



**FACULTY OF  
BUSINESS AND  
LEADERSHIP**



**2024 - 25**

**BBA (Digital Marketing)**

**Programme Structure**

<b>Division</b>	Faculty of Business and Leadership
<b>School Name</b>	School of Business
<b>Department Name</b>	Department of Business
<b>Programme Name</b>	BBA (Digital Marketing)

**For a UG course at MIT-WPU, the actual credit distribution will be as below:**

<b>Course Basket</b>	<b>Credits Assigned</b>
Programme Foundation	34
Programme Major	48
Programme Electives	16
Programme Capstone Project/Problem Based Learning/Seminar and Internships	32
University Core	24
University Electives	9
<b>Total</b>	<b>163</b>

### **Course Basket**

<b>Course Type</b>	<b>Description</b>
Programme Core	Courses dealing with foundations, depth and breadth of the major in which a student is admitted at MIT-WPU
Programme Electives	Open electives under the Programme allow students to specialise in a particular area connected to their major.
University Core	Courses that reflect the core MITWPU values and the mission of Life Transformation of students.
University Electives	Multidisciplinary courses across the faculties at MIT-WPU and outside the Programme core.

Semester	Course Type	Course Name / Course Title	Total Credits
I	University Core	Effective Communication	1
I	University Core	Critical Thinking	1
I	University Core	Environment and Sustainability	1
I	University Core	Foundations of Peace	2
I	University Core	Yoga - I	1
I	University Core	SLDP	1
I	Programme Foundation	Business Mathematics	3
I	Programme Foundation	Financial Accounting	3
I	Programme Foundation	Foundations of HRM	3
I	Programme Foundation	Principles and Practices of Management	3
I	Programme Foundation	Principles of Marketing	3

II	University Core	Advanced Excel	1
II	University Core	Financial Literacy	1
II	University Core	Yoga - II	1
II	University Core	Co-creation	1
II	University Core	Indian Constitution	1
II	University Core	IKS(General)	2
II	University Core	Sports	1
II	Programme Foundation	Business Statistics	3
II	Programme Foundation	Cost and Management Accounting	3
II	Programme Foundation	Managerial Economics	3
II	Programme Major	Digital Marketing	2
II	Programme Foundation	Organisational behaviour	3

Semester	Course Type	Course Name / Course Title	Total Credits
III	University Core	Research Innovation Design Entrepreneurship (RIDE)	1
III	University Core	Spiritual & Cultural Heritage; Indian Experience	2
III	University Electives	UE - I	3
III	University Electives	UE-II	3
III	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Project Based Learning - I	1
III	Programme Foundation	Corporate Governance and Business Ethics	2
III	Programme Foundation	Business Research methods	3
III	Programme Major	AI and ML for Business	2
III	Programme Major	Legal Aspects of Business	3

IV	University Electives	UE-III	3
IV	University Core	Rural Immersion	1
IV	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Project Based Learning - II	1
IV	University Core	Life Transformation Skills	1
IV	Programme Electives	Digital Consumer Behaviour	4
IV	Programme Electives	SEO and SEM	4
IV	Programme Major	Strategic Management	3
IV	Programme Major	Data Science	3
IV	Programme Major	Podcast- Digital Story Telling	3

Semester	Course Type	Course Name / Course Title	Total Credits
V	University Core	Managing Conflicts Peacefully: Tools and Techniques	2
V	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Project Based Learning - III	1
V	Programme Electives	Social Media Marketing	4
V	Programme Electives	Digital Media Planning	4
V	Programme Foundation	Decoding leadership Through Indian Scriptures	2
V	Programme Major	Content Marketing and Affiliate Marketing	3
V	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Internship	4
V	Programme Major	Digital Strategies for Entrepreneurs	2

VI	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Project Based Learning - IV	1
VI	University Core	National Academic Immersion	2
VI	Programme Major	PPC Marketing	3
VI	Programme Major	Website Design and Development	3
VI	Programme Major	Business Simulation	2
VI	Programme Major	Digital Marketing Analytical Tools	3
VI	Programme Major	Digital Media Planning	3
VI	Programme Major	UI/UX Design	3

Semester	Course Type	Course Name / Course Title	Total Credits
VII	Programme Major	MOOC I	3
VII	Programme Major	MOOC II	3
VII	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Field Project	10

VIII	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Capstone Project	5
VIII	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Industry Analysis Report	4
VIII	Programme Major	Research Paper	4
VIII	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Seminar on Research Methods	5

\*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.