

School of Business									
Bachelor of Business Administration (Digital Marketing)									
First Semester-Bachelor of Business Administration (Digital Marketing)									
			Credit Structure						
Sl. No.	Course Code	Course Title	Course Type	L	T	P	C	Hours	Course Category
1	D1UA105T	Financial Accounting	Theory	3	0	0	3	3	Major
2	D1UA103T	Principles of Management	Theory	3	0	0	3	3	Major
3	D1UA106T	Business Environment	Theory	3	0	0	3	3	Major
4	D1UA107T	Marketing Theory and Practices	Theory	3	0	0	3	3	Major
5	D1UA108T	Business Statistics	Theory	3	0	0	3	3	Multidisciplinary
6	D1UA109T	Communicative English	Theory	3	0	0	3	3	AEC
7	L1UB420T	Physical Education & Yoga	Theory	2	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	C	Hours	Course Category
1	D1UA201T	Organisational Behaviour	Theory	3	0	0	3	3	Major
2	D1UA205T	Management and Cost Accounting	Theory	3	0	0	3	3	Major
3	D1UA204T	Production and Operations Management	Theory	3	0	0	3	3	Major
4	D1UA208B	IT Tools for Decision Making / Minor 1	Blended	2	0	1	3	4	SEC
5	D1UA206T	Indian Constitution	Theory	2	0	0	2	2	VAD
6	D1UA207T	Business Economics	Theory	3	0	0	3	3	Multidisciplinary
7	New Code	Business Communication I	Blended	2	0	1	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	C	Hours	Course Category
1	D1UA301T	Financial Management	Theory	3	0	0	3	3	Major
2	New Code	Business Communication -II	Blended	2	0	1	3	4	AEC
3	D1UA302T	Human Resource Management	Theory	3	0	0	3	3	Major
4	D1UA305T	Introduction to Business Analytics	Theory	3	0	0	3	3	Major

5	D1UA303T	Supply Chain Management/Minor 2	Theory	3	0	0	3	3	Major
6		Fundamentals of Digital Marketing	Theory	3	0	0	3	3	Major
7	C1UB320T	Environment Studies	Theory	2	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	C	Hours	Course Category
1	D1UA416T	Research Methodology	Theory	3	0	0	3	3	Major
2	D1UA402B	Campus to Corporate	Theory	3	0	0	3	3	SEC
3		Business Law/ Minor 3	Theory	3	0	0	3	3	Multidisciplinary
4		Management Information System	Theory	3	0	0	3	3	Major
5		Digital Consumer Behaviour	Theory	3	0	0	3	3	Major
6		Marketing Communication	Theory	3	0	0	3	3	Major
7	D1UA424L	Community Service Project	Project	0	0	0	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	C	Hours	Course Category
1		Search Engine Optimization	Theory	3	0	0	3	3	Major
2	D1UA104T	Business Ethics and Governance	Theory	3	0	0	3	3	Major
3	New Code	Summer Internship Project	Project	0	0	0	5	9	SIP
4		Search Engine Advertising	Theory	3	0	0	3	3	Major
5		Content Marketing and CMS	Theory	3	0	0	3	3	Major
6	New Code	Stock Market Analysis/ Minor 4	Blended	2	0	1	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	C	Hours	Course Category
1	D1UA501T	Entrepreneurship	Theory	3	0	0	3	3	SEC
2	D1UA402T	Strategic Management	Theory	3	0	0	3	3	Major
3		Social Media Marketing	Theory	3	0	0	3	3	Major
4		Digital Analytics	Theory	3	0	0	3	3	Major
5		Emerging Digital Technologies	Theory	3	0	0	3	3	Major

[illegible]

Semester	Credits
Semester 1	20
Semester 2	20
Semester 3	20
Semester 4	20
Semester 5	20
Semester 6	20
Semester 7	20
Semester 8	20
Total	160