SCHOOL OF ENTREPRENEURSHIP & MANAGEMENT

Outcome Based Curriculum Framework with CBCS

for

BACHELOR OF BUSINESS ADMINISTRATION DIGITAL MARKETING
(BBA DM)
Students admitted from 2025-26 onwards

VISION

♣ To create and nurture a multidisciplinary global university with highest academics, research and ethical standards in a creative and innovative environment.

MISSION

♣ To be a premier University of choice for all stakeholders and contribute for academic demographic dividend. To inculcate quality, integrity, team work, compassion, ethics in new generation students for catering to various needs of society.

QUALITY OBJECTIVES

- To disseminate knowledge with skills through teaching, training, seminars, workshops, conferences and symposia in Engineering and Technology, Art and Design, Management and Commerce, Allied Health Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences, Law and Agricultural Sciences to enable students to meet the current needs and trends of industries, business and society.

- To provide technical and scientific solutions to real time problems posed by industries, business and society in all Schools of Joy University.

- To inculcate quality, integrity, team work, compassion, ethics in new generation students for catering to various needs of society.

- To promote the spirit of entrepreneurship in the young generation to help and create more career opportunities in the society by incubating a nurturing technology product idea backed by Technology Business Incubation.

- To identify and nurture leadership and innovate skills in students to become future leaders to enrich society.

- To develop collaborations and partnerships with International global and reputed Universities, research establishments, Government and NGO's, industries and businesses. To support both faculties and students for international exposure.

VISION

To be the best educational resource in the region to prepare students to turn into entrepreneurs and professionals in the fast-growing regime of business who will have the expertise to function in multi-cultural global scale businesses.

MISSION

To inculcate independent learning and to provide knowledge to develop skills to excel in the areas of growing and ever-changing business environment and to transform students into pillars of society through innovative learning ecosystems.

PROGRAMME EDUCATIONAL OBJECTIVES

PEO 1: Graduates will demonstrate professional competence by applying business knowledge and skills to analyze, solve, and make decisions related to real-world business challenges.

PEO 2: Graduates will exhibit leadership and management skills, capable of leading teams, managing resources, and contributing effectively to organizational success.

PEO 3: Graduates will possess effective communication skills, enabling them to articulate business concepts clearly in both written and oral forms, and to communicate effectively within diverse professional environments.

PEO 4: Graduates will excel in critical thinking and problem-solving, applying analytical and creative approaches to address business issues and make informed decisions.

PEO 5: Graduates will adhere to ethical standards in business practices, understanding social responsibility and considering the impact of business decisions on society and the environment.

GRADUATE ATTRIBUTES

The Graduate Attributes of BBA DM are :

GA 1 Managerial Competence	*GA 9 Morals and Ethics*
GA 2 Communication Skills	*GA 10 Creativity & Innovation*
GA 3 Critical Thinking	*GA 11 Research Aptitude*
GA 4 Problem Solving	*GA 12 Life Long Learning*
GA 5 Analytical Reasoning	
GA 6 Entrepreneurship & Intrapreneurship	
GA 7 Individual and Team work	
GA 8 Technology Competency	

PROGRAMME OUTCOMES

On completion of the **BBA Digital Marketing Programme,** students should be able to:

PO 1: Apply knowledge of various concepts in the field of management.

PO 2: Communicate the business-related concepts and design effectively using oral, written and visual forms.

PO 3: Employ critical thinking skills in all the areas of management domain.

PO 4: Identify, formulate, solve and analyze the problems in various fields of accounting, taxation, law and management.

PO 5: Formulate, model, design solutions to solve real world problems in the business scenario.

PO 6: Work in the contemporary industrial/research settings and thereby innovate novel solutions to existing problems that are challenging in the business.

PO 7: Demonstrate the ability to work independently or as part of a team.

PO 8: Use modern technological tools for sustainable development of the business.

PO 9: Adopt ethical code of conduct in design and development of all the business-related activities.

PO 10: Lead teams in their chosen occupation or career.

PO 11: Explain the societal relevance of business-related knowledge and apply it to real world environmental issues.

PO 12: Engage in self-paced learning, aimed at personal development and improving knowledge and re-skilling in all the areas of trade, management and accounting.

PROGRAM SPECIFIC OUTCOMES

PSO 1: Students will gain a comprehensive understanding of digital marketing concepts, including search engine optimization (SEO), social media marketing, content marketing, and web analytics, which are crucial for promoting products and services online.

PSO 2 : Students will learn to apply management theories and techniques to solve business problems, demonstrating IT proficiency and the ability to implement innovative methods for competitive advantage.

PSO 3 : Students will develop analytical and critical thinking skills to make data-driven decisions regarding various management challenges in digital marketing contexts.

