

## **School of Business and Economics**

## **Department of Management**

**BBA** (Digital Marketing)

Course Grid-

				SEMESTER-I							
Туре	0	Course Code		Title of the Course		Contact Hours			Credit		
fCourse					Ī	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		
Core		ECO11003		Micro Economics		3		1	0	4	
Core		FAC11003		Principles of Accounting		3		1	0	4	
SEC		DGS11001		Design Thinking	0		0		0		
DIIG		DG511001		Design Timiking						22	
		1		SEMESTER-II							
Type of	Co	ourse Code	Title	of the Course	Co	ntact	t Ho	urs		Credit	
Course											
					L	7	Γ 	P			
AECC	EN	NG11052	Busin	ess English – II		2	0	(	0 2		
AECC	ΕV	/S11109		onment Studies		2	0		0	2	
Core		S11503	Busin	ess Statistics		3	1		0	4	
Core		CO11501		Economics		3	1		0	4	
Core		C11005		cial Accounting		3	1	(	0	4	
Core		3H11001	Behav	rioral Science		3	1	(	0	4	
SEC		P14001		Disciplinary Project		1	1		2	3	
Core	LV	VJ11014	Busin	ess Law		3	1	(	0	4	
										2 7	
				SEMESTER-III		I		ı			
Type of Course	Co	ourse Code	Title of the Course			Contact Hours				Credit	
					L	7	Γ	P			
AECC	SC	C14100	Comn	nunity Services		0	0		2	1	
SEC	EI	C11001	Ventu	re Ideation		2	0	(	0	2	
Core	_	KT11002	Marke	eting Management – I		3	1	(	0	4	
Core	F/	C11007		cial Management		3	1		0	4	
Core	OI	3H11004	Huma			3	1		0	4	
Core	OI	LS11001		y Chain Management		3	1	+ (	0	4	
GE	OI	LS11002	Produ	ction & Operations gement		2	0		0	2	
SEC	M	GT11004	Emplo	oyability an titioner Skills-I				-		PPSD/SS D	
										2 1	

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	EIC11001	Entrepreneurship Development	3	1	0	4		
SEC	IST11002	Introduction to Data Analytics						
			1	0	2	2		
SEC	MGT11006	Employability and PractitionerSkills- II				PPSD/SS D		
						2 6		