



SCHOOL OF MANAGEMENT (SOM)

**BBA – DIGITAL MARKETING (Hons)
PROGRAMME STRUCTURE-2023**

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I Semester

Course Code	Course	CMRU Category	CMRU Subcategory	UGC Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6MGMT1133	Management Principles and Practices	Foundation	FC	CC	SOM	3	3-0-0-3
6ITBS1063	IT for Business	Foundation	FC	CC	SOM	5	3-0-1-4
6ACCT2052	Financial Accounting	Foundation	IC	CC	SOM	4	2-0-1-3
6ECON1011	Business Economics	Foundation	FC	CC	SOM	3	3-0-0-3
6MKTG2122	Marketing Management	Foundation	IC	CC	SOM	3	3-0-0-3
Common Core							
CPSAL1031/ CPSAL1041/ CPSAL1051	Hindi/ Kannada/ English	PS	-	AECC	DCCC	2	2-0-0-2
CPSAL2031	Oral and Written Communication (OWC)	PS		SEC	DCCC	4	4-0-0-4
GCSCD1011	Community Service-I (COS-I) *	CS	-	-	DCCC	2	0-0-1-1*
TOTAL						26	22 + 1*
Audit Course:							

**The Community Service-I (COS-I) of 30 hours has to be carried out in the I Semester. The corresponding 1 credit and the CIE will be reflected in the VI Semester.*

II Semester

Course Code	Course	CMRU Category	CMRU Subcategory	UGC Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6DMKG2122	Digital Marketing and Essentials	Foundation	FC	CC	ISDC	5	3-0-1-4
6MATH1011	Business Mathematics	Foundation	FC	CC	SOM	4	2-0-1-3
		Inter Disciplinary 1	IDE	EC		3	3-0-0-3
Common Core							
CPSAL1061/CPSAL1071/CPSAL1081/CPSSF1011/21/31/41	Hindi/Kannada/English/French/German/Korean/Spanish	PS	-	AECC	DCCC	2	2-0-0-2
CPSAD1011	Design Thinking	PS	-	AECC	DCCC	2	2-0-0-2
CKSAM1051	Indian Constitution (INC)	KSC	-	AECC	DCCC	2	2-0-0-2
GCSCD1021	Community Service-II (COS-II) *	CS	-	-	DCCC	2	0-0-1-1*
TOTAL						20	16 + 1*
GPSDR1081/GPSDA1051	Career Preparedness Program-I (Personal Effectiveness + Prepare for Aptitude Tests-I)	PS	-	AECC	DCCC	3	GR
Audit Course:							

**The Community Service-II (COS-II) of 30 hours has to be carried out in the II Semester. The corresponding 1 credit and the CIE will be reflected in the VI Semester.*

Internship- I (CIP) of 2 credits to be carried out between II and III Semester break. The corresponding 2 credits will be reflected in the VI Semester.

III Semester

Course Code	Course	CMRU Category	CMRU Subcategory	UGC Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6DMKG2031	Social Media Marketing	Foundation	IC	CC	SOM	4	2-0-1-3
6STAT2011	Business Statistics with R	Foundation	IC	CC	SOM	4	2-0-1-3
6HRMT1143	Organisational Behavior	Foundation	FC	CC	SOM	3	3-0-0-3
xxxxx	MOOC	Foundation	FC	CC	SOM	2	2-0-0-2
		Inter Disciplinary 2	IDE	EC		3	3-0-0-3
6INTS2010	Internship I [†] (CIP)	Internship	-	CC	SOM	4	0-0-2-2 [†]
Common Core							
CKSAM1011	Critical Inquiry	PS		AECC	DCCC	1	1-0-0-1
CCSAE1011	Disaster Management	PS		AECC	DCCC	2	2-0-0-2
GCSCD1031	Community Service-III(COS-III) *	CS	-	-	DCCC	2	0-0-1-1*
TOTAL						25	17 + 1*+ 2 [†]
GPSBD1171/ GPSBA1061	Career Preparedness Program-II (Career essentials + Prepare for Aptitude Tests-II)	PS	-	AECC	DCCC	3	GR
Audit Course:							

[†] Internship I - Community Internship Program (CIP) credits are reflected in the VI Semester

*The Community Service - III (COS-III) of 30 hours has to be carried out in the III Semester. The corresponding 1 credit and the CIE will be reflected in the VI Semester.

IV Semester

Course Code	Course	CMRU Category	CMRU Subcategory	UGC Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6MGMT104	Business Research Methods	Foundation	FC	CC	SOM	4	2-0-1-3
6DMKG2041	Digital Strategy and Innovation	Foundation	IC	CC	ISDC	5	3-0-1-4
6OPSM2011	Operations Research	Foundation	IC	CC	SOM	3	3-0-0-3
6HRMT202	Human Resource Management	Foundation	IC	CC	SOM	3	3-0-0-3
6FINC2011	Financial Management	Foundation	IC	CC	SOM	4	2-0-1-3
		Inter Disciplinary 3	IDE	EC		3	3-0-0-3
Common Core							
CKSAM1021	Environment and Sustainability	KSC	-	AECC	DCCC	2	2-0-0-2
CKSAA1XX1	Arts & Philosophy	KSC	-	AECC	DCCC	1	1-0-0-1
TOTAL						25	22
GPSBD1181/ GPSBA1071	Career Preparedness Program-III (Career effectiveness + Prepare for Aptitude Tests-III)	PS	-	AECC	DCCC	3	GR

Audit Course:

Internship - II (SIP) of 4 credits to be carried out between IV and V Semester break. The corresponding 4 credits will be reflected in the VI Semester.

