SGT UNIVERSITY

Shree Guru Gobind Singh Tricentenary University

NAAC A+

School of Commerce and Management

Four Years Undergraduate Program

Bachelor of Business Administration (Hons./Hons. with Research)

(Digital Marketing)

Academic Year 2025 – 2026

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1. NATURE AND EXTENT OF THE PROGRAM

The Bachelor of Business Administration (Digital Marketing) is a four-year undergraduate programme designed to prepare students for careers in the rapidly evolving field of digital marketing and business management. The programme integrates core business management knowledge (economics, finance, human resources, operations and strategy) with specialised, industry-relevant digital marketing competencies such as search engine optimization, performance marketing, social media management, content and video marketing, marketing analytics, e-commerce and emerging technologies such as artificial intelligence and big data in marketing. The curriculum follows the National Education Policy 2020 framework with a multiple entry-multiple exit structure, multidisciplinary courses, ability enhancement and value-added courses, skill-based internships and a research/dissertation track for students opting for the Honours with Research stream. Through a blend of theory, practical application, industry projects, internships and case-based learning, the programme aims to produce industry-ready digital marketing professionals, entrepreneurs and life-long learners equipped to navigate the dynamic digital economy.

2. PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO	Objective
PEO1	Graduates will apply core business management and digital marketing knowledge to plan, execute and evaluate marketing strategies that create value for organisations and customers.
PEO2	Graduates will demonstrate proficiency in digital marketing tools and platforms (SEO, SEM, social media, analytics, content and e-commerce technologies) to build successful careers in the digital economy.
PEO3	Graduates will exhibit leadership, ethical decision-making, and effective communication and teamwork abilities in organisational and entrepreneurial settings.
PEO4	Graduates will engage in continuous learning and adapt to emerging digital marketing technologies, tools and business trends throughout their professional careers.
PEO5	Graduates will contribute responsibly to business and society by applying analytical, research and problem-solving skills to real-world marketing and business challenges.

3. GRADUATE ATTRIBUTES

Sr. No.	**Attributes**	**Description**
1	Professional /Disciplinary	Students shall Demonstrate knowledge of management

	Knowledge	theories, principles, practices & skills in the emerging business environment.
2	Technical / Practical Skills	Students shall apply critical thinking skills to design problem-solving strategies across management areas and implement innovative solutions.
3	Communication Skill	Students shall be able to engage effectively and develop interpersonal relationships through their ability to listen, read, write, interact, influence & negotiate in complex business situations.
4	Cooperation/Team work	Students shall be able to acquire social and emotional skills to work effectively with diverse groups in multicultural business environment.
5	Professional ethics	Students shall demonstrate ethical behavior and professional integrity in their conduct to strive for truth, fairness, humility and honesty in professional life.
6	Research / Innovation-related Skills	Students shall exhibit research acumen and research aptitude to provide innovative solutions in the different areas of management for the benefit of industry, academia and society at large.
7	Critical thinking and problem solving	Students shall apply critical thinking skills to design problem solving strategies across management areas and implement innovative business solutions.
8	Reflective thinking	Students shall demonstrate ability to identify with other or understand stakeholder's perspectives, innovate or perform tasks in a better manner for the well-being of the society
9	Information/digital literacy	Students shall demonstrate ability to access, evaluate and use ICT in a variety of work situations and access relevant information sources for analysis of data.
10	Multi-cultural competence	Students shall demonstrate competence in cross cultural environment, work in diverse groups in areas like healthcare, supply chain, operations, finance etc and emerge as responsible global citizens.
11	Leadership readiness/qualities	Students shall demonstrate leadership skills and work effectively with diverse teams through collaborative learning to deal with VUCA world.
12	Lifelong Learning	Student shall acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development,

		meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill.

4. QUALIFICATION DESCRIPTORS

A qualification descriptor is a generic statement outlining the outcomes of a programme and the attributes a graduate is expected to demonstrate. On completion of a degree-level programme, a student should be able to demonstrate the following:

- A fundamental/systematic or coherent understanding of an academic field of study, its different learning areas and applications, and its linkages with related disciplinary areas/subjects;
- Procedural knowledge that creates different types of professionals related to the disciplinary/subject area of study, including research and development, teaching and government and public service;
- Skills in areas related to one's specialization and current developments in the academic field of study
- Use knowledge, understanding and skills required for identifying problems and issues, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources, and their application, analysis and evaluation using methodologies as appropriate to the subject(s) for formulating evidence-based solutions and arguments
- Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the subject(s)
- Meet one's own learning needs, drawing on a range of current research and development work and professional materials
- Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts, rather than replicate curriculum content knowledge, to identify and analyse problems and issues and solve complex problems with well-defined solutions
- Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities.

5. PROGRAM OUTCOME

PO No.	Competency
PO1	Apply fundamental knowledge of business management, marketing, finance, and economics to solve organizational problems.

PO2	Demonstrate understanding of digital marketing tools, platforms, and strategies used for online business promotion.
PO3	Analyze market trends, consumer behavior, and digital data to make informed marketing decisions.
PO4	Use digital technologies, marketing analytics tools, and online platforms effectively for marketing and business operations.
PO5	Recognize the need for continuous learning to adapt to evolving digital marketing technologies and business environments.

6. PROGRAM SPECIFIC OUTCOME

PSO No.	Competency
PSO1	Apply digital marketing strategies such as SEO, SEM, social media marketing, content marketing, and email marketing to promote products and services effectively.
PSO2	Work effectively in teams and demonstrate leadership abilities in organizational and project settings.
PSO3	Design and implement digital marketing campaigns to support brand development, customer engagement, and online business growth.
PSO4	Evaluate digital marketing performance using web analytics and basic data analysis tools.

7. COURSE STRUCTURE

SEMESTER – I

Course Code	Course Title	Teaching Hours/Week			Credits	Marks Distribution
		L	**T**	**P**		**Min/ Total**
06380101	Introduction to Digital Marketing	3	1	-	4	40 / 100
06380102	Business Economics	3	1	-	4	40 / 100
	Minor	3	1	-	4	40 / 100
	Multidisciplinary Course	3	-	-	4	40 / 100
	Ability Enhancement Course	2	-	-	2	40 / 100
06380103	Soft Skills for Managers	-	-	6	3	40 / 100
	Value Added Course	2	-	-	2	40 / 100
Total		**16**	**3**	**6**	**22**	

Note – L: Lecture Hour/week, T: Tutorial Hour/week, P: Practical Hour/week, C: Credits, IAE: Internal Assessment Examination, ESE: End Semester Examination.

SEMESTER – II

Course Code	Course Title	Teaching Hours/Week			Credits	Marks Distribution
		L	T	P		Min / Total
06380201	Search Engine Optimization	3	1	-	4	40 / 100
06380202	Principles of Marketing	3	1	-	4	40 / 100
	Minor	3	1	-	4	40 / 100
	Multidisciplinary Course	3	-	-	3	40 / 100
	Ability Enhancement Course	2	-	-	2	40 / 100
06380203	Digital Fluency	-	-	6	3	40 / 100
	Value Added Course	2	-	-	2	40 / 100
Total		**16**	**3**	**6**	**22**	

Note – L: Lecture Hour/week, T: Tutorial Hour/week, P: Practical Hour/week, C: Credits, IAE: Internal Assessment Examination, ESE: End Semester Examination.

SEMESTER – III

Course Code	Course Title	Teaching Hours/Week			Credits	Marks Distribution
		L	T	P		Min / Total
06380301	Performance Marketing	3	1	-	4	40 / 100
06380302	Management Concepts and Organizational Behaviour	3	1	-	4	40 / 100
	Minor	3	1	-	4	40 / 100
	Multidisciplinary Course	3	-	-	3	40 / 100
	Ability Enhancement Course	2	-	-	2	40 / 100
06380303	Foundation of Spreadsheet	-	-	6	3	40 / 100
06380304	Internship-I	-	-	4	2	50 / 100
Total		**14**	**3**	**10**	**22**	

Note – L: Lecture Hour/week, T: Tutorial Hour/week, P: Practical Hour/week, C: Credits, IAE: Internal Assessment Examination, ESE: End Semester Examination.

SEMESTER – IV

Course Code	Course Title	Teaching Hours/Week			Credits	Marks Distribution
		L	T	P		Min / Total
06380401	Cost & Management Accounting	2	2	-	4	40 / 100

06380402	Digital Advertising	3	1	-	4	40 / 100
06380403	Human Resource Management	2	2	-	4	40 / 100
	Minor	3	1	-	4	40 / 100
	Ability Enhancement Course	2	-	-	2	40 / 100
	Value Added Course	2	-	-	2	40 / 100
Total		**14**	**6**	**0**	**20**	

Note – L: Lecture Hour/week, T: Tutorial Hour/week, P: Practical Hour/week, C: Credits, IAE: Internal Assessment Examination, ESE: End Semester Examination.

SEMESTER – V

Course Code	**Course Title**	**Teaching Hours/Week**			**Credits**	**Marks Distribution**
		L	**T**	**P**		**Min / Total**
06380501	Financial Management	3	1	-	4	40 / 100
06380502	Supply Chain Management	3	1	-	4	40 / 100
06380503	Content & Video Marketing	3	1	-	4	40 / 100
06380504	Email, Mobile & Affiliate Marketing	3	1	-	4	40 / 100
	Minor	3	1	-	4	40 / 100
06380505	Internship - II	-	-	4	2	50 / 100
Total		**15**	**5**	**4**	**22**	

Note – L: Lecture Hour/week, T: Tutorial Hour/week, P: Practical Hour/week, C: Credits, IAE: Internal Assessment Examination, ESE: End Semester Examination.

SEMESTER – VI

Course Code	**Course Title**	**Teaching Hours/Week**			**Credits**	**Marks Distribution**
		L	**T**	**P**		**Min / Total**
06380601	Social Media Management & Community Building	3	1	-	4	40 / 100
06380602	ROI Analytics	3	1	-	4	40 / 100
06380603	Martech & CRM Automation Platforms	3	1	-	4	40 / 100
06380604	Strategic Management	3	1	-	4	40 / 100
	Minor	3	1	-	4	40 / 100
Total		**15**	**5**	**0**	**20**	

Note – L: Lecture Hour/week, T: Tutorial Hour/week, P: Practical Hour/week, C: Credits, IAE: Internal Assessment Examination, ESE: End Semester Examination.

SEMESTER – VII

For Students opting for Bachelor of Business Administration (Hons.)

Course Code	**Course Title**	**Teaching Hours/Week**			**Credits**	**Marks Distribution**
		L	**T**	**P**		**Min/ Total**
06380701	Application of Business Research Methods	3	1	-	4	40 / 100
06380702	Negotiation Skills	3	1	-	4	40 / 100
06380703	Web & Mobile Analytics	3	1	-	4	40 / 100
06380704	Artificial Intelligence in Digital Marketing	3	1	-	4	40 / 100
	Minor	3	1	-	4	40 / 100
Total		**15**	**5**	**0**	**20**	

Note – L: Lecture Hour/week, T: Tutorial Hour/week, P: Practical Hour/week, C: Credits, IAE: Internal Assessment Examination, ESE: End Semester Examination.

SEMESTER – VIII

For Students opting for Bachelor of Business Administration (Honours)

Course Code	**Course Title**	**Teaching Hours/Week**			**Credits**	**Marks Distribution**
		L	**T**	**P**		**Min / Total**
06380801	Change Management	3	1	-	4	40 / 100
06380802	Big Data and Decisions	3	1	-	4	40 / 100
06380803	UX/UI Design for Digital Products	3	1	-	4	40 / 100
06380804	E-commerce Business Strategy	3	1	-	4	40 / 100
	Minor	3	1	-	4	40 / 100
Total		**15**	**5**	**0**	**20**	

Note – L: Lecture Hour/week, T: Tutorial Hour/week, P: Practical Hour/week, C: Credits, IAE: Internal Assessment Examination, ESE: End Semester Examination.

SEMESTER – VIII

For Students opting for Bachelor of Business Administration (Honours with Research)

Course Code	**Course Title**	**Teaching Hours/Week**	**Credits**	**Marks Distribution**

		L	T	P		IAE / Total
06380803	UX/UI Design for Digital Products	3	1	-	4	40 / 100
	Minor	3	1	-	4	40 / 100
06380805	Dissertation	-	-	24	12	40 / 100
Total		**6**	**2**	**24**	**20**	

Note – L: Lecture Hour/week, T: Tutorial Hour/week, P: Practical Hour/week, C: Credits, IAE: Internal Assessment Examination, ESE: End Semester Examination.

Important Note:

1. The student will go for a summer internship after the 2nd and 4th semesters. The evaluation of these internships would be conducted in 3rd and 5th semester respectively.

2. Summer Apprenticeship shall also be considered as summer internship in Semester III and V.

3. If a student opts for exit after the 1st year, he needs to complete a summer internship of 4-6 weeks to get the certificate.

4. A student has two options to choose in 8th term. She/he can select the option of Hons /Hons with research.

Generic Electives (GE)

Multidisciplinary Generic Electives is credited and choice-based. The students make a choice from pool of MGE offered by the Faculty under the University. (Reference: University Umbrella Multidisciplinary Generic Electives)

Value Added Courses (VAC)

Value Added Courses is credited and choice-based. The students make a choice from pool of VAC offered by the Faculty under the University. (Reference: University Umbrella Value Added Courses)

Ability Enhancement Compulsory Course (AECC)

Ability Enhancement Compulsory Courses is credited and choice-based. The students make a choice from pool of AEC offered by the Faculty under the University. (Reference: University Umbrella Ability Enhancement Compulsory Course)

Skill Enhancement Courses (SEC)

Ability Enhancement Compulsory Courses is credited and choice-based. The students make a choice from pool of AEC offered by the Faculty under the University.

8. SEMESTER-WISE COURSE DETAILS

SEMESTER – I

Course Code	Course Title

06380101	Introduction to Digital Marketing
06380102	Business Economics
06380103	Soft Skills for Managers

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380101
Course Title	Introduction to Digital Marketing
Academic Year	2025-26
Semester	I
Number of Credits	4
Course Prerequisite	Basic understanding of marketing concepts and familiarity with using the internet, web browsers, and social media platforms is desirable.
Course Synopsis	This course introduces students to the fundamentals of digital marketing and its role in the modern business landscape. It covers the evolution from traditional to digital marketing, the digital marketing ecosystem, and an overview of key channels including search, social media, content, email and mobile marketing. Students will learn to develop a basic digital marketing plan, understand consumer behaviour online, and appreciate the ethical and regulatory considerations of marketing in the digital age, building the foundation for specialised digital marketing courses in subsequent semesters.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the evolution, scope and significance of digital marketing and differentiate it from traditional marketing.
CO2	Describe the digital marketing ecosystem, including key channels, platforms and stakeholders.
CO3	Analyse online consumer behaviour and the digital customer journey/purchase funnel.
CO4	Outline the components of a basic digital marketing plan aligned with business objectives.
CO5	Evaluate the ethical, legal and privacy considerations relevant to digital marketing practice.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Introduction to Digital Marketing: Meaning, evolution and scope; moving from traditional to digital marketing; integrating traditional and digital marketing; digital marketing applications and benefits; the digital marketing framework and ecosystem.		• Define digital marketing and distinguish it from traditional marketing. • Describe the digital marketing framework and its applications for business.
2	The Digital Consumer and Customer Journey: Online consumer behaviour; digital customer journey/purchase funnel (Awareness-Interest-Desire-Action); micro-moments; buyer personas; introduction to e-consumers and reaching them across channels.		• Analyse the digital customer journey and identify key touchpoints. • Develop buyer personas for a digital marketing context.
3	Overview of Digital Marketing Channels: Website and landing pages; search engine marketing (SEO/SEM) basics; social media marketing basics; content marketing basics; email and mobile marketing basics; affiliate and influencer marketing overview.		• Identify the appropriate digital channel(s) for a given marketing objective. • Describe the role of each digital channel in an integrated marketing mix.

