

AULANA 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)

Semester I

Course Name: Principles of Management

Mode: Offline

Credits: 5

Code: DMC101

Aim of the Course: .

1. To enable the students to know evolution of Management,
2. To study the principles and functions of management.
3. To learn the application of the principles in an organization.
4. To help the students to develop cognizance of the importance of management principles.
5. To aware the student's contemporary issues and modern approaches of management.

Course Objectives:

On completion of this course, the students will be able to:

1. Have a good understanding of the subject of management, the important theories, its scope and impact.
2. Develop an understanding of the basic processes of planning, organising and directing
3. Understand the theories of motivation and its applications and the basic principles of management control and coordination
4. Exposure to the concepts of staffing including Job analysis, recruitment, selection. Brief idea about recent concepts such as Knowledge management, change management, technology management etc.
5. Discuss Contemporary Issues such as Social Responsibility & Ethics, Globalization, Culture etc. and their impact on management

Sl	Graduate attributes	Mapped modules
CO1	Have a good understanding of the subject of management, the important theories, its scope and impact.	M1
CO2	Develop an understanding of the basic processes of planning, organising and directing	M2
CO3	Understand the theories of motivation and its applications and the basic principles of management control and coordination	M3
CO4	Exposure to the concepts of staffing including Job analysis, recruitment, selection. Brief idea about recent concepts such as Knowledge management, change management, technology management etc.	M3 M4
CO5	Discuss Contemporary Issues such as Social Responsibility & Ethics, Globalization, Culture etc. and their impact on management	M5

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Learning Outcome/ Skills:

This course covers the explanations about the fundamentals of management discipline in organizational context. It details the different functions of management such as planning, organizing, staffing, directing, and controlling. The course also emphasizes on identification of critical issues and framing of strategies and scenarios required to execute management functions.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Evolution & Growth of Management Thought	10	25	1,2	NA
M2	Planning, Organizing & Direction	15	30	1,2,3	NA
M3	Motivation, Control & Coordination	10	20	1,2	NA
M4	Staffing	10	20	1,2,3	NA
M5	Contemporary Issues	05	05	1,2,3	NA
Total Theory		50	100		

Detailed Syllabus

Module 1: Evolution & Growth of Management Thought

Concepts, Theory and Practice: The Evolution of Management Thought – Scientific Management School, Behavioural School, Quantitative School,

Total Hours: 10

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Module 2: Planning, Organizing & Direction

Planning- Nature, Purpose, Types & Process of Planning; Concept of MBO, MBE & MBWA.

Organizing- Line/ Staff Authority, Decentralization & Delegation, Effective Organizing , Direction-Supervision, Span of Supervision, Graicuna's Theory of Span of Management

Total Hours: 15

Module 3: Motivation, Control & Coordination

Motivation- elements, importance, methods, theories, Controlling- Control Process, Importance, Critical Control Standards & Techniques, Maintenance Vs Crisis Management, Overall Control Process, Coordination- Definition, Characteristics, Objectives, Techniques.

Total Hours: 10

Module 4: Staffing

Job analysis, recruitment, selection, post selection steps, job changes: transfers/promotions, performance appraisal, training, management development, job rotation, rewards and recognition

Total Hours: 10

Module 5 : Contemporary Issues

Social Responsibility & Ethics, Globalization & Management, Inventing & Reinventing Organizations, Culture & Multiculturalism

Total Hours: 05

Text Books

1. Koontz, Essentials of Management, Tata McGraw Hill
2. L. M. Prasad: Principles of Management, Sultan Chand & Sons, 2016
- 3.. Robbins, S. (2017). Management, (13th ed.), Pearson Education, New Delhi

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Course Name: Business Statistics

Mode: Offline

Credits: 5

Code: DMC102

Aim of the Course: .

1. To use the techniques of statistical analysis, which are commonly applied to understand and analyse business problems.
2. To strengthen the knowledge of the students in data collection, presentation, and to understand the basic descriptive properties of the data with statistical tools and techniques.
3. To enhance the fundamental knowledge of probability where the true essence of statistics lies.

Course Objectives:

On completion of this course, the students will be able to:

- 1 Define different measurements of statistical data and diagrammatic representation of data.
- 2 Illustrate the basic concept of correlation and regression of bivariate data.
- 3 Classify classical, statistical and axiomatic definition of probability and use Bay's theorem to measure happening of an event.
- 4 Compare discrete distribution and continuous distribution of random variables with their fundamental properties.
- 5 Find probability mass function of Binomial distribution, geometric distribution and Poisson distribution.

