvOAB25Q310OnPCv4Z	3
Introduction to Model Predictive Control	https://www.youtube.com/watch?v=NyAIVa8pem0&list=PL9oKfHoDNxc587pEvOAB25Q310OnPCv4Z&index=9	20
Linear Regression Analysis and Forecasting - Introduction	https://www.youtube.com/watch?v=yDae3ygvFZl&list=PLGdMwVkbjVQ_e3de2fC-UoLo-F-JNNvZLc	3
Multiple Linear Regression (Part A)	https://www.youtube.com/watch?v=LhGFXO1NQLk&list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&index=6	56
Multiple Linear Regression (Part B)	https://www.youtube.com/watch?v=4jTeylc9bVA&list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&index=7	55
Multiple Linear Regression (Part C)	https://www.youtube.com/watch?v=b0S51s4N7_0&list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&index=8	55
Selecting the BEST Regression Model (Part A)	https://www.youtube.com/watch?v=eaclT5JyNEI&list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&index=10	55
Selecting the BEST Regression Model (Part B)	https://www.youtube.com/watch?v=uDSG_Q0gA1A&list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&index=11	56
Selecting the BEST Regression Model (Part C)	https://www.youtube.com/watch?v=alTwpzQL-VA&list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&index=12	53
Logistic Regression	https://www.youtube.com/watch?v=-QmWlKv_F0A	37
ROC Analysis and Multiclass Classification	https://www.youtube.com/watch?v=2UNtUk_i17A	35
Lecture 01: Time series introduction	https://www.youtube.com/watch?v=bc_7XnEt7TU&list=PL0zRYVm0a65e8s29NCmih-Aww81ax0A0H&index=2	28
Lecture 02: Examples of time series data	https://www.youtube.com/watch?v=oCXdqFuPI-M&list=PL0zRYVm0a65e8s29NCmih-Aww81ax0A0H&index=3	28
		946

BBA Sem 3: Business Research Methods

Topic	Link	Duration
Intro Research Part 1	https://www.youtube.com/watch?v=rz30rRfManE&list=PLdj5pVg1kHiOypKNUmO0NKOfvoIThAv4N&index=1	19
Intro to Research Part 2	https://www.youtube.com/watch?v=9eeZZbTRtJI&list=PLdj5pVg1kHiOypKNUmO0NKOfvoIThAv4N&index=2	15
Qualitative Research: Nature and Approaches	https://www.youtube.com/watch?v=XicAkp6TnNU&list=PLPjSqiTyvDeWBBAFUbklDJ0egyEYUeR1&index=5	32
Qualitative Research: Depth Interview, Focus Group Discussion	https://www.youtube.com/watch?v=k2MEaNMmnLQ&list=PLPjSqiTyvDeWBBAFUbklDJ0egyEYUeR1&index=6	37
Research Methods	https://www.youtube.com/watch?v=jKWBoxkRv9k&list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&index=4	37
Hypothesis	https://www.youtube.com/watch?v=NHfGsxgl4_M&list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&index=6	26
Theory of Testing Hypothesis	https://www.youtube.com/watch?v=onp4azlPeMg&list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&index=43	21
Research Design	https://www.youtube.com/watch?v=wzxcQSttoS0&list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&index=5	37
Basics of Research Design	https://www.youtube.com/watch?v=ivekZHd8Dk0	55
Data Quality and Measures	https://www.youtube.com/watch?v=XcqldwotShA	41
Data, Measurement and Scaling	https://www.youtube.com/watch?v=be-nrHL_wrA	49
Questionnaire Design: Initial Steps 1 to 5	https://www.youtube.com/watch?v=f2dRn5XZIZk	37
Sampling methods	https://www.youtube.com/watch?v=qNqrHO3woyE	18
Calculating sample size and power	https://www.youtube.com/watch?v=QM7WZkE-JuU	28
Sampling Methods & Sample Size	https://www.youtube.com/watch?v=PpidnVCcXk4	53
Writing a Research Proposal and Preparing for a Presentation	https://www.youtube.com/watch?v=8JbpAMJOUf4	51
Basics of Research Ethics	https://www.youtube.com/watch?v=MSB9LAgHYAg	54
		605

BBA Sem 3: Business Intelligence Using Power BI

Topic	Link	Duration
INTRODUCTION TO BUSINESS INTELLIGENCE AND ANALYTICS	INTRODUCTION TO BUSINESS INTELLIGENCE AND ANALYTICS BI&A Prof. Saji K Mathew	38
PATTERNS IN DATA	PATTERNS IN DATA BI&A Prof. Saji K Mathew	45
VOCABULARY OF BUSINESS ANALYTICS	VOCABULARY OF BUSINESS ANALYTICS BI&A Prof. Saji K Mathew	36
COURSE OVERVIEW BI&A	COURSE OVERVIEW BI&A Prof. Saji K Mathew	26
ONLINE TRANSACTION PROCESSING BI&A	ONLINE TRANSACTION PROCESSING BI&A Prof. Saji K Mathew	39
INTRODUCTION TO SQL	INTRODUCTION TO SQL BI&A K R Subisha Prof. Saji K Mathew	31
NORMALISATION BI&A	NORMALISATION BI&A K R Subisha Prof. Saji K Mathew	25
ONLINE ANALYTICAL PROCESSING	ONLINE ANALYTICAL PROCESSING BI&A Prof. Saji K Mathew	41
Business Intelligence & Analytics	Business Intelligence & Analytics	60
DATA MANAGEMENT	DATA MANAGEMENT BI&A Prof. Saji K Mathew	32
SHOPSENSE CASE IN MySQL Workbench	SHOPSENSE CASE IN MySQL Workbench BI&A K R Subisha Prof. Saji K Mathew	41
DESCRIPTIVE DATA ANALYTICS	DESCRIPTIVE DATA ANALYTICS BI&A Prof. Saji K Mathew	32
CHURN ANALYSIS	CHURN ANALYSIS BI&A Prof. Saji K Mathew	41
CUSTOMER LIFETIME VALUE	CUSTOMER LIFETIME VALUE BI&A Prof. Saji K Mathew	42
NPV - CLV SPREADSHEET ANALYSIS	NPV - CLV SPREADSHEET ANALYSIS BI&A Prof. Saji K Mathew	33
ANALYTICS PROCESS	ANALYTICS PROCESS BI&A Prof. Saji K Mathew	31
DATA MINING PROCESS	DATA MINING PROCESS BI&A Prof. Saji K Mathew	38
OVERVIEW OF DATA MINING TECHNIQUES	OVERVIEW OF DATA MINING TECHNIQUES BI&A Prof. Saji K Mathew	34
ANALYTICS PROCESS CASE	ANALYTICS PROCESS CASE BI&A Prof. Saji K Mathew	46
INTRODUCTION TO STATISTICAL LEARNING AND DATA PRE-PROCESSING	INTRODUCTION TO STATISTICAL LEARNING AND DATA PRE-PROCESSING BI&A Prof. Saji K Mathew - YouTube	30
INTRODUCTION TO CLASSIFICATION	INTRODUCTION TO CLASSIFICATION BI&A Prof. Saji K Mathew	30
SCORING MODELS	SCORING MODELS BI&A Prof. Saji K Mathew	38
CLASSIFIER PERFORMANCE	CLASSIFIER PERFORMANCE BI&A Prof. Saji K Mathew	49
DECISION TREES	DECISION TREES BI&A Prof. Saji K Mathew	36
ATTRIBUTE SELECTION	ATTRIBUTE SELECTION Business Intelligence & Analytics	32
GROWING A DECISION TREE	GROWING A DECISION TREE BI&A Prof. Saji K Mathew	35
DECISION TREE APPLICATION	DECISION TREE APPLICATION PART 1 BI&A Prof. Saji K Mathew	28
DECISION TREE APPLICATION PART 2	DECISION TREE APPLICATION PART 2 BI&A Prof. Saji K Mathew	24
CLASSIFICATION DEMO 1	CLASSIFICATION DEMO 1 BI&A Prof. Saji K Mathew	40

CLASSIFICATION DEMO 2	CLASSIFICATION DEMO 2 BI&A Prof. Saji K Mathew	36
CLUSTER ANALYSIS	CLUSTER ANALYSIS BI&A Prof. Saji K Mathew	22
CLUSTERING TECHNIQUES Part 1	CLUSTERING TECHNIQUES Part 1 BI&A Prof. Saji K Mathew	26
CLUSTERING TECHNIQUES Part 2	CLUSTERING TECHNIQUES Part 2 BI&A Prof. Saji K Mathew	36
K MEANS CLUSTERING	K MEANS CLUSTERING BI&A Prof. Saji K Mathew	32
IMPLEMENTATION IN PYTHON: clustering for segmentation and profiling	IMPLEMENTATION IN PYTHON: clustering for segmentation and profiling BI&A Prof. Saji K Mathew	41
RFM ANALYSIS	RFM ANALYSIS BI&A K R Subisha Prof. Saji K Mathew	37
RFM AND CLUSTERING	RFM AND CLUSTERING BI&A K R Subisha Prof. Saji K Mathew	37
TRENDAHUB CASE ON RFM	TRENDAHUB CASE ON RFM BI&A K R Subisha Prof. Saji K Mathew	40
ARTIFICIAL NEURAL NETWORK	ARTIFICIAL NEURAL NETWORK BI&A Prof. Saji K Mathew	34
ANN TRAINING	ANN TRAINING BI&A Prof. Saji K Mathew	21
ANN FOR FINANCIAL TIME SERIES MODELLING	ANN FOR FINANCIAL TIME SERIES MODELLING BI&A Prof. Saji K Mathew	30
IMPLEMENTATION IN PYTHON: ANN	IMPLEMENTATION IN PYTHON: ANN BI&A Prof. Saji K Mathew	35
INTRODUCTION TEXT MINING	INTRODUCTION TEXT MINING BI&A Prof. Saji K Mathew	32
TEXT MINING PROCESS BI&A	TEXT MINING PROCESS BI&A Prof. Saji K Mathew	43
Text mining using R- the case of a movie discussion forum	Text mining using R- the case of a movie discussion forum BI&A Prof. Saji K Mathew	36
Accounting Information Systems	Accounting Information Systems BI&A Prof. Saji K Mathew	60
AI, Blockchains, and the way forward	AI, Blockchains, and the way forward BI&A Prof. Saji K Mathew	55
		1714

BBA Sem 3: Design Thinking and MVP Management

Topic	Link	Duration
Design Thinking - A Primer Start Part 1	https://www.youtube.com/playlist?list=PLRah2i3fX5iiP6BUD79-hN5SI9jN_djN	7
Design Thinking - A Primer Start Part 3	#4 Design Thinking - A Primer Start Part 3	5
Introduction to Design Thinking	#5 Introduction to Design Thinking - YouTube	8
Case Study Arcturus IV by John E. Arnold Design Thinking - A Primer	#6 Case Study Arcturus IV by John E. Arnold Design Thinking - A Primer	10
Course Preview & History of Design Thinking	#7 Course Preview & History of Design Thinking	11
Discussion-Introduction to Demo Problem Design Thinking - A Primer	#8 Discussion-Introduction to Demo Problem Design Thinking - A Primer	47
Empathize - Lecture 01 Design Thinking - A Primer	#9 Empathize - Lecture 01 Design Thinking - A Primer	25
10 Empathize - Workshop 01 Design Thinking - A Primer	#10 Empathize - Workshop 01 Design Thinking - A Primer	30
11 Empathize - Workshop 02 Design Thinking - A Primer	#11 Empathize - Workshop 02 Design Thinking - A Primer	17
Testing & Validation	#14 Testing & Validation Part 2 Entrepreneurship	41



Product design and development	INTRO	11
Product design and development	LECTURE 1	56
Product design and development	LECTURE 2	52
Product design and development	LECTURE 3	45
Product design and development	LECTURE 4	60
Product design and development	LECTURE 5	53
Product design and development	LECTURE 6	39
Product design and development	LECTURE 7	45
Product design and development	LECTURE 8	60
Product design and development	LECTURE 9	49
Product design and development	LECTURE 10	55
Product design and development	LECTURE 11	31
Product design and development	LECTURE 12	43
Product design and development	LECTURE 12A - YouTube	33
Product design and development	LECTURE 13	54
Product design and development	LECTURE 13A	26
Product design and development	LECTURE 14	54
Product design and development	LECTURE 15	60
Product design and development	LECTURE 16	56
Product design and development	LECTURE 17	59
Product design and development	LECTURE 18	60
Product design and development	LECTURE 19	52
Product design and development	LECTURE 20	29
Product design and development	LECTURE 21	33
Product design and development	LECTURE 22	60
Product design and development	LECTURE 23	60
Product design and development	LECTURE 24	45
Product design and development	LECTURE 25	57
Product design and development	LECTURE 26	60
Product design and development	LECTURE 27	60
		1658

