

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
<b>Total</b>		<b>19</b>	<b>95</b>	<b>102.77</b>	<b>108.18</b>	<b>1.69</b>	<b>101.4</b>	<b>3553</b>
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
<b>Total</b>		<b>25</b>	<b>315</b>	<b>370.27</b>		<b>1.24</b>	<b>74.4</b>	<b>1200</b>

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
<b>Total</b>		<b>126</b>	<b>820</b>	<b>956.42</b>		<b>5.16</b>	<b>309.6</b>	<b>2080</b>
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
<b>Total</b>		<b>21</b>	<b>105</b>	<b>96.15</b>		<b>11.41</b>	<b>684.6</b>	<b>1845</b>
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
<b>Total</b>		<b>51</b>	<b>255</b>	<b>289.98</b>		<b>3.74</b>	<b>224.4</b>	<b>2551</b>
		<b>No of Credits</b>	<b>Hrs Required</b>	<b>Actual Hrs</b>	<b>Faculty Recording %</b>	<b>(-) Deviation in Hours</b>	<b>Required OER Minutes</b>	<b>OER Updated for these subjects</b>
<b>Total</b>			<b>1590</b>	<b>1815.59</b>	<b>98.54</b>	<b>23.24</b>	<b>1394.4</b>	<b>11229</b>

\*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	<a href="https://www.youtube.com/watch?v=uTfD6H30HU&amp;list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn">https://www.youtube.com/watch?v=uTfD6H30HU&amp;list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn</a>	75
Core Concepts in Marketing	<a href="https://www.youtube.com/watch?v=k2Nvtuls8s&amp;list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=2">https://www.youtube.com/watch?v=k2Nvtuls8s&amp;list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=2</a>	20
Evolution of Marketing	<a href="https://www.youtube.com/watch?v=E8HbqnrXok&amp;list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=5">https://www.youtube.com/watch?v=E8HbqnrXok&amp;list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=5</a>	27
Market Environment	<a href="https://www.youtube.com/watch?v=4vuotf4jPXg&amp;t=14s">https://www.youtube.com/watch?v=4vuotf4jPXg&amp;t=14s</a>	10
Market Environment: Comparison Table	<a href="https://www.youtube.com/watch?v=3JW7Qaj-EQ">https://www.youtube.com/watch?v=3JW7Qaj-EQ</a>	9
PFSTEL Framework	<a href="https://www.youtube.com/watch?v=UQpC4d89mqE&amp;list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=10">https://www.youtube.com/watch?v=UQpC4d89mqE&amp;list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=10</a>	23
Competitive Analysis	<a href="https://www.youtube.com/watch?v=uZQHoQK4KFI&amp;list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=11">https://www.youtube.com/watch?v=uZQHoQK4KFI&amp;list=PLPjSqlTyyDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=11</a>	25
Defining Product	<a href="https://www.youtube.com/watch?v=KxOf3kttTi&amp;list=PLLy_2iUCG87BRuLgSpHX_Xr3uNtULKBC&amp;index=3">https://www.youtube.com/watch?v=KxOf3kttTi&amp;list=PLLy_2iUCG87BRuLgSpHX_Xr3uNtULKBC&amp;index=3</a>	37
Product	<a href="https://www.youtube.com/watch?v=KxOf3kttTi&amp;t=304s">https://www.youtube.com/watch?v=KxOf3kttTi&amp;t=304s</a>	37
Product Life cycle -1	<a href="https://www.youtube.com/watch?v=wiWTCpm-vF4&amp;list=PLLy_2iUCG87BRuLgSpHX_Xr3uNtULKBC&amp;index=14">https://www.youtube.com/watch?v=wiWTCpm-vF4&amp;list=PLLy_2iUCG87BRuLgSpHX_Xr3uNtULKBC&amp;index=14</a>	31
Product Life Cycle - 2	<a href="https://www.youtube.com/watch?v=mg8KZ0Vs6ml&amp;list=PLLy_2iUCG87BRuLgSpHX_Xr3uNtULKBC&amp;index=15">https://www.youtube.com/watch?v=mg8KZ0Vs6ml&amp;list=PLLy_2iUCG87BRuLgSpHX_Xr3uNtULKBC&amp;index=15</a>	33
BCG Matrix, Strategic Marketing	<a href="https://www.youtube.com/watch?v=8dREFnLs">https://www.youtube.com/watch?v=8dREFnLs</a>	43
Pricing Strategies	<a href="https://www.youtube.com/watch?v=9aBmtle5Fc">https://www.youtube.com/watch?v=9aBmtle5Fc</a>	36
Product Pricing	<a href="https://www.youtube.com/watch?v=desrfgFEixs">https://www.youtube.com/watch?v=desrfgFEixs</a>	51
Distribution Channel Management: Distribution Channels:	<a href="https://www.youtube.com/watch?v=Sh9V7vwnvk">https://www.youtube.com/watch?v=Sh9V7vwnvk</a>	37
Marketing Functions: Channels of Distribution	<a href="https://www.youtube.com/watch?v=FnZOxS0B_hU">https://www.youtube.com/watch?v=FnZOxS0B_hU</a>	57
Digital Marketing	<a href="https://www.youtube.com/watch?v=Gl6mJFvlgj">https://www.youtube.com/watch?v=Gl6mJFvlgj</a>	76
Positioning	<a href="https://www.youtube.com/watch?v=ofH-aAesjG4">https://www.youtube.com/watch?v=ofH-aAesjG4</a>	26
Segmentation Targeting and Positioning	<a href="https://www.youtube.com/watch?v=fYSvrZD4G38">https://www.youtube.com/watch?v=fYSvrZD4G38</a>	34
Segmentation Targeting and Positioning	<a href="https://www.youtube.com/watch?v=fDM5Q_NaWdg">https://www.youtube.com/watch?v=fDM5Q_NaWdg</a>	29
Introduction to the Study of Consumer Behaviour	<a href="https://www.youtube.com/watch?v=jSrc-EWYIJQ">https://www.youtube.com/watch?v=jSrc-EWYIJQ</a>	57
Lec 02 Introduction to the Study of Consumer Behaviour	<a href="https://www.youtube.com/watch?v=G5E08DbqH94">https://www.youtube.com/watch?v=G5E08DbqH94</a>	59
Lec 01 The Consumer Decision Making Process	<a href="https://www.youtube.com/watch?v=38CXcF_Q1Ug">https://www.youtube.com/watch?v=38CXcF_Q1Ug</a>	57
Lec 02 The Consumer Decision Making Process	<a href="https://www.youtube.com/watch?v=Wj7AuP2bekl">https://www.youtube.com/watch?v=Wj7AuP2bekl</a>	57
Introduction and Motivation - I	<a href="https://www.youtube.com/watch?v=nWxNFkqGlsM">https://www.youtube.com/watch?v=nWxNFkqGlsM</a>	30
Personality: Definition, concepts and overview	<a href="https://www.youtube.com/watch?v=grE19zMEaTA">https://www.youtube.com/watch?v=grE19zMEaTA</a>	62
Personality, Self Concept and Self Image	<a href="https://www.youtube.com/watch?v=9P3mnyyYUnw&amp;t=1190s">https://www.youtube.com/watch?v=9P3mnyyYUnw&amp;t=1190s</a>	56
Information processing and perception	<a href="https://www.youtube.com/watch?v=MeDjaITdX20">https://www.youtube.com/watch?v=MeDjaITdX20</a>	47

Consumer Learning	<a href="https://www.youtube.com/watch?v=w8f34-DZIm8">https://www.youtube.com/watch?v=w8f34-DZIm8</a>	61
Attitudes	<a href="https://www.youtube.com/watch?v=5dresZBMrnE">https://www.youtube.com/watch?v=5dresZBMrnE</a>	57
Attitude Formation & Attitude Change	<a href="https://www.youtube.com/watch?v=nJiz-7KMU84">https://www.youtube.com/watch?v=nJiz-7KMU84</a>	30
Social Responsibility and Ethics - II	<a href="https://www.youtube.com/watch?v=Xy2xtQU_dPI">https://www.youtube.com/watch?v=Xy2xtQU_dPI</a>	55
Values, Ethics and Corporate Social Responsibilities	<a href="https://www.youtube.com/watch?v=8dLqGLKr3t8">https://www.youtube.com/watch?v=8dLqGLKr3t8</a>	58
Corporate Social Responsibility (CSR)	<a href="https://www.youtube.com/watch?v=VM_EORRUE9I&amp;list=PLPjSqtYvDeUv5KikAmcOhLbNdg1z4q6v">https://www.youtube.com/watch?v=VM_EORRUE9I&amp;list=PLPjSqtYvDeUv5KikAmcOhLbNdg1z4q6v</a>	8
Introduction to the Study of Consumer Behaviour	<a href="https://www.youtube.com/watch?v=jSrC-EWYIJQ&amp;t=12s">https://www.youtube.com/watch?v=jSrC-EWYIJQ&amp;t=12s</a>	57
Culture, Sub-Culture and Cross-Culture	<a href="https://www.youtube.com/watch?v=mJ8LhOJdQng">https://www.youtube.com/watch?v=mJ8LhOJdQng</a>	60
Introduction to Blockchain	<a href="https://www.youtube.com/watch?v=mzPoUjQC4WU">https://www.youtube.com/watch?v=mzPoUjQC4WU</a>	27
Models of Consumers and Models of Consumer Behaviour	<a href="https://www.youtube.com/watch?v=6MqMt5D0Jlg">https://www.youtube.com/watch?v=6MqMt5D0Jlg</a>	56
		<b>1495</b>

### BBA Sem 1: Indian Behavioural Psychology

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

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

#### BBA Sem 1: AI Tools and Excel for Decision

Topic	Link	Duration
INTRODUCTION TO BUSINESS INTELLIGENCE AND ANALYTICS	<a href="https://www.youtube.com/watch?v=f1if5sqCS4U&amp;list=PLyqSpQzTE6M_68YmFFmjAAvI_Mne3xq9jf&amp;index=2">https://www.youtube.com/watch?v=f1if5sqCS4U&amp;list=PLyqSpQzTE6M_68YmFFmjAAvI_Mne3xq9jf&amp;index=2</a>	38
Data Analysis and Decision Making - I	<a href="https://www.youtube.com/watch?v=Jr6QG-64Xnw&amp;list=PLFW6lRTa1g82o3I_16ZgwD-1gpanZenQx">https://www.youtube.com/watch?v=Jr6QG-64Xnw&amp;list=PLFW6lRTa1g82o3I_16ZgwD-1gpanZenQx</a>	7
Types of Learning Analytics -II	<a href="https://www.youtube.com/watch?v=xDTGVWYmHbl">https://www.youtube.com/watch?v=xDTGVWYmHbl</a>	6
Tutorial: Excel	<a href="https://www.youtube.com/watch?v=uisSkBOGIUM">https://www.youtube.com/watch?v=uisSkBOGIUM</a>	17
String operations and methods	<a href="https://www.youtube.com/watch?v=XE_ZkOFTI_g">https://www.youtube.com/watch?v=XE_ZkOFTI_g</a>	7
Data Visualization Excel - 1	<a href="https://www.youtube.com/watch?v=4sVWVb-mR7s">https://www.youtube.com/watch?v=4sVWVb-mR7s</a>	29
Data Visualization Excel - 2	<a href="https://www.youtube.com/watch?v=M1fA1HSt3Zs">https://www.youtube.com/watch?v=M1fA1HSt3Zs</a>	24
Control Charts by Excel	<a href="https://www.youtube.com/watch?v=N9wVqKIEv0k">https://www.youtube.com/watch?v=N9wVqKIEv0k</a>	54
Introduction to AI Tools	<a href="https://www.youtube.com/watch?v=hVwh9MAku_E">https://www.youtube.com/watch?v=hVwh9MAku_E</a>	47
		<b>229</b>

**BBA Sem 1: Deep tech**

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

**BBA Sem 1: Entrepreneurship Fundamentals**

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

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**BBA Sem 1: Basics of Finance**

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

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### BBA Sem 1: Principles of Management

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

### BBA Sem 2

#### BBA Sem 2: Digital Marketing

Topic	Link	Duration
Lecture 01 : Emergence of Internet & Social Media	<a href="https://www.youtube.com/watch?v=CSbEDrq_eTo&amp;list=PLw7s9XqlzCGR5fjOAJqt3lQCcZb6WQ1_K">https://www.youtube.com/watch?v=CSbEDrq_eTo&amp;list=PLw7s9XqlzCGR5fjOAJqt3lQCcZb6WQ1_K</a>	26
Lecture 02 : Emergence of Digital Transformation	<a href="https://www.youtube.com/watch?v=a2k898uf3Gw&amp;list=PLw7s9XqlzCGR5fjOAJqt3lQCcZb6WQ1_K&amp;index=2">https://www.youtube.com/watch?v=a2k898uf3Gw&amp;list=PLw7s9XqlzCGR5fjOAJqt3lQCcZb6WQ1_K&amp;index=2</a>	29
Lecture 03 : Introduction to Digital Marketing	<a href="https://www.youtube.com/watch?v=MRkUEc9w3m8&amp;list=PLw7s9XqlzCGR5fjOAJqt3lQCcZb6WQ1_K&amp;index=3">https://www.youtube.com/watch?v=MRkUEc9w3m8&amp;list=PLw7s9XqlzCGR5fjOAJqt3lQCcZb6WQ1_K&amp;index=3</a>	28
Lecture 04 : Online Marketplaces	<a href="https://www.youtube.com/watch?v=irGJOWivqg0&amp;list=PLw7s9XqlzCGR5fjOAJqt3lQCcZb6WQ1_K&amp;index=4">https://www.youtube.com/watch?v=irGJOWivqg0&amp;list=PLw7s9XqlzCGR5fjOAJqt3lQCcZb6WQ1_K&amp;index=4</a>	31

Lecture 05 : Digital Marketing Communications	<a href="https://www.youtube.com/watch?v=i1R9sRQZljk&amp;list=PLw7s9XqIzCGR5fjOAJqt3lQCcZb6WQ1_K&amp;index=5">https://www.youtube.com/watch?v=i1R9sRQZljk&amp;list=PLw7s9XqIzCGR5fjOAJqt3lQCcZb6WQ1_K&amp;index=5</a>	32
Lecture 06 : Consumer Journeys	<a href="https://www.youtube.com/watch?v=tCE_Svl4g8&amp;list=PLw7s9XqIzCGR5fjOAJqt3lQCcZb6WQ1_K&amp;index=6">https://www.youtube.com/watch?v=tCE_Svl4g8&amp;list=PLw7s9XqIzCGR5fjOAJqt3lQCcZb6WQ1_K&amp;index=6</a>	28
Lecture 52 : Search Engine Optimization (SEO)	<a href="https://www.youtube.com/watch?v=RjyC6MY4kjc">https://www.youtube.com/watch?v=RjyC6MY4kjc</a>	31
Lecture -38 Search Engine And Web Crawler - Part-I	<a href="https://www.youtube.com/watch?v=JjyWdIY1Ojk">https://www.youtube.com/watch?v=JjyWdIY1Ojk</a>	60
Lecture -39 Search Engine And Web Crawlers: Part-II	<a href="https://www.youtube.com/watch?v=8NcBcsldPSA">https://www.youtube.com/watch?v=8NcBcsldPSA</a>	58
Lec 01- Introduction to Business to Business Marketing	<a href="https://www.youtube.com/watch?v=d8d8c5RP-jY&amp;list=PLly_2iUCG87C3qniP4kidTHN2HW03sfOc&amp;index=2">https://www.youtube.com/watch?v=d8d8c5RP-jY&amp;list=PLly_2iUCG87C3qniP4kidTHN2HW03sfOc&amp;index=2</a>	26
Lec 03 - B2B vs B2C Marketing 1	<a href="https://www.youtube.com/watch?v=-kfCeRpmftQ&amp;list=PLly_2iUCG87C3qniP4kidTHN2HW03sfOc&amp;index=4">https://www.youtube.com/watch?v=-kfCeRpmftQ&amp;list=PLly_2iUCG87C3qniP4kidTHN2HW03sfOc&amp;index=4</a>	30
Lec 04 - B2B vs B2C Marketing 2	<a href="https://www.youtube.com/watch?v=N3NK-MUTu48&amp;list=PLly_2iUCG87C3qniP4kidTHN2HW03sfOc&amp;index=5">https://www.youtube.com/watch?v=N3NK-MUTu48&amp;list=PLly_2iUCG87C3qniP4kidTHN2HW03sfOc&amp;index=5</a>	29
Lecture 13 : Industry 4.0: Augmented Reality and Virtual Reality	<a href="https://www.youtube.com/watch?v=zLMgdYI82IE">https://www.youtube.com/watch?v=zLMgdYI82IE</a>	32
Lecture 14 : Industry 4.0: Artificial Intelligence	<a href="https://www.youtube.com/watch?v=zsE9EH0oJsk">https://www.youtube.com/watch?v=zsE9EH0oJsk</a>	33
		<b>473</b>

