

Syllabus - BBA (Digital Marketing)

Semester 1



#	Subject Code	Credit
1	Business Microeconomics	6
2	Business Mathematics and Statistics	6
3	Principles of Management	6
4	Communicative English-I	2
5	Generic Elective	4
6	Foreign Language-I (Spanish)	2
	Foreign Language-I (German)	
	Foreign Language-I (Japanese)	
	Foreign Language-I (French)	
Total		26

Semester 2

#	Subject Code	Credit
1	Cost and Management Accounting	4
2	Computer Applications	4
3	Organizational Behaviour	4
4	Business Macroeconomics	4
5	Understanding Digital Marketing	3
6	Mentored Seminar-I	1
7	Communicative English-II	2
8	Generic Elective	4
9	Foreign Language-II (Spanish)	2
	Foreign Language-II (German)	
	Foreign Language-II (Japanese)	
	Foreign Language-II (French)	
Total		28

Semester 3

#	Subject Code	Credit
1	Human Resource Management	6
2	Production and Operations Management	6
3	Marketing Management	6
4	Financial Management	6
5	Strategic Digital Marketing-I	3
6	Mentored Seminar-II	1
7	Environment Science-I	2
8	Generic Elective	4
9	Foreign Language-III (Spanish)	2
	Foreign Language-III (German)	
	Foreign Language-III (Japanese)	
	Foreign Language-III (French)	
Total		36

Semester 4



#	Subject Code	Credit
1	Production & Operations Management	4
2	Income Tax-Laws & Practice	4
3	Business Environment	4
4	Advertising and Sales Promotion	3
5	Mentored Seminar-III	1
6	Environment Science-II	2
7	Generic Elective	4
8	Foreign Language-IV (Spanish)	2
	Foreign Language-IV (German)	
	Foreign Language-IV (Japanese)	
	Foreign Language-IV (French)	
Total		24

Semester 5

#	Subject Code	Credit
1	Business Policy & Strategy	4
2	Business Research	4
3	Strategic Digital Marketing-II	3
4	Content Marketing	3
5	Social Media Marketing	3
6	Mentored Seminar-IV	1
Total		18

Semester 6

#	Subject Code	Credit
1	Entrepreneurship Development	3
2	MIS & E-Commerce	3
3	Data Mining and Business Intelligence	3
4	Digital Media Law	3
5	Project Report & Viva voce	6
Total		18