BBA Sem 3: Dynamics of Family Managed Business

Title	Link	Duration
Business Fundamentals For Entrepreneurs	https://www.youtube.com/watch?v=J7U4NV-IM1I&list=PLOzRYVm0a65frUjrixHsDhYRaj1K_xqB&index=19	26
Corporate Governance Entrepreneurship	https://www.youtube.com/watch?v=3aXjtAbaeC0	36
Leadership Balance	https://www.youtube.com/watch?v=AvsiPnjv4s	56
Introduction to Constitutions	https://www.youtube.com/watch?v=0DbQ_Eq8wJ0&list=PLyqSoQz7F6M8GOltz64mg0bB78Svn0P6b&index=2	31
Success Factors for Succession	https://www.youtube.com/watch?v=JLnRVBNlwUg	60

Succession Leadership for India Inc: Practical Concepts & Constructs	https://www.youtube.com/watch?v=I8TNLjG4HI	53
Leadership Balance	https://www.youtube.com/watch?v=AvsiPnJv4s&t=6s	56
Stage & Stature Leadership for India Inc: Practical Concepts & Constructs	https://www.youtube.com/watch?v=L7vxjB7udTw	60
Leadership	https://www.youtube.com/watch?v=lqC2cfwllLg&t=401s	59
Other Leadership Styles	https://www.youtube.com/watch?v=xed2S2z-mjN8	54
Conflict Management - 1	https://www.youtube.com/watch?v=LITbRQn_ogo	56
Conflict Management - II	https://www.youtube.com/watch?v=j4EiYRUlykc	56
Design Thinking - A Primer Start Part 1	https://www.youtube.com/watch?v=-9QTFY74G90&list=PLWbMIWDT0auAYFLqVdYby2ds2V7NffhSb&index=2	6
Introduction to Design Thinking	https://www.youtube.com/watch?v=6-NRiom8K9Y&list=PLWbMIWDT0auAYFLqVdYby2ds2V7NffhSb&index=5	8
A Brief on What is Digital Transformation - Some Real Life Examples and Possibilities	https://www.youtube.com/watch?v=0BVqa0GAo7o	54
Professionalisation of Indigenous Systems	https://www.youtube.com/watch?v=t_TfL4-W7II	31
What is Strategic Management?	https://www.youtube.com/watch?v=3X-Vhns35IA&list=PLly_2iUCG87A3bWaN-wjZemniTKmRejeD&index=2	29
Concepts of Strategy- 1	https://www.youtube.com/watch?v=wQPT_tzYFKE&list=PLly_2iUCG87A3bWaN-wjZemniTKmRejeD&index=3	30
Concepts of Strategy- 2	https://www.youtube.com/watch?v=yemsHOR50PA&list=PLly_2iUCG87A3bWaN-wjZemniTKmRejeD&index=4	74
Concepts of Strategy-3	https://www.youtube.com/watch?v=z8eriKC22_w&list=PLly_2iUCG87A3bWaN-wjZemniTKmRejeD&index=5	30
Continuity	https://www.youtube.com/watch?v=SiiyyWZFw9o	23
Raising Finances & Developing Financial Strategy	https://www.youtube.com/watch?v=AVR024-DR6g	31
Capital Market Theory - I	https://www.youtube.com/watch?v=yI8QdVv2coE	54
Motivating the employees: Strategies for organization-1	https://www.youtube.com/watch?v=sol3dbHlqDs	32
Motivating the employees: Strategies for organization-2	https://www.youtube.com/watch?v=QxqgCFooAQw	37
Conflict Management - 1	https://www.youtube.com/watch?v=LITbRQn_ogo	55
Conflict Management - II	https://www.youtube.com/watch?v=j4EiYRUlykc	55
		1102

BBA Sem 3: Elective 1 Sociology

Topic	Link	Duration
#1 Sociology an Overview Classical Sociological Theory	https://youtu.be/2JWj2W7vVVo?si=Q8DxQesuiUDmB38i	21
#2 Sociological Perspective Classical Sociological Theory	https://youtu.be/Xb5s9fNPIel?si=G2lCHgmispMLmfHs	29
#3 C.Wright Mill's Sociological Imagination Classical Sociological Theory	https://youtu.be/4UGC6Wj-AC4?si=KRGfofMGn7kni2pX	28
#4 Thinking Sociologically Zygmunt Bauman Classical Sociological Theory	https://youtu.be/5FUVhwLwWPC?si=ENk67PjNaMAJgwiX	31
#5 Emergence of Sociology Socio-Political Economic & Intellectual Context	https://youtu.be/f_I6Y9QOn58?si=IA3ADDS50C9LzKT3	25
#6 Enlightenment Classical Sociological Theory	https://youtu.be/Ni0OgtVSLxk?si=vY2GuocMjTWfPg5n	26
#7 Emergence of Nation State & French Revolution Classical Sociological Theory	https://youtu.be/gS2PQMOSi0Q?si=9NUArN5ym-2K3i8d	24
#8 Industrial Revolution & The Rise of Capitalism Classical Sociological Theory	https://youtu.be/IHrSE1naGF0?si=-nPm7A4z6dONeBjz	21
#9 Discussion with Dr. Roland Part 1 Classical Sociological Theory	https://youtu.be/JA9i4of5P0U?si=4LEe2ANjKT6J0xps	32
#10 Discussion with Dr. Roland Part 2 Classical Sociological Theory	https://youtu.be/-Dc1P7IVBO8?si=D8nKm3BkGwiic7WR	32



#11 Classical Thinkers of Sociology Classical Sociological Theory	https://youtu.be/IA9i4of5P0U?si=ajq6e8w4zl-Fem6g	28
#12 Auguste Comte Classical Sociological Theory	https://youtu.be/ou0nxcggnA?si=7zrCPqB9XMcn7sn1	33
#13 Herbert Spencer Classical Sociological Theory	https://www.youtube.com/watch?v=UHSwymZ-0s4&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=13	32
#14 Marx Durkheim & Weber Classical Sociological Theory	https://www.youtube.com/watch?v=AfmR_g-WiHk&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=14	22
#15 Factory Scene from Modern Times Classical Sociological Theory	https://www.youtube.com/watch?v=Gfgpgiy8s2Y&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=15	20
#16 Karl Marx Life Classical Sociological Theory	https://www.youtube.com/watch?v=fVQkmrXLhMU&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=16	27
#17 Intellectual Influence Classical Sociological Theory	https://www.youtube.com/watch?v=LN8Oy1-5-Tk&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=17	43
#18 Historical Materialism Classical Sociological Theory	https://www.youtube.com/watch?v=B3QW0d4-rzK&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=18	44
#19 Marxian Theory of Social Change Classical Sociological Theory	https://www.youtube.com/watch?v=nebMo_hgKW0&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=19	29
#20 Theory of Capitalism Part 1 Classical Sociological Theory	https://www.youtube.com/watch?v=CdiuFHg8Yxc&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=20	40
#21 Theory of Capitalism Part 2 Classical Sociological Theory	https://www.youtube.com/watch?v=sbu8UPt76X4&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=21	31
#22 Karl Marx & Alienation Classical Sociological Theory	https://www.youtube.com/watch?v=pDgZ6HFrB7I&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=22	35
#23 Karl Marx & Religion Classical Sociological Theory	https://www.youtube.com/watch?v=TnW9Kk7JWtI&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=23	30
#24 Marx on Democracy & Colonialism Classical Sociological Theory	https://www.youtube.com/watch?v=ejzKD6y9A4&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=24	31
#25 Marx An Appraisal Classical Sociological Theory	https://www.youtube.com/watch?v=90hPzeTBpvE&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=25	28
#26 Emile Durkheim; Life & Intellectual Influences Classical Sociological Theory	https://youtu.be/afG4j5WKDJY?si=o_qP0aCwzzPs_st	29
#27 The Rules of the Sociological Method Classical Sociological Theory	https://www.youtube.com/watch?v=KcWlC1OR_wE&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=27	52
#28 Division of Labour (1893) Part 1 Classical Sociological Theory	https://www.youtube.com/watch?v=2IzAWvxZuYo&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=28	40
#29 Division of Labour (1893) Part 2 Classical Sociological Theory	https://www.youtube.com/watch?v=caTOD0vpgg&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=29	34
#30 Suicide (1897) Part 1 Classical Sociological Theory	https://www.youtube.com/watch?v=ueP4b4QQtk0&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=30	38
#31 Elementary forms of Religious Life (1912) Classical Sociological Theory	https://www.youtube.com/watch?v=ArbhyOYoxDg&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=31	40
#32 Durkheim on Education, Colonialism & Democracy Classical Sociological Theory	https://www.youtube.com/watch?v=p046s8JR-dA&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=32	37
#33 Durkheim An Assessment Classical Sociological Theory	https://www.youtube.com/watch?v=mbS76vAgh-S&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=33	31
#34 Max Weber Life & Intellectual Influences Classical Sociological Theory	https://www.youtube.com/watch?v=AHQk00u0rNY&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=34	30
#35 Weber's Methodology of the Social Sciences Classical Sociological Theory	https://www.youtube.com/watch?v=Cp8-pbKibho&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=35	30
#36 Rationalization & Social Action Classical Sociological Theory	https://www.youtube.com/watch?v=brgrSjb2Bjc&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=36	38
#37 Rationalization & Authority Classical Sociological Theory	https://www.youtube.com/watch?v=Pdyu1volYXE&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=37	42
#38 The Protestant Ethic & the Spirit of Capitalism Classical Sociological Theory	https://www.youtube.com/watch?v=j0YuTJAgQnY&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=38	46
#39 Modern Rational Capitalism Classical Sociological Theory	https://www.youtube.com/watch?v=4AT5KtrjYX4&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=39	32
#40 Bureaucracy Classical Sociological Theory	https://www.youtube.com/watch?v=44jivBJSQo&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=40	37
#41 Social Stratification Class, Status & Party Classical Sociological Theory	https://www.youtube.com/watch?v=HgkUVuM4rFo&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=41	40
#42 Comparative Religion & Disenchantment Classical Sociological Theory	https://www.youtube.com/watch?v=qK_uIBvuP_8&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=42	43
#43 Weber on Democracy & Colonialism Classical Sociological Theory	https://www.youtube.com/watch?v=G_E9tLYn1yM&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=43	36
#44 Critical Assessment Classical Sociological Theory	https://www.youtube.com/watch?v=QQCS5TH2zWA&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=44	35

#45 Ferdinand Tonnies 1885-1936 Classical Sociological Theory	https://www.youtube.com/watch?v=GVPZk_VsN9c&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=45	43
#46 George Simmel Classical Sociological Theory	https://www.youtube.com/watch?v=E6lF1fZhn5U&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=46	33
#47 Social Differentiation & Conflict Part 1 Classical Sociological Theory	https://www.youtube.com/watch?v=dolKcB_7akl&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=47	36
#48 Simmel on Philosophy of Money Classical Sociological Theory	https://www.youtube.com/watch?v=kw_9fG60hyc&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=48	36
#49 Mind, Self & Society Classical Sociological Theory	https://www.youtube.com/watch?v=JsTL2BaPL2l&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=49	40
#50 George Herbert Mead Classical Sociological Theory	https://www.youtube.com/watch?v=IT9YnDXhmYk&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=50	35
#51 Mead on Self Classical Sociological Theory	https://www.youtube.com/watch?v=oHHAIP8Og2c&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=51	40
#52 Mead on Society Classical Sociological Theory	https://www.youtube.com/watch?v=xf0Dl1CQwnj&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=52	33
#53 Perkins Gilman & The Gender Question Classical Sociological Theory	https://www.youtube.com/watch?v=i2etPf_xkEU&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=53	31
#54 Dubois & Question of Race Classical Sociological Theory	https://www.youtube.com/watch?v=mc_GBnoQ3R4&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=54	25
#55 Classical Sociological Theory & Modernity A Recap Classical Sociological Theory	https://www.youtube.com/watch?v=S0zrCfyKKH4&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=55	37
#56 Subsequent Development of Sociological Theory Structural Functionalism	https://www.youtube.com/watch?v=EcvODqiMqPs&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=56	32
#57 Conflict Theory Classical Sociological Theory	https://www.youtube.com/watch?v=ucW_WfTRxY&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=57	34
#58 Interactionist Perspective Classical Sociological Theory	https://www.youtube.com/watch?v=j8aQtiRCiuQ&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=58	30
#59 Theoretical Orientations & Methodologies Classical Sociological Theory	https://www.youtube.com/watch?v=Pz9-QnTdZo&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=59	35
#60 Conclusion Classical Sociological Theory	https://www.youtube.com/watch?v=6HlOWu9E-HM&list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&index=60	13
		1980

