



**School of Entrepreneurship & Management**

**B.B.A. (Digital Marketing)**

**Semester – I**

<b>Sl. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hrs / Wk</b>	<b>Credits</b>
1.	BMDM 1111	English – I	3	0	0	3	3
2.	BMDM 1112	Economic Analysis	3	1	0	4	4
3.	BMDM 1113	Business Organization & Management	3	1	0	4	4
4.	BMDM 1114	Principles of Business Communication	3	1	0	4	4
5.	BMDM 1115	Business Mathematics & Statistics I	3	1	0	4	4
6.	BMDM 1116	Environmental Science	2	0	0	2	2
<b>TOTAL</b>			<b>17</b>	<b>4</b>	<b>0</b>	<b>21</b>	<b>21</b>

**Semester – II**

<b>Sl. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hrs / Wk</b>	<b>Credits</b>
1.	BMDM 1121	English – II	3	0	0	3	3
2.	BMDM 1122	Fundamentals of Management	3	1	0	4	4
3.	BMDM 1123	Fundamentals of Insurance	3	1	0	4	4
4.	BMDM 1124	Principles of Accounting	3	1	0	4	4
5.	BMDM 1125	Indian Banking System	3	1	0	4	4
6.	BMDM 1126	Soft Skills Development	0	0	1	2	1
7.	BMDM 1127	Business Mathematics & Statistics II	3	1	0	4	4
<b>TOTAL</b>			<b>18</b>	<b>5</b>	<b>1</b>	<b>25</b>	<b>24</b>

### Semester – III

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	BMDM 1211	Principles of Marketing	3	1	0	4	4
2.	BMDM 1212	Business Law	3	1	0	4	4
3.	BMDM 1213	Fundamentals of Organizational Behavior	4	1	0	5	5
4.	BMDM 1214	Principles of Financial Services	3	1	0	4	4
5.	BMDM 1215	Resource Management Techniques I	3	1	0	4	4
6.	BMDM 2211	Office Management Tools Lab	0	0	1	2	1
7.	BMDM 1216	Branding and Communication	3	0	1	5	4
<b>TOTAL</b>			<b>19</b>	<b>5</b>	<b>2</b>	<b>28</b>	<b>26</b>

### Semester – IV

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	BMDM 1221	Industrial Law	3	1	0	4	4
2.	BMDM 1222	Company Law & Secretarial Practice	3	1	0	4	4
3.	BMDM 1223	Corporate Accounting	3	1	0	4	4
4.	BMDM 1224	Principles of Human Resource Management	3	1	0	4	4
5.	BMDM 1225	Resource Management Techniques II	3	1	0	4	4
6.	BMDM 1226	Database Management Systems	4	0	1	6	5
7.	BMDM 1227	Social Media and Content Marketing	3	0	1	5	4
<b>TOTAL</b>			<b>22</b>	<b>5</b>	<b>2</b>	<b>31</b>	<b>29</b>

**Semester – V**

<b>Sl. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hrs / Wk</b>	<b>Credits</b>
1.	BMDM 1311	Principles of Financial Management	3	1	0	4	4
2.	BMDM 1312	Cost Accounting	3	1	0	4	4
3.	BMDM 1313	Production Management	3	1	0	4	4
4.	BMDM 1314	Fundamentals of Entrepreneurship	4	0	0	4	4
5.	BMDM 2311	Accounting Software Lab	0	0	1	2	1
6.	BMDM 1315	Marketing Analytics	3	0	1	5	4
7.	BMDM 1316	Marketing Communications & Public Relations	3	0	1	5	4
<b>TOTAL</b>			<b>19</b>	<b>3</b>	<b>3</b>	<b>28</b>	<b>25</b>

**Semester – VI**

<b>Sl. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hrs / Wk</b>	<b>Credits</b>
1.	BMDM 1321	Fundamentals of Management Accounting	3	1	0	4	4
2.	BMDM 1322	Management Information Systems	4	0	0	4	4
3.	BMDM 1323	Enterprise Resource Planning	4	0	1	6	5
4.	BMDM 5324	Corporate Internship/Dissertation					12
<b>TOTAL</b>			<b>11</b>	<b>1</b>	<b>1</b>	<b>14</b>	<b>25</b>

**Total No. of Credits: 150**