

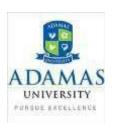
### PROGRAMME STRUCTURE & SYLLABUS For

#### **BACHELOR OF BUSINESS ADMINISTRATION**

(DIGITAL MARKETING)

**3 Years Programme** 

Academic Year - 2022-23



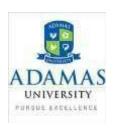
#### VISION OF THE UNIVERSITY

To be an internationally recognized university through excellence in <u>inter-disciplinary</u> <u>education</u>, <u>research and innovation</u>, <u>preparing socially responsible well-grounded individuals</u> 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



#### 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

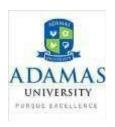
**M.S 01:** Focus on outcome based curriculum enabling intellectual, personal and professional growth through life-long learning.

**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** 



#### VISION OF THE DEPARTMENT

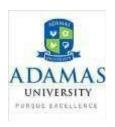
To be an internationally recognized center for management education through excellence in pedagogy, research and innovation, preparing socially responsible and industry-ready management professionals who will emerge as the preferred choice for organisations.

#### 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** 



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.

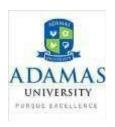
**PEO 03:** Enhancing professional competency in meeting the challenges of a globalized world of business.

**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** 



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.

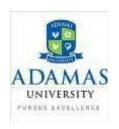
GA 05 / PO 05: Environment and Sustainability- Understand the impact of the professionals in societal contexts, and demonstrate the knowledge of, and need for sustainable development

**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.

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**DEAN/SCHOOL CONCERNED** 

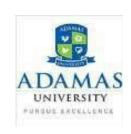


### ADAMAS UNIVERSITY, KOLKATA SCHOOL OF BUSINESS & ECONOMICS

### 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



#### **Programme Structure for BBA (Digital Marketing)**

#### (Industry Specific, Job Oriented, Skill based Programme)

SEMESTER	DURATION	No. of Credits	<b>Examination Months</b>
I	July - Dec.	22	December
II	Jan. – June	27	May
III	July - Dec.	21	December
IV	Jan. – June	26	May
V	July - Dec.	26	December
VI	Jan. – June	26	May
Participation in Co-	nal Skills Development (PPSD); curricular & Extracurricular membership and active hana		
	TOTAL	148	

	SEMESTER-I						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit	
			L	T	P		
AECC	ENG11051	Business English – I	2	0	0	2	
Core	MGT11002	Business Environment	2	0	0	2	
Core	MGT11001	Principles of Management	3	1	0	4	
Core	MTH11514	Business Mathematics	3	1	0	4	
Core	ECO11003	Micro Economics	3	1	0	4	
Core	FAC11003	Principles of Accounting	3	1	0	4	
SEC	DGS11001	Design Thinking	2	0	0	2	
						22	

	SEMESTER-II							
Type of Course	Course Code	Title of the Course	Con	Contact Hours				
			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	Title of the Course Contact Hours		ours	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	Cor	ntact Ho	ours	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

SEC	MGT11006	Employability and Practitioner Skills – II	 	 PPSD/SS D
		SKIIIS – II		26

The students must also undertake Summer Internship Training/Project at the end of 2<sup>nd</sup> year for a period of 6-8 weeks, during the months of May, June & July. During the internship the students are required to learn about the realities of work environment. They are required to submit a training report for evaluation/assessment. Successful completion of the internship shall facilitate the students to be rated for 02 credits.

The students must undertake a **Dissertation/ Live Project worth 4 credits during the Semester VI.** Unlike internship, the dissertation project work must be conducted on a topic chosen from the elective area of specialization in which the student wants to build his/her career. The student is also required to submit a detailed report to the school/university and present the work to the faculty panel for evaluation/assessment.

	SEMESTER-V						
Type of	Course Code Title of the Course	Title of the Course	Con	Contact Hours			
Course		L	Т	P	Credit		
Core	MKT11025	International Business	3	1	0	4	
GE	MGT11003	Business Ethics & Corporate Governance	3	1	0	4	
DSE	MGT11009	Digital Business Strategy	2	0	0	2	
DSE	BAN11001	Data Mining and Business Intelligence	3	1	0	4	
DSE	MKT11010	Customer Relationship Management in Digital Age	3	1	0	4	
DSE	MKT11004	Digital Marketing	3	1	0	4	
DSE	MKT11011	E-Commerce & M-Commerce Marketing	2	0	0	2	
Core	MGT14001	Summer Internship Training/Project	0	0	4	2	
						26	

	SEMESTER-VI							
Type of	Course	Title of the Course	Contact Hours		urs	Credit		
Course	Code		L	T	P			
Core	MGT11008	Business Strategy & Policy	3	1	0	4		
SEC	MKT11007	E-Commerce	2	0	0	2		
DSE	MKT11012	Sales and Distribution in Digital	3	1	0	4		
		Age.						
DSE	MKT11013	Social Media Marketing	3	1	0	4		
DSE	MKT11014	Integrated Marketing	3	1	0	4		
		Communication						
DSE	IST11003	Cyber Security and Cyber Law	3	1	0	4		
Core	MGT14002	Dissertation/ Live Project	0	0	8	4		
						26		