

Detailed Syllabus (*Honours*)

SL. No.	Category	Course Code	Course Title	Credits			
				L	T	P	
1	DSC	DMC701	Introduction to Business Analytics using R/Python	4	1	0	5
2	DSC	DMC702	Cyber Security & Cyber Law	4	1	0	5
3	DSC	DMC703	Services Marketing	3	1	0	4
4	MINOR	Any one from Minor Basket	Computer Minor basket	3	1	0	4
5	MINOR	Any one from Minor Basket	Computer Minor basket	3	1	0	4
Total Credit							22

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)

Course: Introduction to Business Analytics using R/Python	
Course Code: DMC701	Semester: VII
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture:4	End semester Exam: 70
Tutorial:1	Attendance:5
Practical:0	ContinuousAssessment:25
Credit:5	Practical/Seasonal internal continuous evaluation:
	Practical/Seasonal external examination:

Sl. No.	Course Objective	
1	To introduce the fundamental concepts of business analytics and its role in managerial decision-making.	
2	To enable students to collect, clean, organize, and analyze business data using R/Python.	
3	To develop basic skills in statistical analysis, data visualization, and interpretation of business information.	
4	To prepare learners to apply analytics in solving real-world marketing and business problems.	
	Course Outcomes	Mapped module/Unit
CO 1	Understand the meaning, scope, and applications of business analytics.	U1
CO 2	Use R/Python for basic data handling and statistical analysis.	U1, U2, U3
CO 3	Apply visualization tools to represent and interpret business data.	U3, U4
CO 4	Analyze business cases and prepare data-driven reports for decision-making.	U4, U5

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Learning Outcome/Skills:

The objective of the course “Introduction to Business Analytics using R/Python” is to provide students with a practical foundation in business analytics, enabling them to understand, process, and interpret business data for effective decision-making. Throughout the course, students will learn the basics of analytics, data preparation, descriptive statistics, programming logic in R/Python, data visualization, and business reporting. By the end of the course, students should be able to use analytical tools for solving business problems, creating simple reports, and presenting data-driven insights in a professional manner.

Unit	Topic	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
	THEORY				
U1	Introduction to Business Analytics and Data:	9	20	1, 2	NA
U2	Data Preparation and Descriptive Statistics:	10	20	1, 2, 3	NA
U3	Introduction to R/Python for Business Analytics	11	20	1, 2, 3	NA
U4	Data Visualization and Reporting:	9	20	2, 3	NA
U5	Applications and Mini Project:	11	20	2, 3, 4	Project Based
Total		50	100%		

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Course Code:	DMC701	
Course:	Introduction to Business Analytics using R/Python	Credits: 5.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Business Analytics and Data: Introduction to Business Analytics, meaning, importance and scope of business analytics, types of analytics, descriptive, predictive and prescriptive analytics, role of analytics in business decision-making, business data and data sources, structured and unstructured data, data quality, data-driven business environment, basic statistical concepts, introduction to R and Python in analytics.	9
Unit-II	Data Preparation and Descriptive Statistics: Data collection and organization, data cleaning and preprocessing, sorting, filtering, transformation of data, variables and measures, frequency distribution, mean, median, mode, range, variance, standard deviation, correlation, use of tables and basic statistical summaries, interpretation of business data.	10
Unit-III	Introduction to R/Python for Business Analytics: Overview of R/Python environment, installation and working interface, variables, operators, data types, input and output, basic scripting, data frames, lists, vectors, series, matrices, importing and exporting data, simple calculations, use of functions and packages/libraries for analytics.	11
Unit-IV	Data Visualization and Reporting: Need for data visualization in business analytics, bar chart, line chart, pie chart, histogram, scatter plot, box plot, visualization of business trends, comparison of datasets, dashboard basics, interpretation of graphs and charts, preparing analytical reports, communicating insights to management.	9
Unit-V	Applications and Mini Project: Application of business analytics in marketing, sales, finance, operations and customer analysis, case-based analysis using R/Python, simple forecasting and trend analysis, problem identification, data interpretation, conclusion writing, mini project presentation and evaluation.	11
TOTAL		50

<u>List of Books</u>		
Sl. No.	Name of Author	Title of the Book
1	Provost, F. and Fawcett, T.	<i>Data Science for Business</i>
2	McKinney, W.	<i>Python for Data Analysis</i>
3	Wickham, H. and Grolemund, G.	<i>R for Data Science</i>
4	Shmueli, G., Bruce, P.C., Gedeck, P. and Patel, N.R.	<i>Data Mining for Business Analytics</i>

