



ACADEMIC YEAR 2021

PROGRAM OUTLINE & LEARNING OUTCOMES

BBA – E-Commerce & Digital Marketing

Level: Undergraduate

Duration: 3 Years | Full-time

Format: Residential Program

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The Bachelor of Business Administration (BBA) is spread over 6 semesters.

FIRST YEAR

SEMESTER I

COURSE	LEARNING OUTCOMES
Financial Accounting With Computer Applications	<ul style="list-style-type: none"> ● Learning Fundamentals Of Accounting ● Basic Accounting Concepts ● Recording Of Transaction ● Depreciation, Provision And Reserves ● Bill Of Exchange ● Excel Skills For Finance
Environmental Management & Corporate Social Responsibility	<ul style="list-style-type: none"> ● Understand definitions of environment, management, systems and organisations in relation to environmental management ● Understand the usefulness of systems thinking in relation to environmental management in organisations ● Learn how environmental management can be used as environmental protection and how organisations can define and manage risk. ● Analyse 70+ organisations as systems and their role in environmental management
Quantitative Techniques For Decision Making	<ul style="list-style-type: none"> ● Learning Fundamentals To Statistical And Mathematical Tools Commonly Used In Management Studies ● Learn Use Of Statistical Tools (Descriptive Statistics, Inferential Statistics) ● Learn Use Of Mathematical Tools (Formulate The Problem, Establish The Criterion For Optimality, Tools For Analysis)
Microeconomics	<ul style="list-style-type: none"> ● Understand Firm Behavior. ● Learn To Analyse Different Types Of Market Structures (Monopoly, Oligopoly And A Competitive Market). ● Understand Business Strategies For Different Market Structures. ● Understand How To Apply Economic Principles For Policy Making.
Marketing Management	<ul style="list-style-type: none"> ● Understand The Basic Aspects Of Markets And Competition. ● Understanding And Managing External Environment. ● Understanding Segmentation, Targeting And Positioning Concepts. ● Understand And Managing Brands. ● Understanding And Managing Competition.

	<ul style="list-style-type: none"> ● Understanding The Concept Of Product Life Cycle.
Effective Communications 1	<ul style="list-style-type: none"> ● Understand Dialogue Processes, Debunk Common Communication Myths, And Express Your Ideas Authentically. ● Learn How To Ensure The Message Intended To Send Is The Same As What Is Being Received. ● Learn Strategies To Enhance Communication Skills And Approaches. ● Learn How To Position Oneself As A Professional Through Inclusive Communication.

SEMESTER II

COURSE	LEARNING OUTCOMES
Cost Accounting	<ul style="list-style-type: none"> ● Understand Meaning and Scope of Cost Accounting ● Understand Method of costing ● Understand Labour cost control
Advanced Quantitative Techniques for Decision Making	<ul style="list-style-type: none"> ● Understand use of Quantitative & Qualitative Data ● Understand application of various quantitative techniques used for decision making using datasets ● Using data to take decisions on business situations ● Learn to Apply quantitative techniques on datasets using excel
Principles Of Management	<ul style="list-style-type: none"> ● Gain Understanding Of The Functions And Responsibilities Of Managers. ● Understand Tools And Techniques To Be Used In The Performance Of The Managerial Job. ● Understand And Analyse The Environment Of The Organization. ● To Help The Students To Develop Cognizance Of The Importance Of Management Principles.
Marketing Management 2	<ul style="list-style-type: none"> ● Understand the basic aspects of product management and new product launches. ● Understanding and managing services. ● Understanding and managing pricing. ● Understanding and managing integrated marketing communications. ● Understand and managing distribution channels. ● Understanding and managing marketing organization in the current business scenario.
Effective Communications 2	<ul style="list-style-type: none"> ● Understanding how to write business emails, notices, proposals and other forms of written business communications. ● Understanding of basic grooming and etiquettes. ● Understanding how to be effective public speaker and presenter

Macroeconomics	<ul style="list-style-type: none">● Understand the forces determining macroeconomic variables such as inflation, unemployment, interest rates, and the exchange rate● Formulate and assess macroeconomic policies● Define macroeconomic terminology, such as the multiplier, monetarism, the natural level of unemployment, and fiscal policy
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SECOND YEAR

