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**MINUTES OF THE SECOND ACADEMIC COUNCIL MEETING OF ATLAS SKILLTECH UNIVERSITY (THE UNIVERSITY) FOR THE ACADEMIC YEAR 2025-26. HELD ON 6<sup>th</sup> OCTOBER 2025 AT 10:00 A. M. AT THE BOARD ROOM AT TOWER 1, EQUINOX BUSINESS PARK, OFF. BANDRA KURLA COMPLEX (BKC), L.B.S MARG, KURLA (WEST), MUMBAI - 400070.**

**Members Present:**

1. Dr. Rajan Welukar
2. Mr. Sidharth Shahani
3. Prof. Anando Dutta
4. Dr. Zuleika Homavazir
5. Dr. Shashikant Patil
6. Dr. Varsha Agarwal
7. Dr. Malcolm Homavazir
8. Dr. Chetana Asbe
9. Dr. Hemal Thakker
10. Mr. Utsav Shroff
11. Mr. Uttam Kumar
12. Ms. Divya Vijaychandran
13. Mr. Aditya Kashyap
14. Mr. Ameya Ambulkar
15. Mr. Ameya Abhyankar
16. Ms. Bhargavi Deshpande
17. Dr. Parag Amin

**Special Invitee:**

1. Dr. Deepak Gupta
2. Dr. Anand Kopare
3. Dr. Jyoti Kappal
4. Mr. Vinod Nair

Dr. Rajan Welukar was requested to chair the meeting. He occupied the Chair, as requested by all members and welcomed the members and special invitee to the meeting.

**1. Granting leave of absence:**

All members have attended the meeting. The quorum was present.

**2. To note the minutes of the previous meeting:**

The minutes of the previous Academic Council meeting were placed before the members. The members noted, confirmed, and approved of the minutes.

**3. To review and approve the e-tutorial developed for first three semesters of 3-Year BBA Program to be offered through Online Mode based on the Four-Quadrant Approach & to approve Open Educational Resources (OER), SWAYAM or any other source from available e-resources for the program:**

The Chairperson apprised the Committee about the e-tutorials developed and open educational resources (OER) for the 3-Year BBA Program to be offered through Online Mode as recommended by Centre for Internal Quality Assurance (CIQA).

The Committee was informed that the e-tutorials have been designed and developed in accordance with the Four-Quadrant Approach prescribed under the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020, ensuring academic rigor and learner engagement.

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The Committee reviewed the e-tutorials developed and open educational resources (OER) for the first three semesters of the program and appreciated the clarity, production quality, and integration of multimedia tools that enrich the learning experience. The members also emphasized the importance of periodic updates and continuous quality review to maintain the academic relevance of the materials.

After due deliberation, the following resolutions were unanimously passed:

**“RESOLVED THAT** the e-tutorials developed for the first three semesters of the 3-Year BBA Program to be offered through Online Mode, as recommended by the Centre for Internal Quality Assurance (CIQA) and open educational resources (OER) as annexed in Annexure 1, be and are hereby reviewed and approved by the members of the Academic Council.

**RESOLVED FURTHER THAT** a certified copy of this resolution be furnished to the concerned authorities for necessary action under the hands of the Chairperson or the Authorized Person of the Academic Council.”

4. To review and approve the e-tutorial for first two semesters of 2-year MBA program to be offered through Online Mode based on four quadrant approach & to approve Open Educational Resources (OER), SWAYAM or any other source from available e-resources for the program:

The Chairperson apprised the Committee about the e-Tutorials developed and open educational resources (OER) and approved by the Content Review Committee and the Centre for Internal Quality Assurance (CIQA) for first two semesters 2-Year MBA Program to be offered through Online Mode.

The Council was informed that the e-Tutorials have been developed in accordance with the Four-Quadrant Approach, as prescribed by the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020, and form Quadrant-I of the content structure, comprising video and audio lectures, demonstrations, animations, simulations, and virtual lab sessions to enhance learner engagement and comprehension.

The Chairperson further highlighted that the content development process has been carried out as per the Policy adopted by the University for Content Development for Online programs, ensuring standardization, academic rigor, and quality assurance.

The Committee reviewed the quality, instructional design, and academic coherence of the e-Tutorials and open educational resources (OER) and noted that the e- tutorial for the first two semesters of the MBA Program has been completed and is ready for implementation.

After due deliberation, the following resolution was passed unanimously:

**“RESOLVED THAT** the e-Tutorials developed and open educational resources (OER) for the first two semesters of the 2-Year MBA Program to be offered through Online Mode, as recommended by the Centre for Internal Quality Assurance (CIQA) and as annexed in Annexure 2, be and are hereby reviewed and approved by the members of the Academic Council.

**RESOLVED FURTHER THAT** a certified copy of this resolution be furnished to the concerned authorities for necessary action under the hands of the Chairperson or the Authorized Person of the Academic Council.

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5. To discuss and consider the Academic Calendar for online programs to be offered through Centre for Distance and Online Education for January 2026 admission cycle:

The Chairperson presented the proposed Academic Calendar for the Online Programmes viz. 3- year Bachelor of Business Administration (BBA) and 2- year Master of Business Administration, to be offered under the Centre for Distance and Online Education (CDOE) from the January 2026 admission cycle. The members were informed that the Academic Calendar outlines key academic activities including commencement of admissions, access to the Learning Management System, schedule for live interactive sessions, assignment submissions, project submissions, term-end examinations, and declaration of results, in alignment with the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020. The Chairperson further informed the members that same was approved as the part of the Program Project Reports of said programs.

The members reviewed the Academic Calendar in detail, noting that the timelines for the January and July batches have been structured to ensure smooth academic delivery, learner support, and timely completion of assessment and evaluation processes. Specifically, access to the Learning Management System is to be provided within 48 working hours of enrolment, assignments are to be submitted in phased timelines, and term-end examinations are scheduled in June and December respectively, followed by result declaration and commencement of the subsequent semester as per the proposed schedule.

After due deliberation, the following resolutions were unanimously passed:

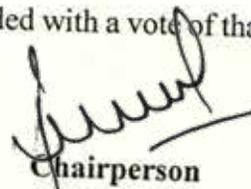
**“RESOLVED THAT** the Academic Calendar for the Online Programmes to be offered through the Centre for Distance and Online Education (CDOE) from the January 2026 admission cycle, as annexed herewith as Annexure 3, be and is hereby reviewed and approved by the members of the Academic Council.”

**RESOLVED FURTHER THAT** the concerned administrative and academic units shall take necessary steps to ensure implementation and dissemination of the approved Academic Calendar, and that a certified copy of this resolution be furnished to the relevant authorities under the signatures of the Chairperson or an Authorized Signatory of the Academic Council.”

There being no further matters for discussion, the meeting concluded with a vote of thanks.

Date: 10.10.2025

Place: Mumbai

  
Chairperson  
Academic Council

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**Annexure: I**

**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=UfID6H80HU&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn">https://www.youtube.com/watch?v=UfID6H80HU&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn</a>	25
Core Concepts in Marketing	<a href="https://www.youtube.com/watch?v=k2Nvtalsn8s&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn&amp;index=2">https://www.youtube.com/watch?v=k2Nvtalsn8s&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn&amp;index=2</a>	20
Evolution of Marketing	<a href="https://www.youtube.com/watch?v=EKHbqnrXpk&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn&amp;index=5">https://www.youtube.com/watch?v=EKHbqnrXpk&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn&amp;index=5</a>	27
Market Environment	<a href="https://www.youtube.com/watch?v=4vuqt4jPX&amp;t=14s">https://www.youtube.com/watch?v=4vuqt4jPX&amp;t=14s</a>	10
Market Environment: Comparison Table	<a href="https://www.youtube.com/watch?v=3W7Qail-EQ">https://www.youtube.com/watch?v=3W7Qail-EQ</a>	9
PESTEL Framework	<a href="https://www.youtube.com/watch?v=UQpc4d89mqF&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn&amp;index=10">https://www.youtube.com/watch?v=UQpc4d89mqF&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn&amp;index=10</a>	23
Competitive Analysis	<a href="https://www.youtube.com/watch?v=UQpc4d89mqF&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn&amp;index=11">https://www.youtube.com/watch?v=UQpc4d89mqF&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn&amp;index=11</a>	25
Defining Product	<a href="https://www.youtube.com/watch?v=KqXOf3ktTl&amp;list=PLLy_2uJCG87BRuLg5pHX_-Xr3uNtULKBC&amp;index=3">https://www.youtube.com/watch?v=KqXOf3ktTl&amp;list=PLLy_2uJCG87BRuLg5pHX_-Xr3uNtULKBC&amp;index=3</a>	32
Product	<a href="https://www.youtube.com/watch?v=KqXOf3ktTl&amp;t=304s">https://www.youtube.com/watch?v=KqXOf3ktTl&amp;t=304s</a>	32
Product Life cycle - 1	<a href="https://www.youtube.com/watch?v=wWTCpm-vf4&amp;list=PLLy_2uJCG87BRuLg5pHX_-Xr3uNtULKBC&amp;index=14">https://www.youtube.com/watch?v=wWTCpm-vf4&amp;list=PLLy_2uJCG87BRuLg5pHX_-Xr3uNtULKBC&amp;index=14</a>	31
Product Life Cycle - 2	<a href="https://www.youtube.com/watch?v=ma8K20VdmI&amp;list=PLLy_2uJCG87BRuLg5pHX_-Xr3uNtULKBC&amp;index=15">https://www.youtube.com/watch?v=ma8K20VdmI&amp;list=PLLy_2uJCG87BRuLg5pHX_-Xr3uNtULKBC&amp;index=15</a>	33
BCG Matrix, Strategic Marketing	<a href="https://www.youtube.com/watch?v=8dIREFnN_Ls">https://www.youtube.com/watch?v=8dIREFnN_Ls</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=desrfgFEjXs">https://www.youtube.com/watch?v=desrfgFEjXs</a>	51
Distribution Channel Management: Distribution Channels:	<a href="https://www.youtube.com/watch?v=5h9V7vwwxk">https://www.youtube.com/watch?v=5h9V7vwwxk</a>	37
Marketing Functions: Channels of Distribution	<a href="https://www.youtube.com/watch?v=FnZCox50B_hU">https://www.youtube.com/watch?v=FnZCox50B_hU</a>	57
Digital Marketing	<a href="https://www.youtube.com/watch?v=Gk6uJFvKgl">https://www.youtube.com/watch?v=Gk6uJFvKgl</a>	26
Positioning	<a href="https://www.youtube.com/watch?v=sofH_aAEsjG4">https://www.youtube.com/watch?v=sofH_aAEsjG4</a>	26
Segmentation Targeting and Positioning	<a href="https://www.youtube.com/watch?v=V5vZD4G38">https://www.youtube.com/watch?v=V5vZD4G38</a>	34
Segmentation Targeting and Positioning	<a href="https://www.youtube.com/watch?v=IDM5Q_NaWdg">https://www.youtube.com/watch?v=IDM5Q_NaWdg</a>	29
Introduction to the Study of Consumer Behaviour	<a href="https://www.youtube.com/watch?v=jrC-EWYUQ">https://www.youtube.com/watch?v=jrC-EWYUQ</a>	57
Lec-02 Introduction to the Study of Consumer Behaviour	<a href="https://www.youtube.com/watch?v=G5EQ80bgH94">https://www.youtube.com/watch?v=G5EQ80bgH94</a>	59
Lec-01 The Consumer Decision Making Process	<a href="https://www.youtube.com/watch?v=38CXcE_Q1Ug">https://www.youtube.com/watch?v=38CXcE_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=nWxNFkgGisM">https://www.youtube.com/watch?v=nWxNFkgGisM</a>	30
Personality: Definition, concepts and overview	<a href="https://www.youtube.com/watch?v=grEIBzMEaTA">https://www.youtube.com/watch?v=grEIBzMEaTA</a>	62
Personality, Self Concept and Self Image	<a href="https://www.youtube.com/watch?v=9P3mvyfYUnw&amp;t=1190s">https://www.youtube.com/watch?v=9P3mvyfYUnw&amp;t=1190s</a>	56
Information processing and perception	<a href="https://www.youtube.com/watch?v=MeQjgJt9X20">https://www.youtube.com/watch?v=MeQjgJt9X20</a>	42
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=nUz_7KMt84">https://www.youtube.com/watch?v=nUz_7KMt84</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=8dLqGLKz3t8">https://www.youtube.com/watch?v=8dLqGLKz3t8</a>	58
Corporate Social Responsibility (CSR)	<a href="https://www.youtube.com/watch?v=VM_F0RRUe9i&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn">https://www.youtube.com/watch?v=VM_F0RRUe9i&amp;list=PLPj5qITyvDeUg5U9XcEdZmd5Epr1L-Yn</a>	8
Introduction to the Study of Consumer Behaviour	<a href="https://www.youtube.com/watch?v=JrC-EWYUQ&amp;t=32s">https://www.youtube.com/watch?v=JrC-EWYUQ&amp;t=32s</a>	57
Culture, Sub-Culture and Cross-Culture	<a href="https://www.youtube.com/watch?v=mJ8LhOidQng">https://www.youtube.com/watch?v=mJ8LhOidQng</a>	

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Introduction to Blockchain	<a href="https://www.youtube.com/watch?v=mxPqUjQC4WU">https://www.youtube.com/watch?v=mxPqUjQC4WU</a>	27
Models of Consumers and Models of Consumer Behaviour	<a href="https://www.youtube.com/watch?v=6MqMt5D0Ilg">https://www.youtube.com/watch?v=6MqMt5D0Ilg</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=M6pxax72A&amp;list=PLwdnzIV3ogeXB2TITWYFISd2aGf7PNSuK&amp;index=2">https://www.youtube.com/watch?v=M6pxax72A&amp;list=PLwdnzIV3ogeXB2TITWYFISd2aGf7PNSuK&amp;index=2</a>	66
Introduction to the Science of Human Behavior - II	<a href="https://www.youtube.com/watch?v=6anyYx1pVR8&amp;list=PLwdnzIV3ogeXB2TITWYFISd2aGf7PNSuK&amp;index=4">https://www.youtube.com/watch?v=6anyYx1pVR8&amp;list=PLwdnzIV3ogeXB2TITWYFISd2aGf7PNSuK&amp;index=4</a>	66
Sensation - I	Lec 3: Sensation - I	70
Sensation - I	Lec 4: Sensation - II - YouTube	62
Perception - I	Lec 5: Perception - I	69
Perception - II	Lec 6: Perception - II	64
Behaviorism and Personality I: Classical conditioning and personality	Lec 12: Behaviorism and Personality I: Classical conditioning and personality	58
Introduction to Indian Philosophy	Mod-01 Lec-01 Introduction to Indian Philosophy	47
A Brief Discussion on the Vedas & the Upanishads	Mod-01 Lec-02 A Brief Discussion on the Vedas & the Upanishads - YouTube	50
Carvaka Philosophy - I	Mod-02 Lec-03 Carvaka Philosophy - I - YouTube	50
Carvaka Philosophy - II	Mod-02 Lec-04 Carvaka Philosophy - II	46
The Samkhya Philosophy - I	Mod-03 Lec-05 The Samkhya Philosophy - I	49
The Samkhya Philosophy - I	Mod-03 Lec-05 The Samkhya Philosophy - I	48
The Samkhya Philosophy - II	Mod-03 Lec-06 The Samkhya Philosophy - II	50
The Samkhya Philosophy - III	Mod-03 Lec-07 The Samkhya Philosophy - III	49
The Samkhya Philosophy - IV	Mod-03 Lec-08 The Samkhya Philosophy - IV	47
The Samkhya Philosophy - V	Mod-03 Lec-09 The Samkhya Philosophy - V	44
The Samkhya Philosophy - VI	Mod-03 Lec-10 The Samkhya Philosophy - VI	51
The Yoga Philosophy - I	Mod-04 Lec-11 The Yoga Philosophy - I	54
The Yoga Philosophy - II	Mod-04 Lec-12 The Yoga Philosophy - II	54
The Yoga Philosophy - III	Mod-04 Lec-13 The Yoga Philosophy - III	53
The Yoga Philosophy - IV	Mod-04 Lec-14 The Yoga Philosophy - IV	50
The Philosophy of Buddha - I	Mod-06 Lec-24 The Philosophy of Buddha - I	48
The Philosophy of Buddha - II	Mod-06 Lec-25 The Philosophy of Buddha - II	49
The Philosophy of Buddha - III	Mod-06 Lec-26 The Philosophy of Buddha - III	49
The Philosophy of Buddha - IV	Mod-06 Lec-27 The Philosophy of Buddha - IV	49
The Philosophy of Buddha - V	Mod-06 Lec-28 The Philosophy of Buddha - V	49
The Jaina Philosophy - I	Mod-07 Lec-29 The Jaina Philosophy - I - YouTube	51
The Jaina Philosophy - II	Mod-07 Lec-30 The Jaina Philosophy - II	49
The Jaina Philosophy - III	Mod-07 Lec-31 The Jaina Philosophy - III	50
Emotions & Psychology	Psychology of Emotion: Theory and Applications: [Introduction Video]	8
Emotion - I	Lec 15: Emotion - I	61
Emotion - II	Lec 16: Emotion - II	57
The core and context of Indian psychology	Mod-01 Lec-05 The core and context of Indian psychology	75
Positive Psychology and the Practice of Counseling and Psychotherapy	Lec 33: Positive Psychology and the Practice of Counseling and Psychotherapy	50
Indian Perspective of Personality and Assessment of Personality	Lecture 37 Indian Perspective of Personality and Assessment of Personality	24
Applied Positive Psychology	Applied Positive Psychology - Course	4
Mental Health and Wellbeing	Mental Health and Wellbeing - Course	2
Psychology Of Stress, Health And Well-Being	Psychology Of Stress, Health And Well-Being - Course	8
Conflict Management through Mediation	Conflict Management through Mediation - Course Introduction video	4
Cooperation and conflict	Mod-01 Lec-04 Cooperation and conflict	52
Managing Conflict and Negotiation	Mod-01 Lec-24 Managing Conflict and Negotiation	59

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Negotiation and Conflict Management	Mod-01 Lec-31 Negotiation and Conflict Management	59
Conflict Management through Mediation	Conflict Management through Mediation - Course	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=Fjif5sqC54U&amp;list=PLyqSpQzTE6M_68YmFFmjAAvTMne3xg9f&amp;index=2">https://www.youtube.com/watch?v=Fjif5sqC54U&amp;list=PLyqSpQzTE6M_68YmFFmjAAvTMne3xg9f&amp;index=2</a>	38
Data Analysis and Decision Making - I	<a href="https://www.youtube.com/watch?v=lr6QG_64Xnw&amp;list=PLFW6IRTa1g82o3I_J6ZgwD-JapanZenOx">https://www.youtube.com/watch?v=lr6QG_64Xnw&amp;list=PLFW6IRTa1g82o3I_J6ZgwD-JapanZenOx</a>	7
Types of Learning Analytics -II	<a href="https://www.youtube.com/watch?v=DTGVWYmHbf">https://www.youtube.com/watch?v=DTGVWYmHbf</a>	6
Tutorial: Excel	<a href="https://www.youtube.com/watch?v=uis5k8OGBJM">https://www.youtube.com/watch?v=uis5k8OGBJM</a>	17
String operations and methods	<a href="https://www.youtube.com/watch?v=KE_Zk0Ftd_g">https://www.youtube.com/watch?v=KE_Zk0Ftd_g</a>	7
Data Visualization Excel - 1	<a href="https://www.youtube.com/watch?v=4sVWWb-mR7y">https://www.youtube.com/watch?v=4sVWWb-mR7y</a>	29
Data Visualization Excel - 2	<a href="https://www.youtube.com/watch?v=M1fA1H5K3Zs">https://www.youtube.com/watch?v=M1fA1H5K3Zs</a>	24
Control Charts by Excel	<a href="https://www.youtube.com/watch?v=N9wVqkEv0k">https://www.youtube.com/watch?v=N9wVqkEv0k</a>	54
Introduction to AI Tools	<a href="https://www.youtube.com/watch?v=Hvwh9M0ku_E">https://www.youtube.com/watch?v=Hvwh9M0ku_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=PLu8wWYD3M82x9PfwF7owb0E122mQAWH6&amp;si=ctz1FaR688Vpul_g">https://youtube.com/playlist?list=PLu8wWYD3M82x9PfwF7owb0E122mQAWH6&amp;si=ctz1FaR688Vpul_g</a>	26
State Space Approach to Control System Analysis and Design	<a href="https://youtube.com/playlist?list=PLyqSpQzTE6M99JhT8lf_45NAQsNuwnQR8&amp;si=7PpBKtrk8YuMfPIC">https://youtube.com/playlist?list=PLyqSpQzTE6M99JhT8lf_45NAQsNuwnQR8&amp;si=7PpBKtrk8YuMfPIC</a>	41
Computer Science - Artificial Intelligence	<a href="https://youtube.com/playlist?list=PLbMvVogVJ5n1Qu5qwm-HmJgimeGhsErvXD&amp;si=yNSYvtBXip8TYywf">https://youtube.com/playlist?list=PLbMvVogVJ5n1Qu5qwm-HmJgimeGhsErvXD&amp;si=yNSYvtBXip8TYywf</a>	48
Robotics by Prof D K Pratihar	<a href="https://www.youtube.com/playlist?list=PLb8MhOVUMnqcdUb8ySzvzPifTYWt5rV">https://www.youtube.com/playlist?list=PLb8MhOVUMnqcdUb8ySzvzPifTYWt5rV</a>	46
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**BBA Sem 1: Entrepreneurship Fundamentals**

Topic	Link	Duration
Entrepreneurial Journey	#3 Entrepreneurial Journey   Part 3   Entrepreneurship - YouTube	41
Entrepreneurial Discovery	#4 Entrepreneurial Discovery   Part 3   Entrepreneurship	30
Testing & Validation	<a href="https://www.youtube.com/watch?v=WdV03MMzOAG">https://www.youtube.com/watch?v=WdV03MMzOAG</a>	35
Industry structure, Competitor Analysis	Lec 14 Industry structure, Competitor Analysis	44
Competitive Landscape	Lec 12 Competitive Landscape	32
India as A Start up Nation	#52 India as A Start up Nation   Part 2   Entrepreneurship	36
India as A Start up Nation	#53 India as A Start up Nation   Part 3   Entrepreneurship	36
Start up Case Studies	#68 Start up Case Studies   Part 1   Entrepreneurship	32
Start up Case Studies	#69 Start up Case Studies   Part 2   Entrepreneurship	31
Start up Case Studies	#70 Start up Case Studies   Part 3   Entrepreneurship	34
Start up Case Studies	#71 Start up Case Studies   Part 4   Entrepreneurship	37
Raising Finances & Developing Financial Strategy	#37 Raising Finances & Developing Financial Strategy   Part 1   Entrepreneurship	28
Raising Finances & Developing Financial Strategy	#38 Raising Finances & Developing Financial Strategy   Part 2   Entrepreneurship	28
Education & Entrepreneurship	#43 Education & Entrepreneurship   Part 1   Entrepreneurship	31
Ideation & Prototyping   Part 1   Entrepreneurship	#9 Ideation & Prototyping   Part 1   Entrepreneurship	28
Ideation & Prototyping   Part 2   Entrepreneurship	#10 Ideation & Prototyping   Part 2   Entrepreneurship	27
Ideation & Prototyping   Part 3   Entrepreneurship	#11 Ideation & Prototyping   Part 3   Entrepreneurship	25
Ideation & Prototyping   Part 4   Entrepreneurship	#15 Ideation & Prototyping   Part 4   Entrepreneurship	28
Ideation & Prototyping   Part 5   Entrepreneurship	#16 Ideation & Prototyping   Part 5   Entrepreneurship	33

CHAIRMAN'S INITIALS

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Ideation & Prototyping   Part 6   Entrepreneurship	#17 Ideation & Prototyping   Part 6   Entrepreneurship	36
Technological Innovation & Entrepreneurship   Part 1	#25 Technological Innovation & Entrepreneurship   Part 1   Entrepreneurship	30
Technological Innovation & Entrepreneurship   Part 2	#26 Technological Innovation & Entrepreneurship   Part 2   Entrepreneurship	33
Technological Innovation & Entrepreneurship   Part 3	#27 Technological Innovation & Entrepreneurship   Part 3   Entrepreneurship	32
Technological Innovation & Entrepreneurship   Part 4	#28 Technological Innovation & Entrepreneurship   Part 4   Entrepreneurship	36
Technological Innovation & Entrepreneurship	#29 Technological Innovation & Entrepreneurship   Part 5   Entrepreneurship	29
		<b>812</b>

**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=Qm00H4sz78&amp;list=PLyqSpQzTE6M8St2rMoX_xrLwIn-N55A">https://www.youtube.com/watch?v=Qm00H4sz78&amp;list=PLyqSpQzTE6M8St2rMoX_xrLwIn-N55A</a>	34
Introduction & Scope of Accounting	<a href="https://www.youtube.com/watch?v=UxPGWlvgHQ">https://www.youtube.com/watch?v=UxPGWlvgHQ</a>	30
Key accounting terms I	<a href="https://www.youtube.com/watch?v=Iw45bIMqA0o">https://www.youtube.com/watch?v=Iw45bIMqA0o</a>	17
Key accounting terms II	<a href="https://www.youtube.com/watch?v=HE_kfGyPWzY">https://www.youtube.com/watch?v=HE_kfGyPWzY</a>	16
Debit and Credit	<a href="https://www.youtube.com/watch?v=Uk_2M6h8w5I">https://www.youtube.com/watch?v=Uk_2M6h8w5I</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=zLSUFu6Qtes">https://www.youtube.com/watch?v=zLSUFu6Qtes</a>	52
Financial Statements	<a href="https://www.youtube.com/watch?v=kaiY658qTic&amp;list=PLPjSqiTyvDeUTEAOGhip_ubiN3y8oqT13&amp;index=9">https://www.youtube.com/watch?v=kaiY658qTic&amp;list=PLPjSqiTyvDeUTEAOGhip_ubiN3y8oqT13&amp;index=9</a>	30
Balance Sheet	<a href="https://www.youtube.com/watch?v=f53E09eb2kQ">https://www.youtube.com/watch?v=f53E09eb2kQ</a>	50
Profit & Loss Account	<a href="https://www.youtube.com/watch?v=WS_YYSdTEMfw">https://www.youtube.com/watch?v=WS_YYSdTEMfw</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=YrKlXJ4aHo&amp;t=90s">https://www.youtube.com/watch?v=YrKlXJ4aHo&amp;t=90s</a>	32
RBI- structure and objective functions	<a href="https://www.youtube.com/watch?v=GJdj_6B7s8k">https://www.youtube.com/watch?v=GJdj_6B7s8k</a>	32
Introduction Financial Statement	<a href="https://www.youtube.com/watch?v=kaiY658qTic&amp;list=PLPjSqiTyvDeUTEAOGhip_ubiN3y8oqT13&amp;index=9">https://www.youtube.com/watch?v=kaiY658qTic&amp;list=PLPjSqiTyvDeUTEAOGhip_ubiN3y8oqT13&amp;index=9</a>	30
Financial Statements - Income Statement	<a href="https://www.youtube.com/watch?v=R3BVIsuObCc&amp;list=PLPjSqiTyvDeUTEAOGhip_ubiN3y8oqT13&amp;index=10">https://www.youtube.com/watch?v=R3BVIsuObCc&amp;list=PLPjSqiTyvDeUTEAOGhip_ubiN3y8oqT13&amp;index=10</a>	25
Key Financial Ratios	<a href="https://www.youtube.com/watch?v=Weatwkcjb-U">https://www.youtube.com/watch?v=Weatwkcjb-U</a>	52
PRINCIPLES & PRACTICE OF INSURANCE	<a href="https://www.youtube.com/watch?v=c8iUs9NPICM&amp;list=PL92RPe36fLkha8tbOPDxZj_xuRxRmIJB_">https://www.youtube.com/watch?v=c8iUs9NPICM&amp;list=PL92RPe36fLkha8tbOPDxZj_xuRxRmIJB_</a>	28
PRINCIPLES & PRACTICE OF INSURANCE	<a href="https://www.youtube.com/watch?v=EnJmgoEhWis&amp;list=PL92RPe36fLkha8tbOPDxZj_xuRxRmIJB_&amp;index=2">https://www.youtube.com/watch?v=EnJmgoEhWis&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=_1qqz-IBNLY&amp;list=PL92RPe36fLkha8tbOPDxZj_xuRxRmIJB_&amp;index=4">https://www.youtube.com/watch?v=_1qqz-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=25M8Ri6rPO8&amp;list=PL92RPe36fLkha8tbOPDxZj_xuRxRmIJB_&amp;index=11">https://www.youtube.com/watch?v=25M8Ri6rPO8&amp;list=PL92RPe36fLkha8tbOPDxZj_xuRxRmIJB_&amp;index=11</a>	19
MOTOR INSURANCE	<a href="https://www.youtube.com/watch?v=y_gR8pOcf6s&amp;list=PL92RPe36fLkha8tbOPDxZj_xuRxRmIJB_&amp;index=13">https://www.youtube.com/watch?v=y_gR8pOcf6s&amp;list=PL92RPe36fLkha8tbOPDxZj_xuRxRmIJB_&amp;index=13</a>	19
Mutual Funds	<a href="https://www.youtube.com/watch?v=tzzajks9A08">https://www.youtube.com/watch?v=tzzajks9A08</a>	56
Investing in Mutual Funds	<a href="https://www.youtube.com/watch?v=tkwzowUVQ5o">https://www.youtube.com/watch?v=tkwzowUVQ5o</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=Df6jxMEDun0">https://www.youtube.com/watch?v=Df6jxMEDun0</a>	43
Money & Banking II	<a href="https://www.youtube.com/watch?v=28ce78G8dyQ">https://www.youtube.com/watch?v=28ce78G8dyQ</a>	17
Consumer Credit Decisions	<a href="https://www.youtube.com/watch?v=TS-H2iXX4nU">https://www.youtube.com/watch?v=TS-H2iXX4nU</a>	32
Importance and Forms of Commercial Banks	<a href="https://www.youtube.com/watch?v=YrKlXJ4aHo&amp;list=PLBRMHdVUMngeBAuh698gde_NoNixKtLo6">https://www.youtube.com/watch?v=YrKlXJ4aHo&amp;list=PLBRMHdVUMngeBAuh698gde_NoNixKtLo6</a>	32
Functions, Goals and Constraints of Commercial Banks	<a href="https://www.youtube.com/watch?v=e19oVuQKaBI&amp;list=PLBRMHdVUMngeBAuh698gde_NoNixKtLo6&amp;index=3">https://www.youtube.com/watch?v=e19oVuQKaBI&amp;list=PLBRMHdVUMngeBAuh698gde_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=TbImDFU4c&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=2">https://www.youtube.com/watch?v=TbImDFU4c&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=2</a>	35
Introduction to Management-II	<a href="https://www.youtube.com/watch?v=ZcpcrtpeW4&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=3">https://www.youtube.com/watch?v=ZcpcrtpeW4&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=3</a>	37
Introduction to Management-III	<a href="https://www.youtube.com/watch?v=jCytq_HVDPk&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=4">https://www.youtube.com/watch?v=jCytq_HVDPk&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=4</a>	37
Introduction to Management - IV	<a href="https://www.youtube.com/watch?v=CCYic2Ht2g&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=5">https://www.youtube.com/watch?v=CCYic2Ht2g&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=5</a>	32
Planning - I	<a href="https://www.youtube.com/watch?v=KWy_m6QFFhw&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=10">https://www.youtube.com/watch?v=KWy_m6QFFhw&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=10</a>	32
Planning - II	<a href="https://www.youtube.com/watch?v=yYQ7eUQRXX4&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=11">https://www.youtube.com/watch?v=yYQ7eUQRXX4&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=11</a>	30
Organizing & Organization	<a href="http://youtube.com/watch?v=UEXs23vkw0">http://youtube.com/watch?v=UEXs23vkw0</a>	37
Decision Making - I	<a href="https://www.youtube.com/watch?v=UxOPs3R4WQ&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=19">https://www.youtube.com/watch?v=UxOPs3R4WQ&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=19</a>	31
Decision Making - II	<a href="https://www.youtube.com/watch?v=51CzY1LQ82w&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=20">https://www.youtube.com/watch?v=51CzY1LQ82w&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=20</a>	33
Decision Making - III	<a href="https://www.youtube.com/watch?v=d1mAN32pVU&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=21">https://www.youtube.com/watch?v=d1mAN32pVU&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=21</a>	36
Decision Making - IV	<a href="https://www.youtube.com/watch?v=roUx16q42ZE&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=22">https://www.youtube.com/watch?v=roUx16q42ZE&amp;list=PLly_2iUCG87DH0IQ5VWZ8iamV55aLIXQ&amp;index=22</a>	26
Staffing (Management Principles & Applications)	<a href="https://www.youtube.com/watch?v=CMYQyUUV0g">https://www.youtube.com/watch?v=CMYQyUUV0g</a>	45
Motivation	<a href="https://www.youtube.com/watch?v=Mrms1YmloWCM">https://www.youtube.com/watch?v=Mrms1YmloWCM</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=8P3mmyfYUvw">https://www.youtube.com/watch?v=8P3mmyfYUvw</a>	57
Building Teams & Team Culture	<a href="https://www.youtube.com/watch?v=5EFd8F0h5QI">https://www.youtube.com/watch?v=5EFd8F0h5QI</a>	37
Introduction to Leadership: Functions	<a href="https://www.youtube.com/watch?v=QM1Z8Vc9i6k&amp;t=120s">https://www.youtube.com/watch?v=QM1Z8Vc9i6k&amp;t=120s</a>	54
Leadership	<a href="https://www.youtube.com/watch?v=IqC2cwfllg&amp;t=364s">https://www.youtube.com/watch?v=IqC2cwfllg&amp;t=364s</a>	59
Controlling	<a href="https://www.youtube.com/watch?v=PHQHI7qX5Bg">https://www.youtube.com/watch?v=PHQHI7qX5Bg</a>	62
AI in Human Resource Management: (Intro Video)	<a href="https://www.youtube.com/watch?v=IcFwL8HP55w&amp;list=PLwdndV3ogpVU5TpbmX8OM_PsNswIV">https://www.youtube.com/watch?v=IcFwL8HP55w&amp;list=PLwdndV3ogpVU5TpbmX8OM_PsNswIV</a>	7
AI in Decision Making	<a href="https://www.youtube.com/watch?v=af7P1Ft3uS0&amp;list=PLwdndV3ogpVU5TpbmX8OM_PsNswIV&amp;index=5">https://www.youtube.com/watch?v=af7P1Ft3uS0&amp;list=PLwdndV3ogpVU5TpbmX8OM_PsNswIV&amp;index=5</a>	50
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**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=CSBEDng_eTo&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K">https://www.youtube.com/watch?v=CSBEDng_eTo&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K</a>	26
Lecture 02 : Emergence of Digital Transformation	<a href="https://www.youtube.com/watch?v=a2k898uf3Gw&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K&amp;index=2">https://www.youtube.com/watch?v=a2k898uf3Gw&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K&amp;index=2</a>	29
Lecture 03 : Introduction to Digital Marketing	<a href="https://www.youtube.com/watch?v=MRkUEcfw3m8&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K&amp;index=3">https://www.youtube.com/watch?v=MRkUEcfw3m8&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K&amp;index=3</a>	28
Lecture 04 : Online Marketplaces	<a href="https://www.youtube.com/watch?v=irGj0WlVqz0&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K&amp;index=4">https://www.youtube.com/watch?v=irGj0WlVqz0&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K&amp;index=4</a>	31
Lecture 05 : Digital Marketing Communications	<a href="https://www.youtube.com/watch?v=i1R9sRQ2fj&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K&amp;index=5">https://www.youtube.com/watch?v=i1R9sRQ2fj&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K&amp;index=5</a>	32
Lecture 06 : Consumer Journeys	<a href="https://www.youtube.com/watch?v=1CL_8v14g8&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K&amp;index=6">https://www.youtube.com/watch?v=1CL_8v14g8&amp;list=PLw7s9XqtzCGR5fj0AJqt3IQCc2b6WQ1_K&amp;index=6</a>	28
Lecture 52 : Search Engine Optimization (SEO)	<a href="https://www.youtube.com/watch?v=RyCbMY4ljc">https://www.youtube.com/watch?v=RyCbMY4ljc</a>	31
Lecture -38 Search Engine And Web Crawler - Part-I	<a href="https://www.youtube.com/watch?v=ijywDIY1Qik">https://www.youtube.com/watch?v=ijywDIY1Qik</a>	60
Lecture -39 Search Engine And Web Crawlers: Part-II	<a href="https://www.youtube.com/watch?v=8Nc8sldPSA">https://www.youtube.com/watch?v=8Nc8sldPSA</a>	58
Lec 01- Introduction to Business to Business Marketing	<a href="https://www.youtube.com/watch?v=e8d8cSRP-Y&amp;list=PLly_2iUCG87C3gnIP4kidTHN2HW03sfOc&amp;index=2">https://www.youtube.com/watch?v=e8d8cSRP-Y&amp;list=PLly_2iUCG87C3gnIP4kidTHN2HW03sfOc&amp;index=2</a>	26
Lec 03 - B2B vs B2C Marketing 1	<a href="https://www.youtube.com/watch?v=fCzRpmftQ&amp;list=PLly_2iUCG87C3gnIP4kidTHN2HW03sfOc&amp;index=4">https://www.youtube.com/watch?v=fCzRpmftQ&amp;list=PLly_2iUCG87C3gnIP4kidTHN2HW03sfOc&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_2iUCG87C3gnIP4kidTHN2HW03sfOc&amp;index=5">https://www.youtube.com/watch?v=N3NK-MUTu48&amp;list=PLly_2iUCG87C3gnIP4kidTHN2HW03sfOc&amp;index=5</a>	29

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Lecture 13 : Industry 4.0: Augmented Reality and Virtual Reality	<a href="https://www.youtube.com/watch?v=LMgdYI82IE">https://www.youtube.com/watch?v=LMgdYI82IE</a>	32
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
		473

**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=G4hpcgLoDvI&amp;list=PLp6ek2hDcoNB_YiCruBFjF79f5ZHy8uz">https://www.youtube.com/watch?v=G4hpcgLoDvI&amp;list=PLp6ek2hDcoNB_YiCruBFjF79f5ZHy8uz</a>	5
Lec 01: Introduction to AI	<a href="https://www.youtube.com/watch?v=pKevMikFp8c">https://www.youtube.com/watch?v=pKevMikFp8c</a>	35
Introduction to AI	<a href="https://www.youtube.com/watch?v=IF1IOCELXY">https://www.youtube.com/watch?v=IF1IOCELXY</a>	52
Artificial Intelligence: Introduction	<a href="https://www.youtube.com/watch?v=KCP2BD9IvYe">https://www.youtube.com/watch?v=KCP2BD9IvYe</a>	56
Introduction: What to Expect from AI	<a href="https://www.youtube.com/watch?v=K9gH7hB4dpo&amp;list=PLp6ek2hDcoNB_YiCruBFjF79f5ZHy8uz&amp;index=2">https://www.youtube.com/watch?v=K9gH7hB4dpo&amp;list=PLp6ek2hDcoNB_YiCruBFjF79f5ZHy8uz&amp;index=2</a>	14
Introduction: History of AI from 40s - 90s	<a href="https://www.youtube.com/watch?v=HF_nc5eCMraA&amp;list=PLp6ek2hDcoNB_YiCruBFjF79f5ZHy8uz&amp;index=3">https://www.youtube.com/watch?v=HF_nc5eCMraA&amp;list=PLp6ek2hDcoNB_YiCruBFjF79f5ZHy8uz&amp;index=3</a>	28
Introduction: History of AI in the 90s	<a href="https://www.youtube.com/watch?v=P745j1GvPd4&amp;list=PLp6ek2hDcoNB_YiCruBFjF79f5ZHy8uz&amp;index=4">https://www.youtube.com/watch?v=P745j1GvPd4&amp;list=PLp6ek2hDcoNB_YiCruBFjF79f5ZHy8uz&amp;index=4</a>	14
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
Lecture 45 : Automatic Prompt Engineering	<a href="https://www.youtube.com/watch?v=k7VNaQOMLcw">https://www.youtube.com/watch?v=k7VNaQOMLcw</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=DGMjOyO8&amp;list=PLp6ek2hDcoNBDRINFIWGDIPKUwW-g3Hjk">https://www.youtube.com/watch?v=DGMjOyO8&amp;list=PLp6ek2hDcoNBDRINFIWGDIPKUwW-g3Hjk</a>	7
Programming with Generative AI (introduction video)	<a href="https://www.youtube.com/watch?v=Dt4pD_R3u10">https://www.youtube.com/watch?v=Dt4pD_R3u10</a>	16
Lecture 3.2.2 Text Generation	<a href="https://www.youtube.com/watch?v=kkTw6zASU">https://www.youtube.com/watch?v=kkTw6zASU</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=2RAqHMpl3E&amp;list=PLpMDNEUGJ1CZ5Gn478v1uKbxizKWZ7zs&amp;index=3">https://www.youtube.com/watch?v=2RAqHMpl3E&amp;list=PLpMDNEUGJ1CZ5Gn478v1uKbxizKWZ7zs&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
		727

**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_bx2y2g">https://www.youtube.com/watch?v=CQ6D_bx2y2g</a>	58
Mod-02 Lec-02 Barriers to Communication Lecture-02	<a href="https://www.youtube.com/watch?v=5g7Q_dC_fwU">https://www.youtube.com/watch?v=5g7Q_dC_fwU</a>	59
Mod-02 Lec-03 Barriers to Communication Lecture-03	<a href="https://www.youtube.com/watch?v=Q6mIHp4osKY">https://www.youtube.com/watch?v=Q6mIHp4osKY</a>	53
Lecture 04 : Verbal Communication - Introduction	<a href="https://www.youtube.com/watch?v=iGGWHmQG8dI">https://www.youtube.com/watch?v=iGGWHmQG8dI</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-etChXdk">https://www.youtube.com/watch?v=p1-etChXdk</a>	59
Mod-03 Lec-02 Non-Verbal Communication Lecture-02	<a href="https://www.youtube.com/watch?v=GgI7EKc-M">https://www.youtube.com/watch?v=GgI7EKc-M</a>	59

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Mod-03 Lec-03 Non-Verbal Communication Lecture-03	<a href="https://www.youtube.com/watch?v=6YrARQw53E">https://www.youtube.com/watch?v=6YrARQw53E</a>	57
Mod-03 Lec-04 Non-Verbal Communication Lecture-04	<a href="https://www.youtube.com/watch?v=X7NDyKGNIA">https://www.youtube.com/watch?v=X7NDyKGNIA</a>	58
Mod-03 Lec-05 Non-Verbal Communication Lecture-05	<a href="https://www.youtube.com/watch?v=pkJSWtd4q4">https://www.youtube.com/watch?v=pkJSWtd4q4</a>	60
Mod-04 Lec-01 Listening Skills Lecture-01	<a href="https://www.youtube.com/watch?v=JKU_WTDRb&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=10">https://www.youtube.com/watch?v=JKU_WTDRb&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=10</a>	57
Mod-04 Lec-02 Listening Skills Lecture-02	<a href="https://www.youtube.com/watch?v=QSUltMmaIk&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=11">https://www.youtube.com/watch?v=QSUltMmaIk&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=11</a>	60
Mod-04 Lec-03 Listening Skills Lecture-03	<a href="https://www.youtube.com/watch?v=d27bn589Miw&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=12">https://www.youtube.com/watch?v=d27bn589Miw&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=12</a>	60
Mod-05 Lec-01 Business Letters Writing Lecture-01	<a href="https://www.youtube.com/watch?v=qkFRWnPV6r&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=13">https://www.youtube.com/watch?v=qkFRWnPV6r&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=13</a>	60
Mod-05 Lec-02 Business Letters Writing Lecture-02	<a href="https://www.youtube.com/watch?v=36rCv5btrOY&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=14">https://www.youtube.com/watch?v=36rCv5btrOY&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=14</a>	54
Mod-05 Lec-03 Business Letters Writing Lecture-03	<a href="https://www.youtube.com/watch?v=1xyQJV6r-w&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=15">https://www.youtube.com/watch?v=1xyQJV6r-w&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=15</a>	57
Mod-05 Lec-04 Business Letters Writing Lecture-04	<a href="https://www.youtube.com/watch?v=m90_anEmCaI&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=16">https://www.youtube.com/watch?v=m90_anEmCaI&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=16</a>	56
Mod-07 Lec-01 Group Discussion Lecture-01	<a href="https://www.youtube.com/watch?v=UcFg_RsCyxY&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=19">https://www.youtube.com/watch?v=UcFg_RsCyxY&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=19</a>	56
Mod-07 Lec-02 Group Discussion Lecture-02	<a href="https://www.youtube.com/watch?v=13GMbeevvya&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=20">https://www.youtube.com/watch?v=13GMbeevvya&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=20</a>	57
Mod-07 Lec-03 Group Discussion Lecture-03	<a href="https://www.youtube.com/watch?v=Cca403pbNT4&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=21">https://www.youtube.com/watch?v=Cca403pbNT4&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=21</a>	60
Mod-08 Lec-01 Interview Skills Lecture-01	<a href="https://www.youtube.com/watch?v=45uHWLmAZR8&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=22">https://www.youtube.com/watch?v=45uHWLmAZR8&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=22</a>	60
Mod-08 Lec-02 Interview Skills Lecture-02	<a href="https://www.youtube.com/watch?v=4p3yWXRtI&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=23">https://www.youtube.com/watch?v=4p3yWXRtI&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=23</a>	57
Mod-08 Lec-03 Interview Skills Lecture-03	<a href="https://www.youtube.com/watch?v=O_hPW6ZIGr8&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=24">https://www.youtube.com/watch?v=O_hPW6ZIGr8&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=24</a>	60
Mod-08 Lec-04 Interview Skills Lecture-04	<a href="https://www.youtube.com/watch?v=V1D6bQ4wgg&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=25">https://www.youtube.com/watch?v=V1D6bQ4wgg&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=25</a>	60
Mod-08 Lec-05 Interview Skills Lecture-05	<a href="https://www.youtube.com/watch?v=ymlFIDpjpCk&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=26">https://www.youtube.com/watch?v=ymlFIDpjpCk&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=26</a>	56
Mod-08 Lec-06 Interview Skills Lecture-06	<a href="https://www.youtube.com/watch?v=E2gcNlV7vMA&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=27">https://www.youtube.com/watch?v=E2gcNlV7vMA&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=27</a>	52
Mod-08 Lec-07 Interview Skills Lecture-07	<a href="https://www.youtube.com/watch?v=ruQCghsUwvY&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=28">https://www.youtube.com/watch?v=ruQCghsUwvY&amp;list=PLbMVogV5nJSZ88BV29_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=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=38">https://www.youtube.com/watch?v=8NjUGViyudM&amp;list=PLbMVogV5nJSZ88BV29_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=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=39">https://www.youtube.com/watch?v=FG1k4W5-Byk&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=39</a>	51
Mod-12 Lec-03 Common Errors Lecture-03	<a href="https://www.youtube.com/watch?v=uxW4IO6f5Qj&amp;list=PLbMVogV5nJSZ88BV29_sPwwkzMTYXpaH&amp;index=40">https://www.youtube.com/watch?v=uxW4IO6f5Qj&amp;list=PLbMVogV5nJSZ88BV29_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=i4oETty2_WY">https://www.youtube.com/watch?v=i4oETty2_WY</a>	51
Lecture 34: Colour Theory	<a href="https://www.youtube.com/watch?v=dXU8Rvigrj">https://www.youtube.com/watch?v=dXU8Rvigrj</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=faXQBwQ6TVs">https://www.youtube.com/watch?v=faXQBwQ6TVs</a>	40
Lecture-01 What is Economics ?	<a href="https://www.youtube.com/watch?v=g_Q_agzFXi0&amp;list=PLFNFjbo2hIfGRTCMuro2Gy8NzocwmAH2L&amp;index=2">https://www.youtube.com/watch?v=g_Q_agzFXi0&amp;list=PLFNFjbo2hIfGRTCMuro2Gy8NzocwmAH2L&amp;index=2</a>	11
Lecture-02 Resources, Wants & Scarcity	<a href="https://www.youtube.com/watch?v=2M7pEoQNWIA&amp;list=PLFNFjbo2hIfGRTCMuro2Gy8NzocwmAH2L&amp;index=3">https://www.youtube.com/watch?v=2M7pEoQNWIA&amp;list=PLFNFjbo2hIfGRTCMuro2Gy8NzocwmAH2L&amp;index=3</a>	11
Lecture-07 Introduction to Demand & Supply	<a href="https://www.youtube.com/watch?v=Hr7W2ghvLXc&amp;t=281s">https://www.youtube.com/watch?v=Hr7W2ghvLXc&amp;t=281s</a>	10
Lecture-08 Demand	<a href="https://www.youtube.com/watch?v=tNHvTBGZkFJ">https://www.youtube.com/watch?v=tNHvTBGZkFJ</a>	26
Week 3-Lecture 8-Part 1 : Theory of Demand-Defining Demand, Law of Demand	<a href="https://www.youtube.com/watch?v=d365org8VvD">https://www.youtube.com/watch?v=d365org8VvD</a>	35
Mod-02 Lec-02 Market Equilibrium : Demand and Supply	<a href="https://www.youtube.com/watch?v=heEHqTyjNw">https://www.youtube.com/watch?v=heEHqTyjNw</a>	51
Mod-01 Lec-38 Supply vs Demand	<a href="https://www.youtube.com/watch?v=mPwkBuW61E&amp;t=499s">https://www.youtube.com/watch?v=mPwkBuW61E&amp;t=499s</a>	45

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Lecture-23 Price Elasticity of Demand	<a href="https://www.youtube.com/watch?v=qvixowVNRAI">https://www.youtube.com/watch?v=qvixowVNRAI</a>	16
Mod-03 Lec-03 Elasticity of Demand	<a href="https://www.youtube.com/watch?v=nK7Xo3vQ7M">https://www.youtube.com/watch?v=nK7Xo3vQ7M</a>	54
Mod-02 Lec-14 Elasticity of Supply	<a href="https://www.youtube.com/watch?v=p19y-Z44DkQ">https://www.youtube.com/watch?v=p19y-Z44DkQ</a>	60
Mod-04 Lec-25 Perfect Competition	<a href="https://www.youtube.com/watch?v=vt-VyR55ic&amp;t=305s">https://www.youtube.com/watch?v=vt-VyR55ic&amp;t=305s</a>	53
Mod-04 Lec-26 Perfect Competition [Contd...]	<a href="https://www.youtube.com/watch?v=k-dPSKLasGk">https://www.youtube.com/watch?v=k-dPSKLasGk</a>	56
Mod-01 Lec-37 Introduction to GDP	<a href="https://www.youtube.com/watch?v=EeD6U413Xk">https://www.youtube.com/watch?v=EeD6U413Xk</a>	38
Mod-01 Lec-01 Lecture 1 - Money	<a href="https://www.youtube.com/watch?v=AfhWxHYqY">https://www.youtube.com/watch?v=AfhWxHYqY</a>	41
Mod-01 Lec-02 Lecture 2 - Money	<a href="https://www.youtube.com/watch?v=j5To8iAW-M">https://www.youtube.com/watch?v=j5To8iAW-M</a>	46
		593

### BBA Sem 2: Financial Statement Analysis

Topic	Link	Duration
Lecture 01- Introduction to Financial Statement Analysis	<a href="https://www.youtube.com/watch?v=OT5RdoiAkhy&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13">https://www.youtube.com/watch?v=OT5RdoiAkhy&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13</a>	35
Lecture 02- Accounting Process	<a href="https://www.youtube.com/watch?v=vHfjdy5WwSg&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13&amp;index=2">https://www.youtube.com/watch?v=vHfjdy5WwSg&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13&amp;index=2</a>	31
Lecture 03- Accounting Concepts	<a href="https://www.youtube.com/watch?v=BzC05ANz29E&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13&amp;index=3">https://www.youtube.com/watch?v=BzC05ANz29E&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13&amp;index=3</a>	33
Lecture-09- Financial Statements	<a href="https://www.youtube.com/watch?v=kaY6S8qTic&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13&amp;index=9">https://www.youtube.com/watch?v=kaY6S8qTic&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13&amp;index=9</a>	30
Lecture-10- Financial Statements - Income Statement	<a href="https://www.youtube.com/watch?v=R3BV2su0kCc&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13&amp;index=10">https://www.youtube.com/watch?v=R3BV2su0kCc&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13&amp;index=10</a>	25
Lecture-11- Financial Statements - Balance Sheet	<a href="https://www.youtube.com/watch?v=4PgDUimr5_SM&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13&amp;index=11">https://www.youtube.com/watch?v=4PgDUimr5_SM&amp;list=PLP5qTYvDeU7eAOGhip_ubjN3y8ogT13&amp;index=11</a>	30
#25 Reading Financial Statements of an Annual Report   Part 1	<a href="https://www.youtube.com/watch?v=mNvcXy1T0">https://www.youtube.com/watch?v=mNvcXy1T0</a>	39
#26 Reading Financial Statements of an Annual Report   Part II	<a href="https://www.youtube.com/watch?v=dj8LNO6APs">https://www.youtube.com/watch?v=dj8LNO6APs</a>	25
#27 Reading Financial Statements of an Annual Report   Part III	<a href="https://www.youtube.com/watch?v=9mBGB9cPI">https://www.youtube.com/watch?v=9mBGB9cPI</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=udR6QDix-E">https://www.youtube.com/watch?v=udR6QDix-E</a>	11
6.4 Solvency Ratios	<a href="https://www.youtube.com/watch?v=6XUj1uADvW">https://www.youtube.com/watch?v=6XUj1uADvW</a>	15
6.5 Tutorial - Solvency Ratios	<a href="https://www.youtube.com/watch?v=zHhAB6LSAHY">https://www.youtube.com/watch?v=zHhAB6LSAHY</a>	12
Lecture-38- Different Sets of Ratios (Part-1)	<a href="https://www.youtube.com/watch?v=sT2xPoxl_qU">https://www.youtube.com/watch?v=sT2xPoxl_qU</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=mMFrF3K3EJ0">https://www.youtube.com/watch?v=mMFrF3K3EJ0</a>	14
6.7 Tutorial - Profitability Ratios (Part 2)	<a href="https://www.youtube.com/watch?v=yIfMwhtYE-2I">https://www.youtube.com/watch?v=yIfMwhtYE-2I</a>	16
Lecture-50- Valuation or Capital Market Ratios (Part-1)	<a href="https://www.youtube.com/watch?v=DNISLUXNVSC4">https://www.youtube.com/watch?v=DNISLUXNVSC4</a>	27
Lecture-51- Valuation or Capital Market Ratios (Part-2)	<a href="https://www.youtube.com/watch?v=roQH0VgJ88">https://www.youtube.com/watch?v=roQH0VgJ88</a>	30
Mod-07 Lec-13 Common-size, Comparative Statement Analysis	<a href="https://www.youtube.com/watch?v=0HK05j5ynuo">https://www.youtube.com/watch?v=0HK05j5ynuo</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=L6ipletwweY">https://www.youtube.com/watch?v=L6ipletwweY</a>	20
#23 Cash Flow Statements   Part IV   Decision making using Financial Accounting	<a href="https://www.youtube.com/watch?v=KIMFs77RmAg">https://www.youtube.com/watch?v=KIMFs77RmAg</a>	40
#24 Cash Flow Statements   Part V   Decision making using Financial Accounting	<a href="https://www.youtube.com/watch?v=B_wuFexgaBw">https://www.youtube.com/watch?v=B_wuFexgaBw</a>	38
		710

