Maulana Abul Kalam Azad University of Technology, WB
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Syllabus of BBA in Digital Marketing
Effective from academic session 2023-24

Model curriculum structure for 4 year Non-AICTE UG programs for BBA In Digital Marketing

Sem	Major (Offline)	Minor (Blended Mode)	Inter Disciplinary (Offline)	Ability Enhancement (Offline)	Skill Enhancement (Online /Sessional)	Common Value added Course (SESSIONAL)	Total credits
I	**Principles of Management [5 credits]** **Business Statistics [5 credits]**	Computer Fundamental (3 credits)	Any one from GE baskets Basket A or D (3 credits)	English & Professional Communication (2 credits)	Life Skills & Personality Development (2 credits)	Yoga/ Health & Wellness/ Sports (2 credits)	22
II	**Marketing Management [5 credits]** **Digital Marketing [5 credits]**	Management Information System (3 credits)	Any one from GE baskets Basket B or E (3 credits)	Modern Indian Languages and Literature (2 credits)	IT Tools for Business (2 credits)	Critical Thinking / NSS/ Mental Health/ Environmental Studies (2 credits)	22
III	**Principles of Accounting [5 credits]** **Human Resource Management [5 credits]**	Word and PowerPoint & Spreadsheet Application with Excel (4 credits)	Any one from GE baskets Basket C or F (3 credits)	The Constitution, Human Rights and Law (2 credits)	Understanding basics of Cyber Security (2 credits)		21

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IV	**Digital Business Strategy [5 credits]** **Consumer Behaviour [4 credits]** **Management Information System & ERP [4 credits]**	Basics of Operating System (4 credits) Graphic Design with Photoshop and Illustrator (4 credits)		Society Culture and Human Behavior (2 credits)			23
V	**Social Media Marketing [5 credits]** **Integrated Marketing Communication [5 credits]**	Cloud Computing (4 credits) E-Commerce and Applications (4 credits)			Internship to be started after exam of 4th sem (sem break) and completed within 5th sem (weekends) (4 credits)		22
VI	**Web Design and Development [4 credits]** **Introduction to Python [5 credits]** **Organizational Behaviour [5 credits]**	Development with HTML and CSS (4 credits) Internet and Networking (4 credits)					22

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VII	**Introduction to Business Analytics using R/Python [5 credits]** **Cyber Security & Cyber Law [5 credits]** **Services Marketing [4 credits]**	Software Project Management (4 credits) Data Analysis and Interpretation (4 credits)					22
VIII	**Search Engine Marketing & Search Engine Optimization [5 credits]** **Computerized Accounting System [5 credits]**			Research project 12 credits			22
	19 sub - 91 credits	**11 sub – 42 credits**	**4 sub – 08 credits**	**3 sub & Int & Proj - 22 credits**	**2 sub – 4 credits**		**176**