4	Digital Marketing Planning: Setting SMART digital marketing goals; STP (segmentation, targeting, positioning) in the digital context; digital marketing mix; budgeting and resource allocation; introduction to marketing analytics and KPIs.	• Outline the components of a basic digital marketing plan. • Apply SMART goal-setting to a digital marketing scenario.
5	Ethics, Privacy and Emerging Trends: Data privacy and consent (IT Act, GDPR overview); ethical advertising; misinformation and fake news; emerging trends - AI in marketing, voice search, the metaverse and Web3 marketing.	• Evaluate ethical and privacy considerations in digital marketing campaigns. • Discuss emerging trends shaping the future of digital marketing.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	CO1	CO2	CO3	CO4	CO5
Assignment	✓	✓			
Quiz					
Case Based Presentation			✓		
Project				✓	✓
Mid Semester Examination					
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Kotler, P., Kartajaya, H., & Setiawan, I., Marketing 5.0: Technology for Humanity, Wiley.
2. Chaffey, D. & Ellis-Chadwick, F., Digital Marketing: Strategy, Implementation and Practice, Pearson Education.
3. Kingsnorth, S., Digital Marketing Strategy: An Integrated Approach to Online Marketing, Kogan Page.
4. Ryan, D., Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380102
Course Title	Business Economics
Academic Year	2025-26
Semester	I
Number of Credits	4
Course Prerequisite	A basic understanding of general economic principles at the high school level is recommended. Students should be familiar with concepts such as supply and demand, scarcity, and basic mathematical skills (graphs, percentages, and simple equations) to analyze and interpret economic data.
Course Synopsis	This course introduces students to the core principles of Business Economics with a strong focus on managerial decision-making. It integrates microeconomic concepts—such as demand and supply analysis, production and cost functions, and market structures—with

	business applications like pricing strategies, budgeting, and investment decisions. The course also explores factor markets, public policy tools (fiscal and monetary), and basic game theory, equipping students with analytical frameworks to solve real-world business problems. Emphasis is placed on applying economic reasoning to evaluate choices in resource allocation, production planning, and strategic business operations in competitive and regulated environments.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the fundamental concepts of business economics, including scarcity, opportunity cost, and the role of marginal analysis in business decision-making.
CO2	Analyse consumer behaviour and demand patterns using utility theories, elasticity measures, and apply forecasting techniques to predict market demand.
CO3	Evaluate supply behaviour and production decisions using short-run and long-run production theories, isoquants, and understand cost-efficiency through economies of scale.
CO4	Interpret cost and revenue structures, calculate various cost and revenue metrics, and apply break-even and learning curve analyses for decision-making.
CO5	Compare and contrast different market structures, understand strategic behaviour using game theory, and assess the role of factor markets and government policies in shaping business strategies.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
4	0	0	4

Unit	**Content**	**Competencies**

1	Introduction to Business Economics: Meaning, Nature and Scope of Business Economics; Role of Economics in Business Decision-Making; Basic Economic Problems: Scarcity, Choice, Opportunity Cost; Micro and Macro perspectives; Marginal Analysis and Incremental Reasoning; Production Possibility Curve (PPC)	• Define and distinguish the meaning, nature, and scope of business economics and explain its relevance to managerial decision-making. • Apply fundamental economic concepts such as scarcity, choice, and opportunity cost to business contexts. • Differentiate between microeconomics and macroeconomics and understand their individual and interrelated roles in business analysis. • Use marginal and incremental analysis along with the Production Possibility Curve (PPC) to evaluate trade-offs and resource allocation.
2	Demand and Consumer Behaviour: Theory of Demand: Law of Demand, Exceptions; Elasticities: Price, Income, Cross–types, measurements (point, arc, total outlay); Consumer Behaviour: Cardinal Utility Theory; Ordinal Utility: Indifference Curves, Budget Line, Consumer Equilibrium Price Effect, Income Effect, Substitution Effect; Applications: Demand Forecasting (Intro to qualitative & quantitative techniques)	• Explain the Law of Demand and its exceptions along with various types and measurements of demand elasticity (price, income, cross). • Apply consumer behaviour theories, including Cardinal Utility and Ordinal Utility approaches, to understand consumer

		choices. • Analyse consumer equilibrium using indifference curves, budget constraints, and the effects of price, income, and substitution. • Demonstrate an understanding of demand forecasting methods, differentiating between qualitative and quantitative techniques in practical business scenarios.
3	Supply and Production Decisions: Law of Supply and Elasticity of Supply, Theory of Production: Short-run Production (Law of Variable Proportions); Long-run Production: Isoquants, Iso-costs, Producer Equilibrium; Returns to Scale, Economies of Scale & Scope; Expansion Path.	• Explain the Law of Supply and elasticity of supply and interpret their impact on market operations and pricing. • Apply the Law of Variable Proportions to short-run production scenarios for optimal input usage. • Analyse long-run production decisions using isoquants, iso-cost lines, and determine producer equilibrium. • Differentiate between returns to scale, economies of scale, and economies of scope, and trace a firm's expansion path.
4	Cost and Revenue Analysis: Concepts:	• Differentiate between

	Accounting Cost, Economic Cost, Sunk, Opportunity, Incremental, Cost Analysis: Short-Run: TFC, TVC, TC, AFC, AVC, ATC, MC, Long-Run Cost Curves; Learning Curve, Break-even Analysis; Revenue: TR, AR, MR and their relationships.	various cost concepts such as accounting, economic, sunk, opportunity, and incremental costs in business decision-making. • Construct and interpret short-run and long-run cost curves, including fixed, variable, average, and marginal costs. • Apply learning curve and break-even analysis to assess production efficiency and financial viability. • Analyse revenue concepts—total, average, and marginal revenue—and understand their interrelationships and business implications.
5	Market Structures: Perfect Competition: Features, Equilibrium; Monopoly: Price Discrimination, Deadweight Loss; Monopolistic Competition: Product Differentiation, Equilibrium; Oligopoly: Kinked Demand, Cartel, Price Leadership; Introduction to Game Theory: Nash Equilibrium, Dominant Strategy; Factor Markets: Labour Market: Demand, Supply, Wage Determination; Capital and Land Markets; Marginal Productivity and Input Demand; Public Policy and Business: Fiscal Policy: Taxation, Government Spending; Monetary Policy: Instruments and Business Implications; Market Failures and	• Compare key features and outcomes of market structures—Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly—with practical applications. • Apply basic concepts of Game Theory, such as Nash Equilibrium and Dominant Strategy, to understand strategic business

	Government Interventions; Business Applications: Pricing strategies, Budgeting, Investment Decisions.	decisions. • Explain factor market dynamics, including wage, capital, and land pricing, using marginal productivity theory. • Evaluate the impact of fiscal and monetary policies on business decisions and recognise government interventions in market failures.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	CO1	CO2	CO3	CO4	CO5
Assignment	✓	✓	✓	✓	
Quiz	✓	✓	✓		
Case Based Presentation			✓		
Project	✓	✓		✓	✓
Mid Semester Examination	✓	✓	✓		
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Dwivedi, D.N., Economic Theory and Applications. Pearson Publications.
2. Reference Books: Ahuja, H.L., Business Economics, S. Chand & Sons
3. Petersen, Craig H., W. Chris Lewis and Sudhir K. Jain, Managerial Economics, Pearson Education, Delhi
4. Keat, Paul G. and Philip K.Y. Young, Managerial Economics, Economic tools for Today's Decision Makers, Pearson Education, Delhi.
5. Varshney, R.L. &Maheshwari, K.L., Managerial Economics, Sultan Chand & Sons.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380103
Course Title	Soft Skills for Managers
Academic Year	2025-26
Semester	I
Number of Credits	3
Course Prerequisite	Basic proficiency in English language skills (reading, writing, and speaking).
Course Synopsis	This course aims to equip students with essential soft skills necessary for effective management. It covers verbal and non-verbal communication, CV writing, group discussion and personal interview techniques, business etiquette, time management and interpersonal skills, preparing students for internships, placements and professional life through practical, activity-based learning.
Course Outcomes:	
At the end of the course students will be able to:	

CO1	Communicate effectively in both verbal and non-verbal forms.
CO2	Prepare professional resumes/CVs and cover letters suited to job applications.
CO3	Participate effectively in group discussions and personal interviews.
CO4	Demonstrate professional etiquette, time management and interpersonal skills in workplace settings.
CO5	Apply self-presentation and public speaking skills in academic and professional contexts.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
0	0	6	6
Unit	**Content**		**Competencies**
1	Foundations of Communication: Verbal and non-verbal communication; barriers to communication; listening skills; body language and etiquette.		• Communicate effectively in both verbal and non-verbal forms.
2	Written Communication: Business letter and email writing; CV/resume and cover letter writing; report writing basics.		• Prepare professional written communication suited to business contexts.
3	Group Discussion and Interview Skills: Techniques for group discussions; personal interview preparation; mock GD/PI sessions.		• Participate effectively in group discussions and personal interviews.
4	Interpersonal and Workplace Skills: Time management; teamwork; conflict handling;		• Demonstrate professional etiquette,

	business etiquette and grooming.	time management and interpersonal skills.
5	Presentation and Public Speaking: Structuring presentations; overcoming stage fear; use of visual aids; storytelling for impact.	• Apply self-presentation and public speaking skills confidently.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	5
Small group discussion (SGD)	5
Self-directed learning (SDL) / Tutorial	3
Problem Based Learning (PBL)	2
Case/Project Based Learning (CBL)	2
Revision	
Others If any:	1
Total Number of Contact Hours	60

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓				

Quiz			✓	✓	
Case Based Presentation	✓	✓	✓	✓	
Project		✓	✓		
Mid Semester Examination	✓				
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Bradberry, T., & Greaves, J. (1st ed.). *Emotional Intelligence 2.0*. TalentSmart. ISBN: 978-0974320625.
2. Patterson, K., Grenny, J., McMillan, R., & Switzler, A. (2nd ed.). *Crucial Conversations: Tools for Talking When Stakes Are High*. McGraw-Hill Education. ISBN: 978-0071771320.
3. Strunk, W. Jr., & White, E. B. (4th ed.). *The Elements of Style*. Pearson. ISBN: 978-0205309023.

SEMESTER – II

Course Code	Course Title
06380201	Search Engine Optimization
06380202	Principles of Marketing
06380203	Digital Fluency

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380201
Course Title	Search Engine Optimization
Academic Year	2025-26
Semester	II
Number of Credits	4
Course Prerequisite	Basic understanding of digital marketing concepts (as covered in Introduction to Digital Marketing) and familiarity with using websites and web browsers.
Course Synopsis	This course provides a comprehensive introduction to Search Engine Optimization (SEO) as a critical driver of organic visibility for businesses online. Students will learn how search engines crawl, index

	and rank content, and will develop practical skills in keyword research, on-page and off-page optimization, technical SEO, local SEO and SEO analytics, enabling them to plan and execute organic search strategies for websites and businesses.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain how search engines work, including crawling, indexing and ranking algorithms.
CO2	Conduct keyword research and apply on-page optimization techniques to web content.
CO3	Apply off-page SEO techniques including link building and authority development.
CO4	Perform technical SEO audits addressing site speed, mobile-friendliness and structured data.
CO5	Use SEO analytics tools to measure, report and improve organic search performance.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Introduction to SEO: Meaning, importance and evolution of SEO; how search engines work - crawling, indexing, ranking; types of search results; search engine algorithms and updates (Google Panda, Penguin, BERT, Core updates); white-hat vs black-hat SEO.		• Explain the working of search engines and importance of SEO for business visibility. • Distinguish between ethical (white-hat) and unethical (black-hat)

		SEO practices.
2	Keyword Research and On-Page SEO: Keyword research process and tools (Google Keyword Planner, Ubersuggest, SEMrush); search intent; on-page elements - title tags, meta descriptions, headers, URL structure, internal linking, image optimization; content optimization for SEO.	• Conduct keyword research to identify high-value search terms. • Apply on-page SEO techniques to optimize website content.
3	Off-Page SEO and Link Building: Backlinks and domain authority; types of link building (guest posting, broken link building, PR); social signals; local SEO - Google Business Profile, citations, reviews; e-commerce and voice search SEO basics.	• Apply off-page SEO and ethical link-building techniques. • Optimize a business listing for local search visibility.
4	Technical SEO: Website architecture and crawlability; XML sitemaps and robots.txt; site speed optimization; mobile-first indexing; structured data/schema markup; HTTPS and Core Web Vitals; duplicate content and canonicalization.	• Perform a basic technical SEO audit of a website. • Apply structured data and Core Web Vitals principles to improve site performance.
5	SEO Analytics and Strategy: Google Search Console and Google Analytics for SEO; rank tracking; SEO reporting and KPIs; competitor SEO analysis; building an SEO strategy and roadmap; SEO case studies.	• Use SEO analytics tools to track and report organic performance. • Develop an SEO strategy and roadmap for a business.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2

Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓	✓	✓	✓	
Quiz	✓	✓	✓		
Case Based Presentation			✓		
Project	✓	✓		✓	✓
Mid Semester Examination	✓	✓	✓		
End Semester Examination	✓	✓	✓	✓	✓

1. Text Books / Reference Books:
2. Enge, E., Spencer, S., & Stricchiola, J., The Art of SEO: Mastering Search Engine Optimization, O'Reilly Media.
3. Fishkin, R. & Høgenhaven, T., Inbound Marketing and SEO: Insights from the Moz Blog, Wiley.
4. Jones, K., Search Engine Optimization: Your Visual Blueprint for Effective Internet Marketing, Wiley.
5. Google Search Central Documentation (developers.google.com/search).