### BBA Sem 2: New-Age Business Models

Topic	Link	Duration
What is Business Model?	<a href="https://www.youtube.com/watch?v=ohQvcWZ17_o&amp;list=PL1y_2iUJCG87CU5d70z0ihun51Q5rNqXFN&amp;index=17">https://www.youtube.com/watch?v=ohQvcWZ17_o&amp;list=PL1y_2iUJCG87CU5d70z0ihun51Q5rNqXFN&amp;index=17</a>	39
Innovation Business Models and Entrepreneurship	<a href="https://www.youtube.com/watch?v=98Kq3gcLSM&amp;list=PL1y_2iUJCG87CU5d70z0ihun51Q5rNqXFN">https://www.youtube.com/watch?v=98Kq3gcLSM&amp;list=PL1y_2iUJCG87CU5d70z0ihun51Q5rNqXFN</a>	4

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Innovation and Creativity-An Introduction	<a href="https://www.youtube.com/watch?v=7dfahNW-RzQ&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=3">https://www.youtube.com/watch?v=7dfahNW-RzQ&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=3</a>	32
Innovation in Current Environment	<a href="https://www.youtube.com/watch?v=FLJD-yiYM3FA&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=4">https://www.youtube.com/watch?v=FLJD-yiYM3FA&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=4</a>	36
Who is an Entrepreneur?	<a href="https://www.youtube.com/watch?v=zu7i5Ahn5A&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=18">https://www.youtube.com/watch?v=zu7i5Ahn5A&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=18</a>	26
Social Entrepreneurship?	<a href="https://www.youtube.com/watch?v=rkumGeKYYf&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=19">https://www.youtube.com/watch?v=rkumGeKYYf&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=19</a>	27
Blue Ocean Strategy-I	<a href="https://www.youtube.com/watch?v=5aQ_Qlth_8c&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=20">https://www.youtube.com/watch?v=5aQ_Qlth_8c&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=20</a>	28
Blue Ocean Strategy-II	<a href="https://www.youtube.com/watch?v=HieMdrIOPp8&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=21">https://www.youtube.com/watch?v=HieMdrIOPp8&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=21</a>	34
Technology Innovation Process	<a href="https://www.youtube.com/watch?v=MNIhHdvCEHAc&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=23">https://www.youtube.com/watch?v=MNIhHdvCEHAc&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=23</a>	32
Sustainability Innovation and Entrepreneurship	<a href="https://www.youtube.com/watch?v=4Lk_topj74&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=27">https://www.youtube.com/watch?v=4Lk_topj74&amp;list=PLLy_2iUCG87CU5d20z0ihun51Q5rNgXFN&amp;index=27</a>	26
Lecture 40 : Innovation and Entrepreneurship	<a href="https://www.youtube.com/watch?v=xeXMSp3j7ESE">https://www.youtube.com/watch?v=xeXMSp3j7ESE</a>	34
Lecture 41 : Innovation and Entrepreneurship (Contd.)	<a href="https://www.youtube.com/watch?v=bGQa3bZKHaw">https://www.youtube.com/watch?v=bGQa3bZKHaw</a>	31
Lecture 42 : Innovation and Entrepreneurship (Contd.)	<a href="https://www.youtube.com/watch?v=5d7zst8wE3D">https://www.youtube.com/watch?v=5d7zst8wE3D</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=ftQkhr577-U&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL">https://www.youtube.com/watch?v=ftQkhr577-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=r1D1rffhWM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=2">https://www.youtube.com/watch?v=r1D1rffhWM&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=wGNAWCCODrU&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=3">https://www.youtube.com/watch?v=wGNAWCCODrU&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=cltb8ldq7Y4&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=5">https://www.youtube.com/watch?v=cltb8ldq7Y4&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=TQzg78DO0w&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=7">https://www.youtube.com/watch?v=TQzg78DO0w&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=8wh7ZARe7kk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=14">https://www.youtube.com/watch?v=8wh7ZARe7kk&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=wm3ewAgjx5E&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=15">https://www.youtube.com/watch?v=wm3ewAgjx5E&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=rwyRv9gqk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=16">https://www.youtube.com/watch?v=rwyRv9gqk&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=2n2hvwf3UM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=17">https://www.youtube.com/watch?v=2n2hvwf3UM&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=sOKX3oyQvw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=18">https://www.youtube.com/watch?v=sOKX3oyQvw&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=XDWGaK2985A&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=19">https://www.youtube.com/watch?v=XDWGaK2985A&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=hOp0MGlvmiw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=20">https://www.youtube.com/watch?v=hOp0MGlvmiw&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=15xclpG0Ahw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=23">https://www.youtube.com/watch?v=15xclpG0Ahw&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=EpPowb-Q5Yk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=24">https://www.youtube.com/watch?v=EpPowb-Q5Yk&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=gLatp_fJZY&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=25">https://www.youtube.com/watch?v=gLatp_fJZY&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=7T1TwtGnq-yw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=26">https://www.youtube.com/watch?v=7T1TwtGnq-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=Cen1XAK1C0&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=27">https://www.youtube.com/watch?v=Cen1XAK1C0&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=J4BhHfODUM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=28">https://www.youtube.com/watch?v=J4BhHfODUM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=28</a>	38

CHAIRMAN'S INITIALS

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ON \_\_\_\_\_

TIME \_\_\_\_\_

#32 Directive Principles of State Policy (DPSPs)   Constitutional Law & Public Administration in India	<a href="https://www.youtube.com/watch?v=zMIH0cGHBxg&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=32">https://www.youtube.com/watch?v=zMIH0cGHBxg&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=D5xOyQaJSQY&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=33">https://www.youtube.com/watch?v=D5xOyQaJSQY&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=7KXF8D9gvt&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=34">https://www.youtube.com/watch?v=7KXF8D9gvt&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=qoM15QX2p0Y&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=43">https://www.youtube.com/watch?v=qoM15QX2p0Y&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=JutCvxiKMU&amp;list=PLly_2iUCG87DugHjDGBZDXufxJfaXNs&amp;index=50">https://www.youtube.com/watch?v=JutCvxiKMU&amp;list=PLly_2iUCG87DugHjDGBZDXufxJfaXNs&amp;index=50</a>	31
Introduction to Statistics and Data	<a href="https://www.youtube.com/watch?v=sjR6WZawZs&amp;list=PLly_2iUCG87DugHjDGBZDXufxJfaXNs&amp;index=51">https://www.youtube.com/watch?v=sjR6WZawZs&amp;list=PLly_2iUCG87DugHjDGBZDXufxJfaXNs&amp;index=51</a>	29
#1 Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=COI0BUmNHT8&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE">https://www.youtube.com/watch?v=COI0BUmNHT8&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE</a>	19
#2 Types of Data   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=z7AE2KioZyU&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=2">https://www.youtube.com/watch?v=z7AE2KioZyU&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=2</a>	16
#12 Probability   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=xhobwrldeE&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=12">https://www.youtube.com/watch?v=xhobwrldeE&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=12</a>	18
#13 Rules of Probability   Part - I   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=A3LYYgpeAMQ&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=13">https://www.youtube.com/watch?v=A3LYYgpeAMQ&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=13</a>	27
#14 Rules of Probability   Part II   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=4Uj5hnnX4hs&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=14">https://www.youtube.com/watch?v=4Uj5hnnX4hs&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=14</a>	24
#15 Conditional Probability   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=ZQ3hm8Dwnk0&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=15">https://www.youtube.com/watch?v=ZQ3hm8Dwnk0&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=15</a>	16
#16 Random Variables   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=6Vlxm0vts&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=16">https://www.youtube.com/watch?v=6Vlxm0vts&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=16</a>	26
#17 Random Variables   Concepts & Exercises   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=yfYQEG0b4k4&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=17">https://www.youtube.com/watch?v=yfYQEG0b4k4&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=17</a>	25
#18 Association Between Random variables   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=mgHWQWQ6C-c&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=18">https://www.youtube.com/watch?v=mgHWQWQ6C-c&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=18</a>	22
#19 Binomial Distribution   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=JyVWQZvTE1&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=19">https://www.youtube.com/watch?v=JyVWQZvTE1&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=19</a>	25
#20 Normal distribution   Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=XVHC048OUU&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=20">https://www.youtube.com/watch?v=XVHC048OUU&amp;list=PLyqSpQzTE6M_JclDbrVvPnEOPixKs2JE&amp;index=20</a>	32
Lec 4, Central Tendency and Dispersion - I	<a href="https://www.youtube.com/watch?v=1M1T06jENo4">https://www.youtube.com/watch?v=1M1T06jENo4</a>	31
Lec 5, Central Tendency and Dispersion - II	<a href="https://www.youtube.com/watch?v=6Qn1hdG43o">https://www.youtube.com/watch?v=6Qn1hdG43o</a>	32
Scales of Measurement	<a href="https://www.youtube.com/watch?v=knTzw_WOUd8&amp;list=PLly_2iUCG87DugHjDGBZDXufxJfaXNs&amp;index=49">https://www.youtube.com/watch?v=knTzw_WOUd8&amp;list=PLly_2iUCG87DugHjDGBZDXufxJfaXNs&amp;index=49</a>	30
		<b>403</b>

**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=ope5Y3Mnaw">https://www.youtube.com/watch?v=ope5Y3Mnaw</a>	58
Economic Growth and Development [Introduction Video]	<a href="https://www.youtube.com/watch?v=H5KuBB2vJig&amp;list=PLwdn2V30goXxATDAGHAQ3IMswK39C6gS&amp;index=1">https://www.youtube.com/watch?v=H5KuBB2vJig&amp;list=PLwdn2V30goXxATDAGHAQ3IMswK39C6gS&amp;index=1</a>	4
Concepts of Economic Growth and Development	<a href="https://www.youtube.com/watch?v=9VyQIn2fnE4&amp;list=PLwdn2V30goXxATDAGHAQ3IMswK39C6gS&amp;index=2">https://www.youtube.com/watch?v=9VyQIn2fnE4&amp;list=PLwdn2V30goXxATDAGHAQ3IMswK39C6gS&amp;index=2</a>	44
Alternative Investment	<a href="https://www.youtube.com/watch?v=RHTSMq8fYow">https://www.youtube.com/watch?v=RHTSMq8fYow</a>	30
Mutual Funds	<a href="https://www.youtube.com/watch?v=lrzxks9AQB&amp;t=56s">https://www.youtube.com/watch?v=lrzxks9AQB&amp;t=56s</a>	56

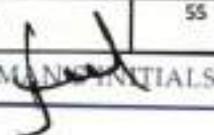
HELD AT \_\_\_\_\_

ON \_\_\_\_\_

TIME \_\_\_\_\_

CHURN ANALYSIS	CHURN ANALYSIS   BI&A   Prof. Saji K Mathew	41
CUSTOMER LIFETIME VALUE	CUSTOMER LIFETIME VALUE   BI&A   Prof. Saji K Mathew	42
NPV - CLV SPREADSHEET ANALYSIS	NPV - CLV SPREADSHEET ANALYSIS   BI&A   Prof. Saji K Mathew	33
ANALYTICS PROCESS	ANALYTICS PROCESS   BI&A   Prof. Saji K Mathew	31
DATA MINING PROCESS	DATA MINING PROCESS   BI&A   Prof. Saji K Mathew	38
OVERVIEW OF DATA MINING TECHNIQUES	OVERVIEW OF DATA MINING TECHNIQUES   BI&A   Prof. Saji K Mathew	34
ANALYTICS PROCESS CASE	ANALYTICS PROCESS CASE   BI&A   Prof. Saji K Mathew	46
INTRODUCTION TO STATISTICAL LEARNING AND DATA PRE-PROCESSING	INTRODUCTION TO STATISTICAL LEARNING AND DATA PRE-PROCESSING   BI&A   Prof. Saji K Mathew - YouTube	30
INTRODUCTION TO CLASSIFICATION	INTRODUCTION TO CLASSIFICATION   BI&A   Prof. Saji K Mathew	30
SCORING MODELS	SCORING MODELS   BI&A   Prof. Saji K Mathew	38
CLASSIFIER PERFORMANCE	CLASSIFIER PERFORMANCE   BI&A   Prof. Saji K Mathew	49
DECISION TREES	DECISION TREES   BI&A   Prof. Saji K Mathew	36
ATTRIBUTE SELECTION	ATTRIBUTE SELECTION   Business Intelligence & Analytics	32
GROWING A DECISION TREE	GROWING A DECISION TREE   BI&A   Prof. Saji K Mathew	35
DECISION TREE APPLICATION	DECISION TREE APPLICATION PART 1   BI&A   Prof. Saji K Mathew	28
DECISION TREE APPLICATION PART 2	DECISION TREE APPLICATION PART 2   BI&A   Prof. Saji K Mathew	24
CLASSIFICATION DEMO 1	CLASSIFICATION DEMO 1   BI&A   Prof. Saji K Mathew	40
CLASSIFICATION DEMO 2	CLASSIFICATION DEMO 2   BI&A   Prof. Saji K Mathew	36
CLUSTER ANALYSIS	CLUSTER ANALYSIS   BI&A   Prof. Saji K Mathew	22
CLUSTERING TECHNIQUES Part 1	CLUSTERING TECHNIQUES Part 1   BI&A   Prof. Saji K Mathew	26
CLUSTERING TECHNIQUES Part 2	CLUSTERING TECHNIQUES Part 2   BI&A   Prof. Saji K Mathew	36
K MEANS CLUSTERING	K MEANS CLUSTERING   BI&A   Prof. Saji K Mathew	32
IMPLEMENTATION IN PYTHON: clustering for segmentation and profiling	IMPLEMENTATION IN PYTHON: clustering for segmentation and profiling   BI&A   Prof. Saji K Mathew	41
RFM ANALYSIS	RFM ANALYSIS   BI&A   K R Subisha   Prof. Saji K Mathew	37
RFM AND CLUSTERING	RFM AND CLUSTERING   BI&A   K R Subisha   Prof. Saji K Mathew	37
TRENDS CASE ON RFM	TRENDS CASE ON RFM   BI&A   K R Subisha   Prof. Saji K Mathew	40
ARTIFICIAL NEURAL NETWORK	ARTIFICIAL NEURAL NETWORK   BI&A   Prof. Saji K Mathew	34
ANN TRAINING	ANN TRAINING   BI&A   Prof. Saji K Mathew	21
ANN FOR FINANCIAL TIME SERIES MODELLING	ANN FOR FINANCIAL TIME SERIES MODELLING   BI&A   Prof. Saji K Mathew	30
IMPLEMENTATION IN PYTHON: ANN	IMPLEMENTATION IN PYTHON: ANN   BI&A   Prof. Saji K Mathew	35
INTRODUCTION TEXT MINING	INTRODUCTION TEXT MINING   BI&A   Prof. Saji K Mathew	32
TEXT MINING PROCESS   BI&A	TEXT MINING PROCESS   BI&A   Prof. Saji K Mathew	43
Text mining using R- the case of a movie discussion forum	Text mining using R- the case of a movie discussion forum   BI&A   Prof. Saji K Mathew	36
Accounting Information Systems	Accounting Information Systems   BI&A   Prof. Saji K Mathew	60
AI, Blockchains, and the way forward	AI, Blockchains, and the way forward   BI&A   Prof. Saji K Mathew	55

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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=PLRahZj3fX5iP6BUQ79-hN55i9jN_djN">https://www.youtube.com/playlist?list=PLRahZj3fX5iP6BUQ79-hN55i9jN_djN</a>	7
Design Thinking - A Primer Start   Part 3	#4 Design Thinking - A Primer Start   Part 3	5
Introduction to Design Thinking	#5 Introduction to Design Thinking - YouTube	8
Case Study   Arcturus IV by John E. Arnold   Design Thinking - A Primer	#6 Case Study   Arcturus IV by John E. Arnold   Design Thinking - A Primer	10
Course Preview & History of Design Thinking	#7 Course Preview & History of Design Thinking	11
Discussion-Introduction to Demo Problem   Design Thinking - A Primer	#8 Discussion-Introduction to Demo Problem   Design Thinking - A Primer	47
Empathize - Lecture 01   Design Thinking - A Primer	#9 Empathize - Lecture 01   Design Thinking - A Primer	25
10 Empathize - Workshop 01   Design Thinking - A Primer	#10 Empathize - Workshop 01   Design Thinking - A Primer	30
11 Empathize - Workshop 02   Design Thinking - A Primer	#11 Empathize - Workshop 02   Design Thinking - A Primer	17
Testing & Validation	#14 Testing & Validation   Part 2   Entrepreneurship	41
Product design and development	INTRO	11
Product design and development	LECTURE 1	56
Product design and development	LECTURE 2	52
Product design and development	LECTURE 3	45
Product design and development	LECTURE 4	60
Product design and development	LECTURE 5	53
Product design and development	LECTURE 6	39
Product design and development	LECTURE 7	45
Product design and development	LECTURE 8	60
Product design and development	LECTURE 9	49
Product design and development	LECTURE 10	55
Product design and development	LECTURE 11	31
Product design and development	LECTURE 12	43
Product design and development	LECTURE 12A - YouTube	33
Product design and development	LECTURE 13	54
Product design and development	LECTURE 13A	26
Product design and development	LECTURE 14	54
Product design and development	LECTURE 15	60
Product design and development	LECTURE 16	56
Product design and development	LECTURE 17	59
Product design and development	LECTURE 18	60
Product design and development	LECTURE 19	52
Product design and development	LECTURE 20	29
Product design and development	LECTURE 21	33
Product design and development	LECTURE 22	60
Product design and development	LECTURE 23	60
Product design and development	LECTURE 24	45
Product design and development	LECTURE 25	57
Product design and development	LECTURE 26	60
Product design and development	LECTURE 27	60

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Bond Valuation	<a href="https://www.youtube.com/watch?v=qVQJ2M5wyFM">https://www.youtube.com/watch?v=qVQJ2M5wyFM</a>	28
Risk and Return	<a href="https://www.youtube.com/watch?v=Gr5RfRiS4&amp;list=PLEC357A28C142F52E&amp;index=3">https://www.youtube.com/watch?v=Gr5RfRiS4&amp;list=PLEC357A28C142F52E&amp;index=3</a>	56
Equity Portfolio Management Strategies - I	<a href="https://www.youtube.com/watch?v=W3yM6MCKR4&amp;t=784s">https://www.youtube.com/watch?v=W3yM6MCKR4&amp;t=784s</a>	54
Introduction to Portfolio Management	<a href="https://www.youtube.com/watch?v=TSMw8kYyG50">https://www.youtube.com/watch?v=TSMw8kYyG50</a>	54
Risk Management-I	<a href="https://www.youtube.com/watch?v=zo_dLUoyqic">https://www.youtube.com/watch?v=zo_dLUoyqic</a>	49
Risk Management-II	<a href="https://www.youtube.com/watch?v=ww1kijnktDU">https://www.youtube.com/watch?v=ww1kijnktDU</a>	52
Risk Management-III	<a href="https://www.youtube.com/watch?v=ZGpFkdGeNU">https://www.youtube.com/watch?v=ZGpFkdGeNU</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-UgcYVw&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc">https://www.youtube.com/watch?v=ykZ-UgcYVw&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc</a>	23
Data Preprocessing - I	<a href="https://www.youtube.com/watch?v=NSxEnpAH5o&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=2">https://www.youtube.com/watch?v=NSxEnpAH5o&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=2</a>	36
Data Preprocessing - II	<a href="https://www.youtube.com/watch?v=w2QM_1vhulg&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=3">https://www.youtube.com/watch?v=w2QM_1vhulg&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=3</a>	26
Clustering I	<a href="https://www.youtube.com/watch?v=9OjRP0ZlKkI&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=32">https://www.youtube.com/watch?v=9OjRP0ZlKkI&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=32</a>	26
Clustering II	<a href="https://www.youtube.com/watch?v=VcPW19Ni0cs&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=33">https://www.youtube.com/watch?v=VcPW19Ni0cs&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=33</a>	27
Regression I	<a href="https://www.youtube.com/watch?v=Gmomuzn1U0F0&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=37">https://www.youtube.com/watch?v=Gmomuzn1U0F0&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=37</a>	31
Regression II	<a href="https://www.youtube.com/watch?v=eGKBr18ygyFY&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=38">https://www.youtube.com/watch?v=eGKBr18ygyFY&amp;list=PLlspfyOYoQcI6Nno3gPkq0h5Y5e81hsc&amp;index=38</a>	24
Data Mining, Data assimilation and prediction	<a href="https://www.youtube.com/watch?v=FWPpYOQeMhU&amp;t=1433s">https://www.youtube.com/watch?v=FWPpYOQeMhU&amp;t=1433s</a>	64
Data Mining and Knowledge Discovery I	<a href="https://www.youtube.com/watch?v=r5c27rQ1D2E&amp;t=255s">https://www.youtube.com/watch?v=r5c27rQ1D2E&amp;t=255s</a>	54
Data Mining and Knowledge Discovery II	<a href="https://www.youtube.com/watch?v=0hmqx1Xcy4">https://www.youtube.com/watch?v=0hmqx1Xcy4</a>	27
Introduction to Data Visualization Part -1	<a href="https://www.youtube.com/watch?v=Ca-jnilPpsM&amp;list=PLZ2ps_7Dh8Z12NCITmMLnUOmF9ZUSG_&amp;index=2">https://www.youtube.com/watch?v=Ca-jnilPpsM&amp;list=PLZ2ps_7Dh8Z12NCITmMLnUOmF9ZUSG_&amp;index=2</a>	19
Introduction to Data Visualization Part -2	<a href="https://www.youtube.com/watch?v=K1Vv9mbv_U8&amp;list=PLZ2ps_7Dh8Z12NCITmMLnUOmF9ZUSG_&amp;index=3">https://www.youtube.com/watch?v=K1Vv9mbv_U8&amp;list=PLZ2ps_7Dh8Z12NCITmMLnUOmF9ZUSG_&amp;index=3</a>	30
Introduction to Data Visualization Part -3	<a href="https://www.youtube.com/watch?v=8tWjyoIQ_OQ&amp;list=PLZ2ps_7Dh8Z12NCITmMLnUOmF9ZUSG_&amp;index=4">https://www.youtube.com/watch?v=8tWjyoIQ_OQ&amp;list=PLZ2ps_7Dh8Z12NCITmMLnUOmF9ZUSG_&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_IDEo5v6&amp;list=PL9oKFhoDhxc587pEvQA825Q310QoPCy4Z">https://www.youtube.com/watch?v=3J9_IDEo5v6&amp;list=PL9oKFhoDhxc587pEvQA825Q310QoPCy4Z</a>	3
Introduction to Model Predictive Control	<a href="https://www.youtube.com/watch?v=NyAIVa5pemD&amp;list=PL9oKFhoDhxc587pEvQA825Q310QoPCy4Z&amp;index=9">https://www.youtube.com/watch?v=NyAIVa5pemD&amp;list=PL9oKFhoDhxc587pEvQA825Q310QoPCy4Z&amp;index=9</a>	20
Linear Regression Analysis and Forecasting - Introduction	<a href="https://www.youtube.com/watch?v=yDae3ywwFZi&amp;list=PLGdMwVkbVQ9rde2fC-UoLo-F-INNv2Lc">https://www.youtube.com/watch?v=yDae3ywwFZi&amp;list=PLGdMwVkbVQ9rde2fC-UoLo-F-INNv2Lc</a>	3
Multiple Linear Regression (Part A)	<a href="https://www.youtube.com/watch?v=LhGFxO1NQLk&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=6">https://www.youtube.com/watch?v=LhGFxO1NQLk&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=6</a>	56
Multiple Linear Regression (Part B)	<a href="https://www.youtube.com/watch?v=4Tevic9bVA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=7">https://www.youtube.com/watch?v=4Tevic9bVA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=7</a>	55
Multiple Linear Regression (Part C)	<a href="https://www.youtube.com/watch?v=b0551s4N7_Q&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=8">https://www.youtube.com/watch?v=b0551s4N7_Q&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=8</a>	55
Selecting the BEST Regression Model (Part A)	<a href="https://www.youtube.com/watch?v=eaIT3iyNEI&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=10">https://www.youtube.com/watch?v=eaIT3iyNEI&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=10</a>	55
Selecting the BEST Regression Model (Part B)	<a href="https://www.youtube.com/watch?v=uDSG_Q0pA1A&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=11">https://www.youtube.com/watch?v=uDSG_Q0pA1A&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=11</a>	56
Selecting the BEST Regression Model (Part C)	<a href="https://www.youtube.com/watch?v=7TwpzQL_VA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=12">https://www.youtube.com/watch?v=7TwpzQL_VA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1hw2wEa-&amp;index=12</a>	53
Logistic Regression	<a href="https://www.youtube.com/watch?v=QmWUkv_FQA">https://www.youtube.com/watch?v=QmWUkv_FQA</a>	37
ROC Analysis and Multiclass Classification	<a href="https://www.youtube.com/watch?v=2UNrUK_117A">https://www.youtube.com/watch?v=2UNrUK_117A</a>	35
Lecture 01: Time series introduction	<a href="https://www.youtube.com/watch?v=bc_7XnE17TU&amp;list=PLQzRYVmi0a65e8s29NCmiH-Aww81ax0A0H&amp;index=2">https://www.youtube.com/watch?v=bc_7XnE17TU&amp;list=PLQzRYVmi0a65e8s29NCmiH-Aww81ax0A0H&amp;index=2</a>	28

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Lecture 02: Examples of time series data	<a href="https://www.youtube.com/watch?v=rCkdgFuPi-M&amp;list=PLQzRYVvMq65e8x29NCmlh-Aww91ax0A0H&amp;index=3">https://www.youtube.com/watch?v=rCkdgFuPi-M&amp;list=PLQzRYVvMq65e8x29NCmlh-Aww91ax0A0H&amp;index=3</a>	28
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**BBA Sem 3: Business Research Methods**

Topic	Link	Duration
Intro Research Part 1	<a href="https://www.youtube.com/watch?v=r30rFManE&amp;list=PLdj5pVg1kHiOypKNUm00NK0IvqiThAv4N8&amp;index=1">https://www.youtube.com/watch?v=r30rFManE&amp;list=PLdj5pVg1kHiOypKNUm00NK0IvqiThAv4N8&amp;index=1</a>	19
Intro to Research Part 2	<a href="https://www.youtube.com/watch?v=9eeZ7bTRtJl&amp;list=PLdj5pVg1kHiOypKNUm00NK0IvqiThAv4N8&amp;index=2">https://www.youtube.com/watch?v=9eeZ7bTRtJl&amp;list=PLdj5pVg1kHiOypKNUm00NK0IvqiThAv4N8&amp;index=2</a>	15
Qualitative Research: Nature and Approaches	<a href="https://www.youtube.com/watch?v=XicAkptTnNU&amp;list=PLPjSqITyvDeW8BaFubkLDI0ezyEYuNeR1&amp;index=5">https://www.youtube.com/watch?v=XicAkptTnNU&amp;list=PLPjSqITyvDeW8BaFubkLDI0ezyEYuNeR1&amp;index=5</a>	32
Qualitative Research: Depth Interview, Focus Group Discussion	<a href="https://www.youtube.com/watch?v=k2MEaNMmnlQ&amp;list=PLPjSqITyvDeW8BaFubkLDI0ezyEYuNeR1&amp;index=6">https://www.youtube.com/watch?v=k2MEaNMmnlQ&amp;list=PLPjSqITyvDeW8BaFubkLDI0ezyEYuNeR1&amp;index=6</a>	37
Research Methods	<a href="https://www.youtube.com/watch?v=kWBoxkRv6k&amp;list=PLRb7ot9tbChzZkkVpolCCrGN1aMo91M&amp;index=4">https://www.youtube.com/watch?v=kWBoxkRv6k&amp;list=PLRb7ot9tbChzZkkVpolCCrGN1aMo91M&amp;index=4</a>	37
Hypothesis	<a href="https://www.youtube.com/watch?v=NHG5vgj4_M&amp;list=PLRb7ot9tbChzZkkVpolCCrGN1aMo91M&amp;index=6">https://www.youtube.com/watch?v=NHG5vgj4_M&amp;list=PLRb7ot9tbChzZkkVpolCCrGN1aMo91M&amp;index=6</a>	26
Theory of Testing Hypothesis	<a href="https://www.youtube.com/watch?v=onp4aziPeMg&amp;list=PLRb7ot9tbChzZkkVpolCCrGN1aMo91M&amp;index=43">https://www.youtube.com/watch?v=onp4aziPeMg&amp;list=PLRb7ot9tbChzZkkVpolCCrGN1aMo91M&amp;index=43</a>	21
Research Design	<a href="https://www.youtube.com/watch?v=wpzQ5tto50&amp;list=PLRb7ot9tbChzZkkVpolCCrGN1aMo91M&amp;index=5">https://www.youtube.com/watch?v=wpzQ5tto50&amp;list=PLRb7ot9tbChzZkkVpolCCrGN1aMo91M&amp;index=5</a>	37
Basics of Research Design	<a href="https://www.youtube.com/watch?v=iyek2HdBDk0">https://www.youtube.com/watch?v=iyek2HdBDk0</a>	55
Data Quality and Measures	<a href="https://www.youtube.com/watch?v=Xcqidwt8hA">https://www.youtube.com/watch?v=Xcqidwt8hA</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=f2dln5X2Zk">https://www.youtube.com/watch?v=f2dln5X2Zk</a>	32
Sampling methods	<a href="https://www.youtube.com/watch?v=gNgRH03woyI">https://www.youtube.com/watch?v=gNgRH03woyI</a>	18
Calculating sample size and power	<a href="https://www.youtube.com/watch?v=QM7WZkE-Jul">https://www.youtube.com/watch?v=QM7WZkE-Jul</a>	28
Sampling Methods & Sample Size	<a href="https://www.youtube.com/watch?v=PoidnVcXk4">https://www.youtube.com/watch?v=PoidnVcXk4</a>	53
Writing a Research Proposal and Preparing for a Presentation	<a href="https://www.youtube.com/watch?v=8IbpAMiOUH4">https://www.youtube.com/watch?v=8IbpAMiOUH4</a>	51
Basics of Research Ethics	<a href="https://www.youtube.com/watch?v=MSB9LAghYAq">https://www.youtube.com/watch?v=MSB9LAghYAq</a>	54
		605

**BBA Sem 3: Business Intelligence Using Power BI**

Topic	Link	Duration
INTRODUCTION TO BUSINESS INTELLIGENCE AND ANALYTICS	INTRODUCTION TO BUSINESS INTELLIGENCE AND ANALYTICS   BI&A   Prof. Saji K Mathew	38
PATTERNS IN DATA	PATTERNS IN DATA   BI&A   Prof. Saji K Mathew	45
VOCABULARY OF BUSINESS ANALYTICS	VOCABULARY OF BUSINESS ANALYTICS   BI&A   Prof. Saji K Mathew	36
COURSE OVERVIEW   BI&A	COURSE OVERVIEW   BI&A   Prof. Saji K Mathew	26
ONLINE TRANSACTION PROCESSING   BI&A	ONLINE TRANSACTION PROCESSING   BI&A   Prof. Saji K Mathew	39
INTRODUCTION TO SQL	INTRODUCTION TO SQL   BI&A   K.R. Subisha   Prof. Saji K Mathew	31
NORMALISATION   BI&A	NORMALISATION   BI&A   K.R. Subisha   Prof. Saji K Mathew	25
ONLINE ANALYTICAL PROCESSING	ONLINE ANALYTICAL PROCESSING   BI&A   Prof. Saji K Mathew	41
Business Intelligence & Analytics	Business Intelligence & Analytics	60
DATA MANAGEMENT	DATA MANAGEMENT   BI&A   Prof. Saji K Mathew	32
SHOPSENSE CASE IN MySQL Workbench	SHOPSENSE CASE IN MySQL Workbench   BI&A   K.R. Subisha   Prof. Saji K Mathew	41
DESCRIPTIVE DATA ANALYTICS	DESCRIPTIVE DATA ANALYTICS   BI&A   Prof. Saji K Mathew	32

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

Title	Link	Duration
Business Fundamentals For Entrepreneurs	<a href="https://www.youtube.com/watch?v=71J4NYIM2I&amp;list=PLQzRYvmQa65fnUjrxHsDhYRaJ1K_ag8&amp;index=18">https://www.youtube.com/watch?v=71J4NYIM2I&amp;list=PLQzRYvmQa65fnUjrxHsDhYRaJ1K_ag8&amp;index=18</a>	26
Corporate Governance   Entrepreneurship	<a href="https://www.youtube.com/watch?v=34X8AbeeCD">https://www.youtube.com/watch?v=34X8AbeeCD</a>	36
Leadership Balance	<a href="https://www.youtube.com/watch?v=AvsPnJlv4s">https://www.youtube.com/watch?v=AvsPnJlv4s</a>	56
Introduction to Constitutions	<a href="https://www.youtube.com/watch?v=00bQ_Eq8wJ0&amp;list=PLVqSpQzTE6M8G0it264mg0bB785v0PE6b&amp;index=2">https://www.youtube.com/watch?v=00bQ_Eq8wJ0&amp;list=PLVqSpQzTE6M8G0it264mg0bB785v0PE6b&amp;index=2</a>	31
Success Factors for Succession	<a href="https://www.youtube.com/watch?v=LhRV8NlwUo">https://www.youtube.com/watch?v=LhRV8NlwUo</a>	60
Succession   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://www.youtube.com/watch?v=8TNIGj4Hl">https://www.youtube.com/watch?v=8TNIGj4Hl</a>	53
Leadership Balance	<a href="https://www.youtube.com/watch?v=AvsPnJlv4s&amp;t=6s">https://www.youtube.com/watch?v=AvsPnJlv4s&amp;t=6s</a>	56
Stage & Stature   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://www.youtube.com/watch?v=L7vxjB7ud7w">https://www.youtube.com/watch?v=L7vxjB7ud7w</a>	60
Leadership	<a href="https://www.youtube.com/watch?v=lgC2cfwllg&amp;t=401s">https://www.youtube.com/watch?v=lgC2cfwllg&amp;t=401s</a>	59
Other Leadership Styles	<a href="https://www.youtube.com/watch?v=vef25z-mjN8">https://www.youtube.com/watch?v=vef25z-mjN8</a>	54
Conflict Management - 1	<a href="https://www.youtube.com/watch?v=L1ThRQn_ago">https://www.youtube.com/watch?v=L1ThRQn_ago</a>	56
Conflict Management - II	<a href="https://www.youtube.com/watch?v=4EYRUlyk">https://www.youtube.com/watch?v=4EYRUlyk</a>	56
Design Thinking - A Primer Start   Part 1	<a href="https://www.youtube.com/watch?v=9QTY74G90&amp;list=PLWbM1WDT0auAYFLgVdYby2ds2V7Nfh5b&amp;index=2">https://www.youtube.com/watch?v=9QTY74G90&amp;list=PLWbM1WDT0auAYFLgVdYby2ds2V7Nfh5b&amp;index=2</a>	6
Introduction to Design Thinking	<a href="https://www.youtube.com/watch?v=NRlom8K9Y&amp;list=PLWbM1WDT0auAYFLgVdYby2ds2V7Nfh5b&amp;index=5">https://www.youtube.com/watch?v=NRlom8K9Y&amp;list=PLWbM1WDT0auAYFLgVdYby2ds2V7Nfh5b&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=0Rvqg0GAo7o">https://www.youtube.com/watch?v=0Rvqg0GAo7o</a>	54
Professionalisation of Indigenous Systems	<a href="https://www.youtube.com/watch?v=t_Tf4-W7I">https://www.youtube.com/watch?v=t_Tf4-W7I</a>	31
What is Strategic Management?	<a href="https://www.youtube.com/watch?v=3X_Vhhs35IA&amp;list=PLly_2iUCG87A3bWaN-wjZemniTKmRejD&amp;index=2">https://www.youtube.com/watch?v=3X_Vhhs35IA&amp;list=PLly_2iUCG87A3bWaN-wjZemniTKmRejD&amp;index=2</a>	29
Concepts of Strategy- 1	<a href="https://www.youtube.com/watch?v=wQPT_tzYFKE&amp;list=PLly_2iUCG87A3bWaN-wjZemniTKmRejD&amp;index=3">https://www.youtube.com/watch?v=wQPT_tzYFKE&amp;list=PLly_2iUCG87A3bWaN-wjZemniTKmRejD&amp;index=3</a>	30
Concepts of Strategy- 2	<a href="https://www.youtube.com/watch?v=yemsH0R50PA&amp;list=PLly_2iUCG87A3bWaN-wjZemniTKmRejD&amp;index=4">https://www.youtube.com/watch?v=yemsH0R50PA&amp;list=PLly_2iUCG87A3bWaN-wjZemniTKmRejD&amp;index=4</a>	24
Concepts of Strategy-3	<a href="https://www.youtube.com/watch?v=zBerKc22_w&amp;list=PLly_2iUCG87A3bWaN-wjZemniTKmRejD&amp;index=5">https://www.youtube.com/watch?v=zBerKc22_w&amp;list=PLly_2iUCG87A3bWaN-wjZemniTKmRejD&amp;index=5</a>	30
Continuity	<a href="https://www.youtube.com/watch?v=5iyvWZfw9o">https://www.youtube.com/watch?v=5iyvWZfw9o</a>	23
Raising Finances & Developing Financial Strategy	<a href="https://www.youtube.com/watch?v=AVRO24-DR6g">https://www.youtube.com/watch?v=AVRO24-DR6g</a>	31
Capital Market Theory - I	<a href="https://www.youtube.com/watch?v=y8QdVv2coE">https://www.youtube.com/watch?v=y8QdVv2coE</a>	54
Motivating the employees: Strategies for organization-1	<a href="https://www.youtube.com/watch?v=soI3dbHqDs">https://www.youtube.com/watch?v=soI3dbHqDs</a>	32
Motivating the employees: Strategies for organization-2	<a href="https://www.youtube.com/watch?v=QxaeF0oAQw">https://www.youtube.com/watch?v=QxaeF0oAQw</a>	37
Conflict Management - 1	<a href="https://www.youtube.com/watch?v=L1ThRQn_ago">https://www.youtube.com/watch?v=L1ThRQn_ago</a>	55
Conflict Management - II	<a href="https://www.youtube.com/watch?v=4EYRUlyk">https://www.youtube.com/watch?v=4EYRUlyk</a>	55
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**BBA Sem 3: Elective 1 Sociology**

Topic	Link	Duration
#1 Sociology an Overview   Classical Sociological Theory	<a href="https://youtu.be/2/Wi2W7vWVo?si=Q8DxQesuiUDmB38l">https://youtu.be/2/Wi2W7vWVo?si=Q8DxQesuiUDmB38l</a>	21
#2 Sociological Perspective   Classical Sociological Theory	<a href="https://youtu.be/Xb5i9NPIe?si=G2ICHqmisgMLmHh3">https://youtu.be/Xb5i9NPIe?si=G2ICHqmisgMLmHh3</a>	29
#3 C.Wright Mill's Sociological Imagination   Classical Sociological Theory	<a href="https://youtu.be/4UGCGWj-AC4?si=KRGfofMGN7kni2jx">https://youtu.be/4UGCGWj-AC4?si=KRGfofMGN7kni2jx</a>	28
#4 Thinking Sociologically   Zygmunt Bauman   Classical Sociological Theory	<a href="https://youtu.be/SEUvhwLwWPC?si=ENk67PiNaMAdqwoX">https://youtu.be/SEUvhwLwWPC?si=ENk67PiNaMAdqwoX</a>	31
#5 Emergence of Sociology   Socio-Political   Economic & Intellectual Context	<a href="https://youtu.be/f_1EY9QOn58?si=IA3ADDS50C9LzKT3">https://youtu.be/f_1EY9QOn58?si=IA3ADDS50C9LzKT3</a>	25
#6 Enlightenment   Classical Sociological Theory	<a href="https://youtu.be/Ni00gtYSLxk?si=vY2GuocMITWhP5jn">https://youtu.be/Ni00gtYSLxk?si=vY2GuocMITWhP5jn</a>	26
#7 Emergence of Nation State & French Revolution   Classical Sociological Theory	<a href="https://youtu.be/a-2PQMOSkQ?si=9NUA7N5jnn-2K3r8d">https://youtu.be/a-2PQMOSkQ?si=9NUA7N5jnn-2K3r8d</a>	24
#8 Industrial Revolution & The Rise of Capitalism   Classical Sociological Theory	<a href="https://youtu.be/iHrSE1naGF0?si=4Pns7A4r6dQNeBtz">https://youtu.be/iHrSE1naGF0?si=4Pns7A4r6dQNeBtz</a>	21

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#9 Discussion with Dr. Roland   Part 1   Classical Sociological Theory	<a href="https://youtu.be/JA94of5POU7si=4LEe2ANIKT6f0xpi">https://youtu.be/JA94of5POU7si=4LEe2ANIKT6f0xpi</a>	32
#10 Discussion with Dr. Roland   Part 2   Classical Sociological Theory	<a href="https://youtu.be/-Dc1P7IVBO87um=0BnKm3BKgwlc7WR">https://youtu.be/-Dc1P7IVBO87um=0BnKm3BKgwlc7WR</a>	32
#11 Classical Thinkers of Sociology   Classical Sociological Theory	<a href="https://youtu.be/JA94of5POU7si=ajq6e8w4zf-Fem6g">https://youtu.be/JA94of5POU7si=ajq6e8w4zf-Fem6g</a>	28
#12 Auguste Comte   Classical Sociological Theory	<a href="https://youtu.be/qu0nrczeiNA7si=7zrCpQ89XMc73n1">https://youtu.be/qu0nrczeiNA7si=7zrCpQ89XMc73n1</a>	33
#13 Herbert Spencer   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=UHSwym2-Ds4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=13">https://www.youtube.com/watch?v=UHSwym2-Ds4&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>	27
#15 Factory Scene from Modern Times   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=0gypkiv8s2Y&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=15">https://www.youtube.com/watch?v=0gypkiv8s2Y&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=IVQemrXLHMU&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=16">https://www.youtube.com/watch?v=IVQemrXLHMU&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=LNBOy1-5-Tk&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=17">https://www.youtube.com/watch?v=LNBOy1-5-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-z2k&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=18">https://www.youtube.com/watch?v=B3QW0d4-z2k&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=CdluFHgRyxc&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=20">https://www.youtube.com/watch?v=CdluFHgRyxc&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=sbu8jP176X4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=21">https://www.youtube.com/watch?v=sbu8jP176X4&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=qDjZ5HFfB7I&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=22">https://www.youtube.com/watch?v=qDjZ5HFfB7I&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=TnW9KK7JW7I&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=23">https://www.youtube.com/watch?v=TnW9KK7JW7I&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=jeakD6y9A4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=24">https://www.youtube.com/watch?v=jeakD6y9A4&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/afG4iSWKDIY?si=p_gP0aCrwzPs_sl">https://youtu.be/afG4iSWKDIY?si=p_gP0aCrwzPs_sl</a>	29
#27 The Rules of the Sociological Method   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=KcWLC1DR_wE&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=27">https://www.youtube.com/watch?v=KcWLC1DR_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=2lAWvxZuYo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=28">https://www.youtube.com/watch?v=2lAWvxZuYo&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=caTODQypogw&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=29">https://www.youtube.com/watch?v=caTODQypogw&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=ueP4h4Q0tk0&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=30">https://www.youtube.com/watch?v=ueP4h4Q0tk0&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=Arbhy0YoxDp&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=31">https://www.youtube.com/watch?v=Arbhy0YoxDp&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=qD46s8IR-dA&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=32">https://www.youtube.com/watch?v=qD46s8IR-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=mb576vAqh-8&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=33">https://www.youtube.com/watch?v=mb576vAqh-8&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=AHQ0OU0rNY&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=34">https://www.youtube.com/watch?v=AHQ0OU0rNY&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-p6k8h0&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=35">https://www.youtube.com/watch?v=Cp8-p6k8h0&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=bngf5ib2Bic&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=36">https://www.youtube.com/watch?v=bngf5ib2Bic&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=Pdy1xvolyXE&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=37">https://www.youtube.com/watch?v=Pdy1xvolyXE&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=j0YUJAgQnY&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=38">https://www.youtube.com/watch?v=j0YUJAgQnY&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=4AT5KryYX4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=39">https://www.youtube.com/watch?v=4AT5KryYX4&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=39</a>	32
#40 Bureaucracy   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=44jvBJTqo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=40">https://www.youtube.com/watch?v=44jvBJTqo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=40</a>	32
#41 Social Stratification   Class, Status & Party   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=HekUVuM4rFo&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=41">https://www.youtube.com/watch?v=HekUVuM4rFo&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=gK_ulBvuP_8&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=42">https://www.youtube.com/watch?v=gK_ulBvuP_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=QQC55TH2zWA&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=44">https://www.youtube.com/watch?v=QQC55TH2zWA&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_YsN9c&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=45">https://www.youtube.com/watch?v=GvPZk_YsN9c&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=E6IF1Zhn5U&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=46">https://www.youtube.com/watch?v=E6IF1Zhn5U&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_7akI&amp;list=PLyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=47">https://www.youtube.com/watch?v=dolKcB_7akI&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

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#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=pHHAIP8Qe2c&amp;list=PLyqSpQzTE6M-teA9zPY83-6-Kz6kQvGis&amp;index=51">https://www.youtube.com/watch?v=pHHAIP8Qe2c&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=a0D11CQwng&amp;list=PLyqSpQzTE6M-teA9zPY83-6-Kz6kQvGis&amp;index=52">https://www.youtube.com/watch?v=a0D11CQwng&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_kkEU&amp;list=PLyqSpQzTE6M-teA9zPY83-6-Kz6kQvGis&amp;index=53">https://www.youtube.com/watch?v=i2etPF_kkEU&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_G8noQ3R4&amp;list=PLyqSpQzTE6M-teA9zPY83-6-Kz6kQvGis&amp;index=54">https://www.youtube.com/watch?v=mc_G8noQ3R4&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=50zrChyKkH4&amp;list=PLyqSpQzTE6M-teA9zPY83-6-Kz6kQvGis&amp;index=55">https://www.youtube.com/watch?v=50zrChyKkH4&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=EcY0QqfMqPs&amp;list=PLyqSpQzTE6M-teA9zPY83-6-Kz6kQvGis&amp;index=56">https://www.youtube.com/watch?v=EcY0QqfMqPs&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=i8zQtR0iuQ&amp;list=PLyqSpQzTE6M-teA9zPY83-6-Kz6kQvGis&amp;index=58">https://www.youtube.com/watch?v=i8zQtR0iuQ&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-QnT6Zc&amp;list=PLyqSpQzTE6M-teA9zPY83-6-Kz6kQvGis&amp;index=59">https://www.youtube.com/watch?v=Pz9-QnT6Zc&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
		1980

**BBA Sem 3: Elective 3 Innovative Thinking**

Topic	Link	Duration
Non-Indian sources on Indian technologies	01   Prof. Michel Darino   Non-Indian sources on Indian technologies   09 January 2019	84
Trans-cultural human values	Trans-cultural human values #CH26SP #swayamprabha - YouTube	33
The Bhagavadgita	The Bhagavadgita #CH26SP #swayamprabha - YouTube	61
Joint Family System	Joint Family System #CH26SP #swayamprabha	61
Ancient Indian Wisdom in Management	Ancient Indian Wisdom in Management - Prof. B Mahadevan	9
Management Principles – Learnings from Indian Mythology	Management Principles – Learnings from Indian Mythology	56
Stress Management, Self Esteem, Meditation Yoga	Stress Management, Self Esteem, Meditation Yoga #CH26SP #swayamprabha	59
Laws of Karma, Humility Growth, Responsibility etc.	Laws of Karma, Humility Growth, Responsibility etc. #CH26SP #swayamprabha	33
Indian vs. Western Management	Indian vs. Western Management #CH26SP #swayamprabha	57
Lessons from Scriptures	Lessons from Scriptures #CH26SP #swayamprabha	58
Values	Values #CH26SP #swayamprabha	33
Leadership: Meaning and Importance	Leadership: Meaning and Importance #CH26SP #swayamprabha	60
Leadership and Team Effectiveness	Leadership and Team Effectiveness #CH26SP #swayamprabha	30
Lecture 13: Leadership Attributes	Lecture 13: Leadership Attributes #CH26SP #swayamprabha	36
Lec-01 Introduction	Mod-01 Lec-01 Introduction	68
Negotiation Strategy   Part 1   Strategic Sourcing	V10 Negotiation Strategy   Part 1   Strategic Sourcing	18
Negotiation and Leadership	Lecture 28: Negotiation and Leadership #CH26SP #swayamprabha	33
Cinillation & Negotiation	Cinillation & Negotiation #CH26SP #swayamprabha	60
Negotiation and Conflict Management	Mod-01 Lec-31 Negotiation and Conflict Management	58
Conflict and Conflict Management	Conflict and Conflict Management - Part 1	14
Conflict and Conflict Management - Part 2	Conflict and Conflict Management - Part 2	20
Negotiation v. Mediation	Negotiation v. Mediation	23
Project Time Management	Lecture - 31 Project Time Management	57
Lec-1 Productivity	Mod-3 Lec-1 Productivity	59
Productivity and Sustainability	Lecture 01 : Productivity and Sustainability	34
Measuring Productivity	Lecture 02 : Measuring Productivity	33
Total Productive Maintenance	Lecture 48 Total Productive Maintenance	28

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Mindfulness as a Stress Management Technique	Lecture 53: Mindfulness as a Stress Management Technique	24
Work - Life Balance	Lecture 39 : Work - Life Balance	26
Lec-01 Introduction to Ethics - 'Crito' A Socratic dialogue	Mod-01 Lec-01 Introduction to Ethics - 'Crito' A Socratic dialogue	32
Moral value and thinking	Lecture 01 - YouTube	30
Moral value and thinking	Lecture 02	16
Moral value and thinking	Lecture 03	30
Moral value and thinking	Lecture 04	28
Moral value and thinking	Lecture 05	16
Moral value and thinking	Lecture 06	26
Moral value and thinking	Lecture 07	30
Moral value and thinking	Lecture 08	17
Moral value and thinking	Lecture 09	38
Moral value and thinking	Lecture 10	15
Moral value and thinking	Lecture 11	30
Moral value and thinking	Lecture 12	53
Moral value and thinking	Lecture 13	24
Moral value and thinking	Lecture 14	71
Moral value and thinking	Lecture 15	32
Moral value and thinking	Lecture 16	32
Moral value and thinking	Lecture 17	30
Moral value and thinking	Lecture 18	29
Moral value and thinking	Lecture 19	23
Moral value and thinking	Lecture 20	30
Moral value and thinking	Lecture 21	44
Moral value and thinking	Lecture 22	34
Moral value and thinking	Lecture 23	46

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

Topic	Link	Duration
Sustainability	#1 Sustainability   Ecology and Environment	34
2 Dams   Part 1	#2 Dams   Part 1   Ecology and Environment	23
3 Dams   Part 2	#3 Dams   Part 2   Ecology and Environment	24
4 Adayar River   Part 1	#4 Adayar River   Part 1   Ecology and Environment	26
5 Adayar River   Part 2	#5 Adayar River   Part 2   Ecology and Environment - YouTube	26
6 Urbanization in Western Ghats   Biodiesel	#6 Urbanization in Western Ghats   Biodiesel   Ecology and Environment	21
7 Use & Throw Plastic	#7 Use & Throw Plastic   Ecology and Environment	27
8 NanoMaterials & Information Technology	#8 NanoMaterials & Information Technology   Ecology and Environment	24
9 Definition of Health Risk	#9 Definition of Health Risk   Ecology and Environment	33
10 Transport Of Pollutants in the Environment	#10 Transport Of Pollutants in the Environment   Ecology and Environment	25
11 Assessment of Risk	#11 Assessment of Risk   Ecology and Environment	31
12 Remediation & Liability	#12 Remediation & Liability   Ecology and Environment	25
Remediation & Liability : Case Study	#13 Remediation & Liability : Case Study   Ecology and Environment	21
Life Cycle Analysis	#14 Life Cycle Analysis   Ecology and Environment	33
15 Energy & Environment Module	#15 Energy & Environment Module   Part 1   Ecology and Environment - YouTube	28
16 Energy & Environment Module   Part 2	#16 Energy & Environment Module   Part 2   Ecology and Environment	39
17 Energy & Environment Module   Part 3	#17 Energy & Environment Module   Part 3   Ecology and Environment	33
18 Energy & Environment Module   Part 4	#18 Energy & Environment Module   Part 4   Ecology and Environment - YouTube	