Sl	Graduate attributes	Mapped modules
CO1	Define different measurements of statistical data and diagrammatic representation of data.	M1
CO2	Illustrate the basic concept of correlation and regression of bivariate data.	M2
CO3	Classify classical, statistical and axiomatic definition of probability and use Bay's theorem to measure happening of an event	M3
CO4	Compare discrete distribution and continuous distribution of random variables with their fundamental properties	M3 M4
CO5	Find probability mass function of Binomial distribution, geometric distribution and Poisson distribution.	M5
CO6	Define probability density function of Uniform distribution and Normal distribution	M6

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Learning Outcome/ Skills:

This course introduces the concept of bivariate data and their application in several areas. A major emphasis is given on the fundamental knowledge of probability where the true essence of statistics lies. This course contains probability distribution of discrete and continuous random variables, different measures to obtain the nature of statistical data, correlation and regression.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Fundamentals of Statistics	05	25	1,2	NA
M2	Correlation	10	30	1,2,3	NA
M3	Theory of probability:	10	20	1,2	NA
M4	Probability distribution of a random variable	10	20	1,2,3	NA
M5	Theoretical probability distributions	10	05	1,2,3	NA
M6	Continuous distribution	05		2,3	NA
Total Theory		50	100		

Detailed Syllabus

Module 1: Evolution & Growth of Management Thought

Statistics: definition, scope and limitation, presentation of data, diagrammatic and graphical representation of data, measures of central tendency, mean, median and mode, geometric and harmonic mean and their limitations.

Total Hours: 05

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Module 2: Correlation

Scatter diagram, Karl-Pearson's correlation, concurrent deviation method, rank correlation, uses of correlation in business regression, regression lines, regression coefficients, properties of regression coefficients, and uses of regression in business problems.

Total Hours: 10

Module 3: Theory of probability

Probability as a concept, basic probability rules, tree diagrams, conditional probability, mutually exclusive events and independent events, Bayes' theorem or inverse probability rule.

Total Hours: 10

Module 4: Probability distribution of a random variable

Discrete and Continuous random variables, expectation value, mean and variance of a random variable, theorems on expectation.

Total Hours: 10

Module 5 : Theoretical probability distributions:

Probability mass function and density function, discrete distributions, the Binomial distribution and its properties, idea of geometrical and hyper geometric distributions, the Poisson distribution and its properties, fitting a Binomial or Poisson distribution to an observed distribution.

Total Hours: 10

Module 6 : Normal and Binomial Distribution

Continuous distribution, uniform, exponential and Normal distributions, Normal approximation to Binomial and Poisson distributions

Total Hours: 05

Text Books

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Davis: Business Statistics using Excel, Oxford University Press.
3. Gupta, C.B., An Introduction to Statistical Methods
4. Gupta, B.N., An Introduction to Modern Statistics
5. Sancheti, S.C. & V.K. Kapoor, Statistical Methods

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Semester II
Course Name: Marketing Management

Mode: Offline

Credits: 5

Code: DMC201

Aim of the Course: .

1. To develop fundamentals idea of marketing and others tools of marketing.
2. The course will help to learn different market moving techniques such as segmentation, targeting and positioning.
3. The course should develop idea on the application of various marketing tools in the marketplace.

Course Objectives:

On completion of this course, the students will be able to:

1. To know different components of promotion, marketing information system and marketing research.
2. Identify the basics of different components of marketing: like selling skills, research tools and techniques etc.
3. Prepare marketing promotion mix model applications based on Product and New Product development process, Students will also know the Promotion strategy of a product or service.
4. Illustrate different contemporary issues in marketing to judge the best practices in the industries.

Sl	Graduate attributes	Mapped modules
CO1	Different components of Marketing, Concepts of marketing, Evolution of Marketing	M1
CO2	Basic concept of Segmentation and consumer Behaviour , bases of segmentation	M2
CO3	Prepare marketing mix model applications based on Product and New Product development process, PLC. Students will also know the Pricing strategy of a product or service.	M3
CO4	Concept and role; Types of distribution channels; designing a distribution logistics system; Factors affecting choice of a distribution channel; Retailing and wholesaling; Physical distribution of goods	M3 M4
CO5	Basics of IMC	M5

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Learning Outcome/ Skills:

Marketing is the core objectives of each and every organization and without proper marketing outcome, the sustainability of the organization under a stake. Therefore, it is very common job of each management graduate that they should be very much clear about marketing understanding, how market operates, price design, product development and its importance, life cycle of a product and the promotional tools. This course covers all aspects above with market segmentation, targeting and positioning and will discuss how company do that with real life example. The course will cover through group discussion, presentation, and real issues.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction of Marketing	5	10	1,2	NA
M2	Consumer Behavior and Market Segmentation	15	30	1,2,3	NA
M3	Product and Pricing	10	20	1,2	NA
M4	Distributions Channels and Physical Distribution	15	30	1,2,3	NA
M5	Integrated Marketing Communication	05	10	1,2,3	NA
Total Theory		50	100		

Detailed Syllabus

Module 1:

Marketing – scope, nature, definition, core marketing concepts, selling vs. marketing; Marketing mix recent trends in marketing in India. Marketing environment.

Total Hours: 5

Module 2:

Consumer Behavior and Market Segmentation: Nature, scope, and significance of consumer behavior; Market segmentation -concept and importance; Targeting and positioning, Bases of Segmentation, Patterns of segmentation, Branding- Definition, Importance, Branding Strategy; Packaging

Total Hours: 15

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Module 3:

Concepts of Products, Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved in PLC Stages , New Product Development- Steps, Pricing- Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a Product/Service , Discounts and Rebates.

