

At Post Mahiravani, Trimbak Road, Nashik-422213, Maharashtra https://www.sandipuniversity.edu.in

# **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

sem	ester – I							for the B	atcn:	AY 24-2	5 onw	aras
					ching Hrs./V			Exa	minatio	on Scheme	•	Total
Sr. No.	Category	Course Code	Course Name	L	т	P	С	Forma Assess CIA	ment		native sment E	Marks
								Course	Lab	Course	Lab	
Majo	ajor (Mandatory + Electives)											
1	Major	NYBB101	Principles of Management	3			3	50		100		100
2	Major	NYBD101	Introduction to Digital Marketing	3	1		3	50	1	100		100
Mine	or: NA											
				NA								
Ope	n Elective (	(OE) *										
3	OE	NCAO03	Open Elective – I	4			4	50		100		100
Voca	tional and	Skill Enhance	ement (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
Abili	ity/ Value	Education Co	ırses / Indian Knowledge Sy	stem(	AEC/	VEC	/IKS) *					
6	AEC	NHSA09	Ability Enhancement Courses – I			4	2		50		50	100
7	VEC	NLWV01	Value Education Course – I	2	1	1	2		50		50	100
8	IKS	NMGI02	Indian Knowledge System – I	2		1	2	-1	50		50	100
OJT	/FP/CEP/C	CC/RP										
9	CC	NMGC01	Co-Curricular Course-I			4	2		50		50	100
		тот	<b>ral</b>	16	0	12	22	150	300	300	300	900

BoS	
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SUN/SOCMS/ /2024-25	R / 27 <sup>th</sup> June 2024		



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## **School of Commerce and Management Studies**

Department of Commerce and Management

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

BoS Chairperson Dean SOCMS

Associate Dean Academics

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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

CITIES	ster – II							T U	uie D	attii. A	1 44-4	5 onwar
					ching S Hrs./W		ne	Ex	Examination Scheme			Total
Sr. No.	Category	Course Code	Course Name	L	Т	P	C	_				Marks
								Course	Lab	Course	Lab	
Maj	Major(Mandatory + Electives)											
1	Major	NYBB201	Organisational Behavior	3			3	50		100		100
2	Major	NYBD201	Digital Entrepreneurshi p	3			3	50		100		100
Min	Minor:											
3	Minor	NYBBM03	Minor-I	2			2	50		100		100
Ope	n Electi	ves (OE) *	,									
4	OE	NMGO08S	Open Elective – II	4			4	50		100		100
Voc	ational	and Skill E	nhancement (VS)	EC)						•		
5	VSC	NMGV02	Vocational Skill Course II			4	2		50		50	100
6	SEC	NMGS06	Skill Enhancement Course II	2			2		50		50	100
Abil	ity/ Val	ue Educati	on Courses / Ind	ian	Knov	vled	ge S	ystem	(AEC/	VEC/I	KS) *	
7	AEC	NHSA10	Ability Enhancement Courses - II			4	2		50		50	100
8	VEC	NSSV01	Value Education Course - II	2			2	50		100		100
OJ1	'/FP/CE	P/CC/RP										
9	CC	NMGC02	Co-Curricular Course- II		1	4	2		50		50	100
		TOTAL		16		12	22	250	200	500	200	900

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Department of Commerce and Management

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

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

Seme	ester –	111						r tne Bat	ch: A. Y	24-25 01	iwarus	•
				Te		Schen Week)	ne	Examination Scheme				
Sr. No.	Catego ry	Course Code	Course Name	L	т	P	С	Formative Assessment CIA		Summative Assessment ESE		Total Marks
								Course	Lab	Course	Lab	
Majo	Major (Mandatory)											
1	Major	I N V R I 1 3 I 1 I	Content Marketing & Affiliate Marketing	4			4	50		100		100
2	Major	NYBB301	Statistics for Managers	3	1		4	50		100		100
Min	or				T	l I	Ī					
3	Minor	NYBBM04	Minor-II	3	1		4	50		100		100
Ope	n Elect	ive (OE) *										
4	OE	NMGO07S	Open Elective – III	2			2	50		100		100
Voca	ational	and Skill l	Enhancement (VSEC)									
5	VSC	I MMC2//03	Vocational Skilll Course III	1		2	2		50		50	100
		Ability/ V	lalue Education Course	es / Ir	ıdian	Know	ledge	System (	AEC/VE	C(IKS) *	ŧ	
6	AEC		Ability Enhancement Courses - III			4	2		50		50	100
			OJ	T/FP	/CEP	CC/F	RP					
7	СС	1 10 10 11 11 11 1	Co-Curricular Course- III			4	2		50		50	100
8	FP	NYBD311	Field project I			4	2		50		50	100
		ТО	TAL	13	02	14	22	200	200	400	200	800