CHAIRMAN'S INITIALS



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19 Energy & Environment Module   Part 5	#19 Energy & Environment Module   Part 5   Ecology and Environment	42
20 Energy & Environment Module   Part 6	#20 Energy & Environment Module   Part 6   Ecology and Environment	25
21 Energy & Environment Module   Part 7	#21 Energy & Environment Module   Part 7   Ecology and Environment	22
22 Drinking Water Supply   Need & Challenges   Part I	#22 Drinking Water Supply   Need & Challenges   Part I   Ecology and Environment	27
23 Drinking Water Supply   Need & Challenges	#23 Drinking Water Supply   Need & Challenges   Part II   Ecology and Environment	29
24 Water Quality Standards & Philosophy of Water Treatment	#24 Water Quality Standards & Philosophy of Water Treatment   Ecology and Environment	27
25 Water Treatment   Point Of Use Filters	#25 Water Treatment   Point Of Use Filters   Ecology and Environment	24
26 Wastewater Management in Urban India: Challenges & Solutions	#26 Wastewater Management in Urban India: Challenges & Solutions   Ecology and Environment	29
27 Sustainable Water Management: The Power of Wastewater Recycling	#27 Sustainable Water Management: The Power of Wastewater Recycling   Ecology and Environment	28
28 Sustainable Water Management   Part 1	#28 Sustainable Water Management   Part 1   Ecology and Environment	29
29 Sustainable Water Management	#29 Sustainable Water Management   Part 2   Ecology and Environment	24
30 Groundwater Contamination	#30 Groundwater Contamination   Ecology and Environment	32
31 Groundwater - Sanitation Nexus	#31 Groundwater - Sanitation Nexus   Ecology and Environment	31
32 Chasing Sustainability – The Challenge	#32 Chasing Sustainability – The Challenge   Part 1   Ecology and Environment	20
33 Chasing Sustainability – The Challenge   Part 2	#33 Chasing Sustainability – The Challenge   Part 2   Ecology and Environment	16
34 Developing Frame Works Of Action: Ethics   Part 1	#34 Developing Frame Works Of Action: Ethics   Part 1   Ecology and Environment	20
35 Developing Frame Works Of Action: Ethics   Part 2	#35 Developing Frame Works Of Action: Ethics   Part 2   Ecology and Environment	25
36 Social & Sanitation	#36 Social & Sanitation   Ecology and Environment	26
37 Promoting Eco-Productive Cities: Global Policies   Part 1	#37 Promoting Eco-Productive Cities: Global Policies   Part 1   Ecology and Environment	21
38 Promoting Eco-Productive Cities: Global Policies   Part 2	#38 Promoting Eco-Productive Cities: Global Policies   Part 2   Ecology and Environment	17
39 The Need to Study Ecology	#39 The Need to Study Ecology   Ecology and Environment	27
40 Ecosystem Functions & Services	#40 Ecosystem Functions & Services   Ecology and Environment	24
41 What is studied in Ecology?	#41 What is studied in Ecology?   Ecology and Environment	34
42 Ecological Footprint	#42 Ecological Footprint   Ecology and Environment	47
43 Energy & Material flow in Ecosystems	#43 Energy & Material flow in Ecosystems   Ecology and Environment	43
44 Energy flow, Productivity & Biodiversity	#44 Energy flow, Productivity & Biodiversity   Ecology and Environment	41
45 Biodiversity, Population & Ecological Principles	#45 Biodiversity, Population & Ecological Principles   Ecology and Environment	47
		<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=LSR9qDTSz4g&amp;list=PLSGws_74K018y20nb5agWJZ837Qy8B7vu&amp;index=4">https://www.youtube.com/watch?v=LSR9qDTSz4g&amp;list=PLSGws_74K018y20nb5agWJZ837Qy8B7vu&amp;index=4</a>	33
Product Design Steps and Product Analysis	<a href="https://www.youtube.com/watch?v=dcup4kRvSEs&amp;list=PLSGws_74K018y20nb5agWJZ837Qy8B7vu&amp;index=5">https://www.youtube.com/watch?v=dcup4kRvSEs&amp;list=PLSGws_74K018y20nb5agWJZ837Qy8B7vu&amp;index=5</a>	39
Life Cycle of a Production System	<a href="https://www.youtube.com/watch?v=3Mb1E2DH7vM">https://www.youtube.com/watch?v=3Mb1E2DH7vM</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=bpyL5OFXDJ0">https://www.youtube.com/watch?v=bpyL5OFXDJ0</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=ITRaUj7AgLM">https://www.youtube.com/watch?v=ITRaUj7AgLM</a>	54
The Stakeholders	<a href="https://www.youtube.com/watch?v=m-A-rikcyow">https://www.youtube.com/watch?v=m-A-rikcyow</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=uZUo4jryfYw">https://www.youtube.com/watch?v=uZUo4jryfYw</a>	28
Prototyping with Figma	<a href="https://www.youtube.com/watch?v=DyrcorfwfBE">https://www.youtube.com/watch?v=DyrcorfwfBE</a>	32
		<b>409</b>

**BBA Sem 3: Selling & Negotiation**

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

Topic	Link	Duration
Marketing Management	<a href="#">Marketing Management - 1 Week 1   NPTEL ANSWERS   My Swayam #ngtel #ngtel2025 #myswayam</a>	3
Marketing Management	<a href="#">Marketing Management - 1    Exam Preparation Part 1    My Swayam    NPTEL 2023</a>	6
Sales & Distribution Management	<a href="#">ngtel.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="#">ngtel.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
		<b>1060</b>

**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=CpC9EOoc2Cc">https://www.youtube.com/watch?v=CpC9EOoc2Cc</a>	54
Lecture 10 - Time Value of Money - Part 1	<a href="https://www.youtube.com/watch?v=moPlocn-0ek">https://www.youtube.com/watch?v=moPlocn-0ek</a>	31

CHAIRMAN'S INITIALS

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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_hDQk5YEI">https://www.youtube.com/watch?v=BP_hDQk5YEI</a>	52
Mod-01 Lec-21 Lecture 21	<a href="https://www.youtube.com/watch?v=fvDBeP5SD14">https://www.youtube.com/watch?v=fvDBeP5SD14</a>	38
Mod-01 Lec-22 Lecture 22	<a href="https://www.youtube.com/watch?v=MQHLM8XJ_Q">https://www.youtube.com/watch?v=MQHLM8XJ_Q</a>	43
Lecture 33: Monetary Policy III	<a href="https://www.youtube.com/watch?v=koMbkvD1d-s">https://www.youtube.com/watch?v=koMbkvD1d-s</a>	27
Lecture : 01 Introduction to Financial System	<a href="https://www.youtube.com/watch?v=g1KD-Y1e2Hg">https://www.youtube.com/watch?v=g1KD-Y1e2Hg</a>	32
Lecture : 02 Equilibrium in Financial Markets	<a href="https://www.youtube.com/watch?v=eFfWGGQFvIk">https://www.youtube.com/watch?v=eFfWGGQFvIk</a>	29
Financial Institutions and Markets	<a href="https://www.youtube.com/watch?v=B8S1wZGfugk&amp;list=PLbRMhDVUMnqcXRSrE7oKtbFwM3R9RBJUc">https://www.youtube.com/watch?v=B8S1wZGfugk&amp;list=PLbRMhDVUMnqcXRSrE7oKtbFwM3R9RBJUc</a>	3
Lecture 18: Monetary policy instruments	<a href="https://www.youtube.com/watch?v=Z9_4KTSI380&amp;list=PLbRMhDVUMnqcXRSrE7oKtbFwM3R9RBJUc&amp;index=19">https://www.youtube.com/watch?v=Z9_4KTSI380&amp;list=PLbRMhDVUMnqcXRSrE7oKtbFwM3R9RBJUc&amp;index=19</a>	34
Lecture 48:	<a href="https://www.youtube.com/watch?v=iieX_dlmN1Bo">https://www.youtube.com/watch?v=iieX_dlmN1Bo</a>	31
Lecture 49:	<a href="https://www.youtube.com/watch?v=gYh12xvN-IE">https://www.youtube.com/watch?v=gYh12xvN-IE</a>	30
Working Capital Management (1-61 lecture)	<a href="https://youtube.com/playlist?list=PLIy_2iUCG87BFW5LwV9eFEH5dyS2KQTH5&amp;si=YRLn5HZY2-8EYHC">https://youtube.com/playlist?list=PLIy_2iUCG87BFW5LwV9eFEH5dyS2KQTH5&amp;si=YRLn5HZY2-8EYHC</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=r93pyYGICIQ">https://www.youtube.com/watch?v=r93pyYGICIQ</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
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**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_1chylCQ">https://www.youtube.com/watch?v=5NK_1chylCQ</a>	20
Self-Concept	<a href="https://www.youtube.com/watch?v=1lh-s7xv2KQ">https://www.youtube.com/watch?v=1lh-s7xv2KQ</a>	30
Perception	<a href="https://www.youtube.com/watch?v=x30NRDca1Uk">https://www.youtube.com/watch?v=x30NRDca1Uk</a>	45
Presentations	<a href="https://www.youtube.com/watch?v=2dSSEd5q2H">https://www.youtube.com/watch?v=2dSSEd5q2H</a>	1
Listening	<a href="https://www.youtube.com/watch?v=89W9ueeuEr8">https://www.youtube.com/watch?v=89W9ueeuEr8</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_a1T5CC9RG2w7sw85W89oDWN7u2vY1b&amp;si=V7qaluoFkn8A_Uv">https://youtube.com/playlist?list=PL_a1T5CC9RG2w7sw85W89oDWN7u2vY1b&amp;si=V7qaluoFkn8A_Uv</a>	60
Infographics	<a href="https://www.youtube.com/watch?v=416DC5eIU">https://www.youtube.com/watch?v=416DC5eIU</a>	22
Public Speaking	<a href="https://www.youtube.com/watch?v=t-Z9gdhNNU">https://www.youtube.com/watch?v=t-Z9gdhNNU</a>	36
Strategies for Effective Listening	<a href="https://www.youtube.com/watch?v=FONdnyU4B-I">https://www.youtube.com/watch?v=FONdnyU4B-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=vhUnWr307-wM">https://www.youtube.com/watch?v=vhUnWr307-wM</a>	13

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**MBA Sem 1: Financial Statement Analysis**

Topic	Link	Duration
Introduction & Scope of Accounting	<a href="https://youtu.be/UxfPGWlygHQ?si=2FAxYsHeJc8ybfKR">https://youtu.be/UxfPGWlygHQ?si=2FAxYsHeJc8ybfKR</a>	30
Financial Statements	<a href="https://youtu.be/wQ0hrdmoVu4?si=AbboYA7g43Lp4j">https://youtu.be/wQ0hrdmoVu4?si=AbboYA7g43Lp4j</a>	19
Financial Statements	<a href="https://youtu.be/_6dq660cttQ?si=mh7VX0IAjDIA9G2n">https://youtu.be/_6dq660cttQ?si=mh7VX0IAjDIA9G2n</a>	30
Financial Statements	<a href="https://youtu.be/rjg0g9F-a8?si=mcct3W5obTRf8Jo">https://youtu.be/rjg0g9F-a8?si=mcct3W5obTRf8Jo</a>	27
Depreciation	<a href="https://youtu.be/N5Vh2NNknpI?si=7Y2RUI3CQZ2ju3fAE">https://youtu.be/N5Vh2NNknpI?si=7Y2RUI3CQZ2ju3fAE</a>	27
Depreciation	<a href="https://youtu.be/D55GZxwBDQM?si=YDUjgDi486ULX8qJ8">https://youtu.be/D55GZxwBDQM?si=YDUjgDi486ULX8qJ8</a>	27
Inventory Valuation	<a href="https://youtu.be/hKIDyfnBDU?si=H0Q65OdZD5uT-7L">https://youtu.be/hKIDyfnBDU?si=H0Q65OdZD5uT-7L</a>	31
Inventory Valuation	<a href="https://youtu.be/U3K5iXBeR?si=Nf1TgLM_D2Ru4H">https://youtu.be/U3K5iXBeR?si=Nf1TgLM_D2Ru4H</a>	27
Process of Accounting	<a href="https://youtu.be/rwHORE7Ca8M?si=BGid2DXJ0E5ymBSL">https://youtu.be/rwHORE7Ca8M?si=BGid2DXJ0E5ymBSL</a>	26
Process of Accounting	<a href="https://youtu.be/AQvxKosURf4?si=Ckg3EHMDmHUc4Pdp">https://youtu.be/AQvxKosURf4?si=Ckg3EHMDmHUc4Pdp</a>	23
Cash Flow Statement	<a href="https://youtu.be/yaneKvQo1xU?si=BmRRxwUeiCSfmJR">https://youtu.be/yaneKvQo1xU?si=BmRRxwUeiCSfmJR</a>	26
Cash Flow Statement	<a href="https://youtu.be/SA2U13YCXAU?si=KXQof_pi2E9KzTON">https://youtu.be/SA2U13YCXAU?si=KXQof_pi2E9KzTON</a>	34
Cash Flow Statement	<a href="https://youtu.be/vVMjNpH52HI?si=4366o8oqdcYx2v8Q">https://youtu.be/vVMjNpH52HI?si=4366o8oqdcYx2v8Q</a>	27
Cash Flow Statement	<a href="https://youtu.be/wz31xkEz1MI?si=DgH5YqV1PrD_g1Y">https://youtu.be/wz31xkEz1MI?si=DgH5YqV1PrD_g1Y</a>	28
Cash Flow Statement	<a href="https://youtu.be/UTYoKXfXNds?si=nG2qe_pIYO41728">https://youtu.be/UTYoKXfXNds?si=nG2qe_pIYO41728</a>	16
Cash Flow Statement	<a href="https://youtu.be/UTYoKXfXNds?si=lg8so_qp2-vWVPYc">https://youtu.be/UTYoKXfXNds?si=lg8so_qp2-vWVPYc</a>	16
Interpretation & Analysis of Financial Statements	<a href="https://youtu.be/92YVzp4GRpi?si=stQ57rQrc-iA7U_M">https://youtu.be/92YVzp4GRpi?si=stQ57rQrc-iA7U_M</a>	26
Interpretation & Analysis of Financial Statements	<a href="https://youtu.be/4J6GqWfUc?si=FEjh7Mef8QB7PqR8">https://youtu.be/4J6GqWfUc?si=FEjh7Mef8QB7PqR8</a>	27
Financial Statement Analysis	<a href="https://youtu.be/gT1-a7JEYBU?si=ELdgVkuwOlzyQZhc">https://youtu.be/gT1-a7JEYBU?si=ELdgVkuwOlzyQZhc</a>	18
Financial Statement Analysis	<a href="https://youtu.be/W5V2IqSD5v?si=kzHKz6BxudNkqv24">https://youtu.be/W5V2IqSD5v?si=kzHKz6BxudNkqv24</a>	31
Types of Accounting	<a href="https://www.youtube.com/watch?v=HfU-U3jAvqo4&amp;list=PL9g5n5OLPF7BvBSLpGip5XF0rgRcRD-MK">https://www.youtube.com/watch?v=HfU-U3jAvqo4&amp;list=PL9g5n5OLPF7BvBSLpGip5XF0rgRcRD-MK</a>	5
GAAP (Generally Accepted Accounting Principles)	<a href="https://www.youtube.com/watch?v=NwXk1_1B8&amp;list=PL9g5n5OLPF7BvBSLpGip5XF0rgRcRD-MK&amp;index=13">https://www.youtube.com/watch?v=NwXk1_1B8&amp;list=PL9g5n5OLPF7BvBSLpGip5XF0rgRcRD-MK&amp;index=13</a>	32
Depreciation	<a href="https://www.youtube.com/watch?v=r3QZEmDkf9rQ">https://www.youtube.com/watch?v=r3QZEmDkf9rQ</a>	4
Process of Accounting	<a href="https://www.youtube.com/watch?v=xepK8uBCr9Q">https://www.youtube.com/watch?v=xepK8uBCr9Q</a>	7
Corporate balance sheet	<a href="https://www.youtube.com/watch?v=-17XT-5v5nw">https://www.youtube.com/watch?v=-17XT-5v5nw</a>	6
Financial Statement Analysis	<a href="https://www.youtube.com/watch?v=mXXjKq2lyA">https://www.youtube.com/watch?v=mXXjKq2lyA</a>	11
Financial Ratios	<a href="https://www.youtube.com/watch?v=O9Rk52DopAQ">https://www.youtube.com/watch?v=O9Rk52DopAQ</a>	44
Indian Accounting Standards	<a href="https://www.youtube.com/watch?v=EvdncC6FnE">https://www.youtube.com/watch?v=EvdncC6FnE</a>	30
Ind AS	<a href="https://www.youtube.com/watch?v=VUFBJGh7rQ">https://www.youtube.com/watch?v=VUFBJGh7rQ</a>	28
		683

**MBA Sem 1: Entrepreneurship and Family Business**

Topic	Link	Duration
Understanding the Entrepreneurial Mindset	<a href="https://www.youtube.com/watch?v=Y84loInm3Qg">https://www.youtube.com/watch?v=Y84loInm3Qg</a>	31
Brainstorming Techniques	<a href="https://youtu.be/DGUICS8BMYU?si=unTOAdeURWQsLrg1">https://youtu.be/DGUICS8BMYU?si=unTOAdeURWQsLrg1</a>	31
Market Size Estimation	<a href="https://www.youtube.com/watch?v=C147ASyeJMY">https://www.youtube.com/watch?v=C147ASyeJMY</a>	36
Competition Analysis	<a href="https://www.youtube.com/watch?v=UQxI3_IB8">https://www.youtube.com/watch?v=UQxI3_IB8</a>	31
Minimum Viable Product	<a href="https://www.youtube.com/watch?v=mpuTRxxFJRpE">https://www.youtube.com/watch?v=mpuTRxxFJRpE</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
		267

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

Topic	Link	Duration
Introduction to Excel	<a href="https://www.youtube.com/watch?v=PFjGQYkiDA">https://www.youtube.com/watch?v=PFjGQYkiDA</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=68GQ1cEc27Q">https://www.youtube.com/watch?v=68GQ1cEc27Q</a>	52
Advanced Data Cleaning	<a href="https://www.youtube.com/watch?v=D2iICbwe3B">https://www.youtube.com/watch?v=D2iICbwe3B</a>	49

CHAIRMAN'S INITIALS



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TIME \_\_\_\_\_

Strategic Business Decisions	<a href="https://youtu.be/gp1bXZrAcXA?si=K91ox0jmV3jgv-gU">https://youtu.be/gp1bXZrAcXA?si=K91ox0jmV3jgv-gU</a>	22
Introduction to Excel	<a href="https://youtu.be/r-ujVQzTbx5k?si=y4NIOvDZy-4cYAPY">https://youtu.be/r-ujVQzTbx5k?si=y4NIOvDZy-4cYAPY</a>	1
Excel Basics	<a href="https://youtu.be/rjPW15x0g31?si=ADAIYy1V-jR8kWp3">https://youtu.be/rjPW15x0g31?si=ADAIYy1V-jR8kWp3</a>	7
Create and close Files	<a href="https://youtu.be/bi-zr7j-eCU?si=BJDeqnF5ECps0rKs">https://youtu.be/bi-zr7j-eCU?si=BJDeqnF5ECps0rKs</a>	2
Tabs and Group	<a href="https://youtu.be/diWl_7obZjA7si=CouUwetWiZMxOd6T">https://youtu.be/diWl_7obZjA7si=CouUwetWiZMxOd6T</a>	4
Editing Data	<a href="https://youtu.be/2nXEIjvIM?si=LVIglweU7IOQxnG">https://youtu.be/2nXEIjvIM?si=LVIglweU7IOQxnG</a>	9
Formatting	<a href="https://youtu.be/TKY_AuLMQic?si=y4nBEZniMIKs2Ycp">https://youtu.be/TKY_AuLMQic?si=y4nBEZniMIKs2Ycp</a>	11
Characteristics of Cell	<a href="https://youtu.be/EfsgUjCjlm8Q?si=EI0F-F7EvNyk_eig">https://youtu.be/EfsgUjCjlm8Q?si=EI0F-F7EvNyk_eig</a>	1
Cell reference	<a href="https://youtu.be/1Fhvkml4MR7?si=ATt3WoMLjYror-5w">https://youtu.be/1Fhvkml4MR7?si=ATt3WoMLjYror-5w</a>	8
Text to Column	<a href="https://youtu.be/D81rxkCcYk?si=eGipviGwGTFkat_5">https://youtu.be/D81rxkCcYk?si=eGipviGwGTFkat_5</a>	6
Comments	<a href="https://youtu.be/K5ioj-ZEXf0?si=NBOtNOKHugbKGNQ8">https://youtu.be/K5ioj-ZEXf0?si=NBOtNOKHugbKGNQ8</a>	3
Copying and Filling	<a href="https://youtu.be/OUOU9rRWP5Q?si=ouubq8i-vXAgIeC">https://youtu.be/OUOU9rRWP5Q?si=ouubq8i-vXAgIeC</a>	7
Filling Series	<a href="https://youtu.be/OUOU9rRWP5Q?si=zbbNimUhk5oxVmGg">https://youtu.be/OUOU9rRWP5Q?si=zbbNimUhk5oxVmGg</a>	2
Advanced Fill	<a href="https://youtu.be/elBCGZaYqU?si=BpkCFGKINjPPIku">https://youtu.be/elBCGZaYqU?si=BpkCFGKINjPPIku</a>	5
Flash Fill	<a href="https://youtu.be/wsb9xqzWjY?si=x7-4RIVrmR6uzdvi">https://youtu.be/wsb9xqzWjY?si=x7-4RIVrmR6uzdvi</a>	4
Viewing Work Sheets	<a href="https://youtu.be/CoD28RqxnY0?si=uD8p9x4-6CSU_vqM">https://youtu.be/CoD28RqxnY0?si=uD8p9x4-6CSU_vqM</a>	6
Custom Views	<a href="https://youtu.be/fiuwBeDHGSE?si=fu-l_mFE0xLmi2y">https://youtu.be/fiuwBeDHGSE?si=fu-l_mFE0xLmi2y</a>	3
Adjusting Video	<a href="https://youtu.be/_UqFbbzm00?si=ufgyEEQCz63_Afwb">https://youtu.be/_UqFbbzm00?si=ufgyEEQCz63_Afwb</a>	10
Working with Work Sheets	<a href="https://youtu.be/v2yFuy1A_9w?si=vp16zVrbODYB3mHh">https://youtu.be/v2yFuy1A_9w?si=vp16zVrbODYB3mHh</a>	8
Compare 2 Sheets	<a href="https://youtu.be/kwAPnDpPcF?si=Ms1P0SNNZgubPq1">https://youtu.be/kwAPnDpPcF?si=Ms1P0SNNZgubPq1</a>	3
View Files Side by Side	<a href="https://youtu.be/f5odXZdOTA?si=67G8S-d_zuVSVXwe">https://youtu.be/f5odXZdOTA?si=67G8S-d_zuVSVXwe</a>	5
V Look Up	<a href="https://youtu.be/_wco5Ae7h_1?si=L2ffMU1LFEPlu0tt">https://youtu.be/_wco5Ae7h_1?si=L2ffMU1LFEPlu0tt</a>	6
V Look Up Approximate Match	<a href="https://youtu.be/2wUSZvbd09E?si=0vdk90MAsmyml5bC">https://youtu.be/2wUSZvbd09E?si=0vdk90MAsmyml5bC</a>	4
V Look Up with Trim	<a href="https://youtu.be/2wUSZvbd09E?si=55e7rfuz-GUj2De1">https://youtu.be/2wUSZvbd09E?si=55e7rfuz-GUj2De1</a>	4
H Look up	<a href="https://youtu.be/eGNvNJTWe0?si=3RRv0kmCzrm-f0m8">https://youtu.be/eGNvNJTWe0?si=3RRv0kmCzrm-f0m8</a>	1
V Look up Rules	<a href="https://youtu.be/HVMouIB4Dcs?si=ecght2J0TtnE11Oh">https://youtu.be/HVMouIB4Dcs?si=ecght2J0TtnE11Oh</a>	2
Look up Function	<a href="https://youtu.be/Ulm4YXV3o7?si=Urd0VQfc3-XvEXFC">https://youtu.be/Ulm4YXV3o7?si=Urd0VQfc3-XvEXFC</a>	7
Vlook up Advanced	<a href="https://youtu.be/mw8TmaDnhUM?si=59H5VQ9WvFMuaxl">https://youtu.be/mw8TmaDnhUM?si=59H5VQ9WvFMuaxl</a>	2
Index	<a href="https://youtu.be/4QI4DARYrxM?si=GA6szLR7Yr49eyt">https://youtu.be/4QI4DARYrxM?si=GA6szLR7Yr49eyt</a>	2
Match Function	<a href="https://youtu.be/fH0OQC4lck?si=KlWRyIGCT8d1W7L1">https://youtu.be/fH0OQC4lck?si=KlWRyIGCT8d1W7L1</a>	1
Header and Footer	<a href="https://youtu.be/sXzQBA9HBA?si=irB_uYrHMP1BfU">https://youtu.be/sXzQBA9HBA?si=irB_uYrHMP1BfU</a>	8
Sorting	<a href="https://youtu.be/m97Rbgs6ico?si=EPavT_uV1JGZW0Ed">https://youtu.be/m97Rbgs6ico?si=EPavT_uV1JGZW0Ed</a>	9
Advanced Filter	<a href="https://youtu.be/UV-5PovkDaU?si=VxWR86kgHrFo3GF9">https://youtu.be/UV-5PovkDaU?si=VxWR86kgHrFo3GF9</a>	7
Basic Table	<a href="https://youtu.be/U1KRV9z8Uc?si=zxobNQDYfapXzsp">https://youtu.be/U1KRV9z8Uc?si=zxobNQDYfapXzsp</a>	5
Advanced Table	<a href="https://youtu.be/xHsiCme9GWw?si=O5ZxUTSA8Jbkbly">https://youtu.be/xHsiCme9GWw?si=O5ZxUTSA8Jbkbly</a>	6
Subtotal	<a href="https://youtu.be/_F21Z_aBFTs?si=rOrhs3rsdhuJ3d43e">https://youtu.be/_F21Z_aBFTs?si=rOrhs3rsdhuJ3d43e</a>	4
Charts	<a href="https://youtu.be/_F21Z_aBFTs?si=nUJFdpCaY5jZuXU">https://youtu.be/_F21Z_aBFTs?si=nUJFdpCaY5jZuXU</a>	6
Pie, Bar Chart, Column Chart, Line Chart	<a href="https://youtu.be/Z2gzLYaQatQ?si=0RNON18uRzCY4i">https://youtu.be/Z2gzLYaQatQ?si=0RNON18uRzCY4i</a>	8
Pivot Chart	<a href="https://youtu.be/mc7x08f8Pj8?si=r0kb8zeXICjLlN">https://youtu.be/mc7x08f8Pj8?si=r0kb8zeXICjLlN</a>	5
Pivot Table	<a href="https://youtu.be/4PWVFBjFVYU?si=zFcywb1cja58spmZ">https://youtu.be/4PWVFBjFVYU?si=zFcywb1cja58spmZ</a>	15
Pivot Table Example 2	<a href="https://youtu.be/Y72CeUEr_Vc?si=D4XWl_M7Ej9LTe">https://youtu.be/Y72CeUEr_Vc?si=D4XWl_M7Ej9LTe</a>	6
Pivot Table Example 3	<a href="https://youtu.be/Y72CeUEr_Vc?si=wi29Xj2jwjuUbhM">https://youtu.be/Y72CeUEr_Vc?si=wi29Xj2jwjuUbhM</a>	5
Pivot Table Grouping	<a href="https://youtu.be/kyA22zA5hU?si=2hBn05ZidThR5eE">https://youtu.be/kyA22zA5hU?si=2hBn05ZidThR5eE</a>	4
Pivot Table Slice	<a href="https://youtu.be/sM2md8u0Dwc?si=sif7NRXPcM71mvVz">https://youtu.be/sM2md8u0Dwc?si=sif7NRXPcM71mvVz</a>	9
Logical Test	<a href="https://youtu.be/sM2md8u0Dwc?si=RYN2KpflvMuBENM9">https://youtu.be/sM2md8u0Dwc?si=RYN2KpflvMuBENM9</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/0Zz2znH8V8?si=2V9G2PQJc_rfe_w2">https://youtu.be/0Zz2znH8V8?si=2V9G2PQJc_rfe_w2</a>	2
AND Function	<a href="https://youtu.be/0Zz2znH8V8?si=t11916_-1YPSaUG">https://youtu.be/0Zz2znH8V8?si=t11916_-1YPSaUG</a>	3
Not and IF error	<a href="https://youtu.be/0kcuE3L5JUM?si=e6Hq9HIm08xETzps">https://youtu.be/0kcuE3L5JUM?si=e6Hq9HIm08xETzps</a>	2
Auditing Tools	<a href="https://youtu.be/8pDGS4efbc4?si=ctjLb3k_eK3PF0Dk">https://youtu.be/8pDGS4efbc4?si=ctjLb3k_eK3PF0Dk</a>	6
An introduction to Artificial Intelligence	<a href="https://youtu.be/GHhecheLoDv?si=t1YhVb9uQesSADxl">https://youtu.be/GHhecheLoDv?si=t1YhVb9uQesSADxl</a>	5
What to expect from AI	<a href="https://youtu.be/K9eH7hBA6pp?si=ewixM-suBPQIMmf">https://youtu.be/K9eH7hBA6pp?si=ewixM-suBPQIMmf</a>	14
History of AI	<a href="https://youtu.be/K9eH7hBA6pp?si=2TRuFJK87-QncAGU">https://youtu.be/K9eH7hBA6pp?si=2TRuFJK87-QncAGU</a>	28
Present State of AI	<a href="https://youtu.be/Pa7LYG88njo?si=yxqTgMTbGgQwuo1c">https://youtu.be/Pa7LYG88njo?si=yxqTgMTbGgQwuo1c</a>	20

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*[Handwritten Signature]*

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Definition of AI thinking	<a href="https://youtu.be/ZqjCqCpr2Ds?si=c4cckN9WVnyhWhWG">https://youtu.be/ZqjCqCpr2Ds?si=c4cckN9WVnyhWhWG</a>	25
		541

**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-tezEBOQ">https://www.youtube.com/watch?v=tyO-tezEBOQ</a>	24
E-commerce	<a href="https://www.youtube.com/watch?v=ZYxL2oXpcCk">https://www.youtube.com/watch?v=ZYxL2oXpcCk</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_dkulb1GA&amp;list=PL_a1Tt5CC9REB&amp;K5EylVp3kiol9W-IDQz">https://www.youtube.com/watch?v=mU_dkulb1GA&amp;list=PL_a1Tt5CC9REB&amp;K5EylVp3kiol9W-IDQz</a>	40
Ricardian Model of Comparative Advantage	<a href="https://www.youtube.com/watch?v=Y_FYhnuay1">https://www.youtube.com/watch?v=Y_FYhnuay1</a>	20
Porter's Diamond Model	<a href="https://www.youtube.com/watch?v=Ar9aCqAt7hg">https://www.youtube.com/watch?v=Ar9aCqAt7hg</a>	30
Product Life Cycle Theory	<a href="https://www.youtube.com/watch?v=llks1Dx4pDE&amp;t=1s">https://www.youtube.com/watch?v=llks1Dx4pDE&amp;t=1s</a>	27
Cross-Cultural Management	<a href="https://www.youtube.com/watch?v=UXLjukFMmRA">https://www.youtube.com/watch?v=UXLjukFMmRA</a>	28
Global Leadership	<a href="https://www.youtube.com/watch?v=wTpm1QUd0Vc">https://www.youtube.com/watch?v=wTpm1QUd0Vc</a>	43
China's Rise in the Global Economy	<a href="https://www.youtube.com/watch?v=xY7XqigD3Pg">https://www.youtube.com/watch?v=xY7XqigD3Pg</a>	28
AI's Emergence and Global Economic Influence	<a href="https://youtu.be/GHpehgLoDvl?si=mRwbDet2N8C0zwbk">https://youtu.be/GHpehgLoDvl?si=mRwbDet2N8C0zwbk</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=exvQn7SlqEw">https://www.youtube.com/watch?v=exvQn7SlqEw</a>	23
Marketing, Consumer & Competitor Research	<a href="https://www.youtube.com/watch?v=wJWPKBwvFcs">https://www.youtube.com/watch?v=wJWPKBwvFcs</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=bBrV8qWDPRc">https://www.youtube.com/watch?v=bBrV8qWDPRc</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=StyvRov1wo">https://www.youtube.com/watch?v=StyvRov1wo</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=OjUq4aHocTt965w">https://youtu.be/CCQwz_Gwo6o?si=OjUq4aHocTt965w</a>	39

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Lecture 2 – Fundamentals of Financial Management - Part 2	<a href="https://youtu.be/dgPlsTo9lw?si=mDfoC35yWowj230">https://youtu.be/dgPlsTo9lw?si=mDfoC35yWowj230</a>	33
Lecture 3 – Fundamentals of Financial Management - Part 3	<a href="https://youtu.be/Hus0CjGA35E7si-UHmUJ2v4tb5Bv08">https://youtu.be/Hus0CjGA35E7si-UHmUJ2v4tb5Bv08</a>	34
Lecture 4: Fundamentals of Financial Management – Part IV	<a href="https://youtu.be/FiEEngDYUzA?si=D5NR2BetXuV9PdN">https://youtu.be/FiEEngDYUzA?si=D5NR2BetXuV9PdN</a>	45
Lecture 5 – Fundamentals of Financial Management - Part 5	<a href="https://youtu.be/zeYN_013jQd7?si=mLAnjr9FPzcn5Zg1">https://youtu.be/zeYN_013jQd7?si=mLAnjr9FPzcn5Zg1</a>	35
#55 Cost of Capital & Valuation   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/Tjm-FC_0R88?si=RHMQRmsb3UWS1LuQ">https://youtu.be/Tjm-FC_0R88?si=RHMQRmsb3UWS1LuQ</a>	42
#56 Cost of Capital & Valuation   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/KC_58BfOnWg?si=L3i_EL-f18C53y5M">https://youtu.be/KC_58BfOnWg?si=L3i_EL-f18C53y5M</a>	38
#57 Valuation & Capital Structure   Foundations of Accounting & Finance	<a href="https://youtu.be/4gtbkXpHng?si=um2aM9kwxjMnkYQ">https://youtu.be/4gtbkXpHng?si=um2aM9kwxjMnkYQ</a>	39
Mod-04 Lec-11 Analysis of Project Viability Capital Budgeting Techniques-I	<a href="https://youtu.be/XQa8FyOol_w?si=nK_BxRVHvN_007di">https://youtu.be/XQa8FyOol_w?si=nK_BxRVHvN_007di</a>	49
Lecture 28: Net Present Value, Profitability Index	<a href="https://youtu.be/NUflp0fctk0?si=Rbf04EaX0LUiNwZ">https://youtu.be/NUflp0fctk0?si=Rbf04EaX0LUiNwZ</a>	30
#43 Time Value of Money: Present & Future Value Explained   Foundations of Accounting & Finance	<a href="https://youtu.be/57XnNMvOYAU?si=4WZHOir729Bm_iv">https://youtu.be/57XnNMvOYAU?si=4WZHOir729Bm_iv</a>	27
#44 Simplifying Cash Flows: Annuities & Perpetuities Explained   Foundations of Accounting & Finance	<a href="https://youtu.be/hICQVxleJY?si=ymF6eO_GHYoFD55">https://youtu.be/hICQVxleJY?si=ymF6eO_GHYoFD55</a>	28
#45 Bond Valuation   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/oVQJZM5wyFM?si=DZE2Z5thbf56acL">https://youtu.be/oVQJZM5wyFM?si=DZE2Z5thbf56acL</a>	28
#46 Bond Valuation   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/sxqZnXjya5w?si=FXt84NrchN-ywB22">https://youtu.be/sxqZnXjya5w?si=FXt84NrchN-ywB22</a>	22
#48 Numerical on Bond & Stock Valuation   Foundations of Accounting & Finance	<a href="https://youtu.be/QnE1cenu_Rc?si=h-6qfBnZRE0tKCy0">https://youtu.be/QnE1cenu_Rc?si=h-6qfBnZRE0tKCy0</a>	20
W3L1. Present Value I	<a href="https://youtu.be/5Lh7UVYS2E7?si=NPaNLutKB2aUjyB">https://youtu.be/5Lh7UVYS2E7?si=NPaNLutKB2aUjyB</a>	24
W3L2. Present Value II	<a href="https://youtu.be/MNHGFUev848?si=r9V-vYqHMy9olm">https://youtu.be/MNHGFUev848?si=r9V-vYqHMy9olm</a>	25
W3L3. Present Value III	<a href="https://youtu.be/WgnZRT28Zs?si=plAr01i9G0wvngnhV">https://youtu.be/WgnZRT28Zs?si=plAr01i9G0wvngnhV</a>	24
W3L4. Capital Budgeting Rules I	<a href="https://youtu.be/WGNicisDMtg?si=TZjPX_0-g9H1Eb5p">https://youtu.be/WGNicisDMtg?si=TZjPX_0-g9H1Eb5p</a>	23
W3L5. Capital Budgeting Rules II	<a href="https://youtu.be/AlldrPYqX08?si=xQ-mKnCCRlGd-8D">https://youtu.be/AlldrPYqX08?si=xQ-mKnCCRlGd-8D</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=zkvMkFpRc">https://www.youtube.com/watch?v=zkvMkFpRc</a>	35
Artificial Intelligence: Introduction	<a href="https://www.youtube.com/watch?v=XCP2BD9IbVg">https://www.youtube.com/watch?v=XCP2BD9IbVg</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_nc5eCmna&amp;list=PLp6ek2hDcoNB_YJCruBFjF79F52HyBuz&amp;index=3">https://www.youtube.com/watch?v=HF_nc5eCmna&amp;list=PLp6ek2hDcoNB_YJCruBFjF79F52HyBuz&amp;index=3</a>	28
Introduction: History of AI in the 90s	<a href="https://www.youtube.com/watch?v=P74Sa1GvPd4&amp;list=PLp6ek2hDcoNB_YJCruBFjF79F52HyBuz&amp;index=4">https://www.youtube.com/watch?v=P74Sa1GvPd4&amp;list=PLp6ek2hDcoNB_YJCruBFjF79F52HyBuz&amp;index=4</a>	14
Lecture 22: Artificial Intelligence (AI) in Education	<a href="https://www.youtube.com/watch?v=wcpz7_TRn-Vk">https://www.youtube.com/watch?v=wcpz7_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=AwdFLyNDk8k">https://www.youtube.com/watch?v=AwdFLyNDk8k</a>	21
Lecture 14 : Industry 4.0: Artificial Intelligence	<a href="https://www.youtube.com/watch?v=zSEEH0oJ5k">https://www.youtube.com/watch?v=zSEEH0oJ5k</a>	33
Lec 16: Using AI in Employee Training	<a href="https://www.youtube.com/watch?v=lGzVgml6qKD">https://www.youtube.com/watch?v=lGzVgml6qKD</a>	34
Lec 17: Using AI in Workforce Planning	<a href="https://www.youtube.com/watch?v=7_x6BWNQATQ">https://www.youtube.com/watch?v=7_x6BWNQATQ</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=ZX62xf2BnzA">https://www.youtube.com/watch?v=ZX62xf2BnzA</a>	37
Lec 56 Ethics in AI	<a href="https://www.youtube.com/watch?v=2RAgHMpl3E&amp;list=PLgMDNELG1CZ5Gn478v1uKbpxzKYZ7as&amp;index=4">https://www.youtube.com/watch?v=2RAgHMpl3E&amp;list=PLgMDNELG1CZ5Gn478v1uKbpxzKYZ7as&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/TDso_18tUo?si=efCnjpRpOGCm-nW">https://youtu.be/TDso_18tUo?si=efCnjpRpOGCm-nW</a>	32
Hypothesis Testing Two Sample Test-I	<a href="https://youtu.be/s_Dvt70dHk?si=HyW-wW@B3kzBlm">https://youtu.be/s_Dvt70dHk?si=HyW-wW@B3kzBlm</a>	32
Hypothesis Testing of Proportions using Minitab	<a href="https://youtu.be/357qBA0pau?si=M5dODf520qFobrt">https://youtu.be/357qBA0pau?si=M5dODf520qFobrt</a>	39

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Hypothesis Testing using Minitab	<a href="https://youtu.be/r8jzQVhfrND7si-UvZ0PM0a=8Zp0V5">https://youtu.be/r8jzQVhfrND7si-UvZ0PM0a=8Zp0V5</a>	33
Hypothesis Testing-One sample Test	<a href="https://youtu.be/Tcn3_wYhbE7si-uW-Mvby53EF5KD23">https://youtu.be/Tcn3_wYhbE7si-uW-Mvby53EF5KD23</a>	30
Hypothesis Testing of Proportions-II	<a href="https://youtu.be/yfMOKAooRtQ7si-4k37u5AKIFCvo6a">https://youtu.be/yfMOKAooRtQ7si-4k37u5AKIFCvo6a</a>	42
Hypothesis Testing of Proportions-I	<a href="https://youtu.be/KSRtm9d1Erg7si-c0wopyTmUPbG3KA">https://youtu.be/KSRtm9d1Erg7si-c0wopyTmUPbG3KA</a>	30
Hypothesis Testing Examples	<a href="https://youtu.be/VhojEMCKEus7si-AlquM61gHP-ft7ZE">https://youtu.be/VhojEMCKEus7si-AlquM61gHP-ft7ZE</a>	34
Hypothesis Testing Process-II	<a href="https://youtu.be/S2177q4v5I87si-mDwcA90V6LuG_853">https://youtu.be/S2177q4v5I87si-mDwcA90V6LuG_853</a>	32
Hypothesis Testing Process-I	<a href="https://youtu.be/W05pckgykgE7si-h65YVd8awMBHJvg-">https://youtu.be/W05pckgykgE7si-h65YVd8awMBHJvg-</a>	34
Types of Hypothesis Testing	<a href="https://youtu.be/LawmUgn_NuQ7si-9bw_aq8vmb5C_dc">https://youtu.be/LawmUgn_NuQ7si-9bw_aq8vmb5C_dc</a>	32
Lec 3: Continuous probability distribution	<a href="https://youtu.be/p21R3KQME3U7si-grAH96sC Nmmlmzsb">https://youtu.be/p21R3KQME3U7si-grAH96sC Nmmlmzsb</a>	39
Mod-01 Lec-01 Discrete probability distributions (Part 1)	<a href="https://youtu.be/Gx3pL9Yov1k7si-99NTrzW301cy-YIC">https://youtu.be/Gx3pL9Yov1k7si-99NTrzW301cy-YIC</a>	1
Mod-01 Lec-02 Discrete probability distributions (Part 2)	<a href="https://youtu.be/aK_82xARNo7si-771sDF15IyuPIhuC">https://youtu.be/aK_82xARNo7si-771sDF15IyuPIhuC</a>	55
Mod-01 Lec-05 Random Variables and probability distributions	<a href="https://youtu.be/UfTY0e2jIM47si-hkVW15f48ucwffaH">https://youtu.be/UfTY0e2jIM47si-hkVW15f48ucwffaH</a>	48
#1 Introduction to Probability and Statistics	<a href="https://youtu.be/COj0BUmNHT87si-jextcyxif6oo7uUg">https://youtu.be/COj0BUmNHT87si-jextcyxif6oo7uUg</a>	20
Simple Linear Regression(Part A)	<a href="https://youtu.be/OQV8WmUj6lo7si-QBNTTrQpyTp1hoTc">https://youtu.be/OQV8WmUj6lo7si-QBNTTrQpyTp1hoTc</a>	56
Simple Linear Regression (Part B)	<a href="https://youtu.be/Z_GyV_SuFTI7si-N1OPvk_2HVYG2a62">https://youtu.be/Z_GyV_SuFTI7si-N1OPvk_2HVYG2a62</a>	57
Simple Linear Regression (Part C)	<a href="https://youtu.be/HcIVc7TI_z07si-jyW0xkA6FhczTrk">https://youtu.be/HcIVc7TI_z07si-jyW0xkA6FhczTrk</a>	57
Simple Linear Regression (Part D)	<a href="https://youtu.be/tkvFMXc3F9c7si-1mDgNIPSRQ1bqvmfJ">https://youtu.be/tkvFMXc3F9c7si-1mDgNIPSRQ1bqvmfJ</a>	56
Simple Linear Regression (Part E)	<a href="https://youtu.be/IC2vAnkAntw7si-8Q0qG_x-rS1KouE">https://youtu.be/IC2vAnkAntw7si-8Q0qG_x-rS1KouE</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_UGcyWg7si-RLkUY8Drf0Qwqtv">https://youtu.be/ykZ_UGcyWg7si-RLkUY8Drf0Qwqtv</a>	23
Lecture 2 Data Preprocessing - I	<a href="https://youtu.be/N5xElqAH5o7si-d_20YVdpg_BGhc6dj">https://youtu.be/N5xElqAH5o7si-d_20YVdpg_BGhc6dj</a>	36
Lecture 3 Data Preprocessing - II	<a href="https://youtu.be/wZQM_9vbulg7si-8Tg7KAn_hQL0o2BP">https://youtu.be/wZQM_9vbulg7si-8Tg7KAn_hQL0o2BP</a>	26
Lecture 37 : Regression I	<a href="https://youtu.be/Gmomzn1U0F07si-Yp9EgKkAa21MxRt2">https://youtu.be/Gmomzn1U0F07si-Yp9EgKkAa21MxRt2</a>	31
Lecture 38 : Regression II	<a href="https://youtu.be/eGKBrLhGFY7si-IXbeeMwWAtxmv_UD">https://youtu.be/eGKBrLhGFY7si-IXbeeMwWAtxmv_UD</a>	24
Lecture 39 : Regression III	<a href="https://youtu.be/Mltp_24EjVY7si-Bxm5U2mPdJUIllz">https://youtu.be/Mltp_24EjVY7si-Bxm5U2mPdJUIllz</a>	23
Lecture 40 : Regression IV	<a href="https://youtu.be/dUSAwM2Hm87si-T_GXfn1v9BmbTrru">https://youtu.be/dUSAwM2Hm87si-T_GXfn1v9BmbTrru</a>	29
Lec 28, Linear Regression - I	<a href="https://youtu.be/eY55ocm_VgM7si-hfZas_UhvtDFBvE">https://youtu.be/eY55ocm_VgM7si-hfZas_UhvtDFBvE</a>	35
Lec 29, Linear Regression - II	<a href="https://youtu.be/xXDoZLVifbs7si-5et_Kod3Qp6j-AxW">https://youtu.be/xXDoZLVifbs7si-5et_Kod3Qp6j-AxW</a>	23
Lec 30, Linear Regression-III	<a href="https://youtu.be/Hy9iOyk33D07si-DOTlvXnD9sYnHkXk">https://youtu.be/Hy9iOyk33D07si-DOTlvXnD9sYnHkXk</a>	30
Lec 33, MULTIPLE REGRESSION MODEL - I	<a href="https://youtu.be/rKcYaWvMQQ7si-FwY4RUJB0DE_SwK">https://youtu.be/rKcYaWvMQQ7si-FwY4RUJB0DE_SwK</a>	30
Lec 34, MULTIPLE REGRESSION MODEL-II	<a href="https://youtu.be/FT0-PYsiv47si-LXK1P03GXm49-QpL">https://youtu.be/FT0-PYsiv47si-LXK1P03GXm49-QpL</a>	35
Lec 38, LOGISTIC REGRESSION- I	<a href="https://youtu.be/wb7330q6oc7si-InCwKXpLnP4dGz-T">https://youtu.be/wb7330q6oc7si-InCwKXpLnP4dGz-T</a>	30
Lec 39, LOGISTIC REGRESSION-II	<a href="https://youtu.be/D7p5g8PMdvQ7si-4eF132cobKnH06W">https://youtu.be/D7p5g8PMdvQ7si-4eF132cobKnH06W</a>	26
Lec 40, Linear Regression Model Vs Logistic Regression Model	<a href="https://youtu.be/R7jwjeIn5Zk7si-uGKkkyRIM5mszkb">https://youtu.be/R7jwjeIn5Zk7si-uGKkkyRIM5mszkb</a>	30
Lec 43, Performance of Logistic Model-III	<a href="https://youtu.be/vtend1Mmx747si-jbtPF3x9Ynk2XWVw">https://youtu.be/vtend1Mmx747si-jbtPF3x9Ynk2XWVw</a>	25
Lec 59, Attribute selection Measures in CART : II	<a href="https://youtu.be/KqJ6-fu8H87si-DV17QBvv6kdHMGVJ">https://youtu.be/KqJ6-fu8H87si-DV17QBvv6kdHMGVJ</a>	26
Lec 60, Classification and Regression Trees (CART) - III	<a href="https://youtu.be/P28drurCOKU7si-Vmds7j0yACSzm-5">https://youtu.be/P28drurCOKU7si-Vmds7j0yACSzm-5</a>	32
		<b>514</b>

### MBA Sem 2: Data Storytelling

Topic	link	Duration
Data Visualization : types, tools and technologies	<a href="https://www.youtube.com/watch?v=4BepFnZQoEw">https://www.youtube.com/watch?v=4BepFnZQoEw</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

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Exploring Gestalt Principles	<a href="https://www.youtube.com/watch?v=aGktcDuxipI">https://www.youtube.com/watch?v=aGktcDuxipI</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/j5rC-EWYUQ?si=afRkcp-yqQve_FBZ">https://youtu.be/j5rC-EWYUQ?si=afRkcp-yqQve_FBZ</a>	58
Mod-01 Lec-02 Introduction to the Study of Consumer Behaviour (Contd.)	<a href="https://youtu.be/G5ED8DbgH94?si=7-D3IL-W-d-p0Br">https://youtu.be/G5ED8DbgH94?si=7-D3IL-W-d-p0Br</a>	60
Mod-06 Lec-13 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Contd.)	<a href="https://youtu.be/zDW02yy6GrQ?si=ROUM6AzyXp38rnr">https://youtu.be/zDW02yy6GrQ?si=ROUM6AzyXp38rnr</a>	53
Mod-06 Lec-14 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Contd.)	<a href="https://youtu.be/WZIL-UFELGc?si=FKpYyjs-AcDL_pg">https://youtu.be/WZIL-UFELGc?si=FKpYyjs-AcDL_pg</a>	54
Mod-06 Lec-15 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Contd.)	<a href="https://youtu.be/ETDARKgZe7k?si=ZvT5yw0u/vmR1yd6">https://youtu.be/ETDARKgZe7k?si=ZvT5yw0u/vmR1yd6</a>	52
Mod-06 Lec-16 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Contd.)	<a href="https://youtu.be/S1FVyc3BUqK4?si=rIn0EFKgeTFMj7GM">https://youtu.be/S1FVyc3BUqK4?si=rIn0EFKgeTFMj7GM</a>	56
Mod-06 Lec-17 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Contd.)	<a href="https://youtu.be/7dLU6MGt8mE?si=n_mj8Kjo08PIM3pI">https://youtu.be/7dLU6MGt8mE?si=n_mj8Kjo08PIM3pI</a>	55
Mod-15 Lec-35 Culture, Sub-Culture and Cross-Culture	<a href="https://youtu.be/W-Z5H99w6BY?si=ngKsTa0_g4A3-V2k">https://youtu.be/W-Z5H99w6BY?si=ngKsTa0_g4A3-V2k</a>	57
Mod-15 Lec-36 Culture, Sub-Culture and Cross-Culture (Contd.)	<a href="https://youtu.be/mJRLhQIdQng?si=RcJlBhWJztQ2sOz">https://youtu.be/mJRLhQIdQng?si=RcJlBhWJztQ2sOz</a>	60
Mod-04 Lec-07 The Consumer Decision Making Process	<a href="https://youtu.be/38CXcE-Q1Ug?si=yXlNQUlanLq7CCnx">https://youtu.be/38CXcE-Q1Ug?si=yXlNQUlanLq7CCnx</a>	58
Mod-10 Lec-27 Consumer Attitudes	<a href="https://youtu.be/RZECrTgQzQU?si=PaPBch8m6QAPGp6">https://youtu.be/RZECrTgQzQU?si=PaPBch8m6QAPGp6</a>	50
Mod-10 Lec-28 Consumer Attitudes (Contd.)	<a href="https://youtu.be/WQqR9lbcZ_w?si=pruGQxChh1x8z4Mj">https://youtu.be/WQqR9lbcZ_w?si=pruGQxChh1x8z4Mj</a>	55
Mod-10 Lec-29 Consumer Attitudes (Contd.)	<a href="https://youtu.be/GwKQqRDzpc?si=S7y6bF1Ln6QsnTT">https://youtu.be/GwKQqRDzpc?si=S7y6bF1Ln6QsnTT</a>	50
Mod-11 Lec-30 Consumer Communication	<a href="https://youtu.be/QTgZcBQKNE?si=gMFyPbx0fwACmEA">https://youtu.be/QTgZcBQKNE?si=gMFyPbx0fwACmEA</a>	63
Mod-11 Lec-31 Consumer Communication (Contd.)	<a href="https://youtu.be/Zc-a5qFfxY?si=J_xjnnRIQIEqBA2">https://youtu.be/Zc-a5qFfxY?si=J_xjnnRIQIEqBA2</a>	60
Mod-12 Lec-32 Consumer Groups and Reference Groups	<a href="https://youtu.be/erJfWCUBGlg?si=btV6VCE9IKDuij3">https://youtu.be/erJfWCUBGlg?si=btV6VCE9IKDuij3</a>	59
Attitude Formation - I	<a href="https://youtu.be/ZYNIHeVFYdc?si=my59_gYridBm85U">https://youtu.be/ZYNIHeVFYdc?si=my59_gYridBm85U</a>	30
Attitude Formation - II	<a href="https://youtu.be/M2ob_KFP9o?si=mVvrWwJQE1eiv7v">https://youtu.be/M2ob_KFP9o?si=mVvrWwJQE1eiv7v</a>	20
		950

**MBA Sem 2: Business analytics using R**

Topic	Link	Duration
Lecture 01 : Fundamentals of R	<a href="https://youtu.be/IEbD-NpIDk?si=pUQ1yVz-Ez76Dya">https://youtu.be/IEbD-NpIDk?si=pUQ1yVz-Ez76Dya</a>	64
Lecture 02 : Data cleaning	<a href="https://youtu.be/E7ZZunJ5HBs?si=e9kdOr7bD3GARgvR">https://youtu.be/E7ZZunJ5HBs?si=e9kdOr7bD3GARgvR</a>	50
Lecture 03 : Data Visualization- Part 1	<a href="https://youtu.be/m7F2u_66Jg?si=A12DBXNZd0ngwM-">https://youtu.be/m7F2u_66Jg?si=A12DBXNZd0ngwM-</a>	38
Lecture 04 : Data Visualization- Part 2	<a href="https://youtu.be/GYcoaf1q00o?si=k3-D2u0Q0fcsb5T7">https://youtu.be/GYcoaf1q00o?si=k3-D2u0Q0fcsb5T7</a>	35
Lecture 10 : Descriptive Analytics: Measures of Central Tendency	<a href="https://youtu.be/9eYgmeYlWY?si=tG2mICQF9KoesG7h">https://youtu.be/9eYgmeYlWY?si=tG2mICQF9KoesG7h</a>	31
Lecture 11 : Descriptive Analytics: Measures of Variability and Shape	<a href="https://youtu.be/x5LUUG-K6di?si=vitq-XPdH3f9kG59">https://youtu.be/x5LUUG-K6di?si=vitq-XPdH3f9kG59</a>	30
Lecture 12 : Statistical Inference: Sampling	<a href="https://youtu.be/a-SifEG5mAl?si=VWq4JNT1MLNITSvj">https://youtu.be/a-SifEG5mAl?si=VWq4JNT1MLNITSvj</a>	11
Lecture 13 : Statistical Inference: Central Limit Theorem and Confidence Intervals	<a href="https://youtu.be/DoOw3yVernY?si=mhIAKeByW28UHQ">https://youtu.be/DoOw3yVernY?si=mhIAKeByW28UHQ</a>	36
Lecture 14 : Statistical Inference: Hypothesis testing	<a href="https://youtu.be/5QD9kn208Gc?si=evXgjeIhbn2XwxaW">https://youtu.be/5QD9kn208Gc?si=evXgjeIhbn2XwxaW</a>	36
Lecture 15 : Introduction to R	<a href="https://youtu.be/6Wxc84aXNJA?si=K6VM4Vt0GvTraAa">https://youtu.be/6Wxc84aXNJA?si=K6VM4Vt0GvTraAa</a>	62
Lecture 16 : Inferential statistics: R Implementation	<a href="https://youtu.be/KClv-Aclho?si=Lbfu6sWg2ff0VJN">https://youtu.be/KClv-Aclho?si=Lbfu6sWg2ff0VJN</a>	50
Lecture 17 : Statistical Inference: Sampling	<a href="https://youtu.be/1PsbOGkGS9Y?si=0mss1VckgxmMEX">https://youtu.be/1PsbOGkGS9Y?si=0mss1VckgxmMEX</a>	62

