

Curriculum

Programme Name:

BBA Digital Marketing

Curriculum applicable to (for admitted year xxxx-xx)

AY 2025-26

Curriculum Version:

1.0

Approved by & Date

1st Academic Council

School Core Min. Credit Requirements ----->

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Course Code	Category	Course Title	L	T	P	C
	Projects, Internships & Skill Enhanced Courses	All are compulsory courses except for choices				10
		Spreadsheets for Business	0	0	2	1
		Advanced Spreadsheets	2	0	2	3
		Summer Internship	0	0	0	2
		Capstone Project	0	0	0	4
	Management Foundation	All are compulsory				36
		Fundamentals of Financial Accounting	3	0	0	3
		Managerial Economics	3	0	0	3
		Business Environment	3	0	0	3
		Business Statistics	3	0	0	3
		Business Law	3	0	0	3
		Entrepreneurship and Business Ethics	3	0	0	3
		Principles of Management	3	0	0	3
		Human Resource Management	3	0	0	3
		Introduction to Marketing	3	0	0	3
		Strategic Management	3	0	0	3
		International Business	3	0	0	3
		Operations Research	3	0	0	3
	Humanities Basket					12
		Value added Courses - All are compulsory				4
		Aptitude Training I	0	0	2	1
		Preparedness for Interview I	0	0	2	1
		Aptitude Training II	0	0	2	1
		Preparedness for Interview II	0	0	2	1
		Ability Enhancement Courses - All are compulsory				6
		English for Essential Communication	2	0	0	2
		English for Essential Communication Lab	0	0	2	1
		Business English	2	0	0	2
		Business English lab	0	0	2	1
		Any one Foreign Language course				2
		Basic French	2	0	0	2
		Basic Spanish	2	0	0	2
		Basic German	2	0	0	2
		Basic Japanese	2	0	0	2
	Non Graded Courses	All are Compulsory				5
	Online	Human Values and Ethics	0	0	2	1
	Online	Indian Constitution	0	0	2	1
	Online	Environmental Studies and Sustainable Development	0	0	2	1
	Online	Foundations of Indian Knowledge Systems	0	0	2	1
	Student Club Activities	Co/Extra Curricular	0	0	2	1

Programme Core Min. Credit Requirements ----->

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Course	Category	Course Title	L	T	P	C
		Introduction to Digital Marketing	3	0	2	4
		Web Design and Development	4	0	0	4
		Affiliate Marketing	3	0	0	3
		Mobile and Email Marketing	3	0	2	4
		Search Engine Optimization	3	0	0	3
		Social Media Marketing	3	0	0	3
		AI for Managers	3	0	0	3
		Finance Management	3	0	0	3
		Essentials of Taxation	3	0	0	3

Programme Electives Min. Credit Requirements ----->

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Course	Category	Course Title	L	T	P	C
		MANDATORY COURSES				12
		Social and Web Analytics	1	1	2	3
		Digital Media Laws	3	0	0	3
		Digital Consumer Behavior	3	0	0	3
		Content Strategy	3	0	0	3

		ELECTIVE COURSES				12
		Visual and Graphic Design	3	0	0	3
		E-Commerce Website Optimization	3	0	0	3
		Pay-Per-Click Advertising	3	0	0	3
		Internet and Web Fundamentals	3	0	0	3
		Emerging Digital Technologies	3	0	0	3
		Digital Media Planning and Buying	1	1	2	3
Open Electives Min. Credit Requirements ----->						
		Cyber Law	3	0	0	3
		Multimedia Story Telling	3	0	0	3
		Content Creation for social media	3	0	0	3

Credit Distribution

BBA Digital Marketing	Credits
School Core Courses	63
Management Foundation	36
Projects, Internships & Skill Enhanced Courses	10
Humanities	12
Non Graded Courses	5
Programme Core Courses	30
Programme/ Specialization Elective Courses	24
Mandatory Specialization Courses	12
Elective Specialization Courses	12
Open Elective Courses	3
Total Credits	120