Total Hours: 10

Module 4:

Distributions Channels and Physical Distribution: Distribution channels – concept and role; Types of distribution channels; designing a distribution logistics system; Factors affecting choice of a distribution channel; Retailing and wholesaling; Physical distribution of goods; Transportation; Warehousing, Promotion – Elements of Promotion Mix Advertising Media –Their Relative Merits and Limitations; Characteristics of an Effective Advertisement;

Total Hours: 15

Module 5 :

Introduction to Integrated Marketing Communications: Role, Developing, Deciding, Managing Marketing Communications.

Total Hours: 05

Text Books

1. Koontz, Essentials of Management, Tata McGraw Hill
2. L. M. Prasad: Principles of Management, Sultan Chand & Sons, 2016
- 3.. Robbins, S. (2017). Management, (13th ed.), Pearson Education, New Delhi

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Course Name: Digital Marketing

Mode: Offline

Credits: 5

Code: DMC202

Aim of the Course: .

1. To develop fundamentals idea of digital marketing and others tools of marketing.
2. The course will help to learn different digital marketing techniques SEO, Ad words.
3. The course should develop idea on the application of various digital marketing tools in the marketplace.

Course Objectives:

This course is an initiative designed to educate students in the area of Digital Marketing. Digital Marketing and Social Media have transformed marketing and business practice across the globe. This course provides an understanding of the ever evolving digital landscape and examines the strategic role of digital marketing processes and tools in designing the overall Marketing strategy and the Digital Marketing Plan. It explores the challenges of Interactive media, the online market place, and the creative challenges of communicating and retention strategies of customers through these media, the main search engines and the future trends in digital marketing.

Sl	Graduate attributes	Mapped modules
CO1	Different components of Digital Marketing, Concepts of marketing, Evolution of Digital Marketing Marketing	M1
CO2	Market place , customer online, Buyer behavior, competitors, suppliers, Digital Macro Environment, Social factors, Legal Factors	M2
CO3	Identification of Website Types, Selection of template	M3
CO4	Ad words overview, Introduction, Signup, concept of Display Ad, Video Ad, Shopping Ad, Quality Score, CPC, Bidding, CTR, Impression, ECPC, Keyword,	M3 M4
CO5	Word Press(CMS),Login, Dashboard, Plug-in Installation, Using Widgets, Page Creations, Role of Users Admin, Editor, contributors,	M3,M4, M5

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Learning Outcome/ Skills:

Upon completion of this unit, you should be able to :

- Translate some of the key marketing and business models that will help to shape your digital marketing strategy
- Review the history of digital marketing to give some perspective to your digital strategic plan
- Describe online market presence, segmentation and the 4 Ps of marketing and their implications for digital marketing
- Discuss the opportunities and risks of integrated digital marketing
- Outline an approach to developing a digital marketing plan

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction of Digital Marketing	5	10	1,2	NA
M2	Digital Marketing Environment and Strategy	15	30	1,2,3	NA
M3	Digital Marketing Mix	10	20	1,2	NA
M4	Digital Marketing Tools	15	30	1,2,3	NA
M5	Word Press	05	10	1,2,3	NA
Total Theory		50	100		

Detailed Syllabus

Module 1:

Concept, Significance, Nature, Scope of Digital Marketing, Application of Digital Marketing, Stages of Digital Marketing, Impact of Digital Marketing on society and Business, Digital Vs Traditional Marketing

Total Hours: 5

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Module 2:

Digital Micro Environment, Different components, Market place , customer online, Buyer behavior, competitors, suppliers, Digital Macro Environment, Social factors, Legal Factors, Technological issues, Economic and political Issues
Digital Marketing strategy, Scope, Integrated digital marketing, channel marketing strategy, Internet Marketing Mix, Strategy formulation.

Total Hours: 15

Module 3:

- a) Digital Marketing Mix, Product Price Promotion and Place
- b) Identification of Website Types, Selection of template, Edit Website, Content writing, Publish website

Total Hours: 10

Module 4:

Ad words overview, Introduction, Signup, concept of Display Ad, Video Ad, Shopping Ad, Quality Score, CPC, Bidding, CTR, Impression, ECPC, Keyword, Automated Bidding, CPA, CPM, CPV, VCPM, Ad group, Location targeting ,Manual Bidding, Campaign, Search Campaign, Display Campaign, Video Campaign,

Total Hours: 15

Module 5 :

Word Press(CMS),Login, Dashboard, Plug-in Installation, Using Widgets, Page Creations, Role of Users Admin, Editor, contributors, Word press integration process, Mail chimp account design and development,

Total Hours: 05

Text Books

1. Alan Charlesworth : Digital Marketing: A Practical Approach, Routhledge Taylor and Francis Group
2. Dave Chaffy, Fiona E Chadwick, K Johnston, R Mayer Internet Marketing : Strategy, Implementation and Practices , Pearson
- 3.. Damian Ryan : Understanding Digital Marketing, KoganPage, USA