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Lecture 18 : Hypothesis Testing: R Implementation	<a href="https://youtu.be/qeQxRwUgIAE?si=08JtOZLlIk5krDP">https://youtu.be/qeQxRwUgIAE?si=08JtOZLlIk5krDP</a>	64
Lecture 19 : Regression Modelling-Part 1	<a href="https://youtu.be/S1YsaAf_z50?si=k6IX7TAehg5e2J8u">https://youtu.be/S1YsaAf_z50?si=k6IX7TAehg5e2J8u</a>	42
Lecture 20 : Regression Modelling-Part 2	<a href="https://youtu.be/yfTgt46ftgo?si=HRKx5zMp3azwpkv">https://youtu.be/yfTgt46ftgo?si=HRKx5zMp3azwpkv</a>	58
Lecture 21 : Regression Algorithm: Application (Part 1)	<a href="https://youtu.be/YDf0_in4v-o?si=453EGGKk5MA4E24Z">https://youtu.be/YDf0_in4v-o?si=453EGGKk5MA4E24Z</a>	45
Lecture 27 : Advanced Data Visualization- Part 1	<a href="https://youtu.be/Hl_aMgTr61M?si=QzD5PjhrFNMMNy8Qc">https://youtu.be/Hl_aMgTr61M?si=QzD5PjhrFNMMNy8Qc</a>	59
Lecture 28 : Advanced Data Visualization- Part 2	<a href="https://youtu.be/GdNdmRTbhtQ?si=ArWTpc66kerbDa9l">https://youtu.be/GdNdmRTbhtQ?si=ArWTpc66kerbDa9l</a>	56
		829

**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=tai4dk4oteH42aK">https://youtu.be/PVDbCJR2DPw?si=tai4dk4oteH42aK</a>	35
#25 Preparation of Cost Sheet   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/0h0B3ajxcwM?si=6ateDscvYtg6QdDO">https://youtu.be/0h0B3ajxcwM?si=6ateDscvYtg6QdDO</a>	37
Marginal Costing- I	<a href="https://youtu.be/m2RHC_ZsUXc?si=2K7F8LWY6f_dUqf">https://youtu.be/m2RHC_ZsUXc?si=2K7F8LWY6f_dUqf</a>	35
Marginal Costing- II	<a href="https://youtu.be/_S1KEISQQuA?si=1OZYXC2U2Onbf2yV">https://youtu.be/_S1KEISQQuA?si=1OZYXC2U2Onbf2yV</a>	34
Marginal Costing- III	<a href="https://youtu.be/c5Ov8KT_MzA?si=lmQGM31IO2sib6Pw">https://youtu.be/c5Ov8KT_MzA?si=lmQGM31IO2sib6Pw</a>	32
#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/bj4cQM/KIAC?si=9PbhBexWNf9iTe">https://youtu.be/bj4cQM/KIAC?si=9PbhBexWNf9iTe</a>	32
#31 Break-Even Analysis   Foundations of Accounting & Finance	<a href="https://youtu.be/HdQYBrijlw?si=gCQaC0eFqvQEGNIH">https://youtu.be/HdQYBrijlw?si=gCQaC0eFqvQEGNIH</a>	30
#32 Decision Making with Cost Accounting   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/_S24y8dCWgk?si=CkafkcB-gM3GmQgn">https://youtu.be/_S24y8dCWgk?si=CkafkcB-gM3GmQgn</a>	23
#33 Decision Making with Cost Accounting   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/vRkhpTV6o5w?si=eTigrvkPvK137ZrZ">https://youtu.be/vRkhpTV6o5w?si=eTigrvkPvK137ZrZ</a>	35
#34 Decision Making with Cost Accounting   Part III   Foundations of Accounting & Finance	<a href="https://youtu.be/75YCPWP78WA?si=16L0BNVxQZeyinMy">https://youtu.be/75YCPWP78WA?si=16L0BNVxQZeyinMy</a>	32
#35 Decision Making with Cost Accounting   Part IV   Foundations of Accounting & Finance	<a href="https://youtu.be/Dc35sf7u5w4?si=kyM9Xhcv6_Y002fN">https://youtu.be/Dc35sf7u5w4?si=kyM9Xhcv6_Y002fN</a>	36
#36 Decision Making with Cost Accounting   Part V   Foundations of Accounting & Finance	<a href="https://youtu.be/RXYrZVHERM8?si=5BjH7boffmGQ3o4l">https://youtu.be/RXYrZVHERM8?si=5BjH7boffmGQ3o4l</a>	34
#37 Introduction to Budgeting   Budget Preparation Basics   Part I	<a href="https://youtu.be/V105zwn1LCU?si=Uc_YMYIHZJNi8aPr">https://youtu.be/V105zwn1LCU?si=Uc_YMYIHZJNi8aPr</a>	35
#38 Introduction to Budgeting   Budget Preparation Basics   Part II	<a href="https://youtu.be/LkP141y2M-E7s?si=08EYHG_BtkJf5x0">https://youtu.be/LkP141y2M-E7s?si=08EYHG_BtkJf5x0</a>	20
#39 Introduction to Budgeting   Budget Preparation Basics   Part III	<a href="https://youtu.be/y7dN6P33kG47?si=tVRUzgx7d8s4glrz">https://youtu.be/y7dN6P33kG47?si=tVRUzgx7d8s4glrz</a>	29
#40 Flexible Budget & Variance Analysis   Foundations of Accounting & Finance	<a href="https://youtu.be/_UKdQm5uQ5w?si=j5tXTRhVIRJGcN7">https://youtu.be/_UKdQm5uQ5w?si=j5tXTRhVIRJGcN7</a>	40
#41 Foundations of Corporate Finance   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/Av273pa9ck?si=70aJP0FvgvHDXYL">https://youtu.be/Av273pa9ck?si=70aJP0FvgvHDXYL</a>	24
#42 Foundations of Corporate Finance   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/t8J7H6PFNs?si=kKcr85Xnu_BsbP0o">https://youtu.be/t8J7H6PFNs?si=kKcr85Xnu_BsbP0o</a>	18
		590

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

Topic	Link	Duration
What is CSR?	<a href="https://youtu.be/cgYnos1Gf6g?si=etuaaZPWW_eeF43_">https://youtu.be/cgYnos1Gf6g?si=etuaaZPWW_eeF43_</a>	21
Why CSR?	<a href="https://youtu.be/0hMLN7FaFSc?si=-bcwMa3px6JwIP">https://youtu.be/0hMLN7FaFSc?si=-bcwMa3px6JwIP</a>	30
Theories of CSR	<a href="https://youtu.be/SAG-egWMIPE7?si=j9cA5ipoxtpMYZr">https://youtu.be/SAG-egWMIPE7?si=j9cA5ipoxtpMYZr</a>	28
Theories of CSR (Contd.)	<a href="https://youtu.be/ehMcNcQaYAM?si=B4ZgofNyygtRj2o">https://youtu.be/ehMcNcQaYAM?si=B4ZgofNyygtRj2o</a>	29
Theories of CSR (Contd.)	<a href="https://youtu.be/Z1whOEz2M0?si=Ny7y7e8MggBZlZ">https://youtu.be/Z1whOEz2M0?si=Ny7y7e8MggBZlZ</a>	22
Evolution of CSR	<a href="https://youtu.be/lKf8pXRfU?si=KtaZj8F92ifvxi">https://youtu.be/lKf8pXRfU?si=KtaZj8F92ifvxi</a>	20
Evolution of CSR (Contd.)	<a href="https://youtu.be/2KScDM4ju4E7?si=W1obvU5GQApUtb5v">https://youtu.be/2KScDM4ju4E7?si=W1obvU5GQApUtb5v</a>	18
Who are Stakeholders?	<a href="https://youtu.be/FpQseYvdVQ?si=6TuD8da-N18CoLDZ">https://youtu.be/FpQseYvdVQ?si=6TuD8da-N18CoLDZ</a>	32
The Stakeholder Approach	<a href="https://youtu.be/vExcEVRe94I?si=491912Vx60NMr6f">https://youtu.be/vExcEVRe94I?si=491912Vx60NMr6f</a>	21

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Stakeholders and CSR	<a href="https://youtu.be/TRHtiPK_Og?si=atnYymHasUlraJU7">https://youtu.be/TRHtiPK_Og?si=atnYymHasUlraJU7</a>	19
Stakeholders Theory Perspectives	<a href="https://youtu.be/sqIzswewKJB?si=4WFJ54bRyx5f5iS">https://youtu.be/sqIzswewKJB?si=4WFJ54bRyx5f5iS</a>	29
Stakeholder Theory in Action Completed	<a href="https://youtu.be/b2IjrmM89Xg?si=luOb5bukeQ63GZSP">https://youtu.be/b2IjrmM89Xg?si=luOb5bukeQ63GZSP</a>	32
Stakeholder Identification	<a href="https://youtu.be/g9qmyGhA26k?si=lfMfMriymRii-YAEI">https://youtu.be/g9qmyGhA26k?si=lfMfMriymRii-YAEI</a>	20
Stakeholder Sallience	<a href="https://youtu.be/6sSWOWgsQts?si=SUmJO-3DTEKND3FY">https://youtu.be/6sSWOWgsQts?si=SUmJO-3DTEKND3FY</a>	27
Future of CSR	<a href="https://youtu.be/Mcb2qzineCyg?si=olavMEycKOJas3QQ">https://youtu.be/Mcb2qzineCyg?si=olavMEycKOJas3QQ</a>	33
#25 Sustainability in Supply Management   Part 1   Strategic Sourcing	<a href="https://youtu.be/nEcrrjcm-E?si=D-BLxKJwc26h4rjR">https://youtu.be/nEcrrjcm-E?si=D-BLxKJwc26h4rjR</a>	36
#26 Sustainability in Supply Management   Part 2   Strategic Sourcing	<a href="https://youtu.be/hM5a4o87cVE?si=3GNZaPoGMAXhFYVn">https://youtu.be/hM5a4o87cVE?si=3GNZaPoGMAXhFYVn</a>	35
Week 3-Lecture 20 : CSR and Social Sustainability	<a href="https://youtu.be/oPLXr4dsDDA?si=Afd_IDJc_GcZwyGJ">https://youtu.be/oPLXr4dsDDA?si=Afd_IDJc_GcZwyGJ</a>	25
Lecture 58: ESG and SDG	<a href="https://youtu.be/eV802p8Mh0Y?si=S15tyd5jG5X6pXcG">https://youtu.be/eV802p8Mh0Y?si=S15tyd5jG5X6pXcG</a>	31
		508

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

Topic	Link	Duration
Lecture 1-Introduction to Marketing Research	<a href="https://youtu.be/ARLHY5Ce6T1?si=gw2MzT6R9uuXnisD">https://youtu.be/ARLHY5Ce6T1?si=gw2MzT6R9uuXnisD</a>	31
#8 Global Strategy   Strategy & Technology: A Practical Primer	<a href="https://youtu.be/DqHvYcTF1ESU?si=96QBZTnXPGYrTFIh">https://youtu.be/DqHvYcTF1ESU?si=96QBZTnXPGYrTFIh</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/bK6xUEucqgs?si=fl3Gj-XrQPY6Yimu">https://youtu.be/bK6xUEucqgs?si=fl3Gj-XrQPY6Yimu</a>	60
Mod-02 Lec-04 Market Research and Consumer Behaviour (Contd.)	<a href="https://youtu.be/Y8FotmHscMwa?si=McOJ0pic1TVTjlo">https://youtu.be/Y8FotmHscMwa?si=McOJ0pic1TVTjlo</a>	58
Mod-01 Lec-01 Introduction to Global Supply Chain Networks Part- 1	<a href="https://youtu.be/oM5noYxr2gg?si=Mfwmjgrq4oCe5_2">https://youtu.be/oM5noYxr2gg?si=Mfwmjgrq4oCe5_2</a>	52
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/YsqLi2pk4Sv?si=kycie9mvFpbv_NSD4">https://youtu.be/YsqLi2pk4Sv?si=kycie9mvFpbv_NSD4</a>	45
Mod-08 Lec-35 Risk Management - Country / Political risks IV	<a href="https://youtu.be/_BvfcB_6x8g?si=qeC2EmZmXWLS0B">https://youtu.be/_BvfcB_6x8g?si=qeC2EmZmXWLS0B</a>	51
Lecture 14 : B2B Pricing Basics	<a href="https://youtu.be/wTcs1UUGHE?si=QWv_MfPao9R7R58">https://youtu.be/wTcs1UUGHE?si=QWv_MfPao9R7R58</a>	25
Lecture 60: Product & Brand Management- Conclusion	<a href="https://youtu.be/tdufDvS21F8?si=kgE66PDREK0cH6h">https://youtu.be/tdufDvS21F8?si=kgE66PDREK0cH6h</a>	32
Political Risk in Infrastructure Part 1	<a href="https://youtu.be/33ic3WDrkq0?si=uGR5iKmmvE0nqR6fd">https://youtu.be/33ic3WDrkq0?si=uGR5iKmmvE0nqR6fd</a>	39
Risks and Challenges in Infrastructure - Part 1	<a href="https://youtu.be/YQJL-mkw02E7si=va8jlm3llzrWXX15g">https://youtu.be/YQJL-mkw02E7si=va8jlm3llzrWXX15g</a>	20
Risks and Challenges in Infrastructure - Part 2	<a href="https://youtu.be/VJgPiemipTU?si=20kbnOm2xo9arhG5">https://youtu.be/VJgPiemipTU?si=20kbnOm2xo9arhG5</a>	23
Risks and Challenges in Infrastructure - Part 3	<a href="https://youtu.be/SfMkrttoGT0a?si=IDWA3trcCleQ_Ulg">https://youtu.be/SfMkrttoGT0a?si=IDWA3trcCleQ_Ulg</a>	0
Economic Risk in Infrastructure - Part 1	<a href="https://youtu.be/xv-g7xFSp9w?si=lqML3NhxgZRLM8C2">https://youtu.be/xv-g7xFSp9w?si=lqML3NhxgZRLM8C2</a>	37
		630

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

Topic	Link	Duration
Lec 23: Emotional intelligence: Introduction	<a href="https://www.youtube.com/watch?v=xmXpSzu0DnQ&amp;list=PLwdnZfV3ggpWuWRCkrCO8SvKWVn3pKVVRG&amp;index=24">https://www.youtube.com/watch?v=xmXpSzu0DnQ&amp;list=PLwdnZfV3ggpWuWRCkrCO8SvKWVn3pKVVRG&amp;index=24</a>	71
Lec 24: Skills of EI-Self-awareness	<a href="https://www.youtube.com/watch?v=KsnwmG_PmiD">https://www.youtube.com/watch?v=KsnwmG_PmiD</a>	59
Lec 25: Skills of EI-Self-regulation/Self-management	<a href="https://www.youtube.com/watch?v=2ZBipEkZ3kw">https://www.youtube.com/watch?v=2ZBipEkZ3kw</a>	62
Lecture 26: Skills of EI-Self-Motivation	<a href="https://www.youtube.com/watch?v=NRAT5dS3hp8">https://www.youtube.com/watch?v=NRAT5dS3hp8</a>	57
Lecture 27: Skills of EI-Empathy	<a href="https://www.youtube.com/watch?v=I7670d1Z35s">https://www.youtube.com/watch?v=I7670d1Z35s</a>	69
Lecture 28: Skills of EI-Social intelligence and social skills	<a href="https://www.youtube.com/watch?v=bGtK70Zhn8">https://www.youtube.com/watch?v=bGtK70Zhn8</a>	57
Lecture 29: Emotional intelligence and workplace	<a href="https://www.youtube.com/watch?v=VgKQ2Ybbm4">https://www.youtube.com/watch?v=VgKQ2Ybbm4</a>	49
Lecture 30: Emotional intelligence, health and well-being	<a href="https://www.youtube.com/watch?v=B5o65QLet-w">https://www.youtube.com/watch?v=B5o65QLet-w</a>	55

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LIVE_What You Need to Know About Goal Setting	<a href="https://www.youtube.com/watch?v=MedN-1AE3Ks">https://www.youtube.com/watch?v=MedN-1AE3Ks</a>	61
Lecture 55: JOHARI Window	<a href="https://www.youtube.com/watch?v=xh0g4Mvvg">https://www.youtube.com/watch?v=xh0g4Mvvg</a>	28
Lec 32: Well-being in the workplace	<a href="https://www.youtube.com/watch?v=Zld6RS_ajw0">https://www.youtube.com/watch?v=Zld6RS_ajw0</a>	47
Lecture - 39 Stress Management - I	<a href="https://www.youtube.com/watch?v=smNBC8dPhys">https://www.youtube.com/watch?v=smNBC8dPhys</a>	58
Lecture - 40 Stress Management - II	<a href="https://www.youtube.com/watch?v=znPd18T9Go">https://www.youtube.com/watch?v=znPd18T9Go</a>	59
Mod-01 Lec-31 Negotiation and Conflict Management	<a href="https://www.youtube.com/watch?v=wYb_PKTawE4">https://www.youtube.com/watch?v=wYb_PKTawE4</a>	58
Mod-01 Lec-32 Negotiation and Conflict Management (Contd.)	<a href="https://www.youtube.com/watch?v=cqUGC88OPe0">https://www.youtube.com/watch?v=cqUGC88OPe0</a>	58
Lec-4 Leadership Behaviour: Emergence: Leadership and Trust	<a href="https://www.youtube.com/watch?v=HfdT9KsqX4">https://www.youtube.com/watch?v=HfdT9KsqX4</a>	46
		804

**MBA Sem 2: Media Strategy**

Topic	Link	Duration
Lecture 31 : Advertising & Marketing Mix	<a href="https://youtu.be/qc0peIqYUBM?si=IbPu7Z8NGMO6w5Wv">https://youtu.be/qc0peIqYUBM?si=IbPu7Z8NGMO6w5Wv</a>	30
Lecture 32 : Advertising & Support Media	<a href="https://youtu.be/9ikLLK9mg?si=x8m3y9xFeQbVXj0">https://youtu.be/9ikLLK9mg?si=x8m3y9xFeQbVXj0</a>	32
Lecture 33 : Media Planning – Part I	<a href="https://youtu.be/9TY9YSGeMlg?si=mdJGgDH3Bm8EiW12g">https://youtu.be/9TY9YSGeMlg?si=mdJGgDH3Bm8EiW12g</a>	31
Lecture 34 : Media Planning – Part II	<a href="https://youtu.be/N2LbTN_VoNs?si=qHfd8S_3ndc8_XU">https://youtu.be/N2LbTN_VoNs?si=qHfd8S_3ndc8_XU</a>	32
Advertising and Communication	<a href="https://youtu.be/DE1cspDKjpk?si=YTfpDpe1FD-J_L2">https://youtu.be/DE1cspDKjpk?si=YTfpDpe1FD-J_L2</a>	57
Lecture 01 : Introduction to Integrated Marketing Communication (IMC)	<a href="https://youtu.be/GyxflocM5pY?si=b_p9GX1V8vUv9Mf">https://youtu.be/GyxflocM5pY?si=b_p9GX1V8vUv9Mf</a>	30
Lecture 02 : Defining Marketing Communication, Marketing, and IMC	<a href="https://youtu.be/Q7ehYKaIF74?si=E_TpTL5u8gWrv-Zr">https://youtu.be/Q7ehYKaIF74?si=E_TpTL5u8gWrv-Zr</a>	31
Mod-04 Lec-07 The Consumer Decision Making Process	<a href="https://youtu.be/38CXc8_Q1Ug?si=i0K1yLrscRWHcVVP">https://youtu.be/38CXc8_Q1Ug?si=i0K1yLrscRWHcVVP</a>	58
Mod-04 Lec-08 The Consumer Decision Making Process (Contd.)	<a href="https://youtu.be/WJ7AuP2bekI?si=i8Y89QVgZiHAKxK">https://youtu.be/WJ7AuP2bekI?si=i8Y89QVgZiHAKxK</a>	58
Mod-03 Lec-06 Market Segmentation and Positioning (Contd.)	<a href="https://youtu.be/bk6xUEucys?si=xRiYT18GEab0is-t">https://youtu.be/bk6xUEucys?si=xRiYT18GEab0is-t</a>	60
Mod-07 Lec-33 Program Profiling	<a href="https://youtu.be/vG668uRjg-Q?si=QPBAhVvLzMyAT6v">https://youtu.be/vG668uRjg-Q?si=QPBAhVvLzMyAT6v</a>	54
#15 Crisis Leadership   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://youtu.be/vVWQgaWunU?si=1eOEYpNKLON06RUp">https://youtu.be/vVWQgaWunU?si=1eOEYpNKLON06RUp</a>	64
		537

**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=QdK0g5XFm8g&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=2">https://www.youtube.com/watch?v=QdK0g5XFm8g&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=2</a>	31
Lecture 02 : Defining Product	<a href="https://www.youtube.com/watch?v=KqX0f3ktT1&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=3">https://www.youtube.com/watch?v=KqX0f3ktT1&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=qor8hovej_o&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=8">https://www.youtube.com/watch?v=qor8hovej_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=wWTCpm-yf4&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=14">https://www.youtube.com/watch?v=wWTCpm-yf4&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=14</a>	31
Lecture 14: Product Life Cycle - 2	<a href="https://www.youtube.com/watch?v=mg8K20Vs6mJ&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=15">https://www.youtube.com/watch?v=mg8K20Vs6mJ&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=15</a>	33
Lecture 15: Product Life Cycle - 3	<a href="https://www.youtube.com/watch?v=bDZKsPYTkzo&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=16">https://www.youtube.com/watch?v=bDZKsPYTkzo&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=16</a>	31
Lecture - 27 Product Mix Decisions	<a href="https://www.youtube.com/watch?v=sn2kvd5UoE8">https://www.youtube.com/watch?v=sn2kvd5UoE8</a>	54
Lecture 36: Brand Management	<a href="https://www.youtube.com/watch?v=MEshWmDd5IQ&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=37">https://www.youtube.com/watch?v=MEshWmDd5IQ&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=37</a>	31
Lecture 37: Defining Brand	<a href="https://www.youtube.com/watch?v=rdROen2Qa5s&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=38">https://www.youtube.com/watch?v=rdROen2Qa5s&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=38</a>	32
Lecture 38: Strategic Brand Management Process	<a href="https://www.youtube.com/watch?v=b2vdmo0Mcr0&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=39">https://www.youtube.com/watch?v=b2vdmo0Mcr0&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=39</a>	32
Lecture 39: Brand Proposition	<a href="https://www.youtube.com/watch?v=glEwAE6E&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=40">https://www.youtube.com/watch?v=glEwAE6E&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

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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=jeE5v9MZisw&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=43">https://www.youtube.com/watch?v=jeE5v9MZisw&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=43</a>	35
Lecture 43: Brand Resonance Model	<a href="https://www.youtube.com/watch?v=X2qXwPslN4&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=44">https://www.youtube.com/watch?v=X2qXwPslN4&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=44</a>	34
Lecture 44: Brand Value Chain - 1	<a href="https://www.youtube.com/watch?v=WpGKYTs29E&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=45">https://www.youtube.com/watch?v=WpGKYTs29E&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=45</a>	31
Lecture 45: Brand Value Chain- 2	<a href="https://www.youtube.com/watch?v=WKNRWxaDj1E&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=46">https://www.youtube.com/watch?v=WKNRWxaDj1E&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=46</a>	31
Lecture 46: Brand Equity Elements - 1	<a href="https://www.youtube.com/watch?v=2uCrpActN14&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=47">https://www.youtube.com/watch?v=2uCrpActN14&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_15QaYhc&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=48">https://www.youtube.com/watch?v=743_15QaYhc&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=48</a>	33
Lecture 50: Brand Audit and Research	<a href="https://www.youtube.com/watch?v=gFynsuN4w6w&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=51">https://www.youtube.com/watch?v=gFynsuN4w6w&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=bFVUMABKjY&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=56">https://www.youtube.com/watch?v=bFVUMABKjY&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=56</a>	33
Lecture 56: Brand Experience & Brand Loyalty	<a href="https://www.youtube.com/watch?v=ZgxFvCBPA0&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=57">https://www.youtube.com/watch?v=ZgxFvCBPA0&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=57</a>	32
Lecture 60: Product & Brand Management- Conclusion	<a href="https://www.youtube.com/watch?v=fduFDv521F8&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=61">https://www.youtube.com/watch?v=fduFDv521F8&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=61</a>	33
		794

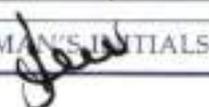
**MBA Sem 2: Introduction to Power BI**

Topic	Link	Duration
Tutorial: Excel	<a href="https://www.youtube.com/watch?v=uisSk9DGIUM">https://www.youtube.com/watch?v=uisSk9DGIUM</a>	17
Control Charts by Excel	<a href="https://www.youtube.com/watch?v=N9wVqK3Ev0k">https://www.youtube.com/watch?v=N9wVqK3Ev0k</a>	55
		72

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

Topic	Link	Duration
Retail Marketing Strategy	<a href="https://www.youtube.com/watch?v=6G22_kG7jWc&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e">https://www.youtube.com/watch?v=6G22_kG7jWc&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e</a>	13
Lecture 1 - Understanding Retailing from a Strategic Standpoint	<a href="https://www.youtube.com/watch?v=NEqCp_RR7Y&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=2">https://www.youtube.com/watch?v=NEqCp_RR7Y&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=2</a>	35
Lecture 2 - Why is Retailing so Important: Strategic Perspectives	<a href="https://www.youtube.com/watch?v=bAoeD8tclnE&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=3">https://www.youtube.com/watch?v=bAoeD8tclnE&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=3</a>	17
Lecture 3 - Strategic Standpoint and Evolution of Retailing	<a href="https://www.youtube.com/watch?v=ilyWAq1WRIE&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=4">https://www.youtube.com/watch?v=ilyWAq1WRIE&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=4</a>	39
Lecture 4 - Evolution of Retailing	<a href="https://www.youtube.com/watch?v=GWfQ1B8uB5w&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=5">https://www.youtube.com/watch?v=GWfQ1B8uB5w&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&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=EBRoMzQsvUM&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=9">https://www.youtube.com/watch?v=EBRoMzQsvUM&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&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=Dn-u_R35hSp&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=10">https://www.youtube.com/watch?v=Dn-u_R35hSp&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&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_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=11">https://www.youtube.com/watch?v=jk_cW9Z9unE&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&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_YjBc_Q&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=12">https://www.youtube.com/watch?v=x0DA_YjBc_Q&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=12</a>	26
Lecture 15 : Consumer Decision Making Processes (Continued)	<a href="https://www.youtube.com/watch?v=CUEXeeF5G8&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=16">https://www.youtube.com/watch?v=CUEXeeF5G8&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=16</a>	26
Lecture 16 : Consumer Decision Making Processes (Continued)	<a href="https://www.youtube.com/watch?v=RdAfUGxyvyw&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=17">https://www.youtube.com/watch?v=RdAfUGxyvyw&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=17</a>	34

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Lecture 17 : Consumer Decision Making Processes (Continued) and Consumer Motives	<a href="https://www.youtube.com/watch?v=pGcGy4mbT8&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=18">https://www.youtube.com/watch?v=pGcGy4mbT8&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=18</a>	34
Lecture 21 - Introduction to Multi and Omni-Channel Retail	<a href="https://www.youtube.com/watch?v=exY42Qo3B8&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=22">https://www.youtube.com/watch?v=exY42Qo3B8&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=22</a>	37
Lecture 23 - Introduction to Multi and Omni-Channel Retail (Continued)	<a href="https://www.youtube.com/watch?v=GEGB Gr-tQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=23">https://www.youtube.com/watch?v=GEGB Gr-tQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=23</a>	17
Lecture 22 - Introduction to Multi and Omni-Channel Retail (Continued)	<a href="https://www.youtube.com/watch?v=eO3QZhk6W4&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=24">https://www.youtube.com/watch?v=eO3QZhk6W4&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=24</a>	21
Lecture 31: Location Decisions	<a href="https://www.youtube.com/watch?v=udTAUvtWtQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=32">https://www.youtube.com/watch?v=udTAUvtWtQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=32</a>	27
Lecture 32: Location Decisions	<a href="https://www.youtube.com/watch?v=iV9ncF7iCQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=33">https://www.youtube.com/watch?v=iV9ncF7iCQ&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=33</a>	28
Lecture 34: Merchandise Management and Planning	<a href="https://www.youtube.com/watch?v=VE41Wtmizc&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=38">https://www.youtube.com/watch?v=VE41Wtmizc&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=38</a>	33
Lecture 35: Merchandise Management and Planning (continued)	<a href="https://www.youtube.com/watch?v=W6t3pxXg_vp&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=39">https://www.youtube.com/watch?v=W6t3pxXg_vp&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=39</a>	30
Lecture 41: Virtual Reality, Augmented Reality and Artificial Intelligence in Retailing	<a href="https://www.youtube.com/watch?v=HoxWTFr4-s&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=42">https://www.youtube.com/watch?v=HoxWTFr4-s&amp;list=PLly_2iUCG87AiyIG01sAFD26k36VwD6e&amp;index=42</a>	43
Lecture - 35 Electronic Commerce	<a href="https://www.youtube.com/watch?v=xKjyn8DaAw&amp;t=11623">https://www.youtube.com/watch?v=xKjyn8DaAw&amp;t=11623</a>	60
Lecture 25 : B2B E-Commerce	<a href="https://www.youtube.com/watch?v=kiQxxV4FLUJ">https://www.youtube.com/watch?v=kiQxxV4FLUJ</a>	27
		673

## MBA Sem 2: Securities Analysis &amp; 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_4Yru&amp;list=PLHRLZtgrF2jd7x_22KpNoqTruEr05QV0&amp;index=3">https://www.youtube.com/watch?v=073r1d_4Yru&amp;list=PLHRLZtgrF2jd7x_22KpNoqTruEr05QV0&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=WQozUINRd5M&amp;list=PLEC357A2BC142F57E&amp;index=5">https://www.youtube.com/watch?v=WQozUINRd5M&amp;list=PLEC357A2BC142F57E&amp;index=5</a>	58
Mod-01 Lec-06 Mutual Funds	<a href="https://www.youtube.com/watch?v=lzxxjks9A0B&amp;list=PLEC357A2BC142F57E&amp;index=6">https://www.youtube.com/watch?v=lzxxjks9A0B&amp;list=PLEC357A2BC142F57E&amp;index=6</a>	57
Mod-01 Lec-21 Introduction to Portfolio Management	<a href="https://www.youtube.com/watch?v=Fv63KWOIERM&amp;list=PLEC357A2BC142F57E&amp;index=21">https://www.youtube.com/watch?v=Fv63KWOIERM&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=TSMnBkYyG50&amp;list=PLEC357A2BC142F57E&amp;index=22">https://www.youtube.com/watch?v=TSMnBkYyG50&amp;list=PLEC357A2BC142F57E&amp;index=22</a>	55
Lecture 05: Financial Risk	<a href="https://www.youtube.com/watch?v=RzQ8PodjMw&amp;list=PLHRLZtgrF2jd7x_22KpNoqTruEr05QV0&amp;index=6">https://www.youtube.com/watch?v=RzQ8PodjMw&amp;list=PLHRLZtgrF2jd7x_22KpNoqTruEr05QV0&amp;index=6</a>	32
Systematic & Unsystematic Risk	<a href="https://www.youtube.com/watch?v=kyLk0hSwiK4">https://www.youtube.com/watch?v=kyLk0hSwiK4</a>	32
Mod-01 Lec-03 Risk and Return	<a href="https://www.youtube.com/watch?v=fGc58fRi54&amp;list=PLEC357A2BC142F57E&amp;index=3">https://www.youtube.com/watch?v=fGc58fRi54&amp;list=PLEC357A2BC142F57E&amp;index=3</a>	57
Mod-01 Lec-04 Risk and Return (Contd.)	<a href="https://www.youtube.com/watch?v=H9hwDKLhQ&amp;list=PLEC357A2BC142F57E&amp;index=4">https://www.youtube.com/watch?v=H9hwDKLhQ&amp;list=PLEC357A2BC142F57E&amp;index=4</a>	58
Lecture 21: Portfolio Return and Risk	<a href="https://www.youtube.com/watch?v=IV8Yw4gp4">https://www.youtube.com/watch?v=IV8Yw4gp4</a>	30
Lecture 22: Portfolio Return and Risk (Contd.)	<a href="https://www.youtube.com/watch?v=B5HEXQ6MzU">https://www.youtube.com/watch?v=B5HEXQ6MzU</a>	30
Mod-01 Lec-39 Portfolio Performance Evaluation - I	<a href="https://www.youtube.com/watch?v=pJDeLwRSzE&amp;list=PLEC357A2BC142F57E&amp;index=39">https://www.youtube.com/watch?v=pJDeLwRSzE&amp;list=PLEC357A2BC142F57E&amp;index=39</a>	55
Mod-01 Lec-40 Portfolio Performance Evaluation - II	<a href="https://www.youtube.com/watch?v=YAqgtB9huBY&amp;list=PLEC357A2BC142F57E&amp;index=40">https://www.youtube.com/watch?v=YAqgtB9huBY&amp;list=PLEC357A2BC142F57E&amp;index=40</a>	57
Lecture 51: Capital Asset Pricing Model I	<a href="https://www.youtube.com/watch?v=QIUB9QcFtBA">https://www.youtube.com/watch?v=QIUB9QcFtBA</a>	39
Lecture 52: Capital Asset Pricing Model II	<a href="https://www.youtube.com/watch?v=9rOPkaVZOI">https://www.youtube.com/watch?v=9rOPkaVZOI</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

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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=PLEC357A2BC142F57E&amp;index=27">https://www.youtube.com/watch?v=ptXRZpyqyaA&amp;list=PLEC357A2BC142F57E&amp;index=27</a>	54
		963

**MBA Sem 2: Taxation in Business Decision-Making**

Topic	Link	Duration
Concept of GST and difference between Direct tax & indirect tax - part 1	<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=3KkCzGSneaA">https://www.youtube.com/watch?v=3KkCzGSneaA</a>	32
Concept of GST and difference between Direct tax & indirect tax - part 3	<a href="https://www.youtube.com/watch?v=4cI71KIGxNU&amp;t=1s">https://www.youtube.com/watch?v=4cI71KIGxNU&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=NiQCDDxRSeY">https://www.youtube.com/watch?v=NiQCDDxRSeY</a>	30
Lecture 27: Taxes and Financial Planning (Contd.)	<a href="https://www.youtube.com/watch?v=cx89mvtKGG4">https://www.youtube.com/watch?v=cx89mvtKGG4</a>	20
Registration - part 1	<a href="https://www.youtube.com/watch?v=Uit_yu3ivv8&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=5">https://www.youtube.com/watch?v=Uit_yu3ivv8&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=5</a>	29
Registration - part 2	<a href="https://www.youtube.com/watch?v=yE_oYMR2Is&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=4">https://www.youtube.com/watch?v=yE_oYMR2Is&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=IV_j1hW1AY4">https://www.youtube.com/watch?v=IV_j1hW1AY4</a>	25
Lec-17 Wage and Salary Administration	<a href="https://www.youtube.com/watch?v=EthJBz6NWED">https://www.youtube.com/watch?v=EthJBz6NWED</a>	59
Value of Supply - part 1	<a href="https://www.youtube.com/watch?v=LUVYmkajds&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=13">https://www.youtube.com/watch?v=LUVYmkajds&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=13</a>	23
Value of Supply - part 2	<a href="https://www.youtube.com/watch?v=pdTY_2Ek7-g&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=12">https://www.youtube.com/watch?v=pdTY_2Ek7-g&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=12</a>	30
Value of Supply - part 3	<a href="https://www.youtube.com/watch?v=UDH8lvoDt60&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=14">https://www.youtube.com/watch?v=UDH8lvoDt60&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=14</a>	29
Value of Supply - part 4	<a href="https://www.youtube.com/watch?v=GkQI2zcnEiw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=18">https://www.youtube.com/watch?v=GkQI2zcnEiw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=18</a>	33
Value of Supply - part 5	<a href="https://www.youtube.com/watch?v=gg25gP4QASw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=17">https://www.youtube.com/watch?v=gg25gP4QASw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=17</a>	31
Input tax Credit_1 - part 1	<a href="https://www.youtube.com/watch?v=YslpXQzFRBQ&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=22">https://www.youtube.com/watch?v=YslpXQzFRBQ&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=22</a>	37
Input tax Credit_1 - part 2	<a href="https://www.youtube.com/watch?v=stpMtnLo4FnM&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=21">https://www.youtube.com/watch?v=stpMtnLo4FnM&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=21</a>	37
Input tax Credit_1 - part 3	<a href="https://www.youtube.com/watch?v=V5BP-gFLTiR&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=20">https://www.youtube.com/watch?v=V5BP-gFLTiR&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=20</a>	27
Input tax Credit_1 - part 4	<a href="https://www.youtube.com/watch?v=foPenfhilFY&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=19">https://www.youtube.com/watch?v=foPenfhilFY&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=19</a>	23
input tax Credit_1 - part 5	<a href="https://www.youtube.com/watch?v=gd1XSsHlqwU&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=23">https://www.youtube.com/watch?v=gd1XSsHlqwU&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhIR-&amp;index=23</a>	33
		660

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CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

*[A large, handwritten mark resembling a stylized 'N' or a long, curved line is drawn across the page.]*

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CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_

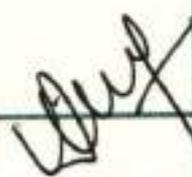
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Annexure 3

Sr. No.	Particulars	Batch	Tentative Date
1	Commencement of Admission Batch	January	As per UGC Guidelines for Batch Start and End Dates
		July	As per UGC Guidelines for Batch Start and End Dates
2	Access to Learning Management System for Accessing the Online Courseware	January	Within 48 working hours of Enrolment
		July	
3	Commencement of Online Interactive Live Lectures and Discussion Forum	January	February to May
		July	August to November
4	Online Assignment Submission	January	Assignment 1 by 30 <sup>th</sup> April
			Assignment 2 by 31 <sup>st</sup> May
		July	Assignment 1 by 30 <sup>th</sup> Oct
			Assignment 2 by 30 <sup>th</sup> Nov
5	Project Work Submission	January	30 <sup>th</sup> May
		July	30 <sup>th</sup> Nov
6	Term End Examination	January	June
		July	Dec
7	Result Declaration of End Term Examination	January	By end of July
		July	By end of January
8	Commencement of Next Semester	January	August
		July	February

\*In case of any changes in schedule, the same would be informed to students in advance

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**MINUTES OF THE THIRD MEETING OF CENTRE FOR INTERNAL QUALITY ASSURANCE (CIQA) FOR THE ACADEMIC YEAR 2025-26 HELD ON 3<sup>rd</sup> OCTOBER 2025 AT 11:30 A.M. AT THE BOARD ROOM, TOWER 1, EQUINOX BUSINESS PARK, OFF. BANDRA KURLA COMPLEX (BKC), L.B.S. MARG, KURLA (WEST), MUMBAI - 400070.**

**Members Present:**

1. Dr. Rajan Welukar
2. Dr. Kajal Chheda
3. Dr. Zuleika Homavazir
4. Dr. Varsha Agarwal
5. Dr. Priya Harikumar
6. Dr. Simarjeet Makkar
7. Prof. Bineet Desai
8. Dr. Mandar Bhanushe
9. Dr. Mangesh Kadam
10. Prof. Heena Thakkar
11. Mr. Subodh Khanna
12. Dr. Debashish Ray
13. Dr. Anand Kopare

**Special Invitee:**

1. Dr. Deepak Gupta

Dr. Rajan Welukar was requested to chair the meeting. He occupied the Chair and welcomed all members and special invitees to the meeting.

**1. Granting leave of absence, if any.**

It was noted that all members were present; hence no leave of absence was requested or granted. The quorum was complete.

**2. To discuss and consider the e-tutorial developed for the first three semesters of 3-Year BBA Program to be offered through Online Mode.**

The Chairperson invited the Member Secretary to brief the members on the development and completion status of the e-tutorials prepared for the first three semesters of 3-Year BBA Program to be offered through Online Mode. The members were informed that the e-tutorials have been developed in accordance with the Four-Quadrant Approach prescribed under the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020, and in line with the Content Development Policy adopted by the University.

The Member Secretary elaborated that the e-tutorials have been designed to strengthen learner engagement, conceptual clarity, and self-paced learning through the use of high-quality video lectures, demonstrations, case study discussions, animations, and interactive simulations, supported by transcripts and supplementary learning aids. The Committee was further apprised that each e-tutorial corresponds to a specific unit of the

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approved Self-Learning Material (SLM), thereby ensuring complete integration between the textual and visual content components.

The process of e-tutorial development was carried out strictly as per the approved Policy on Content Development, ensuring adherence to quality assurance parameters, outcome alignment, and pedagogical soundness.

After detailed deliberation, the Committee passed the following resolutions unanimously:

**“RESOLVED THAT** the e-tutorials developed for the first three semesters of the 3-Year BBA Program to be offered through Online Mode, prepared in accordance with the Four-Quadrant Approach and as annexed in Annexure I, be and are hereby reviewed and approved by the members of CIQA.

**RESOLVED FURTHER THAT** the same be recommended to the Academic Council for its consideration and approval.

**RESOLVED FURTHER THAT** the same to be uploaded on the LMS after incorporating any modifications as may be suggested by the Academic Council.

**RESOLVED FURTHER THAT** a certified copy of this resolution be furnished to the concerned person(s) and/or authorities for giving effect to this resolution under the hands of the Chairperson or the Authorized Person of CIQA.”

**3. To discuss and consider the e-tutorial developed for the first two semesters of 2-Year MBA Program to be offered through Online Mode.**

The Chairperson invited the Member Secretary to brief the members on the development and completion status of the e-tutorials prepared for the first two semesters of 2-Year MBA Program to be offered through Online Mode. The members were informed that the e-tutorials have been developed in accordance with the Four-Quadrant Approach prescribed under the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020, and in line with the Content Development Policy adopted by the University.

The Member Secretary elaborated that the e-tutorials have been designed to enhance learner engagement and ensure clarity of concepts through the use of video lectures, animations, simulations, demonstrations, and audio-visual explanations supported by transcripts. The Committee was further apprised that each e-tutorial corresponds to a specific unit of the approved Self-Learning Material (SLM), ensuring seamless integration between written and audio-visual content.

The process of e-tutorial development was carried out as per the approved the policy on the Content Development.

After detailed deliberation, the Committee passed the following resolutions unanimously:

**“RESOLVED THAT** the e-tutorials developed for the first two semesters of the 2-Year MBA Program to be offered through Online Mode, prepared in accordance with the Four-Quadrant Approach and as annexed in Annexure II, be and are hereby reviewed and approved by the members of CIQA.

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**RESOLVED FURTHER THAT** the same be recommended to the Academic Council for its consideration and approval.

**RESOLVED FURTHER THAT** the same to be uploaded on the LMS after incorporating any modifications as may be suggested by the Academic Council.

**RESOLVED FURTHER THAT** a certified copy of this resolution be furnished to the concerned person(s) and/or authorities for giving effect to this resolution under the hands of the Chairperson or the Authorized Person of CIQA.”

**4. To discuss and consider the Academic Calendar for online programs to be offered through Centre for Distance and Online Education for January 2026 admission cycle:**

The Chairperson presented the proposed Academic Calendar for the Online Programmes viz. 3- year Bachelor of Business Administration (BBA) and 2- year Master of Business Administration, to be offered under the Centre for Distance and Online Education (CDOE) from the January 2026 admission cycle. The members were informed that the Academic Calendar outlines key academic activities including commencement of admissions, access to the Learning Management System, schedule for live interactive sessions, assignment submissions, project submissions, term-end examinations, and declaration of results, in alignment with the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020. The Chairperson further informed the members that same was approved as the part of the Program Project Reports of said programs.

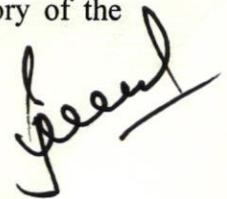
The members reviewed the Academic Calendar in detail, noting that the timelines for the January and July batches have been structured to ensure smooth academic delivery, learner support, and timely completion of assessment and evaluation processes. Specifically, access to the Learning Management System is to be provided within 48 working hours of enrolment, assignments are to be submitted in phased timelines, and term-end examinations are scheduled in June and December respectively, followed by result declaration and commencement of the subsequent semester as per the proposed schedule.

After due deliberation, the following resolutions were unanimously passed:

**“RESOLVED THAT** the Academic Calendar for the Online Programmes to be offered through the Centre for Distance and Online Education (CDOE) from the January 2026 admission cycle, as annexed herewith as Annexure III, be and is hereby reviewed and approved by the members of the Centre for Internal Quality Assurance.”

**RESOLVED FURTHER THAT** the same is recommended to the Academic Council for further approval.

**RESOLVED FURTHER THAT** the concerned administrative and academic units shall take necessary steps to ensure implementation and dissemination of the approved Academic Calendar, and that a certified copy of this resolution be furnished to the relevant authorities under the signatures of the Chairperson or an Authorized Signatory of the Centre for Internal Quality Assurance.”



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No additional matters were raised. The Chair concluded the meeting with a vote of thanks to all members present.

**Date: 04.10.2025**

**Place: Mumbai**

  
Chairperson

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HELD AT \_\_\_\_\_

ON \_\_\_\_\_

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**Annexure: I**

**Open Educational Resources links for BBA Sem 1,2,3 & MBA Sem 1,2 from OER / NPTEL / Swyam 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=uTifDBH80HU&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn">https://www.youtube.com/watch?v=uTifDBH80HU&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn</a>	25
Core Concepts in Marketing	<a href="https://www.youtube.com/watch?v=kZnvtulsn8s&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=2">https://www.youtube.com/watch?v=kZnvtulsn8s&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=2</a>	20
Evolution of Marketing	<a href="https://www.youtube.com/watch?v=E8HbqnrXok&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=5">https://www.youtube.com/watch?v=E8HbqnrXok&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=5</a>	27
Market Environment	<a href="https://www.youtube.com/watch?v=4vuqtf4jPXg&amp;t=14s">https://www.youtube.com/watch?v=4vuqtf4jPXg&amp;t=14s</a>	10
Market Environment: Comparison Table	<a href="https://www.youtube.com/watch?v=3JW7Qaij-EQ">https://www.youtube.com/watch?v=3JW7Qaij-EQ</a>	9
PESTEL Framework	<a href="https://www.youtube.com/watch?v=UQpC4dB9mqE&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=10">https://www.youtube.com/watch?v=UQpC4dB9mqE&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=10</a>	23
Competitive Analysis	<a href="https://www.youtube.com/watch?v=uZQHoQK4KFI&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=11">https://www.youtube.com/watch?v=uZQHoQK4KFI&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=11</a>	25
Defining Product	<a href="https://www.youtube.com/watch?v=KqXOf3kttTI&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=3">https://www.youtube.com/watch?v=KqXOf3kttTI&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=3</a>	32
Product	<a href="https://www.youtube.com/watch?v=KqXOf3kttTI&amp;t=304s">https://www.youtube.com/watch?v=KqXOf3kttTI&amp;t=304s</a>	32
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=8diREFnN_Ls">https://www.youtube.com/watch?v=8diREFnN_Ls</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=desrfgFEjXs">https://www.youtube.com/watch?v=desrfgFEjXs</a>	51
Distribution Channel Management: Distribution Channels:	<a href="https://www.youtube.com/watch?v=Sh9v7vwwvkv">https://www.youtube.com/watch?v=Sh9v7vwwvkv</a>	37
Marketing Functions: Channels of Distribution	<a href="https://www.youtube.com/watch?v=Fn2OxS0B_hU">https://www.youtube.com/watch?v=Fn2OxS0B_hU</a>	57
Digital Marketing	<a href="https://www.youtube.com/watch?v=Gl6mJFvIKgl">https://www.youtube.com/watch?v=Gl6mJFvIKgl</a>	26
Positioning	<a href="https://www.youtube.com/watch?v=ofH-aEesjG4">https://www.youtube.com/watch?v=ofH-aEesjG4</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=38CXcE_Q1Ug">https://www.youtube.com/watch?v=38CXcE_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=nWxNFkgGlsM">https://www.youtube.com/watch?v=nWxNFkgGlsM</a>	30
Personality: Definition, concepts and overview	<a href="https://www.youtube.com/watch?v=grEI9zMEaTA">https://www.youtube.com/watch?v=grEI9zMEaTA</a>	62
Personality, Self Concept and Self Image	<a href="https://www.youtube.com/watch?v=9P3myyFYUnw&amp;t=1190s">https://www.youtube.com/watch?v=9P3myyFYUnw&amp;t=1190s</a>	56
Information processing and perception	<a href="https://www.youtube.com/watch?v=MeDjaJTdX20">https://www.youtube.com/watch?v=MeDjaJTdX20</a>	42
Consumer Learning	<a href="https://www.youtube.com/watch?v=w8f34-DZlm8">https://www.youtube.com/watch?v=w8f34-DZlm8</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=8dLgGLKr3t8">https://www.youtube.com/watch?v=8dLgGLKr3t8</a>	58
Corporate Social Responsibility (CSR)	<a href="https://www.youtube.com/watch?v=VM_EORRUE9I&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=10">https://www.youtube.com/watch?v=VM_EORRUE9I&amp;list=PLPjSqtYvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=10</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

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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=PLwdnzlV3ogoXB2TITWYFI5d2aGf7PNSuK&amp;index=2">https://www.youtube.com/watch?v=M6pxzax72A&amp;list=PLwdnzlV3ogoXB2TITWYFI5d2aGf7PNSuK&amp;index=2</a>	66
Introduction to the Science of Human Behavior - II	<a href="https://www.youtube.com/watch?v=6anyVz1pVR8&amp;list=PLwdnzlV3ogoXB2TITWYFI5d2aGf7PNSuK&amp;index=4">https://www.youtube.com/watch?v=6anyVz1pVR8&amp;list=PLwdnzlV3ogoXB2TITWYFI5d2aGf7PNSuK&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

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Cooperation and conflict	Mod-01 Lec-04 Cooperation and conflict	52
Managing Conflict and Negotiation	Mod-01 Lec-24 Managing Conflict and Negotiation	59
Negotiation and Conflict Management	Mod-01 Lec-31 Negotiation and Conflict Management	59
Conflict Management through Mediation	Conflict Management through Mediation - Course	4
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**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_68YmFFmIAAvTMne3xg9jf&amp;index=2">https://www.youtube.com/watch?v=f1if5sqCS4U&amp;list=PlyqSpQzTE6M_68YmFFmIAAvTMne3xg9jf&amp;index=2</a>	38
Data Analysis and Decision Making - I	<a href="https://www.youtube.com/watch?v=Jr6QG-64Xnw&amp;list=PLFW6IRTa1g82o3l_J6ZgwD-1gpanZenQx">https://www.youtube.com/watch?v=Jr6QG-64Xnw&amp;list=PLFW6IRTa1g82o3l_J6ZgwD-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_Zk0Ftl_g">https://www.youtube.com/watch?v=XE_Zk0Ftl_g</a>	7
Data Visualization Excel - 1	<a href="https://www.youtube.com/watch?v=4sVWWb-mR7s">https://www.youtube.com/watch?v=4sVWWb-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=N9wVqKIEvOk">https://www.youtube.com/watch?v=N9wVqKIEvOk</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=PLbRMhDVUMngcdUbBySzyzcPIFTYWr4rV">https://www.youtube.com/playlist?list=PLbRMhDVUMngcdUbBySzyzcPIFTYWr4rV</a>	46
		<b>161</b>

**BBA Sem 1: Entrepreneurship Fundamentals**

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

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Ideation & Prototyping   Part 5   Entrepreneurship	#16 Ideation & Prototyping   Part 5   Entrepreneurship	33
Ideation & Prototyping   Part 6   Entrepreneurship	#17 Ideation & Prototyping   Part 6   Entrepreneurship	36
Technological Innovation & Entrepreneurship   Part 1	#25 Technological Innovation & Entrepreneurship   Part 1   Entrepreneurship	30
Technological Innovation & Entrepreneurship   Part 2	#26 Technological Innovation & Entrepreneurship   Part 2   Entrepreneurship	33
Technological Innovation & Entrepreneurship   Part 3	#27 Technological Innovation & Entrepreneurship   Part 3   Entrepreneurship	32
Technological Innovation & Entrepreneurship   Part 4	#28 Technological Innovation & Entrepreneurship   Part 4   Entrepreneurship	36
Technological Innovation & Entrepreneurship	#29 Technological Innovation & Entrepreneurship   Part 5   Entrepreneurship	29
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**BBA Sem 1: Basics of Finance**

