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Program Schemes for Bachelor of Business Administration – Digital Marketing

Cluster: **Management** Institute: **Apex Institute of Management** Department: **BBA APEX**
Type of Program: **UG**

First Year				Second Year			
	Course Name	**Course Category**	**Credits**		**Course Name**	**Course Category**	**Credits**
Semester-1	Principles of Micro Economics	Major Core	3	**Semester-3**	Fundamentals of Financial Management	Major Core	3
	Business Fundamentals	Major Core	3		AI in Digital Marketing & Emerging Technologies	Minor Core	3
	Principles of Marketing	Major Core	3		Introduction to SEO & AEO	Major Core	3
	Introduction to Digital Marketing	Minor Core	3		Statistical Analysis using Excel	Major Core	2
	Essentials of IT	Major Core	1		Principles of Data Visualization	Major Core	1
	Quantitative Techniques	Major Core	3		Open Elective – II	Open Elective	3
	Fundamentals of Human Resource	Major Core	3		Environmental Sciences and Management	Value Education	2
	Communication Skills-1	Skill Enhancement	1		Social Internship	Internship	2
					Entrepreneurship Mindset	Ability Enhancement	1
					Critical Enquiry and Research Methodology	Ability Enhancement	1
Semester -2	Principles of Macro Economics	Major Core	3	**Semester-4**	Business Research Methods	Major Core	3
	Accounting For Managers	Major Core	3		Principles of Project Management	Major Core	3
	Content Planning and Management	Minor Core	3		Advanced SEO Techniques	Minor Core	3
	Business Statistics	Major Core	3		Universal Human Values, Ethics and Life Skills (UHV-2)	Value Education	2
	Introduction to Python	Major Core	2		Open Elective-III	Open Elective	3
	Fundamentals of Graphics	Minor Core	2		Minor Elective-I	Minor Elective	3
	Problem Solving & AI Applications	Ability Enhancement	2		Soft Skills-I	Skill Enhancement	1
	Universal Human Values, Ethics and Life Skills (UHV-1)	Value Education	1		Aptitude-I	Ability Enhancement	1
	Design Thinking and Creativity for Innovation	Skill Enhancement	1		Quantitative Aptitude and Reasoning	Skill Enhancement	1

	Communication Skills-2	Skill Enhancement	1		Professional Development	Ability Enhancement	1
	Open Elective-I	Open Elective	3		Mid-Grade Project -1	Project	1
Third Year				Fourth Year			
Semester -5	**Course Name**	**Course Category**	**Credits**	Semester-7	**Course Name**	**Course Category**	**Credits**
	Legal and Ethical Aspects of Business	Major Core	3		Cloud Computing & AWS Fundamentals	Major Core	3
	Fundamentals of Consumer Behaviour	Major Core	3		Affiliate Marketing Management	Major Core	3
	SEM	Major Core	2		AI, Expert Systems & Automation in Business	Major Core	3
	Management Paradigms from Bhagavad Gita	Major Core	2		Canva Design and Branding	Major Core	3
	Summer Internship	Internship	3		Introduction to SDG	Value Education	1
	Minor Elective-II	Minor Elective	3		UI UX Design Lab	Major Core	3
	Gender Equality and Empowerment	Value Education	1		Excel Scripting and Automation / (Excel VBA)	Major Core	2
	Aptitude-2	Ability Enhancement	1		Capstone Project-1/ Dissertation 1	Project	3
	Soft Skills-2	Skill Enhancement	1		Project Gap Course	Major core	1
	or				Advanced Research Methodology	Major Core	2
	Marketing & Management Essentials	Ability Enhancement	1		Dissertation-1	Internship	1
	Business Strategies & Operations	Ability Enhancement	1				
	or						
	Academic Writing	Ability Enhancement	1				
	Statistical Data Analysis	Ability Enhancement	1				
Semester-6	International Business	Major Core	3	Semester-8	Project 2/ Dissertation-2	Project	9
	Fundamentals of Strategic Management	Major Core	3		Minor Elective-V	Minor Elective	3
	Digital Marketing Frameworks and Funnels	Major Core	2		Minor Elective-VI	Minor Elective	3
	Mid-Grade Project-2	Project	1				
	Minor Elective-IV	Minor Elective	3				
	Ecommerce Management & Marketing	Minor Core	3				
	Operation Research	Minor Core	2				
	Social Media and Web Analytics	Skill Enhancement	2				
	Email Marketing Strategies and Automation Systems	Skill Enhancement	2				

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List of Electives:

