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	Т	Р	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
To	tal credits							20		
	Second Semester-Bachelor of Business Administration (Digital Marketing)									
Sl. No.	Course Code	Course Title	Course Type	L	Т	Р	S	Credits	Hours	Course Category
Sl. No.	Course Code	Course Title	Course Type	L	Т	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
To	otal credits							20		
Third Semester-Bachelor of Business Administration (Digital Marketing)										
			Credit Structure							
Sl. No.	Course Code	Course Title	Course Type	L	Т	P	S	Credits	Hours	Course Category
1	D1UA301T	Financial Management	Theory	3	0	0	0	3	3	Major
		Business Communication -II	Blended	2	0	1	0	3	4	AEC
2	New Code D1UA302T	Human Resource Management	Theory	2	0	1	0	3	3	Major

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
To	otal credits							20		
Fourth Semester-Bachelor of Business Administration (Digital Marketing)										
Sl. No.	Course Code	Course Title	Course Type	L	Т	Р	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
Te	otal credits							20		
	T	Fifth Semester-Bachelor of Bus	1	ion (Di			1			
Sl. No.	Course Code	Course Title	Course Type	<mark>ion (D</mark> i L	<mark>gital N</mark> T	<mark>Iarketi</mark> P	ing) S	Credits	Hours	Course Category
Sl. No. 1	Course Code	1	1				1		Hours 3	Course Category Major
	Course Code D1UA104T	Course Title	Course Type	L	Т	Р	S	Credits		Major Major
1		Course Title Search Engine Optimization	Course TypeTheory	L 3	Т 0	Р 0	S 0	Credits 3	3	Major
1 2	D1UA104T	Course Title Search Engine Optimization Business Ethics and Governance	Course TypeTheoryTheory	L 3 3	T 0 0	P 0 0	S O 0 0	Credits 3 3	3	Major Major
1 2 3	D1UA104T	Course TitleSearch Engine OptimizationBusiness Ethics and GovernanceSummer Internship Project	Course TypeTheoryTheoryProject	L 3 3 0	T 0 0	P 0 0	S O 0 0 0 0	Credits 3 3 5	3 3 9	Major Major SIP
1 2 3 4	D1UA104T	Course TitleSearch Engine OptimizationBusiness Ethics and GovernanceSummer Internship ProjectSearch Engine Advertising	 Course Type Theory Theory Project Theory 	L 3 3 0 3	T 0 0 0	P 0 0 0	S O 0 0 0 0 0 0	Credits 3 3 5 3	3 3 9 3	Major Major SIP Major
1 2 3 4 5 6	D1UA104T New Code	Course TitleSearch Engine OptimizationBusiness Ethics and GovernanceSummer Internship ProjectSearch Engine AdvertisingContent Marketing and CMS	 Course Type Theory Theory Project Theory Theory 	L 3 3 0 3 3	T 0 0 0 0	P 0 0 0	S O 0 0 0 0 0 0 0 0	Credits 3 3 5 3 3 3	3 3 9 3 3	Major Major SIP Major Major
1 2 3 4 5 6	D1UA104T New Code New Code	Course TitleSearch Engine OptimizationBusiness Ethics and GovernanceSummer Internship ProjectSearch Engine AdvertisingContent Marketing and CMSStock Market Analysis/ Minor 4	Course TypeTheoryTheoryProjectTheoryTheoryBlended	L 3 3 0 3 3 2	T 0 0 0 0 0	P 0 0 0 0 1	S O 0 0 0 0 0 0 0 0	Credits 3 3 5 3 3 3 3	3 3 9 3 3	Major Major SIP Major Major
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1 2 3 4 5 6 5 8 . No. 1	D1UA104T New Code New Code New Code Course Code D1UA501T	Course TitleSearch Engine OptimizationBusiness Ethics and GovernanceSummer Internship ProjectSearch Engine AdvertisingContent Marketing and CMSStock Market Analysis/ Minor 4Sixth Semester-Bachelor of BusCourse TitleEntrepreneurship	Course Type Theory Theory Project Theory Blended Blended Course Type Theory	L 3 3 0 3 3 2	T 0 0 0 0 0 0	P 0 0 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	S O 0 0 0 0 0 0 0 0 0 0 ing) 0	Credits 3 3 5 3 3 3 3 20 Credits 3	3 3 9 3 3 4 4 Hours 3	Major Major SIP Major Major Major Course Category SEC
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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	Elective
To	otal credits							20		
Seventh Semester-Bachelor of Business Administration (Digital Marketing)										
	Course Code	Course Title	Course Type	L	Т	Р	S	Credits	Hours	Course Category
1		Introduction to Research Tools and Platforms	Comprehensiv e	2	0	1	1	4	7	Major
2		Global Geopolitics	Theory	3	0	0	0	3	3	Multidisciplinary
3		Systematic Literature Review	Comprehensiv e	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		
	Eigth Semester-Bachelor of Business Administration (Digital Marketing)									
	Course Code	Course Title	Course Type	L	Т	Р	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		