Topic	Link	Duration
Introduction to Financial Accounting & Cost Accounting   Foundations of Accounting & Finance	<a href="https://www.youtube.com/watch?v=Om0Ohf4sz78&amp;list=PLyqSpQzTE6M8St2lrMox_srEjv8n-N55A">https://www.youtube.com/watch?v=Om0Ohf4sz78&amp;list=PLyqSpQzTE6M8St2lrMox_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=lw4SbJMqAOo">https://www.youtube.com/watch?v=lw4SbJMqAOo</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=kaly6SBqTic&amp;list=PLPjSqlTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=9">https://www.youtube.com/watch?v=kaly6SBqTic&amp;list=PLPjSqlTyvDeUTeAOGhip_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 Statment	<a href="https://www.youtube.com/watch?v=kaly6SBqTic&amp;list=PLPjSqlTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=9">https://www.youtube.com/watch?v=kaly6SBqTic&amp;list=PLPjSqlTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=9</a>	30
Financial Statements - Income Statement	<a href="https://www.youtube.com/watch?v=R3BVJsu0bCc&amp;list=PLPjSqlTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=10">https://www.youtube.com/watch?v=R3BVJsu0bCc&amp;list=PLPjSqlTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=10</a>	25
Key Financial Ratios	<a href="https://www.youtube.com/watch?v=Weatwkgbs-U">https://www.youtube.com/watch?v=Weatwkgbs-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=tqj-iBNLY&amp;list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&amp;index=4">https://www.youtube.com/watch?v=tqj-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=Z5M8RIIGrPO&amp;list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&amp;index=11">https://www.youtube.com/watch?v=Z5M8RIIGrPO&amp;list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&amp;index=11</a>	19
MOTOR INSURANCE	<a href="https://www.youtube.com/watch?v=y_prRpOc6s&amp;list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&amp;index=13">https://www.youtube.com/watch?v=y_prRpOc6s&amp;list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&amp;index=13</a>	19
Mutual Funds	<a href="https://www.youtube.com/watch?v=lzzxjks9AO8">https://www.youtube.com/watch?v=lzzxjks9AO8</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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TIME \_\_\_\_\_

**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>	32
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=51CzYl1Q8Nw&amp;list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&amp;index=20">https://www.youtube.com/watch?v=51CzYl1Q8Nw&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=CMYDyUUVI0o">https://www.youtube.com/watch?v=CMYDyUUVI0o</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=9P3myyYUnw">https://www.youtube.com/watch?v=9P3myyYUnw</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=lcFwL8HP55w&amp;list=PLwdnzlV3ogoVUtStpbzsX80M_PsINswIV">https://www.youtube.com/watch?v=lcFwL8HP55w&amp;list=PLwdnzlV3ogoVUtStpbzsX80M_PsINswIV</a>	7
AI in Decision Making	<a href="https://www.youtube.com/watch?v=aF7P1Ft3u50&amp;list=PLwdnzlV3ogoVUtStpbzsX80M_PsINswIV&amp;index=5">https://www.youtube.com/watch?v=aF7P1Ft3u50&amp;list=PLwdnzlV3ogoVUtStpbzsX80M_PsINswIV&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=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K">https://www.youtube.com/watch?v=CSbEDrq_eTo&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K</a>	26
Lecture 02 : Emergence of Digital Transformation	<a href="https://www.youtube.com/watch?v=a2k89uf3Gw&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=2">https://www.youtube.com/watch?v=a2k89uf3Gw&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=2</a>	29
Lecture 03 : Introduction to Digital Marketing	<a href="https://www.youtube.com/watch?v=MRkUEc9w3m8&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=3">https://www.youtube.com/watch?v=MRkUEc9w3m8&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=3</a>	28
Lecture 04 : Online Marketplaces	<a href="https://www.youtube.com/watch?v=irGJ0Wivqg0&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=4">https://www.youtube.com/watch?v=irGJ0Wivqg0&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=4</a>	31
Lecture 05 : Digital Marketing Communications	<a href="https://www.youtube.com/watch?v=i1R9sRQZljk&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=5">https://www.youtube.com/watch?v=i1R9sRQZljk&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=5</a>	32
Lecture 06 : Consumer Journeys	<a href="https://www.youtube.com/watch?v=tCE_8vI4g8&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=6">https://www.youtube.com/watch?v=tCE_8vI4g8&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=6</a>	28
Lecture 52 : Search Engine Optimization (SEO)	<a href="https://www.youtube.com/watch?v=RJyCbMY4kjc">https://www.youtube.com/watch?v=RJyCbMY4kjc</a>	31
Lecture -38 Search Engine And Web Crawler - Part-I	<a href="https://www.youtube.com/watch?v=JjwDIY1Ojk">https://www.youtube.com/watch?v=JjwDIY1Ojk</a>	60
Lecture -39 Search Engine And Web Crawlers: Part-II	<a href="https://www.youtube.com/watch?v=8NcBcsidPSA">https://www.youtube.com/watch?v=8NcBcsidPSA</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

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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
		473

**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_YJCruBFjF79f5ZHvBuz">https://www.youtube.com/watch?v=GHpchgLoDvI&amp;list=PLp6ek2hDcoNB_YJCruBFjF79f5ZHvBuz</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=XCPZBD9IbVo">https://www.youtube.com/watch?v=XCPZBD9IbVo</a>	56
Introduction: What to Expect from AI	<a href="https://www.youtube.com/watch?v=K9gH7hBAdpo&amp;list=PLp6ek2hDcoNB_YJCruBFjF79f5ZHvBuz&amp;index=2">https://www.youtube.com/watch?v=K9gH7hBAdpo&amp;list=PLp6ek2hDcoNB_YJCruBFjF79f5ZHvBuz&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_YJCruBFjF79f5ZHvBuz&amp;index=3">https://www.youtube.com/watch?v=HF_ncSeCMmA&amp;list=PLp6ek2hDcoNB_YJCruBFjF79f5ZHvBuz&amp;index=3</a>	28
Introduction: History of AI in the 90s	<a href="https://www.youtube.com/watch?v=P745a1GvPd4&amp;list=PLp6ek2hDcoNB_YJCruBFjF79f5ZHvBuz&amp;index=4">https://www.youtube.com/watch?v=P745a1GvPd4&amp;list=PLp6ek2hDcoNB_YJCruBFjF79f5ZHvBuz&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=k7VNpQOMLcw">https://www.youtube.com/watch?v=k7VNpQOMLcw</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=PLp6ek2hDcoNDDRINFWDIPKuwW-g1Hjk">https://www.youtube.com/watch?v=-DGMjrOiyO8&amp;list=PLp6ek2hDcoNDDRINFWDIPKuwW-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	<a href="#">Image Generation using Generative AI   IIT Kharagpur   Pranav Durai   2025</a>	52
3D Printing: Demonstration	<a href="#">Lec 32 3D Printing: Demonstration</a>	6
Audio and Video Compression	<a href="#">Lecture - 37 Audio and Video Compression</a>	57
Multi agent systems	<a href="#">Lec 58 Multi agent systems</a>	34
Swarm Intelligence	<a href="#">Lec 57 Swarm Intelligence</a>	36
Ethics in AI	<a href="#">Lec 56 Ethics in AI</a>	40
Natural Language Processing	<a href="https://www.youtube.com/watch?v=2RAqHMpl-3E&amp;list=PLgMDNELGJ1CZ5Gn478v1uKbzxJzKWZ7zs&amp;index=3">https://www.youtube.com/watch?v=2RAqHMpl-3E&amp;list=PLgMDNELGJ1CZ5Gn478v1uKbzxJzKWZ7zs&amp;index=3</a>	39
Fuzzification and Defuzzification methods	<a href="#">Lec 54 Fuzzification and Defuzzification methods</a>	34
RNN & LSTMs	<a href="#">Lec 48 RNN &amp; LSTMs</a>	34
CNN and introduction to RNN	<a href="#">Lec 47 CNN and introduction to RNN</a>	41
Datasets for DL	<a href="#">Lec 46 Datasets for DL</a>	30
		727

**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=Q6mJHp4oskY">https://www.youtube.com/watch?v=Q6mJHp4oskY</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

CHAIRMAN'S INITIALS

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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_WT0Bl&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=10">https://www.youtube.com/watch?v=JIKU_WT0Bl&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=QSLttMmaLk&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=11">https://www.youtube.com/watch?v=QSLttMmaLk&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=36tCzSbtOY&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=14">https://www.youtube.com/watch?v=36tCzSbtOY&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_nnEmCa&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=16">https://www.youtube.com/watch?v=m90_nnEmCa&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=13GMbeevvvo&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=20">https://www.youtube.com/watch?v=13GMbeevvvo&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=ymLFJDpigCk&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=26">https://www.youtube.com/watch?v=ymLFJDpigCk&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=EzGcnLJVmA&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=27">https://www.youtube.com/watch?v=EzGcnLJVmA&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
		1734

**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=dXJU8RvlqrI">https://www.youtube.com/watch?v=dXJU8RvlqrI</a>	38
		89

**BBA Sem 2: Economics**

Topic	Link	Duration
Mod-01 Lec-36 Introduction to Economics	<a href="https://www.youtube.com/watch?v=RaXQ8wQ6TUs">https://www.youtube.com/watch?v=RaXQ8wQ6TUs</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=d365orqBV50">https://www.youtube.com/watch?v=d365orqBV50</a>	35
Mod-02 Lec-02 Market Equilibrium : Demand and Supply	<a href="https://www.youtube.com/watch?v=heEHqTyjNw">https://www.youtube.com/watch?v=heEHqTyjNw</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

CHAIRMAN'S SIGNATURE

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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=EeD6U4i3Xk">https://www.youtube.com/watch?v=EeD6U4i3Xk</a>	38
Mod-01 Lec-01 Lecture 1 - Money	<a href="https://www.youtube.com/watch?v=AffhWkHYqjY">https://www.youtube.com/watch?v=AffhWkHYqjY</a>	41
Mod-01 Lec-02 Lecture 2 - Money	<a href="https://www.youtube.com/watch?v=JSTo8iiAW-M">https://www.youtube.com/watch?v=JSTo8iiAW-M</a>	46
		593

**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=vHlPdy5WwSq&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=2">https://www.youtube.com/watch?v=vHlPdy5WwSq&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=2</a>	31
Lecture 03- Accounting Concepts	<a href="https://www.youtube.com/watch?v=BzCOSANzZ9E&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=3">https://www.youtube.com/watch?v=BzCOSANzZ9E&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=3</a>	33
Lecture-09- 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
Lecture-10- Financial Statements - Income Statement	<a href="https://www.youtube.com/watch?v=R3BVJsuObCc&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=10">https://www.youtube.com/watch?v=R3BVJsuObCc&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=10</a>	25
Lecture-11- Financial Statements - Balance Sheet	<a href="https://www.youtube.com/watch?v=4PgDUmr5_SM&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=11">https://www.youtube.com/watch?v=4PgDUmr5_SM&amp;list=PLPjSqiTyvDeUTeAOGhip_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=udR6RDiNx-E">https://www.youtube.com/watch?v=udR6RDiNx-E</a>	11
6.4 Solvency Ratios	<a href="https://www.youtube.com/watch?v=6JXUj1uAOVw">https://www.youtube.com/watch?v=6JXUj1uAOVw</a>	15
6.5 Tutorial - Solvency Ratios	<a href="https://www.youtube.com/watch?v=zHHAB6LSAHY">https://www.youtube.com/watch?v=zHHAB6LSAHY</a>	12
Lecture-38- Different Sets of Ratios (Part-1)	<a href="https://www.youtube.com/watch?v=sT2xPqxl_qU">https://www.youtube.com/watch?v=sT2xPqxl_qU</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=roQHKOVgJ88">https://www.youtube.com/watch?v=roQHKOVgJ88</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=WSpSTCJ03rM">https://www.youtube.com/watch?v=WSpSTCJ03rM</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
		710

**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=9BXq3gcLSMs&amp;list=PLLy_2iUCG87CUsdZ0z0ihunS1QsrNqXFN">https://www.youtube.com/watch?v=9BXq3gcLSMs&amp;list=PLLy_2iUCG87CUsdZ0z0ihunS1QsrNqXFN</a>	4

*[Handwritten Signature]*

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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=rkumGeKYfS&amp;list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&amp;index=19">https://www.youtube.com/watch?v=rkumGeKYfS&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=HeMdrIOPp8&amp;list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&amp;index=21">https://www.youtube.com/watch?v=HeMdrIOPp8&amp;list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&amp;index=21</a>	34
Technology Innovation Process	<a href="https://www.youtube.com/watch?v=MnkHdvCEHAc&amp;list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&amp;index=23">https://www.youtube.com/watch?v=MnkHdvCEHAc&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=eXMSp3J7ESE">https://www.youtube.com/watch?v=eXMSp3J7ESE</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=ftQkz577-U&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL">https://www.youtube.com/watch?v=ftQkz577-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=rs1D1rffhWM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=2">https://www.youtube.com/watch?v=rs1D1rffhWM&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=wGNAWCCOoU&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=3">https://www.youtube.com/watch?v=wGNAWCCOoU&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=rwyvRV9gjk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=16">https://www.youtube.com/watch?v=rwyvRV9gjk&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=h0pOMGlvmiw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=20">https://www.youtube.com/watch?v=h0pOMGlvmiw&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=1SscLpG0Ahw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=23">https://www.youtube.com/watch?v=1SscLpG0Ahw&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=EoPowb-Q5Yk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=24">https://www.youtube.com/watch?v=EoPowb-Q5Yk&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_f13ZY&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=25">https://www.youtube.com/watch?v=gLazp_f13ZY&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=Cgn1XAK1Cl0&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=27">https://www.youtube.com/watch?v=Cgn1XAK1Cl0&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=J4BhIHFOUM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=28">https://www.youtube.com/watch?v=J4BhIHFOUM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=28</a>	38

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#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=7ICXF8O9qvl&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=34">https://www.youtube.com/watch?v=7ICXF8O9qvl&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_2iUCG87DugHijOGBZDXfufXjfaXNs&amp;index=50">https://www.youtube.com/watch?v=JuTeCVaIKMU&amp;list=PLly_2iUCG87DugHijOGBZDXfufXjfaXNs&amp;index=50</a>	31
Introduction to Statistics and Data	<a href="https://www.youtube.com/watch?v=sjRg6W2awZs&amp;list=PLly_2iUCG87DugHijOGBZDXfufXjfaXNs&amp;index=51">https://www.youtube.com/watch?v=sjRg6W2awZs&amp;list=PLly_2iUCG87DugHijOGBZDXfufXjfaXNs&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=A3LYYGpgAMQ&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=13">https://www.youtube.com/watch?v=A3LYYGpgAMQ&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=4Uj5hnnX4hs&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=14">https://www.youtube.com/watch?v=4Uj5hnnX4hs&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=2O3fm8Qwrk0&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=15">https://www.youtube.com/watch?v=2O3fm8Qwrk0&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=6VLxmc0vits&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=16">https://www.youtube.com/watch?v=6VLxmc0vits&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=yFyQE0Qb4k4&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=17">https://www.youtube.com/watch?v=yFyQE0Qb4k4&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=JyVWQZNF1I&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=19">https://www.youtube.com/watch?v=JyVWQZNF1I&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=XjVHCo48OUU&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=20">https://www.youtube.com/watch?v=XjVHCo48OUU&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_2iUCG87DugHijOGBZDXfufXjfaXNs&amp;index=49">https://www.youtube.com/watch?v=knTzw_WOUd8&amp;list=PLly_2iUCG87DugHijOGBZDXfufXjfaXNs&amp;index=49</a>	30
		<b>403</b>

**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=PLwdnzIV3ogoXxAT0AGHAQ3iMswK39C6gS&amp;index=1">https://www.youtube.com/watch?v=H5KuBB2vUJo&amp;list=PLwdnzIV3ogoXxAT0AGHAQ3iMswK39C6gS&amp;index=1</a>	4
Concepts of Economic Growth and Development	<a href="https://www.youtube.com/watch?v=9Vy0In2fnE4&amp;list=PLwdnzIV3ogoXxAT0AGHAQ3iMswK39C6gS&amp;index=2">https://www.youtube.com/watch?v=9Vy0In2fnE4&amp;list=PLwdnzIV3ogoXxAT0AGHAQ3iMswK39C6gS&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

CHAIRMAN'S INITIALS

*[Handwritten Signature]*

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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_dLUoyqic">https://www.youtube.com/watch?v=zo_dLUoyqic</a>	49
Risk Management-II	<a href="https://www.youtube.com/watch?v=wW1kjrntDU">https://www.youtube.com/watch?v=wW1kjrntDU</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=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc">https://www.youtube.com/watch?v=ykZ-UGcYWg&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc</a>	23
Data Preprocessing - I	<a href="https://www.youtube.com/watch?v=NSxEiohAH5o&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=2">https://www.youtube.com/watch?v=NSxEiohAH5o&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=2</a>	36
Data Preprocessing - II	<a href="https://www.youtube.com/watch?v=wZQM_9vhulg&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=3">https://www.youtube.com/watch?v=wZQM_9vhulg&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=3</a>	26
Clustering I	<a href="https://www.youtube.com/watch?v=9OjRP0ZLkKk&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=32">https://www.youtube.com/watch?v=9OjRP0ZLkKk&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=32</a>	26
Clustering II	<a href="https://www.youtube.com/watch?v=VcPWL9Nllozs&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=33">https://www.youtube.com/watch?v=VcPWL9Nllozs&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=33</a>	27
Regression I	<a href="https://www.youtube.com/watch?v=Gmomzn1U0F0&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=37">https://www.youtube.com/watch?v=Gmomzn1U0F0&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=37</a>	31
Regression II	<a href="https://www.youtube.com/watch?v=eGKBr1JhGFY&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=38">https://www.youtube.com/watch?v=eGKBr1JhGFY&amp;list=PLSpfyoOYoQcI6Nno3gPkg0h5YSe81hsc&amp;index=38</a>	24
Data Mining, Data assimilation and prediction	<a href="https://www.youtube.com/watch?v=EWPyoOOeMhU&amp;t=1433s">https://www.youtube.com/watch?v=EWPyoOOeMhU&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=0hnxqisXcy4">https://www.youtube.com/watch?v=0hnxqisXcy4</a>	27
Introduction to Data Visualization Part -1	<a href="https://www.youtube.com/watch?v=Ca-jnilPpsM&amp;list=PLZ2ps_7DhBZ12NCITmMLsnU0mF9ZUSG_&amp;index=2">https://www.youtube.com/watch?v=Ca-jnilPpsM&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_7DhBZ12NCITmMLsnU0mF9ZUSG_&amp;index=4">https://www.youtube.com/watch?v=BtWJyolQ_OQ&amp;list=PLZ2ps_7DhBZ12NCITmMLsnU0mF9ZUSG_&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_IDEo5vk&amp;list=PL9oKFhoDNxc587pEvOAB25Q310OnPCv4Z">https://www.youtube.com/watch?v=3J9_IDEo5vk&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=yDae3yggwFZ1&amp;list=PLGdMwVkbjVQ9dde2fc-UoLo-F-JNNvZLc">https://www.youtube.com/watch?v=yDae3yggwFZ1&amp;list=PLGdMwVkbjVQ9dde2fc-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=eacIT5JyNEI&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=10">https://www.youtube.com/watch?v=eacIT5JyNEI&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=aITwpzQL-VA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=12">https://www.youtube.com/watch?v=aITwpzQL-VA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=12</a>	53
Logistic Regression	<a href="https://www.youtube.com/watch?v=-QmWLkv_FOA">https://www.youtube.com/watch?v=-QmWLkv_FOA</a>	37
ROC Analysis and Multiclass Classification	<a href="https://www.youtube.com/watch?v=2UNTUK_i17A">https://www.youtube.com/watch?v=2UNTUK_i17A</a>	35
Lecture 01: Time series introduction	<a href="https://www.youtube.com/watch?v=bc_7XnEt7TU&amp;list=PLQzRYVm0a65e8s29NCmih-Aww81ax0A0H&amp;index=2">https://www.youtube.com/watch?v=bc_7XnEt7TU&amp;list=PLQzRYVm0a65e8s29NCmih-Aww81ax0A0H&amp;index=2</a>	28

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CHAIRMAN'S SIGNATURES

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Lecture 02: Examples of time series data	<a href="https://www.youtube.com/watch?v=oCXdqFuPi-M&amp;list=PLOzRYVvM0a65e8s29NCmih-Aww81ax0A0H&amp;index=3">https://www.youtube.com/watch?v=oCXdqFuPi-M&amp;list=PLOzRYVvM0a65e8s29NCmih-Aww81ax0A0H&amp;index=3</a>	28
		946

**BBA Sem 3: Business Research Methods**

Topic	Link	Duration
Intro Research Part 1	<a href="https://www.youtube.com/watch?v=rz30rRfManE&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfv oIThAv4N&amp;index=1">https://www.youtube.com/watch?v=rz30rRfManE&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfv oIThAv4N&amp;index=1</a>	19
Intro to Research Part 2	<a href="https://www.youtube.com/watch?v=9eeZZbTRUj&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfv oIThAv4N&amp;index=2">https://www.youtube.com/watch?v=9eeZZbTRUj&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfv oIThAv4N&amp;index=2</a>	15
Qualitative Research: Nature and Approaches	<a href="https://www.youtube.com/watch?v=XicAkp6TnNU&amp;list=PLPjSgITyvDeWBBaFUbKLDJ0egy EYuNeR1&amp;index=5">https://www.youtube.com/watch?v=XicAkp6TnNU&amp;list=PLPjSgITyvDeWBBaFUbKLDJ0egy EYuNeR1&amp;index=5</a>	32
Qualitative Research: Depth Interview, Focus Group Discussion	<a href="https://www.youtube.com/watch?v=k2MEaNMmnLQ&amp;list=PLPjSgITyvDeWBBaFUbKLDJ0e gyEYuNeR1&amp;index=6">https://www.youtube.com/watch?v=k2MEaNMmnLQ&amp;list=PLPjSgITyvDeWBBaFUbKLDJ0e gyEYuNeR1&amp;index=6</a>	37
Research Methods	<a href="https://www.youtube.com/watch?v=jKWBoxkRv9k&amp;list=PLRb7ot-9tbChzZkkVpoICczGNJ1aMo91M&amp;index=4">https://www.youtube.com/watch?v=jKWBoxkRv9k&amp;list=PLRb7ot-9tbChzZkkVpoICczGNJ1aMo91M&amp;index=4</a>	37
Hypothesis	<a href="https://www.youtube.com/watch?v=NhfGsxgI4 M&amp;list=PLRb7ot-9tbChzZkkVpoICczGNJ1aMo91M&amp;index=6">https://www.youtube.com/watch?v=NhfGsxgI4 M&amp;list=PLRb7ot-9tbChzZkkVpoICczGNJ1aMo91M&amp;index=6</a>	26
Theory of Testing Hypothesis	<a href="https://www.youtube.com/watch?v=onp4azlPeMg&amp;list=PLRb7ot-9tbChzZkkVpoICczGNJ1aMo91M&amp;index=43">https://www.youtube.com/watch?v=onp4azlPeMg&amp;list=PLRb7ot-9tbChzZkkVpoICczGNJ1aMo91M&amp;index=43</a>	21
Research Design	<a href="https://www.youtube.com/watch?v=wzxcQStoS0&amp;list=PLRb7ot-9tbChzZkkVpoICczGNJ1aMo91M&amp;index=5">https://www.youtube.com/watch?v=wzxcQStoS0&amp;list=PLRb7ot-9tbChzZkkVpoICczGNJ1aMo91M&amp;index=5</a>	37
Basics of Research Design	<a href="https://www.youtube.com/watch?v=ivekZHdBdK0">https://www.youtube.com/watch?v=ivekZHdBdK0</a>	55
Data Quality and Measures	<a href="https://www.youtube.com/watch?v=Xcqldwot8hA">https://www.youtube.com/watch?v=Xcqldwot8hA</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=f2dBn5XZlzk">https://www.youtube.com/watch?v=f2dBn5XZlzk</a>	32
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
		605

**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

CHAIRMAN'S INITIALS

*Saji*

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

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
		1714

**BBA Sem 3: Design Thinking and MVP Management**

Topic	Link	Duration
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*Saji*

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

Design Thinking - A Primer Start   Part 1	<a href="https://www.youtube.com/playlist?list=PLRah2j3fX5iiP6BUD79-hN5SIl9jN_djN">https://www.youtube.com/playlist?list=PLRah2j3fX5iiP6BUD79-hN5SIl9jN_djN</a>	7
Design Thinking - A Primer Start   Part 3	#4 Design Thinking - A Primer Start   Part 3	5
Introduction to Design Thinking	#5 Introduction to Design Thinking - YouTube	8
Case Study   Arcturus IV by John E. Arnold   Design Thinking - A Primer	#6 Case Study   Arcturus IV by John E. Arnold   Design Thinking - A Primer	10
Course Preview & History of Design Thinking	#7 Course Preview & History of Design Thinking	11
Discussion-Introduction to Demo Problem   Design Thinking - A Primer	#8 Discussion-Introduction to Demo Problem   Design Thinking - A Primer	47
Empathize - Lecture 01   Design Thinking - A Primer	#9 Empathize - Lecture 01   Design Thinking - A Primer	25
10 Empathize - Workshop 01   Design Thinking - A Primer	#10 Empathize - Workshop 01   Design Thinking - A Primer	30
11 Empathize - Workshop 02   Design Thinking - A Primer	#11 Empathize - Workshop 02   Design Thinking - A Primer	17
Testing & Validation	#14 Testing & Validation   Part 2   Entrepreneurship	41
Product design and development	INTRO	11
Product design and development	LECTURE 1	56
Product design and development	LECTURE 2	52
Product design and development	LECTURE 3	45
Product design and development	LECTURE 4	60
Product design and development	LECTURE 5	53
Product design and development	LECTURE 6	39
Product design and development	LECTURE 7	45
Product design and development	LECTURE 8	60
Product design and development	LECTURE 9	49
Product design and development	LECTURE 10	55
Product design and development	LECTURE 11	31
Product design and development	LECTURE 12	43
Product design and development	LECTURE 12A - YouTube	33
Product design and development	LECTURE 13	54
Product design and development	LECTURE 13A	26
Product design and development	LECTURE 14	54
Product design and development	LECTURE 15	60*
Product design and development	LECTURE 16	56
Product design and development	LECTURE 17	59
Product design and development	LECTURE 18	60
Product design and development	LECTURE 19	52
Product design and development	LECTURE 20	29
Product design and development	LECTURE 21	33
Product design and development	LECTURE 22	60
Product design and development	LECTURE 23	60
Product design and development	LECTURE 24	45
Product design and development	LECTURE 25	57
Product design and development	LECTURE 26	60
Product design and development	LECTURE 27	60
		1658*

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

Title	Link	Duration
Business Fundamentals For Entrepreneurs	<a href="https://www.youtube.com/watch?v=J7U4NV-IM1l&amp;list=PLOzRYVm0a65fmUjrixHsDhYRaJj1K_xqB&amp;index=18">https://www.youtube.com/watch?v=J7U4NV-IM1l&amp;list=PLOzRYVm0a65fmUjrixHsDhYRaJj1K_xqB&amp;index=18</a>	26
Corporate Governance   Entrepreneurship	<a href="https://www.youtube.com/watch?v=3aXjtAbaeCO">https://www.youtube.com/watch?v=3aXjtAbaeCO</a>	36

CHAIRMAN'S INITIALS

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ON \_\_\_\_\_

TIME \_\_\_\_\_

Leadership Balance	<a href="https://www.youtube.com/watch?v=AvsiPnJiv4s">https://www.youtube.com/watch?v=AvsiPnJiv4s</a>	56
Introduction to Constitutions	<a href="https://www.youtube.com/watch?v=0DbQ_Eq8wJO&amp;list=PLyqSpQzTE6M8GOltz64mg0bB78SvnOP6b&amp;index=2">https://www.youtube.com/watch?v=0DbQ_Eq8wJO&amp;list=PLyqSpQzTE6M8GOltz64mg0bB78SvnOP6b&amp;index=2</a>	31
Success Factors for Succession	<a href="https://www.youtube.com/watch?v=JLhRVBNlwUo">https://www.youtube.com/watch?v=JLhRVBNlwUo</a>	60
Succession   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://www.youtube.com/watch?v=l8TNLjGj4HI">https://www.youtube.com/watch?v=l8TNLjGj4HI</a>	53
Leadership Balance	<a href="https://www.youtube.com/watch?v=AvsiPnJiv4s&amp;t=6s">https://www.youtube.com/watch?v=AvsiPnJiv4s&amp;t=6s</a>	56
Stage & Stature   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://www.youtube.com/watch?v=L7vxiB7udTw">https://www.youtube.com/watch?v=L7vxiB7udTw</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=xed2Sz-mjN8">https://www.youtube.com/watch?v=xed2Sz-mjN8</a>	54
Conflict Management - I	<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-Vhhs35IA&amp;list=PLly_2iUCG87A3bWaN-wjZemniTKmRejeD&amp;index=2">https://www.youtube.com/watch?v=3X-Vhhs35IA&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>	24
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=SilyyWZfw9o">https://www.youtube.com/watch?v=SilyyWZfw9o</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=y18QdVv2coE">https://www.youtube.com/watch?v=y18QdVv2coE</a>	54
Motivating the employees: Strategies for organization-1	<a href="https://www.youtube.com/watch?v=sol3dbHIqDs">https://www.youtube.com/watch?v=sol3dbHIqDs</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 - I	<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/2JWj2W7vWVo?si=Q8DxQesuiUDmB38i">https://youtu.be/2JWj2W7vWVo?si=Q8DxQesuiUDmB38i</a>	21
#2 Sociological Perspective   Classical Sociological Theory	<a href="https://youtu.be/Xb5s9fNPleI?si=G2ICHqmisgMLmfHs">https://youtu.be/Xb5s9fNPleI?si=G2ICHqmisgMLmfHs</a>	29
#3 C.Wright Mill's Sociological Imagination   Classical Sociological Theory	<a href="https://youtu.be/4UGC6WJ-AC4?si=KRGfofMGn7kni2gX">https://youtu.be/4UGC6WJ-AC4?si=KRGfofMGn7kni2gX</a>	28
#4 Thinking Sociologically   Zygmunt Bauman   Classical Sociological Theory	<a href="https://youtu.be/5EUvhWlwWPC?si=Enk67PjNaMAdqwIX">https://youtu.be/5EUvhWlwWPC?si=Enk67PjNaMAdqwIX</a>	31
#5 Emergence of Sociology   Socio-Political   Economic & Intellectual Context	<a href="https://youtu.be/f_16Y9QOn58?si=IA3ADDS50C9LzKT3">https://youtu.be/f_16Y9QOn58?si=IA3ADDS50C9LzKT3</a>	25
#6 Enlightenment   Classical Sociological Theory	<a href="https://youtu.be/NiOgtVSLxk?si=vYZGuocMjTWhPg5n">https://youtu.be/NiOgtVSLxk?si=vYZGuocMjTWhPg5n</a>	26
#7 Emergence of Nation State & French Revolution   Classical Sociological Theory	<a href="https://youtu.be/gS2PQMOSi0Q?si=9NUArN5ym-2K3r8d">https://youtu.be/gS2PQMOSi0Q?si=9NUArN5ym-2K3r8d</a>	24
#8 Industrial Revolution & The Rise of Capitalism   Classical Sociological Theory	<a href="https://youtu.be/lHrSE1naGF0?si=-nPrm7A4z6dONeBjz">https://youtu.be/lHrSE1naGF0?si=-nPrm7A4z6dONeBjz</a>	21
#9 Discussion with Dr. Roland   Part 1   Classical Sociological Theory	<a href="https://youtu.be/JA9i4of5POU?si=4LEe2ANjKT6J0xps">https://youtu.be/JA9i4of5POU?si=4LEe2ANjKT6J0xps</a>	32
#10 Discussion with Dr. Roland   Part 2   Classical Sociological Theory	<a href="https://youtu.be/-Dc1P7IVBO8?si=DBnKm3BKgwilc7WR">https://youtu.be/-Dc1P7IVBO8?si=DBnKm3BKgwilc7WR</a>	32
#11 Classical Thinkers of Sociology   Classical Sociological Theory	<a href="https://youtu.be/JA9i4of5POU?si=ajq6e8w4zl-Fem6g">https://youtu.be/JA9i4of5POU?si=ajq6e8w4zl-Fem6g</a>	28
#12 Auguste Comte   Classical Sociological Theory	<a href="https://youtu.be/qu0ncggiNA?si=7zrCPgB9XMcp7sn1">https://youtu.be/qu0ncggiNA?si=7zrCPgB9XMcp7sn1</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

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#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=CdluFHg8Yxc&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=20">https://www.youtube.com/watch?v=CdluFHg8Yxc&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=iejzkD6y9A4&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=24">https://www.youtube.com/watch?v=iejzkD6y9A4&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 qPOaCrwzzPs st">https://youtu.be/afG4j5WKDJY?si=o qPOaCrwzzPs 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=2lzAWvxZuYo&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=28">https://www.youtube.com/watch?v=2lzAWvxZuYo&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=caTODQyppgg&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=29">https://www.youtube.com/watch?v=caTODQyppgg&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-8&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=33">https://www.youtube.com/watch?v=mbS76vAqh-8&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=Pdyu1volyXE&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=37">https://www.youtube.com/watch?v=Pdyu1volyXE&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=j0YUJAgQnY&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=38">https://www.youtube.com/watch?v=j0YUJAgQnY&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=4AT5KtrYX4&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=39">https://www.youtube.com/watch?v=4AT5KtrYX4&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=39</a>	32
#40 Bureaucracy   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=44jivBJSTqo&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=40">https://www.youtube.com/watch?v=44jivBJSTqo&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=40</a>	32
#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=gK ulBvuP 8&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=42">https://www.youtube.com/watch?v=gK ulBvuP 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=QQCSSTH2zWA&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=44">https://www.youtube.com/watch?v=QQCSSTH2zWA&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=E6IF1fZhn5U&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=46">https://www.youtube.com/watch?v=E6IF1fZhn5U&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 7akI&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=47">https://www.youtube.com/watch?v=dolKcB 7akI&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=xfODI1CQwng&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=52">https://www.youtube.com/watch?v=xfODI1CQwng&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

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*[Handwritten Signature]*

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#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=j8aQtiROiuQ&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=58">https://www.youtube.com/watch?v=j8aQtiROiuQ&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**

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Trans-cultural human values	Trans-cultural human values #CH26SP #swayamprabha - YouTube	33
The Bhagavadgita	The Bhagavadgita #CH26SP #swayamprabha - YouTube	61
Joint Family System	Joint Family System #CH26SP #swayamprabha	61
Ancient Indian Wisdom in Management	Ancient Indian Wisdom in Management- Prof. B Mahadevan	9
Management Principles – Learnings from Indian Mythology	Management Principles – Learnings from Indian Mythology	56
Stress Management, Self Esteem, Meditation Yoga	Stress Management, Self Esteem, Meditation Yoga #CH26SP #swayamprabha	59
Laws of Karma, Humility Growth, Responsibility etc.	Laws of Karma, Humility Growth, Responsibility etc. #CH26SP #swayamprabha	33
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Lessons from Scriptures	Lessons from Scriptures #CH26SP #swayamprabha	58
Values	Values #CH26SP #swayamprabha	33
Leadership: Meaning and Importance	Leadership: Meaning and Importance #CH26SP #swayamprabha	60
Leadership and Team Effectiveness	Leadership and Team Effectiveness #CH26SP #swayamprabha	30
Lecture 13: Leadership Attributes	Lecture 13: Leadership Attributes #CH26SP #swayamprabha	36
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Negotiation Strategy   Part 1   Strategic Sourcing	#30 Negotiation Strategy   Part 1   Strategic Sourcing	18
Negotiation and Leadership	Lecture 28: Negotiation and Leadership #CH26SP #swayamprabha	33
Cinciliation & Negotiation	Cinciliation & Negotiation #CH26SP #swayamprabha	60
Negotiation and Conflict Management	Mod-01 Lec-31 Negotiation and Conflict Management	58
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Conflict and Conflict Management - Part 2	Conflict and Conflict Management - Part 2	20
Negotiation v. Mediation	Negotiation v. Mediation	23
Project Time Management	Lecture - 31 Project Time Management	57
Lec-1 Productivity	Mod-3 Lec-1 Productivity	59
Productivity and Sustainability	Lecture 01 : Productivity and Sustainability	34
Measuring Productivity	Lecture 02 : Measuring Productivity	33
Total Productive Maintenance	Lecture 48 Total Productive Maintenance	28
Mindfulness as a Stress Management Technique	Lecture 53: Mindfulness as a Stress Management Technique	24
Work - Life Balance	Lecture 39 : Work - Life Balance	26
Lec-01 Introduction to Ethics - 'Crito' A Socratic dialogue	Mod-01 Lec-01 Introduction to Ethics - 'Crito' A Socratic dialogue	32
Moral value and thinking	Lecture 01 - YouTube	30
Moral value and thinking	Lecture 02	16
Moral value and thinking	Lecture 03	30
Moral value and thinking	Lecture 04	28

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Moral value and thinking	Lecture 05	16
Moral value and thinking	Lecture 06	26
Moral value and thinking	Lecture 07	30
Moral value and thinking	Lecture 08	17
Moral value and thinking	Lecture 09	38
Moral value and thinking	Lecture 10	15
Moral value and thinking	Lecture 11	30
Moral value and thinking	Lecture 12	53
Moral value and thinking	Lecture 13	24
Moral value and thinking	Lecture 14	71
Moral value and thinking	Lecture 15	32
Moral value and thinking	Lecture 16	32
Moral value and thinking	Lecture 17	30
Moral value and thinking	Lecture 18	29
Moral value and thinking	Lecture 19	23
Moral value and thinking	Lecture 20	30
Moral value and thinking	Lecture 21	44
Moral value and thinking	Lecture 22	34
Moral value and thinking	Lecture 23	46

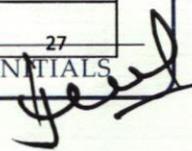
1981

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

Topic	Link	Duration
Sustainability	#1 Sustainability   Ecology and Environment	34
2 Dams   Part 1	#2 Dams   Part 1   Ecology and Environment	23
3 Dams   Part 2	#3 Dams   Part 2   Ecology and Environment	24
4 Adayar River   Part 1	#4 Adayar River   Part 1   Ecology and Environment	26
5 Adayar River   Part 2	#5 Adayar River   Part 2   Ecology and Environment - YouTube	26
6 Urbanization in Western Ghats   Biodiesel	#6 Urbanization in Western Ghats   Biodiesel   Ecology and Environment	21
7 Use & Throw Plastic	#7 Use & Throw Plastic   Ecology and Environment	27
8 NanoMaterials & Information Technology	#8 NanoMaterials & Information Technology   Ecology and Environment	24
9 Definition of Health Risk	#9 Definition of Health Risk   Ecology and Environment	33
10 Transport Of Pollutants in the Environment	#10 Transport Of Pollutants in the Environment   Ecology and Environment	25
11 Assessment of Risk	#11 Assessment of Risk   Ecology and Environment	31
12 Remediation & Liability	#12 Remediation & Liability   Ecology and Environment	25
Remediation & Liability : Case Study	#13 Remediation & Liability : Case Study   Ecology and Environment	21
Life Cycle Analysis	#14 Life Cycle Analysis   Ecology and Environment	33
15 Energy & Environment Module	#15 Energy & Environment Module   Part 1   Ecology and Environment - YouTube	28
16 Energy & Environment Module   Part 2	#16 Energy & Environment Module   Part 2   Ecology and Environment	39
17 Energy & Environment Module   Part 3	#17 Energy & Environment Module   Part 3   Ecology and Environment	33
18 Energy & Environment Module   Part 4	#18 Energy & Environment Module   Part 4   Ecology and Environment - YouTube	37
19 Energy & Environment Module   Part 5	#19 Energy & Environment Module   Part 5   Ecology and Environment	42
20 Energy & Environment Module   Part 6	#20 Energy & Environment Module   Part 6   Ecology and Environment	25
21 Energy & Environment Module   Part 7	#21 Energy & Environment Module   Part 7   Ecology and Environment	22
22 Drinking Water Supply   Need & Challenges   Part I	#22 Drinking Water Supply   Need & Challenges   Part I   Ecology and Environment	27
23 Drinking Water Supply   Need & Challenges	#23 Drinking Water Supply   Need & Challenges   Part II   Ecology and Environment	29
24 Water Quality Standards & Philosophy of Water Treatment	#24 Water Quality Standards & Philosophy of Water Treatment   Ecology and Environment	27

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25 Water Treatment   Point Of Use Filters	#25 Water Treatment   Point Of Use Filters   Ecology and Environment	24
26 Wastewater Management in Urban India: Challenges & Solutions	#26 Wastewater Management in Urban India: Challenges & Solutions   Ecology and Environment	29
27 Sustainable Water Management: The Power of Wastewater Recycling	#27 Sustainable Water Management: The Power of Wastewater Recycling   Ecology and Environment	28
28 Sustainable Water Management   Part 1	#28 Sustainable Water Management   Part 1   Ecology and Environment	29
29 Sustainable Water Management	#29 Sustainable Water Management   Part 2   Ecology and Environment	24
30 Groundwater Contamination	#30 Groundwater Contamination   Ecology and Environment	32
31 Groundwater - Sanitation Nexus	#31 Groundwater - Sanitation Nexus   Ecology and Environment	31
32 Chasing Sustainability – The Challenge	#32 Chasing Sustainability – The Challenge   Part 1   Ecology and Environment	20
33 Chasing Sustainability – The Challenge   Part 2	#33 Chasing Sustainability – The Challenge   Part 2   Ecology and Environment	16
34 Developing Frame Works Of Action: Ethics   Part 1	#34 Developing Frame Works Of Action: Ethics   Part 1   Ecology and Environment	20
35 Developing Frame Works Of Action: Ethics   Part 2	#35 Developing Frame Works Of Action: Ethics   Part 2   Ecology and Environment	25
36 Social & Sanitation	#36 Social & Sanitation   Ecology and Environment	26
37 Promoting Eco-Productive Cities: Global Policies   Part 1	#37 Promoting Eco-Productive Cities: Global Policies   Part 1   Ecology and Environment	21
38 Promoting Eco-Productive Cities: Global Policies   Part 2	#38 Promoting Eco-Productive Cities: Global Policies   Part 2   Ecology and Environment	17
39 The Need to Study Ecology	#39 The Need to Study Ecology   Ecology and Environment	27
40 Ecosystem Functions & Services	#40 Ecosystem Functions & Services   Ecology and Environment	24
41 What is studied in Ecology?	#41 What is studied in Ecology?   Ecology and Environment	34
42 Ecological Footprint	#42 Ecological Footprint   Ecology and Environment	47
43 Energy & Material flow in Ecosystems	#43 Energy & Material flow in Ecosystems   Ecology and Environment	43
44 Energy flow, Productivity & Biodiversity	#44 Energy flow, Productivity & Biodiversity   Ecology and Environment	41
45 Biodiversity, Population & Ecological Principles	#45 Biodiversity, Population & Ecological Principles   Ecology and Environment	47
		<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=LsR9qQTSz4g&amp;list=PLSGws_74K018yZ0nb5aqWJZ837QyBB7vu&amp;index=4">https://www.youtube.com/watch?v=LsR9qQTSz4g&amp;list=PLSGws_74K018yZ0nb5aqWJZ837QyBB7vu&amp;index=4</a>	33
Product Design Steps and Product Analysis	<a href="https://www.youtube.com/watch?v=dcup4kRxSEs&amp;list=PLSGws_74K018yZ0nb5aqWJZ837QyBB7vu&amp;index=5">https://www.youtube.com/watch?v=dcup4kRxSEs&amp;list=PLSGws_74K018yZ0nb5aqWJZ837QyBB7vu&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=UFcufzTUMc">https://www.youtube.com/watch?v=UFcufzTUMc</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=EculfHy8ZTQ">https://www.youtube.com/watch?v=EculfHy8ZTQ</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-rkrvcow">https://www.youtube.com/watch?v=m-A-rkrvcow</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=uZUo4jrylYw">https://www.youtube.com/watch?v=uZUo4jrylYw</a>	28
Prototyping with Figma	<a href="https://www.youtube.com/watch?v=DyporfxwfBE">https://www.youtube.com/watch?v=DyporfxwfBE</a>	32
		<b>409</b>

**BBA Sem 3: Selling & Negotiation**

Topic	Link	Duration
Marketing Management	Marketing Management - I Week 1   NPTEL ANSWERS   My Swayam #nptel #nptel2025 #myswayam	3
Marketing Management	Marketing Management - I    Exam Preparation Part 1    My Swayam    NPTEL 2023	6
Sales & Distribution Management	<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	Strategic Sales Management - Course	6

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Management of Field Sales	Management of Field Sales - Course	9
Developing Soft Skills and Personality	Developing Soft Skills and Personality - Course	6
E-Business system	<a href="http://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	Lecture - 15 Marketing Functions: Channels of Distribution	57
The Selling Process	Lecture 20 : The Selling Process	37
Strategic Sales Management	Strategic Sales Management - Course	6
Selling in the Digital Era	Marketing in The Digital Era (Part-I) , Commerce I Prof. Aditya P. Tripathi	29
Negotiation Strategy   Part 1	#30 Negotiation Strategy   Part 1   Strategic Sourcing - YouTube	18
Supply Contracts   Strategic Sourcing	#32 Supply Contracts   Strategic Sourcing	30
Negotiation and Conflict Management	Mod-01 Lec-31 Negotiation and Conflict Management	58
Cross Cultural Communication Lecture -01	Mod-11 Lec-01 Cross Cultural Communication Lecture-01	57
Cross Cultural Communication Lecture-02	Mod-11 Lec-02 Cross Cultural Communication Lecture-02	59
Cross Cultural Communication Lecture-03	Mod-11 Lec-03 Cross Cultural Communication Lecture-03	54
Introduction to Business to Business Marketing	Lec 01- Introduction to Business to Business Marketing	27
Classification of Products & Customers in B2B Markets	Lec 02 - Classification of Products & Customers in B2B Markets	26
B2B vs B2C Marketing 1	Lec 03 - B2B vs B2C Marketing 1	30
B2B vs B2C Marketing 2	Lec 04 - B2B vs B2C Marketing 2	29
Some Important Concepts and Case Study	Lec 05 - Some Important Concepts and Case Study	24
Introduction to STP	Lec 21 - Introduction to STP	34
Segmentation in B2B Markets	Lec 22 - Segmentation in B2B Markets	32
Positioning in B2B Markets	Lec 25 - Positioning in B2B Markets	30
B2B Positioning Strategies	Lec 26 - B2B Positioning Strategies	32
Business Market Communication: Personal Selling	Lec 27 - Business Market Communication: Personal Selling - YouTube	26
B2B Product Management: New Product Development	Lec 36 - B2B Product Management: New Product Development	26
B2B Product Management: Identifying New Products	Lec 37 - B2B Product Management: Identifying New Products	34
B2B Product Management: Customer Value, Product Launch & more	Lec 38 - B2B Product Management: Customer Value, Product Launch & more	35
B2B Product Management: Branding	Lec 39 - B2B Product Management: Branding	33
B2B Pricing: Price Setting Process 1	Lec 41 - B2B Pricing: Price Setting Process 1	21
B2B Pricing: Price Setting Process 2	Lec 42 - B2B Pricing: Price Setting Process 2	31
GE Matrix & McKinsey 7S Framework	Lec 58 - GE Matrix & McKinsey 7S Framework - YouTube	27
		1060

**BBA Sem 3: Financial Management Fundamentals**

Topic	Link	Duration
Mod-20 Lec-21 Time Value of Money	<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=moPLOCn-Ork">https://www.youtube.com/watch?v=moPLOCn-Ork</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_hDok5YEK">https://www.youtube.com/watch?v=BP_hDok5YEK</a>	52
Mod-01 Lec-21 Lecture 21	<a href="https://www.youtube.com/watch?v=JVdBgP5SD14">https://www.youtube.com/watch?v=JVdBgP5SD14</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

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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=oEfwGQFvLk">https://www.youtube.com/watch?v=oEfwGQFvLk</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_dlmN1Bo">https://www.youtube.com/watch?v=HeX_dlmN1Bo</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_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&amp;si=YRLnSiHZYZ-8EyHC">https://youtube.com/playlist?list=PLLy_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&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=r93pyYGJCLQ">https://www.youtube.com/watch?v=r93pyYGJCLQ</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 #npTEL2025 #myswayam</a>	3
Marketing Management	<a href="#">Marketing Management - I    Exam Preparation Part 1    My Swayam    NPTEL 2023</a>	6
		<b>9</b>

**Annexure : II**

**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_IchyiCO">https://www.youtube.com/watch?v=5NK_IchyiCO</a>	20
Self-Concept	<a href="https://www.youtube.com/watch?v=1lh-s7xvZKo">https://www.youtube.com/watch?v=1lh-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=2dSSEdSq2il">https://www.youtube.com/watch?v=2dSSEdSq2il</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_a1TI5CC9RGZw7sw8SW89oDWN7uZvYlb&amp;si=V7qaluofNkn8A_Uv">https://youtube.com/playlist?list=PL_a1TI5CC9RGZw7sw8SW89oDWN7uZvYlb&amp;si=V7qaluofNkn8A_Uv</a>	60
Infographics	<a href="https://www.youtube.com/watch?v=-416DCSzelU">https://www.youtube.com/watch?v=-416DCSzelU</a>	22
Public Speaking	<a href="https://www.youtube.com/watch?v=t-Z9gdXhNNU">https://www.youtube.com/watch?v=t-Z9gdXhNNU</a>	36
Strategies for Effective Listening	<a href="https://www.youtube.com/watch?v=FONdnyU4B-I">https://www.youtube.com/watch?v=FONdnyU4B-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/UxfPGWlxgHQ?si=7fAsYxHeJc8ybfKR">https://youtu.be/UxfPGWlxgHQ?si=7fAsYxHeJc8ybfKR</a>	30
Financial Statements	<a href="https://youtu.be/wQ0hrdmoVu4?si=eAbboYfA7g43Lp4j">https://youtu.be/wQ0hrdmoVu4?si=eAbboYfA7g43Lp4j</a>	19

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Financial Statements	<a href="https://youtu.be/6dqb60cItQ?si=mh7VK0IAdDIA9G2n">https://youtu.be/6dqb60cItQ?si=mh7VK0IAdDIA9G2n</a>	30
Financial Statements	<a href="https://youtu.be/rIge0g9F-a8?si=mct3W5obTRUJBo">https://youtu.be/rIge0g9F-a8?si=mct3W5obTRUJBo</a>	27
Depreciation	<a href="https://youtu.be/N5Wh2NNkqpU?si=7Y2RJ3jOZ2Ju1fAE">https://youtu.be/N5Wh2NNkqpU?si=7Y2RJ3jOZ2Ju1fAE</a>	27
Depreciation	<a href="https://youtu.be/D55DYxwBDOM?si=YDUgDi486ULX8qJ8">https://youtu.be/D55DYxwBDOM?si=YDUgDi486ULX8qJ8</a>	27
Inventory Valuation	<a href="https://youtu.be/hKiDyflnBDU?si=H0Q65OdZD5luT-7L">https://youtu.be/hKiDyflnBDU?si=H0Q65OdZD5luT-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/rwh0BE7CpBM?si=BGld2DXJOEsYnB5L">https://youtu.be/rwh0BE7CpBM?si=BGld2DXJOEsYnB5L</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/yaneKrOo1xU?si=8mRRxiWUeiCSfmJR">https://youtu.be/yaneKrOo1xU?si=8mRRxiWUeiCSfmJR</a>	26
Cash Flow Statement	<a href="https://youtu.be/SA2U13YCXAU?si=KXQof_pi2E9XzTON">https://youtu.be/SA2U13YCXAU?si=KXQof_pi2E9XzTON</a>	34
Cash Flow Statement	<a href="https://youtu.be/vVMNjNH52HI?si=4366o8oqdcYz2v8Q">https://youtu.be/vVMNjNH52HI?si=4366o8oqdcYz2v8Q</a>	27
Cash Flow Statement	<a href="https://youtu.be/wzz31xEZ1MI?si=0gH5YqV1PrD_g1Y-">https://youtu.be/wzz31xEZ1MI?si=0gH5YqV1PrD_g1Y-</a>	28
Cash Flow Statement	<a href="https://youtu.be/UTYoKXfXNds?si=nG2qe_pliYO4172B">https://youtu.be/UTYoKXfXNds?si=nG2qe_pliYO4172B</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=ELdgVkuVJzyQZhc">https://youtu.be/qT1-o7jEYBU?si=ELdgVkuVJzyQZhc</a>	18
Financial Statement Analysis	<a href="https://youtu.be/WSV2lqSD5vc?si=kzHKz6BxudNkqv24">https://youtu.be/WSV2lqSD5vc?si=kzHKz6BxudNkqv24</a>	31
Types of Accounting	<a href="https://www.youtube.com/watch?v=Hs-U3jAvqo4&amp;list=PL9gSnSOLPFTBvBSLpGipSXF0rgRcRD-MK">https://www.youtube.com/watch?v=Hs-U3jAvqo4&amp;list=PL9gSnSOLPFTBvBSLpGipSXF0rgRcRD-MK</a>	5
GAAP (Generally Accepted Accounting Principles)	<a href="https://www.youtube.com/watch?v=NWKlk1_18s&amp;list=PL9gSnSOLPFTBvBSLpGipSXF0rgRcRD-MK&amp;index=13">https://www.youtube.com/watch?v=NWKlk1_18s&amp;list=PL9gSnSOLPFTBvBSLpGipSXF0rgRcRD-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-5vSrw">https://www.youtube.com/watch?v=-17XT-5vSrw</a>	6
Financial Statement Analysis	<a href="https://www.youtube.com/watch?v=mXXjKj2lyA">https://www.youtube.com/watch?v=mXXjKj2lyA</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=EuldnC6FnE">https://www.youtube.com/watch?v=EuldnC6FnE</a>	30
Ind AS	<a href="https://www.youtube.com/watch?v=VUFBJGIH7rQ">https://www.youtube.com/watch?v=VUFBJGIH7rQ</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=Y84loInm3Qg">https://www.youtube.com/watch?v=Y84loInm3Qg</a>	31
Brainstorming Techniques	<a href="https://youtu.be/DGUicSBBMYU?si=uoTOAdeUBW0sLrq1">https://youtu.be/DGUicSBBMYU?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=PFzjQYki0A">https://www.youtube.com/watch?v=PFzjQYki0A</a>	22
Essential Excel Functions	<a href="https://www.youtube.com/watch?v=7pmtautobl8">https://www.youtube.com/watch?v=7pmtautobl8</a>	51
Data Proofing and Formatting	<a href="https://www.youtube.com/watch?v=6BG01cEc27Q">https://www.youtube.com/watch?v=6BG01cEc27Q</a>	52
Advanced Data Cleaning	<a href="https://www.youtube.com/watch?v=D2liCbwn1l8">https://www.youtube.com/watch?v=D2liCbwn1l8</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/-ujVQzTtx5g?si=y4NIOrDZy-4cYAPY">https://youtu.be/-ujVQzTtx5g?si=y4NIOrDZy-4cYAPY</a>	1
Excel Basics	<a href="https://youtu.be/rJPWISx0g3I?si=ADAtYv1V-iR8KWp3">https://youtu.be/rJPWISx0g3I?si=ADAtYv1V-iR8KWp3</a>	7
Create and close Files	<a href="https://youtu.be/bi-zr7j-eCU?si=RI0eqnFSECpsOrKs">https://youtu.be/bi-zr7j-eCU?si=RI0eqnFSECpsOrKs</a>	2
Tabs and Group	<a href="https://youtu.be/diWI_7obzJA?si=CouUwgtWIZMxOd6T">https://youtu.be/diWI_7obzJA?si=CouUwgtWIZMxOd6T</a>	4

