CHANDIGARH UNIVERSITY
Discover. Learn. Empower.

# Program Schemes for MBA-Digital Marketing

**Cluster: Management**

**Institute: Apex Institute of Management**

**Department: MBA**

**Type of Program: PG**

| SEMESTER-1 | | |
|---|---|---|
| **Course Name** | **Course Category** | **Credits** |
| Statistical Analysis for Business Decisions | Ability Enhancement | 3 |
| Management Practices and Organisational Behaviour | Program Core | 3 |
| Data Analysis & Business Modelling | Ability Enhancement | 1 |
| Fundamentals of AI | Program Core | 1 |
| Accounting & Financial Management | Program Core | 3 |
| Principles Of Digital Marketing and Portfolio Management | Program Core | 4 |
| UI/UX & Creative Design Fundamentals | Program Core | 1 |
| Digital Storytelling & Content Creation | Program Core | 2 |
| Professional Business Communication | Skill Enhancement | 1 |

| SEMESTER-2 | | |
|---|---|---|
| **Course Name** | **Course Category** | **Credits** |
| Research Methodology & Modern Digital Tools | Ability Enhancement | 3 |
| Managerial Economics | Program Core | 3 |
| General Proficiency (Co-Curricular) | Ability Enhancement | 1 |
| Brand And Project Management | Program Core | 4 |
| Web Experience Design & Interactive Prototyping | Program Core | 1 |
| SEO & Performace Marketing | Program Core | 1 |
| Social Content & Community Building | Program Core | 1 |
| Application of AI In Digital Marketing | Program Core | 1 |
| Adobe Graphic Designer Professional Certificate | Program Core | 2 |
| Professional Communication Skills - 1 | Skill Enhancement | 1 |
| Quantitative Aptitude and Data Interpretation -1 | Ability Enhancement | 1 |
| Specialization Elective - 1 | Program Elective | 3 |

| SEMESTER-3 | | |
|---|---|---|
| **Course Name** | **Course Category** | **Credits** |
| Summer Internship | Internship | 3 |
| Visual Analytics | Ability Enhancement | 2 |
| Mobile Marketing And Growth Analytics | Program Core | 4 |
| Creative Motion Design | Program Core | 1 |
| Managing E-Commerce and Advertising | Program Core | 2 |
| Microsoft Ai Product Manager Professional Certificate | Program Core | 2 |
| Professional Communication Skills-2 | Skill Enhancement | 1 |
| Quantitative Aptitude And Data Interpretation -2 | Ability Enhancement | 1 |
| Specialization Elective – 2 | Program Elective | 3 |
| Specialization Elective – 3 | Program Elective | 3 |

| SEMESTER-4 | | |
|---|---|---|
| **Course Name** | **Course Category** | **Credits** |
| Capstone Project | Project | 3 |
| Strategic Management | Program Core | 3 |
| Startup Ecosystem | Ability Enhancement | 3 |
| Online Reputation Management | Program Core | 4 |
| Meta Marketing Analytics Professional | Program Core | 2 |
| Google Business Intelligence Professional | Ability Enhancement | 2 |
| Specialization Elective - 4 | Program Elective | 3 |
| Specialization Elective - 5 | Program Elective | 3 |

| Program Electives | | | |
|---|---|---|---|
| **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 | Financial Statement Analytics | 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 | Sustainable Financing | 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 |

| 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 |
| III | 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 |