



School of Management

BBA - Digital Marketing

**Scheme of Teaching and Evaluation (STE)
Batch: 2025-2028 (3 Years Programme)**

Semester-I



Course Code	Course	CMRU Category	CMR U Subcategory	UGC Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
63ACCT1011	Financial Accounting	Foundation	FC	CC	SOM/ SOEC	4	3-1-0-4
63ITBS1011	Business and Technology	Foundation	FC	CC	SOM/ SOEC	4	3-1-0-4
63ECON1011	Business Economics (Micro-Economics)	Foundation	FC	CC	SOM/ SOEC	3	3-0-0-3
63MATH1011	Business Mathematics	Foundation	FC	CC	SOM/ SOEC	4	3-1-0-4
Common Core							
CPSAL1062 / 71 / 82	Hindi / Kannada / English	CC	-	Ability Enhancement	DCCC	2	2-0-0-2
CPSAL1121	Active Communication	CC	-	Ability Enhancement	DCCC	3	3-0-0-3
CPSSD1061	Creating with AI	CC	-	Ability Enhancement	DCCC	1	1-0-0-1
CCSCD1011	Community Service Programme - I	CS	-	-	DCCC	2	0-0-1-1*
TOTAL						23	21 + 1*

*The Community Service-I (COS-I) of 30 hours has to be carried out in the I Semester. The corresponding 1 credit and the CIE will be reflected in the VI Semester.



II Semester

Course Code	Course	CMRU Category	CMR U Subcategory	UGC Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
63MGMT2011	Principles and Practices of Management	Foundation	FC	CC	SOM/ SOEC	3	3-0-0-3
63STAT2011	Business Statistics with Advance Excel	Foundation	FC	CC	SOM/ SOEC	5	3-0-1-4
6DMKG2122	Digital Marketing and Essentials	Foundation	FC	CC	ISDC	5	3-0-1-4
6MKTG2122	Marketing Management	Foundation	AC	CC	SOM	3	3-0-0-3
6ITBS2122	Advanced Excel	Foundation	IC	CC	SOM	3	1-0-1-2
		Inter disciplinary 1	IDE	Interdisciplinary		3	3-0-0-3
Common Core							
CPSAD1013	Design Thinking	CC		Ability Enhancement	DCCC	2	2-0-0-2
CPSDB1011	Career Preparedness Program-I	CC	-	Ability Enhancement	DCCC	2	0-0-1-1

CCSCD1021	Community Service Programme - II	CS	-	-	DCCC	2	0-0-1-1*
TOTAL						28	22 + 1*

*The Community Service-II (COS-II) of 30 hours has to be carried out in the II Semester. The corresponding 1 credit and the CIE will be reflected in the VI Semester.

Semester III

Course Code	Course	CMRU Category	CMRU Subcategory	UGC Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6HRMT2021	Human Resource Management	Foundation	FC	CC	SOM	3	3-0-0-3
6OPSM1021	Operations Management	Foundation	FC	CC	SOM	3	3-0-0-3
6DMKG2031	Social Media Marketing	Foundation	IC	CC	SOM	4	2-0-1-3
3MOOC1011	MOOC-1*	Foundation	FC	CC	SOM	2	2-0-0-2
		Inter disciplinary 2	IDE	Multidisciplinary /Inter Disciplinary		3	3-0-0-3
Common Core							
CKSAM1051	Indian Constitution	CC	—	Value added/Ability Enhancement	DCCC	2	2-0-0-2
CPSBD1011	Career Preparedness	CC	—	Value added/Abil	DCCC	2	0-0-1-1

	Program-II			ity Enhancem ent			
CCSCD1031	Community Service Programme - III	CSP	-	-	DCCC	2	0-0-1-1*
TOTAL						20	17 + 1*

*The Community Service - III (COS-III) of 30 hours has to be carried out in the III Semester. The corresponding 1 credit and the CIE will be reflected in the VI Semester.

