

ADITYA DEGREE & P.G COLLEGE (A), KAKINADA

B.B.A-Digital Marketing
Single Major From 2023-24 (Syllabus-Curriculum)
Course Structure

Semester-I

Semester	Course Type	Course Number	Course Name	No.of Hrs/Week	No.of Credits
I	First Language	1	English	4	3
I	Second Language	1	Telugu/Hindi	4	3
I	Skill Courses	1	Analytical Skills	2	2
I	Skill Courses	2	Communication Skills	2	2
I	Multidisciplinary Courses	1	Introduction to Social Work	2	2
I	Major	1	Fundamentals of Commerce	4	4
I	Major	2	Business Organization	4	4

Semester-II

Semester	Course Type	Course Number	Course Name	No.of Hrs/Week	No.of Credits
I	First Language	2	English	4	3
I	Second Language	2	Telugu/Hindi	4	3
I	Skill Enhancement Courses	1	Business Writing	2	2
I	Skill Enhancement Courses	2	Marketing Skills	2	2
I	Major	3	Fundamentals of Digital Marketing	4	4
I	Major	4	E-Marketing	4	4
I	Minor	1	Finance/Marketing	4	4

ADITYA DEGREE & PG COLLEGE (A):: KAKINADA

BBA DIGITAL MARKETING SINGLE MAJOR FROM 2023-24 (SYLLABUS-CURRICULUM)

Semester	Course Number	Course Name	No. of Hrs/week	No.of Credits
Semester I	1	Fundamentals of Commerce	4	4
	2	Business Organization	4	4

SEMESTER-I COURSE 1: FUNDAMENTALS OF COMMERCE

Theory

Credits: 4

5 hrs/week

Learning Objectives:

- The objective of this paper is to help students to acquire conceptual knowledge of the Commerce, Economy and Role of Commerce in Economic Development.
- To acquire Knowledge on Accounting and Taxation.

Learning Outcomes: At the end of the course, the student will able to identify the role commerce in Economic Development and Societal Development. Equip with the knowledge of imports and exports and Balance of Payments. Develop the skill of accounting and accounting principles. They acquire knowledge on micro and micro economics and factors determine demand and supply. An idea of Indian Tax system and various taxes levied on in India. They will acquire skills on web design and digital marketing.

UNIT 1: Introduction: Definition of Commerce – Role of Commerce in Economic Development - Role Commerce in Societal Development. Imports and Exports, Balance of Payments. World Trade Organization.

UNIT 2: Economic Theory: Macro Economics – Meaning, Definition, Measurements of National Income, Concepts of National Income. Micro Economics – Demand and Supply. Elasticity of Demand and Supply. Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price, Marginal Utility. .

UNIT 3: Accounting Principles: Meaning and Objectives Accounting, Accounting Cycle - Branches of Accounting - Financial Accounting, Cost Accounting, Management Accounting. Concepts and Conventions of Accounting – GAAP.

UNIT 4: Taxation: Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs & Exercise. Differences between Direct and Indirect Tax – Objectives of Tax Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC).

UNIT 5: Computer Essentials: Web Design - Word Press Basics, Developing a Simple Website. Digital Marketing - Social Media Marketing, Content Marketing, Search Engine Optimization (SEO), E-mail Marketing. Data Analytics- Prediction of customer behavior, customized suggestions.

Lab Exercise:

- Build a sample website to display product information.
- Provide wide publicity for your product over social media and e-mail. Estimate the customer behavior and provide necessary suggestions regarding the products of his interest.
- Activities: Assignment on GAAP
- Group Activates on Problem solving.
- Collect date and report the role of Commerce in Economic Development.
- Analyze the demand and supply of a product and make a scheduled based on your Analysis, problems on elasticity of demand.
- Identify the Tax and distinguish between Direct Tax and Indirect Tax
- Assignments and students seminars on Demand function and demand curves
- Quiz Programs
- Assignment on different types of taxes which generate revenue to the Government of India.
- Invited lectures on GST and Taxation system
- Problem Solving Exercises on current economy situation.
- Co-operative learning on Accounting Principles.
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Reference Books:

1. S.P. Jain & K.L Narang, Accountancy - I Kalyani Publishers.
2. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
3. Business Economics -S.Sankaran, Margham Publications, Chennai.
4. Business Economics - Kalyani Publications.
5. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann Publications.
6. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan publications

SEMESTER-I
COURSE 2:
BUSINESS ORGANIZATION

Theory

Credits: 4

5 hrs/week

Learning Objectives:

- The course aims to acquire conceptual knowledge of business, formation various business organizations.
- To provide the knowledge on deciding plant location, plan layout and business combinations.

Learning outcomes: After completing this course a student will have:

- Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization.
- The ability to understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems.
- The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc

UNIT 1: Business: Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization.. Difference between Industry & Commerce and Business & Profession, Modern Business and their Characteristics.

UNIT 2: Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

UNIT 3: Plant Location and Layout: Meaning, Importance, Factors affecting Plant Location. Plant Layout - Meaning, Objectives, Importance, Types of Layout. Factors affecting Layout. Size of Business Unit - Criteria for Measuring the Size and Factors affecting the Size. Optimum Size and factors determining the Optimum Size.

