

**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**

## Curriculum Structure

### SEM-1

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits	Delivery
				L	T	P		
1.	CC	BBA(DM) 101 & BBA(DM)191	Introduction to Media and Computer Applications	4		2	6	
2.		BBA(DM) 102	Business Economics	5	1		6	
3.	GE		Any one course from GE Baskets				6	
4.	AECC	BBA(DM) 104	English Communication	2			2	
<b>Total Credit</b>							<b>20</b>	

### SEM-2

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits	Delivery
				L	T	P		
1.	CC	BBA(DM) 201	Marketing Management	5	1		6	
2.		BBA(DM) 202	Organisational Behaviour	5	1		6	
3.	GE		Any one course from GE Baskets				6	
4.	AECC	BBA(DM) 204	Environment & Sustainable Development	2			2	
<b>Total Credit</b>							<b>20</b>	

### SEM-3

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits	Delivery
				L	T	P		
1.	CC	BBA(DM) 301 & BBA(DM)391	Business Research Methods	4		2	6	
2.		BBA(DM) 302	Financial Accounting & Management	5	1		6	
3.		BBA(DM) 303	Advertising and Brand Management	5	1		6	
4.	GE		Any one course from GE Baskets				6	
5.	SEC	BBA(DM) 305	Personality Development			2	2	
<b>Total Credit</b>							<b>26</b>	

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**SEM-4**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits	Delivery
				L	T	P		
1.	CC	BBA(DM) 401	Consumer Behaviour	5	1		6	
2.		BBA(DM) 402	Integrated Marketing Communication	5	1		6	
3.		BBA(DM) 403	Digital Marketing and Content Development	5	1		6	
4.	GE		Any one course from GE Baskets				6	
5.	SEC	BBA(DM) 495	R /Python Fundamentals			2	2	
<b>Total Credit</b>							<b>26</b>	

**SEM-5**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA(DM)501	E-Commerce and M-Commerce	5	1		6
2.		BBA(DM)502	Media Ethics and Law	5	1		6
3.	DSE	BBA(DM)503 (Any one)	BBA (DM) 503 (A): Data Analytics Skills for Managers. or BBA(DM) 503 (B): Business Intelligence.	5	1		6
4.		BBA(DM)504 (Any one)	BBA (DM) 504 (A): Online Reputation Management. or BBA (DM) 504 (B): Lead management and Customer Experience.	5	1		6
<b>Total Credit</b>							<b>24</b>

**SEM-6**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA(DM)601	Project Management	5	1		6
2.		BBA(DM)602 & BBA (DM) 692	Data Visualization and Interpretation	4		2	6
3.	DSE	BBA(DM)603 (Any one)	BBA(DM)603(A):Data Mining or BBA(DM)603(B): Marketing Analytics	5	1		6
4.		BBA(DM)694 (Any one)	Project* or Internship*		1	5	6
<b>Total Credit</b>							<b>24</b>

\*(Students have to engage in a full length project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged wherever possible.

(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will followed by a report submission and viva.