

Curriculum Structure for MBA (Digital Marketing) w.e.f. 2025-26

Semester – I

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25165101	Principles of Marketing	3	--	--	3	40	--	60	--	100
2	GC	25165102	Accounting for Managers	2	--	2	3	40	--	60	--	100
3	GC	25165103	Organizational Behaviour	3	--	--	3	40	--	60	--	100
4	GC	25165104	Business Research Methods	3	--	-	3	40	--	60	--	100
5	GC	25165105	Managerial Economics	3	--	--	3	40	--	60	--	100
6	GE	25165106A/ 25165106B	Elective-1	2	--	--	2	40	--	60	--	100
7	GE	25165107A 25165107B	Elective-2	2	--	--	2	40	--	60	--	100
8	EL	251651EL	Enterprise Analysis and Desk Research	--	--	4	2	--	50	--	--	50
9	SBC	251651SBC	Communication Skills-I	1	--	2	2	--	50	--	--	50
10	VAC	251651VAC	Constitution of India	1	--	--	1	--	25	--	--	25
Total				20	--	8	24	280	125	420	--	825

Generic Electives (GE):

(Elective-1)

1. Start-up and New Venture Management (25165106A)
2. Principles and Practices of Management (25165106B)

(Elective-2)

1. Digital Business (25165107A)
2. Legal Aspects of Business (25165107B)



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Department of Management Studies (MBA)

Semester – II

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25165201	Marketing Management	3	--	--	3	40	--	60	--	100
2	GC	25165202	Financial Management	2	--	2	3	40	--	60	--	100
3	GC	25165203	Human Resource Management	3	--	--	3	40	--	60	--	100
4	GC	25215204	Fundamentals of Digital Marketing	3	--	--	3	40	--	60	--	100
5	GC	25165205	Business Analytics	3	--	--	3	40	--	60	--	100
6	GE	25215206A/ 25165206B	Elective-1	2	--	--	2	40	--	60	--	100
7	GE	25165207A/ 25165207B	Elective-2	2	--	--	2	40	--	60	--	100
8	EL	251652EL	Industry Analysis and Desk Research	--	--	4	2	--	50	--	--	50
9	SBC	251652SBC	Communication Skills-II	1	-	2	2	--	50	--	--	50
10	VAC	251652VAC	Advanced Excel	--	--	2	1	--	25	--	--	25
Total				19	--	10	24	280	125	420	--	825

Generic Electives: (Elective-1) 1. Marketing Analytics (25215206A) 2. Corporate Social Responsibility and Sustainability (25165206B)	(Elective-2) 1. Business Ethics (25165207A) 2. International Business Environment (25165207B)
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Semester – III

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25166301	Strategic Management	3	--	--	3	40	--	60	--	100
2	GC	25166302	Decision Science	3	--	--	3	40	--	60	--	100
3	EL	251661EL	Research Project	--	--	12	6	--	100	--	100	200
4	SC	25216303	Specialization Core -1	3	--	--	3	40	--	60	--	100
5	SC	25216304	Specialization Core -2	3	--	--	3	40	--	60	--	100
6	SC	25216305	Specialization Core -3	3	--	--	3	40	--	60	--	100
7	SE	25216306-25216311M	Specialization Elective-1	2	--	--	2	40	--	60	--	100
8	SE	25216306-25216311M	Specialization Elective-2	2	--	--	2	40	--	60	--	100
9	SE	25216306-25216311M	Specialization Elective-3	2	--	--	2	40	--	60	--	100
10	VAC	251661VAC	Indian Knowledge System	1	--	--	1	--	25	--	--	25
Total				22	--	12	28	320	125	480	100	1025

Specialization Core (Digital Marketing) 25216303 Social Media Marketing 25166304M Marketing Research 25216305 E-Commerce Marketing	Specialization Electives (Any Three) 25216306 Search Engine Marketing 25216307 Mobile and Email Marketing 25216308 Content Marketing 25216309 Affiliate Marketing 25216310 Influential Marketing 25216311M Marketing 4.0
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Semester – IV

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	EL	251662EL	Industry Internship and On-the Job-Training	--	--	--	10	--	150	--	150	300
2	SC	25216401	Specialization Core*	--	--	--	2	--	50	--	--	50
TOTAL				--	--	--	12	--	200	--	150	350

* To be completed through MOOC/ Department Evaluation