



SCHOOL OF BUSINESS

BBA (Digital Marketing)

Credit Definition

Type	Duration (in Hour)	Ceedit
Lecture (L)	1	1
Tutorial (T)	1	1
Practical (P)	1	1

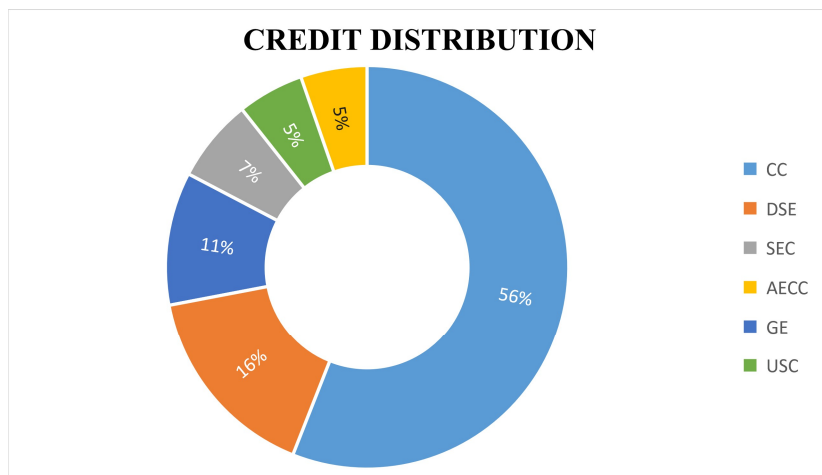
Total Credit

Year	Semester	Hours/ Week	Credit
1st	1st	26	26
	2nd	28	28
2nd	3rd	36	36
	4th	24	24
3rd	5th	18	18
	6th	18	18
Total			150

Category Codification with Credit Break up

Definition of Category	Code	No.	Credit
Core Course	CC	1	84
Discipline Specific Elective	DSE	2	24
Skill Enhancement Course	SEC	3	10
Ability Enhancement Compulsory Course	AECC	4	8
Generic Elective	GE	5	16
University Specified Course	USC	6	8
Total			150

Category wise Credit Distribution



SEMESTER: I

Student Engagement Programme - Duration: 2 weeks

Personal Branding Body Language in Public Speaking and Presentation The Story of Iconic Companies Importance of Self-control and Resilience Personal Fund Management Introduction to Numerical Analysis Team Building Importance of Listening and Body Language in communication

Sl No.	Course Title	Code	Credit	Type		
				L	T	P
1	Business Microeconomics	1030030101	6	4	2	0
2	Business Mathematics & Statistics	1030030102	6	4	2	0
3	Principles of Management	1030030103	6	4	2	0
4	Communicative English-I	4030030101	2	2	0	0
5	Generic Elective		4	3	1	0
6	Foreign Language-I (Spanish/German/Japanese/French)	6150010101	2	2	0	0
		6150010102				
		6150010103				
		6150010104				
Total (CC: 18, AECC: 02, GE: 04, USC: 02)			26	26 hours/week		

SEMESTER: II

Sl No.	Course Title	Code	Credit	Type		
				L	T	P
1	Cost & Financial Accounting	1030031104	4	3	1	0
2	Computer Applications	1030031105	4	3	1	0
3	Organizational Behaviour	1030031106	4	3	1	0
4	Business Macroeconomics	1030031107	4	3	1	0
5	Understanding Digital Marketing	2030031101	3	2	1	0
6	Mentored Seminar-I	5030031401	1	0	0	1
7	Communicative English-II	4030030102	2	2	0	0
8	Generic Elective		4	3	1	0
9	Foreign Language-II (Spanish/German/Japanese/French)	6030021101 6030021102 6030021103 6030021104	2	2	0	0
Total (CC: 16, DSE: 03, SEC: 01, AECC: 02, GE: 04, USC: 02)			28	28 hours/week		

SEMESTER: III

Sl No.	Course Title	Code	Credit	Type		
				L	T	P
1	Human Resource Management	1030032108	6	4	2	0
2	Production & Operations Management	1030032109	6	4	2	0
3	Marketing Management	1030032110	6	4	2	0
4	Financial Management	1030032111	6	4	2	0
5	Strategic Digital Marketing-I	2030032102	3	2	1	0
6	Mentored Seminar-II	5030032402	1	0	0	1
7	Environmental Science-I	4130012103	2	2	0	0
8	Generic Elective		4	3	1	0
9	Foreign Language-III (Spanish/German/Japanese/French)	6120022101 6120022102 6120022103 6120022104	2	2	0	0
Total (CC: 24, DSE: 03, SEC: 01, AECC: 02, GE: 04, USC: 02)			36	36 hours/week		

SEMESTER: IV

Sl No.	Course Title	Code	Credit	Type		
				L	T	P
1	Business Environment	1030033112	6	4	2	0
2	Income Tax-Laws & Practice	1030033113	6	4	2	0
3	Advertising and Sales Promotion	2030033103	3	2	1	0
4	Mentored Seminar-III	5030033403	1	0	0	1
5	Environmental Science-II	5030033403	2	2	0	0
6	Generic Elective		4	3	1	0
7	Foreign Language-IV (Spanish/German/Japanese/French)	6170013101 6170013102 6170013103 6170013104	2	2	0	0
Total (CC: 12, DSE: 03, SEC: 01, AECC: 02, GE: 04, USC: 02)			24	24 hours/week		

SEMESTER: V

Sl No.	Course Title	Code	Credit	Type		
				L	T	P
1	Business Policy & Strategy	1030034114	4	3	1	0
2	Business Research	1030034115	4	3	1	0
3	Strategic Digital Marketing-II	2030034103	3	2	1	0
4	Content Marketing	2030034104	3	2	1	0
5	Social Media Marketing	2030034105	3	2	1	0
6	Mentored Seminar-IV	5030034404	1	0	0	1
Total (CC: 08, DSE: 09, SEC: 01)			18	18 hours/week		

SEMESTER: VI

Sl No.	Course Title	Code	Credit	Type		
				L	T	P
1	Entrepreneurship Development	1030035116	3	3	0	0
2	MIS & E-Commerce	1030035117	3	3	0	0
3	Data Mining & Business Intelligence	2030035106	3	2	1	0
4	Digital Media Law	2030035107	3	2	1	0
5	Project Report & Viva voce	5030035405	6	0	0	6
Total (CC: 06, DSE: 06, SEC: 06)			18	18 hours/week		