SEMESTER III

COURSE	LEARNING OUTCOMES
Organisational Behaviour	<ul style="list-style-type: none"> ● Understand the impact of values, attitudes and the influence of diversity. ● Understand the major motivational theories that affect the workplace. ● Understand the difference between work groups and work teams and the models of team development. ● Understand communication channels and their barriers. ● Understand interpersonal conflict and conflict resolution.
Financial Management and Software Applications in Financial Management	<ul style="list-style-type: none"> ● Learning Fundamentals of Financial Management ● Corporate Debt, Equity and corporate action ● Learn to prepare Financial statement ● Understand Capital Budgeting ● Understand Investment analysis
Operations Management	<ul style="list-style-type: none"> ● Obtain an understanding of quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness. ● Understand the relationship of the various planning practices of capacity planning, aggregate planning, project planning and scheduling. ● Understand the roles of inventories and basics of managing inventories in various demand settings. ● Understand contemporary operations and manufacturing organizational approaches and the supply-chain management activities and the renewed importance of this aspect of organizational strategy.
Indian Economics in Global Scenario	<ul style="list-style-type: none"> ● Understand International trade theory and policy ● Understand Economic relationships between countries ● Understand Relevance of Indian economics in global scenario
Business Statistics 1	<ul style="list-style-type: none"> ● Learn fundamentals of Descriptive statistics. ● Understanding the nature of data using data. ● Learning to use descriptive statistical tools to find hidden patterns in data. ● Learn to analyse and interpret data to smart solutions using statistics. ● Learn to apply descriptive statistics on data for making decisions
Marketing Analytics	<ul style="list-style-type: none"> ● Learn basics of advances in marketing analytics. ● Learn to choose appropriate data sources and analytical tools to design a sophisticated analytical study. ● Learn to use advanced analytical tools to analyse a variety of data collected by marketers

	<ul style="list-style-type: none">• Learn to translate the output from analyses into managerial insights that is understandable to marketing managers.
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SEMESTER IV

COURSE	LEARNING OUTCOMES
Business Statistics 2	<ul style="list-style-type: none"> ● Understand basics of Inferential Statistics ● Gain Application based knowledge on hypothesis testing ● Learn use of Advance statistical tools for business decision making ● Learn Application predictive analytics for forecasting ● Gain Practical knowledge on applying advance statistics on business data
Business Law	<ul style="list-style-type: none"> ● Gain Understanding of the Legal Environment of Business. ● Learn to apply basic legal knowledge to business transactions. ● Learn to describe business law in the global context. ● Learn to describe the relationship of ethics and law in business.
Business Analytics tools, applications and interpretations	<ul style="list-style-type: none"> ● Learn to Select, and apply appropriate analytical tools in the analysis of quantitative and qualitative data from a variety of business scenarios. ● Learn Use software package for data analysis; understand data gathering and input considerations; and be able to analyze and interpret output (graphs, tables, mathematical models, etc.) ● Understand considerations in collecting data and selection of appropriate analysis tools; and know how to report results in a fair, objective and unbiased manner
Direct and Indirect Taxation	<p>Gain an understanding of Indirect Tax</p> <ul style="list-style-type: none"> ● Central Excise Duty ● Custom Duty ● Service Tax <p>Gain an understanding of Direct Taxes</p> <ul style="list-style-type: none"> ● Income Tax ● Wealth Tax ● Profession Tax <p>Gain an Understanding of International Tax</p> <ul style="list-style-type: none"> ● Tax implication of Foreign activity of an Indian enterprise ● Tax implication of Foreign enterprise in India
Human Resource Management	<ul style="list-style-type: none"> ● Understand the role of human resource management Identify how wellness, training and work-life balance policies impact retention ● Learn best practices in performance management, performance appraisal, and employee development ● Understand functions of job design, standards of employment law and techniques for employee retention.

