FOUR YEAR UNDERGRADUATE PROGRAM (2024–28)
Department of Commerce and Management
COURSECURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate/ Diploma/Degree/Honors)*			**Semester- I**	Session: **2024-2025**
1	**CourseCode**	**BBVAC - 01**		
2	**CourseTitle**	**Social Media Marketing**		
3	**CourseType**	**Value Addition Course [VAC]**		
4	**Pre-requisite**(if, any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Create and implement a digital and social media plan that aligns to a brand's overall business objectives. ➢ Interpret digital and social media analytics, trends, tools, and activities to determine the effectiveness of various strategies. ➢ Develop effective communication and interpersonal strategies to foster collaboration, diversity and inclusion within digital and social media project teams. ➢ Evaluate current trends and emerging technologies in digital marketing to inform planning and ongoing effectiveness.		
6	**CreditValue**	**2Credits**	***Credit=15 Hours-learning& Observation***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse

TotalNo.ofTeaching–learningPeriods (01Hr. perperiod)-30Periods(30 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Social Media Marketing**: Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.	08
II	**Facebook Marketing:** Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags.	07
III	**LinkedIn Marketing:** Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign.	08
IV	**Twitter Marketing:** Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for mangers. Instagram & Snapchat basic.	08
Keywords	***Social Media Marketing, Facebook, Twitter, Linkedin.***	

PART–C: LearningResources

TextBooks,ReferenceBooksandOthers

TextBooksRecommended–

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

OnlineResources–
https://www.coursera.org/socialmediamarketing
https://academy.hubspot.com/courses/social-media

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PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks:** 50Marks **Continuous Internal Assessment(CIA):** 15Marks **End Semester Exam(ESE):** 35Marks		
Continuous Internal Assessment(CIA): **(ByCourseTeacher)**	Internal Test / Quiz-(2): **10 & 10** Assignment/Seminar+Attendance- **05** Total Marks - **15**	Better marks out of the two Test/ Quiz +obtainedmarksinAssignmentshallbeconsideredagainst**15**Marks
End Semester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**. Objective–**05 x1=05** Mark;**Q2**. Short answertype-**5x2 =10Marks** SectionB:Descriptiveanswer typeqts.,**1outof2** fromeachunit-**4x05=20Marks**	

NameandSignature ofConvener&Members (CBoS)

Goes to 2nd Sem -------

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate/ Diploma/Degree/Honors)*			**Semester-III**	Session:**2024-2026**
1	**CourseCode**	**BBVAC - 02**		
2	**CourseTitle**	**Digital Marketing**		
3	**CourseType**	**Value Addition Course [VAC]**		
4	**Pre-requisite(if, any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Interpret the concept of digital marketing and its integration of traditional marketing. ➢ Learn thebehaviour of online consumers. ➢ Create digital media campaigns through an understanding of email content and social media marketing. ➢ Leverage digital strategies to gain competitive advantage for business and career.		
6	**CreditValue**	**2Credits**	***Credit=15 Hours-learning& Observation***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse

TotalNo.ofTeaching–learningPeriods (01Hr. perperiod)-30Periods(30 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence w.r.t Digital Marketing	08
II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.	07
III	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing	08
IV	Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.	08
Keywords	***Digital Marketing, Technology, Consumer, Buying.***	

PART–C: LearningResources

TextBooks,ReferenceBooksandOthers

TextBooksRecommended–

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2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

OnlineResources–

- **https://www.thinkwithgoogle.com/**

OnlineResources–

- **https://www.coursera.org/socialmediamarketing**
- **https://academy.hubspot.com/courses/social-media**

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PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **MaximumMarks:** **ContinuousInternalAssessment(CIA):** **50Marks** **15Marks** **End SemesterExam(ESE):** **35Marks**		
Continuous InternalAssessment(CIA): **(ByCourseTeacher)**	Internal Test / Quiz-(2):**10** & **10**Assignment/Seminar +Attendance - **05**Total Marks - **15**	Bettermarksout ofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbeconsideredagainst**15**Marks
End SemesterExam(ESE):	**Twosection– A &B** Section**A**:**Q1**. Objective–**05 x1=05** Mark;**Q2**. Short answertype-**5x2 =10Marks** Section**B**:Descriptiveanswer typeqts.,**1outof2** fromeachunit-**4x05=20Marks**	

NameandSignature ofConvener&Members ofCBoS:

GOES TO 04TH SEMESTER

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

DEPARTMENTOF Commerce and Management

COURSECURRICULUM

PART-A: Introduction				
Program:Bachelorin Business Administration *(Certificate/ Diploma/Degree/Honors)*			**Semester- V**	Session:**2024-2027**
1	**CourseCode**	**BBVAC – 03**		
2	**CourseTitle**	**Data Analytics Using MS Excel**		
3	**CourseType**	**Value Addition Course [VAC]**		
4	**Pre-requisite**(if, any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Learn spreadsheet functions to efficiently perform calculations related to real-world operations. ➢ Identify real-world problems of data using spreadsheets. ➢ Apply spreadsheets'summarise and report tools to analyze real- world data.		
6	**CreditValue**	**2Credits**	***Credit=15 Hours-learning& Observation***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse		
TotalNo.ofTeaching–learningPeriods (01Hr. perperiod)-30Periods(30 Hours)		
Unit	**Topics(Coursecontents)**	**No.of Period**
I	Working on Data in Spreadsheets: Applying Logic in Decision Making	**08**
II	Excel for Problem Solving	**07**
III	Data Visualisation with MS-Excel	**08**
IV	Lectures, Hands-on Practice, Case analysis	**08**
Keywords	***Data, MS- Excel, Problem Solving, Spreadsheets.***	

PART–C: LearningResources

OnlineResources–
https://www.theexcelexperts.com/importance-excel-business/
https://www.youtube.com/watch?v=eIN40JN7sro&ab_channel=LeilaGharani

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:
Maximum Marks: 50Marks
Continuous Internal Assessment (CIA): 15Marks
End Semester Exam (ESE): 35Marks

Continuous Internal Assessment(CIA): (By Course Teacher)	Internal Test / Quiz-(2):**10** & **10**Assignment/Seminar +Attendance - **05**Total Marks - **15**	Better marks out of the two Test/ Quiz +obtainedmarksinAssignmentshallbeconsideredagainst**15**Marks
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Name and Signature of Convenor & Members: (CBOS)

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