



FACULTY OF COMMERCE & MANAGEMENT

Department of Management

Teaching Scheme Session 2022 Onwards

Program Name: Master of Business Administration

Course: MBA (Digital Marketing)

YEAR/SEMESTER: I/I

S. No.	Subject Code	Subject Title	Credit
Theory Papers			
1	CM202101	Fundamentals of Management	3
2	CM202102	Managerial Economics	3
3	CM202103	Operations Management-I	3
4	CM202104	Marketing Management	3
5	CM202105	Organizational Behavior	3
6	CM202106	Cost and Management Accounting	3
7	CM202107	Information Technology for Managers	3
8	CM202108	Business Statistics and Analytics for Decision Making	3
Practical Papers			
1	CM2021AC	AUDIT COURSE	0
2	CM202121	Seminar on Contemporary Issues	1
3	CM202122	Data Analytics Lab.	1
4	CM202123	Business Communication Lab.	1
5	SODECA	Social Outreach, Discipline & Extra Curricular Activities	1



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S. No.	Subject Code	Subject Title	Credit
Theory Papers			
1	CM202201	Legal and Business Environment	3
2	CM202202	Corporate Strategy	3
3	CM202203	Quantitative Techniques	3
4	CM202204	Financial Management	3
5	CM202205	Human Resource Management	3
6	CM202206	New Enterprise and Innovation Management	3
7	CM202207	Operations Management- II	3
8	CM202208	Marketing Research	3
Practical Papers			
1	CM2022AC	AUDIT COURSE	0
2	CM202221	Mini-Project	1
3	CM202222	Business Ethics Lab.	1
4	CM202223	Managerial Computing Lab.	1
5	SODECA	Social Outreach, Discipline & Extra Curricular Activities	1



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S. No.	Subject Code	Subject Title	Credit
Theory Papers			
1	CM202301	Integrated Marketing Communication	3
2	CM202302	Product & Brand Management	3
3	CM202303	Sales Distribution & Logistics Management	3
4	CM202304	Website Planning, Design & Development	3
5	CM202305	Mastering SEO & Content Marketing	3
6	CM202306	Social Media Marketing	3
Practical Papers			
1	CM2023AC	AUDIT COURSE	0
2	CM202351	Entrepreneurial Lab I	1
3	CM202352	Managerial Skills Development Lab I	1
4	CM202353	Summer Training Project Report	4
5	CM202354	Major Lab I	1
6	SODECA	Social Outreach, Discipline & Extra Curricular Activities	1



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S. No.	Subject Code	Subject Title	Credit
Theory Papers			
1	CM202401	Consumer Behavior	3
2	CM202402	Services Marketing	3
3	CM202403	Customer Relationship Management	3
4	CM202404	Search Engine Marketing	3
5	CM202405	Social Media & Web Analytics	3
6	CM202406	Affiliate, Mobile & Email Marketing Strategies	3
Practical Papers			
1	CM2024AC	AUDIT COURSE	0
2	CM202451	Entrepreneurial Lab II	1
3	CM202452	Managerial Skills Development Lab II	1
4	CM202453	Research Project	4
5	CM202454	Major Lab II	1
6	SODECA	Social Outreach, Discipline & Extra Curricular Activities	1