### BBA Sem 2: Future Forward with AI

Topic	Link	Duration
An Introduction to Artificial Intelligence   Prof. Mausam	<a href="https://www.youtube.com/watch?v=GHpchgLoDvi&amp;list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz">https://www.youtube.com/watch?v=GHpchgLoDvi&amp;list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz</a>	5
Lec 01: Introduction to AI	<a href="https://www.youtube.com/watch?v=pKeVMlkFpRc">https://www.youtube.com/watch?v=pKeVMlkFpRc</a>	35
Introduction to AI	<a href="https://www.youtube.com/watch?v=iF1tOCEXLXY">https://www.youtube.com/watch?v=iF1tOCEXLXY</a>	52
Artificial Intelligence: Introduction	<a href="https://www.youtube.com/watch?v=XCPZBD9lbVo">https://www.youtube.com/watch?v=XCPZBD9lbVo</a>	56
Introduction: What to Expect from AI	<a href="https://www.youtube.com/watch?v=K9gH7h8Adpo&amp;list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz&amp;index=2">https://www.youtube.com/watch?v=K9gH7h8Adpo&amp;list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz&amp;index=2</a>	14
Introduction: History of AI from 40s - 90s	<a href="https://www.youtube.com/watch?v=HF_ncSeCMmA&amp;list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz&amp;index=3">https://www.youtube.com/watch?v=HF_ncSeCMmA&amp;list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz&amp;index=3</a>	28
Introduction: History of AI in the 90s	<a href="https://www.youtube.com/watch?v=P74Sa1GvPd4&amp;list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz&amp;index=4">https://www.youtube.com/watch?v=P74Sa1GvPd4&amp;list=PLp6ek2hDcoNB_YjCruBFjhF79f5ZHyBuz&amp;index=4</a>	14
Lecture 14 : Industry 4.0: Artificial Intelligence	<a href="https://www.youtube.com/watch?v=zsE9EH0oJsk">https://www.youtube.com/watch?v=zsE9EH0oJsk</a>	33
Lecture 45 : Automatic Prompt Engineering	<a href="https://www.youtube.com/watch?v=k7VNpQ0MLcw">https://www.youtube.com/watch?v=k7VNpQ0MLcw</a>	32
Lecture 41 : Prompting-I	<a href="https://www.youtube.com/watch?v=IY2N2NgH7u0">https://www.youtube.com/watch?v=IY2N2NgH7u0</a>	27
Introduction to Large Language Models (LLMs)	<a href="https://www.youtube.com/watch?v=-DGMjrOiyO8&amp;list=PLp6ek2hDcoNDRINFiWGDIPKUwW-g1Hjk">https://www.youtube.com/watch?v=-DGMjrOiyO8&amp;list=PLp6ek2hDcoNDRINFiWGDIPKUwW-g1Hjk</a>	7
Programming with Generative AI (introduction video)	<a href="https://www.youtube.com/watch?v=Dt4pO_R3u10">https://www.youtube.com/watch?v=Dt4pO_R3u10</a>	16
Lecture 3.2.2 Text Generation	<a href="https://www.youtube.com/watch?v=kkrtwAzAsfU">https://www.youtube.com/watch?v=kkrtwAzAsfU</a>	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	<a href="https://www.youtube.com/watch?v=2RAqHMpl-3E&amp;list=PLgMDNELGj1CZSGn478v1uKbXJzKWZ7zs&amp;index=3">https://www.youtube.com/watch?v=2RAqHMpl-3E&amp;list=PLgMDNELGj1CZSGn478v1uKbXJzKWZ7zs&amp;index=3</a>	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
		<b>727</b>

**BBA Sem 2: Business Communication**

Topic	Link	Duration
Mod-01 Lec-01 Introduction	<a href="https://www.youtube.com/watch?v=cQruENyLNYI">https://www.youtube.com/watch?v=cQruENyLNYI</a>	60
Mod-02 Lec-01 Barriers to Communication Lecture-01	<a href="https://www.youtube.com/watch?v=CQ6D_bxZyxg">https://www.youtube.com/watch?v=CQ6D_bxZyxg</a>	58
Mod-02 Lec-02 Barriers to Communication Lecture-02	<a href="https://www.youtube.com/watch?v=Sg7Q_dC_fWU">https://www.youtube.com/watch?v=Sg7Q_dC_fWU</a>	59
Mod-02 Lec-03 Barriers to Communication Lecture-03	<a href="https://www.youtube.com/watch?v=Q6mJH4oskY">https://www.youtube.com/watch?v=Q6mJH4oskY</a>	53
Lecture 04 : Verbal Communication - Introduction	<a href="https://www.youtube.com/watch?v=iGGWHmQG8dl">https://www.youtube.com/watch?v=iGGWHmQG8dl</a>	31
Lecture 05 : Verbal Communication (Contd.)	<a href="https://www.youtube.com/watch?v=9mwUkugJcmk">https://www.youtube.com/watch?v=9mwUkugJcmk</a>	37
Mod-03 Lec-01 Non-Verbal Communication Lecture-01	<a href="https://www.youtube.com/watch?v=p1-etCIsXdk">https://www.youtube.com/watch?v=p1-etCIsXdk</a>	59
Mod-03 Lec-02 Non-Verbal Communication Lecture-02	<a href="https://www.youtube.com/watch?v=Ggli7EkEc-M">https://www.youtube.com/watch?v=Ggli7EkEc-M</a>	59
Mod-03 Lec-03 Non-Verbal Communication Lecture-03	<a href="https://www.youtube.com/watch?v=6YcABQvg53E">https://www.youtube.com/watch?v=6YcABQvg53E</a>	57
Mod-03 Lec-04 Non-Verbal Communication Lecture-04	<a href="https://www.youtube.com/watch?v=X7NDvkKGNJA">https://www.youtube.com/watch?v=X7NDvkKGNJA</a>	58
Mod-03 Lec-05 Non-Verbal Communication Lecture-05	<a href="https://www.youtube.com/watch?v=pk-JSWtd4q4">https://www.youtube.com/watch?v=pk-JSWtd4q4</a>	60
Mod-04 Lec-01 Listening Skills Lecture-01	<a href="https://www.youtube.com/watch?v=JIKU_WTOBl&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=10">https://www.youtube.com/watch?v=JIKU_WTOBl&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=10</a>	57
Mod-04 Lec-02 Listening Skills Lecture-02	<a href="https://www.youtube.com/watch?v=QSUttMmaLk&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=11">https://www.youtube.com/watch?v=QSUttMmaLk&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=11</a>	60
Mod-04 Lec-03 Listening Skills Lecture-03	<a href="https://www.youtube.com/watch?v=d27bn5k9Mjw&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=12">https://www.youtube.com/watch?v=d27bn5k9Mjw&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=12</a>	60
Mod-05 Lec-01 Business Letters Writing Lecture-01	<a href="https://www.youtube.com/watch?v=ekFRWnPV6lc&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=13">https://www.youtube.com/watch?v=ekFRWnPV6lc&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=13</a>	60
Mod-05 Lec-02 Business Letters Writing Lecture-02	<a href="https://www.youtube.com/watch?v=36tCzSbtnOY&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=14">https://www.youtube.com/watch?v=36tCzSbtnOY&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=14</a>	54
Mod-05 Lec-03 Business Letters Writing Lecture-03	<a href="https://www.youtube.com/watch?v=1xYOJV6x-w&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=15">https://www.youtube.com/watch?v=1xYOJV6x-w&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=15</a>	57
Mod-05 Lec-04 Business Letters Writing Lecture-04	<a href="https://www.youtube.com/watch?v=m90_nnEmCaI&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=16">https://www.youtube.com/watch?v=m90_nnEmCaI&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=16</a>	56
Mod-07 Lec-01 Group Discussion Lecture-01	<a href="https://www.youtube.com/watch?v=UcEq_RsCyxY&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=19">https://www.youtube.com/watch?v=UcEq_RsCyxY&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=19</a>	56
Mod-07 Lec-02 Group Discussion Lecture-02	<a href="https://www.youtube.com/watch?v=13GMbeevvyo&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=20">https://www.youtube.com/watch?v=13GMbeevvyo&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=20</a>	57
Mod-07 Lec-03 Group Discussion Lecture-03	<a href="https://www.youtube.com/watch?v=Cca4O3pbNT4&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=21">https://www.youtube.com/watch?v=Cca4O3pbNT4&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=21</a>	60
Mod-08 Lec-01 Interview Skills Lecture-01	<a href="https://www.youtube.com/watch?v=45uNWLMaZR8&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=22">https://www.youtube.com/watch?v=45uNWLMaZR8&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=22</a>	60
Mod-08 Lec-02 Interview Skills Lecture-02	<a href="https://www.youtube.com/watch?v=4-pYcyWktti&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=23">https://www.youtube.com/watch?v=4-pYcyWktti&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=23</a>	57
Mod-08 Lec-03 Interview Skills Lecture-03	<a href="https://www.youtube.com/watch?v=O_hPW6ZiQt8&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=24">https://www.youtube.com/watch?v=O_hPW6ZiQt8&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=24</a>	60
Mod-08 Lec-04 Interview Skills Lecture-04	<a href="https://www.youtube.com/watch?v=VLD6bQ4wgjg&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=25">https://www.youtube.com/watch?v=VLD6bQ4wgjg&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=25</a>	60
Mod-08 Lec-05 Interview Skills Lecture-05	<a href="https://www.youtube.com/watch?v=ymLFJdpjgCk&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=26">https://www.youtube.com/watch?v=ymLFJdpjgCk&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=26</a>	56
Mod-08 Lec-06 Interview Skills Lecture-06	<a href="https://www.youtube.com/watch?v=EZgCnLVjVmA&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=27">https://www.youtube.com/watch?v=EZgCnLVjVmA&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=27</a>	52
Mod-08 Lec-07 Interview Skills Lecture-07	<a href="https://www.youtube.com/watch?v=uQCqhuZuwLY&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=28">https://www.youtube.com/watch?v=uQCqhuZuwLY&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=28</a>	60

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

### BBA Sem 2: Colour Psychology

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

### BBA Sem 2: Economics

Topic	Link	Duration
Mod-01 Lec-36 Introduction to Economics	<a href="https://www.youtube.com/watch?v=RaXQ8wQ6TUu">https://www.youtube.com/watch?v=RaXQ8wQ6TUu</a>	40
Lecture-01 What is Economics ?	<a href="https://www.youtube.com/watch?v=g_Q_agzFXi0&amp;list=PLFNfJbo2hfBGRTCMuroZGykNzacwmAH2L&amp;index=2">https://www.youtube.com/watch?v=g_Q_agzFXi0&amp;list=PLFNfJbo2hfBGRTCMuroZGykNzacwmAH2L&amp;index=2</a>	11
Lecture-02 Resources, Wants & Scarcity	<a href="https://www.youtube.com/watch?v=2M7pEoQNWIA&amp;list=PLFNfJbo2hfBGRTCMuroZGykNzacwmAH2L&amp;index=3">https://www.youtube.com/watch?v=2M7pEoQNWIA&amp;list=PLFNfJbo2hfBGRTCMuroZGykNzacwmAH2L&amp;index=3</a>	11
Lecture-07 Introduction to Demand & Supply	<a href="https://www.youtube.com/watch?v=Ht7W2ghvLXc&amp;t=281s">https://www.youtube.com/watch?v=Ht7W2ghvLXc&amp;t=281s</a>	10
Lecture-08 Demand	<a href="https://www.youtube.com/watch?v=tNHVTBGZkFU">https://www.youtube.com/watch?v=tNHVTBGZkFU</a>	26
Week 3- Lecture 8-Part1 : Theory of Demand- Defining Demand, Law of Demand	<a href="https://www.youtube.com/watch?v=d365oraqBVu0">https://www.youtube.com/watch?v=d365oraqBVu0</a>	35
Mod-02 Lec-02 Market Equilibrium : Demand and Supply	<a href="https://www.youtube.com/watch?v=heEHqzTyJNw">https://www.youtube.com/watch?v=heEHqzTyJNw</a>	51
Mod-01 Lec-38 Supply vs Demand	<a href="https://www.youtube.com/watch?v=mPwkcBuW61E&amp;t=499s">https://www.youtube.com/watch?v=mPwkcBuW61E&amp;t=499s</a>	45
Lecture- 23 Price Elasticity of Demand	<a href="https://www.youtube.com/watch?v=qvuzowVNRAI">https://www.youtube.com/watch?v=qvuzowVNRAI</a>	16
Mod-03 Lec-03 Elasticity of Demand	<a href="https://www.youtube.com/watch?v=nK7Xo3v0i7M">https://www.youtube.com/watch?v=nK7Xo3v0i7M</a>	54
Mod-02 Lec-14 Elasticity of Supply	<a href="https://www.youtube.com/watch?v=o19s-Z44DkQ">https://www.youtube.com/watch?v=o19s-Z44DkQ</a>	60
Mod-04 Lec-25 Perfect Competition	<a href="https://www.youtube.com/watch?v=b_t-VyR55Ic&amp;t=305s">https://www.youtube.com/watch?v=b_t-VyR55Ic&amp;t=305s</a>	53
Mod-04 Lec-26 Perfect Competition [Contd...]	<a href="https://www.youtube.com/watch?v=K-zPSKLasGk">https://www.youtube.com/watch?v=K-zPSKLasGk</a>	56
Mod-01 Lec-37 Introduction to GDP	<a href="https://www.youtube.com/watch?v=EeD6U41i3Xk">https://www.youtube.com/watch?v=EeD6U41i3Xk</a>	38
Mod-01 Lec-01 Lecture 1 - Money	<a href="https://www.youtube.com/watch?v=AfhWkhYqJY">https://www.youtube.com/watch?v=AfhWkhYqJY</a>	41
Mod-01 Lec-02 Lecture 2 - Money	<a href="https://www.youtube.com/watch?v=J5To8iiAW-M">https://www.youtube.com/watch?v=J5To8iiAW-M</a>	46
		<b>593</b>

### BBA Sem 2: Financial Statement Analysis

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

Lecture 03- Accounting Concepts	<a href="https://www.youtube.com/watch?v=BzCOSANzZ9E&amp;list=PLPj5qITyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=3">https://www.youtube.com/watch?v=BzCOSANzZ9E&amp;list=PLPj5qITyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=3</a>	33
Lecture-09- Financial Statements	<a href="https://www.youtube.com/watch?v=kaiY6SbqTic&amp;list=PLPj5qITyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=9">https://www.youtube.com/watch?v=kaiY6SbqTic&amp;list=PLPj5qITyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=9</a>	30
Lecture-10- Financial Statements - Income Statement	<a href="https://www.youtube.com/watch?v=R3BVjsu0bCc&amp;list=PLPj5qITyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=10">https://www.youtube.com/watch?v=R3BVjsu0bCc&amp;list=PLPj5qITyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=10</a>	25
Lecture-11- Financial Statements - Balance Sheet	<a href="https://www.youtube.com/watch?v=4PgDUmr5_SM&amp;list=PLPj5qITyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=11">https://www.youtube.com/watch?v=4PgDUmr5_SM&amp;list=PLPj5qITyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=11</a>	30
#25 Reading Financial Statements of an Annual Report   Part 1	<a href="https://www.youtube.com/watch?v=mNtclXy1T0">https://www.youtube.com/watch?v=mNtclXy1T0</a>	39
#26 Reading Financial Statements of an Annual Report   Part II	<a href="https://www.youtube.com/watch?v=dU8LNO6IAPs">https://www.youtube.com/watch?v=dU8LNO6IAPs</a>	25
#27 Reading Financial Statements of an Annual Report   Part III	<a href="https://www.youtube.com/watch?v=9znBGB9cxPI">https://www.youtube.com/watch?v=9znBGB9cxPI</a>	25
6.2 Liquidity Ratios	<a href="https://www.youtube.com/watch?v=KjmGvEJqz3M">https://www.youtube.com/watch?v=KjmGvEJqz3M</a>	16
6.3 Tutorial - Liquidity Ratios	<a href="https://www.youtube.com/watch?v=udR6RDix-E">https://www.youtube.com/watch?v=udR6RDix-E</a>	11
6.4 Solvency Ratios	<a href="https://www.youtube.com/watch?v=6JXUj1uA0Vw">https://www.youtube.com/watch?v=6JXUj1uA0Vw</a>	15
6.5 Tutorial - Solvency Ratios	<a href="https://www.youtube.com/watch?v=zHHA86LSAHY">https://www.youtube.com/watch?v=zHHA86LSAHY</a>	12
Lecture-38- Different Sets of Ratios (Part-1)	<a href="https://www.youtube.com/watch?v=sT2xPqxl_gU">https://www.youtube.com/watch?v=sT2xPqxl_gU</a>	31
Lecture-39- Different Sets of Ratios (Part-2)	<a href="https://www.youtube.com/watch?v=Fa6xnkr3-fU">https://www.youtube.com/watch?v=Fa6xnkr3-fU</a>	29
6.6 Profitability Ratios	<a href="https://www.youtube.com/watch?v=Zmfwx49L4Ek">https://www.youtube.com/watch?v=Zmfwx49L4Ek</a>	29
6.7 Tutorial - Profitability Ratios (Part 1)	<a href="https://www.youtube.com/watch?v=mMFrF1K3Fj0">https://www.youtube.com/watch?v=mMFrF1K3Fj0</a>	14
6.7 Tutorial - Profitability Ratios (Part 2)	<a href="https://www.youtube.com/watch?v=yIMwHxYE-2I">https://www.youtube.com/watch?v=yIMwHxYE-2I</a>	16
Lecture-50- Valuation or Capital Market Ratios (Part-1)	<a href="https://www.youtube.com/watch?v=DNtSUXNVSC4">https://www.youtube.com/watch?v=DNtSUXNVSC4</a>	27
Lecture-51- Valuation or Capital Market Ratios (Part-2)	<a href="https://www.youtube.com/watch?v=roQHK0vGj88">https://www.youtube.com/watch?v=roQHK0vGj88</a>	30
Mod-07 Lec-13 Common-size, Comparative Statement Analysis	<a href="https://www.youtube.com/watch?v=0HK05jSynuo">https://www.youtube.com/watch?v=0HK05jSynuo</a>	53
#20 Cash Flow Statements   Part I   Decision making using Financial Accounting	<a href="https://www.youtube.com/watch?v=OpTzPhTRzhk">https://www.youtube.com/watch?v=OpTzPhTRzhk</a>	28
#21 Cash Flow Statements   Part II   Decision making using Financial Accounting	<a href="https://www.youtube.com/watch?v=WSp5TCj03rM">https://www.youtube.com/watch?v=WSp5TCj03rM</a>	28
#22 Cash Flow Statements   Part III   Decision making using Financial Accounting	<a href="https://www.youtube.com/watch?v=L6ipfetwweY">https://www.youtube.com/watch?v=L6ipfetwweY</a>	20
#23 Cash Flow Statements   Part IV   Decision making using Financial Accounting	<a href="https://www.youtube.com/watch?v=KJMFs77RmAg">https://www.youtube.com/watch?v=KJMFs77RmAg</a>	40
#24 Cash Flow Statements   Part V   Decision making using Financial Accounting	<a href="https://www.youtube.com/watch?v=B_wuFexqqKw">https://www.youtube.com/watch?v=B_wuFexqqKw</a>	38
		<b>710</b>