BBA Sem 3: Elective 3 Innovative Thinking

Topic	Link	Duration
Non-indian sources on Indian technologies	01 Prof. Michel Danino Non-Indian sources on Indian technologies 09 January 2019	84
Trans-cultural human values	Trans-cultural human values #CH26SP #swayamprabha - YouTube	33
The Bhagavadgita	The Bhagavadgita #CH26SP #swayamprabha - YouTube	61
Joint Family System	Joint Family System #CH26SP #swayamprabha	61
Ancient Indian Wisdom in Management	Ancient Indian Wisdom in Management- Prof. B Mahadevan	9
Management Principles – Learnings from Indian Mythology	Management Principles – Learnings from Indian Mythology	56
Stress Management, Self Esteem, Meditation Yoga	Stress Management, Self Esteem, Meditation Yoga #CH26SP #swayamprabha	59
Laws of Karma, Humility Growth, Responsibility etc.	Laws of Karma, Humility Growth, Responsibility etc. #CH26SP #swayamprabha	33
Indian vs. Western Management	Indian vs. Western Management #CH26SP #swayamprabha	57
Lessons from Scriptures	Lessons from Scriptures #CH26SP #swayamprabha	58
Values	Values #CH26SP #swayamprabha	33
Leadership: Meaning and Importance	Leadership: Meaning and Importance #CH26SP #swayamprabha	60
Leadership and Team Effectiveness	Leadership and Team Effectiveness #CH26SP #swayamprabha	30

Lecture 13: Leadership Attributes	Lecture 13: Leadership Attributes #CH26SP #swayamprabha	36
Lec-01 Introduction	Mod-01 Lec-01 Introduction	68
Negotiation Strategy Part 1 Strategic Sourcing	#30 Negotiation Strategy Part 1 Strategic Sourcing	18
Negotiation and Leadership	Lecture 28: Negotiation and Leadership #CH26SP #swayamprabha	33
Cinciliation & Negotiation	Cinciliation & Negotiation #CH26SP #swayamprabha	60
Negotiation and Conflict Management	Mod-01 Lec-31 Negotiation and Conflict Management	58
Conflict and Conflict Management	Conflict and Conflict Management - Part 1	14
Conflict and Conflict Management - Part 2	Conflict and Conflict Management - Part 2	20
Negotiation v. Mediation	Negotiation v. Mediation	23
Project Time Management	Lecture - 31 Project Time Management	57
Lec-1 Productivity	Mod-3 Lec-1 Productivity	59
Productivity and Sustainability	Lecture 01 : Productivity and Sustainability	34
Measuring Productivity	Lecture 02 : Measuring Productivity	33
Total Productive Maintenance	Lecture 48 Total Productive Maintenance	28
Mindfulness as a Stress Management Technique	Lecture 53: Mindfulness as a Stress Management Technique	24
Work - Life Balance	Lecture 39 : Work - Life Balance	26
Lec-01 Introduction to Ethics - 'Crito' A Socratic dialogue	Mod-01 Lec-01 Introduction to Ethics - 'Crito' A Socratic dialogue	32
Moral value and thinking	Lecture 01 - YouTube	30
Moral value and thinking	Lecture 02	16
Moral value and thinking	Lecture 03	30
Moral value and thinking	Lecture 04	28
Moral value and thinking	Lecture 05	16
Moral value and thinking	Lecture 06	26
Moral value and thinking	Lecture 07	30
Moral value and thinking	Lecture 08	17
Moral value and thinking	Lecture 09	38
Moral value and thinking	Lecture 10	15
Moral value and thinking	Lecture 11	30
Moral value and thinking	Lecture 12	53
Moral value and thinking	Lecture 13	24
Moral value and thinking	Lecture 14	71
Moral value and thinking	Lecture 15	32
Moral value and thinking	Lecture 16	32
Moral value and thinking	Lecture 17	30
Moral value and thinking	Lecture 18	29
Moral value and thinking	Lecture 19	23
Moral value and thinking	Lecture 20	30
Moral value and thinking	Lecture 21	44
Moral value and thinking	Lecture 22	34

Moral value and thinking	Lecture 23	46
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BBA Sem 3: Environmental Science and Sustainability

Topic	Link	Duration
Sustainability	#1 Sustainability Ecology and Environment	34
2 Dams Part 1	#2 Dams Part 1 Ecology and Environment	23
3 Dams Part 2	#3 Dams Part 2 Ecology and Environment	24
4 Adayar River Part 1	#4 Adayar River Part 1 Ecology and Environment	26
5 Adayar River Part 2	#5 Adayar River Part 2 Ecology and Environment - YouTube	26
6 Urbanization in Western Ghats Biodiesel	#6 Urbanization in Western Ghats Biodiesel Ecology and Environment	21
7 Use & Throw Plastic	#7 Use & Throw Plastic Ecology and Environment	27
8 NanoMaterials & Information Technology	#8 NanoMaterials & Information Technology Ecology and Environment	24
9 Definition of Health Risk	#9 Definition of Health Risk Ecology and Environment	33
10 Transport Of Pollutants in the Environment	#10 Transport Of Pollutants in the Environment Ecology and Environment	25
11 Assessment of Risk	#11 Assessment of Risk Ecology and Environment	31
12 Remediation & Liability	#12 Remediation & Liability Ecology and Environment	25
Remediation & Liability : Case Study	#13 Remediation & Liability : Case Study Ecology and Environment	21
Life Cycle Analysis	#14 Life Cycle Analysis Ecology and Environment	33
15 Energy & Environment Module	#15 Energy & Environment Module Part 1 Ecology and Environment - YouTube	28
16 Energy & Environment Module Part 2	#16 Energy & Environment Module Part 2 Ecology and Environment	39
17 Energy & Environment Module Part 3	#17 Energy & Environment Module Part 3 Ecology and Environment	33
18 Energy & Environment Module Part 4	#18 Energy & Environment Module Part 4 Ecology and Environment - YouTube	37
19 Energy & Environment Module Part 5	#19 Energy & Environment Module Part 5 Ecology and Environment	47
20 Energy & Environment Module Part 6	#20 Energy & Environment Module Part 6 Ecology and Environment	28
21 Energy & Environment Module Part 7	#21 Energy & Environment Module Part 7 Ecology and Environment	22
22 Drinking Water Supply Need & Challenges Part I	#22 Drinking Water Supply Need & Challenges Part I Ecology and Environment	27
23 Drinking Water Supply Need & Challenges	#23 Drinking Water Supply Need & Challenges Part II Ecology and Environment	29
24 Water Quality Standards & Philosophy of Water Treatment	#24 Water Quality Standards & Philosophy of Water Treatment Ecology and Environment	27
25 Water Treatment Point Of Use Filters	#25 Water Treatment Point Of Use Filters Ecology and Environment	24
26 Wastewater Management in Urban India: Challenges & Solutions	#26 Wastewater Management in Urban India: Challenges & Solutions Ecology and Environment	29
27 Sustainable Water Management: The Power of Wastewater Recycling	#27 Sustainable Water Management: The Power of Wastewater Recycling Ecology and Environment	28
28 Sustainable Water Management Part 1	#28 Sustainable Water Management Part 1 Ecology and Environment	29
29 Sustainable Water Management	#29 Sustainable Water Management Part 2 Ecology and Environment	24
30 Groundwater Contamination	#30 Groundwater Contamination Ecology and Environment	32
31 Groundwater - Sanitation Nexus	#31 Groundwater - Sanitation Nexus Ecology and Environment	31
32 Chasing Sustainability – The Challenge	#32 Chasing Sustainability – The Challenge Part 1 Ecology and Environment	20
33 Chasing Sustainability – The Challenge Part 2	#33 Chasing Sustainability – The Challenge Part 2 Ecology and Environment	16
34 Developing Frame Works Of Action: Ethics Part 1	#34 Developing Frame Works Of Action: Ethics Part 1 Ecology and Environment	20

35 Developing Frame Works Of Action: Ethics Part 2	#35 Developing Frame Works Of Action: Ethics Part 2 Ecology and Environment	25
36 Social & Sanitation	#36 Social & Sanitation Ecology and Environment	26
37 Promoting Eco-Productive Cities: Global Policies Part 1	#37 Promoting Eco-Productive Cities: Global Policies Part 1 Ecology and Environment	21
38 Promoting Eco-Productive Cities: Global Policies Part 2	#38 Promoting Eco-Productive Cities: Global Policies Part 2 Ecology and Environment	17
39 The Need to Study Ecology	#39 The Need to Study Ecology Ecology and Environment	27
40 Ecosystem Functions & Services	#40 Ecosystem Functions & Services Ecology and Environment	24
41 What is studied in Ecology?	#41 What is studied in Ecology? Ecology and Environment	34
42 Ecological Footprint	#42 Ecological Footprint Ecology and Environment	47
43 Energy & Material flow in Ecosystems	#43 Energy & Material flow in Ecosystems Ecology and Environment	43
44 Energy flow, Productivity & Biodiversity	#44 Energy flow, Productivity & Biodiversity Ecology and Environment	41
45 Biodiversity, Population & Ecological Principles	#45 Biodiversity, Population & Ecological Principles Ecology and Environment	47
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BBA Sem 3: Elective 2 Product and Service Design

Topic	Link	Duration
Product Design	https://www.youtube.com/watch?v=LsR9qOTSz4g&list=PLSGws_74K018yZOnbSaqWJZ837QyBB7vu&index=4	33
Product Design Steps and Product Analysis	https://www.youtube.com/watch?v=dcup4kRx5Es&list=PLSGws_74K018yZOnbSaqWJZ837QyBB7vu&index=5	39
Life Cycle of a Production System	https://www.youtube.com/watch?v=3Mb1EzDH7vM	56
Components of SDLC - Contextual Inquiry	https://www.youtube.com/watch?v=UfcusfzTUMc	22
Contextual enquiry: case study	https://www.youtube.com/watch?v=bpyL5OfXDJO	29
Introduction to Synthesis	https://www.youtube.com/watch?v=EculfHy82TQ	54
Advanced Synthesis Techniques	https://www.youtube.com/watch?v=ITRaUj7AqLM	54
The Stakeholders	https://www.youtube.com/watch?v=m-A-rkrvow	17
Stakeholder Mapping and Customer Journey Mapping	https://www.youtube.com/watch?v=FEUajrP33Kg	45
Ideation & Prototyping	https://www.youtube.com/watch?v=uZUq4jrvlYw	28
Prototyping with Figma	https://www.youtube.com/watch?v=DyporfxwfBE	32
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BBA Sem 3: Selling & Negotiation

Topic	Link	Duration
Marketing Management	Marketing Management - I Week 1 NPTEL ANSWERS My Swayam #npTEL #npTEL2025 #myswayam	3
Marketing Management	Marketing Management - I Exam Preparation Part 1 My Swayam NPTEL 2023	6
Sales & Distribution Management	npTEL.ac.in/courses/110105122?utm_source=chatgpt.com	6
Strategic Sales Management	Strategic Sales Management - Course	6
Management of Field Sales	Management of Field Sales - Course	9
Developing Soft Skills and Personality	Developing Soft Skills and Personality - Course	6
E-Business system	npTEL.ac.in/courses/110105083?utm_source=chatgpt.com	12
Marketing Functions: Channels of Distribution	Lecture - 15 Marketing Functions: Channels of Distribution	57