Maulana Abul Kalam Azad University of Technology, WB
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BBA- Digital Marketing

Course: Cyber Security & Cyber Law	
Course Code: DMC702	Semester: VII
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture:4	End semester Exam: 70
Tutorial:1	Attendance:5
Practical:0	ContinuousAssessment:25
Credit:5	Practical/Seasonal internal continuous evaluation:
	Practical/Seasonal external examination:

Sl. No.	Course Objective	
1	To introduce the fundamental concepts of cyber security and information protection in digital environments.	
2	To enable students to identify cyber threats, attacks, and vulnerabilities affecting businesses and individuals.	
3	To provide knowledge about cyber laws, digital privacy, and legal frameworks related to cybercrime in India.	
4	To develop awareness regarding safe digital practices, ethical use of technology, and cyber risk management.	
	Course Outcomes	Mapped module/Unit
CO 1	Understand the basic concepts, principles, and importance of cyber security.	U1
CO 2	Identify various cyber threats, attacks, and security mechanisms used for protection.	U1, U2, U3
CO 3	Explain the legal framework governing cyber activities and cybercrime in India.	U3, U4
CO 4	Apply safe cyber practices and evaluate cyber security risks in business environments.	U4, U5

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BBA- Digital Marketing

Learning Outcome/Skills:

The objective of the course “Cyber Security & Cyber Law” is to provide students with a comprehensive understanding of cyber security concepts, cyber threats, cybercrime, and legal frameworks associated with digital systems and online activities. Throughout the course, students will learn the principles of information security, safe internet practices, cyber laws in India, data privacy, and ethical issues related to technology usage. By the end of the course, students should be able to recognize cyber risks, apply preventive security measures, understand legal implications of cyber activities, and promote responsible digital behavior in business and personal environments.

Unit		Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
	THEORY				
U1	Introduction to Cyber Security:	9	15	1, 2	NA
U2	Cyber Threats, Attacks and Security Mechanisms:	10	25	1, 2, 3	NA
U3	Cyber Law and Legal Framework in India:	11	20	1, 2, 3	NA
U4	Data Privacy, Digital Evidence and Compliance:	11	25	2, 3	NA
U5	Applications, Risk Management and Case Studies:	9	15	2, 3, 4	Project Based
Total		50	100%		

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BBA- Digital Marketing

Course Code:	DMC702	
Course:	Cyber Security & Cyber Law	Credits: 5.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Cyber Security: Introduction to cyber security, importance of cyber security in business and digital communication, information security concepts, confidentiality, integrity and availability, cyber space and cyber threats, cyber-attacks, cyber vulnerabilities, cyber ethics, security awareness, types of hackers, digital footprint, overview of cybercrime and cyber terrorism.	9
Unit-II	Cyber Threats, Attacks and Security Mechanisms: Malware, virus, worms, trojans, ransomware, spyware, phishing, spoofing, identity theft, password attacks, social engineering, denial of service attacks, network security concepts, firewalls, antivirus, encryption basics, authentication techniques, multi-factor authentication, cyber security tools and preventive measures, safe internet and email practices.	10
Unit-III	Cyber Law and Legal Framework in India: Introduction to cyber law, need and scope of cyber law, Information Technology Act 2000, digital signatures, electronic governance, cyber offences and penalties, intellectual property rights in cyberspace, legal recognition of electronic records, cyber fraud, cyber defamation, online harassment, cybercrime investigation and reporting mechanisms.	11
Unit-IV	Data Privacy, Digital Evidence and Compliance: Concept of data privacy and data protection, digital privacy issues, data breaches, overview of Digital Personal Data Protection Act, cyber forensic basics, digital evidence, electronic contracts, cyber compliance, intermediary guidelines, ethical and legal responsibilities of organizations, privacy and surveillance concerns in digital business.	11
Unit-V	Applications, Risk Management and Case Studies: Cyber security in e-commerce and digital marketing, risk assessment and cyber risk management, cyber security policies in organizations, business continuity and disaster recovery basics, ethical hacking awareness, case studies on cybercrime and data breaches, cyber law case analysis, project/report presentation and evaluation.	9
TOTAL		50

