

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Digital Marketing
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

Semester-I

Paper Code: BBA(DM) 101 and BBA (DM) 191
Introduction to Media and Computer Application in Business
Total Credit: 4+2
Total hours of lectures: 60 hours

Course Outcome:

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

1. develop an understanding about the effectiveness of Media and Computer application in business domain
2. develop an understanding about the basics of operating system, computer architecture, and networking etc.
3. develop understanding about the media application in business
4. make use of spreadsheet software, computer software, presentation software, word processing software

Total Credits: 4

Total hours of lectures: 40 hours

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

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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 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.	5
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	8

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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 with Elaborations in Details, Difference between Social Media and Digital Marketing, Influence of Digital Marketing in Business.	
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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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Introduction to Media and Computer Application in Business-Practical

Code: BBA(DM) 191

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
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

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1. Sanjay Saxena, A First Course in Computers, Vikas Publishing House, New Delhi
2. Pradeep K. Sinha and Preeti Sinha, 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. Reema Thareja : Information Technology and its Applications in Business, Oxford University Press.

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Paper Code: BBA(DM) - 102
 Business Economics (Macro & Micro)
 Total Credit: 6
 Total hours of lectures: 60 hours

Course Outcome:

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. illustrate the concept of macroeconomics
4. interpret public finance, international trade and finance

Sl.	Topic/Module	Hour
1.	<p>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 Factor Combination. 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.</p>	12
2.	<p>Module 2 : Market Structures Perfect Competition: Characteristics, Profit Maximization and Equilibrium of Firm and Industry, Short- Run and Long 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</p>	12

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	<p>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.</p> <p>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.</p>	
3.	<p>Module 3:</p> <p>Factor Pricing: Marginal Productivity Theory and Demand for Factors (Statement and assumption only).</p> <p>Concept of Rent: Ricardian and Modern Theories of Rent; Quasi-Rent.</p> <p>Concept of Labour: Wage Rate, Nominal Wage, Real Wage.</p> <p>Concept of Capital: Gross Interest, Net Interest, Zero Interest Rate.</p> <p>Concept of Profit: Pure Profit, Normal Profit, Abnormal Profit.</p>	6
4.	<p>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</p> <p>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</p> <p>Concept of Business Cycle: Only Different Phases and their basic characteristic</p> <p>Monetary Economics: Evolution of Money, Functions of Money, Bank and its Functions, Indian Money Market, Different Concepts of Money Like M1, M2, M3, M4.</p> <p>Concept of Inflation: Definition of Inflation, Types of Inflation, Effects of Inflation, Anti-Inflationary Measures</p> <p>Banks: Commercial Banks – Need and Functions, Credit Creation of Commercial Banks.</p> <p>Reserve Bank of India – Need and Functions, Credit Control Policy. Co-Operative Banks: Need and Role in An Economy.</p>	15
5.	<p>Module 5 : Public Finance</p> <p>Public Revenue: Concept of Taxes, Sources of Revenue of Central and State Government, GST, CGST, SGST (only definition).</p> <p>Public Expenditure: Types of Public Expenditure, Its Need Role and Importance.</p>	6

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	<p>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 and Primary Deficit: Definitions Only)</p>	
6.	<p>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 (Definitions Only). International Financial Institutions: International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), Asian Development Bank</p>	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

Paper Code: BBA(DM) 104

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English Communication

Total Credit: 2

Total hours of lectures: 20 hours

Course Outcome:

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

1. develop the understanding about the basic grammar and vocabulary necessary for business communication
2. develop listening, speaking, reading and writing skills
3. apply the acquired communicative proficiency in social and professional contexts
4. develop presentation skill in professional way

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 from	2

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	technical writing. Interpreting texts: analytic texts, descriptive texts, discursive texts; SQ3R reading strategy.	
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 in effective listening, strategies of effective listening Speaking: Presentations, Extempore, Role-plays, GD, Interview	8

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.