The Selling Process	Lecture 20 : The Selling Process	37
Strategic Sales Management	Strategic Sales Management - Course	6
Selling in the Digital Era	Marketing in The Digital Era (Part-I) , Commerce I Prof. Aditya P. Tripathi	29
Negotiation Strategy Part 1	#30 Negotiation Strategy Part 1 Strategic Sourcing - YouTube	18
Supply Contracts Strategic Sourcing	#32 Supply Contracts Strategic Sourcing	30
Negotiation and Conflict Management	Mod-01 Lec-31 Negotiation and Conflict Management	58
Cross Cultural Communication Lecture -01	Mod-11 Lec-01 Cross Cultural Communication Lecture-01	57
Cross Cultural Communication Lecture-02	Mod-11 Lec-02 Cross Cultural Communication Lecture-02	59
Cross Cultural Communication Lecture-03	Mod-11 Lec-03 Cross Cultural Communication Lecture-03	54
Introduction to Business to Business Marketing	Lec 01- Introduction to Business to Business Marketing	27
Classification of Products & Customers in B2B Markets	Lec 02 - Classification of Products & Customers in B2B Markets	26
B2B vs B2C Marketing 1	Lec 03 - B2B vs B2C Marketing 1	30
B2B vs B2C Marketing 2	Lec 04 - B2B vs B2C Marketing 2	29
Some Important Concepts and Case Study	Lec 05 - Some Important Concepts and Case Study	24
Introduction to STP	Lec 21 - Introduction to STP	34
Segmentation in B2B Markets	Lec 22 - Segmentation in B2B Markets	32
Positioning in B2B Markets	Lec 25 - Positioning in B2B Markets	30
B2B Positioning Strategies	Lec 26 - B2B Positioning Strategies	32
Business Market Communication: Personal Selling	Lec 27 - Business Market Communication: Personal Selling - YouTube	26
B2B Product Management: New Product Development	Lec 36 - B2B Product Management: New Product Development	26
B2B Product Management: Identifying New Products	Lec 37 - B2B Product Management: Identifying New Products	34
B2B Product Management: Customer Value, Product Launch & more	Lec 38 - B2B Product Management: Customer Value, Product Launch & more	35
B2B Product Management: Branding	Lec 39 - B2B Product Management: Branding	33
B2B Pricing: Price Setting Process 1	Lec 41 - B2B Pricing: Price Setting Process 1	21
B2B Pricing: Price Setting Process 2	Lec 42 - B2B Pricing: Price Setting Process 2	31
GE Matrix & McKinsey 7S Framework	Lec 58 - GE Matrix & McKinsey 7S Framework - YouTube	27
		1060

BBA Sem 3: Financial Management Fundamentals

Topic	Link	Duration
Mod-20 Lec-21 Time Value of Money	https://www.youtube.com/watch?v=CpC9E0oc2Cc	54
Lecture 10 – Time Value of Money - Part 1	https://www.youtube.com/watch?v=moPl0cn-0rk	31
Lecture 11 – Time Value of Money - Part 2	https://www.youtube.com/watch?v=LeuNL4GbnqM	43
Mod-08 Lec-07 Time Value of Money	https://www.youtube.com/watch?v=BP_hD0k5YEK	52
Mod-01 Lec-21 Lecture 21	https://www.youtube.com/watch?v=IVdBgP55D14	38

Mod-01 Lec-22 Lecture 22	https://www.youtube.com/watch?v=MQHLM8XjX_Q	43
Lecture 33: Monetary Policy III	https://www.youtube.com/watch?v=koMskyD1d-s	27
Lecture : 01 Introduction to Financial System	https://www.youtube.com/watch?v=p1KD_Y1e2Hg	32
Lecture : 02 Equilibrium in Financial Markets	https://www.youtube.com/watch?v=oEfiWGQFvLk	29
Financial Institutions and Markets	https://www.youtube.com/watch?v=88S1wZGfuqk&list=PLbRMhDVUMngcXR5rE7oKtbFwM3R9RBJUc	3
Lecture 18: Monetary policy instruments	https://www.youtube.com/watch?v=Z9_4KTSI380&list=PLbRMhDVUMngcXR5rE7oKtbFwM3R9RBJUc&index=19	34
Lecture 48:	https://www.youtube.com/watch?v=HeX_dimN1Bo	31
Lecture 49:	https://www.youtube.com/watch?v=gYh1ZxVN-iE	30
Working Capital Management (1-61 lecture)	https://youtube.com/playlist?list=PLly_2iUCG87BFw5LwV9zFEH5dgS2XOTH5&si=YRLnSiHZYZ-8EyHC	900
Lecture 17 - Capital Budgeting - Part 1	https://www.youtube.com/watch?v=g6UCv4rkZ_Y	33
Lecture 18 - Capital Budgeting - Part 2	https://www.youtube.com/watch?v=r93pyYGJClO	36
		1,416

BBA Sem 3: SEO & SEM Strategy

Topic	Link	Duration
Marketing Management	Marketing Management - I Week 1 NPTEL ANSWERS My Swayam #npTEL #npTEL2025 #myswayam	3
Marketing Management	Marketing Management - I Exam Preparation Part 1 My Swayam NPTEL 2023	6
		9

MBA Sem 1

MBA Sem 1: Professional Communication and Presentation Skills- Career and Leadership Development - I

Topic	Link	Duration
Interpersonal Communication	https://www.youtube.com/watch?v=5NK_lchyiC0	20
Self-Concept	https://www.youtube.com/watch?v=1ih-s7xvZKo	30
Perception	https://www.youtube.com/watch?v=x30NRDrcaUk	45
Presentations	https://www.youtube.com/watch?v=2dSSEciSq2il	1
Listening	https://www.youtube.com/watch?v=B9W9ueeuEr8	24
Interpersonal Conflict	https://www.youtube.com/watch?v=C1Qya7ND0z4	39
Pareto Principle (80/20 rule)	https://www.youtube.com/watch?v=crNLTuJKINw	31
Digital Communication	https://youtube.com/playlist?list=PL_a1TISCC9RGZw7sw8SW89oDWN7uZvYLo&si=V7qaluofNkn8A_Uv	60
Infographics	https://www.youtube.com/watch?v=-416DCSzeIU	22
Public Speaking	https://www.youtube.com/watch?v=t-Z9gdXhNNUj	36

Strategies for Effective Listening	https://www.youtube.com/watch?v=fONdnyU4E-I	31
Social marketing	https://www.youtube.com/watch?v=qYrseEQILPE	2
Personal Development Planning	https://www.youtube.com/watch?v=hUnWz307-wM	13
		354

MBA Sem 1: Financial Statement Analysis

Topic	Link	Duration
Introduction & Scope of Accounting	https://youtu.be/UxfPGWlxpHQ?si=7fAsYxHeJc8ybfKR	30
Financial Statements	https://youtu.be/wQ0hrdmoVu4?si=eAbboYfA7g43Lp4j	19
Financial Statements	https://youtu.be/_5dqb60cltQ?si=mh7VK0IAdDIA9G2n	30
Financial Statements	https://youtu.be/rIge0g9F-a8?si=mct3W5obTRiJBJo	27
Depreciation	https://youtu.be/N5Wh?NNkqpU?si=7Y?RJ3jQZ2Ju1fAE	27
Depreciation	https://youtu.be/D55DYxwBD0M?si=YDUgDi486ULX8qj8	27
Inventory Valuation	https://youtu.be/hKiDyflnBDU?si=HQQ650dZD5IuT-7L	31
Inventory Valuation	https://youtu.be/U3K5iXBeR7o?si=sNFkTpLM_DZRui4F	27
Process of Accounting	https://youtu.be/rwH0BE7CgBM?si=BGId?DXi0EsYnB5L	26
Process of Accounting	https://youtu.be/AQvxKosUBf4?si=CXg3EHMDmHUC4Pdp	23
Cash Flow Statement	https://youtu.be/vaneKrOo1xU?si=8mRRxiWUeiCSfmJR	26
Cash Flow Statement	https://youtu.be/SA2U13YCAU?si=KXQof_pi2E9XzTON	34
Cash Flow Statement	https://youtu.be/vVmJNiHS2HI?si=4366o8oqdcYz2v8Q	27
Cash Flow Statement	https://youtu.be/wzz31xEXZ1MI?si=0gH5YqV1PrD_g1Y-	28
Cash Flow Statement	https://youtu.be/UTYoKXfXNds?si=nG2ge_piYO4172B	16
Cash Flow Statement	https://youtu.be/UTYoKXfXNds?si=lg8so_qp2-vlWPyC	16
Interpretation & Analysis of Financial Statements	https://youtu.be/92YVzp4GRpU?si=tOSJYrQrc-iA7U_M	26
Interpretation & Analysis of Financial Statements	https://youtu.be/4Jl6GqrWFuc?si=fEJh7Mef8QB7PqR8	27
Financial Statement Analysis	https://youtu.be/qT1-o7jEYBU?si=ELdgVkuVDjzyQZhc	18
Financial Statement Analysis	https://youtu.be/W5V2!qSD5vc?si=kzHKz6BxudNkqv23	31
Types of Accounting	https://www.youtube.com/watch?v=Hs-U3jAvqo4&list=PL9gSnSOLPFTBvB5LpGipSXF0rgRcRD-MK	5
GAAP (Generally Accepted Accounting Principles)	https://www.youtube.com/watch?v=NWKIK1_18s&list=PL9gSnSOLPFTBvB5LpGipSXF0rgRcRD-MK&index=13	32
Depreciation	https://www.youtube.com/watch?v=sQZEmDkf9rQ	4
Process of Accounting	https://www.youtube.com/watch?v=xepK8uBOr9Q	7
Corporate balance sheet	https://www.youtube.com/watch?v=-17XT-5v5rw	6
Financial Statement Analysis	https://www.youtube.com/watch?v=mXXjKgzlyA	11
Financial Ratios	https://www.youtube.com/watch?v=09Rk52DopAQ	44
Indian Accounting Standards	https://www.youtube.com/watch?v=EuldncC6FnE	30
Ind AS	https://www.youtube.com/watch?v=VUFBJGH7rQ	28
		683

MBA Sem 1: Entrepreneurship and Family Business

Topic	Link	Duration
Understanding the Entrepreneurial Mindset	https://www.youtube.com/watch?v=Y84loJnm3Qg	31



Brainstorming Techniques	https://youtu.be/DGUicSB8MYU?si=uoTOAdeUBW0sLrq1	31
Market Size Estimation	https://www.youtube.com/watch?v=Ci47ASyeJMY	36
Competition Analysis	https://www.youtube.com/watch?v=UQxl3_lBj8	31
Minimum Viable Product	https://www.youtube.com/watch?v=puT8xxFJRgE	40
Understanding Consumer Behaviour	https://www.youtube.com/watch?v=B7tsDJ2mN6s	42
Brand Story	https://www.youtube.com/watch?v=PDSz840HrAs	25
Family-Managed Businesses	https://www.youtube.com/watch?v=3LnKF8NWu_w	31
		267

MBA Sem 1: Driving Decisions by Excel

Topic	Link	Duration
Introduction to Excel	https://www.youtube.com/watch?v=PFzjQjYki0A	22
Essential Excel Functions	https://www.youtube.com/watch?v=7pmtautobi8	51
Data Proofing and Formatting	https://www.youtube.com/watch?v=6BG01cEc27Q	57
Advanced Data Cleaning	https://www.youtube.com/watch?v=D2liCbwn18	49
Strategic Business Decisions	https://youtu.be/gr1bXZrAcXA?si=K91oX0jmV3jgv-gU	22
Introduction to Excel	https://youtu.be/-ujVQzTtXsG?si=y4NIOrDZy-4cYAPY	1
Excel Basics	https://youtu.be/rJPWi5x0g3I?si=ADAtYv1V-iR8kwp3	7
Create and close Files	https://youtu.be/bi-zr7j-eCU?si=RI0eqnFSECps0rKs	2
Tabs and Group	https://youtu.be/diWl_7obzJA?si=CouUwgtWizMxOd6T	4
Editing Data	https://youtu.be/ZnXYEliJreIM?si=LVIgiweU7IOOxnG	9
Formatting	https://youtu.be/TKY_AuLMQlc?si=y4nBEZnjlMKz5Yzp	11
Characteristics of Cell	https://youtu.be/EFsgUCj3m8Q?si=EI0F-F7EvNyk_eig	1
Cell reference	https://youtu.be/LFlyklmL4M8?si=ATt3WoMLjYrqr-5w	8
Text to Column	https://youtu.be/D81rxixc_Yk?si=eGipvjGwGTFkat_5	5
Comments	https://youtu.be/K5ioj-ZEXf0?si=NB0tNOKHugbKGNQ5	3
Copying and Filling	https://youtu.be/OUOU9rRWPQ?si=ouulbg8l-vXAqjgC	7
Filling Series	https://youtu.be/OUOU9rRWPQ?si=zhbbNmUhk5ozVmGg	2
Advanced Fill	https://youtu.be/eLBCGZaYqUI?si=8pkCFGKINjPPIxu	5
Flash Fill	https://youtu.be/wxbI9xqyWJY?si=x7-4RiVrmR6uz6vl	4
Viewing Work Sheets	https://youtu.be/CaO28XqxnY0?si=uDBp9x4-6CSU_vqM	6
Custom Views	https://youtu.be/fluwBeDhGSE?si=fu-l_mFE0xLxnl2y	3
Adjusting Video	https://youtu.be/_UqFbbnzm00?si=ufgyEEQCz63_ARwb	10
Working with Work Sheets	https://youtu.be/u2yFuy1A_9w?si=vp16zVrb0DyB3mHh	8
Compare 2 Sheets	https://youtu.be/kwAPsnDpPxE?si=Ms1P0SNNZguJpRq1	3
View Files Side by Side	https://youtu.be/fjSodXZd0TA?si=67G85_d_zuVSVXwe	5
V Look Up	https://youtu.be/lwo5Ae7th_l?si=L2ffMJ11FEPlu0tt	6
V Look Up Approximate Match	https://youtu.be/zWUSZvbd09E?si=0vdk90MAsmymISbC	4
V Look Up with Trim	https://youtu.be/zWUSZvbd09E?si=55e7rFuz-GUI2Dc1	4
H Look up	https://youtu.be/eGNVhJTW0E0?si=38RV0kmCzrm-f0m8	1
V Look up Rules	https://youtu.be/HVMoulB4Dcs?si=ecght2J0TFnEf10h	2
Look up Function	https://youtu.be/Ulm4YXfV30?si=Utd0VQfc3-XvEXFC	7
V Look up Advanced	https://youtu.be/mW8TmaDnhUM?si=59H5VQ9NYvFMuxnl	2
Index	https://youtu.be/40J4DARYrxM?si=GA5LszLR7Yr49eye	2

