

BIKANER TECHNICAL UNIVERSITY, BIKANER
बीकानेर तकनीकी विश्वविद्यालय, बीकानेर



PROGRAMME SCHEME

MBA [DIGITAL MARKETING]

MBA [DIGITAL MARKETING]

Teaching & Examination Scheme

1st Year – I Semester

THEORY												
S N	Category	Course		Contact hrs/week			Marks				Cr	
		Code	Title	L	T	P	Exam Hrs	IA	ETE	Total		
1	PCC	DM-101	MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR	3	0	0	3	30	70	100	3	
2		DM-102	FINANCIAL ACCOUNTING FOR MANAGERS	3	0	0	3	30	70	100	3	
3		DM-103	MANAGERIAL ECONOMICS	3	0	0	3	30	70	100	3	
4		DM-104	MARKETING MANAGEMENT	3	0	0	3	30	70	100	3	
5		DM-105	E-COMMERCE	3	0	0	3	30	70	100	3	
6		DM-106	FUNDAMENTALS OF DIGITAL MARKETING	3	0	0	3	30	70	100	3	
		Sub Total		18	0	0				600	18	
PRACTICAL & SESSIONAL												
7	PCC	DM-107	IT SKILLS LAB -1	0	0	3	3	50	50	100	3	
8		DM-108	BUSINESS COMMUNICATION AND TECHNICAL WRITING SKILLS LAB	0	0	3	3	50	50	100	3	
9	PS	DM-109	PRACTICE SCHOOL -1	0	0	3	3	50	50	100	3	
		Sub- Total		0	0	9				300	9	
		TOTAL OF I SEMESTER		21	0	6				900	27	

L: Lecture, T: Tutorial, P: Practical, Cr: Credits

ETE: End Term Exam, IA: Internal Assessment

MBA [DIGITAL MARKETING]

Teaching & Examination Scheme

1st Year – II Semester

THEORY												
S N	Category	Course		Contact hrs/week			Marks				Cr	
		Code	Title	L	T	P	Exam Hrs	IA	ETE	Total		
1	PCC	DM-201	HUMAN RESOURCES MANAGEMENT	3	0	0	3	30	70	100	3	
2		DM-202	FINANCIAL MANAGEMENT	3	0	0	3	30	70	100	3	
3		DM-203	BUSINESS RESEARCH METHODOLOGY	3	0	0	3	30	70	100	3	
4		DM-204	QUANTITATIVE TECHNIQUES & OPERATION RESEARCH	3	0	0	3	30	70	100	3	
5		DM-205	HUMAN VALUES	3	0	0	3	30	70	100	3	
6		DM-206	SOCIAL MEDIA & WEB ANALYTICS	3	0	0	3	30	70	100	3	
			Sub Total	18	0	0				600	18	
PRACTICAL & SESSIONAL												
7	PCC	DM-207	CONTENT MANAGEMENT SYSTEM LAB	0	0	3	3	50	50	100	3	
8		DM-208	SEMINAR ON CONTEMPORARY ISSUES	0	0	3	3	50	50	100	3	
9	PS	DM-209	PRACTICE SCHOOL - II	0	0	3	3	50	50	100	3	
			Sub- Total	0	0	9				300	9	
			TOTAL OF II SEMESTER	21	0	6				900	27	

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MBA [DIGITAL MARKETING]

Teaching & Examination Scheme

2nd Year – III Semester

THEORY											
S N	Category	Course		Contact hrs/week			Marks				Cr
		Code	Title	L	T	P	Exam Hrs	IA	ETE	Total	
1	PCC	DM-301	STRATEGIC MANAGEMENT	3	0	0	3	30	70	100	3
2		DM-302	CONSUMER BEHAVIOR AND MARKETING COMMUNICATION	3	0	0	3	30	70	100	3
3		DM-303	MARKETING ANALYTICS	3	0	0	3	30	70	100	3
4		DM-304	LAWS AND LEGAL ENVIRONMENT OF BUSINESS	3	0	0	3	30	70	100	3
5		DM-305	DIGITAL ENTREPRENEURSHIP AND INNOVATION MANAGEMENT	3	0	0	3	30	70	100	3
6		DM-306	SOCIAL MEDIA MARKETING	3	0	0	3	30	70	100	3
			Sub Total	18	0	0				600	18
PRACTICAL & SESSIONAL											
7	PCC	DM-307	SPSS LAB	0	0	3	3	50	50	100	3
8	PS	DM-308	PRACTICE SCHOOL LAB -III	0	0	3	3	50	50	100	3
9	PSD	DM-309	SUMMER TRAINING PROJECT REPORT & VIVA VOCE	0	0	3	3	50	50	100	3
			Sub- Total	0	0	9				300	9
			TOTAL OF III SEMESTER	21	0	6				900	27

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MBA [DIGITAL MARKETING]

Teaching & Examination Scheme

2nd Year – IV Semester

THEORY											
S N	Category	Course		Contact hrs/week			Marks				Cr
		Code	Title	L	T	P	Exam Hrs	IA	ETE	Total	
1	PCC	DM-401	EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT	3	0	0	3	30	70	100	3
2		DM-402	BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND INDIAN ETHOS	3	0	0	3	30	70	100	3
3		DM-403	PROJECT MANAGEMENT AND FINANCING FOR DIGITAL MARKETING FIRMS	3	0	0	3	30	70	100	3
4		DM-404	MOBILE AND E-MAIL MARKETING	3	0	0	3	30	70	100	3
5		DM-405	SEARCH ENGINE MARKETING AND AD CAMPAIGN	3	0	0	3	30	70	100	3
6		DM-406	BUILDING DIGITAL BRANDS AND DIGITAL MARKETING CHANNEL	3	0	0	3	30	70	100	3
			DM-407	MARKETING STRATEGY IN DIGITAL AGE	3	0	0	3	30	70	100
		Sub Total		21	0	0				700	21
PRACTICAL & SESSIONAL											
7	PS	DM-407	PRACTICE SCHOOL LAB -IV	0	0	3	3	50	50	100	3
8	PSD	DM-408	RESEARCH PROJECT REPORT & VIVA VOCE	0	0	3	3	50	50	100	3
		Sub- Total		0	0	6				200	6
		TOTAL OF IV SEMESTER		21	0	6				900	27

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