School of Commerce and Management Studies

Department of Commerce and Management

- NEP-2020 Course Structure-

Programme Name: BBA (Digital Marketing) (Hons. / Hons. with Research)

Semester – I   **For the Batch: AY 24-25 onwards**

Sr. No.	Category	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory + Electives)												
1	Major	NYBB101	Principles of Management	3	--	--	3	50	--	100	--	100
2	Major	NYBD101	Introduction to Digital Marketing	3	--	--	3	50	--	100	--	100
Minor: NA												
			NA									
Open Elective (OE) *												
3	OE	NCAO03	Open Elective – I	4	--	--	4	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
4	SEC	NMGS05	Skill Enhancement Course I	1	--	2	2	--	50	--	50	100
5	VSC	NMGV01	Vocational Skill Course I	1	--	2	2	--	50	--	50	100
Ability/ Value Education Courses / Indian Knowledge System(AEC/VEC/IKS) *												
6	AEC	NHSA09	Ability Enhancement Courses – I	--	--	4	2	--	50	--	50	100
7	VEC	NLWV01	Value Education Course – I	2	--	--	2	--	50	--	50	100
8	IKS	NMGI02	Indian Knowledge System – I	2	--	--	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
9	CC	NMGC01	Co-Curricular Course-I	--	--	4	2	--	50	--	50	100
			TOTAL	16	0	12	22	150	300	300	300	900

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		CIA	Weightage	Description
CIA: Continuous Internal Assessment **ESE**: End Semester Theory Exam. **L**: Theory Lecture, **T**: Tutorial, **P**: Practical	**OJT** – On Job Training **FP** – Field Project **CEP** – Community Engagement Projects **CC** – Co-Curricular Course **RP** – Research Project **AEC**- Ability Enhancement Courses **IKS**- Indian Knowledge System **VEC**- Value Education Courses	CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
	* - Refer University Notification	**CIA TOTAL**	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

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<tr><td>BoS
Chairperson</td><td>Dean
SOCMS</td><td>Associate Dean
Academics</td><td>Registrar
SUN</td></tr>
</table>

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School of Commerce and Management Studies

Department of Commerce and Management

- NEP-2020 Course Structure-

Programme Name: BBA (Digital Marketing) (Hons. / Hons. with Research)

Semester – II   **For the Batch: AY 24-25 onwards**

Sr. No.	Category	Course Code	Course Name	L	T	P	C	CIA Course	CIA Lab	ESE Course	ESE Lab	Total Marks
Major(Mandatory + Electives)												
1	Major	NYBB201	Organisational Behavior	3	--	--	3	50	--	100	--	100
2	Major	NYBD201	Digital Entrepreneurship	3	--	--	3	50	--	100	--	100
Minor:												
3	Minor	NYBBM03	Minor-I	2	--	--	2	50	--	100	--	100
Open Electives (OE) *												
4	OE	NMGO08S	Open Elective – II	4	--	--	4	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
5	VSC	NMGV02	Vocational Skill Course II	--	--	4	2	--	50	--	50	100
6	SEC	NMGS06	Skill Enhancement Course II	2	--	--	2	--	50	--	50	100
Ability/ Value Education Courses / Indian Knowledge System(AEC/VEC/IKS) *												
7	AEC	NHSA10	Ability Enhancement Courses - II	--	--	4	2	--	50	--	50	100
8	VEC	NSSV01	Value Education Course - II	2	--	--	2	50	--	100	--	100
OJT/FP/CEP/CC/RP												
9	CC	NMGC02	Co-Curricular Course-II	--	--	4	2	--	50	--	50	100
	TOTAL			16	--	12	22	250	200	500	200	900

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<td rowspan="2">CIA: Continuous Internal Assessment

ESE: End Semester Theory Exam.

L: Theory Lecture,

T: Tutorial,

P: Practical</td>
<td>OJT – On Job Training
FP – Field Project
CEP – Community Engagement Projects
CC – Co-Curricular Course
RP – Research Project
AEC- Ability Enhancement Courses
IKS- Indian Knowledge System
VEC- Value Education Courses</td>
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<td>Written Exam</td>
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<tr>
<td>CIA 3</td>
<td>10%</td>
<td>Activity /Project and Research Based Learning along with Seminar Presentations</td>
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<tr>
<td>CIA 4</td>
<td>10%</td>
<td>Behavioral Attitude +General Discipline
Theory +Practical attendance</td>
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<td>* - Refer University Notification</td>
<td>CIA TOTAL</td>
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<td>50%</td>
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<td>TOTAL</td>
<td>100%</td>
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Exit option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor.

