CHANDIGARH UNIVERSITY
Discover. Learn. Empower.

Program Schemes for Master of Business Administration (Digital Marketing)

Cluster: Management Institute : AIM Department: MBA Type of Program: PG

First Year				Second Year			
	Course Name	Course Category	Credits		Course Name	Course Category	Credits
Semester-1	Statistical Analysis For Business Decisions	Ability Enhancement	4	Semester-3	Summer Internship	Internship	3
	Digital Business Tools & Applications	Ability Enhancement	1		Data Visualization For Managers	Ability Enhancement	2
	Managerial Economics	Program Core	3		Growth Hacking	Program Core	2
	Accounting & Financial Management	Program Core	3		Mobile Marketing	Program Core	1
	Fundamentals Of Marketing & Digital Intelligence	Program Core	3		Managing E-Commerce And Advertising	Program Core	2
	Ui/Ux For Digital Media	Program Core	2		Meta Social Media Marketing Professional	Program Core	2
	Digital Storytelling	Program Core	3		Professional Communication Skills-2	Skill Enhancement	1
	Professional Business Communication	Skill Enhancement	1		Quantitative Aptitude And Data Interpretation -2	Ability Enhancement	1
					SPECIALISATION ELECTIVE – 2	Program Elective	3
					SPECIALISATION ELECTIVE – 3	Program Elective	3
Semester -2	Research Methodology & Modern Digital Tools	Ability Enhancement	3	Semester-4	Capstone Project	Project	3
	Management Practices And Organisational Behaviour	Program Core	3		Strategic Management	Program Core	3
	General Proficiency (Co-Curricular)	Ability Enhancement	1		Startup Ecosystem	Ability Enhancement	3
	Creative Motion Design	Program Core	2		Project Management	Program Core	3
	Web & Interactive Design	Program Core	1		Online Reputation Management	Program Core	3
	Search Engine Optimization & Marketing	Program Core	3		Google Business Intelligence Professional	Ability Enhancement	2
	Social Media Marketing	Program Core	3		Specialisation Elective - 4	Program Elective	3
	Meta Marketing Analytics Professional	Program Core	2		Specialisation Elective - 5	Program Elective	3
	Professional Communication Skills - 1	Skill Enhancement	1				
	Quantitative Aptitude And Data Interpretation - 1	Ability Enhancement	1				
	Specialisation Elective - 1	Program Elective	3				

CHANDIGARH UNIVERSITY
Discover. Learn. Empower.

Elective Basket

Semester	Course Name	Course Category	Credits
II	Brand Management	Program Electives (Marketing)	3
II	Industrial Marketing	Program Electives (Marketing)	3
II	International Marketing	Program Electives (Marketing)	3
III	Consumer Behaviour	Program Electives (Marketing)	3
III	Marketing Research and Analytics	Program Electives (Marketing)	3
III	Services Marketing	Program Electives (Marketing)	3
III	Advertising and Sales Promotion	Program Electives (Marketing)	3
III	Modern Marketing Practices	Program Electives (Marketing)	3
IV	Rural Marketing	Program Electives (Marketing)	3
IV	Retail Management	Program Electives (Marketing)	3
IV	Marketing for Social Services	Program Electives (Marketing)	3
IV	Sales and Distribution Management	Program Electives (Marketing)	3
IV	B2B Marketing	Program Electives (Marketing)	3
II	Security Analysis and Portfolio Management	Program Electives (Finance)	3
II	Sustainable Financing	Program Electives (Finance)	3
II	Digital Currencies & Global Monetary Systems	Program Electives (Finance)	3
III	Venture Capital and Private Equity	Program Electives (Finance)	3
III	Management of Financial Institutions	Program Electives (Finance)	3
III	Corporate Finance	Program Electives (Finance)	3
III	Behavioural Finance	Program Electives (Finance)	3
III	Blockchain in Finance	Program Electives (Finance)	3
IV	Financial Services and Markets	Program Electives (Finance)	3
IV	International Finance	Program Electives (Finance)	3
IV	Financial Statement Analytics	Program Electives (Finance)	3
IV	Investment Banking	Program Electives (Finance)	3
IV	Mergers and Acquisitions	Program Electives (Finance)	3
II	Global HR Strategies & Cross-Cultural Management	Program Electives (HR)	3
II	Leadership Development and Succession Planning in the Future of Work	Program Electives (HR)	3
II	Blockchain Technology and Smart Contracts in HR Operations	Program Electives (HR)	3
III	Talent Acquisition and Development	Program Electives (HR)	3
III	HR Analytics and Technology	Program Electives (HR)	3
III	Career Planning and Development	Program Electives (HR)	3
III	Performance and Competency Management	Program Electives (HR)	3
III	Managing Diversity	Program Electives (HR)	3
IV	Industrial Relations and Labour Laws	Program Electives (HR)	3
IV	Compensation and Rewards Management	Program Electives (HR)	3
IV	Negotiations and Conflict Management	Program Electives (HR)	3
IV	Ethical Issues in HR	Program Electives (HR)	3
IV	Organization Development	Program Electives (HR)	3

CHANDIGARH UNIVERSITY
Discover. Learn. Empower.

NON TPP Courses			
Semester	**Course Name**	**Course Category**	**Credits**
II	Professional Skills Development	Skill Enhancement	1
II	Quantitative Aptitude and Reasoning	Ability Enhancement	1

NON TPP Courses Basket			
Semester	**Course Name**	**Course Category**	**Credits**
III	Critical Enquiry and Research Methodology	Ability Enhancement	1
III	Academic Writing	Ability Enhancement	1
II I	Statistical Data Analysis	Ability Enhancement	1
III	AI & Data-Driven Research	Ability Enhancement	1
III	Research Ethics & Intellectual Property Rights	Skill Enhancement	1
III	Emerging Research Tools and Technologies	Skill Enhancement	1
III	Domain specific Term paper	Skill Enhancement	1
III	Entrepreneurship Mindset	Ability Enhancement	1
III	Marketing & Management Essentials	Ability Enhancement	1
III	Business Strategies & Operations	Ability Enhancement	1
III	Customer Engagement & Organic Growth	Ability Enhancement	1
III	AI Automation & Sustainability	Skill Enhancement	1
III	Finance & Economics Fundamentals	Skill Enhancement	1
III	Business Planning & Legal Basics	Skill Enhancement	1