School of Commerce and Management	
Name of the	Commerce and Management

Department	
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380202
Course Title	Principles of Marketing
Academic Year	2025-26
Semester	II
Number of Credits	4
Course Prerequisite	Students should have a foundational understanding of business principles, including economics, organizational behavior, and strategic management. Familiarity with basic marketing concepts like the four P's and consumer behavior is beneficial. A keen interest in global marketing and business success is advantageous.
Course Synopsis	This course explores key marketing concepts, including value creation, consumer behavior, and market research. Students will learn to design strategies through segmentation, targeting, positioning, and branding. It also covers the development of an integrated marketing mix and evaluates sustainable, strategic marketing approaches in a global context.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the fundamental concepts of marketing and the marketing process, including value creation and customer satisfaction (RBT Level: 2 – Understand).
CO2	Analyze the marketing environment and consumer behavior to develop actionable insights using marketing research tools (RBT Level: 4 – Analyze).
CO3	Design customer value-driven strategies through effective segmentation, targeting, positioning, and branding techniques (RBT Level: 6 – Create).
CO4	Develop an integrated marketing mix strategy, encompassing product, pricing, place, and promotion for various markets (RBT Level: 6 – Create).
CO5	Evaluate sustainable and strategic marketing approaches in a global context, considering ethical and technological trends (RBT Level: 5 – Evaluate).

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	T (Hours/Week)	P (Hours/Week)	Total Hour/Week
3	1	0	4
Unit	**Content**		**Competencies**
1	Unit 1: Fundamentals of Marketing Introduction to Marketing: Definitions, scope, and core concepts (needs, wants, demand, value creation, and customer satisfaction). Offerings—Products, Services, Solutions. Market Types. Marketing vs Selling: Key differences. Evolution of Marketing: From traditional to digital. The Marketing Process: Understanding customer needs. Customer engagement and relationship management. Managing Marketing Information: Developing customer insights using marketing research. Primary vs. secondary data and big data analytics.		• Identify and articulate key marketing concepts such as needs, wants, demands, and customer satisfaction. • Develop a market-oriented mission and integrated marketing strategy considering sustainability and digital trends.
2	The Marketing Environment, Consumer Behavior and STP Marketing Environment: Micro and macro environments. Natural, technological, political, and cultural factors. Frameworks for environmental analysis: PESTLE and competitive analysis. Consumer Behavior - concept. Models of		• Conduct PESTLE and competitive analysis to assess micro and macro-environmental factors. • Analyze consumer and business buying behavior using models

	consumer behavior. Buying Decision Process and Types. Psychological, cultural, and social factors influencing buying decisions. Business buyer behavior and major buying situations. Segmentation, Targeting, and Positioning (STP): Market segmentation: Consumer, business, and international markets. Market targeting and evaluating segments. Positioning strategies and delivering value. Differentiation. Emerging Marketing opportunities in India – Marketing at the bottom of the pyramid, growing middle class	and psychological, cultural, and social factors.
3	Unit 3: The Marketing Mix Introduction to the Marketing Mix: Definition and significance of the 4Ps (Product, Price, Place, Promotion). Role of the marketing mix in operationalizing customer-focused strategies. The Extended Marketing Mix – 7Ps. Overview of the Extended Marketing Mix: Evolution from 4Ps to 7Ps to address modern marketing complexities. Product - concept and strategies. Types of products and services: Consumer, business, and specialty products. Levels of Products and Services: Core, actual, and augmented. Product and Service Decisions. Product Lifecycle (PLC): Stages: Introduction, growth, maturity, and decline. Challenges and marketing strategies for each stage. New Product Development (NPD): Stages: Idea generation, screening, concept development, testing, and commercialization. Pricing - concept and strategies. Fundamentals: Cost-based, value-based, and competition-based pricing. Internal and External Considerations Affecting Price.	• Apply STP (Segmentation, Targeting, and Positioning) strategies for specific markets. • Develop branding strategies that align with the product lifecycle and enhance customer value.

	Importance of pricing in creating customer value and competitive positioning. Advanced pricing approaches: Psychological pricing and dynamic pricing. Pricing strategies for digital and global markets.	
4	Unit 4: Place, Promotion, People and Processes Place (Distribution) - concept and strategies. Role of distribution in value delivery. Types of marketing channels: Direct and indirect. Introduction to logistics and supply chain management. E-commerce and omnichannel distribution strategies. Role of technology in modern logistics and supply chain management. Promotion - concept and strategies. Overview of promotional tools: Advertising, public relations, personal selling, and sales promotion. Basics of Brand Management: Building brand equity: Concepts, strategies, and measurement. Role of branding in promotion and building customer loyalty. Advanced branding strategies: Extensions, portfolios, and rebranding. Advanced Promotion Strategies. Integrated Marketing Communications (IMC): Importance, tools, and implementation. Digital and social media marketing: Strategies for customer engagement and analytics. Word-of-mouth and viral marketing: Principles and case studies. People - concept and strategies. Role of human interactions in delivering customer experiences. Importance of employee training and customer service in value creation. Process - concept and strategies. Designing systems and workflows for effective and efficient service delivery. Role of technology in process optimization and customer	• Formulate a comprehensive marketing mix strategy, including product differentiation and pricing models. • Implement effective promotional strategies, incorporating digital and social media platforms.

	experience management. Physical Evidence - concept and strategies. Tangible cues in service marketing: Ambiance, branding, and design. Creating positive customer perceptions through physical elements.	
5	Unit 5: Strategic and Sustainable Marketing Company and Marketing Strategy. Defining market-oriented missions. Partnering with departments and marketing systems. Developing an integrated marketing mix. Creating Competitive Advantage. Analyzing competitors and developing competitive strategies. Strategies for market leaders, challengers, followers, and nichers. Global Marketing. Entry strategies: Exporting, joint ventures, and direct investments. Standardization vs. adaptation in global marketing. Services Marketing and Service Quality. Sustainable Marketing. Ethical issues and corporate social responsibility (CSR). Consumer-oriented and societal marketing principles. Emerging Marketing Trends: AI, big data, IoT, and the metaverse. Skills for Modern Marketers: Analytical tools, creative thinking, and communication	• Create competitive marketing strategies tailored to different market roles (leaders, challengers, followers, and nichers). • Evaluate the role of ethics, CSR, and sustainability in global marketing strategies, leveraging future technological trends.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2

Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓				
Quiz			✓	✓	
Case Based Presentation	✓	✓	✓	✓	
Project		✓	✓		
Mid Semester Examination	✓				
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Principles of Marketing by Philip Kotler, Gary Armstrong, and Veronica Wong, Pearson Education
2. Marketing Management by Philip Kotler, Kevin Lane Keller, and Abraham Koshy, Pearson Education
3. Marketing Management: Indian Context by Arun Kumar, Ramesh Batra, and Sunil Jain, Tata McGraw-Hill Education
4. Marketing Management: Text and Cases by V.S. Ramachandran, Oxford University Press
5. Principles of Marketing by Dhruv Grewal and Michael Levy, Tata McGraw-Hill Education

School of Commerce and Management	
Name of the Department	Commerce and Management

Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380203
Course Title	Digital Fluency
Academic Year	2025-26
Semester	II
Number of Credits	3
Course Prerequisite	Basic familiarity with computers, smartphones and internet browsing.
Course Synopsis	The Digital Fluency course is designed to equip students with the knowledge and skills required to navigate the digital business landscape effectively. This course integrates AI-powered applications, cloud collaboration, social media marketing, fintech, and cybersecurity principles to enhance business efficiency, security, and strategic decision-making.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Understand the fundamentals of AI-powered tools, cloud collaboration, and cybersecurity and their role in modern digital business environments.
CO2	Apply AI tools in digital communication, personal branding, and content creation for career development and online visibility.
CO3	Analyse social media marketing strategies, YouTube content creation techniques, and SEO best practices to enhance digital engagement.
CO4	Evaluate cybersecurity risks, ethical concerns in AI applications, and digital laws related to online transactions and data privacy.
CO5	Demonstrate proficiency in creating AI-assisted content, managing digital financial transactions, and implementing cybersecurity measures for safe digital interactions.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3

Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
0	0	6	6
Unit	**Content**		**Competencies**
1	**AI-Powered Business Communication & Cloud Collaboration** • Introduction to Digital Fluency & AI Tools ❖ Importance of digital skills in business and career development. ❖ Overview of AI-powered tools (AI, Generative AI, Big Data, IoT, Cloud Computing, Cybersecurity) for communication and productivity. • Cloud Computing & Collaboration ❖ Using Google Drive for document sharing and workflow management. ❖ Collaborative document editing via Google Form, Sheets, and Doc. • Professional Email Writing & AI Assistance ❖ Business email writing best practices and etiquette. ❖ Using generative AI for professional email drafting. • Practical Sessions: ❖ Real-time collaboration using cloud-based tools. ❖ AI-assisted email writing tasks (job applications, business proposals, client communication). ❖ Group project: Drafting AI-enhanced reports and presentations.		• Demonstrate the ability to analyze and utilize AI tools and cloud collaboration for professional business communication. • Exhibit proficiency in cloud-based teamwork and professional email writing using AI assistance.
2	**Social Media Marketing & Personal**		• Apply various digital branding and

	Branding for Career Growth ● LinkedIn Profile Management & Digital Networking ❖ Optimizing LinkedIn Profiles: Crafting an impactful headline, summary, and skills to showcase expertise and career aspirations. ❖ AI-Generated LinkedIn Content & Engagement: Utilizing AI tools for personalized content creation, networking messages, and engagement strategies. ❖ Personal Branding Strategies: Defining a unique professional identity, building credibility, and increasing online visibility. ❖ Networking on LinkedIn: Effective connection requests, messaging strategies, and engaging in LinkedIn groups & discussions for career advancement. ● Instagram for Personal Branding & Visibility ❖ Creating & Optimizing an Instagram Personal Profile: Setting up a professional yet authentic presence on Instagram. ❖ Content Strategy: Using AI-generated captions, strategic hashtags, and engagement tactics to build a professional network. ❖ Understanding Instagram Reels, Stories & Engagement Tactics: Showcasing expertise through visual storytelling and maintaining consistency in posting. ❖ Building a Personal Brand:	marketing strategies to enhance online professional presence and engagement. • Develop AI-assisted content creation techniques to optimize LinkedIn and Instagram visibility.

	Leveraging Instagram to position oneself as a thought leader or influencer in a chosen domain. ● Practical Sessions: ❖ Optimizing a LinkedIn Profile and writing AI-generated LinkedIn posts for personal branding. ❖ Setting up & Managing an Instagram Personal Account with a focus on career growth & audience engagement.	
3	**YouTube Basics & Video Creation for Personal Branding** ● Getting Started with YouTube ❖ Creating a YouTube Channel: Simple steps to set up a personal YouTube channel. ❖ Basic Branding: Choosing a channel name, profile picture, and description to reflect personal interests. ❖ Understanding Content Types: Exploring different types of videos like vlogs, tutorials, interviews, and educational content. ● Making Simple Videos with AI Assistance ❖ Writing Video Scripts: Using basic AI tools to help structure ideas and create engaging scripts. ❖ Easy Video Editing: Introduction to beginner-friendly video editing apps like InVideo, CapCut, and Canva for quick edits. ❖ Thumbnails & Captions: Designing eye-catching thumbnails and adding AI-generated subtitles for better	• Demonstrate the ability to develop digital content and apply video marketing strategies for career growth. • Utilize AI-powered video scripting and editing tools to enhance personal branding and content quality.

	reach. ● Growing & Sharing Your Videos ❖ Basic YouTube Analytics: Understanding views, likes, and comments to see what works best. ❖ Sharing Videos Online: How to promote videos on Instagram, LinkedIn, and WhatsApp for better visibility. ❖ Engaging with Viewers: Simple ways to reply to comments, ask questions, and interact with the audience. ● Practical Sessions: ❖ Creating & Customizing a YouTube Channel with a basic setup. ❖ Writing a Short Video Script with AI assistance. ❖ Recording & Editing a Simple Video using easy-to-use tools. ❖ Uploading & Sharing a Video to practice online visibility.	
4	**Digital Banking, FinTech & Online Transactions** ● Introduction to Digital Banking & Online Payments ❖ Basics of UPI, mobile wallets (Google Pay, Paytm, Apple Pay, PhonePe). ❖ Net banking & financial transactions in e-commerce. ● FinTech & AI in Banking ❖ Role of AI in fraud detection, credit scoring, and personalized banking. ❖ Investment & trading platforms (Zerodha, Groww). ● Digital Transactions & E-Commerce Payments ❖ Online shopping & secure payment gateways. ❖ Protecting financial data &	• Evaluate and implement secure digital financial transactions and fintech applications in business environments. • Analyze AI's role in fraud detection and personalized banking to enhance financial decision-making.

	avoiding online fraud. • Practical Sessions: ❖ Simulated digital banking transactions & UPI payments. ❖ Exploring AI-powered investment & stock trading platforms. ❖ Live demo: Recognizing and preventing phishing attacks in financial transactions.	
5	**Cybersecurity, Digital Laws & Ethical AI Usage** • Cybersecurity Awareness & Digital Identity Protection ❖ Common cyber threats: phishing, malware, social engineering. ❖ Password management & two-factor authentication (2FA). • Legal & Ethical Implications of AI & Social Media Usage ❖ Understanding Digital Arrests & Cyber Laws. ❖ Social media crimes & legal consequences of fake news & cyber harassment. ❖ Ethical considerations of AI-generated content & misinformation. • AI Ethics & Data Privacy Regulations ❖ GDPR, data protection laws, and ethical AI practices. ❖ Avoiding AI biases in digital decision-making. • Practical Sessions: ❖ Live demo: Cybersecurity awareness & digital footprint tracking. ❖ Case study analysis: Ethical dilemmas in AI-generated content. ❖ Workshop on recognizing fake news and misinformation	• Analyze and propose solutions to cybersecurity threats, ethical dilemmas, and data privacy issues in digital platforms. • Demonstrate the ability to identify and mitigate cybersecurity risks while ensuring ethical AI usage.

	using AI tools.	

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	30
Tutorial	15
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	5
Case/Project Based Learning (CBL)	2
Revision	2
Others If any:	
Total Number of Contact Hours	60

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓	✓	✓	✓	✓
Quiz	✓	✓		✓	✓
Case Based Presentation			✓	✓	
Project			✓		
Mid Semester Examination				✓	✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Kaplan, A.M. & Haenlein, M., Users of the World, Unite! The Challenges and Opportunities of Social Media, Business Horizons.
2. Chaffey, D., Digital Business and E-Commerce Management, Pearson.
3. Official documentation of Google Workspace, LinkedIn, and UPI/NPCI digital payment platforms.

SEMESTER – III

Course Code	Course Title
06380301	Performance Marketing
06380302	Management Concepts and Organizational Behaviour
06380303	Foundation of Spreadsheet
06380304	Internship-I

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380301
Course Title	Performance Marketing
Academic Year	2025-26
Semester	III
Number of Credits	4
Course Prerequisite	Basic knowledge of digital marketing fundamentals and search engine optimization (as covered in earlier semesters).
Course Synopsis	This course focuses on performance marketing - the data-driven, results-oriented approach to digital advertising where spend is directly tied to measurable outcomes. Students will learn to plan, execute and optimise paid campaigns across search, display, social and programmatic channels, understand bidding strategies and auction mechanics, and use conversion tracking and attribution models to maximise return on ad spend (ROAS).
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the principles of performance marketing and its distinction from traditional and brand advertising.