List of Books		
Sl. No.	Name of Author	Title of the Book
1	William Stallings	<i>Cryptography and Network Security</i>
2	Nina Godbole and Sunit Belapure	<i>Cyber Security</i>
3	Charles P. Pfleeger and Shari Lawrence Pfleeger	<i>Security in Computing</i>
4	Vakul Sharma	<i>Handbook of Cyber Laws</i>
5	Harish Chander	<i>Cyber Laws and IT Protection</i>

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Course: Services Marketing	
Course Code: DMC703	Semester: VII
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture:3	End semester Exam: 70
Tutorial:1	Attendance:5
Practical:0	ContinuousAssessment:25
Credit:4	Practical/Seasonal internal continuous evaluation:
	Practical/Seasonal external examination:

Sl. No.	Course Objective	
1	To introduce the concepts, characteristics, and importance of services marketing in modern business environments.	
2	To develop understanding of service marketing strategies and the extended marketing mix for services.	
3	To enable students to analyze customer expectations, service quality, and customer satisfaction.	
4	To prepare students to design and manage effective service delivery and customer relationship strategies.	
	Course Outcomes	Mapped module/Unit
CO 1	Understand the concept, scope, and characteristics of services marketing.	U1
CO 2	Apply service marketing mix strategies in different service sectors.	U1, U2
CO 3	Analyze service quality, customer satisfaction, and service delivery processes.	U2, U3, U4
CO 4	Develop customer relationship and retention strategies for service organizations.	U4, U5

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Learning Outcome/Skills:

The objective of the course “Services Marketing” is to provide students with a strong foundation in the principles and practices of marketing services in both traditional and digital business environments. Throughout the course, students will learn about the nature of services, customer expectations, service quality, service delivery systems, customer relationship management, and strategies used by service organizations. By the end of the course, students should be able to understand the challenges of marketing intangible services, design customer-oriented service strategies, and apply service marketing concepts in sectors such as banking, hospitality, healthcare, education, tourism, and digital services.

Unit		Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
	THEORY				
U1	Introduction to Services Marketing:	7	20	1, 2	NA
U2	Service Marketing Mix and Customer Expectations:	8	25	1, 2, 3	NA
U3	Service Quality and Customer Satisfaction:	9	20	1, 2, 3	NA
U4	Service Design and Delivery Systems:	7	20	2, 3	NA
U5	Applications and Case Studies in Services Marketing:	9	15	2, 3, 4	Case Based
Total		40	100%		

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Course Code:	DMC703	
Course:	Services Marketing	Credits: 4.0
Contents		
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Services Marketing: Meaning and nature of services, characteristics of services, classification of services, services vs goods, growth of service sector, importance of services marketing, service economy, challenges in services marketing, role of technology in services, digital service platforms, emerging trends in service industries.	7
Unit-II	Service Marketing Mix and Customer Expectations: Extended marketing mix for services, product, price, place, promotion, people, process and physical evidence, customer expectations and perceptions, service encounter, customer experience management, segmentation, targeting and positioning in service industries, customer value and relationship marketing.	8
Unit-III	Service Quality and Customer Satisfaction: Service quality dimensions, SERVQUAL model, customer satisfaction and loyalty, service recovery strategies, complaint handling, service guarantees, measuring service quality, customer retention strategies, customer feedback systems, managing demand and capacity in services.	9
Unit-IV	Service Design and Delivery Systems: Service design and blueprinting, service delivery process, managing service employees, internal marketing, service communication, service branding, technology-enabled services, self-service technologies, online services, CRM in service organizations, ethical issues in service delivery.	7
Unit-V	Applications and Case Studies in Services Marketing: Services marketing in banking, insurance, hospitality, healthcare, education, tourism, telecom and e-commerce sectors, digital customer service, social media and online reputation management, case studies on successful service organizations, project/report presentation and evaluation.	9
TOTAL		40

<u>List of Books</u>		
Sl. No.	Name of Author	Title of the Book
1	Christopher Lovelock and Jochen Wirtz	<i>Services Marketing: People, Technology, Strategy</i>
2	Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremler	<i>Services Marketing</i>
3	K. Douglas Hoffman and John E.G. Bateson	<i>Services Marketing: Concepts, Strategies and Cases</i>
4	Ravi Shankar	<i>Services Marketing: The Indian Perspective</i>
5	Philip Kotler and Kevin Lane Keller	<i>Marketing Management</i>