## BBA Sem 2: New-Age Business Models

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

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

### BBA Sem 2: Orientation of Indian Constitution

Topic	Link	Duration
#1 Introduction to Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=ftQkhz577-U&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL">https://www.youtube.com/watch?v=ftQkhz577-U&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL</a>	39
#2 Background, History & Framing of the Constitution of India   Part I	<a href="https://www.youtube.com/watch?v=rs1D1r1fnWM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=2">https://www.youtube.com/watch?v=rs1D1r1fnWM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=2</a>	27
#3 Background, History & Framing of the Constitution of India   Part II	<a href="https://www.youtube.com/watch?v=wGNAWCC00rU&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=3">https://www.youtube.com/watch?v=wGNAWCC00rU&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=3</a>	37
#5 Salient Features of the Constitution of India	<a href="https://www.youtube.com/watch?v=cltb8idq7Y4&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=5">https://www.youtube.com/watch?v=cltb8idq7Y4&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=5</a>	41
#7 Constitution & Public Policy   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=TQzg78DO0jw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=7">https://www.youtube.com/watch?v=TQzg78DO0jw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=7</a>	30
#10 Preamble of the Indian Constitution   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=p17exC_pKs&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=10">https://www.youtube.com/watch?v=p17exC_pKs&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=10</a>	29
#14 Citizenship   Part I   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=Bwh7ZARe7kk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=14">https://www.youtube.com/watch?v=Bwh7ZARe7kk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=14</a>	46
#15 Citizenship   Part II   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=wm3euAqjx5E&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=15">https://www.youtube.com/watch?v=wm3euAqjx5E&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=15</a>	31
#16 Introduction to Fundamental Rights   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=rwvRV9gijgk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=16">https://www.youtube.com/watch?v=rwvRV9gijgk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=16</a>	29
#17 Article 12 Definition of State   Part I   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=Zn2ivawf3UM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=17">https://www.youtube.com/watch?v=Zn2ivawf3UM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=17</a>	24
#18 Article 12 Definition of State   Part II   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=zOXst3oyQvw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=18">https://www.youtube.com/watch?v=zOXst3oyQvw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=18</a>	22
#19 Right to Equality   Part I   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=XIWGaKZ98SA&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=19">https://www.youtube.com/watch?v=XIWGaKZ98SA&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=19</a>	21
#20 Right to Equality   Part II   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=h0p0MGlvmiw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=20">https://www.youtube.com/watch?v=h0p0MGlvmiw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=20</a>	16
#23 Right to Freedom   Part I   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=1SsctpG0Ahw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=23">https://www.youtube.com/watch?v=1SsctpG0Ahw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=23</a>	11
#24 Right to Freedom   Part II   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=EoPcwb-QS5Yk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=24">https://www.youtube.com/watch?v=EoPcwb-QS5Yk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=24</a>	33

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

### BBA Sem 2: Orientation of Indian Constitution

Topic	Link	Duration
Types of Statistics, types of Data and sources of Data, Population vs Sample	<a href="https://www.youtube.com/watch?v=JuTeCVaIKMU&amp;list=PLly_2iUCG87DugHijOGBZDXfufXifaXNs&amp;index=50">https://www.youtube.com/watch?v=JuTeCVaIKMU&amp;list=PLly_2iUCG87DugHijOGBZDXfufXifaXNs&amp;index=50</a>	31
Introduction to Statistics and Data	<a href="https://www.youtube.com/watch?v=sjRg6W2awZs&amp;list=PLly_2iUCG87DugHijOGBZDXfufXifaXNs&amp;index=51">https://www.youtube.com/watch?v=sjRg6W2awZs&amp;list=PLly_2iUCG87DugHijOGBZDXfufXifaXNs&amp;index=51</a>	29
#1 Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=COI0BUmNHT8&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE">https://www.youtube.com/watch?v=COI0BUmNHT8&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE</a>	19
#2 Types of Data   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=z7AE2kUoZYU&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=2">https://www.youtube.com/watch?v=z7AE2kUoZYU&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=2</a>	16
#12 Probability   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=xfhobwrJdeE&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=12">https://www.youtube.com/watch?v=xfhobwrJdeE&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=12</a>	18
#13 Rules of Probability   Part - I   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=A3LYGpgAMQ&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=13">https://www.youtube.com/watch?v=A3LYGpgAMQ&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=13</a>	27
#14 Rules of Probability   Part II   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=4Uj5hhnX4hs&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=14">https://www.youtube.com/watch?v=4Uj5hhnX4hs&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=14</a>	24
#15 Conditional Probability   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=2O3fm8Owrk0&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=15">https://www.youtube.com/watch?v=2O3fm8Owrk0&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=15</a>	16
#16 Random Variables   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=6VLxmc0vlt&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=16">https://www.youtube.com/watch?v=6VLxmc0vlt&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=16</a>	26
#17 Random Variables   Concepts & Exercises   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=yFyQEQb4k4&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=17">https://www.youtube.com/watch?v=yFyQEQb4k4&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=17</a>	25
#18 Association Between Random variables   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=mgHWOWQ6C-c&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=18">https://www.youtube.com/watch?v=mgHWOWQ6C-c&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=18</a>	22
#19 Binomial Distribution   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=JyVWQZnFE1I&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=19">https://www.youtube.com/watch?v=JyVWQZnFE1I&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=19</a>	25
#20 Normal distribution   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=XjVHC048OUU&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=20">https://www.youtube.com/watch?v=XjVHC048OUU&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=20</a>	32
Lec 4, Central Tendency and Dispersion - I	<a href="https://www.youtube.com/watch?v=1Mit06JFNo4">https://www.youtube.com/watch?v=1Mit06JFNo4</a>	31

Lec 5, Central Tendency and Dispersion - II	<a href="https://www.youtube.com/watch?v=6lQn1hdG43o">https://www.youtube.com/watch?v=6lQn1hdG43o</a>	32
Scales of Measurement	<a href="https://www.youtube.com/watch?v=knTzw_WOUd8&amp;list=PLLy_2iUCG87DugHjJOGBZDXfufXjfaXNs&amp;index=49">https://www.youtube.com/watch?v=knTzw_WOUd8&amp;list=PLLy_2iUCG87DugHjJOGBZDXfufXjfaXNs&amp;index=49</a>	30
		403

### BBA Sem 3

#### BBA Sem 3: Investment Analysis & Portfolio Management

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

#### BBA Sem 3: Building useful Predictive Business Models

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

Introduction to Data Visualization Part -3	<a href="https://www.youtube.com/watch?v=BtWJyolQ_OQ&amp;list=PLZ2ps_7DhBZ12NCITmMLsnU0mF9ZU5G_&amp;index=4">https://www.youtube.com/watch?v=BtWJyolQ_OQ&amp;list=PLZ2ps_7DhBZ12NCITmMLsnU0mF9ZU5G_&amp;index=4</a>	33
Applications of Measures of Central Tendency and Measures of Variation	<a href="https://www.youtube.com/watch?v=E6jNADpaY2Q">https://www.youtube.com/watch?v=E6jNADpaY2Q</a>	33
Major Tasks in Data Preprocessing	<a href="https://www.youtube.com/watch?v=yAIEC7JUOMQ">https://www.youtube.com/watch?v=yAIEC7JUOMQ</a>	9
INTRODUCTION - MODEL PREDICTIVE CONTROL : THEORY AND APPLICATIONS	<a href="https://www.youtube.com/watch?v=3J9_IDFo5vk&amp;list=PL9oKfHoDNxc587pEvOAB25Q310OnPCv4Z">https://www.youtube.com/watch?v=3J9_IDFo5vk&amp;list=PL9oKfHoDNxc587pEvOAB25Q310OnPCv4Z</a>	3
Introduction to Model Predictive Control	<a href="https://www.youtube.com/watch?v=NyAIVa8pem0&amp;list=PL9oKfHoDNxc587pEvOAB25Q310OnPCv4Z&amp;index=9">https://www.youtube.com/watch?v=NyAIVa8pem0&amp;list=PL9oKfHoDNxc587pEvOAB25Q310OnPCv4Z&amp;index=9</a>	20
Linear Regression Analysis and Forecasting - Introduction	<a href="https://www.youtube.com/watch?v=yDae3ygvFZl&amp;list=PLGdMwVkbjVQp3de2fC-UoLo-F-JNNvZLc">https://www.youtube.com/watch?v=yDae3ygvFZl&amp;list=PLGdMwVkbjVQp3de2fC-UoLo-F-JNNvZLc</a>	3
Multiple Linear Regression (Part A)	<a href="https://www.youtube.com/watch?v=LhGFXO1NQLk&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=6">https://www.youtube.com/watch?v=LhGFXO1NQLk&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=6</a>	56
Multiple Linear Regression (Part B)	<a href="https://www.youtube.com/watch?v=4jTeylc9bVA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=7">https://www.youtube.com/watch?v=4jTeylc9bVA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=7</a>	55
Multiple Linear Regression (Part C)	<a href="https://www.youtube.com/watch?v=b0S51s4N7_0&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=8">https://www.youtube.com/watch?v=b0S51s4N7_0&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=8</a>	55
Selecting the BEST Regression Model (Part A)	<a href="https://www.youtube.com/watch?v=eaclT5JyNEI&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=10">https://www.youtube.com/watch?v=eaclT5JyNEI&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=10</a>	55
Selecting the BEST Regression Model (Part B)	<a href="https://www.youtube.com/watch?v=uDSG_Q0gA1A&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=11">https://www.youtube.com/watch?v=uDSG_Q0gA1A&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=11</a>	56
Selecting the BEST Regression Model (Part C)	<a href="https://www.youtube.com/watch?v=alTwpzQL-VA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=12">https://www.youtube.com/watch?v=alTwpzQL-VA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=12</a>	53
Logistic Regression	<a href="https://www.youtube.com/watch?v=-QmWlKv_F0A">https://www.youtube.com/watch?v=-QmWlKv_F0A</a>	37
ROC Analysis and Multiclass Classification	<a href="https://www.youtube.com/watch?v=2UNtUk_117A">https://www.youtube.com/watch?v=2UNtUk_117A</a>	35
Lecture 01: Time series introduction	<a href="https://www.youtube.com/watch?v=bc_7XnEt7TU&amp;list=PL0zRYVm0a65e8s29NCmih-Aww81ax0A0H&amp;index=2">https://www.youtube.com/watch?v=bc_7XnEt7TU&amp;list=PL0zRYVm0a65e8s29NCmih-Aww81ax0A0H&amp;index=2</a>	28
Lecture 02: Examples of time series data	<a href="https://www.youtube.com/watch?v=oCXdqFuPI-M&amp;list=PL0zRYVm0a65e8s29NCmih-Aww81ax0A0H&amp;index=3">https://www.youtube.com/watch?v=oCXdqFuPI-M&amp;list=PL0zRYVm0a65e8s29NCmih-Aww81ax0A0H&amp;index=3</a>	28
		<b>946</b>

### BBA Sem 3: Business Research Methods

Topic	Link	Duration
Intro Research Part 1	<a href="https://www.youtube.com/watch?v=rz30RfManE&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfvoIThAv4N&amp;index=1">https://www.youtube.com/watch?v=rz30RfManE&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfvoIThAv4N&amp;index=1</a>	19
Intro to Research Part 2	<a href="https://www.youtube.com/watch?v=9eeZZbTRtJI&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfvoIThAv4N&amp;index=2">https://www.youtube.com/watch?v=9eeZZbTRtJI&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfvoIThAv4N&amp;index=2</a>	15
Qualitative Research: Nature and Approaches	<a href="https://www.youtube.com/watch?v=XicAkp6TnNU&amp;list=PLPjSqiTyvDeWBBAFUbKLDJ0egyEYUeR1&amp;index=5">https://www.youtube.com/watch?v=XicAkp6TnNU&amp;list=PLPjSqiTyvDeWBBAFUbKLDJ0egyEYUeR1&amp;index=5</a>	32
Qualitative Research: Depth Interview, Focus Group Discussion	<a href="https://www.youtube.com/watch?v=k2MEaNMmnLQ&amp;list=PLPjSqiTyvDeWBBAFUbKLDJ0egyEYUeR1&amp;index=6">https://www.youtube.com/watch?v=k2MEaNMmnLQ&amp;list=PLPjSqiTyvDeWBBAFUbKLDJ0egyEYUeR1&amp;index=6</a>	37
Research Methods	<a href="https://www.youtube.com/watch?v=jKWBoxkRv9k&amp;list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&amp;index=4">https://www.youtube.com/watch?v=jKWBoxkRv9k&amp;list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&amp;index=4</a>	37
Hypothesis	<a href="https://www.youtube.com/watch?v=NHfGsxgl4_M&amp;list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&amp;index=6">https://www.youtube.com/watch?v=NHfGsxgl4_M&amp;list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&amp;index=6</a>	26
Theory of Testing Hypothesis	<a href="https://www.youtube.com/watch?v=onp4azlPeMg&amp;list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&amp;index=43">https://www.youtube.com/watch?v=onp4azlPeMg&amp;list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&amp;index=43</a>	21
Research Design	<a href="https://www.youtube.com/watch?v=wzxcQSttoS0&amp;list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&amp;index=5">https://www.youtube.com/watch?v=wzxcQSttoS0&amp;list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&amp;index=5</a>	37
Basics of Research Design	<a href="https://www.youtube.com/watch?v=ivekZHd8Dk0">https://www.youtube.com/watch?v=ivekZHd8Dk0</a>	55
Data Quality and Measures	<a href="https://www.youtube.com/watch?v=XcqldwotShA">https://www.youtube.com/watch?v=XcqldwotShA</a>	41
Data, Measurement and Scaling	<a href="https://www.youtube.com/watch?v=be-nrHL_wrA">https://www.youtube.com/watch?v=be-nrHL_wrA</a>	49
Questionnaire Design: Initial Steps 1 to 5	<a href="https://www.youtube.com/watch?v=f2dRn5XZIZk">https://www.youtube.com/watch?v=f2dRn5XZIZk</a>	37
Sampling methods	<a href="https://www.youtube.com/watch?v=qNqrHO3woyE">https://www.youtube.com/watch?v=qNqrHO3woyE</a>	18
Calculating sample size and power	<a href="https://www.youtube.com/watch?v=QM7WZkE-JuU">https://www.youtube.com/watch?v=QM7WZkE-JuU</a>	28
Sampling Methods & Sample Size	<a href="https://www.youtube.com/watch?v=PpidnVCcXk4">https://www.youtube.com/watch?v=PpidnVCcXk4</a>	53
Writing a Research Proposal and Preparing for a Presentation	<a href="https://www.youtube.com/watch?v=8JbpAMJOUf4">https://www.youtube.com/watch?v=8JbpAMJOUf4</a>	51
Basics of Research Ethics	<a href="https://www.youtube.com/watch?v=MSB9LAgHYAg">https://www.youtube.com/watch?v=MSB9LAgHYAg</a>	54
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**BBA Sem 3: Business Intelligence Using Power BI**

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

CLASSIFICATION DEMO 2	<a href="#">CLASSIFICATION DEMO 2   BI&amp;A   Prof. Saji K Mathew</a>	36
CLUSTER ANALYSIS	<a href="#">CLUSTER ANALYSIS   BI&amp;A   Prof. Saji K Mathew</a>	22
CLUSTERING TECHNIQUES Part 1	<a href="#">CLUSTERING TECHNIQUES Part 1   BI&amp;A   Prof. Saji K Mathew</a>	26
CLUSTERING TECHNIQUES Part 2	<a href="#">CLUSTERING TECHNIQUES Part 2   BI&amp;A   Prof. Saji K Mathew</a>	36
K MEANS CLUSTERING	<a href="#">K MEANS CLUSTERING   BI&amp;A   Prof. Saji K Mathew</a>	32
IMPLEMENTATION IN PYTHON: clustering for segmentation and profiling	<a href="#">IMPLEMENTATION IN PYTHON: clustering for segmentation and profiling   BI&amp;A   Prof. Saji K Mathew</a>	41
RFM ANALYSIS	<a href="#">RFM ANALYSIS   BI&amp;A   K R Subisha   Prof. Saji K Mathew</a>	37
RFM AND CLUSTERING	<a href="#">RFM AND CLUSTERING   BI&amp;A   K R Subisha   Prof. Saji K Mathew</a>	37
TRENDAHUB CASE ON RFM	<a href="#">TRENDAHUB CASE ON RFM   BI&amp;A   K R Subisha   Prof. Saji K Mathew</a>	40
ARTIFICIAL NEURAL NETWORK	<a href="#">ARTIFICIAL NEURAL NETWORK   BI&amp;A   Prof. Saji K Mathew</a>	34
ANN TRAINING	<a href="#">ANN TRAINING   BI&amp;A   Prof. Saji K Mathew</a>	21
ANN FOR FINANCIAL TIME SERIES MODELLING	<a href="#">ANN FOR FINANCIAL TIME SERIES MODELLING   BI&amp;A   Prof. Saji K Mathew</a>	30
IMPLEMENTATION IN PYTHON: ANN	<a href="#">IMPLEMENTATION IN PYTHON: ANN   BI&amp;A   Prof. Saji K Mathew</a>	35
INTRODUCTION TEXT MINING	<a href="#">INTRODUCTION TEXT MINING   BI&amp;A   Prof. Saji K Mathew</a>	32
TEXT MINING PROCESS   BI&A	<a href="#">TEXT MINING PROCESS   BI&amp;A   Prof. Saji K Mathew</a>	43
Text mining using R- the case of a movie discussion forum	<a href="#">Text mining using R- the case of a movie discussion forum   BI&amp;A   Prof. Saji K Mathew</a>	36
Accounting Information Systems	<a href="#">Accounting Information Systems   BI&amp;A   Prof. Saji K Mathew</a>	60
AI, Blockchains, and the way forward	<a href="#">AI, Blockchains, and the way forward   BI&amp;A   Prof. Saji K Mathew</a>	55
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### BBA Sem 3: Design Thinking and MVP Management