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- NEP-2020 Course Structure-

Programme Name: BBA (Digital Marketing) (Hons. / Hons. with Research)

Semester – III   **For the Batch: A.Y. 24-25 onwards**

Sr. No.	Category	Course Code	Course Name	L	T	P	C	Formative Assessment CIA Course	Formative Assessment CIA Lab	Summative Assessment ESE Course	Summative Assessment ESE Lab	Total Marks
Major (Mandatory)												
1	Major	NYBD301	Content Marketing & Affiliate Marketing	4	--	--	4	50	--	100	--	100
2	Major	NYBB301	Statistics for Managers	3	1	--	4	50	--	100	--	100
Minor												
3	Minor	NYBBM04	Minor-II	3	1	--	4	50	--	100	--	100
Open Elective (OE) *												
4	OE	NMGO07S	Open Elective – III	2	--	--	2	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
5	VSC	NMGV03	Vocational Skilll Course III	1	--	2	2	--	50	--	50	100
Ability/ Value Education Courses / Indian Knowledge System (AEC/VEC/IKS) *												
6	AEC	NHSA11	Ability Enhancement Courses - III	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
7	CC	NMGC03	Co-Curricular Course-III	--	--	4	2	--	50	--	50	100
8	FP	NYBD311	Field project I	--	--	4	2	--	50	--	50	100
TOTAL				13	02	14	22	200	200	400	200	800

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Department of Commerce and Management

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		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

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- NEP-2020 Course Structure-

Programme Name: BBA (Digital Marketing) (Hons. / Hons. with Research)

Semester – IV   **For the Batch: A.Y. 24-25 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBD401	Google Analytics	3	1	--	4	50	--	100	--	100
2	Major	NYBD402	Website design and development	4	--	--	4	50	--	100	--	100
Minor												
3	Minor	NYBBM05	Minor III	4	--	--	4	50	--	100	--	100
Open Electives (OE)												
4	OE	NMGO09S	Open Elective IV	2	--	--	2	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
5	SEC	NMGS07	Skill Enhancement Course III	2	--	--	2	--	50	--	50	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
6	AEC	NHSA12	Ability Enhancement Course-IV	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
7	FP	NYBD411	Field Project II	--	--	4	2	--	50	--	50	100
8	CC	NMGC04	Co-Curricular Course-IV	--	--	4	2	--	50	--	50	100
		TOTAL		15	01	12	22	200	200	400	200	800

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CIA: Continuous Internal Assessment **ESE**: End Semester Theory Exam. **L**: Theory Lecture, **T**: Tutorial, **P**: Practical	**OJT** – On Job Training **FP** – Field Project **CEP** – Community Engagement Projects **CC** – Co-Curricular Course **RP** – Research Project **AEC**- Ability Enhancement Courses **IKS**- Indian Knowledge System **VEC**- Value Education Courses * - Refer University Notification	CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

Exit option: Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor

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- NEP-2020 Course Structure-

Programme Name: BBA (Digital Marketing) (Hons. / Hons. with Research)

Semester – V   **For the Batch: A.Y. 24-25 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBD501	SEO & SEM	4	--	--	4	50	--	100	--	100
2	Major	NYBD502	SMM	4	--	--	4	50	--	100	--	100
3	Major	NYBD503	Digital Media Laws	2	--	--	2	50	--	100	--	100
Major Electives (ME)												
4	ME	NYBDE01	YouTube & Video Marketing	4	--	--	4	50	--	100	--	100
Minor												
5	Minor	NYBBM06	Minor IV	4	--	--	4	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
6	VSC	NMGV04	Vocational Skill Course III	2	--	--	2	--	50	--	50	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
7	AEC	NHSA13	Ability Enhancement Course-V	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
8	FP	NYBD511	Field Project III	--	--	4	2	--	50	--	50	100
			TOTAL	20	-	8	24	250	150	500	150	800

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		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

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School of Commerce and Management Studies

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-NEP-2020 Course Structure-

Programme Name: BBA (Digital Marketing) (Hons. / Hons. with Research)

Semester – VI   **For the Batch: A.Y. 24-25 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBD601	Sales & Marketing in digital age	4	-	-	4	50	-	100	-	100
2	Major	NYBD602	AI & ML for business	4	-	-	4	50	-	100	-	100
3	Major	NYBD603	Mobile & E-mail Marketing	2	-	-	2	50	-	100	-	100
Major Electives (ME)												
4	ME	NYBDE02	Cyber Security	4	-	-	4	50	-	100	-	100
Minor												
5	Minor	NYBBM07	Minor V	4	-	-	4	50	-	100	-	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
6	AEC	NHSA14	Ability Enhancement Course-VI	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
7	OJT	NYBD611	On job Training I	-	-	8	4	-	50	-	50	100
	TOTAL			18	-	12	24	250	100	500	100	700

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CIA: Continuous Internal Assessment

ESE: End Semester Theory Exam.

