

## BBA SPECIALIZATION IN DIGITAL MARKETING SCHEME OF STUDY 2021-2022

Scheme Semester	Semester Course Code, Course Name (L-T-P)Credits							Community Service	GP	Hrs. Per week			Contact Hours per Sem	Credits	
1	<b>CLL 101</b> Effective Comm-I (2-0-1)2.5	<b>BSL102</b> Principles of Management (2-0-2)3	<b>ENL102</b> Principles of Economics (2-0-2)3	<b>CLL120</b> Human Values & Professional Ethics (2-0-0)2	<b>CML 101</b> Professional Accounting (2-0-2)3	<b>CML 109</b> Business Laws (2-0-2)3	<b>CML 110</b> Communication & Documentation in Business (2-0-2)3	<b>BSS101</b> CS-I	<b>BSR101</b> GP-I 1 Credit	14	0	11	25*15=375	20.5	
2	<b>CLL 102</b> Effective Comm-II (2-0-1)2.5	<b>CHL100</b> Environmental Studies (3-0-0)3	<b>BSL101</b> Entrepreneurship (2-0-2)3	<b>ENL101</b> Statistics & Research Methodology-I (2-0-2)3	<b>CML 107</b> Introduction to Banking (2-0-2)3	<b>CML 108</b> Financial Management - I (2-0-2)3	<b>CSV 119</b> Digital Literacy (Lab Training + Python) (0-0-4)2	<b>BSS102</b> CS-II (140 Hrs)* 2 Credit	<b>BSR102</b> GP-II 1 Credit	13	0	13	26*15=390	19.5+3=22.5	
<b>Summers</b>	<b>BSD201 Minor Project (0-0-6)3</b>												6	3	
3	<b>BSL201</b> Fundamentals of Operations Management (2-0-2)3	<b>BSL203</b> Human Resource Management (2-0-2)3	<b>CML 208</b> Financial Management- II (2-0-2)3	<b>BSL207</b> Introduction to Marketing Management (2-0-2)3	<b>BSL209</b> Ecommerce (2-0-2)3	Foreign Language Elective- I (1-2-0)3		<b>BSS201</b> CS-III	<b>BSR201</b> GP-III 1 credit	11	2	10	23*15=345	18+1=19	
4	<b>BSL202</b> Introduction to Organizational Behavior (2-0-2)3	<b>BSL204</b> Fundamentals of Consumer Behavior (2-0-2)3	<b>ENL204</b> Statistics and Research Methodology-II (2-0-2)3	<b>BSL302</b> Leadership (2-0-2)3	Open Elective 1 (2-0-2)3	Foreign Language Elective II (1-2-0)3		<b>BSS202</b> CS-IV (140 Hrs)* 2 Credit	<b>BSR202</b> GP-IV 1 credit	11	2	10	23*15=345	18+3=21	
<b>Summers</b>	<b>BST301 Summer Internship (0-0-10)5</b>												10	5	
5	Programme Elective –I (2-0-2)3	<b>BSL303</b> International Business (2-0-2)3	<b>BSV301</b> Creative thinking and Negotiation Skills (2-0-2)3	<b>BSL301</b> Business Policy & Strategy (2-0-2)3	Open Elective 2 (2-0-2)3	Programme Elective-II (2-0-2)3		<b>BSS301</b> CS-V	<b>BSR301</b> GP-V 1 credit	12	0	12	24*15=360	18+1=19	
6	Programme Elective –III (2-0-2)3	<b>BSL304</b> Investment Management (2-0-2)3	Programme Elective –IV (2-0-2)3	Open Elective 3 (2-0-2)3	<b>BSD302</b> Major Project (0-0-8)4			<b>BSS302</b> CS-VI (140 Hrs) 2 Credit	<b>BSR302</b> GP-VI 1 credit	8	0	8	16*15=240	16+3=19	
	<b>TOTAL</b>													137*15=2055	129

\*Students shall utilize the internship period (6-8 weeks) to complete 140 hours of serving the community