Match Function	https://youtu.be/ftIO0QC4lck?si=KtWByiGCf8d1W7LT	1
Header and Footer	https://youtu.be/sXzQBAfJHBA?si=IriBu_YrRiMPLBjFu	8
Sorting	https://youtu.be/m97Rbqs6ico?si=EPavT_uV1JGZWQEd	9
Advanced Filter	https://youtu.be/UV-SPoVkdDaU?si=VaWRl6kqHrFo3Gf9	7
Basic Table	https://youtu.be/U1KRv9zItUc?si=zrxobNQQYfXoXzsp	5
Advanced Table	https://youtu.be/xHsiCme9GWw?si=O52sXUTSA8Jbkbly	6
Subtotal	https://youtu.be/-F21Z_aBFTs?si=rOrhs3rsdhU3d43e	4
Charts	https://youtu.be/-F21Z_aBFTs?si=nLJFdpCxY5JZuXU	6
Pie, Bar Chart, Column Chart, Line Chart	https://youtu.be/Z2gzLYeQatQ?si=oRNON1SuRzLCY4j	8
Pivot Chart	https://youtu.be/mc7xO8F8Pj8?si=rQxBSzeXICIGjLIN	5
Pivot Table	https://youtu.be/4PWVFBIFVVU?si=zFcywb1cjaS8spmZ	15
Pivot Table Example 2	https://youtu.be/Y72CeUE_nVc?si=D4XWi_M7EjJ9LITE	6
Pivot Table Example 3	https://youtu.be/Y72CeUE_nVc?si=wl29XJ2JwjjUbhM	5
Pivot Table Grouping	https://youtu.be/kyAZ2zAj5hU?si=2hBzOSZidThzR5dE	4
Pivot Table Slice	https://youtu.be/sM2mdBu00wc?si=sf7NRXPcM71mvVz	9
Logical Test	https://youtu.be/sM2mdBu00wc?si=RNY2KpflyMuBENM9	2
If Function	https://youtu.be/sidOELWrsMQ?si=SNWcDqeJ9Gy05dQQ	7
Nested IF	https://youtu.be/0ZzZmH8IV3?si=2V9GzPQJc_rfe_w2	2
AND Function	https://youtu.be/0ZzZmH8IV8?si=t1L9I6_-tYPGtAUG	3
Not and IF error	https://youtu.be/l8cuE3LSfJM?si=e6Hp9Hlm08xEtZp5	2
Auditing Tools	https://youtu.be/BpDGS4gfbc4?si=ctJLb3K_eK3PF0Dk	6
An Introduction to Artificial Intelligence	https://youtu.be/GHpcngLoDvl?si=t1YhVb9uQos5ADxl	5
What to expect from AI	https://youtu.be/K9gH7hBAAdpo?si=awxM-suBPQIMmf-	14
History of AI	https://youtu.be/K9gH7hBAAdpo?si=2TRuFJK87-QncA6U	28
Present State of AI	https://youtu.be/Pa7LYG88nJo?si=yaqTgMTbGgQwu01c	20
Definition of AI thinking	https://youtu.be/ZqfCqOpr2Ds?si=c4cckN9WVvNyhWhWG	25
		541

MBA Sem 1: Introduction to Digital Marketing

Topic	link	Duration
Keywords in SEO	https://www.youtube.com/watch?v=iVUMuC7OzUI	13
of Social Media Marketing	https://www.youtube.com/watch?v=2o07Xy5y_nM	46
Social Commerce	https://www.youtube.com/watch?v=qYrseEQILPE	31
Mobile Marketing	https://www.youtube.com/watch?v=tyO-terfBOQ	24
E-commerce	https://www.youtube.com/watch?v=ZYxi2oXpcCk	22
Virtual Reality (VR)	https://www.youtube.com/watch?v=yhiR1tase7Y	28
		164

MBA Sem 1: Geo Politics and International Business

Topic	link	Duration
Global Business Dynamics	https://www.youtube.com/watch?v=dUaP9keJoCU	31
Globalization	https://www.youtube.com/watch?v=mU_dkuIb1GA&list=PL_a1TISCC9REBkK5Ey1Vp3kioI9W-IDQz	40



Ricardian Model of Comparative Advantage	https://www.youtube.com/watch?v=Y_FYhnnuayI	20
Porter's Diamond Model	https://www.youtube.com/watch?v=At9aCqAt7hg	30
Product Life Cycle Theory	https://www.youtube.com/watch?v=IIs1Dx4pDE&t=1s	27
Cross-Cultural Management	https://www.youtube.com/watch?v=UXLIukFMmRA	28
Global Leadership	https://www.youtube.com/watch?v=wTpmIQUd0Vc	43
China's Rise in the Global Economy	https://www.youtube.com/watch?v=xY7XqiqD3Pg	28
AI's Emergence and Global Economic Influence	https://youtu.be/GHpch0I_0DvI?si=nRwbDet2N8C0zwbk	5
		252

MBA Sem 1: The 21st Century Marketing

Topic	link	Duration
Marketing in the 21st Century	https://www.youtube.com/watch?v=pMMGx1O3mil	25
Marketing Environment	https://www.youtube.com/watch?v=axvQn7SIqEw	23
Marketing, Consumer & Competitor Research	https://www.youtube.com/watch?v=wJWPKBwvFes	20
Segmentation, Targeting, and Positioning	https://www.youtube.com/watch?v=WPX8ZZGzwT8	34
Marketing Mix: Product & New Product Development	https://www.youtube.com/watch?v=bBtV8qWDPRc	20
Pricing Strategies	https://www.youtube.com/watch?v=v-VEK2nCE5E	30
Marketing Channels: Place	https://www.youtube.com/watch?v=StyvRonvIwo	34
Promotion Mix	https://www.youtube.com/watch?v=yTTTTFzK1eN8	23
Marketing Mix Strategies	https://www.youtube.com/watch?v=PwMAFVFcnG8	25
		234

MBA Sem 2

MBA Sem 2: Financial Management

Topic	link	Duration
Lecture 1 – Fundamentals of Financial Management - Part 1	https://youtu.be/CCQwz_Gwo6o?si=OjJq4aHqCTsfb5xe	39
Lecture 2 – Fundamentals of Financial Management - Part 2	https://youtu.be/dgPlxTq9llw?si=mClouC35yWowj230	33
Lecture 3 – Fundamentals of Financial Management - Part 3	https://youtu.be/Hus0QIGA35E?si=UHmtU2vfjtb5BvD8	34
Lecture 4: Fundamentals of Financial Management – Part IV	https://youtu.be/FIEFngDYUzA?si=D5NR2RetXuV9PdN-	45
Lecture 5 – Fundamentals of Financial Management - Part 5	https://youtu.be/zeYN_013jQ4?si=mLAojr9FPzcnSZg1	35
#55 Cost of Capital & Valuation Part I Foundations of Accounting & Finance	https://youtu.be/Tjm-FC_0R88?si=RHMORmsb3UW51LuC	42
#56 Cost of Capital & Valuation Part II Foundations of Accounting & Finance	https://youtu.be/IC_SBgFOnWg?si=l11_EL-ef8C53y5M	38
#57 Valuation & Capital Structure Foundations of Accounting & Finance	https://youtu.be/4gtbkxpHlna?si=um2aM9kwxMnkYQ	39
Mod-04 Lec-11 Analysis of Project Viability Capital Budgeting Techniques-I	https://youtu.be/XQa8FyOoJ_w?si=nK_BxRVHvN_007dj	49



Lecture 28: Net Present Value, Profitability Index	https://youtu.be/NUfipOfgk0?si=Rbfq04EaXOLUtnWZ	30
#43 Time Value of Money: Present & Future Value Explained Foundations of Accounting & Finance	https://youtu.be/57XnNMvOYAU?si=-4WZH0lr7Z98m_iv	27
#44 Simplifying Cash Flows: Annuities & Perpetuities Explained Foundations of Accounting & Finance	https://youtu.be/hjCtQVxleJY?si=vmF6eO- GHVoFDSS	28
#45 Bond Valuation Part I Foundations of Accounting & Finance	https://youtu.be/oVQJZM5wyFM?si=DZE2ZSthbfs6aczL	28
#46 Bond Valuation Part II Foundations of Accounting & Finance	https://youtu.be/sxqZnXJyaSw?si=FXt84NzchN-ywB2?	22
#48 Numerical on Bond & Stock Valuation Foundations of Accounting & Finance	https://youtu.be/QnE1cenu_Rc?si=h-6qf8nZREOTKCv0	20
W3L1. Present Value I	https://youtu.be/5Lhv7UVYS2E?si=NPaNLIutKB2aUUy8	24
W3L2. Present Value II	https://youtu.be/MNhGFUev848?si=z9V-vVqhHMY9olim	25
W3L3. Present Value III	https://youtu.be/WgnZRT28JZs?si=pUv01I9G0wysghv	24
W3L4. Capital Budgeting Rules I	https://youtu.be/WGNJJs0Mtq?si=TZjPX_0-q9H1Eb5p	23
W3L5. Capital Budgeting Rules II	https://youtu.be/AildxPYqXO8?si=KQ-mKnCCRilgd-RD	13
		618

MBA Sem 2: Ethics in Artificial Intelligence

Topic	Link	Duration
Lec 01: Introduction to AI	https://www.youtube.com/watch?v=pKeVMikFpRc	35
Artificial Intelligence: Introduction	https://www.youtube.com/watch?v=XCPZBD9IbVg	56
Introduction to AI	https://www.youtube.com/watch?v=iF1tOCEXLXY	51
Introduction: History of AI from 40s - 90s	https://www.youtube.com/watch?v=HF_ncSeCMmA&list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHv3uz&index=3	28
Introduction: History of AI in the 90s	https://www.youtube.com/watch?v=P74Sa1GvPd4&list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHv3uz&index=4	14
Lecture 22: Artificial Intelligence (AI) in Education	https://www.youtube.com/watch?v=cgp2_TRn-Vk	34
Ethics of AI : Accountability, privacy and Human-AI interaction Week 12 lecture 12 by Prof. Mausam	https://www.youtube.com/watch?v=AwdFLuNDk8k	21
Lecture 14 : Industry 4.0: Artificial Intelligence	https://www.youtube.com/watch?v=zsE9EH0oJ5k	33
Lec 16: Using AI In Employee Training	https://www.youtube.com/watch?v=LGzVgmI6qK0	34
Lec 17: Using AI in Workforce Planning	https://www.youtube.com/watch?v=7_x6BWN0ATQ	23
Lec 7: Role of AI in Performance Management	https://www.youtube.com/watch?v=VFg4dG3Wbd8	56
AI and Human Rights	https://www.youtube.com/watch?v=ZX62xf28nzA	37
Lec 56 Ethics in AI	https://www.youtube.com/watch?v=2RAqHMpl-3E&list=PLgMDNELGJ1CZSGn478v1uKbzxIzKWZ7zs&index=4	39
		461