Topic	Link	Duration
Design Thinking - A Primer Start   Part 1	<a href="https://www.youtube.com/playlist?list=PLRah2i3fX5iiP6BUD79-hN5SI9jN_djN">https://www.youtube.com/playlist?list=PLRah2i3fX5iiP6BUD79-hN5SI9jN_djN</a>	7
Design Thinking - A Primer Start   Part 3	<a href="#">#4 Design Thinking - A Primer Start   Part 3</a>	5
Introduction to Design Thinking	<a href="#">#5 Introduction to Design Thinking - YouTube</a>	8
Case Study   Arcturus IV by John E. Arnold   Design Thinking - A Primer	<a href="#">#6 Case Study   Arcturus IV by John E. Arnold   Design Thinking - A Primer</a>	10
Course Preview & History of Design Thinking	<a href="#">#7 Course Preview &amp; History of Design Thinking</a>	11
Discussion-Introduction to Demo Problem   Design Thinking - A Primer	<a href="#">#8 Discussion-Introduction to Demo Problem   Design Thinking - A Primer</a>	47
Empathize - Lecture 01   Design Thinking - A Primer	<a href="#">#9 Empathize - Lecture 01   Design Thinking - A Primer</a>	25
10 Empathize - Workshop 01   Design Thinking - A Primer	<a href="#">#10 Empathize - Workshop 01   Design Thinking - A Primer</a>	30
11 Empathize - Workshop 02   Design Thinking - A Primer	<a href="#">#11 Empathize - Workshop 02   Design Thinking - A Primer</a>	17
Testing & Validation	<a href="#">#14 Testing &amp; Validation   Part 2   Entrepreneurship</a>	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
		<b>1658</b>

### BBA Sem 3: Dynamics of Family Managed Business

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

Succession   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://www.youtube.com/watch?v=I8TNLjG4HI">https://www.youtube.com/watch?v=I8TNLjG4HI</a>	53
Leadership Balance	<a href="https://www.youtube.com/watch?v=AvsiPnJv4s&amp;t=6s">https://www.youtube.com/watch?v=AvsiPnJv4s&amp;t=6s</a>	56
Stage & Stature   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://www.youtube.com/watch?v=L7vxjB7udTw">https://www.youtube.com/watch?v=L7vxjB7udTw</a>	60
Leadership	<a href="https://www.youtube.com/watch?v=lqC2cfwllLg&amp;t=401s">https://www.youtube.com/watch?v=lqC2cfwllLg&amp;t=401s</a>	59
Other Leadership Styles	<a href="https://www.youtube.com/watch?v=xed2S2z-mjN8">https://www.youtube.com/watch?v=xed2S2z-mjN8</a>	54
Conflict Management - 1	<a href="https://www.youtube.com/watch?v=LITbRQn_ogo">https://www.youtube.com/watch?v=LITbRQn_ogo</a>	56
Conflict Management - II	<a href="https://www.youtube.com/watch?v=j4EiYRUlykc">https://www.youtube.com/watch?v=j4EiYRUlykc</a>	56
Design Thinking - A Primer Start   Part 1	<a href="https://www.youtube.com/watch?v=-9QTFY74G90&amp;list=PLWbMIWDT0auAYFLqVdYby2ds2V7NffhSb&amp;index=2">https://www.youtube.com/watch?v=-9QTFY74G90&amp;list=PLWbMIWDT0auAYFLqVdYby2ds2V7NffhSb&amp;index=2</a>	6
Introduction to Design Thinking	<a href="https://www.youtube.com/watch?v=6-NRiom8K9Y&amp;list=PLWbMIWDT0auAYFLqVdYby2ds2V7NffhSb&amp;index=5">https://www.youtube.com/watch?v=6-NRiom8K9Y&amp;list=PLWbMIWDT0auAYFLqVdYby2ds2V7NffhSb&amp;index=5</a>	8
A Brief on What is Digital Transformation - Some Real Life Examples and Possibilities	<a href="https://www.youtube.com/watch?v=0BVqa0GAo7o">https://www.youtube.com/watch?v=0BVqa0GAo7o</a>	54
Professionalisation of Indigenous Systems	<a href="https://www.youtube.com/watch?v=t_TfL4-W7II">https://www.youtube.com/watch?v=t_TfL4-W7II</a>	31
What is Strategic Management?	<a href="https://www.youtube.com/watch?v=3X-Vhns35IA&amp;list=PLLy_2iUCG87A3bWaN-wjZemniTKmRejeD&amp;index=2">https://www.youtube.com/watch?v=3X-Vhns35IA&amp;list=PLLy_2iUCG87A3bWaN-wjZemniTKmRejeD&amp;index=2</a>	29
Concepts of Strategy- 1	<a href="https://www.youtube.com/watch?v=wQPT_tzYFKE&amp;list=PLLy_2iUCG87A3bWaN-wjZemniTKmRejeD&amp;index=3">https://www.youtube.com/watch?v=wQPT_tzYFKE&amp;list=PLLy_2iUCG87A3bWaN-wjZemniTKmRejeD&amp;index=3</a>	30
Concepts of Strategy- 2	<a href="https://www.youtube.com/watch?v=yemsHOR50PA&amp;list=PLLy_2iUCG87A3bWaN-wjZemniTKmRejeD&amp;index=4">https://www.youtube.com/watch?v=yemsHOR50PA&amp;list=PLLy_2iUCG87A3bWaN-wjZemniTKmRejeD&amp;index=4</a>	74
Concepts of Strategy-3	<a href="https://www.youtube.com/watch?v=z8eriKC22_w&amp;list=PLLy_2iUCG87A3bWaN-wjZemniTKmRejeD&amp;index=5">https://www.youtube.com/watch?v=z8eriKC22_w&amp;list=PLLy_2iUCG87A3bWaN-wjZemniTKmRejeD&amp;index=5</a>	30
Continuity	<a href="https://www.youtube.com/watch?v=SiiyyWZFw9o">https://www.youtube.com/watch?v=SiiyyWZFw9o</a>	23
Raising Finances & Developing Financial Strategy	<a href="https://www.youtube.com/watch?v=AVR024-DR6g">https://www.youtube.com/watch?v=AVR024-DR6g</a>	31
Capital Market Theory - I	<a href="https://www.youtube.com/watch?v=yI8QdVv2coE">https://www.youtube.com/watch?v=yI8QdVv2coE</a>	54
Motivating the employees: Strategies for organization-1	<a href="https://www.youtube.com/watch?v=sol3dbHlqDs">https://www.youtube.com/watch?v=sol3dbHlqDs</a>	32
Motivating the employees: Strategies for organization-2	<a href="https://www.youtube.com/watch?v=QxqgCFooAQw">https://www.youtube.com/watch?v=QxqgCFooAQw</a>	37
Conflict Management - 1	<a href="https://www.youtube.com/watch?v=LITbRQn_ogo">https://www.youtube.com/watch?v=LITbRQn_ogo</a>	55
Conflict Management - II	<a href="https://www.youtube.com/watch?v=j4EiYRUlykc">https://www.youtube.com/watch?v=j4EiYRUlykc</a>	55
		<b>1102</b>

### BBA Sem 3: Elective 1 Sociology

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



#11 Classical Thinkers of Sociology   Classical Sociological Theory	<a href="https://youtu.be/IA9i4of5P0U?si=ajq6e8w4zl-Fem6g">https://youtu.be/IA9i4of5P0U?si=ajq6e8w4zl-Fem6g</a>	28
#12 Auguste Comte   Classical Sociological Theory	<a href="https://youtu.be/ou0nxcggnA?si=7zrCPqB9XMcp7sn1">https://youtu.be/ou0nxcggnA?si=7zrCPqB9XMcp7sn1</a>	33
#13 Herbert Spencer   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=UHSwymZ-0s4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=13">https://www.youtube.com/watch?v=UHSwymZ-0s4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=13</a>	32
#14 Marx Durkheim & Weber   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=AfmR_g-WiHk&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=14">https://www.youtube.com/watch?v=AfmR_g-WiHk&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=14</a>	22
#15 Factory Scene from Modern Times   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=Gfgpgiy8s2Y&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=15">https://www.youtube.com/watch?v=Gfgpgiy8s2Y&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=15</a>	20
#16 Karl Marx Life   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=fVQkmrXLhMU&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=16">https://www.youtube.com/watch?v=fVQkmrXLhMU&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=16</a>	27
#17 Intellectual Influence   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=LN8Oy1-5-Tk&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=17">https://www.youtube.com/watch?v=LN8Oy1-5-Tk&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=17</a>	43
#18 Historical Materialism   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=B3QW0d4-rzk&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=18">https://www.youtube.com/watch?v=B3QW0d4-rzk&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=18</a>	44
#19 Marxian Theory of Social Change   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=nebMo_hgKW0&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=19">https://www.youtube.com/watch?v=nebMo_hgKW0&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=19</a>	29
#20 Theory of Capitalism   Part 1   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=CdiuFHg8Yxc&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=20">https://www.youtube.com/watch?v=CdiuFHg8Yxc&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=20</a>	40
#21 Theory of Capitalism   Part 2   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=sbu8UPt76X4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=21">https://www.youtube.com/watch?v=sbu8UPt76X4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=21</a>	31
#22 Karl Marx & Alienation   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=pDgZ6HFrB7I&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=22">https://www.youtube.com/watch?v=pDgZ6HFrB7I&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=22</a>	35
#23 Karl Marx & Religion   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=TnW9Kk7JWtI&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=23">https://www.youtube.com/watch?v=TnW9Kk7JWtI&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=23</a>	30
#24 Marx on Democracy & Colonialism   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=ejzKD6y9A4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=24">https://www.youtube.com/watch?v=ejzKD6y9A4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=24</a>	31
#25 Marx An Appraisal   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=90hPzeTBpvE&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=25">https://www.youtube.com/watch?v=90hPzeTBpvE&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=25</a>	28
#26 Emile Durkheim; Life & Intellectual Influences   Classical Sociological Theory	<a href="https://youtu.be/afG4j5WKDJY?si=o_qP0aCwzzPs_st">https://youtu.be/afG4j5WKDJY?si=o_qP0aCwzzPs_st</a>	29
#27 The Rules of the Sociological Method   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=KcWlC1OR_wE&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=27">https://www.youtube.com/watch?v=KcWlC1OR_wE&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=27</a>	52
#28 Division of Labour (1893)   Part 1   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=2IzAWvxZuYo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=28">https://www.youtube.com/watch?v=2IzAWvxZuYo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=28</a>	40
#29 Division of Labour (1893)   Part 2   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=caTOD0vpgg&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=29">https://www.youtube.com/watch?v=caTOD0vpgg&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=29</a>	34
#30 Suicide (1897)   Part 1   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=ueP4b4QQtk0&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=30">https://www.youtube.com/watch?v=ueP4b4QQtk0&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=30</a>	38
#31 Elementary forms of Religious Life (1912)   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=Arbhy0YoxDg&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=31">https://www.youtube.com/watch?v=Arbhy0YoxDg&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=31</a>	40
#32 Durkheim on Education, Colonialism & Democracy   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=p046s8JR-dA&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=32">https://www.youtube.com/watch?v=p046s8JR-dA&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=32</a>	37
#33 Durkheim An Assessment   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=mbS76vAqh-S&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=33">https://www.youtube.com/watch?v=mbS76vAqh-S&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=33</a>	31
#34 Max Weber   Life & Intellectual Influences   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=AHQk00u0rNY&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=34">https://www.youtube.com/watch?v=AHQk00u0rNY&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=34</a>	30
#35 Weber's Methodology of the Social Sciences   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=Cp8-pbKibho&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=35">https://www.youtube.com/watch?v=Cp8-pbKibho&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=35</a>	30
#36 Rationalization & Social Action   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=brgrSjb2BJc&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=36">https://www.youtube.com/watch?v=brgrSjb2BJc&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=36</a>	38
#37 Rationalization & Authority   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=Pdyu1volvXE&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=37">https://www.youtube.com/watch?v=Pdyu1volvXE&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=37</a>	42
#38 The Protestant Ethic & the Spirit of Capitalism   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=j0YuTJAgQnY&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=38">https://www.youtube.com/watch?v=j0YuTJAgQnY&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=38</a>	46
#39 Modern Rational Capitalism   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=4AT5KtrjYX4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=39">https://www.youtube.com/watch?v=4AT5KtrjYX4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=39</a>	32
#40 Bureaucracy   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=44jivBJSQo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=40">https://www.youtube.com/watch?v=44jivBJSQo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=40</a>	37
#41 Social Stratification   Class, Status & Party   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=HgkUVUM4rFo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=41">https://www.youtube.com/watch?v=HgkUVUM4rFo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=41</a>	40
#42 Comparative Religion & Disenchantment   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=qK_uIBvuP_8&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=42">https://www.youtube.com/watch?v=qK_uIBvuP_8&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=42</a>	43
#43 Weber on Democracy & Colonialism   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=G_E9tLYn1yM&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=43">https://www.youtube.com/watch?v=G_E9tLYn1yM&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=43</a>	36
#44 Critical Assessment   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=QQCS5TH2zWA&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=44">https://www.youtube.com/watch?v=QQCS5TH2zWA&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=44</a>	35

#45 Ferdinand Tonnies   1885-1936   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=GVPZk_VsN9c&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=45">https://www.youtube.com/watch?v=GVPZk_VsN9c&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=45</a>	43
#46 George Simmel   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=E6lF1fZhn5U&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=46">https://www.youtube.com/watch?v=E6lF1fZhn5U&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=46</a>	33
#47 Social Differentiation & Conflict   Part 1   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=dolKcB_7akl&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=47">https://www.youtube.com/watch?v=dolKcB_7akl&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=47</a>	36
#48 Simmel on Philosophy of Money   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=kw_9fG60hyc&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=48">https://www.youtube.com/watch?v=kw_9fG60hyc&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=48</a>	36
#49 Mind, Self & Society   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=JsTL2BaPL2I&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=49">https://www.youtube.com/watch?v=JsTL2BaPL2I&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=49</a>	40
#50 George Herbert Mead   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=IT9YnDXhmYk&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=50">https://www.youtube.com/watch?v=IT9YnDXhmYk&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=50</a>	35
#51 Mead on Self   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=oHHAIP8Og2c&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=51">https://www.youtube.com/watch?v=oHHAIP8Og2c&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=51</a>	40
#52 Mead on Society   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=xf0Dl1CQwnj&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=52">https://www.youtube.com/watch?v=xf0Dl1CQwnj&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=52</a>	33
#53 Perkins Gilman & The Gender Question   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=i2etPf_xkEU&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=53">https://www.youtube.com/watch?v=i2etPf_xkEU&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=53</a>	31
#54 Dubois & Question of Race   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=mc_GBnoQ3R4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=54">https://www.youtube.com/watch?v=mc_GBnoQ3R4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=54</a>	25
#55 Classical Sociological Theory & Modernity   A Recap   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=S0zrCfyKKH4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=55">https://www.youtube.com/watch?v=S0zrCfyKKH4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=55</a>	37
#56 Subsequent Development of Sociological Theory   Structural Functionalism	<a href="https://www.youtube.com/watch?v=EcVODqiMqPs&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=56">https://www.youtube.com/watch?v=EcVODqiMqPs&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=56</a>	32
#57 Conflict Theory   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=ucW_WfTRxY&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=57">https://www.youtube.com/watch?v=ucW_WfTRxY&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=57</a>	34
#58 Interactionist Perspective   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=j8aQtiRCiuQ&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=58">https://www.youtube.com/watch?v=j8aQtiRCiuQ&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=58</a>	30
#59 Theoretical Orientations & Methodologies   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=Pz9-QnTdZo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=59">https://www.youtube.com/watch?v=Pz9-QnTdZo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=59</a>	35
#60 Conclusion   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=6HIOWu9E-HM&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=60">https://www.youtube.com/watch?v=6HIOWu9E-HM&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=60</a>	13
		<b>1980</b>