V Semester

Course Code	Course	CMRU Category	CMRU Subcategory	UGC Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6TAXN2011	Direct Taxation	Foundation	IC	CC	SOM	4	2-0-1-3
6OPSM1021	Operations Management	Foundation	FC	CC	SOM	3	3-0-0-3
6MGMT2031	Legal Aspects of Business	Foundation	IC	CC	SOM	3	3-0-0-3
xxxxx	MOOC	Foundation	FC	CC	SOM	2	2-0-0-2
6DMKG2061	Digital Channels & Experience	Elective	AC	DSE	ISDC	4	2-0-1-3
6DMKG3091	Digital Marketing Analytics	Elective	AC	DSE	SOM	4	2-0-1-3
6INTS3010	Internship II ^{††} (SIP)	Internship	-	CC	SOM	8	0-0-4-4 ^{††}
Common Core							
CKSAM1031	Ethics & Values	KSC	-	AECC	DCCC	2	2-0-0-2
TOTAL						30	19 + 4^{††}
GPSDL1051	Career Preparedness Program -4 (Strategies for Self-management (SSM))	PS	-	AECC	DCCC	1	GR
Audit Course:							

^{††} Internship II - Summer Internship Program (SIP) credits are reflected in the VI Semester

VI Semester

Course Code	Course	CMRU Category	CMRU Subcategory	UGC Category	School /Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6MGMT1051	Entrepreneurship Development	Foundation	FC	CC	SOM	3	3-0-0-3
6DMKG2071	Digital Marketing Professional	Elective	AC	DSE	ISDC	4	2-0-1-3
6DMKG3081	Website planning and Structure	Elective	AC	DSE	SOM	4	2-0-1-3
6INTS2010	Internship I [†] (CIP)	Internship	IC	CC	SOM	-	0-0-2-2 [†]
6INTS3010	Internship II ^{††} (SIP)	Internship	IC	CC	SOM	-	0-0-4-4 ^{††}
6CAPS4010	Capstone	Project	AC	DSE	SOM	12	0-0-6-6
GCSCD1011	Community Service -I (COS-I) *	CS	-	-	DCCC	-	0-0-1-1*
GCSCD1021	Community Service - II (COS-II) *	CS	-	-	DCCC	-	0-0-1-1*
GCSCD1031	Community Service - III (COS-III) *	CS	-	-	DCCC	-	0-0-1-1*
TOTAL							24
Audit Course:							

† The credits of Internship I - Community Internship Program (CIP) taken up after the II Semester is reflected in the VI Semester

†† The credits of Internship II - Summer Internship Program (SIP) taken up after the IV Semester is reflected in the VI Semester

* The credit of Community Service - I (COS-I) / Community Service - II (COS-II) / Community Service - III (COS-III) of 30 hours each that was carried out in the I / II and III Semesters respectively is reflected in the VI Semester.

VII Semester

Course Code	Course	CMRU Category	CMRU Subcategory	AICTE Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
xxxxx	Research paper presentation	Foundation	FC	CC	SOM	4	0-0-2-2
6MKTG2141	Neuro Marketing	Intermediate	IC	CC	SOM	4	2-0-1-3
xxxxx	General Elective- 1	Elective	AC	GE	SOM	3	3-0-0-3
xxxxx	MOOC	Foundation	FC	CC	SOM	2	2-0-0-2
6MKTG2161	Marketing Research	Intermediate	IC	CC	SOM	4	2-0-1-3
6ANLT3131	Social Media Analytics	Foundation	AC	CC	SOM	4	2-0-1-3
6CAPS5010	Thesis Phase - I	Project	Project	DSE	SOM	12	0-0-6-6
TOTAL						33	22

GENERAL ELECTIVE COURSES

Semester	Course Code	Course
VII	6MGMT3161	Ecosystem of Startups
	6ITBS3081	E-Commerce

VIII Semester

Course Code	Course	CMRU Category	CMRU Subcategory	AICTE Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
6DMKG2111	Digital Innovation and Transformation	Foundation	IC	CC	SOM	3	3-0-0-3
6MGMT2141	International Business Management	Intermediate	IC	CC	SOM	3	3-0-0-3
6ANLT3141	Advanced Digital Marketing Analytics	Foundation	AC	CC	SOM	4	2-0-1-3
XXXX	General Elective- 2	Elective	FC/IC	GE	SOM	3	3-0-0-3
6CAPS5020	Thesis Phase - II	Project	Project	DSE	SOM	12	0-0-6-6
TOTAL						25	18

GENERAL ELECTIVE COURSES:

Semester	Course Code	Course
VIII	6MKTG2171	Product Management
	6ANLT1111	Retail Analytics