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CHAIRMAN'S INITIALS

*[Handwritten Signature]*

HELD AT \_\_\_\_\_

ON \_\_\_\_\_

TIME \_\_\_\_\_

Editing Data	<a href="https://youtu.be/ZnXYEljreIM?si=-LVIGIweU7IOOxnG">https://youtu.be/ZnXYEljreIM?si=-LVIGIweU7IOOxnG</a>	9
Formatting	<a href="https://youtu.be/TKY_AuLMQlc?si=y4nBEZnjMIKz5Yzp">https://youtu.be/TKY_AuLMQlc?si=y4nBEZnjMIKz5Yzp</a>	11
Characteristics of Cell	<a href="https://youtu.be/EFsgUCj3m8Q?si=EIOF-F7EvNyk_eig">https://youtu.be/EFsgUCj3m8Q?si=EIOF-F7EvNyk_eig</a>	1
Cell reference	<a href="https://youtu.be/LFlykJmL4M8?si=ATt3WoMLjYrqr-5w">https://youtu.be/LFlykJmL4M8?si=ATt3WoMLjYrqr-5w</a>	8
Text to Column	<a href="https://youtu.be/D81rxixCcYk?si=eGipvjGwGTFkat_5">https://youtu.be/D81rxixCcYk?si=eGipvjGwGTFkat_5</a>	6
Comments	<a href="https://youtu.be/KSioj-ZEXf0?si=NB0tNOKHugbKGNQB">https://youtu.be/KSioj-ZEXf0?si=NB0tNOKHugbKGNQB</a>	3
Copying and Filling	<a href="https://youtu.be/OUOU9rRWPpQ?si=ouulbg8l-vXAqJcC">https://youtu.be/OUOU9rRWPpQ?si=ouulbg8l-vXAqJcC</a>	7
Filling Series	<a href="https://youtu.be/OUOU9rRWPpQ?si=zhbbNmUhk5ozVmGg">https://youtu.be/OUOU9rRWPpQ?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/wxbl9xqyWJY?si=x7-4RIVrmR6uz6vI">https://youtu.be/wxbl9xqyWJY?si=x7-4RIVrmR6uz6vI</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_mFE0xLxnI2y">https://youtu.be/fluwBeDhGSE?si=fu-l_mFE0xLxnI2y</a>	3
Adjusting Video	<a href="https://youtu.be/UqFbbnz00?si=ufgyEEQCz63_ARwb">https://youtu.be/UqFbbnz00?si=ufgyEEQCz63_ARwb</a>	10
Working with Work Sheets	<a href="https://youtu.be/u2yFuy1A_9w?si=vp16zVrbODyB3mHh">https://youtu.be/u2yFuy1A_9w?si=vp16zVrbODyB3mHh</a>	8
Compare 2 Sheets	<a href="https://youtu.be/kwAPsnDpPxE?si=Ms1POSNNZguJpRq1">https://youtu.be/kwAPsnDpPxE?si=Ms1POSNNZguJpRq1</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/Jwo5Ae7tH_I?si=L2ffMJ1LFEPluOtt">https://youtu.be/Jwo5Ae7tH_I?si=L2ffMJ1LFEPluOtt</a>	6
V Look Up Approximate Match	<a href="https://youtu.be/ZwUSZvbdo9E?si=0vdk90MAsmymfSbC">https://youtu.be/ZwUSZvbdo9E?si=0vdk90MAsmymfSbC</a>	4
V Look Up with Trim	<a href="https://youtu.be/ZwUSZvbdo9E?si=55e7rFuz-GUI2Dc1">https://youtu.be/ZwUSZvbdo9E?si=55e7rFuz-GUI2Dc1</a>	4
H Look up	<a href="https://youtu.be/eGNVhJTWoE0?si=38RV0kmCzrm-f0m8">https://youtu.be/eGNVhJTWoE0?si=38RV0kmCzrm-f0m8</a>	1
V Look up Rules	<a href="https://youtu.be/HVMouIb4Dcs?si=ecght2J0TfEf10h">https://youtu.be/HVMouIb4Dcs?si=ecght2J0TfEf10h</a>	2
Look up Function	<a href="https://youtu.be/Ulm4YfXV3o?si=UtdOVQfc3-XvEXFC">https://youtu.be/Ulm4YfXV3o?si=UtdOVQfc3-XvEXFC</a>	7
Vlook up Advanced	<a href="https://youtu.be/mW8TmaDnhUM?si=S9H5VQ9NYvFMuxnl">https://youtu.be/mW8TmaDnhUM?si=S9H5VQ9NYvFMuxnl</a>	2
Index	<a href="https://youtu.be/40J4DARYrxM?si=GAAsLzLR7Yr49eye">https://youtu.be/40J4DARYrxM?si=GAAsLzLR7Yr49eye</a>	2
Match Function	<a href="https://youtu.be/fti00QC4lck?si=KtWRyGcF8d1W7LT">https://youtu.be/fti00QC4lck?si=KtWRyGcF8d1W7LT</a>	1
Header and Footer	<a href="https://youtu.be/sXzQBAfJHBA?si=IriBu_YrHMPLBjFu">https://youtu.be/sXzQBAfJHBA?si=IriBu_YrHMPLBjFu</a>	8
Sorting	<a href="https://youtu.be/m97Rbqs6ico?si=EPavT_uV1JGZW0Ed">https://youtu.be/m97Rbqs6ico?si=EPavT_uV1JGZW0Ed</a>	9
Advanced Filter	<a href="https://youtu.be/UV-SPovkDaU?si=VaWRI6kqHrFo3Gf9">https://youtu.be/UV-SPovkDaU?si=VaWRI6kqHrFo3Gf9</a>	7
Basic Table	<a href="https://youtu.be/U1KRv9zJtUc?si=zrxobNQOYFxoXzsp">https://youtu.be/U1KRv9zJtUc?si=zrxobNQOYFxoXzsp</a>	5
Advanced Table	<a href="https://youtu.be/xHsiCme9GWw?si=O5ZsXUTSA8Jkblv">https://youtu.be/xHsiCme9GWw?si=O5ZsXUTSA8Jkblv</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=nLJJfDpCxY5JZuXU">https://youtu.be/-F21Z_aBFTs?si=nLJJfDpCxY5JZuXU</a>	6
Pie, Bar Chart, Column Chart, Line Chart	<a href="https://youtu.be/Z2gzLYaQatQ?si=ORNON18uRzLCYi4i">https://youtu.be/Z2gzLYaQatQ?si=ORNON18uRzLCYi4i</a>	8
Pivot Chart	<a href="https://youtu.be/mc7xO8F8Pj8?si=r0xBszeXICiGjLIN">https://youtu.be/mc7xO8F8Pj8?si=r0xBszeXICiGjLIN</a>	5
Pivot Table	<a href="https://youtu.be/4PWVFBIFVUU?si=zFcywb1cjaS8spmZ">https://youtu.be/4PWVFBIFVUU?si=zFcywb1cjaS8spmZ</a>	15
Pivot Table Example 2	<a href="https://youtu.be/Y72CeUE_nVc?si=D4XWi_M7EjJ9LJTe">https://youtu.be/Y72CeUE_nVc?si=D4XWi_M7EjJ9LJTe</a>	6
Pivot Table Example 3	<a href="https://youtu.be/Y72CeUE_nVc?si=wI29XJ2tJwjjUbhm">https://youtu.be/Y72CeUE_nVc?si=wI29XJ2tJwjjUbhm</a>	5
Pivot Table Grouping	<a href="https://youtu.be/kyAZ2zAj5hU?si=2hBzOSZidTHzRSdE">https://youtu.be/kyAZ2zAj5hU?si=2hBzOSZidTHzRSdE</a>	4
Pivot Table Slice	<a href="https://youtu.be/sM2mdBu0Owc?si=sif7NRXPcM71mvVz">https://youtu.be/sM2mdBu0Owc?si=sif7NRXPcM71mvVz</a>	9
Logical Test	<a href="https://youtu.be/sM2mdBu0Owc?si=RNy2KpflyMuBENM9">https://youtu.be/sM2mdBu0Owc?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/0ZzzZmH8IV8?si=2V9GZPOJc_rfe_w2">https://youtu.be/0ZzzZmH8IV8?si=2V9GZPOJc_rfe_w2</a>	2
AND Function	<a href="https://youtu.be/0ZzzZmH8IV8?si=t1L9I6_-tYPGtAUG">https://youtu.be/0ZzzZmH8IV8?si=t1L9I6_-tYPGtAUG</a>	3
Not and IF error	<a href="https://youtu.be/l8cuE3L5fJM?si=e6Hp9Hlm08xEtZp5">https://youtu.be/l8cuE3L5fJM?si=e6Hp9Hlm08xEtZp5</a>	2
Auditing Tools	<a href="https://youtu.be/BpDGS4gfb4?si=ctJLb3K_eK3PF0dk">https://youtu.be/BpDGS4gfb4?si=ctJLb3K_eK3PF0dk</a>	6
An Introduction to Artificial Intelligence	<a href="https://youtu.be/GHpchgLoDvl?si=t1YhVb9uQos5ADxl">https://youtu.be/GHpchgLoDvl?si=t1YhVb9uQos5ADxl</a>	5
What to expect from AI	<a href="https://youtu.be/K9gH7hBAdpo?si=ewixM-suBPQJMmf">https://youtu.be/K9gH7hBAdpo?si=ewixM-suBPQJMmf</a>	14
History of AI	<a href="https://youtu.be/K9gH7hBAdpo?si=2TRuFjK87-QncA6U">https://youtu.be/K9gH7hBAdpo?si=2TRuFjK87-QncA6U</a>	28
Present State of AI	<a href="https://youtu.be/Pa7LYG88BnJo?si=yagTgMTbGqQwuo1c">https://youtu.be/Pa7LYG88BnJo?si=yagTgMTbGqQwuo1c</a>	20
Definition of AI thinking	<a href="https://youtu.be/ZqfCqOpr2Ds?si=c4cckN9WVNYhWhWG">https://youtu.be/ZqfCqOpr2Ds?si=c4cckN9WVNYhWhWG</a>	25
		541

**MBA Sem 1: Introduction to Digital Marketing**

Topic	link	Duration
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CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

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=2oO7Xy5y_nM">https://www.youtube.com/watch?v=2oO7Xy5y_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-tezEBOQ">https://www.youtube.com/watch?v=tyO-tezEBOQ</a>	24
E-commerce	<a href="https://www.youtube.com/watch?v=ZYxL2oXpcCk">https://www.youtube.com/watch?v=ZYxL2oXpcCk</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_aIT15CC9REBkK5Ey1Vp3kiol9W-IDQz">https://www.youtube.com/watch?v=mU_dkuIb1GA&amp;list=PL_aIT15CC9REBkK5Ey1Vp3kiol9W-IDQz</a>	40
Ricardian Model of Comparative Advantage	<a href="https://www.youtube.com/watch?v=Y_FYhnnuayl">https://www.youtube.com/watch?v=Y_FYhnnuayl</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=xY7XqigD3Pg">https://www.youtube.com/watch?v=xY7XqigD3Pg</a>	28
AI's Emergence and Global Economic Influence	<a href="https://youtu.be/GHpchgLoDvI?si=nRwbDet2N8C0zwbk">https://youtu.be/GHpchgLoDvI?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=wJWPKBwwFcs">https://www.youtube.com/watch?v=wJWPKBwwFcs</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=PwMAFVFcG8">https://www.youtube.com/watch?v=PwMAFVFcG8</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=mDlouC35yWowj230">https://youtu.be/dgPlxTq9Llw?si=mDlouC35yWowj230</a>	33
Lecture 3 – Fundamentals of Financial Management - Part 3	<a href="https://youtu.be/Hus0QjGA35E?si=UHmtU2vfjtbSBvD8">https://youtu.be/Hus0QjGA35E?si=UHmtU2vfjtbSBvD8</a>	34
Lecture 4: Fundamentals of Financial Management – Part IV	<a href="https://youtu.be/FiEFngDYUzA?si=D5NR28etXuV9PdN-">https://youtu.be/FiEFngDYUzA?si=D5NR28etXuV9PdN-</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

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CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_

ON \_\_\_\_\_

TIME \_\_\_\_\_

#55 Cost of Capital & Valuation   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/Tjm-FC_OR88?si=RHMORmsb3UWS1LuQ">https://youtu.be/Tjm-FC_OR88?si=RHMORmsb3UWS1LuQ</a>	42
#56 Cost of Capital & Valuation   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/IC_SBgFOnWg?si=L1i_EL-Ef8C53y5M">https://youtu.be/IC_SBgFOnWg?si=L1i_EL-Ef8C53y5M</a>	38
#57 Valuation & Capital Structure   Foundations of Accounting & Finance	<a href="https://youtu.be/4gtbkXpHln?si=um2aM9kwxTMNkYQ">https://youtu.be/4gtbkXpHln?si=um2aM9kwxTMNkYQ</a>	39
Mod-04 Lec-11 Analysis of Project Viability Capital Budgeting Techniques-I	<a href="https://youtu.be/XQa8FyOoJ_w?si=nK_BxRVHvN_O07di">https://youtu.be/XQa8FyOoJ_w?si=nK_BxRVHvN_O07di</a>	49
Lecture 28: Net Present Value, Profitability Index	<a href="https://youtu.be/NUflp0fgtk0?si=Rbfq04EaX0LUtNWZ">https://youtu.be/NUflp0fgtk0?si=Rbfq04EaX0LUtNWZ</a>	30
#43 Time Value of Money: Present & Future Value Explained   Foundations of Accounting & Finance	<a href="https://youtu.be/57XnNMvOYAU?si=-4WZH0lr7Z9Bm_iv">https://youtu.be/57XnNMvOYAU?si=-4WZH0lr7Z9Bm_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=DZE2Zstbfs6aczL">https://youtu.be/oVQJZM5wyFM?si=DZE2Zstbfs6aczL</a>	28
#46 Bond Valuation   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/sxqZnXJyaSw?si=Fxt84NzchN-ywB22">https://youtu.be/sxqZnXJyaSw?si=Fxt84NzchN-ywB22</a>	22
#48 Numerical on Bond & Stock Valuation   Foundations of Accounting & Finance	<a href="https://youtu.be/QnE1cenu_Rc?si=h-6qfBnZREOTKcV0">https://youtu.be/QnE1cenu_Rc?si=h-6qfBnZREOTKcV0</a>	20
W3L1. Present Value I	<a href="https://youtu.be/5Lhv7UVYS2E?si=NPANLlutKB2aUUy8">https://youtu.be/5Lhv7UVYS2E?si=NPANLlutKB2aUUy8</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=pUv019G0wysgnhV">https://youtu.be/WgnZRT28JZs?si=pUv019G0wysgnhV</a>	24
W3L4. Capital Budgeting Rules I	<a href="https://youtu.be/WGNJsls0Mtq?si=TZjPX_0-q9H1Eb5p">https://youtu.be/WGNJsls0Mtq?si=TZjPX_0-q9H1Eb5p</a>	23
W3L5. Capital Budgeting Rules II	<a href="https://youtu.be/AildxPYqXO8?si=KQ-mKnCCRIlgd-8D">https://youtu.be/AildxPYqXO8?si=KQ-mKnCCRIlgd-8D</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=pKeVMlkFpRc">https://www.youtube.com/watch?v=pKeVMlkFpRc</a>	35
Artificial Intelligence: Introduction	<a href="https://www.youtube.com/watch?v=XCPZBD9lbVo">https://www.youtube.com/watch?v=XCPZBD9lbVo</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_YJCruBFjhF79f5ZHvBuz&amp;index=3">https://www.youtube.com/watch?v=HF_ncSeCMmA&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHvBuz&amp;index=3</a>	28
Introduction: History of AI in the 90s	<a href="https://www.youtube.com/watch?v=P74Sa1GvPd4&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHvBuz&amp;index=4">https://www.youtube.com/watch?v=P74Sa1GvPd4&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHvBuz&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=zsE9EH0oJsk">https://www.youtube.com/watch?v=zsE9EH0oJsk</a>	33
Lec 16: Using AI In Employee Training	<a href="https://www.youtube.com/watch?v=LGzVgml6qK0">https://www.youtube.com/watch?v=LGzVgml6qK0</a>	34
Lec 17: Using AI in Workforce Planning	<a href="https://www.youtube.com/watch?v=7_x6BWNOATQ">https://www.youtube.com/watch?v=7_x6BWNOATQ</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=ZX62xf2BnzA">https://www.youtube.com/watch?v=ZX62xf2BnzA</a>	37
Lec 56 Ethics in AI	<a href="https://www.youtube.com/watch?v=2RAqHMpl-3E&amp;list=PLgMDNELGJ1CZSGn478v1uKbzxJzKWZ7zs&amp;index=4">https://www.youtube.com/watch?v=2RAqHMpl-3E&amp;list=PLgMDNELGJ1CZSGn478v1uKbzxJzKWZ7zs&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_l8tlUo?si=efCnjvRp0GCM-nW">https://youtu.be/TDao_l8tlUo?si=efCnjvRp0GCM-nW</a>	32
Hypothesis Testing Two Sample Test-I	<a href="https://youtu.be/s_Dsiz70dHk?si=llyW-aWjB3kclBJm">https://youtu.be/s_Dsiz70dHk?si=llyW-aWjB3kclBJm</a>	32
Hypothesis Testing of Proportions using Minitab	<a href="https://youtu.be/357qBA0pau0?si=MEdODfS20qFcsbrr">https://youtu.be/357qBA0pau0?si=MEdODfS20qFcsbrr</a>	30
Hypothesis Testing using Minitab	<a href="https://youtu.be/r8JzOVhfrnQ?si=UvZ0PM0auiB2p0VS">https://youtu.be/r8JzOVhfrnQ?si=UvZ0PM0auiB2p0VS</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/yfMOKAorRtQ?si=4Jk37uSAKIECvo6a">https://youtu.be/yfMOKAorRtQ?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

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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/SZ177q4v5l8?si=nOwcA9DV6LzG_853">https://youtu.be/SZ177q4v5l8?si=nOwcA9DV6LzG_853</a>	32
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/o2LB3KQME3U?si=grAH96sCNmmlmzsb">https://youtu.be/o2LB3KQME3U?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=771sDF15IlyuPIhuC">https://youtu.be/aK_RZxARIYo?si=771sDF15IlyuPIhuC</a>	55
Mod-01 Lec-05 Random Variables and probability distributions	<a href="https://youtu.be/UftY0e2ilM4?si=hKVW15f48ucwffaH">https://youtu.be/UftY0e2ilM4?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_2HVtG2a6Z">https://youtu.be/Z_GyV_SuFTI?si=N1OFvk_2HVtG2a6Z</a>	57
Simple Linear Regression (Part C)	<a href="https://youtu.be/HclVc7TI_z0?si=jvWXkKiA6fYhzTrk">https://youtu.be/HclVc7TI_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-c5l1KouE">https://youtu.be/jCZvAnkAetw?si=4QQoG_x-c5l1KouE</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=RLkUY8lOrfOQwqzv">https://youtu.be/ykZ-UGcYWg?si=RLkUY8lOrfOQwqzv</a>	23
Lecture 2 Data Preprocessing - I	<a href="https://youtu.be/NSxEiohAH5o?si=d_2OYWdp_BGhc6dJ">https://youtu.be/NSxEiohAH5o?si=d_2OYWdp_BGhc6dJ</a>	36
Lecture 3 Data Preprocessing - II	<a href="https://youtu.be/wZQM_9vhulg?si=8Tg7KAn_hQL0oZRP">https://youtu.be/wZQM_9vhulg?si=8Tg7KAn_hQL0oZRP</a>	26
Lecture 37 : Regression I	<a href="https://youtu.be/Gimozn1U0F0?si=Yp9EgXkAa2tMxBt2">https://youtu.be/Gimozn1U0F0?si=Yp9EgXkAa2tMxBt2</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=BsxmSU2mPdjUllz">https://youtu.be/M6p_24EejVY?si=BsxmSU2mPdjUllz</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_UhztDFBvF">https://youtu.be/eY55ocm-VgM?si=hFZas_UhztDFBvF</a>	35
Lec 29, Linear Regression - II	<a href="https://youtu.be/xXDoZLVjfb?si=5rLKod3Qp6jx-AXW">https://youtu.be/xXDoZLVjfb?si=5rLKod3Qp6jx-AXW</a>	23
Lec 30, Linear Regression-III	<a href="https://youtu.be/Hy9tOyk33D0?si=DOTtvXnD9sYnHkXk">https://youtu.be/Hy9tOyk33D0?si=DOTtvXnD9sYnHkXk</a>	30
Lec 33, MULTIPLE REGRESSION MODEL - I	<a href="https://youtu.be/rKgYaWyMOQY?si=FvwY4RUJBODE_Swk">https://youtu.be/rKgYaWyMOQY?si=FvwY4RUJBODE_Swk</a>	30
Lec 34, MULTIPLE REGRESSION MODEL-II	<a href="https://youtu.be/FT0-PYssiV4?si=LXKLPO3GXM49-Qp1">https://youtu.be/FT0-PYssiV4?si=LXKLPO3GXM49-Qp1</a>	35
Lec 38, LOGISTIC REGRESSION- I	<a href="https://youtu.be/uib733Oq6oc?si=lnCwKXp1nP4dGz-T">https://youtu.be/uib733Oq6oc?si=lnCwKXp1nP4dGz-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/R2ujebnSzk?si=u6K8kyRIMSmsizkb">https://youtu.be/R2ujebnSzk?si=u6K8kyRIMSmsizkb</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-flg8H8?si=DV17QBvvBkdHMGVI">https://youtu.be/KqJ6-flg8H8?si=DV17QBvvBkdHMGVI</a>	26
Lec 60, Classification and Regression Trees (CART) - III	<a href="https://youtu.be/P28drurCOKU?si=Vmds7j0byACSzm-5">https://youtu.be/P28drurCOKU?si=Vmds7j0byACSzm-5</a>	32
		<b>514</b>

**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
		<b>152</b>

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

Topic	Link	Duration

CHAIRMAN'S INITIALS

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HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

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/G5EO8DbqH94?si=7-D3IL-W-d-JX0br">https://youtu.be/G5EO8DbqH94?si=7-D3IL-W-d-JX0br</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_pq">https://youtu.be/WZiL-UFELGc?si=FKpYygis-AcDL_pq</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=rln0EFXqeEPMj7GM">https://youtu.be/S1FWg3BUqK4?si=rln0EFXqeEPMj7GM</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-ZSH99w6BY?si=njKsTa0_g4A3-V2k">https://youtu.be/W-ZSH99w6BY?si=njKsTa0_g4A3-V2k</a>	57
Mod-15 Lec-36 Culture, Sub-Culture and Cross-Culture (Contd.)	<a href="https://youtu.be/mJ8LhOJdQng?si=RcjIBhWjZztO2sOz">https://youtu.be/mJ8LhOJdQng?si=RcjIBhWjZztO2sOz</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=PaPBch8ml6QAPGp6">https://youtu.be/RZECeTgQzQU?si=PaPBch8ml6QAPGp6</a>	50
Mod-10 Lec-28 Consumer Attitudes (Contd.)	<a href="https://youtu.be/WQqR9Lbc2_w?si=pnjGQsChh1xBz4Mj">https://youtu.be/WQqR9Lbc2_w?si=pnjGQsChh1xBz4Mj</a>	55
Mod-10 Lec-29 Consumer Attitudes (Contd.)	<a href="https://youtu.be/Gwb0qRDzpc?si=S7j6bF1En6QsnTT">https://youtu.be/Gwb0qRDzpc?si=S7j6bF1En6QsnTT</a>	50
Mod-11 Lec-30 Consumer Communication	<a href="https://youtu.be/QTgZCcBOKNE?si=pMFzPbxDfwACrnEA">https://youtu.be/QTgZCcBOKNE?si=pMFzPbxDfwACrnEA</a>	63
Mod-11 Lec-31 Consumer Communication (Contd.)	<a href="https://youtu.be/Ze-aSqFfxY?si=J-xjnnRIiOjEqBA2">https://youtu.be/Ze-aSqFfxY?si=J-xjnnRIiOjEqBA2</a>	60
Mod-12 Lec-32 Consumer Groups and Reference Groups	<a href="https://youtu.be/erjfwCUBGlg?si=btV6VCEj9JKDuij3">https://youtu.be/erjfwCUBGlg?si=btV6VCEj9JKDuij3</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/IEbD-Npl0kk?si=pUQ1yfVz-Ec760ea">https://youtu.be/IEbD-Npl0kk?si=pUQ1yfVz-Ec760ea</a>	54
Lecture 02 : Data cleaning	<a href="https://youtu.be/E7ZZunJ5HBs?si=e9KdOr7bD3GARgvR">https://youtu.be/E7ZZunJ5HBs?si=e9KdOr7bD3GARgvR</a>	50
Lecture 03 : Data Visualization- Part 1	<a href="https://youtu.be/m7F9u_66Jzg?si=AI2D8XNZd0ngsvM-">https://youtu.be/m7F9u_66Jzg?si=AI2D8XNZd0ngsvM-</a>	38
Lecture 04 : Data Visualization- Part 2	<a href="https://youtu.be/GYcoal1qOOo?si=x3-D2u0OI0csb5T7">https://youtu.be/GYcoal1qOOo?si=x3-D2u0OI0csb5T7</a>	35
Lecture 10 : Descriptive Analytics: Measures of Central Tendency	<a href="https://youtu.be/jnuYqmeYiWY?si=tG2mlCQF9KoesG7h">https://youtu.be/jnuYqmeYiWY?si=tG2mlCQF9KoesG7h</a>	31
Lecture 11 : Descriptive Analytics: Measures of Variability and Shape	<a href="https://youtu.be/xSLUUG-K6dl?si=vllq-XPdH3f9kG59">https://youtu.be/xSLUUG-K6dl?si=vllq-XPdH3f9kG59</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/6WXC4aXNU4?si=K6VM4VtOIGvTraAa">https://youtu.be/6WXC4aXNU4?si=K6VM4VtOIGvTraAa</a>	62
Lecture 16 : Inferential statistics: R Implementation	<a href="https://youtu.be/IClv_Aclho?si=Lbfu6sWg2rff6VJN">https://youtu.be/IClv_Aclho?si=Lbfu6sWg2rff6VJN</a>	50
Lecture 17 : Statistical Inference: Sampling	<a href="https://youtu.be/1PsbOGK659Y?si=0qsxsTyEKgKmMIFX">https://youtu.be/1PsbOGK659Y?si=0qsxsTyEKgKmMIFX</a>	62
Lecture 18 : Hypothesis Testing: R Implementation	<a href="https://youtu.be/qeQxRwUgLAe?si=08jtQZliikSkDP">https://youtu.be/qeQxRwUgLAe?si=08jtQZliikSkDP</a>	64
Lecture 19 : Regression Modelling-Part 1	<a href="https://youtu.be/S1YspAf_z50?si=k6IX7TAEhq5e2J8u">https://youtu.be/S1YspAf_z50?si=k6IX7TAEhq5e2J8u</a>	42
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-o?si=453EGGKk5MA4E24Z">https://youtu.be/YDf0_ir4v-o?si=453EGGKk5MA4E24Z</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

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Lecture 28 : Advanced Data Visualization- Part 2	<a href="https://youtu.be/GdNdmRTbttQ?si=AeWTpc66kerbDa9I">https://youtu.be/GdNdmRTbttQ?si=AeWTpc66kerbDa9I</a>	56
		829

**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=6ateDsceYlq6QdD0">https://youtu.be/0hOB3ajxcwM?si=6ateDsceYlq6QdD0</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/S1KEiS0QuA?si=1OZYXC2U2OnbfZyV">https://youtu.be/S1KEiS0QuA?si=1OZYXC2U2OnbfZyV</a>	34
Marginal Costing- III	<a href="https://youtu.be/cSOv8KT_MzA?si=ImQQM31IOZsib6Pw">https://youtu.be/cSOv8KT_MzA?si=ImQQM31IOZsib6Pw</a>	32
#29 Activity Based Costing   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/dbfeDzagBnA?si=nEkMO_qE0V03MF3V">https://youtu.be/dbfeDzagBnA?si=nEkMO_qE0V03MF3V</a>	29
#30 Activity Based Costing   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/bj4cQMjKIaC?si=9PbhBexWNIYj5tTx">https://youtu.be/bj4cQMjKIaC?si=9PbhBexWNIYj5tTx</a>	32
#31 Break-Even Analysis   Foundations of Accounting & Finance	<a href="https://youtu.be/HdQYtBrjIiw?si=gCQxCOeEqyQEGNIH">https://youtu.be/HdQYtBrjIiw?si=gCQxCOeEqyQEGNIH</a>	30
#32 Decision Making with Cost Accounting   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/Sz4y8dCWgk?si=CkafkcB-oM3GmOqn">https://youtu.be/Sz4y8dCWgk?si=CkafkcB-oM3GmOqn</a>	23
#33 Decision Making with Cost Accounting   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/vRxpTV6o5w?si=eTipovkPvX137ZrZ">https://youtu.be/vRxpTV6o5w?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>	32
#35 Decision Making with Cost Accounting   Part IV   Foundations of Accounting & Finance	<a href="https://youtu.be/Dc35sF7u5w4?si=KyM9Xhcv6_Y0DZfn">https://youtu.be/Dc35sF7u5w4?si=KyM9Xhcv6_Y0DZfn</a>	36
#36 Decision Making with Cost Accounting   Part V   Foundations of Accounting & Finance	<a href="https://youtu.be/RXYrZVHERM8?si=5BJH7boffmGQ3o4I">https://youtu.be/RXYrZVHERM8?si=5BJH7boffmGQ3o4I</a>	34
#37 Introduction to Budgeting   Budget Preparation Basics   Part I	<a href="https://youtu.be/VIO5zwn1LCU?si=Uc-ymYjHJzjN8aPr">https://youtu.be/VIO5zwn1LCU?si=Uc-ymYjHJzjN8aPr</a>	35
#38 Introduction to Budgeting   Budget Preparation Basics   Part II	<a href="https://youtu.be/LkPt4ty2M-E?si=o8EYhG-BtxJiSvJO">https://youtu.be/LkPt4ty2M-E?si=o8EYhG-BtxJiSvJO</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/Av27Tpa9cjk?si=70oJP0fVgXyHDXy1">https://youtu.be/Av27Tpa9cjk?si=70oJP0fVgXyHDXy1</a>	24
#42 Foundations of Corporate Finance   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/tlIj7H6PFns?si=kKcr8SXnu_BsbPOo">https://youtu.be/tlIj7H6PFns?si=kKcr8SXnu_BsbPOo</a>	18
		590

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

Topic	Link	Duration
What is CSR?	<a href="https://youtu.be/cgYnos1Gf6g?si=eluaZPWiw_eeF43">https://youtu.be/cgYnos1Gf6g?si=eluaZPWiw_eeF43</a>	21
Why CSR?	<a href="https://youtu.be/ObMLN2FaESc?si=-bcwMa1px6UjNiP">https://youtu.be/ObMLN2FaESc?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=lyz7y7e8MgqBZlZ2">https://youtu.be/Z1whOEsZzMO?si=lyz7y7e8MgqBZlZ2</a>	22
Evolution of CSR	<a href="https://youtu.be/jkTALpXBfU?si=KtaZjXF91IFyxi-">https://youtu.be/jkTALpXBfU?si=KtaZjXF91IFyxi-</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/vExcEVRe94I?si=49191ZyVx6ONMr6f">https://youtu.be/vExcEVRe94I?si=49191ZyVx6ONMr6f</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/b2iJrrM89Xg?si=luOb5bukC63GZSP">https://youtu.be/b2iJrrM89Xg?si=luOb5bukC63GZSP</a>	32
Stakeholder Identification	<a href="https://youtu.be/z9omyGhA26k?si=IMfMriyJmRH-YAEI">https://youtu.be/z9omyGhA26k?si=IMfMriyJmRH-YAEI</a>	20
Stakeholder Salience	<a href="https://youtu.be/6sSWOWqsOts?si=StmJO-3DTENKd3FV">https://youtu.be/6sSWOWqsOts?si=StmJO-3DTENKd3FV</a>	27

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Future of CSR	<a href="https://youtu.be/Mcb2qzneCyg?si=oLsvMEycKOJas3QO">https://youtu.be/Mcb2qzneCyg?si=oLsvMEycKOJas3QO</a>	33
#25 Sustainability in Supply Management   Part 1   Strategic Sourcing	<a href="https://youtu.be/itEcrjcM-E?si=D-B1eKJwcZ6h4rjR">https://youtu.be/itEcrjcM-E?si=D-B1eKJwcZ6h4rjR</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>	25
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
		508

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

Topic	Link	Duration
Lecture 1-Introduction to Marketing Research	<a href="https://youtu.be/ABLHV5Ce6TI?si=pwZMzT6I9uuXnis0">https://youtu.be/ABLHV5Ce6TI?si=pwZMzT6I9uuXnis0</a>	31
#8 Global Strategy   Strategy & Technology: A Practical Primer	<a href="https://youtu.be/OqHVcTF1E5U?si=96QRZTnXPgyrTffh">https://youtu.be/OqHVcTF1E5U?si=96QRZTnXPgyrTffh</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/bK6xUEucqvs?si=fl3GI-XrQPY6Yimu">https://youtu.be/bK6xUEucqvs?si=fl3GI-XrQPY6Yimu</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>	52
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/YsqU2gk4SxI?si=kyei9mvFpbv NSd4">https://youtu.be/YsqU2gk4SxI?si=kyei9mvFpbv NSd4</a>	45
Mod-08 Lec-35 Risk Management - Country / Political risks IV	<a href="https://youtu.be/ByfzB_6x8g?si=qeC2Em2jmXWLSi9">https://youtu.be/ByfzB_6x8g?si=qeC2Em2jmXWLSi9</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=kpE66PDREK0cJH6h">https://youtu.be/fdufDvS21F8?si=kpE66PDREK0cJH6h</a>	32
Political Risk in Infrastructure Part 1	<a href="https://youtu.be/33tc3WDrkq0?si=uGRSiKmmvEDnqR6d">https://youtu.be/33tc3WDrkq0?si=uGRSiKmmvEDnqR6d</a>	39
Risks and Challenges in Infrastructure - Part 1	<a href="https://youtu.be/YQUL-mkw02E?si=va8glm3llzHWXt5g">https://youtu.be/YQUL-mkw02E?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/5fMkHto6T0o?si=IDwA3trscleQ_Ulg">https://youtu.be/5fMkHto6T0o?si=IDwA3trscleQ_Ulg</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
		630

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

Topic	Link	Duration
Lec 23: Emotional intelligence: Introduction	<a href="https://www.youtube.com/watch?v=xmXpSzu0DnQ&amp;list=PLwdnzlV3ogoWuWRCKtCOBSvKWVn3pKVRG&amp;index=24">https://www.youtube.com/watch?v=xmXpSzu0DnQ&amp;list=PLwdnzlV3ogoWuWRCKtCOBSvKWVn3pKVRG&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=2ZBjpEkZ3kw">https://www.youtube.com/watch?v=2ZBjpEkZ3kw</a>	62
Lecture 26: Skills of EI-Self-Motivation	<a href="https://www.youtube.com/watch?v=NRAT5dS3hp8">https://www.youtube.com/watch?v=NRAT5dS3hp8</a>	57
Lecture 27: Skills of EI-Empathy	<a href="https://www.youtube.com/watch?v=I7670d1Z35s">https://www.youtube.com/watch?v=I7670d1Z35s</a>	69
Lecture 28: Skills of EI-Social intelligence and social skills	<a href="https://www.youtube.com/watch?v=bGtK70ZJn8">https://www.youtube.com/watch?v=bGtK70ZJn8</a>	57
Lecture 29: Emotional intelligence and workplace	<a href="https://www.youtube.com/watch?v=VqKl2DYbbm4">https://www.youtube.com/watch?v=VqKl2DYbbm4</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-tAi3Ks">https://www.youtube.com/watch?v=MgdN-tAi3Ks</a>	61
Lecture 55: JOHARI Window	<a href="https://www.youtube.com/watch?v=xxhogv4Mvvg">https://www.youtube.com/watch?v=xxhogv4Mvvg</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=znPjd18T9Go">https://www.youtube.com/watch?v=znPjd18T9Go</a>	59

CHAIRMAN'S INITIALS

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Mod-01 Lec-31 Negotiation and Conflict Management	<a href="https://www.youtube.com/watch?v=wYb_PKTawE4">https://www.youtube.com/watch?v=wYb_PKTawE4</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
		894

**MBA Sem 2: Media Strategy**

Topic	Link	Duration
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/9jklLK9Yng?si=xBm9ypxFgQbvXj-p">https://youtu.be/9jklLK9Yng?si=xBm9ypxFgQbvXj-p</a>	32
Lecture 33 : Media Planning – Part I	<a href="https://youtu.be/9TV9YSgMLg?si=djGqOH3Bm8EIWt2q">https://youtu.be/9TV9YSgMLg?si=djGqOH3Bm8EIWt2q</a>	31
Lecture 34 : Media Planning – Part II	<a href="https://youtu.be/N2LbTN_VoNs?si=gHfdIBS-3ndc8_XU">https://youtu.be/N2LbTN_VoNs?si=gHfdIBS-3ndc8_XU</a>	32
Advertising and Communication	<a href="https://youtu.be/DE1cspDXJpk?si=YtFpjOpe1FD-J_L2">https://youtu.be/DE1cspDXJpk?si=YtFpjOpe1FD-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/Wj7AuP2bekI?si=j8Y89QVqfZHAOKxF">https://youtu.be/Wj7AuP2bekI?si=j8Y89QVqfZHAOKxF</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/VGa68uRjg-Q?si=QPBCAhVvLzMyAT6v">https://youtu.be/VGa68uRjg-Q?si=QPBCAhVvLzMyAT6v</a>	54
#15 Crisis Leadership   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://youtu.be/eVWQqaWunIU?si=1gOEYpNKLON06RUP">https://youtu.be/eVWQqaWunIU?si=1gOEYpNKLON06RUP</a>	64
		537

**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=0dX0g5XFm8g&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=2">https://www.youtube.com/watch?v=0dX0g5XFm8g&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=mg8K20Vs6mI&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=15">https://www.youtube.com/watch?v=mg8K20Vs6mI&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=15</a>	33
Lecture 15: Product Life Cycle - 3	<a href="https://www.youtube.com/watch?v=bDZKsPYTkZo&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=16">https://www.youtube.com/watch?v=bDZKsPYTkZo&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=16</a>	31
Lecture - 27 Product Mix Decisions	<a href="https://www.youtube.com/watch?v=snZkvsUoE8">https://www.youtube.com/watch?v=snZkvsUoE8</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=rdKOgn2Qa5s&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=38">https://www.youtube.com/watch?v=rdKOgn2Qa5s&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=38</a>	32
Lecture 38: Strategic Brand Management Process	<a href="https://www.youtube.com/watch?v=b2vdmoOMcz0&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=39">https://www.youtube.com/watch?v=b2vdmoOMcz0&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=iyE5v9MZlsw&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=43">https://www.youtube.com/watch?v=iyE5v9MZlsw&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=43</a>	35
Lecture 43: Brand Resonance Model	<a href="https://www.youtube.com/watch?v=X2qXwPsinN4&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=44">https://www.youtube.com/watch?v=X2qXwPsinN4&amp;list=PLly_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=44</a>	34

CHAIRMAN'S INITIALS

*[Handwritten Signature]*

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ON \_\_\_\_\_

TIME \_\_\_\_\_

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=gFYnzU4w&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=51">https://www.youtube.com/watch?v=gFYnzU4w&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=bFVUMABXjky&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=56">https://www.youtube.com/watch?v=bFVUMABXjky&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=fdufDvS21F8&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=61">https://www.youtube.com/watch?v=fdufDvS21F8&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=61</a>	33
		794

**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=N9wVqKIEv0k">https://www.youtube.com/watch?v=N9wVqKIEv0k</a>	55
		72

**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_2iUCG87AiyIGO1sAFD26k36VlWd6e">https://www.youtube.com/watch?v=6G2Z-kG7gWc&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e</a>	13
Lecture 1 - Understanding Retailing from a Strategic Standpoint	<a href="https://www.youtube.com/watch?v=NEqCp_R87tY&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=2">https://www.youtube.com/watch?v=NEqCp_R87tY&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=2</a>	35
Lecture 2 - Why is Retailing so Important: Strategic Perspectives	<a href="https://www.youtube.com/watch?v=bAoeD8tcLnE&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=3">https://www.youtube.com/watch?v=bAoeD8tcLnE&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=3</a>	17
Lecture 3 - Strategic Standpoint and Evolution of Retailing	<a href="https://www.youtube.com/watch?v=jLyWAq1WRIE&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=4">https://www.youtube.com/watch?v=jLyWAq1WRIE&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=4</a>	39
Lecture 4 - Evolution of Retailing	<a href="https://www.youtube.com/watch?v=GWRQtBEuBSw&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=5">https://www.youtube.com/watch?v=GWRQtBEuBSw&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&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=EBRoMzOuvUI&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=9">https://www.youtube.com/watch?v=EBRoMzOuvUI&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&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_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=10">https://www.youtube.com/watch?v=On-u-R35hSg&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&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_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=11">https://www.youtube.com/watch?v=Jk-cW9Z9unE&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&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=XODA_Xj9z_Q&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=12">https://www.youtube.com/watch?v=XODA_Xj9z_Q&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=12</a>	26
Lecture 15 : Consumer Decision Making Processes (Continued)	<a href="https://www.youtube.com/watch?v=CUEXqeFSG8&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=16">https://www.youtube.com/watch?v=CUEXqeFSG8&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=16</a>	26
Lecture 16 : Consumer Decision Making Processes (Continued)	<a href="https://www.youtube.com/watch?v=RdAFJUGxvyw&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=17">https://www.youtube.com/watch?v=RdAFJUGxvyw&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&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_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=18">https://www.youtube.com/watch?v=oGcGy4mbTk&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&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_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=22">https://www.youtube.com/watch?v=exY42Qo3BI8&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlWd6e&amp;index=22</a>	37

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Lecture 23 - Introduction to Multi and Omni-Channel Retail (Continued)	<a href="https://www.youtube.com/watch?v=GKGlB_Gr-tQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=23">https://www.youtube.com/watch?v=GKGlB_Gr-tQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&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_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=24">https://www.youtube.com/watch?v=zO3QZhk-6W4&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=24</a>	21
Lecture 31: Location Decisions	<a href="https://www.youtube.com/watch?v=udTJAUvtWfQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=32">https://www.youtube.com/watch?v=udTJAUvtWfQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=32</a>	27
Lecture 32: Location Decisions	<a href="https://www.youtube.com/watch?v=iV9ncF-7lCQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=33">https://www.youtube.com/watch?v=iV9ncF-7lCQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=33</a>	28
Lecture 34: Merchandise Management and Planning	<a href="https://www.youtube.com/watch?v=eVE4tWtmiZc&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=38">https://www.youtube.com/watch?v=eVE4tWtmiZc&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=38</a>	33
Lecture 35: Merchandise Management and Planning (continued)	<a href="https://www.youtube.com/watch?v=W6t3gxXg_vg&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=39">https://www.youtube.com/watch?v=W6t3gxXg_vg&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&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_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=42">https://www.youtube.com/watch?v=HoxTWFFr4-s&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=42</a>	43
Lecture - 35 Electronic Commerce	<a href="https://www.youtube.com/watch?v=xKjyn8DaAw&amp;t=1162s">https://www.youtube.com/watch?v=xKjyn8DaAw&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
		673

**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_22KpNoqTruEr0SQV0&amp;index=3">https://www.youtube.com/watch?v=073r1d_4VeU&amp;list=PLHRLZtgrF2jkd7x_22KpNoqTruEr0SQV0&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_22KpNoqTruEr0SQV0&amp;index=6">https://www.youtube.com/watch?v=RzQ8PqdiMw&amp;list=PLHRLZtgrF2jkd7x_22KpNoqTruEr0SQV0&amp;index=6</a>	32
Systematic & Unsystematic Risk	<a href="https://www.youtube.com/watch?v=kyLk0hSwjX4">https://www.youtube.com/watch?v=kyLk0hSwjX4</a>	32
Mod-01 Lec-03 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>	57
Mod-01 Lec-04 Risk and Return (Contd.)	<a href="https://www.youtube.com/watch?v=H9hvDKLI-hQ&amp;list=PLEC357A2BC142F57E&amp;index=4">https://www.youtube.com/watch?v=H9hvDKLI-hQ&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=B5HEXO6MzLI">https://www.youtube.com/watch?v=B5HEXO6MzLI</a>	30
Mod-01 Lec-39 Portfolio Performance Evaluation - I	<a href="https://www.youtube.com/watch?v=pJOeL-wR5zE&amp;list=PLEC357A2BC142F57E&amp;index=39">https://www.youtube.com/watch?v=pJOeL-wR5zE&amp;list=PLEC357A2BC142F57E&amp;index=39</a>	55
Mod-01 Lec-40 Portfolio Performance Evaluation - II	<a href="https://www.youtube.com/watch?v=YAggtB9hu8Y&amp;list=PLEC357A2BC142F57E&amp;index=40">https://www.youtube.com/watch?v=YAggtB9hu8Y&amp;list=PLEC357A2BC142F57E&amp;index=40</a>	57
Lecture 51: Capital Asset Pricing Model I	<a href="https://www.youtube.com/watch?v=OiUB9QcFsBA">https://www.youtube.com/watch?v=OiUB9QcFsBA</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=ptXRZpvyqya&amp;list=PLEC357A2BC142F57E&amp;index=27">https://www.youtube.com/watch?v=ptXRZpvyqya&amp;list=PLEC357A2BC142F57E&amp;index=27</a>	54

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HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

**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=NiQCDDxR5rY">https://www.youtube.com/watch?v=NiQCDDxR5rY</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-Khy2FoTAMA4XVhLQhilR-&amp;index=5">https://www.youtube.com/watch?v=ULt_yu3iVs8&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=5</a>	29
Registration - part 2	<a href="https://www.youtube.com/watch?v=yE_oYMiR2Is&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=4">https://www.youtube.com/watch?v=yE_oYMiR2Is&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=4</a>	30
Registration - part 3	<a href="https://www.youtube.com/watch?v=B2AE3Mu1Wxw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=3">https://www.youtube.com/watch?v=B2AE3Mu1Wxw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=3</a>	19
Registration - part 4	<a href="https://www.youtube.com/watch?v=Atuuwcf6FGE&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=2">https://www.youtube.com/watch?v=Atuuwcf6FGE&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&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=LUVTYnKxjds&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=13">https://www.youtube.com/watch?v=LUVTYnKxjds&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=13</a>	23
Value of Supply - part 2	<a href="https://www.youtube.com/watch?v=pdTY_2EkZ-g&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=12">https://www.youtube.com/watch?v=pdTY_2EkZ-g&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=12</a>	30
Value of Supply - part 3	<a href="https://www.youtube.com/watch?v=UDHBLvoOtG0&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=14">https://www.youtube.com/watch?v=UDHBLvoOtG0&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=14</a>	29
Value of Supply - part 4	<a href="https://www.youtube.com/watch?v=GkQl2rcnFiw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=18">https://www.youtube.com/watch?v=GkQl2rcnFiw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=18</a>	33
Value of Supply - part 5	<a href="https://www.youtube.com/watch?v=pg26qP4QASw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=17">https://www.youtube.com/watch?v=pg26qP4QASw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=17</a>	31
Input tax Credit_1 - part 1	<a href="https://www.youtube.com/watch?v=YslpXOgfrBQ&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=22">https://www.youtube.com/watch?v=YslpXOgfrBQ&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=22</a>	37
Input tax Credit_1 - part 2	<a href="https://www.youtube.com/watch?v=tpMtnLo4FnM&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=21">https://www.youtube.com/watch?v=tpMtnLo4FnM&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=21</a>	37
Input tax Credit_1 - part 3	<a href="https://www.youtube.com/watch?v=V5BP-qFLTl8&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=20">https://www.youtube.com/watch?v=V5BP-qFLTl8&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=20</a>	27
Input tax Credit_1 - part 4	<a href="https://www.youtube.com/watch?v=foPenfhtlFY&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=19">https://www.youtube.com/watch?v=foPenfhtlFY&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=19</a>	23
input tax Credit_1 - part 5	<a href="https://www.youtube.com/watch?v=gd1XsSHiqwU&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=23">https://www.youtube.com/watch?v=gd1XsSHiqwU&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=23</a>	33
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Annexure III

Sr. No.	Particulars	Batch	Tentative Date
1	Commencement of Admission Batch	January	As per UGC Guidelines for Batch Start and End Dates
		July	As per UGC Guidelines for Batch Start and End Dates
2	Access to Learning Management System for Accessing the Online Courseware	January	Within 48 working hours of Enrolment
		July	
3	Commencement of Online Interactive Live Lectures and Discussion Forum	January	February to May
		July	August to November
4	Online Submission Assignment	January	Assignment 1 by 30 <sup>th</sup> April Assignment 2 by 31 <sup>st</sup> May
		July	Assignment 1 by 30 <sup>th</sup> Oct Assignment 2 by 30 <sup>th</sup> Nov
5	Project Work Submission	January	30 <sup>th</sup> May
		July	30 <sup>th</sup> Nov
6	Term End Examination	January	June
		July	Dec
7	Result Declaration of End Term Examination	January	By end of July
		July	By end of January
8	Commencement of Next Semester	January	August
		July	February

\*In case of any changes in schedule, the same would be informed to students in advance

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CHAIRMAN'S  
INITIALS

HELD AT \_\_\_\_\_

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**MINUTES OF THE FIRST MEETING OF CONTENT REVIEW COMMITTEE FOR THE ACADEMIC YEAR 2025-26 HELD ON 1<sup>st</sup> OCTOBER 2025 AT 1:00 P. M. AT THE BOARD ROOM AT TOWER 1, EQUINOX BUSINESS PARK, OFF. BANDRA KURLA COMPLEX (BKC), L.B.S MARG, KURLA (WEST), MUMBAI - 400070.**

**Members Present:**

1. Dr. Deepak Gupta
2. Dr. Anand Kopare
3. Dr. Mandar Bhanushe
4. Prof. Bineet Desai
5. Dr. Shashikant Patil
6. Dr. Simarjeet Makkar
7. Dr. Naresh Kaushik
8. Dr. Kajal Chheda
9. Dr. Vinod Nair
10. Dr. Pooja Grover
11. Dr. Jyoti Kappal
12. Dr. Poonam Singh

Dr. Deepak Gupta was requested to chair the meeting. He occupied the Chair, as requested by all members and welcomed the members and special invitee to the meeting.

**1. Granting leave of absence:**

All members have attended the meeting hence no leave of absence of requested and granted. The quorum was present.

**2. To approve the Action taken report of the previous meeting:**

The Chairperson presented the action taken report of the previous meeting and invited members to deliberate on the same.

The members after due deliberation, approved the same.

**3. To discuss and consider the e-tutorial developed for the 3-Year BBA Program to be offered through Online Mode.**

The Chairperson invited the Member Secretary to brief the members on the development and completion status of the e-tutorials prepared for the 3-Year BBA Program to be offered through Online Mode. The members were informed that the e-tutorials have been developed in accordance with the Four-Quadrant Approach prescribed under the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020, and in line with the Content Development Policy adopted by the University.

The Member Secretary elaborated that the e-tutorials have been designed to strengthen learner engagement, conceptual clarity, and self-paced learning through the use of high-quality video lectures, demonstrations, case study discussions, animations, and interactive simulations, supported by transcripts and supplementary learning aids. The Committee was further apprised that each e-tutorial corresponds to a specific unit of the approved Self-Learning Material (SLM), thereby ensuring complete integration between the textual and visual content components.

CHAIRMAN'S  
INITIALS

HELD AT \_\_\_\_\_

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The process of e-tutorial development was carried out strictly as per the approved Policy on Content Development, ensuring adherence to quality assurance parameters, outcome alignment, and pedagogical soundness.

After detailed deliberation, the Committee passed the following resolutions unanimously:

**“RESOLVED THAT** the e-tutorials developed for the first three semesters of the 3-Year BBA Program to be offered through Online Mode, prepared in accordance with the Four-Quadrant Approach and as annexed in Annexure I, be and are hereby reviewed and approved by the members of Content Review Committee.

**RESOLVED FURTHER THAT** the same be recommended to the Centre for Internal Quality Assurance for its consideration and approval.

**RESOLVED FURTHER THAT** a certified copy of this resolution be furnished to the concerned person(s) and/or authorities for giving effect to this resolution under the hands of the Chairperson or the Authorized Person of Content Review Committee.”

**4. To discuss and consider the e-tutorial developed for the 2-Year MBA Program to be offered through Online Mode.**

The Chairperson invited the Member Secretary to brief the members on the development and completion status of the e-tutorials prepared for the 2-Year MBA Program to be offered through Online Mode. The members were informed that the e-tutorials have been developed in accordance with the Four-Quadrant Approach prescribed under the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020, and in line with the Content Development Policy adopted by the University.

The Member Secretary elaborated that the e-tutorials have been designed to enhance learner engagement and ensure clarity of concepts through the use of video lectures, animations, simulations, demonstrations, and audio-visual explanations supported by transcripts. The Committee was further apprised that each e-tutorial corresponds to a specific unit of the approved Self-Learning Material (SLM), ensuring seamless integration between written and audio-visual content.

The process of e-tutorial development was carried out as per the approved the policy on the Content Development.

After detailed deliberation, the Committee passed the following resolutions unanimously:

**“RESOLVED THAT** the e-tutorials developed for the first two semesters of the 2-Year MBA Program to be offered through Online Mode, prepared in accordance with the Four-Quadrant Approach and as annexed in Annexure II , be and are hereby reviewed and approved by the members of Content Review Committee.

**RESOLVED FURTHER THAT** the same be recommended to the Centre for Internal Quality Assurance for its consideration and approval.

**RESOLVED FURTHER THAT** a certified copy of this resolution be furnished to the concerned person(s) and/or authorities for giving effect to this resolution under the hands of the Chairperson or the Authorized Person of Content Review Committee.”

CHAIRMAN'S  
INITIALS

*[Handwritten Signature]*

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

There being no further matters for discussion, the meeting concluded with a vote of thanks.