School of Entrepreneurship & Management

B.B.A. Digital Marketing

Summary of Credits

Semester	I	II	III	IV	V	VI	Total
Credits	22	20	26	24	20	13	**125**
Contact Hrs./Week	22	20	28	26	19	8	**123**

SEMESTER-WISE CREDIT STRUCTURE

Sl. No.	Category of Courses	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total
1.	**Departmental Core**	12	16	20	16	12	8	**84**
2.	**Discipline Specific Electives (DSE)**	-	-	-	-	-	-	-
3.	**Open Elective**	-	-	3	3	3	-	**9**
4.	**Applied Sciences**	4	4	-	-	-	-	**8**
5.	**Internships/ Field Visits**	-	-	-	-	3	-	**3**
6.	**Project**	-	-	-	-	-	5	**5**
7.	**Skill Enhancement Course**	-	-	2	4	2	-	**8**
8.	**Ability Enhancement Courses (AECC)**	4	4	-	-	-	-	**8**
9.	**Value-Added Course**	2	-	-	-	3	-	**5**

Semester – I

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	25TAML111 / 25HIND111	**Ability Enhancement Compulsory Course (AECC)** Language Paper - I	2	0	0	2	2
2.	25ENGL111	**Ability Enhancement Compulsory Course (AECC)** English - I	2	0	0	2	2
3.	25BMDM111	**Core Course/ Major** Business Economics	3	1	0	4	4
4.	25BMDM112	**Core Course** Business Organization & Management	3	1	0	4	4
5.	25BMDM113	**Core Course** Principles of Business Communication	3	1	0	4	4
6.	25BMDM114	**Core Course** Business Mathematics & Statistics I	3	1	0	4	4
7.	25BMDM911	**Value-Added Course** Environmental Science	2	0	0	2	2
		TOTAL	**18**	**4**	**0**	**22**	**22**

Semester – II

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	25TAML121 / 25HIND121	**Ability Enhancement Compulsory Course (AECC)** Language Paper - II	2	0	0	2	2
2.	25ENGL121	**Ability Enhancement Compulsory Course (AECC)** English - II	2	0	0	2	2
3.	25BMDM121	**Core Course** Fundamentals of Management	3	1	0	4	4
4.	25BMDM122	**Core Course** Fundamentals of Insurance	3	1	0	4	4
5.	25BMDM123	**Core Course** Principles of Accounting	3	1	0	4	4
6.	25BMDM124	**Core Course** Business Mathematics & Statistics II	3	1	0	4	4
		TOTAL	**16**	**4**	**0**	**20**	**20**

Semester – III

SI. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	25BMDM131	**Core Course** Principles of Marketing	3	1	0	4	4
2.	25BMDM132	**Core Course** Fundamentals of Organizational Behavior	3	1	0	4	4
3.	25BMDM133	**Core Course** Principles of Financial Services	3	1	0	4	4
4.	25BMDM134	**Core Course** Research Methodology	3	1	0	4	4
5.	25BMDM135	**Core Course** Branding & Communication	3	1	0	4	4
6.	25BMDM231	**Skill Enhancement Course** Computer Applications in Business	0	0	4	4	2
7.	25BMLS831	**Open Elective** Design Thinking and Innovation	3	0	0		3
		TOTAL	18	6	4	28	26

Semester – IV

SI. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	25BMDM141	**Core Course** Introduction to Digital Marketing	3	1	0	4	4
2.	25BMDM142	**Core Course** Content Marketing	3	1	0	4	4
3.	25BMDM143	**Core Course** Management Information Systems	3	1	0	4	4
4.	25BMDM144	**Core Course** Customer Relationship Management	3	1	0	4	4
5.	25BMDM145	**Skill Enhancement Course** Cyber Security	2	0	0	2	2
6.	25BMDM241	**Skill Enhancement Course** Tally For Business Management	0	0	4	4	2
7.	25BMDM841	**Open Elective** Fundamentals of Entrepreneurship	3	0	0	3	3
		TOTAL	17	5	4	26	24

Semester – V

SI. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	25BMDM151	**Core Course** Marketing in Digital Age	3	1	0	4	4
2.	25BMDM 152	**Core Course** Business Policy and Strategic Management	3	1	0	4	4
3.	25BMDM153	**Core Course** International Business	3	1	0	4	4
4.	25BMDM251	**Skill Enhancement Course** SPSS and Power BI	0	0	4	4	2
5.	25BMDM451	**Internships/ Field Visits** Internship	0	0	0	0	3
6.	25BMDM851	**Open Elective** EXIM Management	3	0	0	3	3
7.	25BMDM951	**Value-Added Course** Indian Knowledge System (Business Sustainability)	3	0	0	3	3
		TOTAL	12	3	4	19	20

Semester – VI

SI. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	25BMDM161	**Core Course** Digital Business and E-Commerce Management	3	1	0	4	4
2.	25BMDM162	**Core Course** Production and Operation Management	3	1	0	4	4
3.	25BMDM561	**Project** Minor Project	0	0	4	0	5
		TOTAL	6	2	4	8	13