CHANDIGARH UNIVERSITY
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Program Schemes for *[BBA Digital Marketing (BB-205)]*

Cluster: MANAGEMENT **Institute: Apex Institute of Management (AIM)**

Department: BBA-APEX **Type of Program:** UG/PG

SEMESTER-1		
Course Name	**Course Category**	**Credits**
Principles of Micro Economics	Major Core	3
Business Fundamentals	Major Core	3
Principles of Marketing	Major Core	3
Introduction to Digital Marketing	Minor Core	3
Essentials of IT	Major Core	1
Business Statistics	Major Core	3
Fundamentals of Human Resource	Major Core	3
Communication Skills-1	Skill Enhancement	1
Fundamentals of AI	Major Core	3

SEMESTER-2		
Course Name	**Course Category**	**Credits**
Principles of Macro Economics	Major Core	3
Accounting For Managers	Major Core	3
Content Planning and Management	Minor Core	3
Quantitative Techniques	Major Core	3
Introduction to Python	Major Core	2
Problem Solving & AI Applications	Ability Enhancement	2
Universal Human Values, Ethics and Life Skills (UHV-1)	Value Education	1
Design Thinking and Creativity for Innovation	Ability Enhancement	1
Open Elective-I	Open Elective	3
Communication Skills-2	Skill Enhancement	1

SEMESTER-3		
Course Name	**Course Category**	**Credits**
Fundamentals of Financial Management	Major Core	3
AI in Digital Marketing & Emerging Technologies	Minor Core	3
Introduction to SEO & AEO	Major Core	3

Statistical Analysis using Excel	Major Core	2
Principles of Data Visualization	Major Core	1
Open Elective – II	Open Elective	3
Environmental Science & Management	Value Education	2
Social Internship	Internship	2
Entrepreneurship Mindset	Ability Enhancement	1
Critical Enquiry and Research Methodology	Ability Enhancement	1

SEMESTER-4		
Course Name	**Course Category**	**Credits**
Business Research Methods	Major Core	3
Principles of Project Management	Major Core	3
Advanced SEO Techniques	Minor Core	3
Universal Human Values, Ethics and Life Skills (UHV-2)	Value Education	2
Open Elective-III	Open Elective	3
Soft Skills-I	Skill Enhancement	1
Mid-Grade Project -1	Project	1
Aptitude-I	Ability Enhancement	1
OR		
Quantitative Aptitude and Reasoning	Skill Enhancement	1
Professional Development	Ability Enhancement	1

SEMESTER-5		
Course Name	**Course Category**	**Credits**
Business Ethics & corporate governance	Major Core	3
Fundamentals of Consumer Behaviour	Major Core	3
SEM	Major Core	2
Management Paradigms from Bhagavad Gita	Major Core	2

Summer Internship	Internship	1
Gender Equality and Empowerment	Value Education	1
Aptitude-2	Ability Enhancement	1
Soft Skills-2	Skill Enhancement	1
Or		
Marketing & Management Essentials	Ability Enhancement	1
Business Strategies & Operations	Ability Enhancement	1
Or		
Academic Writing	Ability Enhancement	1
Statistical Data Analysis	Ability Enhancement	1

SEMESTER-6		
Course Name	**Course Category**	**Credits**
International Business	Major Core	3
Fundamentals of Strategic Management	Major Core	3
Digital Marketing Frameworks and Funnels	Major Core	2
Mid-Grade Project -2	Project	1
Social Media and Web Analytics	**Skill Enhancement**	**2**
Email Marketing Strategies and Automation Systems	**Skill Enhancement**	**2**
Operation Research	Minor Core	2
Ecommerce Management & Marketing	Minor Core	3

SEMESTER-7 (For Hons.)		
Course Name	**Course Category**	**Credits**
Cloud Computing & AWS Fundamentals	Major Core(EE)	3
Affiliate Marketing Management	Major Core (EE)	3
Canva Design and Branding	Major Core(CL)	3
AI, Expert Systems & Automation in Business	Major Core(CL)	3
UI UX Design Lab	Major Core(CL)	3

Excel Scripting and Automation / (Excel VBA)	Major Core	2
Capston Project -1	Project	3
Project Gap Course	Minor Core(EE)	1
Advanced Research Methodology	Minor Core(EE)	2
Introduction To SDGs	Value Education	1
Industry Internship	Internship	1

SEMESTER-7 (For Hons. With Research)		
Course Name	**Course Category**	**Credits**
Cloud Computing & AWS Fundamentals	Major Core	3
Affiliate Marketing Management	Major Core (EE)	3
Canva Design and Branding	Major Core(CL)	3
AI, Expert Systems & Automation in Business	Major Core(CL)	3
UI UX Design Lab	Major Core(CL)	3
Excel Scripting and Automation / (Excel VBA)	Major Core	2
Capston Project -1	Project	3
Project Gap Course	Minor Core(EE)	1
Advanced Research Methodology	Minor Core(EE)	2
Introduction To SDGs	Value Education	1
Dissertation-1	Internship	1

SEMESTER-8 (For Hons.)		
Course Name	**Course Category**	**Credits**
Capstone Project-2	Project	9

SEMESTER-8 (For Hons. With Research)		
Course Name	**Course Category**	**Credits**
Dissertation-2	Project	9

Program Electives			
Semester	**Course Name**	**Course Category**	**Credits**

Semester-IV	Video Editing for SMM	Minor Elective	3
Semester-V	Mobile Marketing & Analytics	Minor Elective	3
	Data Analytics and Insights	Minor Elective	3
Semester-VI	Digital PR	Minor Elective	3
SEMSTER--VIII (For Hons.)	Minor Elective-V: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
	Minor Elective-VI: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
SEMSTER--VIII (For Hons. With Research)	Minor Elective-V: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
	Minor Elective-VI: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3