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

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Associate Dean Academics

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

K	semester	_ I V	1					or the	Daten	: A.Y.	2 <b>4-</b> 23	onwai
				Т	eaching) (Hrs./		e	Exa	aminatio	on Schen	ne	
Sr. No.	Core	Course Code	Course Name	L	Т	P	С	Asse	native ssment IA		native sment E	Total Marks
								Course	Lab	Course	Lab	
Majo	or (Mand	latory)										
1	Major	NYBD401	Google Analytics	3	1		4	50		100		100
2	Major	NYBD402	Website design and development	4			4	50		100		100
Min	or											
3	Minor	NYBBM05	Minor III	4			4	50		100		100
Ope	n Electi	ves (OE)										
4	OE	NMGO09S	Open Elective IV	2			2	50		100		100
Voca	ational a	and Skill En	nhancement (VSEC)									
5	SEC	NMGS07	Skill Enhancement Course III	2			2		50		50	100
Abil	ity/Voca	ational Enh	ancement Courses / Indian	Kno	wledge	Syst	em (A	EC/VI	EC/IK	S)	•	
6	AEC	NHSA12	Ability Enhancement Course-IV			4	2		50		50	100
OJT	/FP/CE	P/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
		T	OTAL	15	01	12	22	200	200	400	200	800

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### **School of Commerce and Management Studies**

Department of Commerce and Management

- Field Project - Community	CIA	Weightage	Description
gagement Projects  - Co-Curricular Course	CIA 1	10%	Home Assignment
– Research Project C- Ability Enhancement	CIA 2	20%	Written Exam
Courses  IKS- Indian Knowledge System  VEC- Value Education Courses  * - Refer University Notification	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%	
n Examination – End Seme	ster Exam (ESE)	50%	
	TOTAL	100%	
	agement Projects  - Co-Curricular Course  - Research Project  - Ability Enhancement rses  - Indian Knowledge tem  - Value Education rses  Refer University fication	agement Projects  - Co-Curricular Course - Research Project 2- Ability Enhancement reses - Indian Knowledge tem 2- Value Education reses Refer University fication  - Examination – End Semester Exam (ESE)	agement Projects  - Co-Curricular Course - Research Project 2- Ability Enhancement reses - Indian Knowledge tem 2- Value Education reses Refer University fication  CIA 1 10%  CIA 2 20%  CIA 3 10%  CIA 4 10%  CIA TOTAL 50%  The Examination – End Semester Exam (ESE) 50%

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

	iester – v							atcii: A	1.1.2	r-25 UI	iwaius	,
				Te	eaching Hrs./V)	Scheme	•	Exa	aminati	on Sche	me	
Sr. No.	Core	Course Code	Course Name	L	T	P	c	Forr	native ssment	Sum	mative ssment	Total Marks
								Course	Lab	Course	Lab	
Majo	or (Mandat	tory)						•				
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
Majo	or Elective	es (ME)						•				
4	ME	INVENTED L	YouTube & Video Marketing	4			4	50		100		100
Mino	or	1						1				
5	Minor	NYBBM06	Minor IV	4			4	50		100		100
Voca	ational an	d Skill Enha	ancement (VSEC)					•				
6	VSC	NMGV04	Vocational Skill Course III	2			2		50		50	100
Abili	ity/Vocati	onal Enhan	cement Courses / Indian	Knowl	edge S	Systen	ı (AEC	VEC	/IKS)			
7	AEC		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
		то	TAL	20	-	8	24	250	150	500	150	800

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## **School of Commerce and Management Studies**

Department of Commerce and Management

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

BoS Chairperson

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

				T	eaching (Hrs./V		•	Exa	aminatio	n Schem	е	
Sr. No.	Core	Course Code	Course Name	L	т	P	C		native ssment IA	Summ Assess ESI	sment	Total Marks
								Course	Lab	Course	Lab	
Majo	r (Manda	tor <del>y</del> )										
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
Majo	r Electiv	es (ME)										
4	ME	NYBDE02	Cyber Security	4	ı	-	4	50	1	100	-	100
Mino	or											
5	Minor	NYBBM07	Minor V	4	-	-	4	50	-	100	-	100
Abili	ty/Vocat	ional Enha	ancement Courses / Inc	dian K	nowled	ige Sy	stem	(AEC/V	EC/IK	S)		
6	AEC	NHSA14	Ability Enhancement Course-VI			4	2		50		50	100
OJT	/FP/CEP	/CC/RP										
7	OJT	NYBD611	On job Training I	i	ı	8	4	-	50	-	50	100
	TOTAL			18	-	12	24	250	100	500	100	700

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## **School of Commerce and Management Studies**