CO2	Plan and set up paid search (SEM/PPC) campaigns using keyword bidding strategies.
CO3	Design and execute paid social and display advertising campaigns across platforms.
CO4	Apply conversion tracking, attribution modelling and A/B testing to optimise campaigns.
CO5	Analyse campaign performance metrics (CTR, CPC, CPA, ROAS) and recommend budget optimisation strategies.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Foundations of Performance Marketing: Meaning, scope and evolution; performance marketing vs brand marketing; the performance marketing funnel; key metrics - CTR, CPC, CPM, CPA, ROAS, LTV; performance marketing channels overview.		• Explain the fundamentals and metrics used in performance marketing. • Differentiate performance marketing from traditional brand advertising.
2	Search Engine Marketing (SEM/PPC): Google Ads account structure; keyword match types and bidding strategies; Quality Score and ad rank; ad auction mechanics; search, display and shopping campaigns; ad extensions and ad copywriting.		• Plan and structure a paid search campaign using appropriate bidding strategies. • Write effective ad copy aligned with keyword

		intent.
3	Paid Social and Display Advertising: Meta Ads Manager (Facebook/Instagram); LinkedIn and Twitter/X ads; audience targeting - demographic, interest, lookalike and retargeting audiences; programmatic advertising and real-time bidding (RTB); display network and banner ads.	• Design a paid social media advertising campaign with defined audience targeting. • Apply retargeting strategies to improve campaign conversions.
4	Conversion Optimization and Attribution: Conversion tracking setup (pixels, tags, GTM basics); landing page optimization; A/B and multivariate testing; attribution models - last-click, first-click, linear, data-driven; marketing mix modelling overview.	• Set up conversion tracking and apply attribution models to evaluate channel effectiveness. • Conduct A/B tests to optimise landing pages and ad creatives.
5	Budgeting, Optimization and Reporting: Campaign budgeting and bid optimization; performance dashboards and reporting; scaling successful campaigns; fraud and invalid traffic; case studies in performance marketing across industries.	• Analyse campaign performance data to optimise budget allocation. • Prepare a performance marketing report with actionable recommendations.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	

Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓				
Quiz			✓	✓	
Case Based Presentation	✓	✓	✓	✓	
Project		✓	✓		
Mid Semester Examination	✓				
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Geddes, B., Advanced Google AdWords, Wiley.
2. Miller, M., B2B Digital Marketing Strategy: Combine Ideal Customer Profile, Marketing Communication and Digital Strategy, Kogan Page.
3. Google Ads and Meta Blueprint official certification study guides.
4. Rothman, P., Performance Marketing: A Practitioner's Guide, Kogan Page.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380302
Course Title	Management Concepts and Organizational Behaviour
Academic Year	2025-26
Semester	III

Number of Credits	4
Course Prerequisite	Students should have a basic understanding of business studies or commerce, typically gained at the high school level. Familiarity with fundamental economic principles and organizational terms is beneficial. Additionally, proficiency in English communication, both written and verbal, is essential, as the course involves reading academic material and participating in discussions. Basic analytical thinking and a willingness to engage in teamwork will also help students grasp concepts effectively and participate in group-based activities.
Course Synopsis	This course provides a foundational understanding of both management principles and organisational behaviour, aimed at equipping students with the knowledge and skills necessary to function effectively in managerial roles. It begins with an exploration of core management functions—planning, organising, leading, and controlling—along with an overview of the evolution of management theories from classical to modern perspectives. The course then delves into the behavioural aspects of organisations, focusing on how individuals and groups interact within a workplace. Key topics include personality, perception, motivation, leadership, communication, group dynamics, and organisational culture. Through real-life case studies, role-plays, and interactive discussions, students will develop analytical and interpersonal skills relevant to today's dynamic and diverse business environments. The course also addresses contemporary challenges such as managing change, promoting ethical behaviour, and adapting to digital transformation.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the various aspects of management and various perspective and business formats.
CO2	Apply the basic concept of planning and strategic decision-making.
CO3	Analyze the concept of organizing and understand the organization structure, staffing and directing.
CO4	Explain the various aspects of leadership, control and motivation.
CO5	Analyze the basic concepts of strategic change and stress

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1

CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Importance, Nature, Definitions, Scope, Levels, Process and Significance of Management. Development of Management Thoughts: Classical, Neo-Classical Systems, Contingency and Contemporary Approaches to Management (Drucker, Porter, Prahalad, Senge and Tom Peters) Multiple perspectives of business organisations- Consumers, Employees, Entrepreneurs, Community/Society at large; Perspective as a student & researcher- underlying disciplines; Ownership forms; Business formats- Brick & Mortar; Click; Brick & Click; Franchising location & scale- local, national, global; Micro, small, medium and large.		• Students will be able to understand the multiple perspectives of organisation and as student researchers. • Various ownership forms and business formats
2	Concept, Nature, Importance, Steps and Limitations, Types of Plans. Making Planning Effective – Strategic Considerations in Planning - Management by Objectives Communication – Formal and Informal Networks, Barriers and Principles. Decision Making Concept, Process, Rationality and Techniques. Short- and long-range planning, flexibility in planning. Characteristics of a sound plan. Heuristics and biases; includes role-play, simulations.		• Design effective short-term and long-term plans with strategic flexibility • Apply decision-making models considering behavioral aspects like heuristics and biases. • Participate in role-play and simulation exercises to enhance

		decision-making skills
3	Principles and Process of Organizing - Span of Management - Organization Structure - Variables affecting Structure - Departmentalization - Authority, Delegation and Decentralization - Committees. New Forms of Organization, Staffing - Concept, Nature, Importance and Steps, Directing – Concept, Nature and Importance Interdepartmental coordination, emerging trends in corporate structure, strategy, and culture, Mechanistic vs Adoptive structures – formal and informal organization.	• Evaluate organizational structures based on context: mechanistic vs adaptive • Distinguish between formal and informal organization structures.
4	Concept and Theories. Leadership - Concept and Theories, developing leaders across the organization, Control: Concept, Features, Importance and Limitations of Control. Control Process. Essentials of a Good Control System. Techniques of Control. Relationship between Planning and Control. Motivation-needs (including Maslow's theory), Meaning and importance of motivation; Theories-Equity, Intrinsic Motivation by Ken, Maslow, Herzberg, ERG;	• Students will be able to Compare and apply various motivation theories including Maslow, Herzberg, ERG, and Ken Thomas's model. • Recognize sources of stress at work and apply stress prevention and management techniques.
5	Management of Strategic Change, Knowledge Management, Corporate Governance and social responsibility of business. Stress-individual and organisational factors to stress, prevention and	• Students will be able to Analyze organizational change models and methods for overcoming resistance. • Explore how strategic change and knowledge management shape future-ready organizations.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓	✓	✓	✓	✓
Quiz	✓	✓		✓	✓
Case Based Presentation			✓	✓	
Project			✓		
Mid Semester Examination				✓	✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Robbins; S.P., Organizational Behaviour (13th edition), Prentice Hall of India Pvt. Ltd., New Delhi, 2016.
2. Luthans, Fred, Organizational Behaviour, 11th Edition, Mc Graw Hill International, New York, 2010.
3. Robins S.P., Organizational Theory: Structure Design and Application, 3rd ed. Prentice Hall of India Pvt. Ltd., 2009.

4. Management Process & Organisation Behaviour, Sahni NK, Kalyani Publishers

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380303
Course Title	Foundation of Spreadsheet
Academic Year	2025-26
Semester	III
Number of Credits	3
Course Prerequisite	Basic understanding of computer operations and familiarity with Microsoft Excel Basic understanding of mathematical calculations, statistics and concept of tables
Course Synopsis	This course provides a comprehensive introduction to spreadsheet fundamentals, focusing on basic functions, data entry, and visualization techniques. Students will learn to navigate spreadsheets, apply essential formulas, manage data, and create basic charts and pivot tables. The course aims to build a solid foundation in spreadsheet skills necessary for effective data management and analysis.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Demonstrate the use of basic functions and formulas.
CO2	Demonstrate working knowledge of organizing and displaying large amounts of data.
CO3	Demonstrate formatting techniques and presentation styles.
CO4	Simplify formatting rules for business requirements.
CO5	Analyze data using Pivot Tables and Pivot Charts.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1

CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
0	0	6	6
Unit	**Content**		**Competencies**
1	Introduction to Spreadsheets: Overview of spreadsheet software, Basic spreadsheet navigation, Basic cell referencing (relative and absolute)		• Understand the basic interface and functions of spreadsheet software. • Navigate and perform basic operations in a spreadsheet.
2	Data Entry and Basic Formulas: Entering data, Basic arithmetic operations and functions (SUM, AVERAGE, COUNT), Introduction to text functions (LEFT, RIGHT, MID)		• Input and format data accurately. • Apply basic arithmetic operations and functions.
3	Basic Functions and Conditional Formatting: Using basic functions (MIN, MAX, TODAY, NOW), Introduction to Conditional Formatting, Applying conditional formatting rules		• Apply basic functions to perform data calculations. • Utilize conditional formatting for data visualization.
4	Data Management: Sorting and filtering data, Basic data validation, Introduction to tables and structured references		• Organize data using sorting and filtering. • Apply basic data validation techniques.
5	Basic Charting and Data Visualization: Introduction to creating charts (line, bar, pie), Introduction to Pivot Tables, Using Sparklines for trend analysis		• Create and interpret basic charts. • Construct and use simple pivot tables for data analysis.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	30
Tutorial	15
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	5
Case/Project Based Learning (CBL)	2
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment		✓			✓
Quiz				✓	
Case Based Presentation					
Project	✓	✓	✓	✓	✓
Mid Semester Examination					✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Microsoft Excel Formulas and Functions (Office 2021 and Microsoft 365),1st Edition by Paul McFedries, Pearson Education
2. Excel All-in-One for Dummies by Paul McFedriesa and Greg Harvey, Wiley Publication

3. Excel Basics In 30 Minutes: The beginner's guide to Microsoft Excel, Excel Online, and Google Sheets (Third Edition) by Ian Lamont 4. Excel 365 Basics: A Quick and Easy Guide to Boosting Your Productivity with Excel by Nathan George, GTech Publishing

SEMESTER – IV

Course Code	Course Title
06380401	Cost & Management Accounting
06380402	Digital Advertising
06380403	Human Resource Management

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380401
Course Title	Cost & Management Accounting
Academic Year	2025-26
Semester	IV
Number of Credits	4
Course Prerequisite	Students enrolling in this course should have prior foundational knowledge of: Basic Financial Accounting: understanding of financial statements (income statement, balance sheet, cash flow statement). Elementary Economics and Business Mathematics: familiarity with cost concepts, basic algebra, and percentage calculations. Recommended: Completion of a course in Principles of Accounting or Financial Accounting at the undergraduate level.
Course Synopsis	This course provides an in-depth understanding of management accounting concepts, tools, and techniques that support planning, controlling, and decision-making functions within organizations. Emphasizing both traditional and contemporary approaches, the course explores financial statement analysis, budgeting methods, cost control systems, and performance evaluation techniques. Through practical

	applications such as comparative and trend analysis, flexible and zero-based budgeting, CVP and break-even analysis, and standard costing variances, students develop the competencies needed to contribute to strategic business decisions and organizational performance enhancement.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	['CO1', 'Demonstrate knowledge of the role and scope of management accounting in business strategy and financial decision-making.']
CO2	Apply financial statement analysis techniques including comparative, common-size and trend analysis to assess organisational performance.
CO3	['CO3', 'Prepare and evaluate functional budgets and financial dashboards to support operational planning and control.']
CO4	['CO4', 'Compare and apply flexible and zero-based budgeting approaches and perform variance analysis for effective performance control.']
CO5	['CO5', 'Apply cost accounting methods (marginal, absorption, variable costing) and conduct CVP and break-even analysis for informed managerial decisions.']

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	T (Hours/Week)	P (Hours/Week)	Total Hour/Week
2	2	0	4
Unit	**Content**		**Competencies**
1	Nature, scope & objectives/- Integration with business strategy/ Comparative, common-size, trend analysis		• Understand the nature, objectives, and strategic relevance of

		management accounting in organizational decision-making. • Analyze financial statements using comparative, common-size, and trend techniques to assess business performance over time.
2	Comparative/common-size/trend statements/- Functional budgets (sales, production, cash)/ Financial performance dashboard	• Prepare and evaluate functional budgets (sales, production, and cash) as tools for planning and control. • Interpret financial performance dashboards and apply analytical techniques for real-time performance monitoring.
3	Functional budgets (sales, production, cash)/ Flexible vs zero-based budgeting/ Variance analysis and performance control	• Distinguish between flexible and zero-based budgeting and apply each in appropriate business contexts. • Conduct variance analysis to identify deviations from planned performance and support corrective managerial actions.
4	Marginal, absorption, variable costing- CVP & break-even analysis	• Apply various costing methods (marginal, absorption, variable)

		for effective internal cost control and pricing decisions. • Conduct CVP and break-even analysis to evaluate profitability under different business scenarios.
5	Standard costing framework- Analysis: material, labour, overhead- Sales variances	• Understand the framework of standard costing and its role in cost control and performance evaluation. • Analyze material, labour, overhead, and sales variances to assess operational efficiency and effectiveness.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative

Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓	✓	✓	✓	✓
Quiz	✓	✓		✓	✓
Case Based Presentation			✓	✓	
Project			✓		
Mid Semester Examination				✓	✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Horngren, C.T., Datar, S.M., & Rajan, M.V., Cost Accounting: A Managerial Emphasis, Pearson Education.
2. Khan, M.Y. & Jain, P.K., Management Accounting, McGraw Hill Education.
3. Maheshwari, S.N., Management Accounting, Sultan Chand & Sons.
4. Drury, C., Management and Cost Accounting, Cengage Learning.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380402
Course Title	Digital Advertising
Academic Year	2025-26
Semester	IV
Number of Credits	4
Course Prerequisite	Basic understanding of digital marketing and performance marketing concepts covered in earlier semesters.
Course Synopsis	This course provides an in-depth study of digital advertising planning,

	creative development and media buying across the major digital ad platforms. Students learn to design advertising campaigns aligned with brand and business objectives, understand programmatic and native advertising, and develop skills in ad creative production, media planning and campaign measurement for both awareness and performance-driven objectives.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the digital advertising ecosystem, ad formats and buying models (CPC, CPM, CPA, CPV).
CO2	Design digital ad creatives and copy aligned with brand guidelines and campaign objectives.
CO3	Plan and execute media buying across display, video, native and programmatic channels.
CO4	Apply audience segmentation and targeting strategies for digital advertising campaigns.
CO5	Evaluate digital advertising campaign performance and recommend optimisation strategies.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	T (Hours/Week)	P (Hours/Week)	Total Hour/Week
3	1	0	4
Unit	**Content**		**Competencies**
1	Introduction to Digital Advertising: Evolution of advertising from traditional to digital; digital ad ecosystem - advertisers, publishers, ad networks, ad exchanges, DSPs and SSPs; ad formats (display, video, native, rich		• Explain the structure of the digital advertising ecosystem. • Differentiate between

	media); buying models - CPC, CPM, CPA, CPV, CPL.	various ad formats and buying models.
2	Creative Development for Digital Ads: Principles of ad creative design; copywriting for digital ads; banner and video ad specifications; storytelling and brand messaging; A/B testing of creatives; platform-specific creative guidelines (Google, Meta, YouTube).	• Design digital ad creatives and copy aligned with campaign objectives. • Apply A/B testing principles to compare creative performance.
3	Media Planning and Buying: Media planning process; reach, frequency and GRPs in digital context; programmatic advertising - RTB, private marketplaces, header bidding; native advertising and content discovery platforms (Taboola, Outbrain); video advertising on YouTube and OTT platforms.	• Develop a digital media plan for a given campaign brief. • Explain programmatic and native advertising buying mechanisms.
4	Audience Targeting and Personalisation: First-party, second-party and third-party data; audience segmentation and lookalike modelling; contextual vs behavioural targeting; the cookieless future and privacy-first advertising (Google Privacy Sandbox); dynamic creative optimization (DCO).	• Apply audience segmentation and targeting strategies for digital campaigns. • Discuss the implications of privacy regulations on digital advertising targeting.
5	Campaign Measurement and Optimisation: Key advertising metrics and dashboards; brand lift and viewability studies; frequency capping and ad fatigue; cross-channel campaign optimisation; ad fraud and brand safety; digital advertising case studies.	• Evaluate digital advertising performance using relevant metrics. • Recommend optimisation strategies to improve campaign ROI.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10

Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment		✓			✓
Quiz				✓	
Case Based Presentation					
Project	✓	✓	✓	✓	✓
Mid Semester Examination					✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Belch, G.E. & Belch, M.A., Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill.
2. Moriarty, S., Mitchell, N., & Wells, W., Advertising & IMC: Principles and Practice, Pearson.
3. Google Ads, Meta Blueprint and IAB (Interactive Advertising Bureau) official learning resources.
4. Tuten, T.L., Social Media Marketing, SAGE Publications.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380403
Course Title	Human Resource Management
Academic Year	2025-26
Semester	IV
Number of Credits	4
Course Prerequisite	Basic management understanding. Communication skills.
Course Synopsis	This Course is the basic course for Human resource management students to provide them knowledge and evolution of human resources. The units or modules in this subject are designed to deeply impart the understanding of functions of HRM along with light on human resource information system and contemporary challenges of HR field for managers. This course will help the students to realize the human resource management applications in organizations such as training and development activities and international issues.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Develop the understanding of the concept of human resource management and to understand its relevance in organizations.
CO2	Develop necessary skill set for application of various HR issues
CO3	Analyse the strategic issues and strategies required to select and develop manpower resources.
CO4	Examine the knowledge of HR concepts to take correct business decisions.
CO5	Evaluate and apply labor laws and conflict resolution techniques to effectively manage labor relations, ensuring legal compliance and fostering a fair and ethical workplace environment.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1

CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
2	2	0	4
Unit	**Content**		**Competencies**
1	Nature of Human Resource Management-Concepts, Objectives and Functions; HRD-Concept and Mechanisms; Role and status of HR Manager; Organization of HR Department; HR Policies; HRM in globally competitive environment; Strategic Human Resource Management.		• Demonstrate a comprehensive understanding of HRM concepts, objectives, and functions, including the role and status of the HR Manager. • Analyze and implement HR policies and practices in a globally competitive environment, aligning them with strategic HRM principles.
2	Acquiring Human Resource: Human Resource Planning, Job analysis and job design, employee involvement, flexible work schedules, Recruitment and Selection-new trends; Placement and induction; Right sizing.		• Apply HR planning, job analysis, and modern recruitment methods to effectively acquire and induct new employees. • Design and evaluate employee training programs, including executive development and career planning, to enhance organizational capabilities.

3	Developing human resource: Employee training, training need assessment, Training methods and evaluation, cross cultural training, Designing executive development programme, Techniques of Executive development, Career planning and development.	• Ability to distinguish between various leadership styles (Autocratic, Democratic, Laissez-faire, Situational, Servant Leadership) and understand their impact on team performance. • Competence in leading and managing multicultural teams, recognizing the influence of cultural diversity on team dynamics.
4	Enhancing and rewarding performance: Establishing Performance Management system; Performance Appraisal-Techniques of appraisal; Potential Appraisal and employee counselling; Establishing reward and pay plans-job evaluation, wage and incentive plans, employee benefits, ensuring safety and healthy work environme	• Develop and implement performance management systems and appraisal techniques to assess and enhance employee performance. • Establish and manage reward and pay plans, including job evaluation and incentive schemes, to motivate and retain employees.
5	Explore labor relations, trade unions, and their impact on organizational effectiveness. Understand key labor laws like the Industrial Disputes Act and the Employee Provident Fund Act. Learn conflict resolution techniques and ensure adherence to legal and ethical standards in HR practices.	• Apply knowledge of key labor laws and regulations to ensure compliance and address legal issues in HR practices. • Develop and implement effective

		conflict resolution strategies to manage workplace disputes and uphold ethical standards.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment		✓		✓	
Quiz	✓	✓	✓		
Case Based Presentation				✓	
Project			✓	✓	✓
Mid Semester Examination	✓	✓		✓	

End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. "Human Resource Management: A Contemporary Approach" by Ian Beardwell, Len Holden, and Tim Claydon (Pearson, 8th Edition, 2021)
2. "Training and Development: Enhancing Skills for Organizational Success" by David A. DeCenzo and Stephen P. Robbins (Wiley, 3rd Edition, 2022)
3. "Performance Management: Changing Behavior that Drives Organizational Effectiveness" by Aubrey C. Daniels (Performance Management Publications, 3rd Edition, 2017)
4. "Employment Law for Human Resource Practice" by Stephen J. Perkins and Geoffrey Wood (Cengage Learning, 6th Edition, 2020)

SEMESTER – V

Course Code	Course Title
06380501	Financial Management
06380502	Supply Chain Management
06380503	Content & Video Marketing
06380504	Email, Mobile & Affiliate Marketing
06380505	Internship - II

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380501
Course Title	Financial Management
Academic Year	2025-26
Semester	V
Number of Credits	4
Course Prerequisite	Basic understanding of financial accounting and cost & management accounting concepts covered in earlier semesters.
Course Synopsis	This course introduces students to the principles and practices of financial management essential for sound business decision-making. It covers the scope of financial management, time value of money, capital budgeting, cost of capital, capital structure, working capital management and dividend decisions, equipping students - including

	future digital marketing managers - with the financial literacy needed to plan, budget and justify marketing and business investments.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the scope, objectives and functions of financial management in an organisation.
CO2	Apply time value of money concepts and capital budgeting techniques to evaluate investment decisions.
CO3	Analyse cost of capital and capital structure decisions for a firm.
CO4	Evaluate working capital management practices and their impact on business liquidity.
CO5	Apply dividend policy concepts to financial decision-making, including for marketing/digital budget justification.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	T (Hours/Week)	P (Hours/Week)	Total Hour/Week
3	1	0	4
Unit	**Content**		**Competencies**
1	Introduction to Financial Management: Meaning, scope, objectives (profit maximisation vs wealth maximisation); functions of a finance manager; financial planning; time value of money - present value, future value, annuities.		• Explain the objectives and scope of financial management. • Apply time value of money concepts to financial problems.
2	Investment (Capital Budgeting) Decisions: Capital budgeting process; appraisal techniques - Payback Period, Accounting Rate		• Apply capital budgeting techniques to evaluate investment

	of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index; risk analysis in capital budgeting.	proposals. • Compare investment appraisal methods for decision-making.
3	Financing Decisions: Cost of capital - cost of debt, equity and preference capital; weighted average cost of capital (WACC); capital structure theories; leverage analysis - operating, financial and combined leverage.	• Compute the cost of capital and WACC for a firm. • Analyse the impact of capital structure and leverage on firm value.
4	Working Capital Management: Concept and importance of working capital; determinants of working capital; management of cash, receivables and inventory; sources of working capital finance.	• Evaluate working capital requirements and management strategies. • Apply cash and receivables management techniques.
5	Dividend Decisions and Marketing-Finance Interface: Dividend policy - relevance and irrelevance theories; factors affecting dividend policy; budgeting and financial justification of marketing/digital campaign investments; basics of marketing ROI and CLV from a finance perspective.	• Apply dividend policy concepts to corporate financial decisions. • Justify marketing investments using financial evaluation techniques.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3

Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment		✓			✓
Quiz				✓	
Case Based Presentation					
Project	✓	✓	✓	✓	✓
Mid Semester Examination					✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Pandey, I.M., Financial Management, Vikas Publishing House.
2. Khan, M.Y. & Jain, P.K., Financial Management: Text, Problems and Cases, McGraw Hill Education.
3. Brigham, E.F. & Houston, J.F., Fundamentals of Financial Management, Cengage Learning.
4. Chandra, P., Financial Management: Theory and Practice, McGraw Hill Education.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380502
Course Title	Supply Chain Management
Academic Year	2025-26

Semester	V
Number of Credits	4
Course Prerequisite	Students should have a basic understanding of Logistics. To develop competencies and knowledge of students to become logistics professionals
Course Synopsis	This course introduces students to the fundamentals of supply chain management, including procurement, logistics, inventory management, distribution and the growing role of technology and e-commerce in modern, digitally-enabled supply chains.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the fundamentals, components, and strategic role of Supply Chain Management in business operations.
CO2	Apply procurement and inventory management techniques to support efficient supply chain performance
CO3	Analyze logistics, transportation, warehousing, and distribution functions within supply chains.
CO4	Utilize supply chain planning tools and technologies to enhance coordination and decision-making.
CO5	Evaluate sustainable, ethical, and global supply chain practices for improved organizational effectiveness.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Unit 1: Introduction to Supply Chain		• • Understand the

	Management : Meaning, evolution, and importance of Supply Chain Management; Components of SCM; Supply Chain Drivers; Supply Chain Network Structure; Supply Chain Processes; Role of SCM in Business Competitiveness; Global Supply Chain Trends and Challenges.	fundamentals of supply chain management. • Explain the role of SCM in business success.• Identify key supply chain components and stakeholders.• Analyse supply chain structures and processes.• Develop awareness of global supply chain challenges.
2	Unit 2: Procurement and Inventory Management: Purchasing and Procurement Concepts; Supplier Selection and Evaluation; Strategic Sourcing; Inventory Management Principles; Types of Inventory; EOQ, Reorder Point, Safety Stock; Inventory Control Techniques (ABC, VED Analysis); Supplier Relationship Management.	• • Apply procurement principles in business scenarios.• Evaluate supplier performance and sourcing decisions.• Analyze inventory requirements and control methods.• Use inventory management tools for decision-making.• Develop supplier relationship management skills.
3	Unit 3: Logistics and Transportation Management: Logistics Concepts and Functions; Transportation Modes and Selection Criteria; Warehousing and Material Handling; Distribution Management; Packaging and Labelling; Third-Party Logistics (3PL); Reverse Logistics; Last-Mile Delivery Concepts.	• • Understand logistics operations and transportation systems.• Evaluate transportation and warehousing decisions.• Analyze distribution and material handling processes.• Apply logistics concepts to

		business operations.• Assess reverse logistics and sustainability practices.
4	Unit 4: Supply Chain Planning and Technology: Demand Forecasting; Aggregate Planning; Capacity Planning; Supply Chain Coordination; Information Sharing in Supply Chains; Enterprise Resource Planning (ERP); Supply Chain Analytics; Emerging Technologies in SCM (IoT, AI, Blockchain, RFID).	• • Apply forecasting and planning techniques.• Understand the role of technology in supply chain integration.• Analyze supply chain data for decision-making.• Evaluate the impact of digital technologies on SCM.• Develop technology-enabled problem-solving skills.
5	Unit 5: Sustainable and Global Supply Chain Management: Global Supply Chains; Supply Chain Risk Management; Green Supply Chain Management; Sustainable Procurement; Circular Economy Concepts; Ethical Issues in SCM; Supply Chain Performance Measurement; Future Trends in Supply Chain Management.	• • Analyze global supply chain operations and risks.• Evaluate sustainable and ethical supply chain practices.• Apply performance measurement techniques.• Understand environmental and social responsibilities in SCM.• Develop strategic thinking for future supply chain challenges.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	Contact Hours
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	CO1	CO2	CO3	CO4	CO5
Assignment		✓		✓	
Quiz	✓	✓	✓		
Case Based Presentation				✓	
Project			✓	✓	✓
Mid Semester Examination	✓	✓		✓	
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Chopra, S. & Meindl, P., Supply Chain Management: Strategy, Planning, and Operation, Pearson.
2. Jacobs, F.R. & Chase, R.B., Operations and Supply Chain Management, McGraw Hill Education.
3. Bowersox, D.J., Closs, D.J., & Cooper, M.B., Supply Chain Logistics Management, McGraw Hill Education.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380503
Course Title	Content & Video Marketing
Academic Year	2025-26
Semester	V
Number of Credits	4
Course Prerequisite	Basic understanding of digital marketing channels and social media platforms covered in earlier semesters.
Course Synopsis	This course develops students' ability to plan, create and distribute content and video assets that engage audiences and drive business results. It covers content strategy and storytelling, content formats and calendars, copywriting, video production fundamentals, YouTube and short-form video strategy (Reels/Shorts), and content performance measurement, preparing students to manage brand content across owned digital channels.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the role of content marketing in the customer journey and brand building.
CO2	Develop a content strategy and editorial calendar aligned with business objectives.
CO3	Apply storytelling and copywriting principles to create engaging content across formats.
CO4	Plan and produce basic video content for YouTube and short-form platforms (Reels/Shorts).
CO5	Measure and analyse content and video marketing performance using relevant KPIs.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4

CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Foundations of Content Marketing: Meaning, importance and evolution of content marketing; content marketing vs advertising; content marketing funnel; types of content (blogs, videos, infographics, podcasts, ebooks); content marketing frameworks.		• Explain the role of content marketing in building brand engagement. • Differentiate between content marketing and traditional advertising.
2	Content Strategy and Planning: Audience research and buyer personas; content pillars and themes; editorial calendars; content ideation and repurposing; SEO-driven content planning; content governance and brand voice.		• Develop a content strategy and editorial calendar for a brand. • Apply SEO principles to content planning.
3	Copywriting and Storytelling: Principles of persuasive copywriting; storytelling frameworks (Hero's Journey, StoryBrand); writing for blogs, social media and email; headline writing and CTAs; brand voice and tone.		• Apply storytelling frameworks to craft engaging brand narratives. • Write effective copy for digital content across formats.
4	Video Marketing and Production: Video content strategy; pre-production - scripting and storyboarding; basic production and editing tools; YouTube channel strategy and optimisation; short-form video (Reels, Shorts, TikTok) strategy; live streaming basics.		• Plan and script a video content piece for a digital platform. • Optimise video content for YouTube and short-form platforms.