### BBA Sem 3: Elective 3 Innovative Thinking

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

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

Moral value and thinking	Lecture 23	46
		1981

**BBA Sem 3: Environmental Science and Sustainability**

Topic	Link	Duration
Sustainability	<a href="#">#1 Sustainability   Ecology and Environment</a>	34
2 Dams   Part 1	<a href="#">#2 Dams   Part 1   Ecology and Environment</a>	23
3 Dams   Part 2	<a href="#">#3 Dams   Part 2   Ecology and Environment</a>	24
4 Adayar River   Part 1	<a href="#">#4 Adayar River   Part 1   Ecology and Environment</a>	26
5 Adayar River   Part 2	<a href="#">#5 Adayar River   Part 2   Ecology and Environment - YouTube</a>	26
6 Urbanization in Western Ghats   Biodiesel	<a href="#">#6 Urbanization in Western Ghats   Biodiesel   Ecology and Environment</a>	21
7 Use & Throw Plastic	<a href="#">#7 Use &amp; Throw Plastic   Ecology and Environment</a>	27
8 NanoMaterials & Information Technology	<a href="#">#8 NanoMaterials &amp; Information Technology   Ecology and Environment</a>	24
9 Definition of Health Risk	<a href="#">#9 Definition of Health Risk   Ecology and Environment</a>	33
10 Transport Of Pollutants in the Environment	<a href="#">#10 Transport Of Pollutants in the Environment   Ecology and Environment</a>	25
11 Assessment of Risk	<a href="#">#11 Assessment of Risk   Ecology and Environment</a>	31
12 Remediation & Liability	<a href="#">#12 Remediation &amp; Liability   Ecology and Environment</a>	25
Remediation & Liability : Case Study	<a href="#">#13 Remediation &amp; Liability : Case Study   Ecology and Environment</a>	21
Life Cycle Analysis	<a href="#">#14 Life Cycle Analysis   Ecology and Environment</a>	33
15 Energy & Environment Module	<a href="#">#15 Energy &amp; Environment Module   Part 1   Ecology and Environment - YouTube</a>	28
16 Energy & Environment Module   Part 2	<a href="#">#16 Energy &amp; Environment Module   Part 2   Ecology and Environment</a>	39
17 Energy & Environment Module   Part 3	<a href="#">#17 Energy &amp; Environment Module   Part 3   Ecology and Environment</a>	33
18 Energy & Environment Module   Part 4	<a href="#">#18 Energy &amp; Environment Module   Part 4   Ecology and Environment - YouTube</a>	37
19 Energy & Environment Module   Part 5	<a href="#">#19 Energy &amp; Environment Module   Part 5   Ecology and Environment</a>	47
20 Energy & Environment Module   Part 6	<a href="#">#20 Energy &amp; Environment Module   Part 6   Ecology and Environment</a>	28
21 Energy & Environment Module   Part 7	<a href="#">#21 Energy &amp; Environment Module   Part 7   Ecology and Environment</a>	22
22 Drinking Water Supply   Need & Challenges   Part I	<a href="#">#22 Drinking Water Supply   Need &amp; Challenges   Part I   Ecology and Environment</a>	27
23 Drinking Water Supply   Need & Challenges	<a href="#">#23 Drinking Water Supply   Need &amp; Challenges   Part II   Ecology and Environment</a>	29
24 Water Quality Standards & Philosophy of Water Treatment	<a href="#">#24 Water Quality Standards &amp; Philosophy of Water Treatment   Ecology and Environment</a>	27
25 Water Treatment   Point Of Use Filters	<a href="#">#25 Water Treatment   Point Of Use Filters   Ecology and Environment</a>	24
26 Wastewater Management in Urban India: Challenges & Solutions	<a href="#">#26 Wastewater Management in Urban India: Challenges &amp; Solutions   Ecology and Environment</a>	29
27 Sustainable Water Management: The Power of Wastewater Recycling	<a href="#">#27 Sustainable Water Management: The Power of Wastewater Recycling   Ecology and Environment</a>	28
28 Sustainable Water Management   Part 1	<a href="#">#28 Sustainable Water Management   Part 1   Ecology and Environment</a>	29
29 Sustainable Water Management	<a href="#">#29 Sustainable Water Management   Part 2   Ecology and Environment</a>	24
30 Groundwater Contamination	<a href="#">#30 Groundwater Contamination   Ecology and Environment</a>	32
31 Groundwater - Sanitation Nexus	<a href="#">#31 Groundwater - Sanitation Nexus   Ecology and Environment</a>	31
32 Chasing Sustainability – The Challenge	<a href="#">#32 Chasing Sustainability – The Challenge   Part 1   Ecology and Environment</a>	20
33 Chasing Sustainability – The Challenge   Part 2	<a href="#">#33 Chasing Sustainability – The Challenge   Part 2   Ecology and Environment</a>	16
34 Developing Frame Works Of Action: Ethics   Part 1	<a href="#">#34 Developing Frame Works Of Action: Ethics   Part 1   Ecology and Environment</a>	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
		<b>1287</b>

### BBA Sem 3: Elective 2 Product and Service Design

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

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

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

### BBA Sem 3: Financial Management Fundamentals

Topic	Link	Duration
Mod-20 Lec-21 Time Value of Money	<a href="https://www.youtube.com/watch?v=CpC9E0oc2Cc">https://www.youtube.com/watch?v=CpC9E0oc2Cc</a>	54
Lecture 10 – Time Value of Money - Part 1	<a href="https://www.youtube.com/watch?v=moPl0cn-0rk">https://www.youtube.com/watch?v=moPl0cn-0rk</a>	31
Lecture 11 – Time Value of Money - Part 2	<a href="https://www.youtube.com/watch?v=LeuNL4GbnqM">https://www.youtube.com/watch?v=LeuNL4GbnqM</a>	43
Mod-08 Lec-07 Time Value of Money	<a href="https://www.youtube.com/watch?v=BP_hDQk5YEK">https://www.youtube.com/watch?v=BP_hDQk5YEK</a>	52
Mod-01 Lec-21 Lecture 21	<a href="https://www.youtube.com/watch?v=IVdBgP55D14">https://www.youtube.com/watch?v=IVdBgP55D14</a>	38

Mod-01 Lec-22 Lecture 22	<a href="https://www.youtube.com/watch?v=MQHLM8XjX_Q">https://www.youtube.com/watch?v=MQHLM8XjX_Q</a>	43
Lecture 33: Monetary Policy III	<a href="https://www.youtube.com/watch?v=koMskyD1d-s">https://www.youtube.com/watch?v=koMskyD1d-s</a>	27
Lecture : 01 Introduction to Financial System	<a href="https://www.youtube.com/watch?v=p1KD_Y1e2Hg">https://www.youtube.com/watch?v=p1KD_Y1e2Hg</a>	32
Lecture : 02 Equilibrium in Financial Markets	<a href="https://www.youtube.com/watch?v=oEfiWGQFvLk">https://www.youtube.com/watch?v=oEfiWGQFvLk</a>	29
Financial Institutions and Markets	<a href="https://www.youtube.com/watch?v=88S1wZGfuqk&amp;list=PLbRMhDVUMngcXR5rE7oKtbFwM3R9RBJUc">https://www.youtube.com/watch?v=88S1wZGfuqk&amp;list=PLbRMhDVUMngcXR5rE7oKtbFwM3R9RBJUc</a>	3
Lecture 18: Monetary policy instruments	<a href="https://www.youtube.com/watch?v=Z9_4KTSI380&amp;list=PLbRMhDVUMngcXR5rE7oKtbFwM3R9RBJUc&amp;index=19">https://www.youtube.com/watch?v=Z9_4KTSI380&amp;list=PLbRMhDVUMngcXR5rE7oKtbFwM3R9RBJUc&amp;index=19</a>	34
Lecture 48:	<a href="https://www.youtube.com/watch?v=HeX_dimN1Bo">https://www.youtube.com/watch?v=HeX_dimN1Bo</a>	31
Lecture 49:	<a href="https://www.youtube.com/watch?v=gYh1ZxVN-iE">https://www.youtube.com/watch?v=gYh1ZxVN-iE</a>	30
Working Capital Management (1-61 lecture)	<a href="https://youtube.com/playlist?list=PLly_2iUCG87BFw5LwV9zFEH5dgS2XOTH5&amp;si=YRLnSiHZYZ-8EyHC">https://youtube.com/playlist?list=PLly_2iUCG87BFw5LwV9zFEH5dgS2XOTH5&amp;si=YRLnSiHZYZ-8EyHC</a>	900
Lecture 17 - Capital Budgeting - Part 1	<a href="https://www.youtube.com/watch?v=g6UCv4rkZ_Y">https://www.youtube.com/watch?v=g6UCv4rkZ_Y</a>	33
Lecture 18 - Capital Budgeting - Part 2	<a href="https://www.youtube.com/watch?v=r93pyYGJcLO">https://www.youtube.com/watch?v=r93pyYGJcLO</a>	36
		<b>1,416</b>

### BBA Sem 3: SEO & SEM Strategy

Topic	Link	Duration
Marketing Management	<a href="#">Marketing Management - I Week 1   NPTEL ANSWERS   My Swayam #npTEL #npTEL2025 #myswayam</a>	3
Marketing Management	<a href="#">Marketing Management - I    Exam Preparation Part 1    My Swayam    NPTEL 2023</a>	6
		<b>9</b>

### MBA Sem 1

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

Topic	Link	Duration
Interpersonal Communication	<a href="https://www.youtube.com/watch?v=5NK_lchyiC0">https://www.youtube.com/watch?v=5NK_lchyiC0</a>	20
Self-Concept	<a href="https://www.youtube.com/watch?v=1ih-s7xvZKo">https://www.youtube.com/watch?v=1ih-s7xvZKo</a>	30
Perception	<a href="https://www.youtube.com/watch?v=x30NRDrcaUk">https://www.youtube.com/watch?v=x30NRDrcaUk</a>	45
Presentations	<a href="https://www.youtube.com/watch?v=2dSSEciSq2il">https://www.youtube.com/watch?v=2dSSEciSq2il</a>	1
Listening	<a href="https://www.youtube.com/watch?v=B9W9ueeuEr8">https://www.youtube.com/watch?v=B9W9ueeuEr8</a>	24
Interpersonal Conflict	<a href="https://www.youtube.com/watch?v=C1Qya7ND0z4">https://www.youtube.com/watch?v=C1Qya7ND0z4</a>	39
Pareto Principle (80/20 rule)	<a href="https://www.youtube.com/watch?v=crNLTuJKINw">https://www.youtube.com/watch?v=crNLTuJKINw</a>	31
Digital Communication	<a href="https://youtube.com/playlist?list=PL_a1Tf5CC9RGZw7sw8SW89oDWN7uZvYLo&amp;si=V7qaluofNkn8A_Uv">https://youtube.com/playlist?list=PL_a1Tf5CC9RGZw7sw8SW89oDWN7uZvYLo&amp;si=V7qaluofNkn8A_Uv</a>	60
Infographics	<a href="https://www.youtube.com/watch?v=-416DCSzeIU">https://www.youtube.com/watch?v=-416DCSzeIU</a>	22
Public Speaking	<a href="https://www.youtube.com/watch?v=t-Z9gdXhNNUj">https://www.youtube.com/watch?v=t-Z9gdXhNNUj</a>	36

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

### MBA Sem 1: Financial Statement Analysis

Topic	Link	Duration
Introduction & Scope of Accounting	<a href="https://youtu.be/UxfPGWlxpHQ?si=7fAsYxHeJc8ybfKR">https://youtu.be/UxfPGWlxpHQ?si=7fAsYxHeJc8ybfKR</a>	30
Financial Statements	<a href="https://youtu.be/wQ0hrdmoVu4?si=eAbboYfA7g43Lp4j">https://youtu.be/wQ0hrdmoVu4?si=eAbboYfA7g43Lp4j</a>	19
Financial Statements	<a href="https://youtu.be/_5dqb60cltQ?si=mh7VK0IAdDIA9G2n">https://youtu.be/_5dqb60cltQ?si=mh7VK0IAdDIA9G2n</a>	30
Financial Statements	<a href="https://youtu.be/rIge0g9F-a8?si=mct3W5obTRiJBJo">https://youtu.be/rIge0g9F-a8?si=mct3W5obTRiJBJo</a>	27
Depreciation	<a href="https://youtu.be/N5Wh2NNkqpU?si=7Y2RJ3jQZ2Ju1fAE">https://youtu.be/N5Wh2NNkqpU?si=7Y2RJ3jQZ2Ju1fAE</a>	27
Depreciation	<a href="https://youtu.be/D55DYxwBD0M?si=YDUgDi486ULX8qj8">https://youtu.be/D55DYxwBD0M?si=YDUgDi486ULX8qj8</a>	27
Inventory Valuation	<a href="https://youtu.be/hKiDyflnBDU?si=HQQ650dZD5IuT-7L">https://youtu.be/hKiDyflnBDU?si=HQQ650dZD5IuT-7L</a>	31
Inventory Valuation	<a href="https://youtu.be/U3K5iXBeR7o?si=sNFkTpLM_DZRui4F">https://youtu.be/U3K5iXBeR7o?si=sNFkTpLM_DZRui4F</a>	27
Process of Accounting	<a href="https://youtu.be/rwH0BE7CgBM?si=BGId2DXi0EsYnB5L">https://youtu.be/rwH0BE7CgBM?si=BGId2DXi0EsYnB5L</a>	26
Process of Accounting	<a href="https://youtu.be/AQvxKosUBf4?si=CXg3EHMDmHUC4Pdp">https://youtu.be/AQvxKosUBf4?si=CXg3EHMDmHUC4Pdp</a>	23
Cash Flow Statement	<a href="https://youtu.be/vaneKrOo1xU?si=8mRRxiWUeiCSfmJR">https://youtu.be/vaneKrOo1xU?si=8mRRxiWUeiCSfmJR</a>	26
Cash Flow Statement	<a href="https://youtu.be/SA2U13YCAU?si=KXQof_pi2E9XzTON">https://youtu.be/SA2U13YCAU?si=KXQof_pi2E9XzTON</a>	34
Cash Flow Statement	<a href="https://youtu.be/vVmJNiHS2HI?si=4366o8oqdcYz2v8Q">https://youtu.be/vVmJNiHS2HI?si=4366o8oqdcYz2v8Q</a>	27
Cash Flow Statement	<a href="https://youtu.be/wzz31xEXZ1MI?si=0gH5YqV1PrD_g1Y-">https://youtu.be/wzz31xEXZ1MI?si=0gH5YqV1PrD_g1Y-</a>	28
Cash Flow Statement	<a href="https://youtu.be/UTYoKXfXNds?si=nG2ge_piYO4172B">https://youtu.be/UTYoKXfXNds?si=nG2ge_piYO4172B</a>	16
Cash Flow Statement	<a href="https://youtu.be/UTYoKXfXNds?si=lg8so_qp2-vlWPyC">https://youtu.be/UTYoKXfXNds?si=lg8so_qp2-vlWPyC</a>	16
Interpretation & Analysis of Financial Statements	<a href="https://youtu.be/92YVzp4GRpU?si=tOSJYrQrc-iA7U_M">https://youtu.be/92YVzp4GRpU?si=tOSJYrQrc-iA7U_M</a>	26
Interpretation & Analysis of Financial Statements	<a href="https://youtu.be/4Jl6GqrWFuc?si=fEJh7Mef8QB7PqR8">https://youtu.be/4Jl6GqrWFuc?si=fEJh7Mef8QB7PqR8</a>	27
Financial Statement Analysis	<a href="https://youtu.be/qT1-o7jEYBU?si=ELdgVkuVDjzyQZhc">https://youtu.be/qT1-o7jEYBU?si=ELdgVkuVDjzyQZhc</a>	18
Financial Statement Analysis	<a href="https://youtu.be/W5V2!qSD5vc?si=kzHKz6BxudNkqv23">https://youtu.be/W5V2!qSD5vc?si=kzHKz6BxudNkqv23</a>	31
Types of Accounting	<a href="https://www.youtube.com/watch?v=Hs-U3jAvqo4&amp;list=PL9gSnSOLPFTBvB5LpGipSXF0rgRcRD-MK">https://www.youtube.com/watch?v=Hs-U3jAvqo4&amp;list=PL9gSnSOLPFTBvB5LpGipSXF0rgRcRD-MK</a>	5
GAAP (Generally Accepted Accounting Principles)	<a href="https://www.youtube.com/watch?v=NWKIK1_18s&amp;list=PL9gSnSOLPFTBvB5LpGipSXF0rgRcRD-MK&amp;index=13">https://www.youtube.com/watch?v=NWKIK1_18s&amp;list=PL9gSnSOLPFTBvB5LpGipSXF0rgRcRD-MK&amp;index=13</a>	32
Depreciation	<a href="https://www.youtube.com/watch?v=sQZEmDkf9rQ">https://www.youtube.com/watch?v=sQZEmDkf9rQ</a>	4
Process of Accounting	<a href="https://www.youtube.com/watch?v=xepK8uBOr9Q">https://www.youtube.com/watch?v=xepK8uBOr9Q</a>	7
Corporate balance sheet	<a href="https://www.youtube.com/watch?v=-17XT-5v5rw">https://www.youtube.com/watch?v=-17XT-5v5rw</a>	6
Financial Statement Analysis	<a href="https://www.youtube.com/watch?v=mXXjKgzlyA">https://www.youtube.com/watch?v=mXXjKgzlyA</a>	11
Financial Ratios	<a href="https://www.youtube.com/watch?v=09Rk52DopAQ">https://www.youtube.com/watch?v=09Rk52DopAQ</a>	44
Indian Accounting Standards	<a href="https://www.youtube.com/watch?v=EuldncC6FnE">https://www.youtube.com/watch?v=EuldncC6FnE</a>	30
Ind AS	<a href="https://www.youtube.com/watch?v=VUFBJGH7rQ">https://www.youtube.com/watch?v=VUFBJGH7rQ</a>	28
		<b>683</b>

