



JIS College of Engineering
NAAC 'A' Accredited Autonomous Institute
Syllabus of BBA in Digital Marketing
Effective from session 2025-26



JIS College of Engineering

Proposed Detailed Syllabus for BBA in Digital Marketing

(1st Sem to 8th Sem) under Autonomy Incorporation of NEP-2020

Regulation - 2025

(Effective from 2025-26 admission batches)

Department of Business Administration



Graduate Attributes

By the end of the program the students will be able to:

- To develop students professionally to handle business issues.
- To develop students to be a better team worker.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students.
- To promote entrepreneurial skills among students.
- Upon completion of the BBA Digital Marketing program, the individual must demonstrate maturity, professionalism and team working skills
- Upon completion of the BBA Digital Marketing program, the individual will have specialized skills to deal with area specific issues of concern.
- Upon completion of the BBA Digital Marketing program, the individual will be capable of analyzing, investigating and solving critical business issues.



Curriculum Structure

SEM-1

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	DMC101	Principles of Management	4	1	0	5
2.		DMC102	Business Statistics	4	1	0	5
3.	DSE	MIC101	Computer Fundamentals	3	0	0	3
4.	GE		Any one from GE Basket A/D	3	0	0	3
5.	AEC	AEC101	English & Professional Communication	2	0	0	2
6.	SEC	SEC181	Life Skills & Personality Development	2	0	0	2
7.	VAC	VAC181A/ B/C	Yoga Health & Wellness Sports	2	0	0	2
Total Credit							22

SEM-2

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	DMC 201	Marketing Management	4	1	0	5
2.		DMC 202	Digital Marketing	4	1	0	5
3.	DSE	MIC 201	Management Information System	3	0	0	3
4.	GE		Any one from GE Basket B/E	3	0	0	3
5.	AEC	AEC201	Modern Indian Languages and Literature	2	0	0	2
6.	SEC	SEC281A	IT Skills	2	0	0	2
		SEC281B	Design Thinking	2	0	0	2
7.	VAC	VAC281 A/B/C	Critical Thinking, NSS, Mental Health Environmental Studies	2	0	0	2
Total Credit							22



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SEM-3

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	DMC301	Principles of Accounting	4	1	0	5
2.		DMC302	Human Resource Management	4	1	0	5
3.	DSE	MIC301A	Word and PowerPoint & Spreadsheet Application with Excel	3	1	0	4
4.	GE		Any one from GE Basket C/F	3	0	0	3
5.	AEC	AEC301	The Constitution Human Rights and Law	2	0	0	2
6.	SEC	SEC381	Understanding basics of Cyber Security	2	0	0	2
Total Credit							21

SEM-4

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	DMC401	Digital Business Strategy	4	1	0	5
2.		DMC402	Consumer Behaviour	3	1	0	4
3.		DMC403	Management Information System & ERP	3	1	0	4
4.	DSE	MIC401	Basics of Operating System	3	1	0	4
5.		MIC402	Graphic Design with Photoshop and Illustrator	3	1	0	4
6.	AEC	AEC401	Society Culture and Human Behavior	2	0	0	2
Total Credit							23



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SEM-5

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	DMC501	Social Media Marketing	4	1	0	5
2.		DMC502	Integrated Marketing Communication	4	1	0	5
3.	DSE	MIC501	Cloud Computing	3	1	0	4
4.		MIC502	E-Commerce and Applications	3	1	0	4
5.	SEC	SEC581	Internship	0	0	4	4
Total Credit							22

SEM-6

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	DMC601	Web Design and Development	3	1	0	4
2.		DMC602	Introduction to Python	4	1	0	5
3.		DMC603	Organizational Behaviour	4	1	0	5
4.	DSE	MIC601	Development with HTML and CSS	3	1	0	4
5.		MIC602	Internet and Networking	3	1	0	4
Total Credit							22



JIS College of Engineering
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SEM-7