5	Content Distribution and Analytics: Owned, earned and paid content distribution; content amplification and influencer collaboration; content performance metrics (engagement rate, watch time, shares); content ROI measurement; content marketing case studies.	• Measure content and video performance using relevant analytics. • Evaluate the ROI of a content marketing campaign.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment			✓		
Quiz	✓			✓	✓
Case Based Presentation	✓	✓	✓		✓

Project			✓		
Mid Semester Examination	✓		✓		✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Pulizzi, J., Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses, McGraw Hill.
2. Handley, A. & Chapman, C.C., Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars, Wiley.
3. Miller, J.W., Video Marketing for Small Businesses, self-published/industry reference.
4. HubSpot Academy Content Marketing and YouTube/Google Video certification resources.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380504
Course Title	Email, Mobile & Affiliate Marketing
Academic Year	2025-26
Semester	V
Number of Credits	4
Course Prerequisite	Basic understanding of digital marketing fundamentals and content marketing concepts.
Course Synopsis	This course covers three high-ROI digital marketing channels - email marketing, mobile marketing and affiliate marketing. Students learn to build and segment email lists, design automated email campaigns, develop mobile marketing strategies including SMS, push notifications and app marketing, and understand affiliate marketing structures, partner recruitment and performance tracking, enabling them to design integrated retention and partnership-driven marketing programmes.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the role of email, mobile and affiliate marketing within the digital marketing mix.
CO2	Design and execute email marketing campaigns including segmentation

	and automation.
CO3	Develop mobile marketing strategies using SMS, push notifications and app-based marketing.
CO4	Explain affiliate marketing structures, commission models and partner recruitment.
CO5	Measure and optimise email, mobile and affiliate campaign performance.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Introduction to Email Marketing: Meaning and importance of email marketing; email marketing ecosystem; permission-based marketing and CAN-SPAM/GDPR compliance; building and growing an email list; email service providers (Mailchimp, HubSpot).		• Explain the principles of permission-based email marketing. • Build and manage an email subscriber list.
2	Email Campaign Design and Automation: Email types (newsletters, promotional, transactional, drip campaigns); segmentation and personalisation; automation workflows and triggers; A/B testing subject lines and content; deliverability and spam filters.		• Design a segmented and automated email marketing campaign. • Apply A/B testing to optimise email performance.
3	Mobile Marketing Fundamentals: Mobile marketing ecosystem; SMS and MMS		• Develop a mobile marketing strategy for

	marketing; push notifications; in-app messaging; QR code marketing; location-based and proximity marketing; mobile wallets and payment-linked marketing.	a business. • Apply SMS and push notification techniques for customer engagement.
4	App Store Optimisation and Mobile Advertising: App store optimisation (ASO) basics; mobile app marketing funnel; mobile advertising networks; mobile attribution and deep linking; mobile UX considerations for marketers.	• Apply ASO principles to improve mobile app visibility. • Explain mobile attribution and its role in campaign measurement.
5	Affiliate Marketing: Meaning and structure of affiliate marketing; affiliate networks and platforms; commission models (CPA, CPS, CPL); affiliate recruitment and management; tracking and fraud prevention; integrating email, mobile and affiliate channels for retention marketing.	• Explain affiliate marketing structures and commission models. • Design an integrated retention marketing plan combining email, mobile and affiliate channels.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓		✓	✓	
Quiz			✓	✓	✓
Case Based Presentation				✓	✓
Project					
Mid Semester Examination	✓	✓		✓	✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Chaffey, D., Email Marketing: Excellence, Kogan Page.
2. Krishnamurthy, S., Contemporary Research in E-Marketing, IGI Global.
3. Mailchimp, HubSpot Academy and Google Mobile Marketing certification resources.
4. Deiss, R. & Henneberry, R., Digital Marketing for Dummies, Wiley.

Course Code	**Course Title**
06380601	Social Media Management & Community Building
06380602	ROI Analytics
06380603	Martech & CRM Automation Platforms
06380604	Strategic Management

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380601

Course Title	Social Media Management & Community Building
Academic Year	2025-26
Semester	VI
Number of Credits	4
Course Prerequisite	Basic understanding of digital marketing and content marketing concepts covered in earlier semesters.
Course Synopsis	This course focuses on the strategic management of social media platforms and the building of engaged online communities around brands. Students learn platform-specific strategies for Facebook, Instagram, LinkedIn, Twitter/X and emerging platforms, social media content calendars, community management and engagement, social listening, influencer collaboration and crisis management, along with social media analytics for measuring brand health and community growth.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	['CO2', 'Choose the appropriate social media for achieving the objectives of the campaign. (RBT - 3)']
CO2	Develop a social media content calendar and platform-specific posting strategy.
CO3	Apply community management techniques to build and sustain engaged online communities.
CO4	Use social listening tools to monitor brand sentiment and respond to a social media crisis.
CO5	Analyse social media performance metrics to evaluate community growth and engagement.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	T (Hours/Week)	P (Hours/Week)	Total Hour/Week
3	1	0	4
Unit	**Content**		**Competencies**
1	Foundations of Social Media Marketing: Evolution and importance of social media; overview of major platforms (Facebook, Instagram, LinkedIn, Twitter/X, YouTube, emerging platforms); social media marketing objectives and goal-setting; platform selection criteria based on target audience.		• Select the appropriate social media platform(s) for a given campaign objective. • Explain the strategic role of social media in the marketing mix.
2	Social Media Strategy and Content Planning: Social media content strategy and pillars; content calendars and scheduling tools; platform-specific content formats (posts, stories, reels, carousels); brand voice and visual identity on social media; paid vs organic social strategy.		• Develop a social media content calendar aligned with brand objectives. • Create platform-specific content strategies.
3	Community Building and Engagement: Principles of online community building; community management best practices; engagement tactics (UGC, contests, live sessions); handling comments, reviews and DMs; building brand advocates and loyalty programmes.		• Apply community management techniques to build engaged online communities. • Design engagement tactics to strengthen brand-community relationships.
4	Social Listening and Reputation Management: Social listening tools and techniques; sentiment analysis; identifying trends and conversations; influencer identification and collaboration; social media crisis management and response planning.		• Use social listening tools to monitor brand sentiment and conversations. • Develop a crisis management response plan for social media.
5	Social Media Analytics and Reporting: Platform-native analytics (Meta Business Suite, LinkedIn Analytics, X Analytics); key metrics - reach, engagement rate, share of voice, community growth rate; social media ROI; reporting dashboards and case studies.		• Analyse social media performance metrics to evaluate campaign and community success. • Prepare a social media performance report

		with actionable recommendations.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment		✓		✓	
Quiz	✓	✓	✓		
Case Based Presentation				✓	
Project			✓	✓	✓
Mid Semester Examination	✓	✓		✓	
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Tuten, T.L. & Solomon, M.R., Social Media Marketing, SAGE Publications.
2. Evans, D. & McKee, J., Social Media Marketing: The Next Generation of Business Engagement, Wiley.
3. Meta Blueprint, LinkedIn Marketing Labs and Hootsuite Academy certification resources.
4. Safko, L., The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Wiley.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380602
Course Title	ROI Analytics
Academic Year	2025-26
Semester	VI
Number of Credits	4
Course Prerequisite	Basic understanding of performance marketing, digital advertising and marketing metrics covered in earlier semesters.
Course Synopsis	This course equips students with the analytical skills required to measure, evaluate and optimise the return on investment (ROI) of digital marketing activities. It covers marketing metrics and KPI frameworks, customer lifetime value (CLV) and customer acquisition cost (CAC), attribution modelling, marketing mix modelling basics, and the use of dashboards and reporting tools to communicate marketing performance to stakeholders and justify marketing spend.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain key marketing performance metrics and ROI measurement frameworks.
CO2	Compute and interpret Customer Acquisition Cost (CAC) and Customer Lifetime Value (CLV).
CO3	Apply attribution models to evaluate the contribution of different marketing channels.
CO4	Build marketing dashboards and reports to communicate ROI to stakeholders.

CO5	Use ROI analysis to recommend budget allocation and marketing optimisation strategies.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Foundations of Marketing ROI: Meaning and importance of ROI in marketing; marketing KPI frameworks; vanity metrics vs actionable metrics; the marketing funnel and metrics at each stage; setting up a measurement plan aligned with business goals.		• Explain the importance of ROI measurement in digital marketing. • Differentiate between vanity metrics and actionable business metrics.
2	Customer Economics: Customer Acquisition Cost (CAC) - computation and drivers; Customer Lifetime Value (CLV) - computation and models; CAC:CLV ratio and payback period; cohort analysis for customer economics.		• Compute CAC and CLV for a marketing scenario. • Analyse the CAC:CLV ratio to assess marketing efficiency.
3	Attribution Modelling: Single-touch attribution models (first-click, last-click); multi-touch attribution models (linear, time-decay, position-based); data-driven attribution; algorithmic and marketing mix modelling (MMM) basics; incrementality		• Apply attribution models to evaluate channel contribution to conversions. • Explain the concept of incrementality in

	testing.	marketing measurement.
4	Analytics Tools and Dashboards: Google Analytics 4 (GA4) for marketing measurement; Google Looker Studio/dashboarding tools; setting up goals, events and conversions; building a marketing performance dashboard; data visualisation best practices.	• Build a marketing performance dashboard using analytics tools. • Set up goals and conversion tracking in an analytics platform.
5	ROI Optimisation and Reporting: Budget allocation and marginal ROI analysis; scenario planning and forecasting; communicating ROI to non-marketing stakeholders; ROI case studies across industries; ethical considerations in marketing measurement (data privacy).	• Recommend budget allocation strategies based on ROI analysis. • Prepare a stakeholder-ready marketing ROI report.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation

Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	CO1	CO2	CO3	CO4	CO5
Assignment			✓		
Quiz	✓			✓	✓
Case Based Presentation	✓	✓	✓		✓
Project			✓		
Mid Semester Examination	✓		✓		✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Farris, P.W., Bendle, N.T., Pfeifer, P.E., & Reibstein, D.J., Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, Pearson FT Press.
2. Jeffery, M., Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know, Wiley.
3. Google Analytics 4 official documentation and Google Skillshop certification resources.
4. Sterne, J., Marketing Analytics: In Pursuit of Enlightenment, Wiley.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380603
Course Title	Martech & CRM Automation Platforms
Academic Year	2025-26
Semester	VI
Number of Credits	4
Course Prerequisite	Basic understanding of digital marketing channels, email marketing and marketing analytics covered in earlier semesters.
Course Synopsis	This course introduces students to the marketing technology (MarTech) landscape and Customer Relationship Management (CRM) automation platforms that enable data-driven, personalised marketing at scale. Students explore the MarTech stack, CRM fundamentals, marketing automation workflows, lead scoring and nurturing, customer data

	platforms (CDPs), and the integration of MarTech tools with sales and analytics systems to build efficient, automated marketing operations.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the components of the MarTech stack and its role in modern marketing operations.
CO2	Describe CRM fundamentals and apply CRM tools to manage customer relationships.
CO3	Design marketing automation workflows including lead scoring and nurturing.
CO4	Explain the role of Customer Data Platforms (CDPs) in unifying customer data.
CO5	Evaluate MarTech/CRM platform selection and integration for a business scenario.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Introduction to MarTech: Meaning and evolution of marketing technology; the MarTech landscape/stack (advertising, content, social, commerce, data); categories of MarTech tools; building a MarTech stack for a business; MarTech trends.		• Explain the components and evolution of the MarTech landscape. • Evaluate the elements required to build a MarTech stack for a business.

2	CRM Fundamentals: Meaning and importance of CRM; CRM types (operational, analytical, collaborative); CRM platforms overview (Salesforce, HubSpot, Zoho); contact and pipeline management; sales-marketing alignment.	• Explain the role of CRM in managing customer relationships. • Apply CRM tools to manage contacts and sales pipelines.
3	Marketing Automation: Meaning and benefits of marketing automation; automation workflows and triggers; lead scoring and grading; lead nurturing campaigns; drip and behavioural email sequences.	• Design a marketing automation workflow with lead scoring and nurturing. • Apply behavioural triggers to personalise automated communication.
4	Customer Data Platforms and Personalisation: Customer Data Platforms (CDPs) vs CRM vs DMP; unifying first-party data; audience segmentation for personalisation; dynamic content and personalisation engines; data privacy considerations in MarTech.	• Explain the role of CDPs in unifying customer data for personalisation. • Apply segmentation techniques to enable personalised marketing.
5	MarTech Strategy and Integration: MarTech platform evaluation and selection criteria; integration with sales, analytics and e-commerce systems; API and third-party integrations basics; MarTech ROI and vendor management; case studies in MarTech adoption.	• Evaluate MarTech/CRM platforms for a given business requirement. • Recommend an integration strategy for MarTech and sales systems.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2

Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓		✓	✓	
Quiz			✓	✓	✓
Case Based Presentation				✓	✓
Project					
Mid Semester Examination	✓	✓		✓	✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Brinker, S., Hacking Marketing: Agile Practices to Make Marketing Smarter, Faster, and More Innovative, Wiley.
2. Edelman, D.C. & Singer, M., Competing on Customer Journeys, Harvard Business Review Press.
3. HubSpot Academy and Salesforce Trailhead certification resources on CRM and Marketing Automation.
4. Peppers, D. & Rogers, M., Managing Customer Relationships: A Strategic Framework, Wiley.

Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380604
Course Title	Strategic Management
Academic Year	2025-26
Semester	VI
Number of Credits	4
Course Prerequisite	Students should have completed courses in Principles of Management, Consumer Behavior, and Marketing Management.
Course Synopsis	This course aims to provide students with a thorough understanding of strategic management principles and practices. Students will learn to formulate, implement, and evaluate cross-functional decisions that enable an organization to achieve its objectives. The course covers various strategic frameworks, tools, and techniques essential for analyzing and responding to complex business environments.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Define and explain key concepts and theories in strategic management, including competitive advantage, strategic intent, and strategic fit.
CO2	Analyze internal and external environments of organizations using strategic tools such as SWOT, PESTEL, and Porter's Five Forces.
CO3	Formulate and recommend strategic options based on analysis, considering the organization's strengths, weaknesses, opportunities, and threats.
CO4	Implement strategic plans effectively, considering organizational structure, culture, and resources.
CO5	Evaluate the outcomes of strategic decisions using key performance indicators and suggest improvements for future strategic initiatives.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2

CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Introduction to Strategic Management Concepts of strategy and strategic management Levels of strategy: Corporate, Business, and Functional The strategic management process		• Understand and differentiate various levels of strategy and their importance in the strategic management process.
2	External Environment Analysis PESTEL Analysis Porter's Five Forces Model Industry and competitive analysis		• Analyze external factors affecting organizations and assess industry attractiveness
3	Internal Environment Analysis Resource-based view of the firm VRIO framework SWOT analysis		• Evaluate internal capabilities and resources of an organization to identify strengths and weaknesses.
4	Strategy Formulation Business-level strategy: Cost leadership, differentiation, and focus strategies Corporate-level strategy: Diversification, M&A, and strategic alliances Global strategies: Entering international markets.		• Develop and recommend appropriate business and corporate strategies.
5	Strategy Implementation and Control & Emerging Trends in Strategic Management Organizational structure and culture Strategic leadership and change management Balanced scorecard and performance metrics		• Implement strategic plans effectively and monitor performance to ensure strategic goals are met.