IV Semester

Course Code	Course	CMRU Category	CMRU Subcategory	UGC Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6FINC2011	Financial Management	Major	AC	CC	SOM	3	2-1-0-3
6DMKG2041	Digital Strategy and Innovation	Foundation	IC	CC	ISDC	5	3-0-1-4
6DMKG3081	Website planning and Structure	Elective	AC	DSE	SOM	4	2-0-1-3
6MGMT1041	Business Research Methods	Major	AC	CC	SOM	3	3-0-0-3
6HRMT1143	Organisational Behavior	Major	AC	CC	SOM	3	3-0-0-3
		Inter disciplinary 3	IDE	Inter disciplinary		3	3-0-0-3
Common Core							
CKSAA1033	Introduction to Philosophical Thoughts	KSC	-	Value Added Course/Ability Enhancement	DCCC	1	1-0-0-1
CPSDR1011	Career	KSC	-	Ability	DCCC	2	0-0-1-1

	Preparedness Program-III			Enhancem ent			
TOTAL						24	21

Internship - I (SIP) of 5 credits to be carried out between IV and V Semester break. The corresponding 5 credits will be reflected in the VI Semester.

V Semester

Course Code	Course	CMRU Category	CMRU Subcategory	UGC Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6ACCT2072	Cost & Management Accounting	Major	AC	Major (Core)	SOM	5	3-0-1-4
6OPSM2011	Operations Research	Major	AC	Major (Core)	SOM	4	2-0-1-3
6ANLT1101	Business Analytics	Major	AC	Major (Core)	SOM	3	3-0-0-3
6TAXN2011	Direct Taxation	Foundation	IC	CC	SOM	4	2-0-1-3
6DMKG2061	Digital Channels & Experience	Elective	AC	DSE	ISDC	5	3-0-1-4
6DMKG3091	Digital Marketing Analytics	Elective	AC	DSE	SOM	4	2-0-1-3
6MGMT2061	Strategic Management	Foundation	FC	CC	SOM	3	3-0-0-3
	Internship (SIP) 1 [†]	Internship	-	CC	SOM	10	0-0-5-5 [†]
Common Core							

CKSHA1011	Indian Traditions: Values and Critical Inquiry	CC	-	Value Added Course/Ability Enhancement	DCCC	2	2-0-0-2
CCSAE1011	Disaster Management	PS	-	AECC	DCCC	2	2-0-0-2
TOTAL						42	27+5 [†]
	Training and Placement		-	AECC	DCCC	2	GR

VI Semester

Course Code	Course	CMRU Category	CMRU Subcategory	UGC Category	School / Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6MGMT1051	Entrepreneurship Development	Foundation	IC	CC	SOM	3	3-0-0-3
6DMKG2071	Digital Marketing Professional	Elective	AC	DSE	ISDC	4	2-0-1-3
3INTS3010	Internship I [†] (SIP)	Internship	IC	CC	SOM	-	0-0-5-5 [†]
3CAPS4010	Capstone	Project	Project	DSE	SOM	12	0-0-6-6
GCSCD1011	Community Service (COS-I)* -I	CS	-	-	DCCC	-	0-0-1-1*
GCSCD1021	Community Service (COS-II)* - II	CS	-	-	DCCC	-	0-0-1-1*
GCSCD1031	Community Service (COS-III)* - III	CS	-	-	DCCC	-	0-0-1-1*
CKSAM1021	Environment and Sustainability	CC	-	Value Added Course/ Ability Enhancement	DCCC	2	2-0-0-2

TOTAL						21	22
	Training and Placement		-	AECC	DCCC	2	GR

† The credits of Internship I - Summer Internship Program (SIP) taken up after the IV Semester is reflected in the VI Semester

* The credit of Community Service - I (COS-I) / Community Service - II (COS-II) / Community Service - III (COS-III) of 30 hours each that was carried out in the I / II and III Semesters respectively is reflected in the VI Semester.