### MBA Sem 1: Entrepreneurship and Family Business

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



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

**MBA Sem 1: Driving Decisions by Excel**

Topic	Link	Duration
Introduction to Excel	<a href="https://www.youtube.com/watch?v=PFzjQjYki0A">https://www.youtube.com/watch?v=PFzjQjYki0A</a>	22
Essential Excel Functions	<a href="https://www.youtube.com/watch?v=7pmtautobi8">https://www.youtube.com/watch?v=7pmtautobi8</a>	51
Data Proofing and Formatting	<a href="https://www.youtube.com/watch?v=6BG01cEc27Q">https://www.youtube.com/watch?v=6BG01cEc27Q</a>	57
Advanced Data Cleaning	<a href="https://www.youtube.com/watch?v=D2liCbwn18">https://www.youtube.com/watch?v=D2liCbwn18</a>	49
Strategic Business Decisions	<a href="https://youtu.be/gr1bXZrAcXA?si=K91oX0jmV3jgv-gU">https://youtu.be/gr1bXZrAcXA?si=K91oX0jmV3jgv-gU</a>	22
Introduction to Excel	<a href="https://youtu.be/-ujVQzTtXsG?si=y4NIOrDZy-4cYAPY">https://youtu.be/-ujVQzTtXsG?si=y4NIOrDZy-4cYAPY</a>	1
Excel Basics	<a href="https://youtu.be/rJPWi5x0g3I?si=ADAtYv1V-iR8kwp3">https://youtu.be/rJPWi5x0g3I?si=ADAtYv1V-iR8kwp3</a>	7
Create and close Files	<a href="https://youtu.be/bi-zr7j-eCU?si=RI0eqnFSECps0rKs">https://youtu.be/bi-zr7j-eCU?si=RI0eqnFSECps0rKs</a>	2
Tabs and Group	<a href="https://youtu.be/diWl_7obzJA?si=CouUwgtWizMxOd6T">https://youtu.be/diWl_7obzJA?si=CouUwgtWizMxOd6T</a>	4
Editing Data	<a href="https://youtu.be/ZnXYEliJreIM?si=LVIgiweU7IOOxnG">https://youtu.be/ZnXYEliJreIM?si=LVIgiweU7IOOxnG</a>	9
Formatting	<a href="https://youtu.be/TKY_AuLMQlc?si=y4nBEZnjlMkz5Yzp">https://youtu.be/TKY_AuLMQlc?si=y4nBEZnjlMkz5Yzp</a>	11
Characteristics of Cell	<a href="https://youtu.be/EFsgUCj3m8Q?si=EI0F-F7EvNyk_ejg">https://youtu.be/EFsgUCj3m8Q?si=EI0F-F7EvNyk_ejg</a>	1
Cell reference	<a href="https://youtu.be/LFlyklmL4M8?si=ATt3WoMLjYrqr-5w">https://youtu.be/LFlyklmL4M8?si=ATt3WoMLjYrqr-5w</a>	8
Text to Column	<a href="https://youtu.be/D81rxixcYk?si=eGipvjGwGTFkat_5">https://youtu.be/D81rxixcYk?si=eGipvjGwGTFkat_5</a>	5
Comments	<a href="https://youtu.be/K5ioj-ZEXf0?si=NB0tNOKHugbKGNQ5">https://youtu.be/K5ioj-ZEXf0?si=NB0tNOKHugbKGNQ5</a>	3
Copying and Filling	<a href="https://youtu.be/OUOU9rRWPQ?si=ouulbg8l-vXAqjgC">https://youtu.be/OUOU9rRWPQ?si=ouulbg8l-vXAqjgC</a>	7
Filling Series	<a href="https://youtu.be/OUOU9rRWPQ?si=zhbbNmUhk5ozVmGg">https://youtu.be/OUOU9rRWPQ?si=zhbbNmUhk5ozVmGg</a>	2
Advanced Fill	<a href="https://youtu.be/eLBCGZaYqUI?si=8pkCFGKINjPPIxu">https://youtu.be/eLBCGZaYqUI?si=8pkCFGKINjPPIxu</a>	5
Flash Fill	<a href="https://youtu.be/wxbI9xqyWJY?si=x7-4RiVrmR6uz6vl">https://youtu.be/wxbI9xqyWJY?si=x7-4RiVrmR6uz6vl</a>	4
Viewing Work Sheets	<a href="https://youtu.be/CaO28XqxnY0?si=uDBp9x4-6CSU_vqM">https://youtu.be/CaO28XqxnY0?si=uDBp9x4-6CSU_vqM</a>	6
Custom Views	<a href="https://youtu.be/fluwBeDhGSE?si=fu-l_mFE0xLxnl2y">https://youtu.be/fluwBeDhGSE?si=fu-l_mFE0xLxnl2y</a>	3
Adjusting Video	<a href="https://youtu.be/_UqFbbnzm00?si=ufgyEEQCz63_ARwb">https://youtu.be/_UqFbbnzm00?si=ufgyEEQCz63_ARwb</a>	10
Working with Work Sheets	<a href="https://youtu.be/u2yFuy1A_9w?si=vp16zVrb0DyB3mHh">https://youtu.be/u2yFuy1A_9w?si=vp16zVrb0DyB3mHh</a>	8
Compare 2 Sheets	<a href="https://youtu.be/kwAPsnDpPxE?si=Ms1P0SNNZguJpRq1">https://youtu.be/kwAPsnDpPxE?si=Ms1P0SNNZguJpRq1</a>	3
View Files Side by Side	<a href="https://youtu.be/fjSodXZd0TA?si=67G85_d_zuVSVXwe">https://youtu.be/fjSodXZd0TA?si=67G85_d_zuVSVXwe</a>	5
V Look Up	<a href="https://youtu.be/lwo5Ae7th_l?si=L2ffMJ11FEPlu0tt">https://youtu.be/lwo5Ae7th_l?si=L2ffMJ11FEPlu0tt</a>	6
V Look Up Approximate Match	<a href="https://youtu.be/zWUSZvbd09E?si=0vdk90MAsmymISbC">https://youtu.be/zWUSZvbd09E?si=0vdk90MAsmymISbC</a>	4
V Look Up with Trim	<a href="https://youtu.be/zWUSZvbd09E?si=55e7rFuz-GUI2Dc1">https://youtu.be/zWUSZvbd09E?si=55e7rFuz-GUI2Dc1</a>	4
H Look up	<a href="https://youtu.be/eGNVhJTW0E0?si=38RV0kmCzrm-f0m8">https://youtu.be/eGNVhJTW0E0?si=38RV0kmCzrm-f0m8</a>	1
V Look up Rules	<a href="https://youtu.be/HVMoulB4Dcs?si=ecght2J0TFnEf10h">https://youtu.be/HVMoulB4Dcs?si=ecght2J0TFnEf10h</a>	2
Look up Function	<a href="https://youtu.be/Ulm4YXfV30?si=Utd0VQfc3-XvEXFC">https://youtu.be/Ulm4YXfV30?si=Utd0VQfc3-XvEXFC</a>	7
V Look up Advanced	<a href="https://youtu.be/mW8TmaDnhUM?si=59H5VQ9NYvFMuxnl">https://youtu.be/mW8TmaDnhUM?si=59H5VQ9NYvFMuxnl</a>	2
Index	<a href="https://youtu.be/40J4DARYrxM?si=GA5LszLR7Yr49eye">https://youtu.be/40J4DARYrxM?si=GA5LszLR7Yr49eye</a>	2

Match Function	<a href="https://youtu.be/ftIO0QC4lck?si=KtWByiGCf8d1W7LT">https://youtu.be/ftIO0QC4lck?si=KtWByiGCf8d1W7LT</a>	1
Header and Footer	<a href="https://youtu.be/sXzQBAfJHBA?si=IriBu_YrRiMPLBjFu">https://youtu.be/sXzQBAfJHBA?si=IriBu_YrRiMPLBjFu</a>	8
Sorting	<a href="https://youtu.be/m97Rbqs6ico?si=EPavT_uV1JGZWQEd">https://youtu.be/m97Rbqs6ico?si=EPavT_uV1JGZWQEd</a>	9
Advanced Filter	<a href="https://youtu.be/UV-SPoVkdDaU?si=VaWRI6kqHrFo3Gf9">https://youtu.be/UV-SPoVkdDaU?si=VaWRI6kqHrFo3Gf9</a>	7
Basic Table	<a href="https://youtu.be/U1KRv9zItUc?si=zrxobNQQYfXoXzsp">https://youtu.be/U1KRv9zItUc?si=zrxobNQQYfXoXzsp</a>	5
Advanced Table	<a href="https://youtu.be/xHsiCme9GWw?si=O52sXUTSA8Jbkbly">https://youtu.be/xHsiCme9GWw?si=O52sXUTSA8Jbkbly</a>	6
Subtotal	<a href="https://youtu.be/-F21Z_aBFTs?si=rOrhs3rsdhU3d43e">https://youtu.be/-F21Z_aBFTs?si=rOrhs3rsdhU3d43e</a>	4
Charts	<a href="https://youtu.be/-F21Z_aBFTs?si=nLJFdpCxY5JZuXU">https://youtu.be/-F21Z_aBFTs?si=nLJFdpCxY5JZuXU</a>	6
Pie, Bar Chart, Column Chart, Line Chart	<a href="https://youtu.be/Z2gzLYeQatQ?si=oRNON1SuRzLCY4j">https://youtu.be/Z2gzLYeQatQ?si=oRNON1SuRzLCY4j</a>	8
Pivot Chart	<a href="https://youtu.be/mc7xO8F8Pj8?si=rQxBSzeXICIGjLIN">https://youtu.be/mc7xO8F8Pj8?si=rQxBSzeXICIGjLIN</a>	5
Pivot Table	<a href="https://youtu.be/4PWVFBIFVVU?si=zFcywb1cjaS8spmZ">https://youtu.be/4PWVFBIFVVU?si=zFcywb1cjaS8spmZ</a>	15
Pivot Table Example 2	<a href="https://youtu.be/Y72CeUEn_Vc?si=D4XWi_M7EjJ9LITE">https://youtu.be/Y72CeUEn_Vc?si=D4XWi_M7EjJ9LITE</a>	6
Pivot Table Example 3	<a href="https://youtu.be/Y72CeUEn_Vc?si=wl29XJ2JwjjUbhM">https://youtu.be/Y72CeUEn_Vc?si=wl29XJ2JwjjUbhM</a>	5
Pivot Table Grouping	<a href="https://youtu.be/kyAZ2zAj5hU?si=2hBzOSZidThzR5dE">https://youtu.be/kyAZ2zAj5hU?si=2hBzOSZidThzR5dE</a>	4
Pivot Table Slice	<a href="https://youtu.be/sM2mdBu00wc?si=sf7NRXPcM71mvVz">https://youtu.be/sM2mdBu00wc?si=sf7NRXPcM71mvVz</a>	9
Logical Test	<a href="https://youtu.be/sM2mdBu00wc?si=RNY2KpflyMuBENM9">https://youtu.be/sM2mdBu00wc?si=RNY2KpflyMuBENM9</a>	2
If Function	<a href="https://youtu.be/sidOELWrsMQ?si=SNWcDqeJ9Gy05dQQ">https://youtu.be/sidOELWrsMQ?si=SNWcDqeJ9Gy05dQQ</a>	7
Nested IF	<a href="https://youtu.be/0ZzZmH8IV3?si=2V9GzPQJc_rfe_w2">https://youtu.be/0ZzZmH8IV3?si=2V9GzPQJc_rfe_w2</a>	2
AND Function	<a href="https://youtu.be/0ZzZmH8IV8?si=t1L9I6_tYPGtAUG">https://youtu.be/0ZzZmH8IV8?si=t1L9I6_tYPGtAUG</a>	3
Not and IF error	<a href="https://youtu.be/l8cuE3LSfJM?si=e6Hp9Hlm08xEtZp5">https://youtu.be/l8cuE3LSfJM?si=e6Hp9Hlm08xEtZp5</a>	2
Auditing Tools	<a href="https://youtu.be/BpDGS4gfbc4?si=ctJLb3K_eK3PF0Dk">https://youtu.be/BpDGS4gfbc4?si=ctJLb3K_eK3PF0Dk</a>	6
An Introduction to Artificial Intelligence	<a href="https://youtu.be/GHpcngLoDvl?si=t1YhVb9uQos5ADxl">https://youtu.be/GHpcngLoDvl?si=t1YhVb9uQos5ADxl</a>	5
What to expect from AI	<a href="https://youtu.be/K9gH7hBAAdpo?si=awxM-suBPQIMmf-">https://youtu.be/K9gH7hBAAdpo?si=awxM-suBPQIMmf-</a>	14
History of AI	<a href="https://youtu.be/K9gH7hBAAdpo?si=2TRUfJK87-QncA6U">https://youtu.be/K9gH7hBAAdpo?si=2TRUfJK87-QncA6U</a>	28
Present State of AI	<a href="https://youtu.be/Pa7LYG88nJo?si=yaqTgMTbGgQwu01c">https://youtu.be/Pa7LYG88nJo?si=yaqTgMTbGgQwu01c</a>	20
Definition of AI thinking	<a href="https://youtu.be/ZqfCqOpr2Ds?si=c4cckN9WVvNyhWhWG">https://youtu.be/ZqfCqOpr2Ds?si=c4cckN9WVvNyhWhWG</a>	25
		<b>541</b>

### MBA Sem 1: Introduction to Digital Marketing

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

### MBA Sem 1: Geo Politics and International Business

Topic	link	Duration
Global Business Dynamics	<a href="https://www.youtube.com/watch?v=dUaP9keJoCU">https://www.youtube.com/watch?v=dUaP9keJoCU</a>	31
Globalization	<a href="https://www.youtube.com/watch?v=mU_dkuIb1GA&amp;list=PL_a1TISCC9REBkK5Ey1Vp3kioI9W-IDQz">https://www.youtube.com/watch?v=mU_dkuIb1GA&amp;list=PL_a1TISCC9REBkK5Ey1Vp3kioI9W-IDQz</a>	40



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

### MBA Sem 1: The 21st Century Marketing

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

### MBA Sem 2

#### MBA Sem 2: Financial Management

Topic	link	Duration
Lecture 1 – Fundamentals of Financial Management - Part 1	<a href="https://youtu.be/CCQwz_Gwo6o?si=OjJq4aHqCTsfb5xe">https://youtu.be/CCQwz_Gwo6o?si=OjJq4aHqCTsfb5xe</a>	39
Lecture 2 – Fundamentals of Financial Management - Part 2	<a href="https://youtu.be/dgPlxTq9lLw?si=mClouC35yWoj230">https://youtu.be/dgPlxTq9lLw?si=mClouC35yWoj230</a>	33
Lecture 3 – Fundamentals of Financial Management - Part 3	<a href="https://youtu.be/Hus0QIGA35E?si=UHmtU2vfjtb5BvD8">https://youtu.be/Hus0QIGA35E?si=UHmtU2vfjtb5BvD8</a>	34
Lecture 4: Fundamentals of Financial Management – Part IV	<a href="https://youtu.be/FIEFngDYUzA?si=D5NR2RetXuV9PdN-">https://youtu.be/FIEFngDYUzA?si=D5NR2RetXuV9PdN-</a>	45
Lecture 5 – Fundamentals of Financial Management - Part 5	<a href="https://youtu.be/zeYN_013jQ4?si=mLAojr9FPzcnSZg1">https://youtu.be/zeYN_013jQ4?si=mLAojr9FPzcnSZg1</a>	35
#55 Cost of Capital & Valuation   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/Tjm-FC_0R88?si=RHMORmsb3UW51LuC">https://youtu.be/Tjm-FC_0R88?si=RHMORmsb3UW51LuC</a>	42
#56 Cost of Capital & Valuation   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/IC_SBgFOnWg?si=l11_EL-Ef8C53y5M">https://youtu.be/IC_SBgFOnWg?si=l11_EL-Ef8C53y5M</a>	38
#57 Valuation & Capital Structure   Foundations of Accounting & Finance	<a href="https://youtu.be/4gtbkxpHlna?si=um2aM9kwxMnkYQ">https://youtu.be/4gtbkxpHlna?si=um2aM9kwxMnkYQ</a>	39
Mod-04 Lec-11 Analysis of Project Viability Capital Budgeting Techniques-I	<a href="https://youtu.be/XQa8FyOoJ_w?si=nK_BxRVHvN_007dj">https://youtu.be/XQa8FyOoJ_w?si=nK_BxRVHvN_007dj</a>	49



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

**MBA Sem 2: Ethics in Artificial Intelligence**

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

**MBA Sem 2: Statistics for Business Managers**

Topic	Link	Duration
Hypothesis Testing Two Sample Test-II	<a href="https://youtu.be/TDao_I8tIUo?si=efCnjvpRp0GCM-nW">https://youtu.be/TDao_I8tIUo?si=efCnjvpRp0GCM-nW</a>	32
Hypothesis Testing Two Sample Test-I	<a href="https://youtu.be/s_Dsiz70dHk?si=llyW-aWjB3'clBJm">https://youtu.be/s_Dsiz70dHk?si=llyW-aWjB3'clBJm</a>	32
Hypothesis Testing of Proportions using Minitab	<a href="https://youtu.be/3S7qBA0pau0?si=MEdODfS20qfcsbrr">https://youtu.be/3S7qBA0pau0?si=MEdODfS20qfcsbrr</a>	30



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

**MBA Sem 2: Decision making through Predictive Modelling**

Topic	link	Duration
Lecture 1 Introduction, Knowledge Discovery Process	<a href="https://youtu.be/ykZ-_UGcYWg?si=RLkUY8IOrfOQwqzv">https://youtu.be/ykZ-_UGcYWg?si=RLkUY8IOrfOQwqzv</a>	23
Lecture 2 Data Preprocessing - I	<a href="https://youtu.be/NSxElahAH5o?si=d_2OYWdp_BGhc6dJ">https://youtu.be/NSxElahAH5o?si=d_2OYWdp_BGhc6dJ</a>	36
Lecture 3 Data Preprocessing - II	<a href="https://youtu.be/wZQM_9vhuIlg?si=8Tg7KAn_hQL0oZRP">https://youtu.be/wZQM_9vhuIlg?si=8Tg7KAn_hQL0oZRP</a>	26
Lecture 37 : Regression I	<a href="https://youtu.be/Gmomzn1U0F0?si=Yp9FgXkAa2tMxBt2">https://youtu.be/Gmomzn1U0F0?si=Yp9FgXkAa2tMxBt2</a>	31
Lecture 38 : Regression II	<a href="https://youtu.be/eGKBr1JhGFY?si=IXbeeMwWAtxmv_UD">https://youtu.be/eGKBr1JhGFY?si=IXbeeMwWAtxmv_UD</a>	24
Lecture 39 : Regression III	<a href="https://youtu.be/M6p_24EejVY?si=BsxmSU2mPdIUlllz">https://youtu.be/M6p_24EejVY?si=BsxmSU2mPdIUlllz</a>	23
Lecture 40 : Regression IV	<a href="https://youtu.be/dU5AuM2Hln8?si=T_GXfn1v9BmbTrru">https://youtu.be/dU5AuM2Hln8?si=T_GXfn1v9BmbTrru</a>	29
Lec 28, Linear Regression - I	<a href="https://youtu.be/eY55ocm-VgM?si=hFZas_UhzvtDFBvF">https://youtu.be/eY55ocm-VgM?si=hFZas_UhzvtDFBvF</a>	35
Lec 29, Linear Regression - II	<a href="https://youtu.be/xXD0ZLVjfb?si=5rLKod3Qp6jx-AXW">https://youtu.be/xXD0ZLVjfb?si=5rLKod3Qp6jx-AXW</a>	23
Lec 30, Linear Regression-III	<a href="https://youtu.be/Hy9tOyk33D0?si=DO1fvXnD9sYnHkXk">https://youtu.be/Hy9tOyk33D0?si=DO1fvXnD9sYnHkXk</a>	30
Lec 33, MULTIPLE REGRESSION MODEL - I	<a href="https://youtu.be/rKqYaWyMOQY?si=FvwY4RUJBODE_Swk">https://youtu.be/rKqYaWyMOQY?si=FvwY4RUJBODE_Swk</a>	30
Lec 34, MULTIPLE REGRESSION MODEL-II	<a href="https://youtu.be/FT0-PYssiV4?si=LXKLP03GXM49-Qp1">https://youtu.be/FT0-PYssiV4?si=LXKLP03GXM49-Qp1</a>	35
Lec 38, LOGISTIC REGRESSION- I	<a href="https://youtu.be/uiB733Oq6oc?si=InCwKXp1nP4dGz-T">https://youtu.be/uiB733Oq6oc?si=InCwKXp1nP4dGz-T</a>	30
Lec 39, LOGISTIC REGRESSION-II	<a href="https://youtu.be/D7p5g8PMdvQ?si=4eFi1S2cobKnH06W">https://youtu.be/D7p5g8PMdvQ?si=4eFi1S2cobKnH06W</a>	26
Lec 40, Linear Regression Model Vs Logistic Regression Model	<a href="https://youtu.be/R2uwjebnSzk?si=u6K8kyRIM5msizkb">https://youtu.be/R2uwjebnSzk?si=u6K8kyRIM5msizkb</a>	30
Lec 43, Performance of Logistic Model-III	<a href="https://youtu.be/vlond1Mmx74?si=ptcPF3x9YNkZXWVw">https://youtu.be/vlond1Mmx74?si=ptcPF3x9YNkZXWVw</a>	25
Lec 59, Attribute selection Measures in CART : II	<a href="https://youtu.be/KqJ6-fg8H8?si=DV17G8wBkdHMGVI">https://youtu.be/KqJ6-fg8H8?si=DV17G8wBkdHMGVI</a>	26

