



Dr Sagar Mal Juniwal's  
**APEX UNIVERSITY**<sup>®</sup>  
**JAIPUR**



**FACULTY OF COMMERCE & MANAGEMENT**

**Department of Management**

**Teaching Scheme Session 2022 Onwards**

Program Name: Bachelor of Business Administration

Course: BBA (Digital Marketing)

YEAR/SEMESTER: I/I

S. No.	Subject Code	Subject Title	Credit
<b>Theory Papers</b>			
1	CM102101	English Language Skill-I	2
2	CM102102	Business Organization	4
3	CM102103	Business Management	4
4	CM102104	Financial Accounting	4
5	CM102105	Business Economics - I	4
6	CM102106	Business Law	4
<b>Practical Papers</b>			
1	SODECA	Social Outreach, Discipline & Extra Curricular Activities	1



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YEAR/SEMESTER: I/II

S. No.	Subject Code	Subject Title	Credit
<b>Theory Papers</b>			
1	CM102201	English Language Skill-II	2
2	CM102202	Environmental Science	2
3	CM102203	Corporate Accounting	5
4	CM102204	Business Economics - II	5
5	CM102205	Company Law	4
<b>Practical Papers</b>			
1	CM102221	Contemporary Issues in Business	1
2	SODECA	Social Outreach, Discipline & Extra Curricular Activities	1



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YEAR/SEMESTER: II/III

S. No.	Subject Code	Subject Title	Credit
<b>Theory Papers</b>			
1	CM102301	Financial Management	4
2	CM102302	Human Resource Management	4
3	CM102303	Marketing Management	4
4	CM102308	Fundamentals of Digital Marketing	4
5	CM102309	Search Engine Optimization	4
6	HA101351	Professional English - I	2
7	CA101351	Fundamental of Computer Application – I	1
<b>Practical Papers</b>			
1	CA101371	Fundamentals of Computer Application - I	1
2	SODECA	Social Outreach, Discipline & Extra Curricular Activities	1



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Program Name: Bachelor of Business Administration

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YEAR/SEMESTER: II/IV

S. No.	Subject Code	Subject Title	Credit
<b>Theory Papers</b>			
1	CM102401	Cost and Management Accounting	4
2	CM102402	E-Commerce and Management Information System	4
3	CM102406	Content Marketing	4
4	CM102407	Marketing of Services and Consumer Behavior	4
5	HA101451	Professional English- II	2
6	CA101451	Fundamentals of Computer Application-II	1
<b>Practical Papers</b>			
1	CM102421	Excel for Managers	2
2	CM102422	Book Review, Presentation and Viva Voice	2
3	CA101471	Fundamentals of Computer Application - II	1
4	SODECA	Social Outreach, Discipline & Extra Curricular Activities	1



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YEAR/SEMESTER: III/V

S. No.	Subject Code	Subject Title	Credit
<b>Theory Papers</b>			
1	CM102501	Strategic Management	4
2	CM102502	Indian Management Thought and Business Leaders	4
3	CM102503	Business Mathematics and Statistics	4
4	CM102504	Start-ups and Innovations	2
5	CM102508	Social Media Marketing	4
6	CM102509	Advertising and Sales Management	4
7	HA101551	Professional English - III	2
8	CA101551	Fundamentals of Computer Application-III	1
<b>Practical Papers</b>			
1	CA101571	Fundamentals of Computer Application - III	1
2	SODECA	Social Outreach, Discipline & Extra Curricular Activities	1



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YEAR/SEMESTER: III/VI

S. No.	Subject Code	Subject Title	Credit
<b>Theory Papers</b>			
1	CM102601	Organizational Behavior	4
2	CM102602	Business Project Management	4
3	CM102603	Marketing Research	4
4	CM102607	Affiliate Marketing	4
5	CM102608	Product and Brand Management	4
6	HA101651	Professional English - IV	2
7	CA101651	Fundamentals of Computer Application-IV	1
<b>Practical Papers</b>			
1	CM102621	Summer Internship Report	2
2	CA101671	Fundamentals of Computer Application - IV	1
3	SODECA	Social Outreach, Discipline & Extra Curricular Activities	1