Analytics			
Semester	**Course Name**	**Course Category**	**Credits**
4	Relational Database Management System	Minor Elective	3
4	Quantitative Methods for Business Decision-Making	Minor Elective	3
4	Financial Analytics	Minor Elective	3
5	HR Analytics	Minor Elective	3
5	Data Analytics for Digital Retail	Minor Elective	3
5	Deep Learning Fundamentals	Minor Elective	3
6	AI & Data Analytics for Retail	Minor Elective	3
6	Big Data Primer	Minor Elective	3
6	Digital Transformation of Business	Minor Elective	3
8	Sports and Healthcare Analytics	Minor Elective	3
8	Geospatial & Location Based Analytics	Minor Elective	3
8	Supply Chain and Operations Analytics	Minor Elective	3
Marketing			
Semester	**Course Name**	**Course Category**	**Credits**
4	Video Editing for SMM	Minor Elective	3
4	Introduction to Video Editing	Minor Elective	3
4	Visual Storytelling and Composition	Minor Elective	3
5	Digital Retail Strategies	Minor Elective	3
5	Online Marketing Strategy and Execution	Minor Elective	3
5	Digital Marketing Strategy and Planning	Minor Elective	3
6	Introduction to Neuromarketing	Minor Elective	3
6	Neuroscience in Digital Marketing Strategy	Minor Elective	3
6	Consumer Psychology for Digital Marketing	Minor Elective	3
8	Online Reputation Management	Minor Elective	3
8	Mobile Marketing & Analytics	Minor Elective	3
8	Digital PR	Minor Elective	3
Finance			
Semester	**Course Name**	**Course Category**	**Credits**
4	Introduction to Risk Management	Minor Elective	3
4	Introduction to Sustainable finance	Minor Elective	3
4	Introduction to Open Banking System	Minor Elective	3
5	Portfolio Management	Minor Elective	3
5	Machine Learning in Finance	Minor Elective	3
5	Digital Wealth Management	Minor Elective	3
6	International Finance	Minor Elective	3
6	Introduction to Direct Tax	Minor Elective	3

6	Digital Marketing for financial Products	Minor Elective	3
8	Fundamental of Robo advisory	Minor Elective	3
8	Introduction to investement management	Minor Elective	3
8	Indian Taxation	Minor Elective	3
Supply Chain			
Semester	**Course Name**	**Course Category**	**Credits**
4	Order Fulfilment Strategy	Minor Elective	3
4	Network Design optimization	Minor Elective	3
4	Freight & Shipping management	Minor Elective	3
5	Terminal management	Minor Elective	3
5	Supply chain Finance	Minor Elective	3
5	Contract management in SCM	Minor Elective	3
6	3PL logistics service management	Minor Elective	3
6	Circular Supply chain management	Minor Elective	3
6	Information System in SCM	Minor Elective	3
8	Commercial Geography & Trade Routes	Minor Elective	3
8	Quick Commerce business	Minor Elective	3
8	Port & Airport management for logistics Management	Minor Elective	3
HR			
Semester	**Course Name**	**Course Category**	**Credits**
4	Employee Benefits and Wellness Programs	Minor Elective	3
4	HR Strategies for Employee Retention and Satisfaction	Minor Elective	3
4	Talent Management and Employee Experience	Minor Elective	3
5	Talent Development and Learning Strategies	Minor Elective	3
5	Organizational Learning and Employee Growth	Minor Elective	3
5	Competency-Based Learning in HR	Minor Elective	3
6	Compliance Management in Employment	Minor Elective	3
6	HR Compliance and Legal Frameworks	Minor Elective	3
6	Workplace Compliance and Regulations	Minor Elective	3
8	Strategic HR Practices for a Global Workforce	Minor Elective	3
8	International HR Practices and Workforce Management	Minor Elective	3
8	Cross-Cultural HR Practices and Global Workforce Management	Minor Elective	3

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4th Year Curriculum Design Framework [For Hons. / Hons. with Research Tracks of Four Year Undergraduate Programs (FYUP)]

Extending Expertise	Course Category	Credits	Contextualizing Learning	Course Category	Credits	Experiential Learning	Course Category	Credits
Affiliate Marketing Management	Minor Core	3	Canva Design and Branding	Major Core	3	Industry Project-1/Dissertation-1	Research Project	3
Cloud Computing & AWS Fundamentals	Major Core	3	UI UX Design Lab	Major Core	3	Project Gap Course	Major Core	1
						Industry Project-2/Dissertation-2	Research Project	12