MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Digital Marketing (In-house)
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

Programme Outcomes:

After completion of the program, the students will be able to:

PO 1: Apply relevant marketing theories and frameworks in the domain of digital marketing.

PO 2: Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.

PO 3: Explain emerging trends in digital marketing and critically assess the use of digital marketing tools.

PO 4: Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.

PO 5: Analyse cross-cultural and ethical issues in globalised digital markets to find the importance of digital relationship marketing.

Programme Specific Outcomes:

PSO 1: To appraise students equipped with technical and managerial skills to handle marketing operations using digital and social media.

PSO 2: To encourage students to take up various digital marketing roles in industry and encourage entrepreneurship in the digital space.

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Semester-I

Paper Name: Introduction to Media and Computer Application in Business

Paper Code: BBA(DM) 101

Total Credit: 4+2

Total hours of lectures: 60 hours

Course Outcomes:

After completion of the course, the students will be able to

1. make use of the effectiveness of media and computer application in business domain
2. utilize the basics of operating system, computer architecture, and networking etc.
3. classify the media applications in business
4. make use of spreadsheet software, computer software, presentation software, word processing software.

Sl.	Topic/Module	Hour
1.	**Module 1:** Basic Computer Concepts: Different Generations of Computers with Modern Taxonomy, Types of Computers, Types of Memory, Control Unit, Arithmetic and Logic Unit, Essential Parts of a Computer, Voice Recognition and Handwriting Recognition Systems, Primary and Secondary Storage, Direct Access and Serial Access Devices, Decoders, Registers, Machine Instructions, Stored Program Concept, Program Execution: Fetch-Decode-Execute Cycle, Arithmetic, Logical and Shift Operations.	5
2.	**Module 2:** Computer Software: Meaning of Software, Broad Classification of Software, System Software, Application Software, Utilities. Operating Systems: Basic Idea of An OS (DOS, Windows, Unix, Linux), Functions of OS, OS As a Resource Manager – Memory Management, Input /Output Management, Secondary Storage Management, Program Management, Network Management, Application Packages.	5
3.	**Module 3:** Spreadsheet Software: Microsoft Excel 2007: Creating a New Spreadsheet Document, Editing an Existing Document, Saving Spreadsheet in Different Formats, Validation of data in Fields, Different Tools Available in MS Excel 2007 Ribbon Tabs, Performing Mathematical Calculations (using Formula and Functions), Searching, Sorting and Filtering, Min Media Mode, Reference	5

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	Operators, Functions: Typing a Function, Creating a Column Chart: Changing the Size and Position of a Chart Saving a File in Microsoft Excel, Closing a Microsoft Excel Worksheet, Formatting Excel Worksheet for printing.	
4.	**Module 4:** Presentation Software: Microsoft PowerPoint 2007: The Different Functionalities of Microsoft PowerPoint 2007, Creating a PowerPoint Presentation, Creating and Inserting a New Slide, Creating a Title Slide; Applying a Design Template. Creating a Hierarchy, Using a Two-Column Text, Slide Sorter View, Running the Slide Show, Printing the Slides, Slide Transition and Custom Animation.	5
5.	**Module 5:** DBMS Software:MS Access 2007:Creating New and Opening Existing Databases, Creating a Database, Forms, Query, Reports Using a Wizard, Relationships - How to Link Multiple Tables Together.	5
6.	**Module 6:**Overview of Digital and Social Media: Media and Types, Definition of Conventional Media and Types, Definition of Digital Media and Types, Conventional Media VS Digital Media, Impact of Digital Media, Rise of Social Media and Influences, Types of Social Media.	7
7.	**Module 7:**Media Applications in Business: Multimedia Applications in Business and Benefits, Impact of Social Media Applications in Business, Benefits of Social Media in Business, Examples of Social Media Analytics Tools, Business Impacts of Social Media Analytics,Digital Marketing and Types withElaborations in Details, Difference between Social Media and Digital Marketing, Influence of Digital Marketing in Business.	8

Suggested Readings:

1. Leon, Introduction to Computers with MS-Office 2007, TMH.

2. A.Dewdney and P.Ride, The Digital Media Handbook, Routledge.

3. P.K.Sinha, Computer Fundamentals, BPB Publication.

4. D.Rayburn and M.Hoch, The Business of Streaming and Digital Media, Elsevier.

5. D. P.Curtin, Information Technology – The Breaking Wave, New Delhi: Tata McGrawHill.

6. G. Hurt-Davis, How to do everything with Microsoft Office Excel,New Delhi: Tata McGrawHill.

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Paper Name: Introduction to Media and Computer Application in
Business-Practical

Paper Code: BBA (DM) 191

Course Outcomes:

After completion of the course, the students will be able to
1) identify the employability skills and commitment to professionalism by learning basic and important computer applications.
2) explain a variety of advanced spreadsheet, operating system and word processing functions.
3) examine a range of problems using office productivity applications and adapt to new software releases.
4) make use of digital and social media related tools to plan & develop ad campaigns.