**Date: 06.10.2025**  
**Place: Mumbai**

*D. Gupta*  
Chairperson

CHAIRMAN'S INITIALS

*D. Gupta*

HELD AT \_\_\_\_\_

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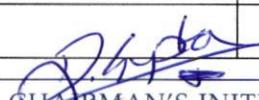
TIME \_\_\_\_\_

**Annexure: I**

**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=uTifDBH80HU&amp;list=PLPjSqiTyvDeUgSjU9XcEdZmd5Epz1L-Yn">https://www.youtube.com/watch?v=uTifDBH80HU&amp;list=PLPjSqiTyvDeUgSjU9XcEdZmd5Epz1L-Yn</a>	25
Core Concepts in Marketing	<a href="https://www.youtube.com/watch?v=kZNVtuIsn8s&amp;list=PLPjSqiTyvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=2">https://www.youtube.com/watch?v=kZNVtuIsn8s&amp;list=PLPjSqiTyvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=2</a>	20
Evolution of Marketing	<a href="https://www.youtube.com/watch?v=E8HbqnrXok&amp;list=PLPjSqiTyvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=5">https://www.youtube.com/watch?v=E8HbqnrXok&amp;list=PLPjSqiTyvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=5</a>	27
Market Environment	<a href="https://www.youtube.com/watch?v=4vuqtf4jPXg&amp;t=14s">https://www.youtube.com/watch?v=4vuqtf4jPXg&amp;t=14s</a>	10
Market Environment: Comparison Table	<a href="https://www.youtube.com/watch?v=3JW7Qajj-EQ">https://www.youtube.com/watch?v=3JW7Qajj-EQ</a>	9
PESTEL Framework	<a href="https://www.youtube.com/watch?v=UQpC4dB9mqE&amp;list=PLPjSqiTyvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=10">https://www.youtube.com/watch?v=UQpC4dB9mqE&amp;list=PLPjSqiTyvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=10</a>	23
Competitive Analysis	<a href="https://www.youtube.com/watch?v=uZQHoQK4KFI&amp;list=PLPjSqiTyvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=11">https://www.youtube.com/watch?v=uZQHoQK4KFI&amp;list=PLPjSqiTyvDeUgSjU9XcEdZmd5Epz1L-Yn&amp;index=11</a>	25
Defining Product	<a href="https://www.youtube.com/watch?v=KqXOf3kttTI&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=3">https://www.youtube.com/watch?v=KqXOf3kttTI&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=3</a>	32
Product	<a href="https://www.youtube.com/watch?v=KqXOf3kttTI&amp;t=304s">https://www.youtube.com/watch?v=KqXOf3kttTI&amp;t=304s</a>	32
Product Life cycle -1	<a href="https://www.youtube.com/watch?v=wLWTCpIn-vF4&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=14">https://www.youtube.com/watch?v=wLWTCpIn-vF4&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=14</a>	31
Product Life Cycle - 2	<a href="https://www.youtube.com/watch?v=mg8KZOVs6ml&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=15">https://www.youtube.com/watch?v=mg8KZOVs6ml&amp;list=PLLy_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=15</a>	33
BCG Matrix, Strategic Marketing	<a href="https://www.youtube.com/watch?v=8dIREFnLs">https://www.youtube.com/watch?v=8dIREFnLs</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=desrfgFEjXs">https://www.youtube.com/watch?v=desrfgFEjXs</a>	51
Distribution Channel Management: Distribution Channels:	<a href="https://www.youtube.com/watch?v=Sh9V7vvnvk">https://www.youtube.com/watch?v=Sh9V7vvnvk</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=Gl6mJFvIKgl">https://www.youtube.com/watch?v=Gl6mJFvIKgl</a>	26
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=iSrC-EWYIJQ">https://www.youtube.com/watch?v=iSrC-EWYIJQ</a>	57
Lec-02 Introduction to the Study of Consumer Behaviour	<a href="https://www.youtube.com/watch?v=G5EO8DbqH94">https://www.youtube.com/watch?v=G5EO8DbqH94</a>	59
Lec-01 The Consumer Decision Making Process	<a href="https://www.youtube.com/watch?v=38CXcE_Q1Ug">https://www.youtube.com/watch?v=38CXcE_Q1Ug</a>	57
Lec-02 The Consumer Decision Making Process	<a href="https://www.youtube.com/watch?v=Wj7AuP2bekI">https://www.youtube.com/watch?v=Wj7AuP2bekI</a>	57
Introduction and Motivation - I	<a href="https://www.youtube.com/watch?v=nWxNfkgGlsM">https://www.youtube.com/watch?v=nWxNfkgGlsM</a>	30
Personality: Definition, concepts and overview	<a href="https://www.youtube.com/watch?v=grEI9zMEaTA">https://www.youtube.com/watch?v=grEI9zMEaTA</a>	62
Personality, Self Concept and Self Image	<a href="https://www.youtube.com/watch?v=9P3myyFYUnw&amp;t=1190s">https://www.youtube.com/watch?v=9P3myyFYUnw&amp;t=1190s</a>	56
Information processing and perception	<a href="https://www.youtube.com/watch?v=MeDjaJTdX20">https://www.youtube.com/watch?v=MeDjaJTdX20</a>	42
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-7KM84">https://www.youtube.com/watch?v=nJiz-7KM84</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=PLPjSqiTyvDeUv5KikAmcO_hLbNdg1z4q6v">https://www.youtube.com/watch?v=VM_EORRUe9I&amp;list=PLPjSqiTyvDeUv5KikAmcO_hLbNdg1z4q6v</a>	8
Introduction to the Study of Consumer Behaviour	<a href="https://www.youtube.com/watch?v=iSrC-EWYIJQ&amp;t=12s">https://www.youtube.com/watch?v=iSrC-EWYIJQ&amp;t=12s</a>	57


  
CHAIRMAN'S INITIALS

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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=PLwdnzlV3ogoXB2TITWYFI5d2aGf7PNSuK&amp;index=2">https://www.youtube.com/watch?v=M6pxzax72A&amp;list=PLwdnzlV3ogoXB2TITWYFI5d2aGf7PNSuK&amp;index=2</a>	66
Introduction to the Science of Human Behavior - II	<a href="https://www.youtube.com/watch?v=6anyVz1pVR8&amp;list=PLwdnzlV3ogoXB2TITWYFI5d2aGf7PNSuK&amp;index=4">https://www.youtube.com/watch?v=6anyVz1pVR8&amp;list=PLwdnzlV3ogoXB2TITWYFI5d2aGf7PNSuK&amp;index=4</a>	66
Sensation - I	Lec 3: Sensation - I	70
Sensation - I	Lec 4: Sensation - II - YouTube	62
Perception - I	Lec 5: Perception - I	69
Perception - II	Lec 6: Perception - II	64
Behaviorism and Personality 1: Classical conditioning and personality	Lec 12: Behaviorism and Personality 1: Classical conditioning and personality	58
Introduction to Indian Philosophy	Mod-01 Lec-01 Introduction to Indian Philosophy	47
A Brief Discussion on the Vedas & the Upanishads	Mod-01 Lec-02 A Brief Discussion on the Vedas & the Upanishads - YouTube	50
Carvaka Philosophy - I	Mod-02 Lec-03 Carvaka Philosophy - I - YouTube	50
Carvaka Philosophy - II	Mod-02 Lec-04 Carvaka Philosophy - II	46
The Samkhya Philosophy - I	Mod-03 Lec-05 The Samkhya Philosophy - I	49
The Samkhya Philosophy - I	Mod-03 Lec-05 The Samkhya Philosophy - I	48
The Samkhya Philosophy - II	Mod-03 Lec-06 The Samkhya Philosophy - II	50
The Samkhya Philosophy - III	Mod-03 Lec-07 The Samkhya Philosophy - III	49
The Samkhya Philosophy - IV	Mod-03 Lec-08 The Samkhya Philosophy - IV	47
The Samkhya Philosophy - V	Mod-03 Lec-09 The Samkhya Philosophy - V	44
The Samkhya Philosophy - VI	Mod-03 Lec-10 The Samkhya Philosophy - VI	51
The Yoga Philosophy - I	Mod-04 Lec-11 The Yoga Philosophy - I	54
The Yoga Philosophy - II	Mod-04 Lec-12 The Yoga Philosophy - II	54
The Yoga Philosophy - III	Mod-04 Lec-13 The Yoga Philosophy - III	53
The Yoga Philosophy - IV	Mod-04 Lec-14 The Yoga Philosophy - IV	50
The Philosophy of Buddha - I	Mod-06 Lec-24 The Philosophy of Buddha - I	48
The Philosophy of Buddha - II	Mod-06 Lec-25 The Philosophy of Buddha - II	49
The Philosophy of Buddha - III	Mod-06 Lec-26 The Philosophy of Buddha - III	49
The Philosophy of Buddha - IV	Mod-06 Lec-27 The Philosophy of Buddha - IV	49
The Philosophy of Buddha - V	Mod-06 Lec-28 The Philosophy of Buddha - V	49
The Jaina Philosophy - I	Mod-07 Lec-29 The Jaina Philosophy - I - YouTube	51
The Jaina Philosophy - II	Mod-07 Lec-30 The Jaina Philosophy - II	49
The Jaina Philosophy - III	Mod-07 Lec-31 The Jaina Philosophy - III	50
Emotions & Psychology	Psychology of Emotion: Theory and Applications: [Introduction Video]	8
Emotion - I	Lec 15: Emotion - I	61
Emotion - II	Lec 16: Emotion - II	57
The core and context of Indian psychology	Mod-01 Lec-05 The core and context of Indian psychology	75
Positive Psychology and the Practice of Counseling and Psychotherapy	Lec 33: Positive Psychology and the Practice of Counseling and Psychotherapy	50
Indian Perspective of Personality and Assessment of Personality	Lecture 37 Indian Perspective of Personality and Assessment of Personality	24
Applied Positive Psychology	Applied Positive Psychology - Course	4
Mental Health and Wellbeing	Mental Health and Wellbeing - Course	2
Psychology Of Stress, Health And Well-Being	Psychology Of Stress, Health And Well-Being - Course	8
Conflict Management through Mediation	Conflict Management through Mediation - Course Introduction video	4

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

Cooperation and conflict	Mod-01 Lec-04 Cooperation and conflict	52
Managing Conflict and Negotiation	Mod-01 Lec-24 Managing Conflict and Negotiation	59
Negotiation and Conflict Management	Mod-01 Lec-31 Negotiation and Conflict Management	59
Conflict Management through Mediation	Conflict Management through Mediation - Course	4
		<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_68YmFFmjAAvTMne3xq9if&amp;index=2">https://www.youtube.com/watch?v=f1if5sqCS4U&amp;list=PLyqSpQzTE6M_68YmFFmjAAvTMne3xq9if&amp;index=2</a>	38
Data Analysis and Decision Making - I	<a href="https://www.youtube.com/watch?v=Jr6QG-64Xnw&amp;list=PLFW6IRTa1g82o3l_J6ZgwD-1gpanZenQx">https://www.youtube.com/watch?v=Jr6QG-64Xnw&amp;list=PLFW6IRTa1g82o3l_J6ZgwD-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_ZkOfI_g">https://www.youtube.com/watch?v=XE_ZkOfI_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=N9wVqKIEvOk">https://www.youtube.com/watch?v=N9wVqKIEvOk</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=PLuBwWyD3M82x9PfxeF7oxb0E122mQAWH6&amp;si=ctz1FaR688Vpul_p">https://youtube.com/playlist?list=PLuBwWyD3M82x9PfxeF7oxb0E122mQAWH6&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=PLbMvVgVj5nJQu5qwm-HmJgimeGhsErvXD&amp;si=yN5YvtBXlpBTYewF">https://youtube.com/playlist?list=PLbMvVgVj5nJQu5qwm-HmJgimeGhsErvXD&amp;si=yN5YvtBXlpBTYewF</a>	48
Robotics by Prof D K Pratihar	<a href="https://www.youtube.com/playlist?list=PLbRMhDVUMngcdUdBySzyzcPiFTYWr4rV">https://www.youtube.com/playlist?list=PLbRMhDVUMngcdUdBySzyzcPiFTYWr4rV</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

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

Ideation & Prototyping   Part 5   Entrepreneurship	#16 Ideation & Prototyping   Part 5   Entrepreneurship	33
Ideation & Prototyping   Part 6   Entrepreneurship	#17 Ideation & Prototyping   Part 6   Entrepreneurship	36
Technological Innovation & Entrepreneurship   Part 1	#25 Technological Innovation & Entrepreneurship   Part 1   Entrepreneurship	30
Technological Innovation & Entrepreneurship   Part 2	#26 Technological Innovation & Entrepreneurship   Part 2   Entrepreneurship	33
Technological Innovation & Entrepreneurship   Part 3	#27 Technological Innovation & Entrepreneurship   Part 3   Entrepreneurship	32
Technological Innovation & Entrepreneurship   Part 4	#28 Technological Innovation & Entrepreneurship   Part 4   Entrepreneurship	36
Technological Innovation & Entrepreneurship	#29 Technological Innovation & Entrepreneurship   Part 5   Entrepreneurship	29
		<b>812</b>

**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=Om0Ohf4sz78&amp;list=PLyqSpQzTE6M8St2lrMox_srEJv8n-N55A">https://www.youtube.com/watch?v=Om0Ohf4sz78&amp;list=PLyqSpQzTE6M8St2lrMox_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=lw45bJMqA0o">https://www.youtube.com/watch?v=lw45bJMqA0o</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=aLSUFu6Qtes">https://www.youtube.com/watch?v=aLSUFu6Qtes</a>	52
Financial Statements	<a href="https://www.youtube.com/watch?v=kaiY6SBqTic&amp;list=PLPjSqtYvDeUTeAOGhip_ubjN3y8oqT13&amp;index=9">https://www.youtube.com/watch?v=kaiY6SBqTic&amp;list=PLPjSqtYvDeUTeAOGhip_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 Statment	<a href="https://www.youtube.com/watch?v=kaiY6SBqTic&amp;list=PLPjSqtYvDeUTeAOGhip_ubjN3y8oqT13&amp;index=9">https://www.youtube.com/watch?v=kaiY6SBqTic&amp;list=PLPjSqtYvDeUTeAOGhip_ubjN3y8oqT13&amp;index=9</a>	30
Financial Statements - Income Statement	<a href="https://www.youtube.com/watch?v=R3BVJsu0bCc&amp;list=PLPjSqtYvDeUTeAOGhip_ubjN3y8oqT13&amp;index=10">https://www.youtube.com/watch?v=R3BVJsu0bCc&amp;list=PLPjSqtYvDeUTeAOGhip_ubjN3y8oqT13&amp;index=10</a>	25
Key Financial Ratios	<a href="https://www.youtube.com/watch?v=Weatwksb-U">https://www.youtube.com/watch?v=Weatwksb-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=tqqj-iBNLY&amp;list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&amp;index=4">https://www.youtube.com/watch?v=tqqj-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=Z5M8RIIGrP0&amp;list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&amp;index=11">https://www.youtube.com/watch?v=Z5M8RIIGrP0&amp;list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&amp;index=11</a>	19
MOTOR INSURANCE	<a href="https://www.youtube.com/watch?v=y_prRpOc6s&amp;list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&amp;index=13">https://www.youtube.com/watch?v=y_prRpOc6s&amp;list=PL92RPe36fLKha8tbOPDxZj_xuRxRmiJB_&amp;index=13</a>	19
Mutual Funds	<a href="https://www.youtube.com/watch?v=lzzxjks9AO8">https://www.youtube.com/watch?v=lzzxjks9AO8</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-H2iX4nU">https://www.youtube.com/watch?v=T5-H2iX4nU</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
		<b>943</b>

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 CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

**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=CCYic2ilt2g&amp;list=PLly_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&amp;index=5">https://www.youtube.com/watch?v=CCYic2ilt2g&amp;list=PLly_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&amp;index=5</a>	32
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=51CzYl1Q8Nw&amp;list=PLly_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&amp;index=20">https://www.youtube.com/watch?v=51CzYl1Q8Nw&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=CMYDyUIVI0o">https://www.youtube.com/watch?v=CMYDyUIVI0o</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=9P3mmyfyUnw">https://www.youtube.com/watch?v=9P3mmyfyUnw</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=lqC2cfwllg&amp;t=364s">https://www.youtube.com/watch?v=lqC2cfwllg&amp;t=364s</a>	59
Controlling	<a href="https://www.youtube.com/watch?v=PHDHTqX5Bg">https://www.youtube.com/watch?v=PHDHTqX5Bg</a>	62
AI in Human Resource Management: [Intro Video]	<a href="https://www.youtube.com/watch?v=lCfWl8HP55w&amp;list=PLwdnzlV3ogoVUtStpbzsX8OM_PslNswlV">https://www.youtube.com/watch?v=lCfWl8HP55w&amp;list=PLwdnzlV3ogoVUtStpbzsX8OM_PslNswlV</a>	7
Ai in Decision Making	<a href="https://www.youtube.com/watch?v=aF7P1Ft3uS0&amp;list=PLwdnzlV3ogoVUtStpbzsX8OM_PslNswlV&amp;index=5">https://www.youtube.com/watch?v=aF7P1Ft3uS0&amp;list=PLwdnzlV3ogoVUtStpbzsX8OM_PslNswlV&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=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K">https://www.youtube.com/watch?v=CSbEDrq_eTo&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K</a>	26
Lecture 02 : Emergence of Digital Transformation	<a href="https://www.youtube.com/watch?v=a2k898uf3Gw&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=2">https://www.youtube.com/watch?v=a2k898uf3Gw&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=2</a>	29
Lecture 03 : Introduction to Digital Marketing	<a href="https://www.youtube.com/watch?v=MRKUe9w3m8&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=3">https://www.youtube.com/watch?v=MRKUe9w3m8&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=3</a>	28
Lecture 04 : Online Marketplaces	<a href="https://www.youtube.com/watch?v=irGJ0Wivqg0&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=4">https://www.youtube.com/watch?v=irGJ0Wivqg0&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=4</a>	31
Lecture 05 : Digital Marketing Communications	<a href="https://www.youtube.com/watch?v=1R9sRQZljk&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=5">https://www.youtube.com/watch?v=1R9sRQZljk&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=5</a>	32
Lecture 06 : Consumer Journeys	<a href="https://www.youtube.com/watch?v=tCE_8v14g8&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=6">https://www.youtube.com/watch?v=tCE_8v14g8&amp;list=PLw7s9XqlzCGR5fjOAJqt3IQCcZb6WQ1_K&amp;index=6</a>	28
Lecture 52 : Search Engine Optimization (SEO)	<a href="https://www.youtube.com/watch?v=RjYCbMY4kjc">https://www.youtube.com/watch?v=RjYCbMY4kjc</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=8NcBcsidPSA">https://www.youtube.com/watch?v=8NcBcsidPSA</a>	58
Lec 01- Introduction to Business to Business Marketing	<a href="https://www.youtube.com/watch?v=d8d8c5RP-iy&amp;list=PLly_2iUCG87C3qniP4kidTHN2HW03sfOc&amp;index=2">https://www.youtube.com/watch?v=d8d8c5RP-iy&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

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Lecture 13 : Industry 4.0: Augmented Reality and Virtual Reality	<a href="https://www.youtube.com/watch?v=zLMgdYl82IE">https://www.youtube.com/watch?v=zLMgdYl82IE</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
		473

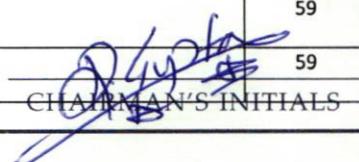
**BBA Sem 2: Future Forward with AI**

Topic	Link	Duration
An Introduction to Artificial Intelligence   Prof. Mausam	<a href="https://www.youtube.com/watch?v=GHPchgLoDvl&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHyzBuz">https://www.youtube.com/watch?v=GHPchgLoDvl&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHyzBuz</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=K9gH7hBAp0&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHyzBuz&amp;index=2">https://www.youtube.com/watch?v=K9gH7hBAp0&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHyzBuz&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_YJCruBFjhF79f5ZHyzBuz&amp;index=3">https://www.youtube.com/watch?v=HF_ncSeCMmA&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHyzBuz&amp;index=3</a>	28
Introduction: History of AI in the 90s	<a href="https://www.youtube.com/watch?v=P74Sa1GvPd4&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHyzBuz&amp;index=4">https://www.youtube.com/watch?v=P74Sa1GvPd4&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHyzBuz&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=-DGMjrOiyQ8&amp;list=PLp6ek2hDcoNDDRINFiWGDIPKUwW-g1Hjk">https://www.youtube.com/watch?v=-DGMjrOiyQ8&amp;list=PLp6ek2hDcoNDDRINFiWGDIPKUwW-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	<a href="#">Image Generation using Generative AI   IIT Kharagpur   Pranav Durai   2025</a>	52
3D Printing: Demonstration	<a href="#">Lec 32 3D Printing: Demonstration</a>	6
Audio and Video Compression	<a href="#">Lecture - 37 Audio and Video Compression</a>	57
Multi agent systems	<a href="#">Lec 58 Multi agent systems</a>	34
Swarm Intelligence	<a href="#">Lec 57 Swarm Intelligence</a>	36
Ethics in AI	<a href="#">Lec 56 Ethics in AI</a>	40
Natural Language Processing	<a href="https://www.youtube.com/watch?v=2RAqHMpl-3E&amp;list=PLgMDNELGJ1CZSGn478v1uKbzxJzKWZ7zs&amp;index=3">https://www.youtube.com/watch?v=2RAqHMpl-3E&amp;list=PLgMDNELGJ1CZSGn478v1uKbzxJzKWZ7zs&amp;index=3</a>	39
Fuzzification and Defuzzification methods	<a href="#">Lec 54 Fuzzification and Defuzzification methods</a>	34
RNN & LSTMs	<a href="#">Lec 48 RNN &amp; LSTMs</a>	34
CNN and introduction to RNN	<a href="#">Lec 47 CNN and introduction to RNN</a>	41
Datasets for DL	<a href="#">Lec 46 Datasets for DL</a>	30
		727

**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=Q6mJHp4oskY">https://www.youtube.com/watch?v=Q6mJHp4oskY</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

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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_WT0BlS&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=10">https://www.youtube.com/watch?v=JIKU_WT0BlS&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=QSLttMmaLk&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=11">https://www.youtube.com/watch?v=QSLttMmaLk&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=13GMbeevvvo&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=20">https://www.youtube.com/watch?v=13GMbeevvvo&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=ymLFJDpigCk&amp;list=PLbMVogVj5nJSZB8BV29_sPwwkzMTYXpaH&amp;index=26">https://www.youtube.com/watch?v=ymLFJDpigCk&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
		1734

**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
		89

**BBA Sem 2: Economics**

Topic	Link	Duration
Mod-01 Lec-36 Introduction to Economics	<a href="https://www.youtube.com/watch?v=RaXQ8wQ6TU5">https://www.youtube.com/watch?v=RaXQ8wQ6TU5</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=d365orqBV50">https://www.youtube.com/watch?v=d365orqBV50</a>	35
Mod-02 Lec-02 Market Equilibrium : Demand and Supply	<a href="https://www.youtube.com/watch?v=heEHqTyJNw">https://www.youtube.com/watch?v=heEHqTyJNw</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

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

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=AffhWkHYqJY">https://www.youtube.com/watch?v=AffhWkHYqJY</a>	41
Mod-01 Lec-02 Lecture 2 - Money	<a href="https://www.youtube.com/watch?v=JSTo8iiAW-M">https://www.youtube.com/watch?v=JSTo8iiAW-M</a>	46
		593

**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=vHlppy5WwSg&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=2">https://www.youtube.com/watch?v=vHlppy5WwSg&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=2</a>	31
Lecture 03- Accounting Concepts	<a href="https://www.youtube.com/watch?v=BzC0SANzZ9E&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=3">https://www.youtube.com/watch?v=BzC0SANzZ9E&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=3</a>	33
Lecture-09- 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
Lecture-10- 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
Lecture-11- Financial Statements - Balance Sheet	<a href="https://www.youtube.com/watch?v=4PgDUmr5_SM&amp;list=PLPjSqiTyvDeUTeAOGhip_ubjN3y8oqT13&amp;index=11">https://www.youtube.com/watch?v=4PgDUmr5_SM&amp;list=PLPjSqiTyvDeUTeAOGhip_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=udR6RDiNx-E">https://www.youtube.com/watch?v=udR6RDiNx-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=zHHAB6L5AHY">https://www.youtube.com/watch?v=zHHAB6L5AHY</a>	12
Lecture-38- Different Sets of Ratios (Part-1)	<a href="https://www.youtube.com/watch?v=sT2xPqxl_qU">https://www.youtube.com/watch?v=sT2xPqxl_qU</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=roQHKOVGj88">https://www.youtube.com/watch?v=roQHKOVGj88</a>	30
Mod-07 Lec-13 Common-size, Comparative Statement Analysis	<a href="https://www.youtube.com/watch?v=0HK05j5ynuo">https://www.youtube.com/watch?v=0HK05j5ynuo</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_wuFexqgKw">https://www.youtube.com/watch?v=B_wuFexqgKw</a>	38
		710

**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=9BXq3gclSMs&amp;list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN">https://www.youtube.com/watch?v=9BXq3gclSMs&amp;list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN</a>	4

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

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-yYM3FA&amp;list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&amp;index=4">https://www.youtube.com/watch?v=FUD-yYM3FA&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=rkumGeKYfFs&amp;list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&amp;index=19">https://www.youtube.com/watch?v=rkumGeKYfFs&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=MNkHdvCEHAc&amp;list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&amp;index=23">https://www.youtube.com/watch?v=MNkHdvCEHAc&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=eXMSp3J7ESE">https://www.youtube.com/watch?v=eXMSp3J7ESE</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
		385

**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=rs1D1r1fhWM&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=2">https://www.youtube.com/watch?v=rs1D1r1fhWM&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=wGNAWCCOOrU&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=3">https://www.youtube.com/watch?v=wGNAWCCOOrU&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=rwyvRV9gigk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=16">https://www.youtube.com/watch?v=rwyvRV9gigk&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=hOp0MGlvmiw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=20">https://www.youtube.com/watch?v=hOp0MGlvmiw&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=1SscLpG0Ahw&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=23">https://www.youtube.com/watch?v=1SscLpG0Ahw&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=EoPowb-Q5Yk&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=24">https://www.youtube.com/watch?v=EoPowb-Q5Yk&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_f13ZY&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=25">https://www.youtube.com/watch?v=gLazp_f13ZY&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=Cgn1XAK1Cl0&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTcKrPL&amp;index=27">https://www.youtube.com/watch?v=Cgn1XAK1Cl0&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

CHAIRMAN'S INITIALS

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ON \_\_\_\_\_

TIME \_\_\_\_\_

#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=71CXF8O9qvi&amp;list=PLyqSpQzTE6M-Zj2GBVpJ3c7cfvMTckrPL&amp;index=34">https://www.youtube.com/watch?v=71CXF8O9qvi&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_2iUCG87DugHjjOGBZDXfufXjfaXNs&amp;index=50">https://www.youtube.com/watch?v=JuTeCvAIKMU&amp;list=PLLy_2iUCG87DugHjjOGBZDXfufXjfaXNs&amp;index=50</a>	31
Introduction to Statistics and Data	<a href="https://www.youtube.com/watch?v=sjRg6W2awZs&amp;list=PLLy_2iUCG87DugHjjOGBZDXfufXjfaXNs&amp;index=51">https://www.youtube.com/watch?v=sjRg6W2awZs&amp;list=PLLy_2iUCG87DugHjjOGBZDXfufXjfaXNs&amp;index=51</a>	29
#1 Introduction to Probability and Statistics	<a href="https://www.youtube.com/watch?v=COIOBUmNHT8&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE">https://www.youtube.com/watch?v=COIOBUmNHT8&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=A3LYYGpGgAMQ&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=13">https://www.youtube.com/watch?v=A3LYYGpGgAMQ&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=4Uj5hnhX4hs&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=14">https://www.youtube.com/watch?v=4Uj5hnhX4hs&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=6VLxmc0vltS&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=16">https://www.youtube.com/watch?v=6VLxmc0vltS&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=yFyQE0Qb4k4&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=17">https://www.youtube.com/watch?v=yFyQE0Qb4k4&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=JyVWQZNF1I&amp;list=PLyqSpQzTE6M_JcleDbrVyPnEOPixKs2JE&amp;index=19">https://www.youtube.com/watch?v=JyVWQZNF1I&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
		<b>403</b>

**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=PLwdnzlV3ogoXxAT0AGHAQ3iMswK39C6gS&amp;index=1">https://www.youtube.com/watch?v=H5KuBB2vUJo&amp;list=PLwdnzlV3ogoXxAT0AGHAQ3iMswK39C6gS&amp;index=1</a>	4
Concepts of Economic Growth and Development	<a href="https://www.youtube.com/watch?v=9Vy0ln2fnE4&amp;list=PLwdnzlV3ogoXxAT0AGHAQ3iMsWk39C6gS&amp;index=2">https://www.youtube.com/watch?v=9Vy0ln2fnE4&amp;list=PLwdnzlV3ogoXxAT0AGHAQ3iMsWk39C6gS&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

CHAIRMAN'S INITIALS

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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=fGrS8fRiS4&amp;list=PLEC357A2BC142F57E&amp;index=3">https://www.youtube.com/watch?v=fGrS8fRiS4&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_dLUoyqic">https://www.youtube.com/watch?v=zo_dLUoyqic</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=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc">https://www.youtube.com/watch?v=ykZ-UGcYWg&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc</a>	23
Data Preprocessing - I	<a href="https://www.youtube.com/watch?v=NsxEiohAH5o&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=2">https://www.youtube.com/watch?v=NsxEiohAH5o&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=2</a>	36
Data Preprocessing - II	<a href="https://www.youtube.com/watch?v=wZQM_9vhulg&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=3">https://www.youtube.com/watch?v=wZQM_9vhulg&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=3</a>	26
Clustering I	<a href="https://www.youtube.com/watch?v=9OjRP0ZLkKk&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=32">https://www.youtube.com/watch?v=9OjRP0ZLkKk&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=32</a>	26
Clustering II	<a href="https://www.youtube.com/watch?v=VcPWL9Nlozs&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=33">https://www.youtube.com/watch?v=VcPWL9Nlozs&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=33</a>	27
Regression I	<a href="https://www.youtube.com/watch?v=Gmomzn1UOF0&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=37">https://www.youtube.com/watch?v=Gmomzn1UOF0&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=37</a>	31
Regression II	<a href="https://www.youtube.com/watch?v=eGKBr1JhGFY&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&amp;index=38">https://www.youtube.com/watch?v=eGKBr1JhGFY&amp;list=PLLspfyOYoQcl6Nno3gPkq0h5YSe81hsc&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=0hnqxisXcy4">https://www.youtube.com/watch?v=0hnqxisXcy4</a>	27
Introduction to Data Visualization Part -1	<a href="https://www.youtube.com/watch?v=Ca-jnilPpsM&amp;list=PLZ2ps_7DhBZ12NCITmMLsnU0mF9ZUSG_&amp;index=2">https://www.youtube.com/watch?v=Ca-jnilPpsM&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_7DhBZ12NCITmMLsnU0mF9ZUSG_&amp;index=4">https://www.youtube.com/watch?v=BtWJyolQ_OQ&amp;list=PLZ2ps_7DhBZ12NCITmMLsnU0mF9ZUSG_&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_IDEo5vk&amp;list=PL9oKFhoDNxc587pEvOAB25Q310OnPCv4Z">https://www.youtube.com/watch?v=3J9_IDEo5vk&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=yDae3ygfWZi&amp;list=PLGdMwVKbjVQ9dde2fc-UoLo-F-JNNvZLc">https://www.youtube.com/watch?v=yDae3ygfWZi&amp;list=PLGdMwVKbjVQ9dde2fc-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=aITwpzQL-VA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=12">https://www.youtube.com/watch?v=aITwpzQL-VA&amp;list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&amp;index=12</a>	53
Logistic Regression	<a href="https://www.youtube.com/watch?v=-QmWlkv_FOA">https://www.youtube.com/watch?v=-QmWlkv_FOA</a>	37
ROC Analysis and Multiclass Classification	<a href="https://www.youtube.com/watch?v=2UNtUk_i17A">https://www.youtube.com/watch?v=2UNtUk_i17A</a>	35
Lecture 01: Time series introduction	<a href="https://www.youtube.com/watch?v=bc_7XnEt7TU&amp;list=PL0zRYVm0a65e8529PjUmhAww81ax0A0H&amp;index=2">https://www.youtube.com/watch?v=bc_7XnEt7TU&amp;list=PL0zRYVm0a65e8529PjUmhAww81ax0A0H&amp;index=2</a>	28

CHAIRMAN'S INITIALS

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Lecture 02: Examples of time series data	<a href="https://www.youtube.com/watch?v=oCXdqFuPi-M&amp;list=PLQzRYVm0a65e8s29NCmih-Aww81ax0A0H&amp;index=3">https://www.youtube.com/watch?v=oCXdqFuPi-M&amp;list=PLQzRYVm0a65e8s29NCmih-Aww81ax0A0H&amp;index=3</a>	28
		946

**BBA Sem 3: Business Research Methods**

Topic	Link	Duration
Intro Research Part 1	<a href="https://www.youtube.com/watch?v=rz30RfManE&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfv0lThAv4N&amp;index=1">https://www.youtube.com/watch?v=rz30RfManE&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfv0lThAv4N&amp;index=1</a>	19
Intro to Research Part 2	<a href="https://www.youtube.com/watch?v=9eeZzBTRUJ&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfv0lThAv4N&amp;index=2">https://www.youtube.com/watch?v=9eeZzBTRUJ&amp;list=PLdj5pVg1kHiOypKNUmO0NKOfv0lThAv4N&amp;index=2</a>	15
Qualitative Research: Nature and Approaches	<a href="https://www.youtube.com/watch?v=XicAkp6TnNU&amp;list=PLPjSgITyvDeWBBaFUbKLDJ0egyEYuNeR1&amp;index=5">https://www.youtube.com/watch?v=XicAkp6TnNU&amp;list=PLPjSgITyvDeWBBaFUbKLDJ0egyEYuNeR1&amp;index=5</a>	32
Qualitative Research: Depth Interview, Focus Group Discussion	<a href="https://www.youtube.com/watch?v=k2MEaNMmnLQ&amp;list=PLPjSgITyvDeWBBaFUbKLDJ0egyEYuNeR1&amp;index=6">https://www.youtube.com/watch?v=k2MEaNMmnLQ&amp;list=PLPjSgITyvDeWBBaFUbKLDJ0egyEYuNeR1&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=onp4aziPeMg&amp;list=PLRb7ot-9tbChzZkkVpolCCzGNJ1aMo91M&amp;index=43">https://www.youtube.com/watch?v=onp4aziPeMg&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=ivekZHdBDk0">https://www.youtube.com/watch?v=ivekZHdBDk0</a>	55
Data Quality and Measures	<a href="https://www.youtube.com/watch?v=Xcqldwot8hA">https://www.youtube.com/watch?v=Xcqldwot8hA</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=f2d8n5XZIZk">https://www.youtube.com/watch?v=f2d8n5XZIZk</a>	32
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=MSB9LAghYAq">https://www.youtube.com/watch?v=MSB9LAghYAq</a>	54
		605

**BBA Sem 3: Business Intelligence Using Power BI**

Topic	Link	Duration
INTRODUCTION TO BUSINESS INTELLIGENCE AND ANALYTICS	INTRODUCTION TO BUSINESS INTELLIGENCE AND ANALYTICS   BI&A   Prof. Saji K Mathew	38
PATTERNS IN DATA	PATTERNS IN DATA   BI&A   Prof. Saji K Mathew	45
VOCABULARY OF BUSINESS ANALYTICS	VOCABULARY OF BUSINESS ANALYTICS   BI&A   Prof. Saji K Mathew	36
COURSE OVERVIEW   BI&A	COURSE OVERVIEW   BI&A   Prof. Saji K Mathew	26
ONLINE TRANSACTION PROCESSING   BI&A	ONLINE TRANSACTION PROCESSING   BI&A   Prof. Saji K Mathew	39
INTRODUCTION TO SQL	INTRODUCTION TO SQL   BI&A   K R Subisha   Prof. Saji K Mathew	31
NORMALISATION   BI&A	NORMALISATION   BI&A   K R Subisha   Prof. Saji K Mathew	25
ONLINE ANALYTICAL PROCESSING	ONLINE ANALYTICAL PROCESSING   BI&A   Prof. Saji K Mathew	41
Business Intelligence & Analytics	Business Intelligence & Analytics	60
DATA MANAGEMENT	DATA MANAGEMENT   BI&A   Prof. Saji K Mathew	32
SHOPSENSE CASE IN MySQL Workbench	SHOPSENSE CASE IN MySQL Workbench   BI&A   K R Subisha   Prof. Saji K Mathew	41
DESCRIPTIVE DATA ANALYTICS	DESCRIPTIVE DATA ANALYTICS   BI&A   Prof. Saji K Mathew	32
CHURN ANALYSIS	CHURN ANALYSIS   BI&A   Prof. Saji K Mathew	41
CUSTOMER LIFETIME VALUE	CUSTOMER LIFETIME VALUE   BI&A   Prof. Saji K Mathew	42

CHAIRMAN'S INITIALS

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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
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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
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*[Signature]*  
CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

Design Thinking - A Primer Start   Part 1	<a href="https://www.youtube.com/playlist?list=PLRah2j3fX5iiP6BUD79-hN5Sii9iN_djN">https://www.youtube.com/playlist?list=PLRah2j3fX5iiP6BUD79-hN5Sii9iN_djN</a>	7
Design Thinking - A Primer Start   Part 3	#4 Design Thinking - A Primer Start   Part 3	5
Introduction to Design Thinking	#5 Introduction to Design Thinking - YouTube	8
Case Study   Arcturus IV by John E. Arnold   Design Thinking - A Primer	#6 Case Study   Arcturus IV by John E. Arnold   Design Thinking - A Primer	10
Course Preview & History of Design Thinking	#7 Course Preview & History of Design Thinking	11
Discussion-Introduction to Demo Problem   Design Thinking - A Primer	#8 Discussion-Introduction to Demo Problem   Design Thinking - A Primer	47
Empathize - Lecture 01   Design Thinking - A Primer	#9 Empathize - Lecture 01   Design Thinking - A Primer	25
10 Empathize - Workshop 01   Design Thinking - A Primer	#10 Empathize - Workshop 01   Design Thinking - A Primer	30
11 Empathize - Workshop 02   Design Thinking - A Primer	#11 Empathize - Workshop 02   Design Thinking - A Primer	17
Testing & Validation	#14 Testing & Validation   Part 2   Entrepreneurship	41
Product design and development	INTRO	11
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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
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**BBA Sem 3: Dynamics of Family Managed Business**

Title	Link	Duration
Business Fundamentals For Entrepreneurs	<a href="https://www.youtube.com/watch?v=J7U4NV-IM1l&amp;list=PLOzRYVm0a65fnUjrixHsDhYRaJj1K_xqB&amp;index=18">https://www.youtube.com/watch?v=J7U4NV-IM1l&amp;list=PLOzRYVm0a65fnUjrixHsDhYRaJj1K_xqB&amp;index=18</a>	26
Corporate Governance   Entrepreneurship	<a href="https://www.youtube.com/watch?v=3aXjtAbaeCO">https://www.youtube.com/watch?v=3aXjtAbaeCO</a>	36

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_

ON \_\_\_\_\_

TIME \_\_\_\_\_

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_Eq8wJO&amp;list=PlyqSpQzTE6M8Goltz64mg0bB78SvnOP6b&amp;index=2">https://www.youtube.com/watch?v=0DbQ_Eq8wJO&amp;list=PlyqSpQzTE6M8Goltz64mg0bB78SvnOP6b&amp;index=2</a>	31
Success Factors for Succession	<a href="https://www.youtube.com/watch?v=JLhRVBNlwUo">https://www.youtube.com/watch?v=JLhRVBNlwUo</a>	60
Succession   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://www.youtube.com/watch?v=l8TNLjGj4HI">https://www.youtube.com/watch?v=l8TNLjGj4HI</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=xed2Sz-mjN8">https://www.youtube.com/watch?v=xed2Sz-mjN8</a>	54
Conflict Management - I	<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=j4EYRULykc">https://www.youtube.com/watch?v=j4EYRULykc</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-Vhhs35IA&amp;list=PLLy_2iUCG87A3bWaN-wjZemnITKmRejeD&amp;index=2">https://www.youtube.com/watch?v=3X-Vhhs35IA&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>	24
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=SilyyWZFW9o">https://www.youtube.com/watch?v=SilyyWZFW9o</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=yl8QdVv2coE">https://www.youtube.com/watch?v=yl8QdVv2coE</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 - I	<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=j4EYRULykc">https://www.youtube.com/watch?v=j4EYRULykc</a>	55
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**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=G2ICHqmisgMLmfHs">https://youtu.be/Xb5s9fNPIel?si=G2ICHqmisgMLmfHs</a>	29
#3 C.Wright Mill's Sociological Imagination   Classical Sociological Theory	<a href="https://youtu.be/4UGC6WJ-AC4?si=KRGfofMGn7kni2gX">https://youtu.be/4UGC6WJ-AC4?si=KRGfofMGn7kni2gX</a>	28
#4 Thinking Sociologically   Zygmunt Bauman   Classical Sociological Theory	<a href="https://youtu.be/5EUvhWlWwPc?si=Enk67PjNaMAdqwIX">https://youtu.be/5EUvhWlWwPc?si=Enk67PjNaMAdqwIX</a>	31
#5 Emergence of Sociology   Socio-Political   Economic & Intellectual Context	<a href="https://youtu.be/f_16Y9QOn58?si=IA3ADDS50C9LzKT3">https://youtu.be/f_16Y9QOn58?si=IA3ADDS50C9LzKT3</a>	25
#6 Enlightenment   Classical Sociological Theory	<a href="https://youtu.be/Ni0OgtVSLxk?si=vYZGuocMjTWhPg5n">https://youtu.be/Ni0OgtVSLxk?si=vYZGuocMjTWhPg5n</a>	26
#7 Emergence of Nation State & French Revolution   Classical Sociological Theory	<a href="https://youtu.be/gS2PQMOSi0Q?si=9NUArN5ym-2K3r8d">https://youtu.be/gS2PQMOSi0Q?si=9NUArN5ym-2K3r8d</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/JA9i4of5POU?si=4LEe2ANjKT6J0xps">https://youtu.be/JA9i4of5POU?si=4LEe2ANjKT6J0xps</a>	32
#10 Discussion with Dr. Roland   Part 2   Classical Sociological Theory	<a href="https://youtu.be/-Dc1P7IVBO8?si=DbnKm3BKgwilc7WR">https://youtu.be/-Dc1P7IVBO8?si=DbnKm3BKgwilc7WR</a>	32
#11 Classical Thinkers of Sociology   Classical Sociological Theory	<a href="https://youtu.be/JA9i4of5POU?si=ajq6e8w4zl-Fem6q">https://youtu.be/JA9i4of5POU?si=ajq6e8w4zl-Fem6q</a>	28
#12 Auguste Comte   Classical Sociological Theory	<a href="https://youtu.be/qu0nxcggiNA?si=7zrCPqB9XMcp7sn1">https://youtu.be/qu0nxcggiNA?si=7zrCPqB9XMcp7sn1</a>	33
#13 Herbert Spencer   Classical Sociological Theory	<a href="https://www.youtube.com/watch?v=UHSwymZ-Os4&amp;list=PlyqSpQzTE6M_teA9zPY83-6_Kz6kQvGis&amp;index=13">https://www.youtube.com/watch?v=UHSwymZ-Os4&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

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_

ON \_\_\_\_\_

TIME \_\_\_\_\_

#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-S-zk&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=17">https://www.youtube.com/watch?v=LN8Oy1-S-zk&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=CdluFHg8Yxc&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=20">https://www.youtube.com/watch?v=CdluFHg8Yxc&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 qP0aCrwzPs st">https://youtu.be/afG4j5WKDJY?si=o qP0aCrwzPs 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=2lzAWvxZuYo&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=28">https://www.youtube.com/watch?v=2lzAWvxZuYo&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=caTODQypqgg&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=29">https://www.youtube.com/watch?v=caTODQypqgg&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=mb576vAqh-8&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=33">https://www.youtube.com/watch?v=mb576vAqh-8&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=44jivBJSTqo&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=40">https://www.youtube.com/watch?v=44jivBJSTqo&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=40</a>	32
#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=gK ulBvuP 8&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=42">https://www.youtube.com/watch?v=gK ulBvuP 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=QQC5STH2zWA&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=44">https://www.youtube.com/watch?v=QQC5STH2zWA&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=JsTL2BaPL2l&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=49">https://www.youtube.com/watch?v=JsTL2BaPL2l&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=xf0Dl1CQwng&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=52">https://www.youtube.com/watch?v=xf0Dl1CQwng&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

CHAIRMAN'S INITIALS

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#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=i8aQtiROiuQ&amp;list=PLyqSpQzTE6M teA9zPY83-6 Kz6kQvGis&amp;index=58">https://www.youtube.com/watch?v=i8aQtiROiuQ&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
		1980

**BBA Sem 3: Elective 3 Innovative Thinking**

Topic	Link	Duration
Non-Indian sources on Indian technologies	01   Prof. Michel Danino   Non-Indian sources on Indian technologies   09 January 2019	84
Trans-cultural human values	Trans-cultural human values #CH26SP #swayamprabha - YouTube	33
The Bhagavadgita	The Bhagavadgita #CH26SP #swayamprabha - YouTube	61
Joint Family System	Joint Family System #CH26SP #swayamprabha	61
Ancient Indian Wisdom in Management	Ancient Indian Wisdom in Management- Prof. B Mahadevan	9
Management Principles – Learnings from Indian Mythology	Management Principles – Learnings from Indian Mythology	56
Stress Management, Self Esteem, Meditation Yoga	Stress Management, Self Esteem, Meditation Yoga #CH26SP #swayamprabha	59
Laws of Karma, Humility Growth, Responsibility etc.	Laws of Karma, Humility Growth, Responsibility etc. #CH26SP #swayamprabha	33
Indian vs. Western Management	Indian vs. Western Management #CH26SP #swayamprabha	57
Lessons from Scriptures	Lessons from Scriptures #CH26SP #swayamprabha	58
Values	Values #CH26SP #swayamprabha	33
Leadership: Meaning and Importance	Leadership: Meaning and Importance #CH26SP #swayamprabha	60
Leadership and Team Effectiveness	Leadership and Team Effectiveness #CH26SP #swayamprabha	30
Lecture 13: Leadership Attributes	Lecture 13: Leadership Attributes #CH26SP #swayamprabha	36
Lec-01 Introduction	Mod-01 Lec-01 Introduction	68
Negotiation Strategy   Part 1   Strategic Sourcing	#30 Negotiation Strategy   Part 1   Strategic Sourcing	18
Negotiation and Leadership	Lecture 28: Negotiation and Leadership #CH26SP #swayamprabha	33
Cinciliation & Negotiation	Cinciliation & Negotiation #CH26SP #swayamprabha	60
Negotiation and Conflict Management	Mod-01 Lec-31 Negotiation and Conflict Management	58
Conflict and Conflict Management	Conflict and Conflict Management - Part 1	14
Conflict and Conflict Management - Part 2	Conflict and Conflict Management - Part 2	20
Negotiation v. Mediation	Negotiation v. Mediation	23
Project Time Management	Lecture - 31 Project Time Management	57
Lec-1 Productivity	Mod-3 Lec-1 Productivity	59
Productivity and Sustainability	Lecture 01 : Productivity and Sustainability	34
Measuring Productivity	Lecture 02 : Measuring Productivity	33
Total Productive Maintenance	Lecture 48 Total Productive Maintenance	28
Mindfulness as a Stress Management Technique	Lecture 53: Mindfulness as a Stress Management Technique	24
Work - Life Balance	Lecture 39 : Work - Life Balance	26
Lec-01 Introduction to Ethics - 'Crito' A Socratic dialogue	Mod-01 Lec-01 Introduction to Ethics - 'Crito' A Socratic dialogue	32
Moral value and thinking	Lecture 01 - YouTube	30
Moral value and thinking	Lecture 02	16
Moral value and thinking	Lecture 03	30
Moral value and thinking	Lecture 04	28

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CHAIRMAN'S INITIALS

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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	<a href="#">Lecture 23</a>	46

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**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>	42
20 Energy & Environment Module   Part 6	<a href="#">#20 Energy &amp; Environment Module   Part 6   Ecology and Environment</a>	25
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

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25 Water Treatment   Point Of Use Filters	#25 Water Treatment   Point Of Use Filters   Ecology and Environment	24
26 Wastewater Management in Urban India: Challenges & Solutions	#26 Wastewater Management in Urban India: Challenges & Solutions   Ecology and Environment	29
27 Sustainable Water Management: The Power of Wastewater Recycling	#27 Sustainable Water Management: The Power of Wastewater Recycling   Ecology and Environment	28
28 Sustainable Water Management   Part 1	#28 Sustainable Water Management   Part 1   Ecology and Environment	29
29 Sustainable Water Management	#29 Sustainable Water Management   Part 2   Ecology and Environment	24
30 Groundwater Contamination	#30 Groundwater Contamination   Ecology and Environment	32
31 Groundwater - Sanitation Nexus	#31 Groundwater - Sanitation Nexus   Ecology and Environment	31
32 Chasing Sustainability – The Challenge	#32 Chasing Sustainability – The Challenge   Part 1   Ecology and Environment	20
33 Chasing Sustainability – The Challenge   Part 2	#33 Chasing Sustainability – The Challenge   Part 2   Ecology and Environment	16
34 Developing Frame Works Of Action: Ethics   Part 1	#34 Developing Frame Works Of Action: Ethics   Part 1   Ecology and Environment	20
35 Developing Frame Works Of Action: Ethics   Part 2	#35 Developing Frame Works Of Action: Ethics   Part 2   Ecology and Environment	25
36 Social & Sanitation	#36 Social & Sanitation   Ecology and Environment	26
37 Promoting Eco-Productive Cities: Global Policies   Part 1	#37 Promoting Eco-Productive Cities: Global Policies   Part 1   Ecology and Environment	21
38 Promoting Eco-Productive Cities: Global Policies   Part 2	#38 Promoting Eco-Productive Cities: Global Policies   Part 2   Ecology and Environment	17
39 The Need to Study Ecology	#39 The Need to Study Ecology   Ecology and Environment	27
40 Ecosystem Functions & Services	#40 Ecosystem Functions & Services   Ecology and Environment	24
41 What is studied in Ecology?	#41 What is studied in Ecology?   Ecology and Environment	34
42 Ecological Footprint	#42 Ecological Footprint   Ecology and Environment	47
43 Energy & Material flow in Ecosystems	#43 Energy & Material flow in Ecosystems   Ecology and Environment	43
44 Energy flow, Productivity & Biodiversity	#44 Energy flow, Productivity & Biodiversity   Ecology and Environment	41
45 Biodiversity, Population & Ecological Principles	#45 Biodiversity, Population & Ecological Principles   Ecology and Environment	47
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**BBA Sem 3: Elective 2 Product and Service Design**

Topic	Link	Duration
Product Design	<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=dcup4kRxSEs&amp;list=PLSGws_74K018yZOnBSaqWJZ837QyBB7vu&amp;index=5">https://www.youtube.com/watch?v=dcup4kRxSEs&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=EculfHy8ZTQ">https://www.youtube.com/watch?v=EculfHy8ZTQ</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=uZUo4jrylYw">https://www.youtube.com/watch?v=uZUo4jrylYw</a>	28
Prototyping with Figma	<a href="https://www.youtube.com/watch?v=DyporxfwBE">https://www.youtube.com/watch?v=DyporxfwBE</a>	32
		<b>409</b>

**BBA Sem 3: Selling & Negotiation**

Topic	Link	Duration
Marketing Management	Marketing Management - I Week 1   NPTEL ANSWERS   My Swayam #nptel #nptel2025 #myswayam	3
Marketing Management	Marketing Management - I    Exam Preparation Part 1    My Swayam    NPTEL 2023	6
Sales & Distribution Management	<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	Strategic Sales Management - Course	6

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

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="http://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=moPLocn-Ork">https://www.youtube.com/watch?v=moPLocn-Ork</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_hDOK5YEk">https://www.youtube.com/watch?v=BP_hDOK5YEk</a>	52
Mod-01 Lec-21 Lecture 21	<a href="https://www.youtube.com/watch?v=JVdBgP5SD14">https://www.youtube.com/watch?v=JVdBgP5SD14</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

*[Signature]*  
CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

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=oEjWGQFvLk">https://www.youtube.com/watch?v=oEjWGQFvLk</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_dlmN1Bo">https://www.youtube.com/watch?v=HeX_dlmN1Bo</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_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&amp;si=YRLnSiHZYZ-8EyHC">https://youtube.com/playlist?list=PLLy_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&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=r93pyYGJCLQ">https://www.youtube.com/watch?v=r93pyYGJCLQ</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>

**Annexure : II**

**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_lchyiCO">https://www.youtube.com/watch?v=5NK_lchyiCO</a>	20
Self-Concept	<a href="https://www.youtube.com/watch?v=1lh-s7xvZKo">https://www.youtube.com/watch?v=1lh-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=2dSSEdSq2il">https://www.youtube.com/watch?v=2dSSEdSq2il</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_a1TI5CC9RGZw7sw8SW89oDWN7uZvYlB&amp;si=V7qaluofNkn8A_Uv">https://youtube.com/playlist?list=PL_a1TI5CC9RGZw7sw8SW89oDWN7uZvYlB&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-Z9gdxhNNU">https://www.youtube.com/watch?v=t-Z9gdxhNNU</a>	36
Strategies for Effective Listening	<a href="https://www.youtube.com/watch?v=fONdnyU4B-I">https://www.youtube.com/watch?v=fONdnyU4B-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/UxfPGWlxgHQ?si=7fAsYxHeJc8ybfKR">https://youtu.be/UxfPGWlxgHQ?si=7fAsYxHeJc8ybfKR</a>	30
Financial Statements	<a href="https://youtu.be/wQ0hrdmoVu4?si=eAbboYfA7e43lp4">https://youtu.be/wQ0hrdmoVu4?si=eAbboYfA7e43lp4</a>	19