MBA Sem 2: Statistics for Business Managers

Topic	Link	Duration
Hypothesis Testing Two Sample Test-II	https://youtu.be/TDao_I8tIUo?si=efCnjvRp0GCM-nW	32
Hypothesis Testing Two Sample Test-I	https://youtu.be/s_Dsiz70dHk?si=llyW-aWjB3'clBJm	32
Hypothesis Testing of Proportions using Minitab	https://youtu.be/3S7qBA0pau0?si=MEdO0fS20qfcsbrr	30

Hypothesis Testing using Minitab	https://youtu.be/r8JzOVhfrNQ?si=UvZ0PM0auIB2pQVS	33
Hypothesis Testing-One sample Test	https://youtu.be/Tsn3_veYhbE?si=uW-Mvby53Ef5KD23	30
Hypothesis Testing of Proportions-II	https://youtu.be/yfM0KAoqRtQ?si=4Jk37uSAKIECvo6a	42
Hypothesis Testing of Proportions-I	https://youtu.be/KSRtm9d1Erg?si=xOiwopyTmUPbG3KA	30
Hypothesis Testing Examples	https://youtu.be/VhojFMCKEus?si=ALQuM61gHP-ft7ZE	34
Hypothesis Testing Process-II	https://youtu.be/SZ177o4v5I8?si=nOwcA9DV6LzG_853	37
Hypothesis Testing Process-I	https://youtu.be/W0SpckgykgE?si=h65YVdBawMBHZvp-	34
Types of Hypothesis Testing	https://youtu.be/LawmUqn_NuQ?si=9bw_auKvmlzSC_dc	32
Lec 3: Continuous probability distribution	https://youtu.be/o2LB3KQMF3U?si=grAH96sCNmmlmzsb	39
Mod-01 Lec-01 Discrete probability distributions (Part 1)	https://youtu.be/6x1pL9Yov1k?si=99NTrzW10Lcy-YiC	1
Mod-01 Lec-02 Discrete probability distributions (Part 2)	https://youtu.be/aK_RZxARIYo?si=771sDF1SlyuPIhuC	55
Mod-01 Lec-05 Random Variables and probability distributions	https://youtu.be/UftY0e2iIM4?si=hKVW15f48ucwffaH	48
#1 Introduction to Probability and Statistics	https://youtu.be/COI0BUmNHT8?si=jextcyxiF6uo7uUp	20
Simple Linear Regression(Part A)	https://youtu.be/OQV8WmUdelo?si=QBNTTrQpyTp1hoTc	56
Simple Linear Regression (Part B)	https://youtu.be/Z_GyV_SuFTI?si=N1OFvk_2HvtG2a62	57
Simple Linear Regression (Part C)	https://youtu.be/HclVc7T1_z0?si=jvWxkKiA6fYhzTrk	57
Simple Linear Regression (Part D)	https://youtu.be/tkvFMXe3F9c?si=1mDgNJPSRQ1bqvmU	56
Simple Linear Regression (Part E)	https://youtu.be/jCZvAnkAetw?si=4QQoG_x-c5I1KouE	56
		806

MBA Sem 2: Decision making through Predictive Modelling

Topic	link	Duration
Lecture 1 Introduction, Knowledge Discovery Process	https://youtu.be/ykZ-_UGcYWg?si=RLkUY8IOrfOQwqzv	23
Lecture 2 Data Preprocessing - I	https://youtu.be/NSxElahAH5o?si=d_2OYWdp_BGhc6dJ	36
Lecture 3 Data Preprocessing - II	https://youtu.be/wZQM_9vhulg?si=8Tg7KAn_hQL0oZRP	26
Lecture 37 : Regression I	https://youtu.be/Gmomzn1U0F0?si=Yp9FgXkAa2tMxBt2	31
Lecture 38 : Regression II	https://youtu.be/eGKBr1JhGFY?si=IXbeeMwWAtxmv_UD	24
Lecture 39 : Regression III	https://youtu.be/M6p_24EejVY?si=BsxmSU2mPdIUllz	23
Lecture 40 : Regression IV	https://youtu.be/dU5AuM2Hln8?si=T_GXfn1v9BmbTrru	29
Lec 28, Linear Regression - I	https://youtu.be/eY55ocm-VgM?si=hFZas_UhzvtDFBvF	35
Lec 29, Linear Regression - II	https://youtu.be/xXD0ZLVjfb?si=5rLKod3Qp6jx-AXW	23
Lec 30, Linear Regression-III	https://youtu.be/Hy9tOyk33D0?si=DO1fvXnD9sYnHkXk	30
Lec 33, MULTIPLE REGRESSION MODEL - I	https://youtu.be/rKqYaWyMOQY?si=FvwY4RUJBODE_Swk	30
Lec 34, MULTIPLE REGRESSION MODEL-II	https://youtu.be/FT0-PYssiV4?si=LXKLP03GXM49-Qp1	35
Lec 38, LOGISTIC REGRESSION- I	https://youtu.be/uiB733Oq6oc?si=InCwKXp1nP4dGz-T	30
Lec 39, LOGISTIC REGRESSION-II	https://youtu.be/D7p5g8PMdvQ?si=4eFi1S2cobKnH06W	26
Lec 40, Linear Regression Model Vs Logistic Regression Model	https://youtu.be/R2uwjebnSzk?si=u6K8kyRIM5msizkb	30
Lec 43, Performance of Logistic Model-III	https://youtu.be/vlond1Mmx74?si=ptcPF3x9YNkZXWVw	25
Lec 59, Attribute selection Measures in CART : II	https://youtu.be/KqJ6-fg8H8?si=DV17G8wBkdHMGVI	26

Lec 60, Classification and Regression Trees (CART) - III	https://youtu.be/P28drurC0KU?si=Vmds7j0byACSzm-5	32
		514

MBA Sem 2: Data Storytelling

Topic	Link	Duration
Data Visualization : types, tools and technologies	https://www.youtube.com/watch?v=4BgeFnZQoEw	66
Cognitive aspects and mental workload	https://www.youtube.com/watch?v=tyXgVaTrgeE	49
Exploring Gestalt Principles	https://www.youtube.com/watch?v=o0ktcOuxipl	37
		152

MBA Sem 2: Behaviour based Selling & Negotiations

Topic	Link	Duration
Mod-01 Lec-01 Introduction to the Study of Consumer Behaviour	https://youtu.be/jSrC-EWYIJQ?si=afRkcg-vqqVe_FB7	58
Mod-01 Lec-02 Introduction to the Study of Consumer Behaviour (Contd.)	https://youtu.be/G5E08DbqH94?si=7-D3IL-W-d-IX0br	60
Mod-06 Lec-13 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Contd.)	https://youtu.be/zDW02yyLGrQ?si=ROUNIAzvjXp38rnr	53
Mod-06 Lec-14 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Contd.)	https://youtu.be/WZiL-UFELGc?si=FKpYygis-AcDL_pg	54
Mod-06 Lec-15 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Contd.)	https://youtu.be/ETDARKgZe2k?si=ZvTSyw0uUvmRTvd6	52
Mod-06 Lec-16 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Contd.)	https://youtu.be/S1FWg3BUqK4?si=rIn0EFxqeEPMj7GM	56
Mod-06 Lec-17 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Contd.)	https://youtu.be/NdLU6MGt8mE?si=n_mj8KjoO8PIM3pj	55
Mod-15 Lec-35 Culture, Sub-Culture and Cross-Culture	https://youtu.be/W-7SH99w6BY?si=njKsTa0_g4A3-V2k	57
Mod-15 Lec-36 Culture, Sub-Culture and Cross-Culture (Contd.)	https://youtu.be/mJ8LhOJdQng?si=RcjlBhWjZztO2sOz	60
Mod-04 Lec-07 The Consumer Decision Making Process	https://youtu.be/38CXcE_Q1Ug?si=yXLNQjlanLq7CCnx	58
Mod-10 Lec-27 Consumer Attitudes	https://youtu.be/RZECeTgQzQU?si=PaPBch8mI6QAPGp6	50
Mod-10 Lec-28 Consumer Attitudes (Contd.)	https://youtu.be/WOqR9Lbc2_w?si=pnjGQsChn1x8z4Mj	55
Mod-10 Lec-29 Consumer Attitudes (Contd.)	https://youtu.be/Gwb0qRDzpcC?si=S7j6bFl1En6QsnIT	50
Mod-11 Lec-30 Consumer Communication	https://youtu.be/QIjgZCcBOKNE?si=pMFzPbxDfwACrnEA	63
Mod-11 Lec-31 Consumer Communication (Contd.)	https://youtu.be/Ze-aSqFfixY?si=j-xjnnRliOjEgBA2	60
Mod-12 Lec-32 Consumer Groups and Reference Groups	https://youtu.be/erjfwCUBGlg?si=btV6VCCj9JkDuij3	59
Attitude Formation - I	https://youtu.be/ZYNIHeVFY0c?si=my59_fgFYidbM85U	30
Attitude Formation - II	https://youtu.be/M2ob_KFPi9o?si=mVvrWvjQE1eixV7v	20
		950

MBA Sem 2: Business analytics using R

Topic	Link	Duration
Lecture 01 : Fundamentals of R	https://youtu.be/JEBD-Npl0kk?si=pUQ1yfVz-Ec760ee	64



Lecture 02 : Data cleaning	https://youtu.be/E7ZZunJ5HBs?si=e9KdQr7bD3GARgvR	50
Lecture 03 : Data Visualization- Part 1	https://youtu.be/m7F9u_66Jzg?si=Al2D8XNZdOnqsvM-	38
Lecture 04 : Data Visualization- Part 2	https://youtu.be/GYcoal1qOOo?si=x3-D2u0O0!0csb5T7	35
Lecture 10 : Descriptive Analytics: Measures of Central Tendency	https://youtu.be/jnuYqmeYiWY?si=tG2miCQF9KoesG7h	31
Lecture 11 : Descriptive Analytics: Measures of Variability and Shape	https://youtu.be/xSLUUG-K6dI?si=vlLq-XPdH3f9K659	30
Lecture 12 : Statistical Inference: Sampling	https://youtu.be/o-SifEG5mAI?si=WVq4JNT1MLNITSyJ	11
Lecture 13 : Statistical Inference: Central Limit Theorem and Confidence Intervals	https://youtu.be/DoOwXgVernY?si= mhJAKeiluW28UhO	36
Lecture 14 : Statistical Inference: Hypothesis testing	https://youtu.be/5QDXkn208Gc?si=zvXsjeIbhn2XwxaW	36
Lecture 15 : Introduction to R	https://youtu.be/6WXC44aXNLI4?si=K6VM4VtOiGvTraAa	62
Lecture 16 : Inferential statistics: R Implementation	https://youtu.be/lClv_-Aciho?si=Lbfu6sWg2rff6VJN	50
Lecture 17 : Statistical Inference: Sampling	https://youtu.be/1PsbOGkG59Y?si=0qsxsTyEKqKmMIFX	62
Lecture 18 : Hypothesis Testing: R Implementation	https://youtu.be/qeCqRwUgLAe?si=08jTQZLlIkSkrdP	64
Lecture 19 : Regression Modelling-Part 1	https://youtu.be/S1YspAf_z5O?si=k6IX7TAEhq5e2J8u	47
Lecture 20 : Regression Modelling-Part 2	https://youtu.be/yfTgt46ftgo?si=HRXx5zMp3azywpkv	58
Lecture 21 : Regression Algorithm: Application (Part 1)	https://youtu.be/YDf0_ir4v-g?si=453EGGK5MA4E24Z	45
Lecture 27 : Advanced Data Visualization- Part 1	https://youtu.be/HL_aMgTr61M?si=QzO5PjhRFNMNyxQe	59
Lecture 28 : Advanced Data Visualization- Part 2	https://youtu.be/GdNdmRTbttQ?si=AeWTpc66kerbDa9I	56
		829

