

BBA Digital Marketing and Business Analytics
CURRICULUM FRAMEWORK 2023 – 2026 Batch

SEM	PART	COURSE COMPONENT	COURSE CODE	TITLE OF THE PAPER	CREDITS	CIA	ESE	TOTAL
I YEAR I SEMESTER	I	Foundation Course	25ULTFC1S01/ 25ULHFC1S01/ 25ULSFC1S01/ 25ULFFC1S01	Tamil-I/ Hindi -I/ Sanskrit-I/ French-I	3	40	60	100
	II	Foundation Course	25UGEFC1S01	General English-I	3	40	60	100
	III	Core Theory-I	25UGDBCT1001	Introduction to Digital Marketing	4	40	60	100
		Core Theory-II	25UGDBCT1002	Principles of Management	3	40	60	100
		Core Theory-III	25UGDBCT1003	Entrepreneurship Management	3	40	60	100
		Generic Specific Elective I (Theory)	25UDBG1001	Visual Branding / Search Engine Optimization	3	40	60	100
	IV	Skill Enhancement Course(SEC) - 1		Problem Solving through Aptitude - I	2	40	60	100
		Skill Enhancement (Foundation Course)		Website Designing	2			100
I YEAR II SEMESTER	I	Foundation Course		Tamil-II/ Hindi -II/ Sanskrit-II/ French-II	3	40	60	100
	II	Foundation Course		General English-II	3	40	60	100
	III	Core Theory-IV		Social Media Marketing I	3	40	60	100
		Core Theory-V		Managerial Economics	4	40	60	100
		Core Theory-VI		E-commerce Strategies	3	40	60	100
		Generic Specific Elective II (Theory)		Business Statistics and Data Research / Cloud Based tools for Ecommerce	3	40	60	100
	IV	Skill Enhancement Courses(SEC)-2		Personal Development and Soft Skills	2	40	60	100
		NMC-1		NMC (Nan Mudhalvan Course) - Effective Communication for Professionals - 1	2	40	60	100
		Skill Enhancement Courses(SEC)-3		Problem Solving through Aptitude - II	2	40	60	100

II YEAR III SEMESTER	I	Foundation Course		Tamil-III/ Hindi -III/ Sanskrit-III/ French-III	3	40	60	100
	II	Foundation Course		General English-III	3	40	60	100
	III	Core Theory-VII		Supply Chain Management	4	40	60	100
		Core Theory-VIII		Financial Accounting	3	40	60	100
		Core Theory-IX		Business Strategy and Competitive Advantage	3	40	60	100
		Generic Specific Elective III (Theory)		Global E- Commerce / Monetization in Digital Marketing	3	40	60	100
	IV	Skill Enhancement Courses(SEC)-4		International Marketing	1	40	60	100
		NMC2 Skill Enhancement Courses(SEC)-5		NMC (Naan Mudhalvan Course)/ Effective communication for Professionals - 2	2	40	60	100
		EVS		EVS	-	40	60	100
II YEAR IV SEMESTER	I	Foundation Course		Tamil-IV/ Hindi -IV/ Sanskrit-IV/ French-IV	3	40	60	100
	II	Foundation Course		General English-IV	3	40	60	100
	III	Core Theory- X		Business Law	3	40	60	100
		Core Theory - XI		Entrepreneursh ip Management II	3	40	60	100
		Core Theory – XII		Social Media Markerting - II	4	40	60	100
		Generic Specfic Elective IV (Theory)		Digital Marketing Laws / Digital Finance	3	40	60	100
	IV	NMC3 Skill Enhancement Courses(SEC)-6		NMC (Nan Mudhalvan Course) / Personal Development and Soft Skills - 2	2	40	60	100
		EVS		EVS	2	40	60	100
				Value Education	2	40	60	100

III YEAR V SEMESTER	III	Core Theory- XIII		Operations Management	3	40	60	100
		Core Theory-XIV		Information Technology for Business	3	40	60	100
		Core Theory - XV		Human Resource Management	3	40	60	100
		Core Theory - XVI		Logistics Management	3	40	60	100
		Core Theory - XII		Project with Viva Voce	4	40	60	100
		Generic /Discipline Specific Elective V (Theory)		Digital Business Management / Applications of AI in Financial Services	3	40	60	100
		Generic/ Discipline Specific Elective VI (Theory)		Business Analytics / Cyber Security Financial Systems	3	40	60	100
	IV	NMC4 Skill Enhancement Courses(SEC)-7		NMC (Naan Mudhalvan Course) / Talent Acquisition Management - I	2	40	60	100
				Internship / Industrial Training	2	40	60	100
III YEAR VI SEMESTER	III	Core Theory - XIII		Digital Marketing Analytics	3	40	60	100
		Core Theory - XIV		Marketing Management	3	40	60	100
		Core Theory - XV		AI in Marketing	3	40	60	100
		Core Theory - XVI		Affiliate Marketing	3	40	60	100
		Generic / Discipline Specific Elective VII (Theory)		Securities Market Research / Cloud Computing for Businesses and Big Data Analysis	3	40	60	100
		Generic / Discipline Specific Elective VIII (Theory)		Big Data Analytics / Cyber Security	3	40	60	100
	IV	NMC5		NMC (Naan Mudhalvan Course)/ Talent Acquisition Management - II	2			

	V			Extension Activity	1	-	-	-
TOTAL					142			

Core Electives

<u>List of Courses Offered in V Semester</u>	<u>List of Courses Offered in VI semester</u>
Digital Business Management	Securities Market Research
Applications of AI in Financial Services	Cloud Computing for Businesses and Big Data Analysis
Business Analytics	Big Data Analytics
Cyber Security Financial Systems	Cyber Security