Department of Commerce and Management

CIA: Continuous Internal Assessment	OJT – On Job Training FP – Field Project CEP – Community	CIA	Weightage	Description
<b>ESE</b> : End Semester Theory	Engagement Projects  CC - Co-Curricular Course	CIA 1	10%	Home Assignment
Exam.  L: Theory Lecture,	RP – Research Project AEC- Ability Enhancement	CIA 2	20%	Written Exam
T: Tutorial, P: Practical	Courses  IKS- Indian Knowledge System  VEC- Value Education	CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
	Courses  * - Refer University Notification	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 Degree in Major with 120-132 credits OR Continue with Major and Minor

BoS Chairperson Dean SOCMS

Associate Dean Academics

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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. with Research)

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

			Te		eaching (Hrs./V		:	Examination Scheme			е	
Sr. No.	Core	Course Code	Course Name	L	т	P	c		native ssment A	Sumn Assess ESI	sment	Total Marks
								Course	Lab	Course	Lab	
Majo	r (Manda	tory)										
1	Major	NYDM704	SWAYAM	4	ı	-	4	50	ı	100	-	100
2	Major	NYDM705	SWAYAM	4	-	-	4	50	-	100	1	100
3	Major	NRDP101	Research Methodology	4	-	-	4	50	-	100	-	100
Majo	r Electiv	es (ME)	•			,	,					
4	ME	NYDME04	Journal Paper Publication (min. 4)	4	ı	-	4	50	ı	100	-	100
Abili	t <del>y</del> /Vocat	ional Enha	ncement Courses / Inc	dian K	Inowled	ige Sy	stem	(AEC/V	EC/IK	S)		
5	AEC	NHSA15	Ability Enhancement Course-VII			4	2		50		50	100
OJT	OJT/FP/CEP/CC/RP											
6	RP	NYBD711	Research Project I	ı	-	8	4	-	50	-	50	100
		тот	AL	16	-	12	22	200	100	400	100	600

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

BoS Chairperson

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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)

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

				Т	eaching (Hrs./V		:	Examination Scheme				
Sr. No.	Core	Course Code	Course Name	L	т	P	С		native ssment IA	Summ Assess ESI	sment	Total Marks
								Course	Lab	Course	Lab	
Majo	r (Manda	tor <del>y</del> )										
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
Majo	r Electiv	es (ME)						•				
5	ME	NYBDE03	E commerce strategy & Marketplace management	4	1	-	4	50	-	100	-	100
Abili	Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)											
6	AEC	NHSA15	Ability Enhancement Course-VII			4	2		50		50	100
		тот	`AL	20	-	4	22	250	50	500	50	600

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<b>ESE</b> : End Semester Theory Exam.	Engagement Projects  CC - Co-Curricular Course	CIA 1	10%	Home Assignment
L: Theory Lecture,	RP – Research Project AEC- Ability Enhancement	CIA 2	20%	Written Exam
T: Tutorial, P: Practical	Courses  IKS- Indian Knowledge System  VEC- Value Education	CIA 3	10%	Activity / Project and Research Based Learning along with Seminar Presentations
	Courses  * - Refer University Notification	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**

Department of Commerce and Management

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

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

				Teaching Scheme (Hrs./Week)			Examination Scheme					
Sr. No.	Core	Course Code	Course Name	L	т	P	c		native ssment A	Summ Assess ESI	sment	Total Marks
								Course	Lab	Course	Lab	
Majo	r (Manda	tory)										
1	Major	NYDM801	SWAYAM	4	ı	-	4	50	ı	100	-	100
2	Major	NYDM802	SWAYAM	4	-	-	4	50	-	100	-	100
Majo	r Electiv	es (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	ı	-	16	8	1	100	_	100	200
		тот	AL	12	-	16	20	150	100	300	100	500

<b>B02</b>	
Chair	person

Dean SOCMS Associate Dean Academics

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## **School of Commerce and Management Studies**

Department of Commerce and Management

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

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## **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

				Т	eaching (Hrs./V		:	Examination Scheme			e	
Sr. No.	Core	Course Code	Course Name	L	т	P	С		native ssment IA	Summative Assessment ESE		Total Marks
								Course	Lab	Course	Lab	
Majo	r (Manda	tory)										
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
Majo	r Elective	es (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	-	ı	16	8	-	100	-	100	200
		тот	AL	16	-	16	24	200	100	400	100	600

<b>B02</b>	
Chair	person

Dean SOCMS Associate Dean Academics

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Department of Commerce and Management

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		CIA TOTAL	50%	
W	l /ritten Examination – End Semo	ester Exam (ESE)	50%	-
		TOTAL	100%	-

BoS Chairperson Dean SOCMS

Associate Dean Academics

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