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

### MBA Sem 2: Data Storytelling

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

### MBA Sem 2: Behaviour based Selling & Negotiations

Topic	Link	Duration
Mod-01 Lec-01 Introduction to the Study of Consumer Behaviour	<a href="https://youtu.be/jSrC-EWYIJQ?si=afRkcg-vqqVe_FB7">https://youtu.be/jSrC-EWYIJQ?si=afRkcg-vqqVe_FB7</a>	58
Mod-01 Lec-02 Introduction to the Study of Consumer Behaviour (Contd.)	<a href="https://youtu.be/G5E08DbqH94?si=7-D3IL-W-d-IX0br">https://youtu.be/G5E08DbqH94?si=7-D3IL-W-d-IX0br</a>	60
Mod-06 Lec-13 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement ( Contd.)	<a href="https://youtu.be/zDW02yyLGrQ?si=ROUNIAzvjXp38rnr">https://youtu.be/zDW02yyLGrQ?si=ROUNIAzvjXp38rnr</a>	53
Mod-06 Lec-14 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement ( Contd.)	<a href="https://youtu.be/WZiL-UFELGc?si=FKpYygis-AcDL_pg">https://youtu.be/WZiL-UFELGc?si=FKpYygis-AcDL_pg</a>	54
Mod-06 Lec-15 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement ( Contd.)	<a href="https://youtu.be/ETDARKgZe2k?si=ZvTSyw0uUvmRTvd6">https://youtu.be/ETDARKgZe2k?si=ZvTSyw0uUvmRTvd6</a>	52
Mod-06 Lec-16 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement ( Contd.)	<a href="https://youtu.be/S1FWg3BUqK4?si=rIn0EFxqeEPMj7GM">https://youtu.be/S1FWg3BUqK4?si=rIn0EFxqeEPMj7GM</a>	56
Mod-06 Lec-17 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement ( Contd.)	<a href="https://youtu.be/NdLU6MGt8mE?si=n_mj8KjoO8PIM3pj">https://youtu.be/NdLU6MGt8mE?si=n_mj8KjoO8PIM3pj</a>	55
Mod-15 Lec-35 Culture, Sub-Culture and Cross-Culture	<a href="https://youtu.be/W-7SH99w6BY?si=njKsTa0_g4A3-V2k">https://youtu.be/W-7SH99w6BY?si=njKsTa0_g4A3-V2k</a>	57
Mod-15 Lec-36 Culture, Sub-Culture and Cross-Culture (Contd.)	<a href="https://youtu.be/mJ8LhOJdQng?si=RcjlBhWjZztO2sOz">https://youtu.be/mJ8LhOJdQng?si=RcjlBhWjZztO2sOz</a>	60
Mod-04 Lec-07 The Consumer Decision Making Process	<a href="https://youtu.be/38CXcE_Q1Ug?si=yXLNQjlanLq7CCnx">https://youtu.be/38CXcE_Q1Ug?si=yXLNQjlanLq7CCnx</a>	58
Mod-10 Lec-27 Consumer Attitudes	<a href="https://youtu.be/RZECeTgQzQU?si=PaPBch8mI6QAPGp6">https://youtu.be/RZECeTgQzQU?si=PaPBch8mI6QAPGp6</a>	50
Mod-10 Lec-28 Consumer Attitudes (Contd.)	<a href="https://youtu.be/WOqR9Lbc2_w?si=pnjGQsChn1x8z4Mj">https://youtu.be/WOqR9Lbc2_w?si=pnjGQsChn1x8z4Mj</a>	55
Mod-10 Lec-29 Consumer Attitudes ( Contd.)	<a href="https://youtu.be/Gwb0qRDzpcC?si=S7j6bFl1En6QsnIT">https://youtu.be/Gwb0qRDzpcC?si=S7j6bFl1En6QsnIT</a>	50
Mod-11 Lec-30 Consumer Communication	<a href="https://youtu.be/QIjgZCcBOKNE?si=pMFzPbxDfwACrnEA">https://youtu.be/QIjgZCcBOKNE?si=pMFzPbxDfwACrnEA</a>	63
Mod-11 Lec-31 Consumer Communication (Contd.)	<a href="https://youtu.be/Ze-aSqFfixY?si=j-xjnnRIIOjEgBA2">https://youtu.be/Ze-aSqFfixY?si=j-xjnnRIIOjEgBA2</a>	60
Mod-12 Lec-32 Consumer Groups and Reference Groups	<a href="https://youtu.be/erjfwCUBGlg?si=btV6VCCj9JkDuj3">https://youtu.be/erjfwCUBGlg?si=btV6VCCj9JkDuj3</a>	59
Attitude Formation - I	<a href="https://youtu.be/ZYNIHeVFY0c?si=my59_fgFYidbM85U">https://youtu.be/ZYNIHeVFY0c?si=my59_fgFYidbM85U</a>	30
Attitude Formation - II	<a href="https://youtu.be/M2ob_KFPi9o?si=mVvrWvjQE1eixV7v">https://youtu.be/M2ob_KFPi9o?si=mVvrWvjQE1eixV7v</a>	20
		950

### MBA Sem 2: Business analytics using R

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



Lecture 02 : Data cleaning	<a href="https://youtu.be/E7ZZunJ5HBs?si=e9KdQr7bD3GARgvR">https://youtu.be/E7ZZunJ5HBs?si=e9KdQr7bD3GARgvR</a>	50
Lecture 03 : Data Visualization- Part 1	<a href="https://youtu.be/m7F9u_66Jzg?si=Al2D8XNZdOnqsvM-">https://youtu.be/m7F9u_66Jzg?si=Al2D8XNZdOnqsvM-</a>	38
Lecture 04 : Data Visualization- Part 2	<a href="https://youtu.be/GYcoal1qOOo?si=x3-D2u0O0!0csb5T7">https://youtu.be/GYcoal1qOOo?si=x3-D2u0O0!0csb5T7</a>	35
Lecture 10 : Descriptive Analytics: Measures of Central Tendency	<a href="https://youtu.be/jnuYqmeYiWY?si=tG2miCQF9KoesG7h">https://youtu.be/jnuYqmeYiWY?si=tG2miCQF9KoesG7h</a>	31
Lecture 11 : Descriptive Analytics: Measures of Variability and Shape	<a href="https://youtu.be/xSLUUG-K6dI?si=vlLq-XPdH3f9K659">https://youtu.be/xSLUUG-K6dI?si=vlLq-XPdH3f9K659</a>	30
Lecture 12 : Statistical Inference: Sampling	<a href="https://youtu.be/o-SifEG5mAI?si=WVq4JNT1MLNITSyJ">https://youtu.be/o-SifEG5mAI?si=WVq4JNT1MLNITSyJ</a>	11
Lecture 13 : Statistical Inference: Central Limit Theorem and Confidence Intervals	<a href="https://youtu.be/DoOwXgVernY?si= mhJAKeiluW28UhO">https://youtu.be/DoOwXgVernY?si= mhJAKeiluW28UhO</a>	36
Lecture 14 : Statistical Inference: Hypothesis testing	<a href="https://youtu.be/5QDXkn208Gc?si=zvXsjeIbhn2XwxaW">https://youtu.be/5QDXkn208Gc?si=zvXsjeIbhn2XwxaW</a>	36
Lecture 15 : Introduction to R	<a href="https://youtu.be/6WXC44aXNLI4?si=K6VM4VtOiGvTraAa">https://youtu.be/6WXC44aXNLI4?si=K6VM4VtOiGvTraAa</a>	62
Lecture 16 : Inferential statistics: R Implementation	<a href="https://youtu.be/lClv_-Aciho?si=Lbfu6sWg2rff6VJN">https://youtu.be/lClv_-Aciho?si=Lbfu6sWg2rff6VJN</a>	50
Lecture 17 : Statistical Inference: Sampling	<a href="https://youtu.be/1PsbOGkG59Y?si=0qsxsTyEKqKmMIFX">https://youtu.be/1PsbOGkG59Y?si=0qsxsTyEKqKmMIFX</a>	62
Lecture 18 : Hypothesis Testing: R Implementation	<a href="https://youtu.be/qeCqRwUgLAe?si=08jtQZLlIkSkrdP">https://youtu.be/qeCqRwUgLAe?si=08jtQZLlIkSkrdP</a>	64
Lecture 19 : Regression Modelling-Part 1	<a href="https://youtu.be/S1YspAf_z5O?si=k6IX7TAEhq5e2J8u">https://youtu.be/S1YspAf_z5O?si=k6IX7TAEhq5e2J8u</a>	47
Lecture 20 : Regression Modelling-Part 2	<a href="https://youtu.be/yfTgt46ftgo?si=HRXx5zmp3azywpkv">https://youtu.be/yfTgt46ftgo?si=HRXx5zmp3azywpkv</a>	58
Lecture 21 : Regression Algorithm: Application (Part 1)	<a href="https://youtu.be/YDf0_ir4v-g?si=453EGGK5MA4E24Z">https://youtu.be/YDf0_ir4v-g?si=453EGGK5MA4E24Z</a>	45
Lecture 27 : Advanced Data Visualization- Part 1	<a href="https://youtu.be/HL_aMgTr61M?si=QzO5PjhRFNMNyxQe">https://youtu.be/HL_aMgTr61M?si=QzO5PjhRFNMNyxQe</a>	59
Lecture 28 : Advanced Data Visualization- Part 2	<a href="https://youtu.be/GdNdmRTbttQ?si=AeWTpc66kerbDa9I">https://youtu.be/GdNdmRTbttQ?si=AeWTpc66kerbDa9I</a>	56
		<b>829</b>

**MBA Sem 2: Cost and Management Accounting**

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



#38 Introduction to Budgeting   Budget Preparation Basics   Part II	<a href="https://youtu.be/LkP14ty2M-E?si=o8EYhG-BtxJi5vJ0">https://youtu.be/LkP14ty2M-E?si=o8EYhG-BtxJi5vJ0</a>	20
#39 Introduction to Budgeting   Budget Preparation Basics   Part III	<a href="https://youtu.be/v7dN6P33KG4?si=tVRJZqx7d8s4qLrz">https://youtu.be/v7dN6P33KG4?si=tVRJZqx7d8s4qLrz</a>	29
#40 Flexible Budget & Variance Analysis   Foundations of Accounting & Finance	<a href="https://youtu.be/UKdQmh5aQ5w?si=jSgtXTRhVIRJGcN7">https://youtu.be/UKdQmh5aQ5w?si=jSgtXTRhVIRJGcN7</a>	40
#41 Foundations of Corporate Finance   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/Av277Tpa9cjk?si=70oJP0VgXyHDXy1">https://youtu.be/Av277Tpa9cjk?si=70oJP0VgXyHDXy1</a>	24
#42 Foundations of Corporate Finance   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/tlU7H6PFNs?si=kKcr85Xnu_Btbp0u">https://youtu.be/tlU7H6PFNs?si=kKcr85Xnu_Btbp0u</a>	18
		<b>590</b>

**MBA Sem 2: CSR, SDGs, Business Research**

Topic	Link	Duration
What is CSR?	<a href="https://youtu.be/cgYnos1Gf6g?si=elua2PWiw_eeF43">https://youtu.be/cgYnos1Gf6g?si=elua2PWiw_eeF43</a>	21
Why CSR?	<a href="https://youtu.be/ObMLN2FaE5c?si=-bcwMa1px6UjNIP">https://youtu.be/ObMLN2FaE5c?si=-bcwMa1px6UjNIP</a>	30
Theories of CSR	<a href="https://youtu.be/StG-egWMIPE?si=j9cA5ipcxtxpMYZr">https://youtu.be/StG-egWMIPE?si=j9cA5ipcxtxpMYZr</a>	28
Theories of CSR (Contd.)	<a href="https://youtu.be/ehMcNeOaYAM?si=BiZTgoFNyyqtRj2o">https://youtu.be/ehMcNeOaYAM?si=BiZTgoFNyyqtRj2o</a>	29
Theories of CSR (Contd.)	<a href="https://youtu.be/Z1whOEsZzMO?si=ly7y7e8MgqBZlz2">https://youtu.be/Z1whOEsZzMO?si=ly7y7e8MgqBZlz2</a>	22
Evolution of CSR	<a href="https://youtu.be/jkTalpXBfU?si=KtaZjXf91IFyzxi-">https://youtu.be/jkTalpXBfU?si=KtaZjXf91IFyzxi-</a>	20
Evolution of CSR (Contd.)	<a href="https://youtu.be/2KScOM4ju4E?si=W1ohvUSGQApUtbSy">https://youtu.be/2KScOM4ju4E?si=W1ohvUSGQApUtbSy</a>	18
Who are Stakeholders?	<a href="https://youtu.be/FpOseVxzIVQ?si=6TuD8dA-N1BCoLD2">https://youtu.be/FpOseVxzIVQ?si=6TuD8dA-N1BCoLD2</a>	32
The Stakeholder Approach	<a href="https://youtu.be/vExcEVR94l?si=491912yVx6ONMr6f">https://youtu.be/vExcEVR94l?si=491912yVx6ONMr6f</a>	21
Stakeholders and CSR	<a href="https://youtu.be/TRHtjPK_Og?si=atnYYmHasUlraJU7">https://youtu.be/TRHtjPK_Og?si=atnYYmHasUlraJU7</a>	19
Stakeholders Theory Perspectives	<a href="https://youtu.be/sqzswewKJ8?si=4WfJS4bRyx15fSiS">https://youtu.be/sqzswewKJ8?si=4WfJS4bRyx15fSiS</a>	29
Stakeholder Theory in Action Completed	<a href="https://youtu.be/b2JrrM39Xg?si=luOb5bukQe3GZ5P">https://youtu.be/b2JrrM39Xg?si=luOb5bukQe3GZ5P</a>	32
Stakeholder Identification	<a href="https://youtu.be/z9omyGhA26k?si=IMfMryJmRH_YAEI">https://youtu.be/z9omyGhA26k?si=IMfMryJmRH_YAEI</a>	20
Stakeholder Salience	<a href="https://youtu.be/6sSWOWqsOts?si=SUmiO-3DfENK03FV">https://youtu.be/6sSWOWqsOts?si=SUmiO-3DfENK03FV</a>	27
Future of CSR	<a href="https://youtu.be/Mcb2qzneCyg?si=oi.svMEycKQJas3QQ">https://youtu.be/Mcb2qzneCyg?si=oi.svMEycKQJas3QQ</a>	33
#25 Sustainability in Supply Management   Part 1   Strategic Sourcing	<a href="https://youtu.be/itEcrrjcm-E?si=D-B1eKJwc26h4rjR">https://youtu.be/itEcrrjcm-E?si=D-B1eKJwc26h4rjR</a>	36
#26 Sustainability in Supply Management   Part 2   Strategic Sourcing	<a href="https://youtu.be/hMSa4o87cVE?si=36NzaPoGMAXhFXVn">https://youtu.be/hMSa4o87cVE?si=36NzaPoGMAXhFXVn</a>	35
Week 3-Lecture 20 : CSR and Social Sustainability	<a href="https://youtu.be/oPLXr4dsDDA?si=AFd_ID1c_GcZwyG1">https://youtu.be/oPLXr4dsDDA?si=AFd_ID1c_GcZwyG1</a>	25
Lecture 58: ESG and SDG	<a href="https://youtu.be/eV802pBMh0Y?si=S1Styd5jG5X6pXcG">https://youtu.be/eV802pBMh0Y?si=S1Styd5jG5X6pXcG</a>	31
		<b>508</b>

**MBA Sem 2: Marketing for Global Markets**

Topic	Link	Duration
Lecture 1-Introduction to Marketing Research	<a href="https://youtu.be/ABLHV5Ce6TI?si=pwZMzT6I9uuXriis0">https://youtu.be/ABLHV5Ce6TI?si=pwZMzT6I9uuXriis0</a>	31
#8 Global Strategy   Strategy & Technology: A Practical Primer	<a href="https://youtu.be/OqHvcTF1ESU?si=96QRZTnXPgYrTffn">https://youtu.be/OqHvcTF1ESU?si=96QRZTnXPgYrTffn</a>	49
Mod-03 Lec-05 Market Segmentation and Positioning	<a href="https://youtu.be/75rah3Yf0no?si=cQ4pMwIKBFO-QZHF">https://youtu.be/75rah3Yf0no?si=cQ4pMwIKBFO-QZHF</a>	53
Mod-03 Lec-06 Market Segmentation and Positioning (Contd.)	<a href="https://youtu.be/bK6xUEuccvs?si=f13G1-XrQPv6Yimu">https://youtu.be/bK6xUEuccvs?si=f13G1-XrQPv6Yimu</a>	60



