

## 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               | CLL 101<br>Effective Comm-I<br>(2-0-1)2.5   | BSL102<br>Principles of Management<br>(2-0-2)3          | ENL102<br>Principles of Economics<br>(2-0-2)3                  | CLL120<br>Human Values & Professional Ethics<br>(2-0-0)2   | CML 101<br>Professional Accounting<br>(2-0-2)3            | CML 109<br>Business Laws<br>(2-0-2)3            | CML 110<br>Communication & Documentation in Business<br>(2-0-2)3 | BCS101<br>(35 Hrs)             | BSR101<br>GP-I<br>1 Credit   | 14            | 0 | 11 | 25*15=<br>375         | 20.5            |     |
| 2               | CLL 102<br>Effective Comm-II<br>(2-0-1)2.5  | ASL140<br>Environmental Studies<br>(3-0-0)3             | BSL101<br>Entrepreneurship<br>(2-0-2)3                         | ENL101<br>Statistics & Research Methodology-I<br>(2-0-2)3  | CML 107<br>Introduction to Banking<br>(2-0-2)3            | CML 108<br>Financial Management - I<br>(2-0-2)3 | CSV 119<br>Digital Literacy (Lab Training + Python)<br>(0-0-4)2  | BCS102<br>1 Credit<br>(35 Hrs) | BSR102<br>GP-II<br>1 Credit  | 13            | 0 | 13 | 26*15=<br>390         | 20.5+1=<br>21.5 |     |
| Summers         | <b>BSD201 Minor Project + one week of Community Services(70 hours) (0-0-8)4</b>     |   |  |  |   |   |  |                                |                              |               |   |    | 8                     | 4               |     |
| 3               | BSL201<br>Fundamentals of Operations Management<br>(2-0-2)3                         | BSL203<br>Human Resource Management<br>(2-0-2)3         | CML 208<br>Financial Management- II<br>(2-0-2)3                | BSL207<br>Introduction to Marketing Management<br>(2-0-2)3 | BSL209<br>Ecommerce<br>(2-0-2)3                           | Foreign Language Elective- I<br>(1-2-0)3        |  | BCS201<br>(35 Hrs)             | BSR201<br>GP-III<br>1 credit | 11            | 2 | 10 | 23*15=<br>345         | 18+1=1<br>9     |     |
| 4               | BSL202<br>Introduction to Organizational Behavior<br>(2-0-2)3                       | BSL204<br>Fundamentals of Consumer Behavior<br>(2-0-2)3 | ENL204<br>Statistics and Research Methodology-II<br>(2-0-2)3   | BSL302<br>Leadership<br>(2-0-2)3                           | Open Elective 1<br>(2-0-2)3                               | Foreign Language Elective II<br>(1-2-0)3        |  | BCS202<br>1Credit<br>(35 Hrs)  | BSR202<br>GP-IV<br>1 credit  | 11            | 2 | 10 | 23*15=<br>345         | 19+1=<br>20     |     |
| Summers         | <b>BST301 Summer Internship+ one week of Community Services(70 hours) (0-0-10)5</b> |   |  |  |   |   |  |                                |                              |               |   |    | 10                    | 5               |     |
| 5               | Programme Elective –I<br>(2-0-2)3   | BSL303<br>International Business<br>(2-0-2)3            | BSV301<br>Creative thinking and Negotiation Skills<br>(2-0-2)3 | BSL301<br>Business Policy & Strategy<br>(2-0-2)3           | Open Elective 2<br>(2-0-2)3                               | Programme Elective-II<br>(2-0-2)3               |  | BCS301<br>(35 Hrs)             | BSR301<br>GP-V<br>1 credit   | 12            | 0 | 12 | 24*15=<br>360         | 18+1=<br>19     |     |
| 6               | Programme Elective –III<br>(2-0-2)3   | BSL304<br>Investment Management<br>(2-0-2)3             | Programme Elective –IV<br>(2-0-2)3                             | Open Elective 3<br>(2-0-2)3                                | BSD302<br>Major Project<br>(0-0-10)5<br>(1 Credit for CS) |   |  | BCS302<br>1 Credit<br>(35 Hrs) | BSR302<br>GP-VI<br>1 credit  | 8             | 0 | 8  | 16*15=<br>240         | 18+1=<br>19     |     |
|                 | <b>TOTAL</b>  |   |  |  |   |   |  |                                |                              |               |   |    |                       | 137*15=<br>2055 | 128 |

## BBA SPECIALIZATION IN DIGITAL MARKETING

| <b>Programme Core</b> |   | <b>L-T-P C</b> |   |
|-----------------------|---|----------------|---|
| 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 |

| <b>General Proficiency</b> |       | <b>C</b>  |
|----------------------------|-------|-----------|
| BSR101                     | GPI   | 01 Credit |
| BSR102                     | GPII  | 01 Credit |
| BSR201                     | GPIII | 01 Credit |
| BSR202                     | GPIV  | 01 Credit |
| BSR301                     | GPV   | 01 Credit |
| BSR302                     | GPVI  | 01 Credit |

| <b>Community Service</b> |                   |           |
|--------------------------|-------------------|-----------|
| BCS101                   | Community Service | 01 Credit |
| BCS102                   | Community Service |           |
| BCS201                   | Community Service | 01 Credit |
| BCS202                   | Community Service |           |
| BCS301                   | Community Service | 01 Credit |
| BCS302                   | Community Service |           |

| <b>Skill Enhancement Courses</b> |   | <b>L-T-P C</b> |   |
|----------------------------------|---|----------------|---|
| 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 |

| <b>Ability Enhancement</b> |                                    | <b>L-T-P C</b> |     |
|----------------------------|------------------------------------|----------------|-----|
| 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   |

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

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

| <b>Digital Marketing</b> |   |       |   |
|--------------------------|---|-------|---|
| 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 |

| <b>Other Courses</b> |  | <b>L-T-P C</b> |   |
|----------------------|--|----------------|---|
| Open Elective – I    |  | 2-0-2          | 3 |
| Open Elective – II   |  | 2-0-2          | 3 |
| Open Elective – III  |  | 2-0-2          | 3 |

| <b>Project Presentation &amp; Training</b> |  | <b>L-T-P C</b> |   |
|--|--|----------------|---|
| 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)     | 0-0-10         | 5 |