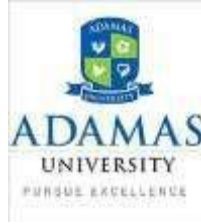


ADAMAS UNIVERSITY
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT

PROGRAMME STRUCTURE & SYLLABUS
For
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)
3 Years Programme
Academic Year - 2022-23



ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT

VISION OF THE UNIVERSITY

To be an internationally recognized university through excellence in inter-disciplinary education, research and innovation, preparing socially responsible well-grounded individuals contributing to nation building.

MISSION STATEMENTS OF THE UNIVERSITY

M.S 01: Improve employability through futuristic curriculum and progressive pedagogy with cutting-edge technology

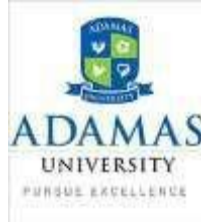
M.S 02: Foster outcomes based education system for continuous improvement in education, research and all allied activities

M.S 03: Instill the notion of lifelong learning through culture of research and innovation

M.S 04: Collaborate with industries, research centers and professional bodies to stay relevant and up-to-date

M.S 05: Inculcate ethical principles and develop understanding of environmental and social realities

CHANCELLOR / VICE CHANCELLOR



ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT

VISION OF THE SCHOOL

To be a new-age school maintaining international standards of industry-relevant interdisciplinary education and research in the field of business, commerce and economics, developing professionals adept at leveraging technology, and conscious of society and environment.

MISSION STATEMENTS OF THE SCHOOL

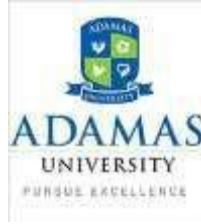
M.S 01: Focus on outcome based curriculum enabling intellectual, personal and professional growth through life-long learning.

M.S 02: Integrate theory with practice to create solutions, embracing sustainability and diversity

M.S 03: Inculcate trans-disciplinary culture through teaching and research in emerging areas.

M.S 04: Encourage students to inculcate entrepreneurial spirit, ethical and societal values, and contribute to nation-building.

DEAN / SCHOOL CONCERNED



ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT

VISION OF THE DEPARTMENT

To be an internationally recognized center for management education through excellence in pedagogy, research and innovation, preparing socially responsible and industry-ready management professionals who will emerge as the preferred choice for organisations.

MISSION STATEMENTS OF THE DEPARTMENT

M.S 01: Improve employability through progressive, outcome based pedagogy and regular interaction with industry for lifelong learning.

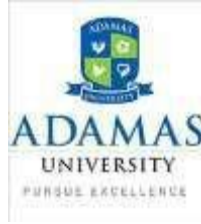
M.S 02: Integrate theoretical knowledge with real-life practices through industry interface.

M.S 03: Holistic development through transdisciplinary teaching and research in emerging areas leveraging technology.

M.S 04: Encourage students to inculcate entrepreneurial spirit, ethical, societal and professional values, and contribute to nation - building.

HOD

DEAN / SCHOOL CONCERNED



ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT

Name of the Programme: Bachelor of Business Administration in Digital Marketing

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 01: Imparting knowledge of the fundamentals of Marketing in the Digital era and its applications.

PEO 02: Developing expertise in the areas of digital and allied technologies.

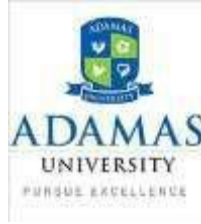
PEO 03: Enhancing professional competency in meeting the challenges of a globalized world of business.

PEO 04: Developing ethical, social and environmental consciousness.

PEO 05: Inculcating fundamental concepts and skills of research in various fields of business.

HOD

DEAN / SCHOOL CONCERNED



ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT

Name of the Programme: Bachelor of Business Administration in Digital Marketing

GRADUATE ATTRIBUTE / PROGRAMME OUTCOME (PO)

GA 01 / PO 01: Domain Knowledge - Understanding of basics of digital transformation and marketing the digital age.

GA 02 / PO 02: Problem Solution: Identify, formulate and analyze business problems utilizing knowledge of multiple disciplines including economics, statistics, commerce, law and technology and solve such problems using appropriate methodology culled from various fields.

GA 03 / PO 03: Leadership and Organization Skills- Develop strategic, organizational, and leadership skills for new organizations paradigm.

GA 04 / PO 04: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the business practices.

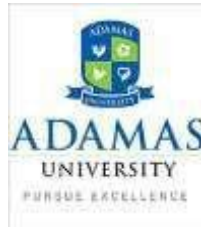
GA 05 / PO 05: Environment and Sustainability- Understand the impact of the professionals in societal contexts, and demonstrate the knowledge of, and need for sustainable development

GA 06 / PO 06: Life-long Learning- Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of business world.

GA 07 / PO 07: Creativity and Innovation- Develop inquisitive and innovative minds trained in the concepts of research and innovative practices.

HOD

DEAN / SCHOOL CONCERNED



ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF
MANAGEMENT

**Name of the Programme: Bachelor of Business Administration in
Digital Marketing**

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO 01: Development of knowledge in the area of digital and allied technologies including digital tools such as SEO, SEM, social media and Blogs.

PSO 02: Development of entrepreneurial skills and spirit.

PSO 02: Develop competencies to be socially responsible business professionals.

HOD

DEAN / SCHOOL CONCERNED

SEMESTER-II						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
AECC	ENG11052	Business English – II	2	0	0	2
AECC	EVS11109	Environment Studies	2	0	0	2
Core	SDS11503	Business Statistics	3	1	0	4
Core	ECO11501	Macro Economics	3	1	0	4
Core	FAC11005	Financial Accounting	3	1	0	4
Core	OBH11001	Behavioral Science	3	1	0	4
SEC	EIC11001	Venture Ideation	2	0	0	2
Core	LWJ11014	Business Law	3	1	0	4
						26

SEMESTER-III						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
AECC	SOC14100	Community Services	0	0	2	1
SEC	IDP14001	Inter Disciplinary Project	3	0	0	3
Core	MKT11002	Marketing Management - I	3	1	0	4
Core	FAC11007	Financial Management	3	1	0	4
Core	OBH11004	Human Resource Management - I	3	1	0	4
Core	OLS11001	Supply Chain Management	3	1	0	4
GE	OLS11002	Production & Operations Management	2	0	0	2
SEC	MGT11004	Employability and Practitioner Skills-I	--	--	--	PPSD/SSD
						22

SEMESTER-IV						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
GE	PSG11021	Human Values and Professional Ethics	2	0	0	2
Core	MKT11003	Marketing Management - II	3	1	0	4
Core	FAC11008	Cost & Management Accounting	3	1	0	4
Core	OBH11006	Human Resource Management - II	3	1	0	4
GE	IST11001	Management Information System & ERP	2	0	0	2
Core	MGT11005	Introduction to Research Methodology	3	1	0	4
GE	EIC11002	Entrepreneurship Development	3	1	0	4
SEC	BAN12002	Introduction to Data Analytics	1	0	2	2