	Digital transformation and its impact on strategy Innovation and entrepreneurship Sustainability and corporate social responsibility (CSR)	• Understand and evaluate the impact of emerging trends on strategic management practices.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓	✓		✓	
Quiz	✓	✓	✓		
Case Based Presentation				✓	
Project					

Mid Semester Examination	✓				
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Hill, C. W. L., & Jones, G. R. (2020). "Strategic Management: An Integrated Approach". Cengage Learning.
2. Grant, R. M. (2021). "Contemporary Strategy Analysis". Wiley.
3. Dess, G. G., McNamara, G., Eisner, A. B., & Lee, S. H. (2021). "Strategic Management: Text and Cases". McGraw-Hill Education.
4. David, F. R., & David, F. R. (2020). "Strategic Management: A Competitive Advantage Approach, Concepts and Cases". Pearson.
5. Barney, J. B., & Hesterly, W. S. (2019). "Strategic Management and Competitive Advantage: Concepts and Cases". Pearson.

SEMESTER – VII

Course Code	Course Title
06380701	Application of Business Research Methods
06380702	Negotiation Skills
06380703	Web & Mobile Analytics
06380704	Artificial Intelligence in Digital Marketing

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380701
Course Title	Application of Business Research Methods
Academic Year	2025-26
Semester	VII
Number of Credits	4
Course Prerequisite	A foundational understanding of statistical concepts and research methodologies is required. Prior coursework in statistics or research methods is preferred.
Course Synopsis	This course equips students with the knowledge and skills to conduct rigorous business research. It covers research design, data collection,

	analysis, and interpretation. Students will learn to apply statistical techniques and communicate research findings effectively.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	['CO1', 'Students will be able to explain the key components of the research process and their interrelationships.']
CO2	Design an appropriate research design and sampling strategy for a given business/marketing research problem.
CO3	['CO3', 'Students will be able to design a research proposal for a given business problem, including defining research questions, selecting appropriate research methodology, and developing data collection instruments.']
CO4	['CO4', 'Students will be able to critically evaluate research articles, identifying strengths, weaknesses, and potential biases in research design and methodology.']
CO5	['CO5', 'Students will be able to assess the validity and reliability of research findings and draw appropriate conclusions based on the evidence presented.']

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	T (Hours/Week)	P (Hours/Week)	Total Hour/Week
3	1	0	4
Unit	**Content**		**Competencies**
1	Unit I: Research Foundations		• Demonstrate

	Nature and scope of business research, information-based decision making, and sources of knowledge The research process: problem formulation, literature review, research design, data collection, analysis, interpretation, and report writing Basic research approaches (exploratory, descriptive, explanatory) and terminologies (variables, hypothesis, population, sample, etc.) Research ethics and integrity, including data privacy and research misconduct	understanding of the research process and its application in a business context. • Critically evaluate research problems and formulate research questions.
2	Unit II: Research Design and Data Collection Research design: exploratory, descriptive, and causal research designs Sampling techniques (probability and non-probability) and sample size determination Data types (primary, secondary, qualitative, quantitative) and collection methods (surveys, interviews, observations, experiments, etc.) Data preparation: data cleaning, coding, and entry (Excel and SPSS) Data management and organization	• Design appropriate research designs and sampling strategies for specific research questions. • Collect, clean, and prepare data for analysis.
3	Unit III: Data Analysis and Interpretation Descriptive statistics (measures of central tendency, dispersion, and distribution) Inferential statistics: hypothesis testing (t-test, ANOVA, chi-square) and correlation analysis Data visualization techniques (charts, graphs, tables) Exploratory data analysis (EDA) techniques Introduction to data mining and big data analytics	• Apply statistical techniques to analyze data and draw meaningful conclusions. • Create effective data visualizations to communicate research findings.
4	Unit IV: Advanced Statistical Techniques and Modeling Regression analysis (simple and multiple linear regression)	• Build and evaluate statistical models to explain relationships between variables.

	Logistic regression Time series analysis Multivariate analysis techniques (factor analysis, cluster analysis) Model building and evaluation	• Apply advanced statistical techniques to address complex research questions.
5	Unit V: Research Report Writing and Presentation Research report structure and components (introduction, literature review, methodology, results, discussion, conclusions, recommendations) Academic writing style and citation formats (APA, MLA, Chicago) Research ethics and intellectual property Effective research presentation (oral and written)	• Communicate research findings clearly and effectively through written and oral presentations. • Adhere to ethical guidelines in research reporting and dissemination.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation

Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	CO1	CO2	CO3	CO4	CO5
Assignment			✓		
Quiz	✓			✓	✓
Case Based Presentation	✓	✓	✓		✓
Project			✓		
Mid Semester Examination	✓		✓		✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Research Methodology: A Step-by-Step Guide for Beginners by C.R. Kothari, New Age International Publishers
2. Business Research Methods by Cooper and Schindler, Tata McGraw-Hill Education
3. Business Research Methods by Uma Sekaran, Wiley India
4. Research Methodology by N.K. Malhotra, Oxford University Press

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380702
Course Title	Negotiation Skills
Academic Year	2025-26
Semester	VII
Number of Credits	4
Course Prerequisite	Students are expected to possess basic knowledge of management, communication, and organizational functioning acquired through earlier BBA courses. A willingness to participate in discussions, role plays, presentations, and simulations is desirable.
Course Synopsis	The course introduces students to the fundamentals of negotiation and interpersonal effectiveness in personal, academic, and business settings. It focuses on communication, persuasion, conflict resolution,

	relationship building, and collaborative problem-solving. Through case discussions, simulations, role plays, and experiential exercises, students learn how to prepare for negotiations, manage disagreements, influence stakeholders, and reach mutually beneficial outcomes. The course also develops emotional intelligence, ethical awareness, and cross-cultural sensitivity essential for future managers and entrepreneurs.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the basic concepts, importance, and process of negotiation in personal and business contexts.
CO2	Demonstrate effective communication, listening, and interpersonal skills during negotiations.
CO3	Apply basic negotiation strategies and techniques to resolve conflicts and reach agreements.
CO4	Recognize the influence of emotions, personality, and cultural differences on negotiation outcomes.
CO5	Conduct ethical and professional negotiations in workplace, customer, and team-based situations.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Introduction and Foundations of Negotiation: Meaning, importance and types of negotiation (distributive vs integrative); the negotiation process - preparation, bargaining, closing; BATNA, ZOPA and reservation price;		• Explain the basic concepts, importance and process of negotiation. • Determine BATNA

	negotiation styles and approaches.	and ZOPA for a given negotiation scenario.
2	Communication and Interpersonal Effectiveness in Negotiation: Verbal and non-verbal communication in negotiation; active listening and questioning techniques; persuasion and influence tactics; building rapport and trust; overcoming communication barriers.	• Demonstrate effective communication and listening skills during negotiations. • Apply persuasion techniques to influence negotiation outcomes.
3	Negotiation Strategies and Behavioural Dynamics: Competitive vs collaborative strategies; anchoring and framing effects; concession-making strategies; dealing with difficult tactics and hard bargainers; behavioural biases in negotiation.	• Apply basic negotiation strategies and techniques to reach agreements. • Recognise and respond to behavioural biases and hard-bargaining tactics.
4	Conflict Management and Workplace Negotiation: Sources and types of workplace conflict; conflict resolution styles (Thomas-Kilmann model); negotiating with colleagues, vendors and customers; salary and team negotiations; mediation and third-party intervention.	• Apply conflict resolution strategies in workplace negotiation contexts. • Negotiate effectively with customers, vendors and team members.
5	Emotional Intelligence, Culture and Professional Relationships: Role of emotional intelligence in negotiation; managing emotions and stress; cross-cultural negotiation considerations; ethics in negotiation; building long-term professional relationships through principled negotiation.	• Recognise the influence of emotions, personality and cultural differences on negotiation outcomes. • Conduct ethical and professional negotiations in diverse business contexts.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	Contact Hours

Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓		✓	✓	
Quiz			✓	✓	✓
Case Based Presentation				✓	✓
Project					
Mid Semester Examination	✓	✓		✓	✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Fisher, R., Ury, W., & Patton, B., Getting to Yes: Negotiating Agreement Without Giving In, Penguin Books.
2. Lewicki, R.J., Saunders, D.M., & Barry, B., Negotiation, McGraw Hill Education.
3. Thompson, L.L., The Mind and Heart of the Negotiator, Pearson.
4. Shell, G.R., Bargaining for Advantage: Negotiation Strategies for Reasonable People, Penguin Books.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380703
Course Title	Web & Mobile Analytics
Academic Year	2025-26
Semester	VII
Number of Credits	4
Course Prerequisite	Basic understanding of digital marketing, ROI analytics and marketing measurement concepts covered in earlier semesters.
Course Synopsis	This course develops advanced analytical competencies for measuring and optimising website and mobile application performance. Students learn to configure and use web and mobile analytics platforms, understand user behaviour analysis, funnel and cohort analysis, event tracking, A/B testing frameworks, and translate analytics insights into actionable recommendations for improving digital user experience and conversion rates.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the fundamentals of web and mobile analytics and key measurement frameworks.
CO2	Configure web analytics tools including goals, events and e-commerce tracking.
CO3	Analyse user behaviour using funnel, cohort and segmentation analysis.
CO4	Apply mobile app analytics to track user engagement, retention and churn.
CO5	Design and interpret A/B/n tests to improve website and app conversion performance.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2

CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Foundations of Digital Analytics: Meaning and importance of web/mobile analytics; the analytics measurement framework (business objectives to KPIs to metrics); types of data - clickstream, behavioural, transactional; introduction to Google Analytics 4 (GA4) and mobile analytics platforms (Firebase, Mixpanel, Amplitude).		• Explain the digital analytics measurement framework. • Differentiate between web and mobile analytics platforms and data types.
2	Web Analytics Configuration: GA4 account and property setup; tracking implementation via Google Tag Manager; goals, events and conversions; e-commerce tracking; traffic sources and channel attribution reports.		• Configure web analytics tracking including goals and events. • Interpret traffic source and channel performance reports.
3	User Behaviour Analysis: Funnel analysis and drop-off identification; cohort analysis for retention measurement; user segmentation; path analysis and user flow reports; heatmaps and session recording tools (Hotjar, Crazy Egg).		• Conduct funnel and cohort analysis to identify user behaviour patterns. • Apply segmentation to derive actionable user insights.
4	Mobile App Analytics: Mobile analytics fundamentals; app install and attribution tracking; engagement, retention and churn metrics; in-app event tracking; app performance dashboards; deep linking and mobile measurement partners (MMPs).		• Track and interpret mobile app engagement and retention metrics. • Apply mobile attribution concepts to evaluate app marketing performance.

5	Experimentation and Optimisation: A/B and multivariate testing design; statistical significance and sample size; conversion rate optimisation (CRO) principles; building analytics dashboards and reports; data storytelling for stakeholders; ethical and privacy considerations in analytics.	• Design and interpret A/B tests to optimise digital experiences. • Communicate analytics insights effectively through dashboards and reports.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓	✓		✓	
Quiz	✓	✓	✓		
Case Based Presentation				✓	

Project					
Mid Semester Examination	✓				
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Kaushik, A., Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, Wiley.
2. Clifton, B., Advanced Web Metrics with Google Analytics, Wiley.
3. Google Analytics 4 (Skillshop) and Firebase official certification resources.
4. Croll, A. & Yoskovitz, B., Lean Analytics: Use Data to Build a Better Startup Faster, O'Reilly Media.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380704
Course Title	Artificial Intelligence in Digital Marketing
Academic Year	2025-26
Semester	VII
Number of Credits	4
Course Prerequisite	Basic understanding of digital marketing, marketing analytics and digital fluency concepts covered in earlier semesters.
Course Synopsis	This course explores the transformative role of artificial intelligence (AI) and machine learning in digital marketing. Students learn how AI powers personalisation, predictive analytics, chatbots and conversational marketing, programmatic advertising, generative AI for content creation, and AI-driven customer insights, while also examining the ethical, bias and data-privacy implications of deploying AI in marketing.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain key AI and machine learning concepts relevant to digital marketing applications.
CO2	Apply AI-powered tools for content creation, personalisation and

	customer segmentation.
CO3	Evaluate the role of AI in predictive analytics, programmatic advertising and chatbots.
CO4	Design an AI-enabled marketing campaign or customer experience workflow.
CO5	Critically assess the ethical, bias and data-privacy implications of AI in marketing.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4

Unit	**Content**	**Competencies**
1	Introduction to AI in Marketing: Meaning of AI, machine learning and generative AI; evolution of AI in marketing; AI-powered marketing use cases across the customer journey; overview of AI marketing tools landscape.	• Explain fundamental AI and machine learning concepts relevant to marketing. • Identify AI use cases across the customer journey.
2	Generative AI for Content and Creative: Introduction to generative AI tools (ChatGPT, Gemini, Midjourney, Canva AI); AI-assisted copywriting and content ideation; AI in image and video generation; prompt engineering basics for marketing tasks.	• Apply generative AI tools for content and creative ideation. • Demonstrate effective prompt engineering for marketing use cases.
3	AI for Personalisation and Predictive Analytics: Recommendation engines and personalisation algorithms; predictive lead	• Apply AI-driven personalisation techniques to enhance

	scoring and churn prediction; AI in customer segmentation and next-best-action marketing; predictive analytics for demand forecasting.	customer experience. • Explain the role of predictive analytics in marketing decision-making.
4	Conversational AI and Programmatic Advertising: Chatbots and conversational marketing; voice search and voice assistants; AI in programmatic ad buying and bid optimisation; dynamic creative optimisation using AI.	• Design a chatbot/conversational marketing workflow for customer engagement. • Explain the role of AI in programmatic advertising optimisation.
5	Ethics, Bias and the Future of AI in Marketing: Algorithmic bias and fairness; data privacy and consent in AI-driven marketing; transparency and explainability; regulatory landscape (AI Act, data protection laws); future trends - agentic AI and autonomous marketing.	• Critically assess ethical, bias and privacy issues in AI-driven marketing. • Evaluate emerging trends shaping the future of AI in marketing.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative

Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓		✓		✓
Quiz	✓	✓		✓	
Case Based Presentation	✓				✓
Project		✓		✓	
Mid Semester Examination	✓			✓	
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Davenport, T.H., The AI Advantage: How to Put the Artificial Intelligence Revolution to Work, MIT Press.
2. Siau, K. & Yang, Y., AI and Marketing: A Review and Research Agenda, Journal of Marketing.
3. Google AI Essentials and HubSpot AI in Marketing certification resources.
4. Kotler, P., Kartajaya, H., & Setiawan, I., Marketing 5.0: Technology for Humanity, Wiley.