L: Theory Lecture,

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OJT – On Job Training
FP – Field Project
CEP – Community Engagement Projects
CC – Co-Curricular Course
RP – Research Project
AEC- Ability Enhancement Courses
IKS- Indian Knowledge System
VEC- Value Education Courses

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<td>CIA 4</td>
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<td>**CIA TOTAL**</td>
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<td>**TOTAL**</td>
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Exit option: Award of UG Degree in Major with 120-132 credits OR Continue with Major and Minor

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-NEP-2020 Course Structure-

Programme Name: BBA (Digital Marketing) (Hons. with Research)

Semester – VII   **For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYDM704	SWAYAM	4	-	-	4	50	-	100	-	100
2	Major	NYDM705	SWAYAM	4	-	-	4	50	-	100	-	100
3	Major	NRDP101	Research Methodology	4	-	-	4	50	-	100	-	100
Major Electives (ME)												
4	ME	NYDME04	Journal Paper Publication (min. 4)	4	-	-	4	50	-	100	-	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
5	AEC	NHSA15	Ability Enhancement Course-VII	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
6	RP	NYBD711	Research Project I	-	-	8	4	-	50	-	50	100
	TOTAL			16	-	12	22	200	100	400	100	600

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CIA: Continuous Internal Assessment ESE: End Semester Theory Exam. L: Theory Lecture, T: Tutorial, P: Practical	OJT – On Job Training FP – Field Project CEP – Community Engagement Projects CC – Co-Curricular Course RP – Research Project AEC- Ability Enhancement Courses IKS- Indian Knowledge System VEC- Value Education Courses * - Refer University Notification	CIA	Weightage	Description
		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

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-NEP-2020 Course Structure-

Programme Name: BBA (Digital Marketing) (Hons)

Semester – VII   **For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBD701	Pay per click marketing	4	-	-	4	50	-	100	-	100
2	Major	NYBD702	Podcast and digital story telling	4	-	-	4	50	-	100	-	100
3	Major	NYBD703	Visual Design	4	-	-	4	50	-	100	-	100
4	Major	NRDP101	Research Methodology	4	-	-	4	50	-	100	-	100
Major Electives (ME)												
5	ME	NYBDE03	E commerce strategy & Marketplace management	4	-	-	4	50	-	100	-	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
6	AEC	NHSA15	Ability Enhancement Course-VII	--	--	4	2	--	50	--	50	100
TOTAL				20	-	4	22	250	50	500	50	600

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		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	50%	
Written Examination – End Semester Exam (ESE)			50%	
		TOTAL	100%	

-NEP-2020 Course Structure-

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School of Commerce and Management Studies

Department of Commerce and Management

Programme Name: (Digital Marketing) (Hons. with Research)

Semester – VIII   **For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYDM801	SWAYAM	4	-	-	4	50	-	100	-	100
2	Major	NYDM802	SWAYAM	4	-	-	4	50	-	100	-	100
Major Electives (ME)												
3	ME	NYDME06	International Conference presentation and research publication	4	-	-	4	50	-	100	-	100
OJT/FP/CEP/CC/RP												
4	RP	NYBD811	Research Project II	-	-	16	8	-	100	-	100	200
		TOTAL		12	-	16	20	150	100	300	100	500

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</td>
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<tr>
<td>CIA 1</td>
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CIA	Weightage	Description
CIA 1	10%	Home Assignment
CIA 2	20%	Written Exam
CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
CIA TOTAL	**50%**	
Written Examination – End Semester Exam (ESE)	50%	
TOTAL	**100%**	

-NEP-2020 Course Structure-

BoS Chairperson	Dean SOCMS	Associate Dean Academics	Registrar SUN

Document Reference	Revision No. / Date	Prepared By	Approved By
SUN/SOCMS/ /2024-25	R / 27th June 2024		

School of Commerce and Management Studies
Department of Commerce and Management

Programme Name: (Digital Marketing) (Hons.)

Semester – VIII   **For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBD801	Digital marketing analytics	4	-	-	4	50	-	100	-	100
2	Major	NYBD802	Digital media planning and buying	4	-	-	4	50	-	100	-	100
3	Major	NYBD803	Social & Web analytics	4	-	-	4	50	-	100	-	100
Major Electives (ME)												
4	ME	NYBDE05	Branding in Digital Age	4	-	-	4	50	-	100	-	100
OJT/FP/CEP/CC/RP												
5	RP	NYBD811	On the Job Training	-	-	16	8	-	100	-	100	200
TOTAL				16	-	16	24	200	100	400	100	600

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		CIA	Weightage	Description
CIA: Continuous Internal Assessment **ESE**: End Semester Theory Exam. **L**: Theory Lecture, **T**: Tutorial, **P**: Practical	**OJT** – On Job Training **FP** – Field Project **CEP** – Community Engagement Projects **CC** – Co-Curricular Course **RP** – Research Project **AEC**- Ability Enhancement Courses **IKS**- Indian Knowledge System **VEC**- Value Education Courses * - Refer University Notification			
		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

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