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

**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	<a href="https://www.youtube.com/watch?v=xmXp5zu0DnQ&amp;list=PLwdnzIV3ogoWuWRCKtCOB5vKWVn3pKVRG&amp;index=24">https://www.youtube.com/watch?v=xmXp5zu0DnQ&amp;list=PLwdnzIV3ogoWuWRCKtCOB5vKWVn3pKVRG&amp;index=24</a>	71
Lec 24: Skills of EI-Self-awareness	<a href="https://www.youtube.com/watch?v=ksnwmG_Pml0">https://www.youtube.com/watch?v=ksnwmG_Pml0</a>	59
Lec 25: Skills of EI-Self-regulation/Self-management	<a href="https://www.youtube.com/watch?v=2ZBjpEKz3i.w">https://www.youtube.com/watch?v=2ZBjpEKz3i.w</a>	62
Lecture 26: Skills of EI-Self-Motivation	<a href="https://www.youtube.com/watch?v=NRAT5dS3np6">https://www.youtube.com/watch?v=NRAT5dS3np6</a>	57
Lecture 27: Skills of EI-Empathy	<a href="https://www.youtube.com/watch?v=l7670d1235s">https://www.youtube.com/watch?v=l7670d1235s</a>	69
Lecture 28: Skills of EI-Social intelligence and social skills	<a href="https://www.youtube.com/watch?v=bGtK70ZhJn8">https://www.youtube.com/watch?v=bGtK70ZhJn8</a>	57
Lecture 29: Emotional intelligence and workplace	<a href="https://www.youtube.com/watch?v=Vqkl2DYbbrn4">https://www.youtube.com/watch?v=Vqkl2DYbbrn4</a>	49
Lecture 30: Emotional intelligence, health and well-being	<a href="https://www.youtube.com/watch?v=B5odSQLnt_w">https://www.youtube.com/watch?v=B5odSQLnt_w</a>	55
LIVE_What You Need to Know About Goal Setting	<a href="https://www.youtube.com/watch?v=MgdN-rA3Ks">https://www.youtube.com/watch?v=MgdN-rA3Ks</a>	61
Lecture 55: JOHARI Window	<a href="https://www.youtube.com/watch?v=xxhgv4Mvvg">https://www.youtube.com/watch?v=xxhgv4Mvvg</a>	28
Lec 32: Well-being in the workplace	<a href="https://www.youtube.com/watch?v=ZLqdRS_asw0">https://www.youtube.com/watch?v=ZLqdRS_asw0</a>	47
Lecture - 39 Stress Management - I	<a href="https://www.youtube.com/watch?v=smNBD8dPiys">https://www.youtube.com/watch?v=smNBD8dPiys</a>	58
Lecture - 40 Stress Management - II	<a href="https://www.youtube.com/watch?v=znPjd18T9Gn">https://www.youtube.com/watch?v=znPjd18T9Gn</a>	59
Mod 01 Lec-31 Negotiation and Conflict Management	<a href="https://www.youtube.com/watch?v=wYb_fx1awE4">https://www.youtube.com/watch?v=wYb_fx1awE4</a>	58
Mod 01 Lec-32 Negotiation and Conflict Management (Contd.)	<a href="https://www.youtube.com/watch?v=qUGC3ll0Pe0">https://www.youtube.com/watch?v=qUGC3ll0Pe0</a>	58
Lec-4 Leadership Behaviour: Emergence, Leadership and Trust	<a href="https://www.youtube.com/watch?v=HFdT9KscqX4">https://www.youtube.com/watch?v=HFdT9KscqX4</a>	46
		<b>894</b>

**MBA Sem 2: Media Strategy**

Topic	Link	Duration
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Lecture 31 : Advertising & Marketing Mix	<a href="https://youtu.be/qe0peJgYU8M?si=lbPu7Z8NGMO6w5Wr">https://youtu.be/qe0peJgYU8M?si=lbPu7Z8NGMO6w5Wr</a>	30
Lecture 32 : Advertising & Support Media	<a href="https://youtu.be/9jklLLK9Yng?si=x8m9ypxFgQbvXi-p">https://youtu.be/9jklLLK9Yng?si=x8m9ypxFgQbvXi-p</a>	32
Lecture 33 : Media Planning – Part I	<a href="https://youtu.be/9TV9YSGgMLg?si=djGqQH3Bm8EIWt2q">https://youtu.be/9TV9YSGgMLg?si=djGqQH3Bm8EIWt2q</a>	31
Lecture 34 : Media Planning – Part II	<a href="https://youtu.be/N2LbTN_VoNs?si=gHfdlB5-3ndc8_XU">https://youtu.be/N2LbTN_VoNs?si=gHfdlB5-3ndc8_XU</a>	32
Advertising and Communication	<a href="https://youtu.be/DE1cspDXJpk?si=YtFpi0pe1FD-J_L2">https://youtu.be/DE1cspDXJpk?si=YtFpi0pe1FD-J_L2</a>	57
Lecture 01 : Introduction to Integrated Marketing Communication (IMC)	<a href="https://youtu.be/GyxdlocMSpY?si=b-p9GX1V8vulu9Mf">https://youtu.be/GyxdlocMSpY?si=b-p9GX1V8vulu9Mf</a>	30
Lecture 02 : Defining Marketing Communication, Marketing, and IMC	<a href="https://youtu.be/O7ehYXaJF74?si=E_TpTL5u8gWvu-Zr">https://youtu.be/O7ehYXaJF74?si=E_TpTL5u8gWvu-Zr</a>	31
Mod-04 Lec-07 The Consumer Decision Making Process	<a href="https://youtu.be/38CXcE_Q1Ug?si=i0K1yLrscRWHCvVP">https://youtu.be/38CXcE_Q1Ug?si=i0K1yLrscRWHCvVP</a>	58
Mod-04 Lec-08 The Consumer Decision Making Process (Contd.)	<a href="https://youtu.be/Wj7AuP2bekl?si=j8Y89QVrnfZHAOKxF">https://youtu.be/Wj7AuP2bekl?si=j8Y89QVrnfZHAOKxF</a>	58
Mod-03 Lec-06 Market Segmentation and Positioning (Contd.)	<a href="https://youtu.be/bK6xUEucqvs?si=XRJYT1RGEu60js-t">https://youtu.be/bK6xUEucqvs?si=XRJYT1RGEu60js-t</a>	60
Mod-07 Lec-33 Program Profiling	<a href="https://youtu.be/VGa68uRijg-Q?si=QPBCAhVylzMyAT6v">https://youtu.be/VGa68uRijg-Q?si=QPBCAhVylzMyAT6v</a>	54
#15 Crisis Leadership   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://youtu.be/eVWQqaWunIU?si=1qOEYpNKLON06RUUp">https://youtu.be/eVWQqaWunIU?si=1qOEYpNKLON06RUUp</a>	64
		<b>537</b>

**MBA Sem 2: Product and Brand Management**

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



Lecture 45: Brand Value Chain- 2	<a href="https://www.youtube.com/watch?v=WKN8WxaDj1E&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=46">https://www.youtube.com/watch?v=WKN8WxaDj1E&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=46</a>	31
Lecture 46: Brand Equity Elements - 1	<a href="https://www.youtube.com/watch?v=2uCmpAcIN14&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=47">https://www.youtube.com/watch?v=2uCmpAcIN14&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=47</a>	32
Lecture 47: Brand Equity Elements- 2	<a href="https://www.youtube.com/watch?v=743_15QeYhc&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=48">https://www.youtube.com/watch?v=743_15QeYhc&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=48</a>	33
Lecture 50: Brand Audit and Research	<a href="https://www.youtube.com/watch?v=gFYnuN4w4w&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=51">https://www.youtube.com/watch?v=gFYnuN4w4w&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=51</a>	33
Lecture 52: Brand Portfolio And Brand Hierarchies	<a href="https://www.youtube.com/watch?v=nWfFe9v8_eY&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=53">https://www.youtube.com/watch?v=nWfFe9v8_eY&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=53</a>	34
Lecture 55: Brand Extension	<a href="https://www.youtube.com/watch?v=bFVUMABXIkY&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=56">https://www.youtube.com/watch?v=bFVUMABXIkY&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=56</a>	33
Lecture 56: Brand Experience & Brand Loyalty	<a href="https://www.youtube.com/watch?v=ZgxFvC8PKA0&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=57">https://www.youtube.com/watch?v=ZgxFvC8PKA0&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=57</a>	32
Lecture 60: Product & Brand Management- Conclusion	<a href="https://www.youtube.com/watch?v=fdudVs21F8&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=61">https://www.youtube.com/watch?v=fdudVs21F8&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=61</a>	33
		<b>794</b>

### MBA Sem 2: Introduction to Power BI

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

### MBA Sem 2: Retail & E-commerce Strategy

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



Lecture 17 : Consumer Decision Making Processes (Continued) and Consumer Motives	<a href="https://www.youtube.com/watch?v=oGcGy4mbTk&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=18">https://www.youtube.com/watch?v=oGcGy4mbTk&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=18</a>	34
Lecture 21 - Introduction to Multi and Omni-Channel Retail	<a href="https://www.youtube.com/watch?v=exy42Qo3BI8&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=22">https://www.youtube.com/watch?v=exy42Qo3BI8&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=22</a>	37
Lecture 23 - Introduction to Multi and Omni-Channel Retail (Continued)	<a href="https://www.youtube.com/watch?v=GKG1b_Gr-tQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=23">https://www.youtube.com/watch?v=GKG1b_Gr-tQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=23</a>	17
Lecture 22 - Introduction to Multi and Omni-Channel Retail (Continued)	<a href="https://www.youtube.com/watch?v=zO3QZhk-6W4&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=24">https://www.youtube.com/watch?v=zO3QZhk-6W4&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=24</a>	21
Lecture 31: Location Decisions	<a href="https://www.youtube.com/watch?v=udTIAUvtWfQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=32">https://www.youtube.com/watch?v=udTIAUvtWfQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=32</a>	27
Lecture 32: Location Decisions	<a href="https://www.youtube.com/watch?v=iV9ncF-7ICQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=33">https://www.youtube.com/watch?v=iV9ncF-7ICQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=33</a>	28
Lecture 34: Merchandise Management and Planning	<a href="https://www.youtube.com/watch?v=eVE4tWtmi2c&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=38">https://www.youtube.com/watch?v=eVE4tWtmi2c&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=38</a>	33
Lecture 35: Merchandise Management and Planning (continued)	<a href="https://www.youtube.com/watch?v=W6t3pxXg_vg&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=39">https://www.youtube.com/watch?v=W6t3pxXg_vg&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=39</a>	30
Lecture 41: Virtual Reality, Augmented Reality and Artificial Intelligence in Retailing	<a href="https://www.youtube.com/watch?v=HoxTWFFr4-s&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=42">https://www.youtube.com/watch?v=HoxTWFFr4-s&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VlWd6e&amp;index=42</a>	43
Lecture - 35 Electronic Commerce	<a href="https://www.youtube.com/watch?v=xKJjyn8DaAw&amp;t=1162s">https://www.youtube.com/watch?v=xKJjyn8DaAw&amp;t=1162s</a>	60
Lecture 25 : B2B E-Commerce	<a href="https://www.youtube.com/watch?v=kiQxvV4FLUU">https://www.youtube.com/watch?v=kiQxvV4FLUU</a>	27
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**MBA Sem 2: Securities Analysis & Portfolio Management**

Topic	Link	Duration
Mod-01 Lec-01 Introduction to Investment Management	<a href="https://www.youtube.com/watch?v=ope5Y3Mrsaw&amp;list=PLEC357A2BC142F57E">https://www.youtube.com/watch?v=ope5Y3Mrsaw&amp;list=PLEC357A2BC142F57E</a>	59
Mod-01 Lec-02 Markets for Investment	<a href="https://www.youtube.com/watch?v=bp76hNEIjAs&amp;list=PLEC357A2BC142F57E&amp;index=2">https://www.youtube.com/watch?v=bp76hNEIjAs&amp;list=PLEC357A2BC142F57E&amp;index=2</a>	57
Lecture 02: Introduction (Debt & Equity)	<a href="https://www.youtube.com/watch?v=073r1d_4VeU&amp;list=PLHRLZtgrF2jkd7x_22KpNoqTruErOSQV0&amp;index=3">https://www.youtube.com/watch?v=073r1d_4VeU&amp;list=PLHRLZtgrF2jkd7x_22KpNoqTruErOSQV0&amp;index=3</a>	31
Mod-01 Lec-05 Organization and Function of Equity and Debt Markets	<a href="https://www.youtube.com/watch?v=WOozUINRd5M&amp;list=PLEC357A2BC142F57E&amp;index=5">https://www.youtube.com/watch?v=WOozUINRd5M&amp;list=PLEC357A2BC142F57E&amp;index=5</a>	58
Mod-01 Lec-06 Mutual Funds	<a href="https://www.youtube.com/watch?v=lzzxjks9AO8&amp;list=PLEC357A2BC142F57E&amp;index=6">https://www.youtube.com/watch?v=lzzxjks9AO8&amp;list=PLEC357A2BC142F57E&amp;index=6</a>	57
Mod-01 Lec-21 Introduction to Portfolio Management	<a href="https://www.youtube.com/watch?v=Fv63XWOIERM&amp;list=PLEC357A2BC142F57E&amp;index=21">https://www.youtube.com/watch?v=Fv63XWOIERM&amp;list=PLEC357A2BC142F57E&amp;index=21</a>	55
Mod-01 Lec-22 Introduction to Portfolio Management (Contd.)	<a href="https://www.youtube.com/watch?v=TSMn8kYyG50&amp;list=PLEC357A2BC142F57E&amp;index=22">https://www.youtube.com/watch?v=TSMn8kYyG50&amp;list=PLEC357A2BC142F57E&amp;index=22</a>	55
Lecture 05: Financial Risk	<a href="https://www.youtube.com/watch?v=RzQ8PqdiMw&amp;list=PLHRLZtgrF2jkd7x_22KpNoqTruErOSQV0&amp;index=6">https://www.youtube.com/watch?v=RzQ8PqdiMw&amp;list=PLHRLZtgrF2jkd7x_22KpNoqTruErOSQV0&amp;index=6</a>	37
Systematic & Unsystematic Risk	<a href="https://www.youtube.com/watch?v=kyLk0hSwjX4">https://www.youtube.com/watch?v=kyLk0hSwjX4</a>	37
Mod-01 Lec-03 Risk and Return	<a href="https://www.youtube.com/watch?v=fGrSRfRiIS4&amp;list=PLEC357A2BC142F57E&amp;index=3">https://www.youtube.com/watch?v=fGrSRfRiIS4&amp;list=PLEC357A2BC142F57E&amp;index=3</a>	57
Mod-01 Lec-04 Risk and Return (Contd.)	<a href="https://www.youtube.com/watch?v=H9hvDKLj_nQ&amp;list=PLEC357A2BC142F57E&amp;index=4">https://www.youtube.com/watch?v=H9hvDKLj_nQ&amp;list=PLEC357A2BC142F57E&amp;index=4</a>	58
Lecture 21: Portfolio Return and Risk	<a href="https://www.youtube.com/watch?v=IV8Yw4ge4">https://www.youtube.com/watch?v=IV8Yw4ge4</a>	30
Lecture 22: Portfolio Return and Risk (Contd.)	<a href="https://www.youtube.com/watch?v=B5HEXO6MzLj">https://www.youtube.com/watch?v=B5HEXO6MzLj</a>	30
Mod-01 Lec-39 Portfolio Performance Evaluation - I	<a href="https://www.youtube.com/watch?v=pJOel-wRSzE&amp;list=PLEC357A2BC142F57E&amp;index=39">https://www.youtube.com/watch?v=pJOel-wRSzE&amp;list=PLEC357A2BC142F57E&amp;index=39</a>	55
Mod-01 Lec-40 Portfolio Performance Evaluation - II	<a href="https://www.youtube.com/watch?v=YAagtB9hu8Y&amp;list=PLEC357A2BC142F57E&amp;index=40">https://www.youtube.com/watch?v=YAagtB9hu8Y&amp;list=PLEC357A2BC142F57E&amp;index=40</a>	57
Lecture 51: Capital Asset Pricing Model I	<a href="https://www.youtube.com/watch?v=OiUB9Qcf5BA">https://www.youtube.com/watch?v=OiUB9Qcf5BA</a>	39



Lecture 52: Capital Asset Pricing Model II	<a href="https://www.youtube.com/watch?v=9rOPktaVZOE">https://www.youtube.com/watch?v=9rOPktaVZOE</a>	36
Mod-01 Lec-26 Multifactor Pricing Model	<a href="https://www.youtube.com/watch?v=Pjt5al64UI4">https://www.youtube.com/watch?v=Pjt5al64UI4</a>	57
Mod-01 Lec-25 Arbitrage Pricing Theory	<a href="https://www.youtube.com/watch?v=MZutAaDgpxA&amp;t=2012s">https://www.youtube.com/watch?v=MZutAaDgpxA&amp;t=2012s</a>	54
Mod-01 Lec-27 Markowitz Optimal Portfolio Selection Model	<a href="https://www.youtube.com/watch?v=ptXRZpyqyaA&amp;list=PLEC357A2BC142F57c&amp;index=27">https://www.youtube.com/watch?v=ptXRZpyqyaA&amp;list=PLEC357A2BC142F57c&amp;index=27</a>	54
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**MBA Sem 2: Taxation in Business Decision-Making**

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