Total Credits: 2

Total hours of lectures: 20 hours

Sl.	Topic/Module	Hour
1.	**Module 1:** Spreadsheet Software: Microsoft Excel 2007: Creating a New Spreadsheet Document, Editing an Existing Document, Saving Spreadsheet in Different Formats, Validation of data in Fields, Different Tools Available in MS Excel 2007 Ribbon Tabs, Performing Mathematical Calculations (using Formula and Functions), Searching, Sorting and Filtering, Min Media Mode, Reference Operators, Functions: Typing a Function, Creating a Column Chart: Changing the Size and Position of a Chart Saving a File in Microsoft Excel, Closing a Microsoft Excel Worksheet, Formatting Excel Worksheet for printing.	10
2.	**Module 2:** Presentation Software: Microsoft PowerPoint 2007: The Different Functionalities of Microsoft PowerPoint 2007, Creating a PowerPoint Presentation, Creating and Inserting a New Slide, Creating a Title Slide; Applying a Design Template. Creating a Hierarchy, Using a Two-Column Text, Slide Sorter View, Running the Slide Show, Printing the Slides, Slide Transition and Custom Animation.	10

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3.	**Module 3:** DBMS Software:MS Access 2007:Creating New and Opening Existing Databases, Creating a Database, Forms, Query, Reports Using a Wizard , Relationships - How to Link Multiple Tables Together.	10
4.	**Module 4:** Plan ad campaign raising social awareness with the help of digital media/ social media	10

Suggested Readings:

1. Sanjay Saxena, A First Course in Computers, Vikas Publishing House, New Delhi

2. Pradeep K. Sinha and PreetiSinha, Foundation of Computing, , BPB, Publication.

3. Deepak Bharihoka, Fundaments of Information Technology, Excel Book,New Delhi

4. V. Rajaraman, Introduction to Information Technology, PHI. New Delhi

5. R. Hunt, J. Shelley, Computers and Commonsense, Prentice Hall of India, New Delhi.

6. ReemaThareja : Information Technology and its Applications in Business, Oxford University Press.

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Paper Name: Business Economics

Paper Code: BBA (DM) - 102
Total Credit: 6
Total hours of lectures: 60 hours

Course Outcomes:

After completion of the course, the students will be able to

1. classify the basic problems of an economy
2. develop an understanding about the market structure including pricing, labour, capital etc.
3. make use of macroeconomics related concepts to arrive at business decisions.
4. interpret public finance, international trade and finance

Sl.	Topic/Module	Hour
1.	**Module 1: Introduction**: Basic Problems of an Economy, Working of Price Mechanism and Resource Allocation. **Elasticity of Demand**: Concept and Measurement of Elasticity of Demand, Price, Income and Cross Elasticities;Average Revenue: Marginal Revenue, and Elasticity of Demand, Determinants of Elasticity of Demand. **Production Function:** Law of Variable Proportions, Ridge Lines. Isoquants, Economic Regions and Optimum FactorCombination. Expansion Path, Returns of Scale, International and External Economies and Diseconomies of Scale. **Theory of Costs:** Short-Run and Long Run Cost Curves – Traditional Approaches Only.	12
2.	**Module 2 : Market Structures** **Perfect Competition:** Characteristics, Profit Maximization and Equilibrium of Firm and Industry, Short- Run andLong Run Supply Curves, Price and Output Determination, Practical Applications. **Monopoly:** Characteristics, Determination of Price under monopoly, Equilibrium of a Firm, Comparison Between Perfect Competition and Monopoly, Price Discrimination, Social Cost of Monopoly **Monopolistic Competition:** Meaning and Characteristics, Price and Output Determination Under Monopolistic Competition, Product Differentiation, Selling Costs, Comparison with Perfect Competition, Excess Capacity Under Monopolistic Competition. **Oligopoly:** Characteristics, Indeterminate Pricing and Output, Cournot Model of Oligopoly, Price Leadership (Only Meaning and Characteristics) Collusive Oligopoly (Meaning and Characteristics Only), Only Kinked Demand Curve Model of Oligopoly.	12

