



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION in DIGITAL MARKETING/
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) in DIGITAL MARKETING 2023

SEMESTER - I

| Sl. No | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------|-------------|---|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIE | ESE | | | |
| 1 | BBD10101 | Principles of Management and Organizational Behaviour | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 2 | BBD10102 | Financial Accounting | 3 | 1 | 0 | 40 | 60 | 100 | 4 | Major |
| 3 | BBD10001 | Introduction to Microeconomics | 3 | 0 | 0 | 40 | 60 | 100 | 3 | IC |
| 4 | AEC00005 | Functional English | 2 | 0 | 0 | 40 | 60 | 100 | 2 | AEC |
| 5 | BBD10002 | Soft Skills | 3 | 0 | 0 | 40 | 60 | 100 | 3 | SEC |
| 6 | VAC09004 | Digital Literacy Lab | 0 | 0 | 4 | 40 | 60 | 100 | 2 | VAC |
| 7 | VAC00007 | Human Values and Ethics | 2 | 0 | 0 | 40 | 60 | 100 | 2 | VAC |
| Total | | | 17 | 1 | 4 | 280 | 420 | 700 | 20 | |

SEMESTER - II

| Sl. No | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------|-------------|---------------------------|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIE | ESE | | | |
| 1 | BBD20103 | Financial Management | 3 | 1 | 0 | 40 | 60 | 100 | 4 | Major |
| 2 | BBD20104 | Marketing in Digital Era | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 3 | BBD20001 | Statistics for Analysis | 2 | 1 | 0 | 40 | 60 | 100 | 3 | IC |
| 4 | AEC00002 | Communicative English | 2 | 0 | 0 | 40 | 60 | 100 | 2 | AEC |
| 5 | BBD20002 | Digital Content Marketing | 3 | 0 | 0 | 40 | 60 | 100 | 3 | SEC |
| 6 | VAC00006 | Environmental Studies | 2 | 0 | 0 | 40 | 60 | 100 | 2 | VAC |
| 7 | VAC09006 | Web Analytics Lab | 0 | 0 | 4 | 40 | 60 | 100 | 2 | VAC |
| Total | | | 16 | 2 | 4 | 280 | 420 | 700 | 20 | |



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION in DIGITAL MARKETING/
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) in DIGITAL MARKETING 2023
SEMESTER - III

| Sl. No. | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|---------|-------------|---|----|---|---|-------------------|-----|-------|---------|-------------|
| | | | | | | CIE | ESE | | | |
| 1 | BBD30105 | Business Environment and Digital Economy | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 2 | BBD30106 | Digital Content Planning and Management | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 3 | BBD30107 | Consumer Behaviour | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 4 | BBD39108 | Website Design and Development Lab | 0 | 0 | 4 | 40 | 60 | 100 | 2 | Major |
| 5 | AEC09005 | Business Communication Lab | 0 | 0 | 4 | 40 | 60 | 100 | 2 | AEC |
| 6 | BBD30001 | Heritage of Indian Polity and Economy | 3 | 0 | 0 | 40 | 60 | 100 | 3 | IC |
| 7 | BBD30002 | Quantitative Reasoning & Employability Skills | 3 | 0 | 0 | 40 | 60 | 100 | 3 | SEC |
| Total | | | 16 | 0 | 8 | 280 | 420 | 700 | 20 | |

SEMESTER - IV

| Sl. No. | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|---------|-------------|--|----|---|---|-------------------|-----|-------|---------|-------------|
| | | | | | | CIE | ESE | | | |
| 1 | BBD40109 | Human Resource Management | 2 | 0 | 0 | 40 | 60 | 100 | 2 | Major |
| 2 | BBD40110 | Search Engine Optimization | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 3 | BBD40111 | Customer Relationship and Lead Management | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 4 | BBD49112 | Digital Marketing Lab | 0 | 0 | 4 | 40 | 60 | 100 | 2 | Major |
| 5 | BBD40201 | Research Methodology | 3 | 1 | 0 | 40 | 60 | 100 | 4 | Minor |
| 6 | BBD40202 | Indian Ethos in Management | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| 7 | AEC00006 | Modern Indian Language A. Hindi B. Bengali C. Alternative English | 2 | 0 | 0 | 40 | 60 | 100 | 2 | AEC |
| Total | | | 17 | 1 | 4 | 280 | 420 | 700 | 20 | |



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION in DIGITAL MARKETING/
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) in DIGITAL MARKETING 2023

SEMESTER - V

| Sl. No. | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|---|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIE | ESE | | | |
| 1 | BBD50113 | Financial Institutions and Markets | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 2 | BBD50114 | Social Media Marketing | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 3 | BBD50115 | E-mail, Video and Mobile Marketing | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 4 | BBD50203 | Digital Transformation and Entrepreneurship | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| 5 | BBD50204 | Marketing of Services | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| 6 | BBD58001 | Internship | 0 | 0 | 0 | 0 | 0 | 100 | 2 | IAPC |
| TOTAL | | | 18 | 0 | 0 | 200 | 300 | 600 | 20 | |

SEMESTER - VI

| Sl. No. | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|------------------------------------|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIE | ESE | | | |
| 1 | BBD60116 | Strategy for Digital Marketing | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 2 | BBD60117 | Operations Management | 3 | 1 | 0 | 40 | 60 | 100 | 4 | Major |
| 3 | BBD60118 | Sales and Distribution Management | 3 | 0 | 0 | 40 | 60 | 100 | 3 | Major |
| 4 | BBD68119 | Research Project | 0 | 0 | 0 | 40 | 60 | 100 | 2 | Major |
| 5 | BBD60205 | E-Commerce and Affiliate Marketing | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| 6 | BBD60206 | Digital Marketing Analytics | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| TOTAL | | | 17 | 1 | 0 | 240 | 360 | 600 | 20 | |



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION in DIGITAL MARKETING/
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) in DIGITAL MARKETING 2023

SEMESTER – VII

| Sl. No. | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|---|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIE | ESE | | | |
| 1 | BBD70120 | Marketing Research | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 2 | BBD70121 | Introduction to Cloud Computing | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 3 | BBD70122 | Integrated Marketing Communication in Digital Marketing | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 4 | BBD70123 | Digital Media Laws and Ethics | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 5 | BBD70207 | User Experience (UX) Designing | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| TOTAL | | | 20 | 0 | 0 | 200 | 300 | 500 | 20 | |

SEMESTER – VIII (Honours)

| Sl. No. | Course Code | Course | L | T | P | Evaluation Scheme | | Total | Credits | Course Type |
|--------------|-------------|--|-----------|----------|----------|-------------------|------------|------------|-----------|-------------|
| | | | | | | CIE | ESE | | | |
| 1 | BBD80124H | Marketing Automation | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 2 | BBD80125H | Artificial Intelligence in Digital Marketing | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 3 | BBD80126H | Gamification in Digital Marketing | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 4 | BBD80127H | Predictive Analytics in Digital Marketing | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Major |
| 5 | BBD80208H | Augmented Reality in Digital Marketing | 4 | 0 | 0 | 40 | 60 | 100 | 4 | Minor |
| TOTAL | | | 20 | 0 | 0 | 200 | 300 | 500 | 20 | |