



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION in DIGITAL MARKETING/
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) in DIGITAL MARKETING

SEMESTER-I

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBD10101	Principles of Management and Organizational Behaviour	4	0	0	40	60	100	4	Major
2	BBD10102	Financial Accounting	3	1	0	40	60	100	4	Major
3	BBD10001	Introduction to Microeconomics	3	0	0	40	60	100	3	IC
4	AEC00005	Functional English	2	0	0	40	60	100	2	AEC
5	BBD10002	Soft Skills	3	0	0	40	60	100	3	SEC
6	VAC09004	Digital Literacy Lab	0	0	4	40	60	100	2	VAC
7	VAC00007	Human Values and Ethics	2	0	0	40	60	100	2	VAC
TOTAL			17	1	4	280	420	700	20	

SEMESTER-II

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIE	ESE			
1	BBD20103	Financial Management	3	1	0	40	60	100	4	Major
2	BBD20104	Marketing in Digital Era	4	0	0	40	60	100	4	Major
3	BBD20001	Statistics for Analysis	2	1	0	40	60	100	3	IC
4	AEC00002	Communicative English	2	0	0	40	60	100	2	AEC
5	BBD20002	Digital Content Marketing	3	0	0	40	60	100	3	SEC
6	VAC00006	Environmental Studies	2	0	0	40	60	100	2	VAC
7	VAC09006	Web Analytics Lab	0	0	4	40	60	100	2	VAC
TOTAL			16	2	4	280	420	700	20	