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3.	**Module 3**: **Factor Pricing**: Marginal Productivity Theory and Demand for Factors (Statement and assumption only). **Concept of Rent**: Ricardian and Modern Theories of Rent; Quasi-Rent. **Concept of Labour**: Wage Rate, Nominal Wage, Real Wage. **Concept of Capital**: Gross Interest, Net Interest, Zero Interest Rate. **Concept of Profit**: Pure Profit, Normal Profit, Abnormal Profit.	6
4.	**Module 4**: **Introduction to Macroeconomics**. Concept of Aggregate Demand and Aggregate Supply, Marginal Propensity to Consume(MPC),APC, MPS, MPI: Basic Definition Only, Paradox of thrift **National Income**: Concepts and Definitions, Gross National Product (GNP), Gross Domestic Product (GDP), Net National Product and Net Domestic Product, Personal Income, Disposable Income and Per Capita Income, Measurement of National Income, Factors That Determine Size of National Income, Double Counting and The Concept of Value Added, Underground Economy, Real and Nominal GNP, Deflator **Concept of Business Cycle**: Only Different Phases and their basic characteristic **Monetary Economics**: Evolution of Money, Functions of Money, Bank and its Functions, Indian Money Market, Different Concepts of Money Like M1, M2, M3, M4. **Concept of Inflation:** Definition of Inflation, Types of Inflation, Effects of Inflation, Anti-Inflationary Measures **Banks:** Commercial Banks – Need and Functions, Credit Creation of Commercial Banks. Reserve Bank of India – Need and Functions, Credit Control Policy. Co-Operative Banks: Need and Role in An Economy.	15
5.	**Module 5** : **Public Finance** **Public Revenue**: Concept of Taxes, Sources of Revenue of Central and State Government, GST, CGST, SGST (only definition). **Public Expenditure:** Types of Public Expenditure, Its Need Role and Importance. **Public Debt:** Types of Public Debt, Need for Public Debt, Redemption of Public Debt. **Deficit Financing:** Role and Importance. **Budget**: Need and Types, Concept of Different Types of Deficit (Revenue Deficit. Budgetary Deficit, Fiscal deficit andPrimary Deficit: Definitions Only)	6

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6.	**Module 6** : **International Trade and Finance**: Need for international trade, Absolute and Comparative Cost Advantage Theory,Gains from international trade, Terms of Trade **Balance of Payments**: Items of BOP, Causes of Disequilibrium in BOP, Strategies to Correct Adverse BOP Situation,Purchasing Power Parity Theory (Only basic concept) **Exchange Rate Mechanism:** Definition, Ask Rate, Bid Rate, Spot Rate, Forward Rate, Currency Spread (DefinitionsOnly). **International Financial Institutions**: International Monetary Fund (IMF), International Bank for Reconstruction andDevelopment (IBRD), Asian Development Bank	9

Suggested Readings:

1. Dominic Salvatore – Managerial Economics: Principles and Worldwide Applications, Oxford
2. S.Mukherjee, M. Mukherjee & A. Ghose : Microeconomics, Prentice-Hall
3. Modern Microeconomics-Koutsoyiannis
4. Mankiw: Principles of Macroeconomics, Cengage Learning

5. D N Dwivedi: Managerial Economics, Vikas Publishing House

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Paper Name: English Communication
Paper Code: BBA(DM) 104
Total Credit: 2
Total hours of lectures: 20 hours

Course Outcome:

After completion of the course, the students will be able to

1. identify the basic concepts of the usage of English grammar & vocabulary in communication.
2. interpret facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas given in written texts.
3. apply acquired linguistic knowledge in producing various types of written texts
4. analyze facts and ideas from aural inputs

Sl.	Topic/Module	Hours
1.	**Module 1 : Functional Grammar & Vocabulary:** Tense: Formation and application; Affirmative / Negative / Interrogative formation; Modals and their usage; Conditional sentences; Direct and indirect speech; Active and passive voice; usage of common phrasal verbs, synonyms & antonyms.	2
2.	**Module 2 : Reading Skills:** Comprehension passages; reading and understanding articles fromtechnical writing. Interpreting texts: analytic texts, descriptive texts, discursive texts; SQ3R reading strategy.	2
3.	**Module 3: Writing Skills:** Writing business letters - enquiries, complaints, sales, adjustment,collection letters, replies to complaint & enquiry letters; Job applications, Résumé, Memo, Notice, Agenda, Reports – types & format, E-mail etiquette, advertisements.	8
4.	**Module 4 : Listening & Speaking:** Listening: Listening process, Types of listening; Barriers ineffective listening, strategies of effective listening Speaking: Presentations, Extempore, Role-plays, GD, Interview	8

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Suggested readings:

1. Bhatnagar, M &Bhatnagar, N (2010) Communicative English for Engineers and Professionals. New Delhi:Pearson Education.
2. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.
3. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
4. Sethi, J &Dhamija, P.V. (2001), A Course in Phonetics and Spoken English. New Delhi: PHI.
5. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press.