



ACADEMIC YEAR 2020

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 |
| 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. |
| 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. • 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 |
| 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 |

SECOND YEAR**SEMESTER III**

| COURSE | LEARNING OUTCOMES |
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| 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 • Learn to translate the output from analyses into managerial insights that is understandable to marketing managers. |

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 |
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| 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 |

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| | <ul style="list-style-type: none"> Project Work on practical implementation of Affiliate Marketing |
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SEMESTER VI**CORE COURSES**

| COURSE | LEARNING OUTCOMES |
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| 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. |
| Creating Disruptive Online Businesses | <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. |
| Omni channel Retail Strategies | <ul style="list-style-type: none"> Understand multichannel and Omni channel retail. Understand of the Omni channel retail strategies. |

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| | <ul style="list-style-type: none">• Gain Awareness of the technology interfaces in Omni channel retail.• Gain Appreciation of the practical implementation of Omni channel strategies. |
| Managing MarTech Stack | <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. |