MBA Sem 2: Cost and Management Accounting

Topic	Link	Duration
#24 Classification of Costs Foundations of Accounting & Finance	https://youtu.be/PVDbCJR2DPw?si=taii4dk4oteH42aK	35
#25 Preparation of Cost Sheet Part I Foundations of Accounting & Finance	https://youtu.be/0hOB3ajxcwM?si=6ateDscceYlq6QdD0	37
Marginal Costing- I	https://youtu.be/m2Rhc_ZsUXc?si=ZK7F18LWY6f_dUqI	35
Marginal Costing- II	https://youtu.be/_S1KEiSOQuA?si=1OZYXC2U2OnbfZyV	34
Marginal Costing- III	https://youtu.be/cSOv8KT_MzA?si=lmQQM31IOZsib6Pw	37
#29 Activity Based Costing Part I Foundations of Accounting & Finance	https://youtu.be/dbfeDzagBnA?si=nEkM0_qEOV03MF3V	29
#30 Activity Based Costing Part II Foundations of Accounting & Finance	https://youtu.be/bj4cQMjkiAc?si=9PbhBexWNiYjStfx	37
#31 Break-Even Analysis Foundations of Accounting & Finance	https://youtu.be/HdQYtBrjIiw?si=gCQxC0eEgyQEGNjH	30
#32 Decision Making with Cost Accounting Part I Foundations of Accounting & Finance	https://youtu.be/_Sz4y8dCWgk?si=CkafkcB-oM3GmQqn	23
#33 Decision Making with Cost Accounting Part II Foundations of Accounting & Finance	https://youtu.be/vRxhpTV6o5w?si=eTipovkPvX137ZrZ	35
#34 Decision Making with Cost Accounting Part III Foundations of Accounting & Finance	https://youtu.be/75YCPNP78WA?si=16LiBNVxQZxyinMy	37
#35 Decision Making with Cost Accounting Part IV Foundations of Accounting & Finance	https://youtu.be/Dc35sF7u5w4?si=KyIM9Xhcv6_Y0DZfN	36
#36 Decision Making with Cost Accounting Part V Foundations of Accounting & Finance	https://youtu.be/RXyRzVHERM8?si=5BJH7beffmGQ3o4I	34
#37 Introduction to Budgeting Budget Preparation Basics Part I	https://youtu.be/VIOSzwn1LCU?si=Uc-ymYjHziNJ8aPr	35



#38 Introduction to Budgeting Budget Preparation Basics Part II	https://youtu.be/LkP14ty2M-E?si=o8EYhG-BtxJi5vJ0	20
#39 Introduction to Budgeting Budget Preparation Basics Part III	https://youtu.be/v7dN6P33KG4?si=tVRJZqx7d8s4qLrz	29
#40 Flexible Budget & Variance Analysis Foundations of Accounting & Finance	https://youtu.be/UKdQmh5aQ5w?si=jSgtXTRhVIRJGcN7	40
#41 Foundations of Corporate Finance Part I Foundations of Accounting & Finance	https://youtu.be/Av277Tpa9cjk?si=70oJP0VgXyHDX1	24
#42 Foundations of Corporate Finance Part II Foundations of Accounting & Finance	https://youtu.be/tlU7H6PFNs?si=kKcr85Xnu_Btbp0u	18
		590

MBA Sem 2: CSR, SDGs, Business Research

Topic	Link	Duration
What is CSR?	https://youtu.be/cgYnos1Gf6g?si=elua2PWiw_eeF43	21
Why CSR?	https://youtu.be/ObMLN2FaE5c?si=-bcwMa1px6UjNIP	30
Theories of CSR	https://youtu.be/StG-egWMIPE?si=j9cA5ipcxtxpMYZr	28
Theories of CSR (Contd.)	https://youtu.be/ehMcNeOaYAM?si=BiZTgoFNyyqtRj2o	29
Theories of CSR (Contd.)	https://youtu.be/Z1whOEsZzMO?si=ly7y7e8MgqBZiz2	22
Evolution of CSR	https://youtu.be/jkTalpXBfU?si=KtaZjXf91IFyzxi-	20
Evolution of CSR (Contd.)	https://youtu.be/2KScOM4ju4E?si=W1ohvUSGQApUtbSy	18
Who are Stakeholders?	https://youtu.be/FpOseVxzIVQ?si=6TuD8dA-N1BCoLD2	32
The Stakeholder Approach	https://youtu.be/vExcEVR94l?si=491912yVx6ONMr6f	21
Stakeholders and CSR	https://youtu.be/TRHtjPK_Og?si=atnYYmHasUlraJU7	19
Stakeholders Theory Perspectives	https://youtu.be/sqzswewKJ8?si=4WfJS4bRyx15fSiS	29
Stakeholder Theory in Action Completed	https://youtu.be/b2JrrM39Xg?si=luOb5bukQe3GZ5P	32
Stakeholder Identification	https://youtu.be/z9omyGhA26k?si=IMfMryJmRH_YAEI	20
Stakeholder Salience	https://youtu.be/6sSWOWqsOts?si=SUmiO-3DfENK03FV	27
Future of CSR	https://youtu.be/Mcb2qzneCyg?si=oi.svMEycKQJas3QQ	33
#25 Sustainability in Supply Management Part 1 Strategic Sourcing	https://youtu.be/itEcrrjcm-E?si=D-B1eKJwc26h4rjR	36
#26 Sustainability in Supply Management Part 2 Strategic Sourcing	https://youtu.be/hMSa4o87cVE?si=36NzaPoGMAXhFXVn	35
Week 3-Lecture 20 : CSR and Social Sustainability	https://youtu.be/oPLXr4dsDDA?si=AFd_ID1c_GcZwyG1	25
Lecture 58: ESG and SDG	https://youtu.be/eV802pBMh0Y?si=S1Styd5jG5X6pXcG	31
		508

MBA Sem 2: Marketing for Global Markets

Topic	Link	Duration
Lecture 1-Introduction to Marketing Research	https://youtu.be/ABLHV5Ce6TI?si=pwZMzT6I9uuXriis0	31
#8 Global Strategy Strategy & Technology: A Practical Primer	https://youtu.be/OqHvCtF1ESU?si=96QRZTnXPgYrTffn	49
Mod-03 Lec-05 Market Segmentation and Positioning	https://youtu.be/75rah3Yf0no?si=cQ4pMwIKBFO-QZHF	53
Mod-03 Lec-06 Market Segmentation and Positioning (Contd.)	https://youtu.be/bK6xUEuccvs?si=f13G1-XrQPv6Yimu	60



Mod-02 Lec-04 Market Research and Consumer Behaviour (Contd.)	https://youtu.be/VRFotmHcMwo?si=McOj0gJci1TVTjlo	58
Mod-01 Lec-01 Introduction to Global Supply Chain Networks Part- 1	https://youtu.be/oMSnoYxr2gg?si=-MFwmigrq4oCeS_2	57
Mod-01 Lec-02 Introduction to Global Supply Chain Networks Part -2	https://youtu.be/y9NukpnN-ZQ?si=B6uNW6XG3f3eHgY7	55
Mod-08 Lec-34 Risk Management - Country / Political risks III	https://youtu.be/YsqU2gk4Sxl?si=kyci9mvFpbv_N5d4	45
Mod-08 Lec-35 Risk Management - Country / Political risks IV	https://youtu.be/ByfzB_6x8g?si=qeC2Em2jmXWLSiCj9	51
Lecture 14 : B2B Pricing Basics	https://youtu.be/bxTcs1iUGHE?si=QWv_MiFPAo9R7R58	25
Lecture 60: Product & Brand Management- Conclusion	https://youtu.be/fdufDvS21F8?si=kpE66PDREK0ciH6h	37
Political Risk in Infrastructure Part 1	https://youtu.be/33tc3WDrkq0?si=uGR5iKrmvEDnqR6d	39
Risks and Challenges in Infrastructure - Part 1	https://youtu.be/YQUL-rnkW0?E?si=va8glm3llzHWXt5g	20
Risks and Challenges in Infrastructure - Part 2	https://youtu.be/VJgPiemlpTU?si=Z0kbm0mZxo9arhG5	23
Risks and Challenges in Infrastructure - Part 3	https://youtu.be/5fMkHto5T0o?si=IDwA3tr3CleQ_UJg	0
Economic Risk in infrastructure - Part 1	https://youtu.be/Kv-g7xF5p9w?si=lqML3NhxgZRLM8C2	37
		630

MBA Sem 2: Managing Self and People Skills with Human Centered Design Thinking- Career and Leadership Development- II

Topic	Link	Duration
Lec 23: Emotional intelligence: Introduction	https://www.youtube.com/watch?v=xmXp5zu0DnQ&list=PLwdnzIV3ogoWuWRCKtCOB5vKWVn3pKVRG&index=24	71
Lec 24: Skills of EI-Self-awareness	https://www.youtube.com/watch?v=kswmG_Pml0	59
Lec 25: Skills of EI-Self-regulation/Self-management	https://www.youtube.com/watch?v=2ZBjpEKZ3i.w	62
Lecture 26: Skills of EI-Self-Motivation	https://www.youtube.com/watch?v=NRAT5dS3np6	57
Lecture 27: Skills of EI-Empathy	https://www.youtube.com/watch?v=l7670d1235s	69
Lecture 28: Skills of EI-Social intelligence and social skills	https://www.youtube.com/watch?v=bGtK70ZhJn8	57
Lecture 29: Emotional intelligence and workplace	https://www.youtube.com/watch?v=Vqkl2DYbbrn4	49
Lecture 30: Emotional intelligence, health and well-being	https://www.youtube.com/watch?v=B5odSQLnt_w	55
LIVE_What You Need to Know About Goal Setting	https://www.youtube.com/watch?v=MgdN-rA3Ks	61
Lecture 55: JOHARI Window	https://www.youtube.com/watch?v=xxhgv4Mvvg	28
Lec 32: Well-being in the workplace	https://www.youtube.com/watch?v=ZLqdRS_asw0	47
Lecture - 39 Stress Management - I	https://www.youtube.com/watch?v=smNBD8dPiys	58
Lecture - 40 Stress Management - II	https://www.youtube.com/watch?v=znPjd18T9Gn	59
Mod 01 Lec-31 Negotiation and Conflict Management	https://www.youtube.com/watch?v=wYb_Px1awE4	58
Mod 01 Lec-32 Negotiation and Conflict Management (Contd.)	https://www.youtube.com/watch?v=qUGC3ll0Pe0	58
Lec-4 Leadership Behaviour: Emergence, Leadership and Trust	https://www.youtube.com/watch?v=HFdT9KscqX4	46
		894

MBA Sem 2: Media Strategy

Topic	Link	Duration
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Lecture 31 : Advertising & Marketing Mix	https://youtu.be/qe0peJgYU8M?si=lbPu7Z8NGMO6w5Wr	30
Lecture 32 : Advertising & Support Media	https://youtu.be/9jklLLK9Yng?si=x8m9ypxFgQbvXi-p	32
Lecture 33 : Media Planning – Part I	https://youtu.be/9TV9YSGgMLg?si=djGqQH3Bm8EIWt2q	31
Lecture 34 : Media Planning – Part II	https://youtu.be/N2LbTN_VoNs?si=gHfdlBS-3ndc8_XU	32
Advertising and Communication	https://youtu.be/DE1cspDXJpk?si=YtFpi0pe1FD-J_L2	57
Lecture 01 : Introduction to Integrated Marketing Communication (IMC)	https://youtu.be/GyxdlocMSpY?si=b-p9GX1V8vulu9Mf	30
Lecture 02 : Defining Marketing Communication, Marketing, and IMC	https://youtu.be/O7ehYXaJF74?si=E_TpTL5u8gWvu-Zr	31
Mod-04 Lec-07 The Consumer Decision Making Process	https://youtu.be/38CXcE_Q1Ug?si=i0K1yLrscRWHCvVP	58
Mod-04 Lec-08 The Consumer Decision Making Process (Contd.)	https://youtu.be/Wj7AuP2bekl?si=j8Y89QVrnfZHAOKxF	58
Mod-03 Lec-06 Market Segmentation and Positioning (Contd.)	https://youtu.be/bK6xUEucqvs?si=XRJYT1RGEu60js-t	60
Mod-07 Lec-33 Program Profiling	https://youtu.be/VGa68uRijg-Q?si=QPBCAhVylzMyAT6v	54
#15 Crisis Leadership Leadership for India Inc: Practical Concepts & Constructs	https://youtu.be/eVWQqaWunIU?si=1qOEYpNKLON06RUUp	64
		537

