

School of Entrepreneurship & Management
B.B.A. Digital Marketing

Semester – I

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	23ENGL111	English – I	2	0	0	2	2
2.	23BMDM111	Economic Analysis	3	1	0	4	4
3.	23BMDM112	Business Organization & Management	3	1	0	4	4
4.	23BMDM113	Principles of Business Communication	3	1	0	4	4
5.	23BMDM114	Business Mathematics & Statistics I	3	1	0	4	4
6.	23BMDM115	Environmental Science	2	0	0	2	2
TOTAL			16	4	0	20	20

Semester – II

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	23ENGL121	English – II	2	0	0	2	2
2.	23BMDM121	Fundamentals of Management	3	1	0	4	4
3.	23BMDM122	Fundamentals of Insurance	3	1	0	4	4
4.	23BMDM123	Principles of Accounting	3	1	0	4	4
5.	23BMDM124	Business Mathematics & Statistics II	3	1	0	4	4
6.	23BMDM221	Soft Skills Development	3	1	0	4	4
7.	23BMDM321 23BMDM322	Indian Banking System (or) Design Thinking	0	0	2	2	1
TOTAL			17	5	2	24	23

Semester – III

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	23BMDM131	Principles of Marketing	3	1	0	4	4
2.	23BMDM132	Business Law	3	1	0	4	4
3.	23BMDM133	Fundamentals of Organizational Behavior	3	1	0	4	4
4.	23BMDM134	Principles of Financial Services	3	1	0	4	4
5.	23BMDM135	Research Methodology	3	1	0	4	4
6.	23BMDM136	Branding & Communication	3	1	0	4	4
7.	23BMDM231	Computer Applications in Business	0	0	4	4	2
TOTAL			18	6	4	28	26

Semester – IV

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	23BMDM141	Introduction to Digital Marketing	3	1	0	4	4
2.	23BMDM142	Content Marketing	3	1	0	4	4
3.	23BMDM143	Management Information Systems	3	1	0	4	4
4.	23BMDM144	Customer Relationship Management	3	1	0	4	4
5.	23BMDM145	Data Base Management System	3	1	0	4	4
6.	23BMDM241	Cyber Security	0	0	4	4	2
7.	23BMDM242	Tally For Business Management	0	0	2	2	1
TOTAL			15	5	6	26	23