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	DMC701	Introduction to Business Analytics using R/Python	4	1	0	5
2.		DMC702	Cyber Security & Cyber Law	4	1	0	5
3.		DMC703	Services Marketing	3	1	0	4
4.	DSE	MIC701	Software Project Management	3	1	0	4
5.		MIC702	Data Analysis and Interpretation	3	1	0	4
Total Credit							22

SEM-8

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	DSC	DMC801	Search Engine Marketing & Search Engine Optimization	4	1	0	5
2.		DMC802	Computerized Accounting System	4	1	0	5
4.	SEC	SEC881	Internship & Research Project/ Dissertation	0	0	12	12
Total Credit							22

Inter Disciplinary Baskets for 4 year UG programs

Basket No	Inter Disciplinary Basket	Course Code	Course Name
For 1st Semester Basket A or D			
Basket A	Natural and Physical Sciences	GE1B-01	Medical Microbiology
		GE1B-02	Biochemistry & Nutrition
		GE1B-03	Earth Science
		GE1B-04	Fundamentals of space science
		GE1B-05	Basics of Human Genetics



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		GE 1B-06	Fundamentals of marine science
		GE 1B-07	Basics of Evolutionary Biology
		GE 1B-08	Introduction to Interdisciplinary Health Science
Basket D	Library, Information, and Media Sciences	GE2B-01	A Hand on Study on Film
		GE2B-02	Digital Photography Basics and Beyond
		GE2B-03	Cinema and Other Arts
		GE2B-04	Understanding Visual Design Aesthetics
		GE2B-05	Study of Performing Arts
		GE2B-06	The Language of Graphic design: Basics and Beyond



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For 2nd Semester Basket B or E			
Basket B	Mathematics, Statistics, and Computer Applications	GE3B-01	IT Literacy
		GE3B-02	Basic Mathematics & Statistics
		GE3B-03	Business Research Methods: Tool & Techniques
		GE3B-04	Mathematics for Computing
		GE3B-05	Probability & Statistics
		GE3B-06	Bio Statistics
		GE3B-07	Data Analysis with R
		GE3B-08	Learn Programming Fundamental with C
		GE3B-09	Programming with Python
		GE3B-10	Code in with Java
		GE3B-11	Computer Graphics
		GE3B-12	Computer Basics and Multimedia Software
		GE3B-13	Data Analysis with SPSS
Basket E	Commerce and Management	GE4B-01	Entrepreneurship Theory & Practice
		GE4B-02	Accounting
		GE4B-03	Principles of Management & Organizational Behaviour
		GE4B-04	Basics of Accounting & Finance in Healthcare Management
		GE4B-05	Marco Economics in Business
		GE4B-06	Business Regulatory Framework
		GE4B-07	Decision Support System
		GE4B-08	Entrepreneurship: Launching an Innovative Business
		GE4B-09	Handling Human Resources In Workplace
		GE4B-10	Social Media management, Advertising & Marketing
		GE4B-11	E-Commerce & M-Commerce
		GE4B-12	Digital Transformation & Industry 4.0



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For 3rd Semester Basket C or F			
Basket C	Emerging Tech, Innovation & Others	GE5B-01	Study of Textiles
		GE5B-02	Introduction to Hospitality Industry and major Departments
		GE5B-03	Health Education & Communication
		GE5B-04	Hospital Support Services
		GE5B-05	Blockchain Technology
		GE5B-06	Introduction to 3D printing Technology
		GE5B-07	Advances in Medical Technologies
		GE5B-08	Fundamentals of IOT
		GE5B-09	Basics of Prescription reading and Medical transcription
		GE5B-10	Fundamental of Bioinformatics
Basket F	Humanities and Social Sciences	GE6B-01	Indian Constituency
		GE6B-02	Economics
		GE6B-03	Mind and Measurement
		GE6B-04	Sustainability & Fashion
		GE6B-05	Indian History & Culture
		GE6B-06	Values & Ethics
		GE6B-07	Enhancing Linguistic Competence & Developing Literacy Skills
		GE6B-08	Medical Ethics, Law and Etiquette
		GE6B-09	Law and Ethics
		GE6B-10	Surface & Soft Furnishings Design Development Techniques
		GE6B-11	Design and Human Evolution



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