SEMESTER – VIII

Course Code	**Course Title**
06380801	Change Management
06380802	Big Data and Decisions
06380803	UX/UI Design for Digital Products
06380804	E-commerce Business Strategy

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)

Course Code	06380801
Course Title	Change Management
Academic Year	2025-26
Semester	VIII
Number of Credits	4
Course Prerequisite	Basic knowledge of Human Resource Management
Course Synopsis	This course introduces students to the concepts and practices of Change Management in organizations. It focuses on understanding organizational change, diagnosing readiness, managing resistance, and implementing effective change interventions. The course also examines leadership, ethical issues, and contemporary challenges in managing change in dynamic and global environments.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Understand the concepts, types, and drivers of organizational change.
CO2	Diagnose organizational culture and readiness for change.
CO3	Apply change interventions to manage resistance and facilitate change.
CO4	Analyze structural, technological, and performance-driven change initiatives.
CO5	Evaluate leadership and ethical challenges in managing organizational change.
Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):	

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:			
L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**

1	Introduction to Change Management: Meaning, nature, scope, and types of organizational change; drivers of change in contemporary organizations; planned versus emergent change; overview of key change models (Lewin's Change Model, Action Research); evolution of Change Management with reference to Organizational Development (OD); values and assumptions of planned change.	• Ability to distinguish between different types and drivers of organizational change • Capability to apply major change models such as Lewin's and Action Research • Understanding of the linkage between Change Management and Organizational Development
2	Organizational Culture and Change Diagnosis Organizational culture and its role in change; cultural dimensions influencing change; managing change in global and cross-cultural contexts; change diagnosis and data collection methods; readiness for change; use of data analytics and AI tools for diagnosing organizational issues and change preparedness.	• Ability to assess organizational culture and its impact on change initiatives • Capability to diagnose change readiness using qualitative and data-driven methods • Understanding of managing change in global and cross-cultural contexts
3	Human Process Interventions for Managing Change Human process interventions as change tools—team building, process consultation, coaching and mentoring; role-focused and intergroup interventions; managing resistance to change; third-party interventions and conflict management; application of OD interventions in change initiatives.	• Ability to apply human process interventions to facilitate organizational change • Capability to manage resistance, conflict, and intergroup issues during change • Understanding of the practical application of OD interventions in change initiatives
4	Structural, Technological, and Performance-Driven Change	• Ability to design and evaluate techno-

	Techno-structural interventions including work redesign, self-managed teams, quality of work life (QWL), and Total Quality Management (TQM); building high-performance work culture (HPWC); organizational transformation; integrating sustainability into organizational structures; impact of digitalization, automation, and AI on organizational design and employee roles.	structural change interventions • Capability to integrate sustainability and high-performance work practices • Understanding of the impact of digitalization, automation, and AI on organizations.
5	Leadership and Contemporary Issues in Change Management: Role of leadership and change agents in managing change; ethical issues, power, and organizational politics in change processes; managing change during mergers, acquisitions, and strategic alliances; change management in dynamic and uncertain environments; emerging trends in Change Management—hybrid workplaces, remote teams, cross-border collaboration, and sustainable transformation.	• Ability to lead and support change as a leader or change agent • Capability to address ethical issues, power, and politics in change processes • Understanding of contemporary change challenges in dynamic and global environments

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓		✓	✓	
Quiz			✓	✓	✓
Case Based Presentation				✓	✓
Project					
Mid Semester Examination	✓	✓		✓	✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Kotter, J.P., Leading Change, Harvard Business Review Press.
2. Cameron, E. & Green, M., Making Sense of Change Management, Kogan Page.
3. Hiatt, J.M., ADKAR: A Model for Change in Business, Government and our Community, Prosci Learning Center.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380802
Course Title	Big Data and Decisions
Academic Year	2025-26
Semester	VIII
Number of Credits	4
Course Prerequisite	Basic knowledge of Analytics.
Course Synopsis	The objective big data analytics is to help student gain insights and

	make more informed decisions. By analyzing large, complex sets of data, student can identify patterns and trends that would not be visible using traditional analytical techniques, helping them to improve efficiency, enhance customer experiences, manage risk, and gain a competitive advantage.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Examine the leveraging big data technologies and techniques, businesses can gain valuable insights and competitive advantages, improving operational efficiency, developing new products and services, and creating personalized customer experiences
CO2	Explain the Hadoop ecosystem that provides a wide range of tools and technologies for storing, processing, and analyzing large datasets
CO3	Illustrate the function of GPUs for accelerating data processing and analysis, particularly for tasks that require large amounts of data to be processed in parallel
CO4	Utilize Spark, a powerful framework for distributed computing and data processing, particularly for large-scale data analytics and machine learning applications
CO5	Make use of Spark SQL and Graph, powerful tools for data processing and analysis, particularly for structured data and graph data, respectively
Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):	

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content and Competencies**		

1	Explain characteristics of Big Data Big Data Analytics. (C2) Typical Analytical Architecture and requirement for new analytical architecture. (C2) What are the Challenges in Big Data Analytics. (C2)
2	Explain Hadoop , Requirement of Hadoop Framework, Explain design principle of Hadoop, describe hadoop components , Hadoop 1 vs Hadoop 2, Hadoop Daemon's. (C2) Describe HDFS Commands, Map Reduce Programming: I/O formats, Map side join, Reduce Side Join, Secondary sorting, Pipelining MapReduce jobs. (C2) Define Hadoop Ecosystem, Introduction to Hadoop ecosystem technologies, Serialization: AVRO, Co-ordination: Zookeeper, Databases. HBase, Hive, Scripting language: Pig, Streaming: Flink, Storm. (C2)
3	Analyse the concept of GPU Computing, CUDA Programming Model, CUDA API, Simple Matrix, Multiplication in CUDA, CUDA Memory Model. (C2) Describe Shared Memory Matrix Multiplication, Additional CUDA API Features. (C2)
4	Apply the concept of Data Analysis with Spark Shell, Writing Spark Application. (C5) Apply the concept of Spark Programming in Scala, Python, R, Java. (C5)
5	Evaluate the concept of SQL, Importing and Saving data, Data frames using SQL. (C5) Analyse the concept of GraphX overview, Create Graph and Graph Algorithms.(C5) Evaluate the concept of Spark Streaming Overview, Errors and Recover, Streaming Source and Streaming live data with spark(C5)

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	Contact Hours
Lecture	32

Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓	✓		✓	
Quiz	✓	✓	✓		
Case Based Presentation				✓	
Project					
Mid Semester Examination	✓				
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Frampton M. Mastering Apache Spark. Packt Publishing; 2015.
2. White T. Hadoop: The Definitive Guide. O'Reilly; 2015.
3. Pentreath N. Machine Learning with Spark. Packt Publishing; 2015.

School of Commerce and Management	
Name of the Department	Commerce and Management

Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380803
Course Title	UX/UI Design for Digital Products
Academic Year	2025-26
Semester	VIII
Number of Credits	4
Course Prerequisite	Basic understanding of digital marketing and web/mobile analytics concepts covered in earlier semesters.
Course Synopsis	This course introduces students to the principles of User Experience (UX) and User Interface (UI) design as they apply to digital marketing products such as websites, landing pages and mobile applications. Students learn user research methods, information architecture, wireframing and prototyping, visual and interaction design principles, usability testing, and how good UX/UI design directly impacts marketing conversion rates and customer experience.

Course Outcomes:

At the end of the course students will be able to:

CO1	Explain the principles and importance of UX/UI design in digital marketing outcomes.
CO2	Conduct user research and develop user personas and journey maps.
CO3	Create wireframes and low/high-fidelity prototypes for digital products.
CO4	Apply visual design and interaction design principles to enhance usability.
CO5	Conduct usability testing and translate findings into design and conversion improvements.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	2	1	2	1	2	1	2	1
CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**

3	1	0	4
Unit	**Content**		**Competencies**
1	Introduction to UX/UI Design: Meaning and difference between UX and UI; the role of design in digital marketing and conversion; design thinking process (empathise, define, ideate, prototype, test); overview of design tools (Figma, Adobe XD).		• Differentiate between UX and UI design and their roles in marketing. • Apply the design thinking process to a digital product problem.
2	User Research and Information Architecture: User research methods (interviews, surveys, contextual inquiry); creating user personas and empathy maps; customer journey mapping; information architecture and site mapping; card sorting techniques.		• Conduct user research and develop user personas. • Develop an information architecture/site map for a digital product.
3	Wireframing and Prototyping: Low-fidelity wireframing principles; high-fidelity prototyping tools and techniques; interaction design and micro-interactions; responsive and mobile-first design principles; design systems and style guides.		• Create wireframes and prototypes for a website or mobile application. • Apply responsive and mobile-first design principles.
4	Visual Design Principles: Principles of visual design - colour theory, typography, layout and grid systems; accessibility and inclusive design (WCAG basics); UI design patterns and components; landing page design for conversion.		• Apply visual design principles to create an effective digital interface. • Design a landing page optimised for conversion and accessibility.
5	Usability Testing and Conversion Design: Usability testing methods and metrics; A/B testing for UX; heuristic evaluation (Nielsen's 10 heuristics); the relationship between UX/UI and conversion rate optimisation; case studies of UX-driven marketing improvements.		• Conduct usability testing and apply heuristic evaluation to a digital product. • Recommend UX/UI improvements to enhance conversion performance.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	Contact Hours

Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment	✓		✓		✓
Quiz	✓	✓		✓	
Case Based Presentation	✓				✓
Project		✓		✓	
Mid Semester Examination	✓			✓	
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Krug, S., Don't Make Me Think: A Common Sense Approach to Web Usability, New Riders.
2. Norman, D.A., The Design of Everyday Things, Basic Books.
3. Garrett, J.J., The Elements of User Experience, New Riders.
4. Figma and Google UX Design Professional Certificate resources.

School of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	Bachelor of Business Administration (Digital Marketing)
Course Code	06380804
Course Title	E-commerce Business Strategy
Academic Year	2025-26
Semester	VIII
Number of Credits	4
Course Prerequisite	Basic understanding of digital marketing, supply chain management and financial management concepts covered in earlier semesters.
Course Synopsis	This capstone course examines the strategic dimensions of building and scaling e-commerce businesses in a digitally-driven economy. Students study e-commerce business models, platform selection, digital merchandising and pricing strategy, e-commerce logistics and fulfilment, payment gateways and security, omnichannel retail strategy, and marketplace vs. D2C (direct-to-consumer) strategy, integrating marketing, operations and financial perspectives learnt across the programme.
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Explain the major e-commerce business models and their strategic implications.
CO2	Evaluate e-commerce platform and technology choices for a given business context.
CO3	Apply digital merchandising and dynamic pricing strategies for online retail.
CO4	Analyse e-commerce logistics, fulfilment and payment/security considerations.
CO5	Formulate an integrated omnichannel/D2C e-commerce growth strategy.

Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes (PSOs):

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	2	1

CO2	1	3	1	3	1	3	2	3	1
CO3	2	3	2	3	2	3	2	3	2
CO4	2	1	2	2	2	1	2	1	2
CO5	3	1	3	1	3	1	3	1	3
Average	**2.0**	**2.0**	**1.8**	**2.2**	**1.8**	**2.0**	**2.0**	**2.0**	**1.8**

Course Content:

L (Hours/Week)	**T (Hours/Week)**	**P (Hours/Week)**	**Total Hour/Week**
3	1	0	4
Unit	**Content**		**Competencies**
1	Foundations of E-commerce: Evolution and scope of e-commerce; e-commerce business models (B2C, B2B, C2C, D2C, marketplace); e-commerce vs traditional retail; the Indian and global e-commerce landscape; key success factors.		• Explain the major e-commerce business models and their applications. • Analyse the evolution and current landscape of e-commerce.
2	E-commerce Platforms and Technology: Platform options (Shopify, WooCommerce, Magento, marketplaces); website/app design considerations for e-commerce; product catalogue and inventory management systems; e-commerce SEO and site search.		• Evaluate e-commerce platform choices for a given business scenario. • Apply e-commerce SEO principles to improve product discoverability.
3	Digital Merchandising and Pricing Strategy: Online merchandising principles; product page optimisation; dynamic and competitive pricing strategies; cart abandonment and checkout optimisation; cross-selling and upselling techniques.		• Apply digital merchandising principles to optimise product presentation. • Design pricing strategies appropriate for online retail.
4	E-commerce Operations, Logistics and Security: Order fulfilment models (in-house, 3PL, dropshipping, dark stores); last-mile delivery challenges; payment gateways and digital payment security; returns management; regulatory and compliance considerations		• Analyse logistics and fulfilment strategies for an e-commerce business. • Evaluate payment gateway and security

	(consumer protection, GST).	considerations for online transactions.
5	Omnichannel and Growth Strategy: Omnichannel retail strategy; marketplace vs D2C strategy trade-offs; social commerce and live commerce; international e-commerce expansion; e-commerce metrics (AOV, conversion rate, repeat purchase rate); building a capstone e-commerce growth plan.	• Formulate an omnichannel or D2C e-commerce growth strategy. • Evaluate e-commerce performance using relevant business metrics.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	**Contact Hours**
Lecture	32
Tutorial	10
Seminar/Journal Club	2
Small group discussion (SGD)	2
Self-directed learning (SDL) / Tutorial	2
Problem Based Learning (PBL)	7
Case/Project Based Learning (CBL)	3
Revision	2
Others If any:	
Total Number of Contact Hours	**60**

Assessment Methods:

Formative
Assignment
Quiz
Case Based Presentation
Project
Mid Semester Examination

Mapping of Assessment with COs

Nature of Assessment	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Assignment				✓	

Quiz	✓		✓		✓
Case Based Presentation		✓			
Project		✓	✓	✓	✓
Mid Semester Examination	✓	✓	✓	✓	✓
End Semester Examination	✓	✓	✓	✓	✓

Text Books / Reference Books:

1. Laudon, K.C. & Traver, C.G., E-commerce: Business, Technology, Society, Pearson.
2. Chaffey, D., Digital Business and E-Commerce Management, Pearson.
3. Rangaswamy, A. & Bruggen, G.H.V., Opportunities and Challenges in Multichannel Marketing, Journal of Interactive Marketing.
4. Turban, E., Electronic Commerce: A Managerial and Social Networks Perspective, Springer.