

| School of Business | | | | | | | | | | |
|---|-------------|--|------------------|---|---|---|---|-----------|-------|-------------------|
| Bachelor of Business Administration (Digital Marketing) | | | | | | | | | | |
| Program Structure 2024-28 | | | | | | | | | | |
| First Semester-Bachelor of Business Administration (Digital Marketing) | | | | | | | | | | |
| | | | Credit Structure | | | | | | | |
| Sl. No. | Course Code | Course Title | Course Type | L | T | P | S | Credits | Hours | Course Category |
| 1 | D1UA105T | Financial Accounting | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 2 | D1UA103T | Principles of Management | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 3 | D1UA106T | Business Environment | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 4 | D1UA107T | Marketing Theory and Practices | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 5 | D1UA108T | Business Statistics | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Multidisciplinary |
| 6 | D1UA109T | Communicative English | Theory | 3 | 0 | 0 | 0 | 3 | 3 | AEC |
| 7 | L1UB420T | Physical Education & Yoga | Theory | 2 | 0 | 0 | 0 | 2 | 2 | VAD |
| Total credits | | | | | | | | 20 | | |
| Second Semester-Bachelor of Business Administration (Digital Marketing) | | | | | | | | | | |
| Sl. No. | Course Code | Course Title | Course Type | L | T | P | S | Credits | Hours | Course Category |
| Sl. No. | Course Code | Course Title | Course Type | L | T | P | S | Credits | Hours | Course Category |
| 1 | D1UA201T | Organisational Behaviour | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 2 | D1UA205T | Management and Cost Accounting | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 3 | D1UA204T | Production and Operations Management | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 4 | D1UA208B | IT Tools for Decision Making / Minor 1 | Blended | 2 | 0 | 1 | 0 | 3 | 4 | SEC |
| 5 | D1UA206T | Indian Constitution | Theory | 2 | 0 | 0 | 0 | 2 | 2 | VAD |
| 6 | D1UA207T | Business Economics | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Multidisciplinary |
| 7 | New Code | Business Communication I | Blended | 2 | 0 | 1 | 0 | 3 | 4 | AEC |
| Total credits | | | | | | | | 20 | | |
| Third Semester-Bachelor of Business Administration (Digital Marketing) | | | | | | | | | | |
| | | | Credit Structure | | | | | | | |
| Sl. No. | Course Code | Course Title | Course Type | L | T | P | S | Credits | Hours | Course Category |
| 1 | D1UA301T | Financial Management | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 2 | New Code | Business Communication -II | Blended | 2 | 0 | 1 | 0 | 3 | 4 | AEC |
| 3 | D1UA302T | Human Resource Management | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |

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| 4 | D1UA305T | Introduction to Business Analytics | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 5 | D1UA303T | Supply Chain Management/Minor 2 | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 6 | | Fundamentals of Digital Marketing | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 7 | C1UB320T | Environment Studies | Theory | 2 | 0 | 0 | 0 | 2 | 2 | VAD |
| Total credits | | | | | | | | 20 | | |
| Fourth Semester-Bachelor of Business Administration (Digital Marketing) | | | | | | | | | | |
| Sl. No. | Course Code | Course Title | Course Type | L | T | P | S | Credits | Hours | Course Category |
| 1 | D1UA416T | Research Methodology | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 2 | D1UA402B | Campus to Corporate | Theory | 3 | 0 | 0 | 0 | 3 | 3 | SEC |
| 3 | | Business Law/ Minor 3 | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Multidisciplinary |
| 4 | | Management Information System | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 5 | | Digital Consumer Behaviour | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 6 | | Marketing Communication | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 7 | D1UA424L | Community Service Project | Project | 0 | 0 | 0 | 2 | 2 | 2 | Project |
| Total credits | | | | | | | | 20 | | |
| Fifth Semester-Bachelor of Business Administration (Digital Marketing) | | | | | | | | | | |
| Sl. No. | Course Code | Course Title | Course Type | L | T | P | S | Credits | Hours | Course Category |
| 1 | | Search Engine Optimization | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 2 | D1UA104T | Business Ethics and Governance | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 3 | New Code | Summer Internship Project | Project | 0 | 0 | 0 | 0 | 5 | 9 | SIP |
| 4 | | Search Engine Advertising | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 5 | | Content Marketing and CMS | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 6 | New Code | Stock Market Analysis/ Minor 4 | Blended | 2 | 0 | 1 | 0 | 3 | 4 | Major |
| Total credits | | | | | | | | 20 | | |
| Sixth Semester-Bachelor of Business Administration (Digital Marketing) | | | | | | | | | | |
| Sl. No. | Course Code | Course Title | Course Type | L | T | P | S | Credits | Hours | Course Category |
| 1 | D1UA501T | Entrepreneurship | Theory | 3 | 0 | 0 | 0 | 3 | 3 | SEC |
| 2 | D1UA402T | Strategic Management | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 3 | | Social Media Marketing | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |

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|----------------------|--|--|---------|---|---|---|---|-----------|---|----------|
| 4 | | Digital Analytics | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 5 | | Emerging Digital Technologies | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| 6 | | Business Ettiquettes and Personality Development | Theory | 1 | 0 | 1 | 0 | 2 | 3 | SEC |
| 7 | | Industrial Research Project | Project | 0 | 0 | 0 | 0 | 3 | 3 | Elective |
| | | E-Commerce & Digital Payment | Theory | 3 | 0 | 0 | 0 | 3 | 3 | |
| Total credits | | | | | | | | 20 | | |

Seventh Semester-Bachelor of Business Administration (Digital Marketing)

| | Course Code | Course Title | Course Type | L | T | P | S | Credits | Hours | Course Category |
|---|-------------|--|---------------|---|---|---|---|---------|-------|-------------------|
| 1 | | Introduction to Research Tools and Platforms | Comprehensive | 2 | 0 | 1 | 1 | 4 | 7 | Major |
| 2 | | Global Geopolitics | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Multidisciplinary |
| 3 | | Systematic Literature Review | Comprehensive | 2 | 0 | 1 | 1 | 4 | 7 | RSC |
| 4 | | Data visualisation | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Minor |
| 5 | | Digital metrics and KPIs | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Minor |
| 6 | | Data Mining and Business Intelligence | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| | | | | | | | | 20 | | |

Eighth Semester-Bachelor of Business Administration (Digital Marketing)

| | Course Code | Course Title | Course Type | L | T | P | S | Credits | Hours | Course Category |
|---|-------------|----------------------------|-------------|---|---|---|---|---------|-------|-----------------|
| 1 | | Research Dissertation | Project | 0 | 0 | 0 | 0 | 11 | 21 | RSC |
| 2 | | R for Research | Blended | 2 | 0 | 1 | 0 | 3 | 4 | Major |
| 3 | | Cyber Security & Cyber Law | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Minor |
| 4 | | eCRM | Theory | 3 | 0 | 0 | 0 | 3 | 3 | Major |
| | | | | | | | | 20 | | |