MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of BBA Digital Marketing
(Effective from 2023-24 Academic Sessions)

Graduate Attributes

By the end of the program the students will be able to:

- To develop students professionally to handle business issues.
- To develop students to be a better team worker.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students.
- To promote entrepreneurial skills among students.
- Upon completion of the BBA Digital Marketing program, the individual must demonstrate maturity, professionalism and team working skills
- Upon completion of the BBA Digital Marketing   program, the individual will have specialized skills to deal with area specific issues of concern.
- Upon completion of the BBA Digital Marketing program, the individual will be capable of analyzing, investigating and solving critical business issues.

Curriculum Structure

SEM-1

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	**DSC**	DMC101	Principles of Management	4	1	0	5
2.		DMC102	Business Statistics	4	1	0	5
3.	**DSE**	MIC101	Computer Fundamentals	3	0	0	3
4.	**GE**		Any one from GE Basket A/D	3	0	0	3
5.	**AECC**	AECC101	English & Professional Communication	2	0	0	2
6.	**SEC**	SEC181	Life Skills & Personality Development	2	0	0	2
7.	**VAC**	VAC181A/B/C	Yoga Health & Wellness Sports	2	0	0	2
			Total Credit				22

SEM-2

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	**DSC**	DMC201	Marketing Management	4	1	0	5
2.		DMC202	Digital Marketing	4	1	0	5
3.	**DSE**	MIC201	Management Information System	3	0	0	3
4.	**GE**		Any one from GE Basket B/E	3	0	0	3
5.	**AECC**	AECC201	Modern Indian Languages and Literature	2	0	0	2
6.	**SEC**	SEC201	IT Skills	2	0	0	2
7.	**VAC**	VAC281 A/B/C	Critical Thinking, NSS, Mental Health Environmental Studies	2	0	0	2
			Total Credit				22

SEM-3

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	**DSC**	DMC301	Principles of Accounting	4	1	0	5
2.		DMC302	Human Resource Management	4	1	0	5
3.	**DSE**	MIC301	Word and PowerPoint & Spreadsheet Application with Excel	3	1	0	4
4.	**GE**		Any one from GE Basket C/F	3	0	0	3
5.	**AECC**	AECC301	Fundamentals of entrepreneurship	2	0	0	2
6.	**SEC**	SEC301	Understanding basics of Cyber Security	2	0	0	2
Total Credit							21

SEM-4

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	**DSC**	DMC401	Digital Business Strategy	4	1	0	5
2.		DMC402	Consumer Behaviour	3	1	0	4
3.		DMC403	Management Information System & ERP	3	1	0	4
4.	**DSE**	MIC401	Basics of Operating System	3	1	0	4
5.		MIC402	Graphic Design with Photoshop and Illustrator	3	1	0	4
6.	**AECC**	AECC401	Society Culture and Human Behavior	2	0	0	2
Total Credit							23

SEM-5

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	**DSC**	DMC501	Social Media Marketing	4	1	0	5
2.		DMC502	Integrated Marketing Communication	4	1	0	5
3.	**DSE**	MIC501	Cloud Computing	3	1	0	4
4.		MIC502	E-Commerce and Applications	3	1	0	4
5.	**SEC**	SEC581	Internship	0	0	4	4
Total Credit							22

SEM-6

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	**DSC**	DMC601	Web Design and Development	3	1	0	4
2.		DMC602	Introduction to Python	4	1	0	5
3.		DMC603	Organizational Behaviour	4	1	0	5
4.	**DSE**	MIC601	Development with HTML and CSS	3	1	0	4
5.		MIC602	Internet and Networking	3	1	0	4
Total Credit							22

SEM-7

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	**DSC**	DMC701	Introduction to Business Analytics using R/Python	4	1	0	5
2.		DMC702	Cyber Security & Cyber Law	4	1	0	5
3.		DMC703	Services Marketing	3	1	0	4
4.	**DSE**	MIC701	Software Project Management	3	1	0	4
5.		MIC702	Data Analysis and Interpretation	3	1	0	4
			Total Credit				22

SEM-8

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	**DSC**	DMC801	Search Engine Marketing & Search Engine Optimization	4	1	0	5
2.		DMC802	Computerized Accounting System	4	1	0	5
4.	**SEC**	SEC881	Internship & Research Project/ Dissertation	0	0	12	12
			Total Credit				22