



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION in DIGITAL MARKETING/
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) in DIGITAL MARKETING- 2026

SEMESTER - I

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBD10101	Principles of Management and Organizational Behaviour	4	0	0	40	60	100	4	Major
2	BBD10201	Financial Accounting	3	1	0	40	60	100	4	Minor
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	AI Foundations & Generative AI Literacy	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
						CIA	ESE			
1	BBD20102	Marketing in Digital Era	4	0	0	40	60	100	4	Major
2	BBD20202	Financial Management	3	1	0	40	60	100	4	Minor
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	
8	UGPC0001	Foundations of Professional Communication	0	0	0	100	0	100	0	GPC



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SEMESTER – III

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBD30103	Business Environment and Digital Economy	3	0	0	40	60	100	3	Major
2	BBD30104	Consumer Behaviour	3	0	0	40	60	100	3	Major
3	BBD39105	Website Design and Development Lab	0	0	4	40	60	100	2	Major
4	BBD30203	Digital Content Planning and Management	4	0	0	40	60	100	4	Minor
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
						CIA	ESE			
1	BBD40106	Human Resource Management	2	0	0	40	60	100	2	Major
2	BBD40107	Search Engine Optimization	3	0	0	40	60	100	3	Major
3	BBD40108	Customer Relationship and Lead Management	3	0	0	40	60	100	3	Major
4	BBD49109	Digital Marketing Lab	0	0	4	40	60	100	2	Major
5	BBD40110	Research Methodology	3	1	0	40	60	100	4	Major
6	BBD40204	Indian Ethos in Management	4	0	0	40	60	100	4	Minor
7	AEC00006	Modern Indian Language A. Hindi B. Bengali C. Alternative English D. MOOC	2	0	0	40	60	100	2	AEC
TOTAL			17	1	4	280	420	700	20	
8	UGPC0002	Workplace Communication and Professional Skills	0	0	0	100	0	100	0	GPC

*MOOC/Equivalent MOOC approved by BoS Chair (Evaluation scheme as per Blended Learning and MOOCs Policy)



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SEMESTER - V

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBD50111	Financial Institutions and Markets	3	0	0	40	60	100	3	Major
2	BBD50112	Social Media Marketing	3	0	0	40	60	100	3	Major
3	BBD50113	E-mail, Video and Mobile Marketing	4	0	0	40	60	100	4	Major
4	BBD50114	Digital Transformation and Entrepreneurship	4	0	0	40	60	100	4	Major
5	BBD50205	Marketing of Services	4	0	0	40	60	100	4	Minor
6	BBD58001	Internship	0	0	0	0	100	100	2	IAPC
TOTAL			18	0	0	200	400	600	20	
7	UGPC0003	Advanced Professional Communication and Employability Skills	0	0	0	100	0	100	0	GPC

SEMESTER - VI

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBD60115	Strategy for Digital Marketing	3	0	0	40	60	100	3	Major
2	BBD60116	Operations Management	3	1	0	40	60	100	4	Major
3	BBD60117	Sales and Distribution Management	3	0	0	40	60	100	3	Major
4	BBD68118	Research Project	0	0	0	40	60	100	2	Major
5	BBD60119	E-Commerce and Affiliate Marketing	4	0	0	40	60	100	4	Major
6	BBD60206	Digital Marketing Analytics	4	0	0	40	60	100	4	Minor
TOTAL			17	1	0	240	360	600	20	



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SEMESTER – VII

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	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
						CIA	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	