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

Financial Statements	<a href="https://youtu.be/_6dqb60ctQ?si=mh7VK0IAdDIA9G2n">https://youtu.be/_6dqb60ctQ?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/N5Wh2NNkqU?si=7Y2RJ3jOZ2Ju1fAE">https://youtu.be/N5Wh2NNkqU?si=7Y2RJ3jOZ2Ju1fAE</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=H0Q65OdZD5luT-7L">https://youtu.be/hKiDyflnBDU?si=H0Q65OdZD5luT-7L</a>	31
Inventory Valuation	<a href="https://youtu.be/U3K5iXBeR7o?si=sNFkTpLM_DZRul4F">https://youtu.be/U3K5iXBeR7o?si=sNFkTpLM_DZRul4F</a>	27
Process of Accounting	<a href="https://youtu.be/rwh0BE7CgBM?si=BGld2DXJOEsYnB5L">https://youtu.be/rwh0BE7CgBM?si=BGld2DXJOEsYnB5L</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/yaneKrOo1xU?si=8mRRxiWUeiCSfmJR">https://youtu.be/yaneKrOo1xU?si=8mRRxiWUeiCSfmJR</a>	26
Cash Flow Statement	<a href="https://youtu.be/SA2U13YCXAU?si=KXQof_pi2E9XzTON">https://youtu.be/SA2U13YCXAU?si=KXQof_pi2E9XzTON</a>	34
Cash Flow Statement	<a href="https://youtu.be/vVMjNjHS2HI?si=4366o8oqdcYz2v8Q">https://youtu.be/vVMjNjHS2HI?si=4366o8oqdcYz2v8Q</a>	27
Cash Flow Statement	<a href="https://youtu.be/wz31xEZ1MI?si=0gH5YqV1PrD_g1Y-">https://youtu.be/wz31xEZ1MI?si=0gH5YqV1PrD_g1Y-</a>	28
Cash Flow Statement	<a href="https://youtu.be/UTYoKXfXNds?si=nG2qe_pliYO4172B">https://youtu.be/UTYoKXfXNds?si=nG2qe_pliYO4172B</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/gT1-o7jEYBU?si=ELdgVkuVdJzyQZhc">https://youtu.be/gT1-o7jEYBU?si=ELdgVkuVdJzyQZhc</a>	18
Financial Statement Analysis	<a href="https://youtu.be/W5V2lqSD5vc?si=kzHKz6BxudNkqv24">https://youtu.be/W5V2lqSD5vc?si=kzHKz6BxudNkqv24</a>	31
Types of Accounting	<a href="https://www.youtube.com/watch?v=Hs-U3jAvqo4&amp;list=PL9gSnSOLPFTBvBSLpGipSXF0rgRcRD-MK">https://www.youtube.com/watch?v=Hs-U3jAvqo4&amp;list=PL9gSnSOLPFTBvBSLpGipSXF0rgRcRD-MK</a>	5
GAAP (Generally Accepted Accounting Principles)	<a href="https://www.youtube.com/watch?v=NWKlk1l_18s&amp;list=PL9gSnSOLPFTBvBSLpGipSXF0rgRcRD-MK&amp;index=13">https://www.youtube.com/watch?v=NWKlk1l_18s&amp;list=PL9gSnSOLPFTBvBSLpGipSXF0rgRcRD-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-5vSrw">https://www.youtube.com/watch?v=-17XT-5vSrw</a>	6
Financial Statement Analysis	<a href="https://www.youtube.com/watch?v=mXXjjKg2lyA">https://www.youtube.com/watch?v=mXXjjKg2lyA</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=VUFBJGIH7rQ">https://www.youtube.com/watch?v=VUFBJGIH7rQ</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/DGUiCSBBMYU?si=uoTOAdeUBWosLrq1">https://youtu.be/DGUiCSBBMYU?si=uoTOAdeUBWosLrq1</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_IBj8">https://www.youtube.com/watch?v=UQxl3_IBj8</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=PFzjQiyki0A">https://www.youtube.com/watch?v=PFzjQiyki0A</a>	22
Essential Excel Functions	<a href="https://www.youtube.com/watch?v=7pmtautobl8">https://www.youtube.com/watch?v=7pmtautobl8</a>	51
Data Proofing and Formatting	<a href="https://www.youtube.com/watch?v=6BG01cEc27Q">https://www.youtube.com/watch?v=6BG01cEc27Q</a>	52
Advanced Data Cleaning	<a href="https://www.youtube.com/watch?v=D2liCbwn1l8">https://www.youtube.com/watch?v=D2liCbwn1l8</a>	49
Strategic Business Decisions	<a href="https://youtu.be/gr1bXZrAcXA?si=K91oX0jmV3igv-gU">https://youtu.be/gr1bXZrAcXA?si=K91oX0jmV3igv-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/rJPWi5x0g3l?si=ADAtYv1V-iR8kWP3">https://youtu.be/rJPWi5x0g3l?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

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_

ON \_\_\_\_\_

TIME \_\_\_\_\_

Editing Data	<a href="https://youtu.be/ZnXYEJrelM?si=-LVIGIweU7IOOxnG">https://youtu.be/ZnXYEJrelM?si=-LVIGIweU7IOOxnG</a>	9
Formatting	<a href="https://youtu.be/TKY_AuLMQlc?si=y4nBEZnjMIKz5Yzp">https://youtu.be/TKY_AuLMQlc?si=y4nBEZnjMIKz5Yzp</a>	11
Characteristics of Cell	<a href="https://youtu.be/EFsgUCj3m8Q?si=EIOF-F7EvNyk_eig">https://youtu.be/EFsgUCj3m8Q?si=EIOF-F7EvNyk_eig</a>	1
Cell reference	<a href="https://youtu.be/LFlykMl4M8?si=At3WoMLjYrqr-5w">https://youtu.be/LFlykMl4M8?si=At3WoMLjYrqr-5w</a>	8
Text to Column	<a href="https://youtu.be/D81rxkCcYk?si=eGipvjGwGTFkat_5">https://youtu.be/D81rxkCcYk?si=eGipvjGwGTFkat_5</a>	6
Comments	<a href="https://youtu.be/K5ioj-ZEXf0?si=NB0tNOKHugbKGNQB">https://youtu.be/K5ioj-ZEXf0?si=NB0tNOKHugbKGNQB</a>	3
Copying and Filling	<a href="https://youtu.be/OUOU9rRWPpQ?si=ouulbg8l-vXAqJgC">https://youtu.be/OUOU9rRWPpQ?si=ouulbg8l-vXAqJgC</a>	7
Filling Series	<a href="https://youtu.be/OUOU9rRWPpQ?si=zhbbNmUhk5ozVmGg">https://youtu.be/OUOU9rRWPpQ?si=zhbbNmUhk5ozVmGg</a>	2
Advanced Fill	<a href="https://youtu.be/eLBCGZaYqUI?si=8pkCFGKINjPPlxu">https://youtu.be/eLBCGZaYqUI?si=8pkCFGKINjPPlxu</a>	5
Flash Fill	<a href="https://youtu.be/wxbl9xqWJY?si=x7-4RivrmR6uz6vl">https://youtu.be/wxbl9xqWJY?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_mFE0xLxn2y">https://youtu.be/fluwBeDhGSE?si=fu-l_mFE0xLxn2y</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/fjSodXz2d0TA?si=67G85-d_zuVSVXwe">https://youtu.be/fjSodXz2d0TA?si=67G85-d_zuVSVXwe</a>	5
V Look Up	<a href="https://youtu.be/jwo5Ae7tH_1?si=L2ffMJ1LFEPlu0tt">https://youtu.be/jwo5Ae7tH_1?si=L2ffMJ1LFEPlu0tt</a>	6
V Look Up Approximate Match	<a href="https://youtu.be/ZwUSZvbdo9E?si=Ovdk90MAsmymISbC">https://youtu.be/ZwUSZvbdo9E?si=Ovdk90MAsmymISbC</a>	4
V Look Up with Trim	<a href="https://youtu.be/ZwUSZvbdo9E?si=55e7rFuz-GUI2Dc1">https://youtu.be/ZwUSZvbdo9E?si=55e7rFuz-GUI2Dc1</a>	4
H Look up	<a href="https://youtu.be/eGNVhJTWoEQ?si=38RV0kmCzrm-f0m8">https://youtu.be/eGNVhJTWoEQ?si=38RV0kmCzrm-f0m8</a>	1
V Look up Rules	<a href="https://youtu.be/HVMoulB4Dcs?si=ecght2JOTFnEf1Oh">https://youtu.be/HVMoulB4Dcs?si=ecght2JOTFnEf1Oh</a>	2
Look up Function	<a href="https://youtu.be/Ulm4YXFV3o?si=Utd0VQfc3-XvEXFC">https://youtu.be/Ulm4YXFV3o?si=Utd0VQfc3-XvEXFC</a>	7
Vlook up Advanced	<a href="https://youtu.be/mW8TmaDnhUM?si=S9H5VQ9NYvFMuxnl">https://youtu.be/mW8TmaDnhUM?si=S9H5VQ9NYvFMuxnl</a>	2
Index	<a href="https://youtu.be/40J4DARYrxM?si=GAsLzLR7Yr49eye">https://youtu.be/40J4DARYrxM?si=GAsLzLR7Yr49eye</a>	2
Match Function	<a href="https://youtu.be/ftIO0QC4lck?si=KtWRyiGCf8d1W7LT">https://youtu.be/ftIO0QC4lck?si=KtWRyiGCf8d1W7LT</a>	1
Header and Footer	<a href="https://youtu.be/sXzQBAfJHBA?si=IriBu_YrHMPLBjFu">https://youtu.be/sXzQBAfJHBA?si=IriBu_YrHMPLBjFu</a>	8
Sorting	<a href="https://youtu.be/m97Rbqs6ico?si=EPavT_uV1JGZWOEd">https://youtu.be/m97Rbqs6ico?si=EPavT_uV1JGZWOEd</a>	9
Advanced Filter	<a href="https://youtu.be/UV-SPoVkdAU?si=VaWRI6kqHrFo3Gf9">https://youtu.be/UV-SPoVkdAU?si=VaWRI6kqHrFo3Gf9</a>	7
Basic Table	<a href="https://youtu.be/U1KRV9zItUc?si=zrxobNQOYFxoXzsp">https://youtu.be/U1KRV9zItUc?si=zrxobNQOYFxoXzsp</a>	5
Advanced Table	<a href="https://youtu.be/xHsicme9GWw?si=O5ZsXUTSA8Jbkblv">https://youtu.be/xHsicme9GWw?si=O5ZsXUTSA8Jbkblv</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/Z2gzLYaQatQ?si=oRNON18uRzLCYi4i">https://youtu.be/Z2gzLYaQatQ?si=oRNON18uRzLCYi4i</a>	8
Pivot Chart	<a href="https://youtu.be/mc7xO8F8Pj8?si=r0xBszeXICIGjLIN">https://youtu.be/mc7xO8F8Pj8?si=r0xBszeXICIGjLIN</a>	5
Pivot Table	<a href="https://youtu.be/4PWVVFbIFVU?si=zFcywb1cjaS8spmZ">https://youtu.be/4PWVVFbIFVU?si=zFcywb1cjaS8spmZ</a>	15
Pivot Table Example 2	<a href="https://youtu.be/Y72CeUEn_Vc?si=D4XWi_M7Ej9JUTe">https://youtu.be/Y72CeUEn_Vc?si=D4XWi_M7Ej9JUTe</a>	6
Pivot Table Example 3	<a href="https://youtu.be/Y72CeUEn_Vc?si=wl29XJ2tjwjjUbhM">https://youtu.be/Y72CeUEn_Vc?si=wl29XJ2tjwjjUbhM</a>	5
Pivot Table Grouping	<a href="https://youtu.be/kyAZ2zAj5hU?si=2hBzO5ZidTHzR5dE">https://youtu.be/kyAZ2zAj5hU?si=2hBzO5ZidTHzR5dE</a>	4
Pivot Table Slice	<a href="https://youtu.be/sM2mdBu0Owc?si=sIf7NRXPcm71mvVz">https://youtu.be/sM2mdBu0Owc?si=sIf7NRXPcm71mvVz</a>	9
Logical Test	<a href="https://youtu.be/sM2mdBu0Owc?si=RNy2KpflyMuBENM9">https://youtu.be/sM2mdBu0Owc?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/OZzZzmH8IV8?si=2V9GZPOJc_rfe_w2">https://youtu.be/OZzZzmH8IV8?si=2V9GZPOJc_rfe_w2</a>	2
AND Function	<a href="https://youtu.be/OZzZzmH8IV8?si=t1L9I6_-tYPGtAUG">https://youtu.be/OZzZzmH8IV8?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/BpDGS4gfb4?si=ctJLb3K_eK3PF0Dk">https://youtu.be/BpDGS4gfb4?si=ctJLb3K_eK3PF0Dk</a>	6
An Introduction to Artificial Intelligence	<a href="https://youtu.be/GHpchgLoDvl?si=t1YhVb9uQos5ADxI">https://youtu.be/GHpchgLoDvl?si=t1YhVb9uQos5ADxI</a>	5
What to expect from AI	<a href="https://youtu.be/K9gH7hBAapo?si=ewixM-suBPQJMmf">https://youtu.be/K9gH7hBAapo?si=ewixM-suBPQJMmf</a>	14
History of AI	<a href="https://youtu.be/K9gH7hBAapo?si=2TRuFjK87-QncA6U">https://youtu.be/K9gH7hBAapo?si=2TRuFjK87-QncA6U</a>	28
Present State of AI	<a href="https://youtu.be/Pa7LYG8BnJo?si=yaqTgMTBgQQuwo1c">https://youtu.be/Pa7LYG8BnJo?si=yaqTgMTBgQQuwo1c</a>	20
Definition of AI thinking	<a href="https://youtu.be/ZqfCgOpr2Ds?si=c4cckN9WVnyhWhWG">https://youtu.be/ZqfCgOpr2Ds?si=c4cckN9WVnyhWhWG</a>	25
		<b>541</b>

**MBA Sem 1: Introduction to Digital Marketing**

Topic	link	Duration
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CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

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=2oO7Xy5y_nM">https://www.youtube.com/watch?v=2oO7Xy5y_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-tezEBOQ">https://www.youtube.com/watch?v=tyO-tezEBOQ</a>	24
E-commerce	<a href="https://www.youtube.com/watch?v=ZYxL2oXpcCk">https://www.youtube.com/watch?v=ZYxL2oXpcCk</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_alTI5CC9REBkK5Ey1Vp3kioI9W-IDQz">https://www.youtube.com/watch?v=mU_dkuIb1GA&amp;list=PL_alTI5CC9REBkK5Ey1Vp3kioI9W-IDQz</a>	40
Ricardian Model of Comparative Advantage	<a href="https://www.youtube.com/watch?v=Y_FYhnuayl">https://www.youtube.com/watch?v=Y_FYhnuayl</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=llksIDx4pDE&amp;t=1s">https://www.youtube.com/watch?v=llksIDx4pDE&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/GHpchgLoDvI?si=nRwbDet2N8C0zkwk">https://youtu.be/GHpchgLoDvI?si=nRwbDet2N8C0zkwk</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=axvQn7S1qEw">https://www.youtube.com/watch?v=axvQn7S1qEw</a>	23
Marketing, Consumer & Competitor Research	<a href="https://www.youtube.com/watch?v=wJWPKBwvFcs">https://www.youtube.com/watch?v=wJWPKBwvFcs</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=yTTTFzK1eN8">https://www.youtube.com/watch?v=yTTTFzK1eN8</a>	23
Marketing Mix Strategies	<a href="https://www.youtube.com/watch?v=PwMAFVFcG8">https://www.youtube.com/watch?v=PwMAFVFcG8</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=OJlq4aHqCTsfb5xe">https://youtu.be/CCQwz_Gwo6o?si=OJlq4aHqCTsfb5xe</a>	39
Lecture 2 – Fundamentals of Financial Management - Part 2	<a href="https://youtu.be/dgPlxTq9llw?si=mDlouC35yWowj230">https://youtu.be/dgPlxTq9llw?si=mDlouC35yWowj230</a>	33
Lecture 3 – Fundamentals of Financial Management - Part 3	<a href="https://youtu.be/Hus0QjGA35E?si=UHmtU2vfjtbSBvD8">https://youtu.be/Hus0QjGA35E?si=UHmtU2vfjtbSBvD8</a>	34
Lecture 4: Fundamentals of Financial Management – Part IV	<a href="https://youtu.be/FiEFngDYUzA?si=D5NR28etXuV9PdN-">https://youtu.be/FiEFngDYUzA?si=D5NR28etXuV9PdN-</a>	45
Lecture 5 – Fundamentals of Financial Management - Part 5	<a href="https://youtu.be/zeYN_013jQ4?si=mLAoir9FPzcnSzr1">https://youtu.be/zeYN_013jQ4?si=mLAoir9FPzcnSzr1</a>	35

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

#55 Cost of Capital & Valuation   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/Tjm-FC_0R88?si=RHMORmsb3UWS1LuQ">https://youtu.be/Tjm-FC_0R88?si=RHMORmsb3UWS1LuQ</a>	42
#56 Cost of Capital & Valuation   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/IC_SBgFOnWg?si=L1i_EL-Ef8C53y5M">https://youtu.be/IC_SBgFOnWg?si=L1i_EL-Ef8C53y5M</a>	38
#57 Valuation & Capital Structure   Foundations of Accounting & Finance	<a href="https://youtu.be/4gtbkXpHlno?si=um2aM9kwxtMNkYQ">https://youtu.be/4gtbkXpHlno?si=um2aM9kwxtMNkYQ</a>	39
Mod-04 Lec-11 Analysis of Project Viability Capital Budgeting Techniques-I	<a href="https://youtu.be/XQa8FyOoJ_w?si=nK_BxRVHvN_007di">https://youtu.be/XQa8FyOoJ_w?si=nK_BxRVHvN_007di</a>	49
Lecture 28: Net Present Value, Profitability Index	<a href="https://youtu.be/NUflp0fgtk0?si=Rbfq04EaX0LUtNWZ">https://youtu.be/NUflp0fgtk0?si=Rbfq04EaX0LUtNWZ</a>	30
#43 Time Value of Money: Present & Future Value Explained   Foundations of Accounting & Finance	<a href="https://youtu.be/57XnNMvOYAU?si=-4WZH0lr7Z9Bm_iv">https://youtu.be/57XnNMvOYAU?si=-4WZH0lr7Z9Bm_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=DZE2ZStbfs6aczL">https://youtu.be/oVQJZM5wyFM?si=DZE2ZStbfs6aczL</a>	28
#46 Bond Valuation   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/sxqZnXlYaSw?si=Fxt84NzchN-ywB22">https://youtu.be/sxqZnXlYaSw?si=Fxt84NzchN-ywB22</a>	22
#48 Numerical on Bond & Stock Valuation   Foundations of Accounting & Finance	<a href="https://youtu.be/QnE1cenu_Rc?si=h-6gfBnZREOTKcV0">https://youtu.be/QnE1cenu_Rc?si=h-6gfBnZREOTKcV0</a>	20
W3L1. Present Value I	<a href="https://youtu.be/5Lhv7UVYS2E?si=NPaNlLutKB2aUUy8">https://youtu.be/5Lhv7UVYS2E?si=NPaNlLutKB2aUUy8</a>	24
W3L2. Present Value II	<a href="https://youtu.be/MNhGFUev848?si=z9V-vVqHMy9olim">https://youtu.be/MNhGFUev848?si=z9V-vVqHMy9olim</a>	25
W3L3. Present Value III	<a href="https://youtu.be/WgnZRT28JZs?si=pUv01I9G0wysgnhV">https://youtu.be/WgnZRT28JZs?si=pUv01I9G0wysgnhV</a>	24
W3L4. Capital Budgeting Rules I	<a href="https://youtu.be/WGNJsjS0Mtg?si=TZjPX_0-q9H1Eb5p">https://youtu.be/WGNJsjS0Mtg?si=TZjPX_0-q9H1Eb5p</a>	23
W3L5. Capital Budgeting Rules II	<a href="https://youtu.be/AildxPYqXO8?si=KQ-mKnCCRILgd-8D">https://youtu.be/AildxPYqXO8?si=KQ-mKnCCRILgd-8D</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=XCPZBD9IbVo">https://www.youtube.com/watch?v=XCPZBD9IbVo</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_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=P745a1GvPd4&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHyBuz&amp;index=4">https://www.youtube.com/watch?v=P745a1GvPd4&amp;list=PLp6ek2hDcoNB_YJCruBFjhF79f5ZHyBuz&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=zsE9EH0oJsk">https://www.youtube.com/watch?v=zsE9EH0oJsk</a>	33
Lec 16: Using AI In Employee Training	<a href="https://www.youtube.com/watch?v=LGzVgml6qK0">https://www.youtube.com/watch?v=LGzVgml6qK0</a>	34
Lec 17: Using AI in Workforce Planning	<a href="https://www.youtube.com/watch?v=7_x6BWNOATQ">https://www.youtube.com/watch?v=7_x6BWNOATQ</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=ZX62xf2BnzA">https://www.youtube.com/watch?v=ZX62xf2BnzA</a>	37
Lec 56 Ethics in AI	<a href="https://www.youtube.com/watch?v=2RAqHMpl-3E&amp;list=PLgMDNELGJ1CZSGn478v1uKbzxJzKWZ7zs&amp;index=4">https://www.youtube.com/watch?v=2RAqHMpl-3E&amp;list=PLgMDNELGJ1CZSGn478v1uKbzxJzKWZ7zs&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_l8tIUo?si=efCnjvpRp0GCM-nW">https://youtu.be/TDao_l8tIUo?si=efCnjvpRp0GCM-nW</a>	32
Hypothesis Testing Two Sample Test-I	<a href="https://youtu.be/s_Dsiz70dHk?si=IlyW-aWjB3kclBJm">https://youtu.be/s_Dsiz70dHk?si=IlyW-aWjB3kclBJm</a>	32
Hypothesis Testing of Proportions using Minitab	<a href="https://youtu.be/357qBA0pau0?si=MEdODfSZ0qFcsbrr">https://youtu.be/357qBA0pau0?si=MEdODfSZ0qFcsbrr</a>	30
Hypothesis Testing using Minitab	<a href="https://youtu.be/r8Jz0VhfrNQ?si=UvZ0PM0auib2p0VS">https://youtu.be/r8Jz0VhfrNQ?si=UvZ0PM0auib2p0VS</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

*[Signature]*  
CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

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/SZ177q4v5I8?si=nOwcA9DV6LzG_853">https://youtu.be/SZ177q4v5I8?si=nOwcA9DV6LzG_853</a>	32
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/o2LB3KQME3U?si=grAH96sCNmmlmzsb">https://youtu.be/o2LB3KQME3U?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/HclVc7TI_z0?si=jvWXkKiA6fyzTrk">https://youtu.be/HclVc7TI_z0?si=jvWXkKiA6fyzTrk</a>	57
Simple Linear Regression (Part D)	<a href="https://youtu.be/tkvFMXe3F9c?si=1mDgNIPSRQ1bqvmU">https://youtu.be/tkvFMXe3F9c?si=1mDgNIPSRQ1bqvmU</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=RLkUY8lOrFOQwqzv">https://youtu.be/ykZ_UGcYWg?si=RLkUY8lOrFOQwqzv</a>	23
Lecture 2 Data Preprocessing - I	<a href="https://youtu.be/NSxEiohAH5o?si=d_2OYWdp_BGhc6dJ">https://youtu.be/NSxEiohAH5o?si=d_2OYWdp_BGhc6dJ</a>	36
Lecture 3 Data Preprocessing - II	<a href="https://youtu.be/wZQM_9vhulg?si=8Tg7KAn_hQL0oZRP">https://youtu.be/wZQM_9vhulg?si=8Tg7KAn_hQL0oZRP</a>	26
Lecture 37 : Regression I	<a href="https://youtu.be/Gmomzn1U0F0?si=Yp9EqXkAa2tMxBt2">https://youtu.be/Gmomzn1U0F0?si=Yp9EqXkAa2tMxBt2</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_24EeiVY?si=BsxmSU2mPdIUllz">https://youtu.be/M6p_24EeiVY?si=BsxmSU2mPdIUllz</a>	23
Lecture 40 : Regression IV	<a href="https://youtu.be/dU5AuM2Hn8?si=T_GXfn1v9BmbTrru">https://youtu.be/dU5AuM2Hn8?si=T_GXfn1v9BmbTrru</a>	29
Lec 28, Linear Regression - I	<a href="https://youtu.be/eY55ocm-VgM?si=hFZas_UhzvDFBvF">https://youtu.be/eY55ocm-VgM?si=hFZas_UhzvDFBvF</a>	35
Lec 29, Linear Regression - II	<a href="https://youtu.be/xXDoZL1vfbs?si=5rLKod3Qp6jx-AXW">https://youtu.be/xXDoZL1vfbs?si=5rLKod3Qp6jx-AXW</a>	23
Lec 30, Linear Regression-III	<a href="https://youtu.be/Hy9tOyk33D0?si=DOTtvXnD9sYnHkXk">https://youtu.be/Hy9tOyk33D0?si=DOTtvXnD9sYnHkXk</a>	30
Lec 33, MULTIPLE REGRESSION MODEL - I	<a href="https://youtu.be/rKgYaWyMOOQ?si=Fvwy4RUJBODE_Swk">https://youtu.be/rKgYaWyMOOQ?si=Fvwy4RUJBODE_Swk</a>	30
Lec 34, MULTIPLE REGRESSION MODEL-II	<a href="https://youtu.be/FT0-PYssiV4?si=LXKLPO3GXM49-Qp1">https://youtu.be/FT0-PYssiV4?si=LXKLPO3GXM49-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/R2ujwjebnSZk?si=u6K8kyRIMSmsizkb">https://youtu.be/R2ujwjebnSZk?si=u6K8kyRIMSmsizkb</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-flg8H8?si=DV17QBvvBkdHMGVl">https://youtu.be/KqJ6-flg8H8?si=DV17QBvvBkdHMGVl</a>	26
Lec 60, Classification and Regression Trees (CART) - III	<a href="https://youtu.be/P28drurCOKU?si=VmDs7j0byACSzm-5">https://youtu.be/P28drurCOKU?si=VmDs7j0byACSzm-5</a>	32
		<b>514</b>

**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
		<b>152</b>

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

Topic	Link	Duration

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 CHAIRMAN'S INITIALS

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TIME \_\_\_\_\_

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/G5EO8DbqH94?si=7-D3IL-W-d-JX0br">https://youtu.be/G5EO8DbqH94?si=7-D3IL-W-d-JX0br</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_pq">https://youtu.be/WZiL-UFELGc?si=FkPYYgis-AcDL_pq</a>	54
Mod-06 Lec-15 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement ( Contd.)	<a href="https://youtu.be/ETDARKpZe2k?si=ZvTSywOuUvmRTvd6">https://youtu.be/ETDARKpZe2k?si=ZvTSywOuUvmRTvd6</a>	52
Mod-06 Lec-16 Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement ( Contd.)	<a href="https://youtu.be/S1FWg3BUqK4?si=rln0EFxqeEPMj7GM">https://youtu.be/S1FWg3BUqK4?si=rln0EFxqeEPMj7GM</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-ZSH99w6BY?si=njKsTaO_g4A3-V2k">https://youtu.be/W-ZSH99w6BY?si=njKsTaO_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=pnjGQsChh1xBz4Mj">https://youtu.be/WOqR9Lbc2_w?si=pnjGQsChh1xBz4Mj</a>	55
Mod-10 Lec-29 Consumer Attitudes ( Contd.)	<a href="https://youtu.be/Gwb0qRDzpc?si=S7j6bFl1En6QsnTT">https://youtu.be/Gwb0qRDzpc?si=S7j6bFl1En6QsnTT</a>	50
Mod-11 Lec-30 Consumer Communication	<a href="https://youtu.be/QTgZCcBOKNE?si=pMFzPbxDfwACrnEA">https://youtu.be/QTgZCcBOKNE?si=pMFzPbxDfwACrnEA</a>	63
Mod-11 Lec-31 Consumer Communication (Contd.)	<a href="https://youtu.be/Ze-aSqFjxY?si=J-xjnnRliiOjEqBA2">https://youtu.be/Ze-aSqFjxY?si=J-xjnnRliiOjEqBA2</a>	60
Mod-12 Lec-32 Consumer Groups and Reference Groups	<a href="https://youtu.be/erjfwCUBGlg?si=btV6VCEj9JKDuij3">https://youtu.be/erjfwCUBGlg?si=btV6VCEj9JKDuij3</a>	59
Attitude Formation - I	<a href="https://youtu.be/ZYNIHeVFY0c?si=my59_fqFYidbM85U">https://youtu.be/ZYNIHeVFY0c?si=my59_fqFYidbM85U</a>	30
Attitude Formation - II	<a href="https://youtu.be/M2ob_KFPI9o?si=mVvrWvjQE1elxV7v">https://youtu.be/M2ob_KFPI9o?si=mVvrWvjQE1elxV7v</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-Ec760ea">https://youtu.be/JEbD-Npl0kk?si=pUQ1yfvZ-Ec760ea</a>	64
Lecture 02 : Data cleaning	<a href="https://youtu.be/E7ZZunJ5HBs?si=e9KdOr7bD3GARgvR">https://youtu.be/E7ZZunJ5HBs?si=e9KdOr7bD3GARgvR</a>	50
Lecture 03 : Data Visualization- Part 1	<a href="https://youtu.be/m7F9u_66Jzg?si=AI2D8XNZd0ngsvM-">https://youtu.be/m7F9u_66Jzg?si=AI2D8XNZd0ngsvM-</a>	38
Lecture 04 : Data Visualization- Part 2	<a href="https://youtu.be/GYcoal1qOOo?si=x3-D2u0OI0csb5T7">https://youtu.be/GYcoal1qOOo?si=x3-D2u0OI0csb5T7</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-XPdH3f9kG59">https://youtu.be/xSLUUG-K6dI?si=vlLq-XPdH3f9kG59</a>	30
Lecture 12 : Statistical Inference: Sampling	<a href="https://youtu.be/o-SifEG5mAI?si=VVq4JNT1MLNITSyJ">https://youtu.be/o-SifEG5mAI?si=VVq4JNT1MLNITSyJ</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=ZvXsjelbhn2XwxaW">https://youtu.be/5QDXkn208Gc?si=ZvXsjelbhn2XwxaW</a>	36
Lecture 15 : Introduction to R	<a href="https://youtu.be/6WXcA4aXNU4?si=K6VM4VtOigvTraAa">https://youtu.be/6WXcA4aXNU4?si=K6VM4VtOigvTraAa</a>	62
Lecture 16 : Inferential statistics: R Implementation	<a href="https://youtu.be/IClv_-Aclho?si=Lbfu6sWg2rff6VJN">https://youtu.be/IClv_-Aclho?si=Lbfu6sWg2rff6VJN</a>	50
Lecture 17 : Statistical Inference: Sampling	<a href="https://youtu.be/1PsbOGkG59Y?si=0gxsTyEKqKmMIFX">https://youtu.be/1PsbOGkG59Y?si=0gxsTyEKqKmMIFX</a>	62
Lecture 18 : Hypothesis Testing: R Implementation	<a href="https://youtu.be/qeQxRwUgLAe?si=08jttQZLlikSkrDP">https://youtu.be/qeQxRwUgLAe?si=08jttQZLlikSkrDP</a>	64
Lecture 19 : Regression Modelling-Part 1	<a href="https://youtu.be/S1SpAf_z50?si=k6lX7TAehq5e2J8u">https://youtu.be/S1SpAf_z50?si=k6lX7TAehq5e2J8u</a>	42
Lecture 20 : Regression Modelling-Part 2	<a href="https://youtu.be/yITgt46ftgo?si=HRXx5zMp3azywpkv">https://youtu.be/yITgt46ftgo?si=HRXx5zMp3azywpkv</a>	58
Lecture 21 : Regression Algorithm: Application (Part 1)	<a href="https://youtu.be/YDfo_ir4v-o?si=453EGGk5MA4E24Z">https://youtu.be/YDfo_ir4v-o?si=453EGGk5MA4E24Z</a>	45
Lecture 27 : Advanced Data Visualization- Part 1	<a href="https://youtu.be/HL_aMgTr61M?si=QzO5PFRFNMINXQ">https://youtu.be/HL_aMgTr61M?si=QzO5PFRFNMINXQ</a>	59

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Lecture 28 : Advanced Data Visualization- Part 2	<a href="https://youtu.be/GdNdmRTbbtQ?si=AeWTpc66kerbDa9l">https://youtu.be/GdNdmRTbbtQ?si=AeWTpc66kerbDa9l</a>	56
		829

**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=6ateDsceYlq6QdD0">https://youtu.be/0hOB3ajxcwM?si=6ateDsceYlq6QdD0</a>	37
Marginal Costing- I	<a href="https://youtu.be/m2RhC_ZsUXc?si=ZK7F8LWY6f_dUgl">https://youtu.be/m2RhC_ZsUXc?si=ZK7F8LWY6f_dUgl</a>	35
Marginal Costing- II	<a href="https://youtu.be/S1KEiS0QuA?si=1OZYXC2U2OnbfZyV">https://youtu.be/S1KEiS0QuA?si=1OZYXC2U2OnbfZyV</a>	34
Marginal Costing- III	<a href="https://youtu.be/cSOv8KT_MzA?si=ImQQM31IOZsib6Pw">https://youtu.be/cSOv8KT_MzA?si=ImQQM31IOZsib6Pw</a>	32
#29 Activity Based Costing   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/dbfeDzagBnA?si=nEkMO_qE0V03MF3V">https://youtu.be/dbfeDzagBnA?si=nEkMO_qE0V03MF3V</a>	29
#30 Activity Based Costing   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/bj4cQMjKIAC?si=9PbhBexWNIY5tTx">https://youtu.be/bj4cQMjKIAC?si=9PbhBexWNIY5tTx</a>	32
#31 Break-Even Analysis   Foundations of Accounting & Finance	<a href="https://youtu.be/HdQYtBrijlw?si=gCQxC0eEqyQEGNjH">https://youtu.be/HdQYtBrijlw?si=gCQxC0eEqyQEGNjH</a>	30
#32 Decision Making with Cost Accounting   Part I   Foundations of Accounting & Finance	<a href="https://youtu.be/Sz4y8dCWgk?si=CkafkcB-oM3GmOqn">https://youtu.be/Sz4y8dCWgk?si=CkafkcB-oM3GmOqn</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>	32
#35 Decision Making with Cost Accounting   Part IV   Foundations of Accounting & Finance	<a href="https://youtu.be/Dc35sF7u5w4?si=KyM9Xhcv6_YODZfN">https://youtu.be/Dc35sF7u5w4?si=KyM9Xhcv6_YODZfN</a>	36
#36 Decision Making with Cost Accounting   Part V   Foundations of Accounting & Finance	<a href="https://youtu.be/RXyRZVHERM8?si=5BJH7boffmGQ3o4l">https://youtu.be/RXyRZVHERM8?si=5BJH7boffmGQ3o4l</a>	34
#37 Introduction to Budgeting   Budget Preparation Basics   Part I	<a href="https://youtu.be/VIO5zwn1LCU?si=Uc-ymYiHJzjN8aPr">https://youtu.be/VIO5zwn1LCU?si=Uc-ymYiHJzjN8aPr</a>	35
#38 Introduction to Budgeting   Budget Preparation Basics   Part II	<a href="https://youtu.be/LkPt4ty2M-E?si=o8EYhG-BtxJi5vJ0">https://youtu.be/LkPt4ty2M-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/Av27Tpa9cjk?si=70oJP0fVgXyHDXy1">https://youtu.be/Av27Tpa9cjk?si=70oJP0fVgXyHDXy1</a>	24
#42 Foundations of Corporate Finance   Part II   Foundations of Accounting & Finance	<a href="https://youtu.be/tIU7H6PFNs?si=kKcr8SXnu_BsbP0o">https://youtu.be/tIU7H6PFNs?si=kKcr8SXnu_BsbP0o</a>	18
		590

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

Topic	Link	Duration
What is CSR?	<a href="https://youtu.be/cgYnos1Gf6g?si=eluaZPWiw_eeF43">https://youtu.be/cgYnos1Gf6g?si=eluaZPWiw_eeF43</a>	21
Why CSR?	<a href="https://youtu.be/ObMLN2FaESc?si=-bcwMa1px6UjNiP">https://youtu.be/ObMLN2FaESc?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=lyz7y7e8MggBZlZ2">https://youtu.be/Z1whOEsZzMO?si=lyz7y7e8MggBZlZ2</a>	22
Evolution of CSR	<a href="https://youtu.be/jkTalpXBIFU?si=KtaZjXF91IFyzi-">https://youtu.be/jkTalpXBIFU?si=KtaZjXF91IFyzi-</a>	20
Evolution of CSR (Contd.)	<a href="https://youtu.be/2KScOM4ju4E?si=W1ohvU5GQApUtbSy">https://youtu.be/2KScOM4ju4E?si=W1ohvU5GQApUtbSy</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/vExcEVRe94l?si=491912yVx6ONMr6f">https://youtu.be/vExcEVRe94l?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/sqiZswewKJ8?si=4WFJS4bRyx15fSiS">https://youtu.be/sqiZswewKJ8?si=4WFJS4bRyx15fSiS</a>	29
Stakeholder Theory in Action Completed	<a href="https://youtu.be/b2ijrrM89Xg?si=luOb5bukcQ63GZSP">https://youtu.be/b2ijrrM89Xg?si=luOb5bukcQ63GZSP</a>	32
Stakeholder Identification	<a href="https://youtu.be/z9omyGhA26k?si=IMfMriyImRH-YA">https://youtu.be/z9omyGhA26k?si=IMfMriyImRH-YA</a>	20
Stakeholder Saliene	<a href="https://youtu.be/6sSWOWqsOts?si=SUjmo-SWTENR03PV">https://youtu.be/6sSWOWqsOts?si=SUjmo-SWTENR03PV</a>	27

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TIME \_\_\_\_\_

Future of CSR	<a href="https://youtu.be/Mcb2qzneCyg?si=oLsvMEycKOJas3QO">https://youtu.be/Mcb2qzneCyg?si=oLsvMEycKOJas3QO</a>	33
#25 Sustainability in Supply Management   Part 1   Strategic Sourcing	<a href="https://youtu.be/itEcrrjM-E?si=D-B1eKJwcZ6h4rjR">https://youtu.be/itEcrrjM-E?si=D-B1eKJwcZ6h4rjR</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
		508

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

Topic	Link	Duration
Lecture 1-Introduction to Marketing Research	<a href="https://youtu.be/ABLHV5Ce6TI?si=pwZMzT6I9uuXnis0">https://youtu.be/ABLHV5Ce6TI?si=pwZMzT6I9uuXnis0</a>	31
#8 Global Strategy   Strategy & Technology: A Practical Primer	<a href="https://youtu.be/OqHVcTF1E5U?si=96QRZTnXPGYrTffh">https://youtu.be/OqHVcTF1E5U?si=96QRZTnXPGYrTffh</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/bK6xUEucqvs?si=f13GI-XrQPY6Yimu">https://youtu.be/bK6xUEucqvs?si=f13GI-XrQPY6Yimu</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>	52
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/YsqU2gk45xl?si=kvei9mvFpbv_NSD4">https://youtu.be/YsqU2gk45xl?si=kvei9mvFpbv_NSD4</a>	45
Mod-08 Lec-35 Risk Management - Country / Political risks IV	<a href="https://youtu.be/ByfzB_6x8g?si=qeC2Em2JmXWLSi9">https://youtu.be/ByfzB_6x8g?si=qeC2Em2JmXWLSi9</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=kpE66PDREK0cJH6h">https://youtu.be/fdufDvS21F8?si=kpE66PDREK0cJH6h</a>	32
Political Risk in Infrastructure Part 1	<a href="https://youtu.be/33tc3WDrkq0?si=uGRSiKmmvEDnqR6d">https://youtu.be/33tc3WDrkq0?si=uGRSiKmmvEDnqR6d</a>	39
Risks and Challenges in Infrastructure - Part 1	<a href="https://youtu.be/YQUL-mkw02E?si=va8glm3llzHWXt5g">https://youtu.be/YQUL-mkw02E?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/5fMkHto6T0o?si=IDWA3trsCleQ_UJg">https://youtu.be/5fMkHto6T0o?si=IDWA3trsCleQ_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
		630

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

Topic	Link	Duration
Lec 23: Emotional intelligence: Introduction	<a href="https://www.youtube.com/watch?v=xmXpSzu0DnQ&amp;list=PLwdnzIv3ogoWuWRCKtCOB5vKWVn3pKVRG&amp;index=24">https://www.youtube.com/watch?v=xmXpSzu0DnQ&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=2ZBjpEkZ3kw">https://www.youtube.com/watch?v=2ZBjpEkZ3kw</a>	62
Lecture 26: Skills of EI-Self-Motivation	<a href="https://www.youtube.com/watch?v=NRAT5dS3hp8">https://www.youtube.com/watch?v=NRAT5dS3hp8</a>	57
Lecture 27: Skills of EI-Empathy	<a href="https://www.youtube.com/watch?v=l7670d1Z35s">https://www.youtube.com/watch?v=l7670d1Z35s</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=VqKI2DYbbm4">https://www.youtube.com/watch?v=VqKI2DYbbm4</a>	49
Lecture 30: Emotional intelligence, health and well-being	<a href="https://www.youtube.com/watch?v=B5od5QLnt_w">https://www.youtube.com/watch?v=B5od5QLnt_w</a>	55
LIVE_What You Need to Know About Goal Setting	<a href="https://www.youtube.com/watch?v=MgdN-tAi3Ks">https://www.youtube.com/watch?v=MgdN-tAi3Ks</a>	61
Lecture 55: JOHARI Window	<a href="https://www.youtube.com/watch?v=xxhogv4Mvvg">https://www.youtube.com/watch?v=xxhogv4Mvvg</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=znPd18T9Gd">https://www.youtube.com/watch?v=znPd18T9Gd</a>	59

CHAIRMAN'S INITIALS

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Mod-01 Lec-31 Negotiation and Conflict Management	<a href="https://www.youtube.com/watch?v=wYb_PKTawE4">https://www.youtube.com/watch?v=wYb_PKTawE4</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
		894

**MBA Sem 2: Media Strategy**

Topic	Link	Duration
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=x8m9ypxFgQbvXj-p">https://youtu.be/9jklLLK9Yng?si=x8m9ypxFgQbvXj-p</a>	32
Lecture 33 : Media Planning – Part I	<a href="https://youtu.be/9TV9YSgGMLg?si=djGqOH3Bm8EIWt2q">https://youtu.be/9TV9YSgGMLg?si=djGqOH3Bm8EIWt2q</a>	31
Lecture 34 : Media Planning – Part II	<a href="https://youtu.be/N2LbTN_VoNs?si=gHfdIBS-3ndc8_XU">https://youtu.be/N2LbTN_VoNs?si=gHfdIBS-3ndc8_XU</a>	32
Advertising and Communication	<a href="https://youtu.be/DE1cspDXJpk?si=YtFpj0pe1FD-J_L2">https://youtu.be/DE1cspDXJpk?si=YtFpj0pe1FD-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=j8Y89QVqfZHAOKxF">https://youtu.be/Wj7AuP2bekl?si=j8Y89QVqfZHAOKxF</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/VG6a8uRjg-Q?si=QPBCAhVvLzMyAT6v">https://youtu.be/VG6a8uRjg-Q?si=QPBCAhVvLzMyAT6v</a>	54
#15 Crisis Leadership   Leadership for India Inc: Practical Concepts & Constructs	<a href="https://youtu.be/eVWQqaWunIU?si=1qOEYpNKL0N06RUUp">https://youtu.be/eVWQqaWunIU?si=1qOEYpNKL0N06RUUp</a>	64
		537

**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=0dX0g5XFm8g&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=2">https://www.youtube.com/watch?v=0dX0g5XFm8g&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=2</a>	31
Lecture 02 : Defining Product	<a href="https://www.youtube.com/watch?v=KqXOf3kttTI&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=3">https://www.youtube.com/watch?v=KqXOf3kttTI&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=qorRhojev_o&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=8">https://www.youtube.com/watch?v=qorRhojev_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=mg8K20Vs6ml&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=15">https://www.youtube.com/watch?v=mg8K20Vs6ml&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=15</a>	33
Lecture 15: Product Life Cycle - 3	<a href="https://www.youtube.com/watch?v=bDZKsPYtkZo&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=16">https://www.youtube.com/watch?v=bDZKsPYtkZo&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=16</a>	31
Lecture - 27 Product Mix Decisions	<a href="https://www.youtube.com/watch?v=snZkvdsUoE8">https://www.youtube.com/watch?v=snZkvdsUoE8</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=b2vdmOMcz0&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=39">https://www.youtube.com/watch?v=b2vdmOMcz0&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=jyE5v9MZlsw&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=43">https://www.youtube.com/watch?v=jyE5v9MZlsw&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=43</a>	35
Lecture 43: Brand Resonance Model	<a href="https://www.youtube.com/watch?v=X2qXwPslN4&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=44">https://www.youtube.com/watch?v=X2qXwPslN4&amp;list=PLly_2iUCG87BRuLgSpHX-Xr3uNtULKBC&amp;index=44</a>	34

CHAIRMAN'S INITIALS

HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

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=WKN8WxDj1E&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=46">https://www.youtube.com/watch?v=WKN8WxDj1E&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=gFYnzuN4w4w&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=51">https://www.youtube.com/watch?v=gFYnzuN4w4w&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=bFVUMABXJKY&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=56">https://www.youtube.com/watch?v=bFVUMABXJKY&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=56</a>	33
Lecture 56: Brand Experience & Brand Loyalty	<a href="https://www.youtube.com/watch?v=2gxFvC8PKA0&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=57">https://www.youtube.com/watch?v=2gxFvC8PKA0&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=57</a>	32
Lecture 60: Product & Brand Management- Conclusion	<a href="https://www.youtube.com/watch?v=fdufDvS21F8&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=61">https://www.youtube.com/watch?v=fdufDvS21F8&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC&amp;index=61</a>	33
		794

**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=N9wVqKIEv0k">https://www.youtube.com/watch?v=N9wVqKIEv0k</a>	55
		72

**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_2iUCG87AiyLGO1sAFD26k36VlWd6e">https://www.youtube.com/watch?v=6G2Z-kG7gWc&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e</a>	13
Lecture 1 - Understanding Retailing from a Strategic Standpoint	<a href="https://www.youtube.com/watch?v=NEqCp_R87tY&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=2">https://www.youtube.com/watch?v=NEqCp_R87tY&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=2</a>	35
Lecture 2 - Why is Retailing so Important: Strategic Perspectives	<a href="https://www.youtube.com/watch?v=bAoeD8tcLnE&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=3">https://www.youtube.com/watch?v=bAoeD8tcLnE&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=3</a>	17
Lecture 3 - Strategic Standpoint and Evolution of Retailing	<a href="https://www.youtube.com/watch?v=jLyWAq1WRIE&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=4">https://www.youtube.com/watch?v=jLyWAq1WRIE&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=4</a>	39
Lecture 4 - Evolution of Retailing	<a href="https://www.youtube.com/watch?v=GWRQtBEuBSw&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=5">https://www.youtube.com/watch?v=GWRQtBEuBSw&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&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_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=9">https://www.youtube.com/watch?v=EBRoMz0uvUI&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&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_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=10">https://www.youtube.com/watch?v=On-u-R35hSg&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&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_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=11">https://www.youtube.com/watch?v=Jk-cW9Z9unE&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&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=XODA_Xj9z_Q&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=12">https://www.youtube.com/watch?v=XODA_Xj9z_Q&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=12</a>	26
Lecture 15 : Consumer Decision Making Processes (Continued)	<a href="https://www.youtube.com/watch?v=-CUExqeFSG8&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=16">https://www.youtube.com/watch?v=-CUExqeFSG8&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=16</a>	26
Lecture 16 : Consumer Decision Making Processes (Continued)	<a href="https://www.youtube.com/watch?v=RdAfJUGxvyw&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=17">https://www.youtube.com/watch?v=RdAfJUGxvyw&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&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_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=18">https://www.youtube.com/watch?v=-oGcGy4mbTk&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&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_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=22">https://www.youtube.com/watch?v=exY42Qo3BI8&amp;list=PLLy_2iUCG87AiyLGO1sAFD26k36VlWd6e&amp;index=22</a>	37

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Lecture 23 - Introduction to Multi and Omni-Channel Retail (Continued)	<a href="https://www.youtube.com/watch?v=GKGIb-Gr-tQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=23">https://www.youtube.com/watch?v=GKGIb-Gr-tQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&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_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=24">https://www.youtube.com/watch?v=zO3QZhk-6W4&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=24</a>	21
Lecture 31: Location Decisions	<a href="https://www.youtube.com/watch?v=udTJAUvtWfQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=32">https://www.youtube.com/watch?v=udTJAUvtWfQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=32</a>	27
Lecture 32: Location Decisions	<a href="https://www.youtube.com/watch?v=iV9ncF-7lCQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=33">https://www.youtube.com/watch?v=iV9ncF-7lCQ&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=33</a>	28
Lecture 34: Merchandise Management and Planning	<a href="https://www.youtube.com/watch?v=eVE4tWtmiZc&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=38">https://www.youtube.com/watch?v=eVE4tWtmiZc&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=38</a>	33
Lecture 35: Merchandise Management and Planning (continued)	<a href="https://www.youtube.com/watch?v=W6t3gxXg_vg&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=39">https://www.youtube.com/watch?v=W6t3gxXg_vg&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&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_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=42">https://www.youtube.com/watch?v=HoxTWFFr4-s&amp;list=PLLy_2iUCG87AiyIGO1sAFD26k36VlwD6e&amp;index=42</a>	43
Lecture - 35 Electronic Commerce	<a href="https://www.youtube.com/watch?v=xKlJyn8DaAw&amp;t=1162s">https://www.youtube.com/watch?v=xKlJyn8DaAw&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
		673

**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=bp76hNElJAs&amp;list=PLEC357A2BC142F57E&amp;index=2">https://www.youtube.com/watch?v=bp76hNElJAs&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=RzQ8PqdijMw&amp;list=PLHRLZtgrF2jkd7x_22KpNoqTruErOSQV0&amp;index=6">https://www.youtube.com/watch?v=RzQ8PqdijMw&amp;list=PLHRLZtgrF2jkd7x_22KpNoqTruErOSQV0&amp;index=6</a>	32
Systematic & Unsystematic Risk	<a href="https://www.youtube.com/watch?v=kyLk0hSwjX4">https://www.youtube.com/watch?v=kyLk0hSwjX4</a>	32
Mod-01 Lec-03 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>	57
Mod-01 Lec-04 Risk and Return (Contd.)	<a href="https://www.youtube.com/watch?v=H9hvDKLI-hQ&amp;list=PLEC357A2BC142F57E&amp;index=4">https://www.youtube.com/watch?v=H9hvDKLI-hQ&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=B5HEXO6MzLI">https://www.youtube.com/watch?v=B5HEXO6MzLI</a>	30
Mod-01 Lec-39 Portfolio Performance Evaluation - I	<a href="https://www.youtube.com/watch?v=pJOeL-wR5zE&amp;list=PLEC357A2BC142F57E&amp;index=39">https://www.youtube.com/watch?v=pJOeL-wR5zE&amp;list=PLEC357A2BC142F57E&amp;index=39</a>	55
Mod-01 Lec-40 Portfolio Performance Evaluation - II	<a href="https://www.youtube.com/watch?v=YAggtB9hu8Y&amp;list=PLEC357A2BC142F57E&amp;index=40">https://www.youtube.com/watch?v=YAggtB9hu8Y&amp;list=PLEC357A2BC142F57E&amp;index=40</a>	57
Lecture 51: Capital Asset Pricing Model I	<a href="https://www.youtube.com/watch?v=OiUB9QcFsBA">https://www.youtube.com/watch?v=OiUB9QcFsBA</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=Pit5al64UI4">https://www.youtube.com/watch?v=Pit5al64UI4</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=PLEC357A2BC142F57E&amp;index=27">https://www.youtube.com/watch?v=ptXRZpyqyaA&amp;list=PLEC357A2BC142F57E&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=NiQCDDxR5rY">https://www.youtube.com/watch?v=NiQCDDxR5rY</a>	30
Lecture 27: Taxes and Financial Planning (Contd.)	<a href="https://www.youtube.com/watch?v=cx89mrkGG4">https://www.youtube.com/watch?v=cx89mrkGG4</a>	20
Registration - part 1	<a href="https://www.youtube.com/watch?v=ULt_yu3iVs8&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=5">https://www.youtube.com/watch?v=ULt_yu3iVs8&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=5</a>	29
Registration - part 2	<a href="https://www.youtube.com/watch?v=vE_oYMiR2Is&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=4">https://www.youtube.com/watch?v=vE_oYMiR2Is&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=4</a>	30
Registration - part 3	<a href="https://www.youtube.com/watch?v=B2AE3Mu1Wxw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=3">https://www.youtube.com/watch?v=B2AE3Mu1Wxw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=3</a>	19
Registration - part 4	<a href="https://www.youtube.com/watch?v=Atuuwcf6FGE&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=2">https://www.youtube.com/watch?v=Atuuwcf6FGE&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&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=LUVTYnxjds&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=13">https://www.youtube.com/watch?v=LUVTYnxjds&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=13</a>	23
Value of Supply - part 2	<a href="https://www.youtube.com/watch?v=pdTY_2EkZ-g&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=12">https://www.youtube.com/watch?v=pdTY_2EkZ-g&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=12</a>	30
Value of Supply - part 3	<a href="https://www.youtube.com/watch?v=UDHBLvoOtG0&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=14">https://www.youtube.com/watch?v=UDHBLvoOtG0&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=14</a>	29
Value of Supply - part 4	<a href="https://www.youtube.com/watch?v=GkQl2rcnFiw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=18">https://www.youtube.com/watch?v=GkQl2rcnFiw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=18</a>	33
Value of Supply - part 5	<a href="https://www.youtube.com/watch?v=pg26qP4QASw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=17">https://www.youtube.com/watch?v=pg26qP4QASw&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=17</a>	31
Input tax Credit_1 - part 1	<a href="https://www.youtube.com/watch?v=YslpXOgfrBQ&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=22">https://www.youtube.com/watch?v=YslpXOgfrBQ&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=22</a>	37
Input tax Credit_1 - part 2	<a href="https://www.youtube.com/watch?v=tpMtnLo4FnM&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=21">https://www.youtube.com/watch?v=tpMtnLo4FnM&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=21</a>	37
Input tax Credit_1 - part 3	<a href="https://www.youtube.com/watch?v=V5BP-qFLTl8&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=20">https://www.youtube.com/watch?v=V5BP-qFLTl8&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=20</a>	27
Input tax Credit_1 - part 4	<a href="https://www.youtube.com/watch?v=foPenfhtIfy&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=19">https://www.youtube.com/watch?v=foPenfhtIfy&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=19</a>	23
input tax Credit_1 - part 5	<a href="https://www.youtube.com/watch?v=gd1XSsHiqwU&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=23">https://www.youtube.com/watch?v=gd1XSsHiqwU&amp;list=PLyqSpQzTE6M-Khy2FoTAMA4XVhLQhilR-&amp;index=23</a>	33
		660