# BBA SPECIALIZATION IN DIGITAL MARKETING

Foreign Language Elective – I	1-2-0	3
Foreign Language Elective – II	1-2-0	3

## Programme Core L-T-P C

BSL101	Entrepreneurship	2-0-2	3
CML108	Financial management I	2-0-2	3
ENL101	Statistics & Research Methodology-I	2-0-2	3
ENL102	Principles of Economics	2-0-2	3
CML101	Professional Accounting	2-0-2	3
CML107	Introduction to Banking	3-0-0	3
CML109	Business Laws	3-0-0	3
BSL102	Principles of Management	2-0-2	3
BSL201	Fundamentals of Operations Management	2-0-2	3
BSL203	Human Resource Management	2-0-2	3
CML208	Financial management II	2-0-2	3
BSL207	Introduction to Marketing Management	2-0-2	3
BSL209	E-Commerce	2-0-2	3
BSL202	Introduction to Organizational Behavior	2-0-2	3
BSL204	Fundamentals of consumer Behavior	2-0-2	3
BSL303	International Business	2-0-2	3
BSL301	Business Policy & Strategy	2-0-2	3
BSL302	Leadership	2-0-2	3
BSL304	Investment Management	2-0-2	3
ENL204	Statistics and Research Methodology II	2-0-2	3

## General Proficiency C

BSR101	GP-I	01 Credit
BSR102	GP-II	01 Credit
BSR201	GP-III	01 Credit
BSR202	GP-IV	01 Credit
BSR301	GP-V	01 Credit
BSR302	GP-VI	01 Credit

## Community Service

BSS101	Community Service (CS-I)	02 Credit
BSS102	Community Service (CS-II)	
BSS201	Community Service (CS-III)	02 Credit
BSS202	Community Service (CS-IV)	
BSS301	Community Service (CS-V)	02 Credit
BSS302	Community Service (CS-VI)	

## Skill Enhancement Courses L-T-P C

CSV119	Digital Literacy	0-0-4	2
CML110	Communication and Documentation in Business	2-0-2	3
BSV301	Creative thinking and Negotiation Skills	2-0-2	3

## Ability Enhancement L-T-P C

CHL100	Environmental Studies	3-0-0	3
CLL101	Effective Communication I	2-0-1	2.5
CLL102	Effective Communication II	2-0-1	2.5
CLL120	Human Values & Professional Ethics	2-0-0	2

## PROGRAMME ELECTIVES L-T-P<sup>C</sup>

### Digital Marketing

BSL306	Fundamentals of Big Data Analytics	2-0-2	3
BSL365	Content Development and Marketing	2-0-2	3
BSL366	Design Thinking and Innovation	2-0-2	3
BSL367	Digital Analytics and Campaign Planning	2-0-2	3
BSL368	Digital Futures	2-0-2	3
BSL369	Digital Media Planning and Management	2-0-2	3
BSL370	E-CRM	2-0-2	3
BSL371	Internet and Related Technologies	2-0-2	3
BSL372	Lead Generation & E-Mail Marketing	2-0-2	3
BSL373	Mobile Marketing	2-0-2	3
BSL374	Search Engine Optimization	2-0-2	3
BSL375	Strategic Digital Marketing	2-0-2	3
BSL308	Data Visualization	2-0-2	3
BSL309	Digital Media Ethics and Laws	2-0-2	3
BSL311	Web Design & Development	2-0-2	3
BSL362	Social Media and Web Analytics	2-0-2	3
BSL216	Digital Business	2-0-2	3

### Other Courses L-T-P C

Open Elective – I	2-0-2	3
Open Elective – II	2-0-2	3
Open Elective – III	2-0-2	3

### Project Presentation & Training L-T-P C

BSD205	Minor Project (for BBA in Digital Marketing)	0-0-6	3
BST305	Summer Internship (for BBA in Digital Marketing)	0-0-10	5
BSD306	Major Project (for BBA in Digital Marketing)	0-0-8	4