MBA Sem 2: Product and Brand Management

Topic	Link	Duration
Lecture 01: Introduction to Product & Brand Management	https://www.youtube.com/watch?v=0dX0g5XFm3g&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=2	31
Lecture 02 : Defining Product	https://www.youtube.com/watch?v=KqXOF3kttI&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=3	32
Lecture 07: Product Management & Concepts Associated with Product	https://www.youtube.com/watch?v=qorRhovej_o&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=8	31
Lecture 13: Product Life cycle -1	https://www.youtube.com/watch?v=wiWTCpm-vF4&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=14	31
Lecture 14: Product Life Cycle - 2	https://www.youtube.com/watch?v=mg8KZ0Vs6ml&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=15	33
Lecture 15: Product Life Cycle - 3	https://www.youtube.com/watch?v=bDZKsPYTzZo&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=16	31
Lecture - 27 Product Mix Decisions	https://www.youtube.com/watch?v=snZkvdUoE8	54
Lecture 36: Brand Management	https://www.youtube.com/watch?v=MFshWmDd5IQ&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=37	31
Lecture 37: Defining Brand	https://www.youtube.com/watch?v=rdK0gn2QaSs&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=38	32
Lecture 38: Strategic Brand Management Process	https://www.youtube.com/watch?v=b2vdm0OMcz0&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=39	32
Lecture 39: Brand Proposition	https://www.youtube.com/watch?v=zgLEwiAE6fE&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=40	33
Lecture 40: Customer-based Brand Equity -1	https://www.youtube.com/watch?v=kyzKHM7kH7o&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=41	31
Lecture 41: Customer-based Brand Equity 2	https://www.youtube.com/watch?v=EqzDNNY6Tu4&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=42	31
Lecture 42: Brand Positioning	https://www.youtube.com/watch?v=iyE5v9MZisw&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=43	35
Lecture 43: Brand Resonance Model	https://www.youtube.com/watch?v=X2qXwPsnN4&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=44	34
Lecture 44: Brand Value Chain -1	https://www.youtube.com/watch?v=WpGKYTu5Z9E&list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=45	31



Lecture 45: Brand Value Chain- 2	https://www.youtube.com/watch?v=WKN8WxaDj1E&list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=46	31
Lecture 46: Brand Equity Elements - 1	https://www.youtube.com/watch?v=2uCmpAcIN14&list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=47	32
Lecture 47: Brand Equity Elements- 2	https://www.youtube.com/watch?v=743_15QeYhc&list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=48	33
Lecture 50: Brand Audit and Research	https://www.youtube.com/watch?v=gFYnuN4w4w&list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=51	33
Lecture 52: Brand Portfolio And Brand Hierarchies	https://www.youtube.com/watch?v=nWfFe9v8_eY&list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=53	34
Lecture 55: Brand Extension	https://www.youtube.com/watch?v=bFVUMABXIkY&list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=56	33
Lecture 56: Brand Experience & Brand Loyalty	https://www.youtube.com/watch?v=ZgxFvC8PKA0&list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=57	32
Lecture 60: Product & Brand Management- Conclusion	https://www.youtube.com/watch?v=fdudvS21F8&list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&index=61	33
		794

MBA Sem 2: Introduction to Power BI

Topic	Link	Duration
Tutorial: Excel	https://www.youtube.com/watch?v=uisSkBOGIUM	17
Control Charts by Excel	https://www.youtube.com/watch?v=N9wVqKIEvOk	55
		72

MBA Sem 2: Retail & E-commerce Strategy

Topic	Link	Duration
Retail Marketing Strategy	https://www.youtube.com/watch?v=6G2Z-kG7gWc&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e	13
Lecture 1 - Understanding Retailing from a Strategic Standpoint	https://www.youtube.com/watch?v=NEqCp_R87tY&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e&index=2	35
Lecture 2 - Why is Retailing so Important: Strategic Perspectives	https://www.youtube.com/watch?v=bAoeD8trLnE&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e&index=3	17
Lecture 3 - Strategic Standpoint and Evolution of Retailing	https://www.youtube.com/watch?v=lLyWAq1WRIE&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e&index=4	39
Lecture 4 - Evolution of Retailing	https://www.youtube.com/watch?v=CWRQtbEuBSw&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e&index=5	34
Lecture 8 - Retailers' Role in Supply Chain and Retail Management Decision Process	https://www.youtube.com/watch?v=EBRoMz0uvUI&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e&index=9	25
Lecture 9 - Retail Management Decision Process (Continued) and Kahn's Retailing Success Matrix	https://www.youtube.com/watch?v=On-u-R35hSg&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e&index=10	36
Lecture 10 - Retail Management Decision Process and Kahn's Retailing Success Matrix	https://www.youtube.com/watch?v=Jk-cW9Z9unE&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e&index=11	31
Lecture 11 - Retail Management Decision Process, Kahn's Retailing Success Matrix and Success Factors	https://www.youtube.com/watch?v=X0DA_Xj9z_Q&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e&index=12	26
Lecture 15 : Consumer Decision Making Processes (Continued)	https://www.youtube.com/watch?v=CUEXqeFSG&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e&index=16	26
Lecture 16 : Consumer Decision Making Processes (Continued)	https://www.youtube.com/watch?v=RdAfJUGxvyw&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd5e&index=17	34



Lecture 17 : Consumer Decision Making Processes (Continued) and Consumer Motives	https://www.youtube.com/watch?v=oGcGy4mbTk&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd6e&index=18	34
Lecture 21 - Introduction to Multi and Omni-Channel Retail	https://www.youtube.com/watch?v=exy42Qo3BI8&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd6e&index=22	37
Lecture 23 - Introduction to Multi and Omni-Channel Retail (Continued)	https://www.youtube.com/watch?v=GKGlb_Gr-tQ&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd6e&index=23	17
Lecture 22 - Introduction to Multi and Omni-Channel Retail (Continued)	https://www.youtube.com/watch?v=zO3QZhk-6W4&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd6e&index=24	21
Lecture 31: Location Decisions	https://www.youtube.com/watch?v=udTIAUvtWfQ&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd6e&index=32	27
Lecture 32: Location Decisions	https://www.youtube.com/watch?v=iV9ncF-7lCQ&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd6e&index=33	28
Lecture 34: Merchandise Management and Planning	https://www.youtube.com/watch?v=eVE4tWtmi2c&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd6e&index=38	33
Lecture 35: Merchandise Management and Planning (continued)	https://www.youtube.com/watch?v=W6t3pxXg_vg&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd6e&index=39	30
Lecture 41: Virtual Reality, Augmented Reality and Artificial Intelligence in Retailing	https://www.youtube.com/watch?v=HoxTWFFr4-s&list=PLly_2iUCG87AiyIGO1sAFD26k36VlWd6e&index=42	43
Lecture - 35 Electronic Commerce	https://www.youtube.com/watch?v=xKJjyn8DaAw&t=1162s	60
Lecture 25 : B2B E-Commerce	https://www.youtube.com/watch?v=kiQxvV4FLUU	27
		673

MBA Sem 2: Securities Analysis & Portfolio Management

Topic	Link	Duration
Mod-01 Lec-01 Introduction to Investment Management	https://www.youtube.com/watch?v=ope5Y3Mrsaw&list=PLEC357A2BC142F57E	59
Mod-01 Lec-02 Markets for Investment	https://www.youtube.com/watch?v=bp76hNElJAs&list=PLEC357A2BC142F57E&index=2	57
Lecture 02: Introduction (Debt & Equity)	https://www.youtube.com/watch?v=073r1d_4VeU&list=PLHRLZtgrF2jkd7x_22KpNoqTruErOSQV0&index=3	31
Mod-01 Lec-05 Organization and Function of Equity and Debt Markets	https://www.youtube.com/watch?v=WOozUINRd5M&list=PLEC357A2BC142F57E&index=5	58
Mod-01 Lec-06 Mutual Funds	https://www.youtube.com/watch?v=lzzxjks9AO8&list=PLEC357A2BC142F57E&index=6	57
Mod-01 Lec-21 Introduction to Portfolio Management	https://www.youtube.com/watch?v=Fv63XWOIERM&list=PLEC357A2BC142F57E&index=21	55
Mod-01 Lec-22 Introduction to Portfolio Management (Contd.)	https://www.youtube.com/watch?v=TSMn8kYyG50&list=PLEC357A2BC142F57E&index=22	55
Lecture 05: Financial Risk	https://www.youtube.com/watch?v=RzQ8PqdiMw&list=PLHRLZtgrF2jkd7x_22KpNoqTruErOSQV0&index=6	37
Systematic & Unsystematic Risk	https://www.youtube.com/watch?v=kyLk0hSwjX4	37
Mod-01 Lec-03 Risk and Return	https://www.youtube.com/watch?v=fGrSRfRiIS4&list=PLEC357A2BC142F57E&index=3	57
Mod-01 Lec-04 Risk and Return (Contd.)	https://www.youtube.com/watch?v=H9hvDKLj_nQ&list=PLEC357A2BC142F57E&index=4	58
Lecture 21: Portfolio Return and Risk	https://www.youtube.com/watch?v=IV8Yw4ge4	30
Lecture 22: Portfolio Return and Risk (Contd.)	https://www.youtube.com/watch?v=B5HEXO6MzLj	30
Mod-01 Lec-39 Portfolio Performance Evaluation - I	https://www.youtube.com/watch?v=pJOel-wRSzE&list=PLEC357A2BC142F57E&index=39	55
Mod-01 Lec-40 Portfolio Performance Evaluation - II	https://www.youtube.com/watch?v=YAagtB9hu8Y&list=PLEC357A2BC142F57E&index=40	57
Lecture 51: Capital Asset Pricing Model I	https://www.youtube.com/watch?v=OiUB9Qcf5BA	39



Lecture 52: Capital Asset Pricing Model II	https://www.youtube.com/watch?v=9rOPktaVZOE	36
Mod-01 Lec-26 Multifactor Pricing Model	https://www.youtube.com/watch?v=Pjt5al64UI4	57
Mod-01 Lec-25 Arbitrage Pricing Theory	https://www.youtube.com/watch?v=MZutAaDgpxA&t=2012s	54
Mod-01 Lec-27 Markowitz Optimal Portfolio Selection Model	https://www.youtube.com/watch?v=ptXRZpyqyaA&list=PLEC357A2BC142F57c&index=27	54
		963

MBA Sem 2: Taxation in Business Decision-Making

Topic	Link	Duration
Concept of GST and difference between Direct tax & indirect tax - part 1	https://www.youtube.com/watch?v=W_WKEDRah_E	35
Concept of GST and difference between Direct tax & indirect tax - part 2	https://www.youtube.com/watch?v=3Kk0zGSneaA	32
Concept of GST and difference between Direct tax & indirect tax - part 3	https://www.youtube.com/watch?v=4cl71KIGaNU&t=1s	32
Concept of GST and difference between Direct tax & indirect tax - part 4	https://www.youtube.com/watch?v=jbtwizRYhsA&t=2s	26
Lecture 26: Taxes and Financial Planning	https://www.youtube.com/watch?v=NiQCDDxRSrY	30
Lecture 27: Taxes and Financial Planning (Contd.)	https://www.youtube.com/watch?v=cx89mrtkGG4	20
Registration - part 1	https://www.youtube.com/watch?v=ULT_yu3iVs8&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=5	29
Registration - part 2	https://www.youtube.com/watch?v=yE_oYMiR2Is&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=4	30
Registration - part 3	https://www.youtube.com/watch?v=B2AE3Mu1Wxw&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=3	19
Registration - part 4	https://www.youtube.com/watch?v=Atuuwcf6FGE&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=2	20
Lecture-28 Effect of Taxation	https://www.youtube.com/watch?v=LV_j1hW1AY4	25
Lec-17 Wage and Salary Administration	https://www.youtube.com/watch?v=EthjBz6NWE0	59
Value of Supply - part 1	https://www.youtube.com/watch?v=LUVTyknxjds&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=13	23
Value of Supply - part 2	https://www.youtube.com/watch?v=pd1Y_2EkZ-g&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=12	30
Value of Supply - part 3	https://www.youtube.com/watch?v=UDHBLvoOtG0&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=14	29
Value of Supply - part 4	https://www.youtube.com/watch?v=GkQI2rcnFiw&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=18	33
Value of Supply - part 5	https://www.youtube.com/watch?v=pg26aP4QA5w&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=17	31
Input tax Credit_1 - part 1	https://www.youtube.com/watch?v=YslpXOgFR6Q&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=22	37
Input tax Credit_1 - part 2	https://www.youtube.com/watch?v=tpMtnLo4FnM&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=21	37
Input tax Credit_1 - part 3	https://www.youtube.com/watch?v=V5BP-qFLT18&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=20	27
Input tax Credit_1 - part 4	https://www.youtube.com/watch?v=foPenfhIfy&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=19	23
input tax Credit_1 - part 5	https://www.youtube.com/watch?v=g51XSsHiqwU&list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&index=23	33
		660