

BBA SPECIALIZATION IN DIGITAL MARKETING SCHEME OF STUDY 2022-2023

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 Effective Comm-I (2-0-1)2.5	BSL102 Principles of Management (2-0-2)3	ENL102 Principles of Economics (2-0-2)3	CLL120 Human Values & Professional Ethics (2-0-0)2	CML 101 Professional Accounting (2-0-2)3	CML 109 Business Laws (2-0-2)3	CML 110 Communication & Documentation in Business (2-0-2)3	BSS101 CS-I	BSR101 GP-I 1 Credit	14	0	11	25*15 = 375	20.5
2	CLL 102 Effective Comm-II (2-0-1)2.5	CHL100 Environmental Studies (3-0-0)3	BSL101 Entrepreneurship (2-0-2)3	ENL101 Statistics & Research Methodology-I (2-0-2)3	CML 107 Introduction to Banking (2-0-2)3	CML 108 Financial Management - I (2-0-2)3	CSV 119 Digital Literacy (Lab Training + Python) (0-0-4)2	BSS102 CS-II (140 Hrs) 2 Credit	BSR102 GP-II 1 Credit	13	0	13	26*15 = 390	19.5+3 = 22.5
Summers	BSD201 Minor Project (Including CS Remaining Hours) (0-0-6) 3											6	3	
3	BSL201 Fundamentals of Operations Management (2-0-2)3	BSL203 Human Resource Management (2-0-2)3	CML 208 Financial Management- II (2-0-2)3	BSL207 Introduction to Marketing Management (2-0-2)3	BSL209 Ecommerce (2-0-2)3	Foreign Language Elective (1-2-0)3		BSS201 CS-III	BSR201 GP-III 1 credit	11	2	10	23*15 = 345	18+1= 19
4	BSL202 Introduction to Organizational Behavior (2-0-2)3	BSL204 Fundamentals of Consumer Behavior (2-0-2)3	ENL204 Statistics and Research Methodology-II (2-0-2)3	BSL302 Leadership (2-0-2)3	Open Elective 1 (2-0-2)3	ENL 340 Fundamentals of Spreadsheet Modelling (2-0-2)3		BSS202 CS-IV (140 Hrs) 2 Credit	BSR202 GP-IV 1 credit	11	2	10	23*15 = 345	18+3= 21
Summers	BST301 Summer Internship (Including CS Remaining Hours) (0-0-10) 5											10	5	
5	Programme Elective –I	BSL303 International Business (2-0-2)3	BSV301 Creative thinking and Negotiation Skills (2-0-2)3	BSL301 Business Policy & Strategy (2-0-2)3	Open Elective 2 (2-0-2)3	Programme Elective-I (2-0-2)3		BSS301 CS-V	BSR301 GP-V 1 credit	12	0	12	24*15 = 360	18+1= 19
6	Programme Elective –II	BSL304 Investment Management (2-0-2)3	Programme Elective –II (2-0-2)3	Open Elective 3 (2-0-2)3	BSD302 Major Project (0-0-8)4			BSS302 CS-VI (140 Hrs) 2 Credit	BSR302 GP-VI 1 credit	8	0	8	16*15 = 240	16+3= 19
	TOTAL												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**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
ENL340	Fundamentals of Spreadsheet Modelling	2-0-2	3
Foreign Language Elective – I		1-2-0	3

PROGRAMME ELECTIVES**L-T-P C****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