THIRD YEAR

SEMESTER V

CORE COURSES

COURSE	LEARNING OUTCOMES
Design Thinking	<ul style="list-style-type: none"> ● Know what Design Thinking is ● Learn about the Steps of Design Thinking ● Understand Different Tools Used in Design Thinking ● Assess Different Resources of Design Thinking ● Conduct a Design Thinking Exercise
Entrepreneurship & Business Plan	<ul style="list-style-type: none"> ● Understand the entrepreneurial mindset and what it takes to create value. ● Learn to identify entrepreneurial opportunities and create business plans. ● Learn to secure financial backing and coordinate business growth. ● Learn agile working methods to realize results in quick succession.

E-COMMERCE & DIGITAL MARKETING ELECTIVES

COURSE	LEARNING OUTCOMES
Introduction to e-Commerce	<ul style="list-style-type: none"> ● Understand various stakeholders involved in e-Commerce and interactions among them. ● Learn about the topologies and security plans that facilitate functions on digital marketplaces. ● Learn to craft an e-Commerce webpage. ● Learn about the future of e-Commerce.
Search Engine Optimisation and Marketing	<ul style="list-style-type: none"> ● Understand search engine algorithms and how they affect organic search results. ● Learn about crawl accessibility and keyword optimization to attract searchers & engines. ● Learn to create a compelling user interface and share-worthy content. ● Learn about citations, amplification, and snippet/schema markup.
Website Development Strategies	<ul style="list-style-type: none"> ● Understand the website as a powerful sales & marketing tool for a company. ● Learn to manage the website development teams and investments in them. ● Learn to define the purpose of a website and identify relevant content. ● Learn to understand the requirements of a website and identify its functions.

Affiliate Marketing Strategies	<ul style="list-style-type: none"> ● Understand Affiliate Marketing ● Master Various tools and techniques of Affiliate Marketing ● Cases Studies on Affiliate Marketing ● Project Work on practical implementation of Affiliate Marketing
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SEMESTER VI**CORE COURSES**

COURSE	LEARNING OUTCOMES
International Business & EXIM	<ul style="list-style-type: none"> ● Understand different modes of international business. ● Learn to conduct export market research and develop products for international business accordingly. ● Learn about sourcing, distribution, freight management, and border clearance processes in international business. ● Learn about payment methods, financial processes, and documentation required for international business.
Project Management with MS Project tool	<ul style="list-style-type: none"> ● Define & create a new project plan. ● Learn to manage resources in a project plan. ● Finalize a project plan. ● Update a project plan to reflect progress as you execute the project using MS office tools. ● Monitor project progress in the project plan. ● Create project reports to share a project's status. ● Customize project settings and share customizations with other projects.
Application of AI & ML in Business	<ul style="list-style-type: none"> ● Understand the impact of AI in different business segments. ● Comprehend the key uses and applications. Discussion of case studies ● Understand the future perspectives and development.

E-COMMERCE & DIGITAL MARKETING ELECTIVES

COURSE	LEARNING OUTCOMES
Social Media Marketing	<ul style="list-style-type: none"> ● Understand how to manage marketing campaigns and increase sales using social media platforms. ● Learn to stay up-to-date with crucial industry conversations by enhancing social media engagement. ● Learn to analyze customers' feedbacks and sentiments towards a brand. ● Learn about social media strategies to extend the reach of product and service offerings.

<p>Creating Disruptive Online Businesses</p>	<ul style="list-style-type: none"> ● Understand the digital disruptions that are changing businesses. ● Learn the factors that drive digital disruption across companies. ● Learn the tools that can be used to speed-up digital disruption. ● Learn to harness the power of digital disruption to a company's advantage.
<p>Omni channel Retail Strategies</p>	<ul style="list-style-type: none"> ● Understand multichannel and Omni channel retail. ● Understand of the Omni channel retail strategies. ● Gain Awareness of the technology interfaces in Omni channel retail. ● Gain Appreciation of the practical implementation of Omni channel strategies.
<p>Managing MarTech Stack</p>	<ul style="list-style-type: none"> ● Understand of the components of the Martech Stack. ● Understand of the integrated approach to Martech. ● Understand how to implement Martech strategy in organisations.