UNIT 4: Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization.

UNIT 5: Computer Essentials: Milestones of Computer Evolution – Computer, Block diagram, generations of computer . Internet Basics - Internet, history, Internet Service Providers Types of Networks, IP, Domain Name Services, applications. Ethical and Social Implications - Network and

security concepts- Information Assurance Fundamentals, Cryptography - Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection

Activities:

- Assignment on business organizations and modern business
- Group Discussion on factors that influence plan location
- Seminars on different topics related to Business organization
- Case study could be given to present business plan of students choice.
- Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture. Identify the types of malwares and required firewalls to provide security.
- Latest Fraud techniques used by hackers.

Reference Books:

1. Gupta, C.B., “Business Organisation”, Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., “An Introduction to Business Organisation & Management”, Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S, “Modern Business Organization & Management Systems Approach Mumbai”, Himalaya Publishing House, (2000).
4. Bhusan Y. K., “Business Organization”, Sultan Chand & Sons.
5. Prakash, Jagdish, “Business Organistaton and Management”, Kitab Mahal Publishers (Hindi and English)
6. Fundamentals of Computers by V. Raja Raman
7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

Course – I & II Model Paper (70 Marks)

SECTION-A

(MULTIPLE CHOICE QUESTIONS)

30 x 1 = 30 M

30 Multiple Choice Questions (Each Unit 6 Questions)

SECTION-B

(FILL IN THE BLANKS)

10 X 1 = 10 M

10 Fill in the Blanks (Each Unit 2 Questions)

SECTION-C

(Very short answer questions)

10 x 1 = 10 M

10 Very short answer questions (Each Unit 2 Questions)

SECTION-D

(Matching)

(From 5 Units)

2 x 5 = 10 M

1 A

2 A

B

B

C

C

D

D

E

E

SECTION-E

(True or False)

10 x 1 = 10 M

10 True or False (Each Unit 2 Questions)

Programme: BBA Honours in DIGITAL MARKETING (Major)

**SEMESTER – II
COURSE STRUCTURE
BBA Digital Marketing
Single Major From 2023-24
(Syllabus-Curriculum)**

Semester	Course Number	Course Name	No. of Hrs/week	No. of Credits
Semester II	3	Fundamentals of Digital Marketing	4	4
	4	E-Marketing	4	4

SEMESTER-II

COURSE 3: FUNDAMENTALS OF DIGITAL MARKETING

Theory

credits 4

5 hrs/week

Course Objective:

- Helps to identify core concepts of marketing and the role of marketing in society.
- Ability to collect process and analyze consumer and market data to make informed decisions.
- It also helps to understand pricing decisions. It focuses on the importance of digital marketing and its applications.

Learning Outcome:

Students will be understood:

- Digital Marketing Concepts
- The applications of digital marketing in the globalized market
- Application and usage of E-mail advertisement and mobile marketing.

UNIT 1: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.

UNIT 2: Marketing Automation: Definition, Advantages, Marketing Automation Software's: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

UNIT 3: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.

UNIT 4: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

UNIT 5: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats

REFERENCE BOOKS:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails

SEMESTER-II

**COURSE 4: E-Marketing
credits 4**

Theory

5 hrs/week

SEMESTER-II

UNIT-I: Introduction to Lead Generation: Understanding Lead Generation For Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page.

UNIT-II: A/B Testing : What is A/B Testing, How to do A/B Testing, Selecting landing pages after A/B Testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing

UNIT III: E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E-Marketing, Challenges in E-Marketing, E-marketing Techniques.

UNIT IV: Applications of E-Marketing - Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Customer Service Mechanism, Relationship Building Medium

UNIT V: Types and Tools of E-Marketing - Introduction, E-Malls, E-Store front, E-Market place, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay Per- Click Advertising, Blogging and Classified Advertising.

SOURCE:<https://www.bapugraphics.com/leadgenerationforbusinesstrainingindeli.php>
<https://smude.edu.in/smude/programs/mba/marketing-management/emarketing.html>

Activities:

1. Social Media Marketing
2. Pay Per Click
3. Blogging

REFERENCE:

1. Strauss, J., & Frost, R. (2014). E-Marketing (7th ed.). Upper Saddle River, NJ:Pearson Prentice Hall. ISBN
2. Inbound Marketing: Attract, Engage, and Delight, by Brian Halligan and Dharmesh Shah

MODEL QUESTION PAPER (SEMESTER END EXAMINATION)

COURSE NAME

MODEL QUESTION PAPER –THEORY

SEMESTER-

PAPER..... TITLE OF THE PAPER

Time: 3 hours

Max.marks 70

SECTION -A

Answer any 5 questions .Each question carries 4 marks.

(5 x 4 =20)

(Total 8 questions, questions 1-5 from units 1-5 & questions 6-8 from any of the units)

1. Unit –I
2. Unit-II
3. Unit-III
4. Unit-IV
5. Unit-V
6. From any Unit
7. From any Unit
8. From any Unit

SECTION- B

Answer all questions. Each question carries 10 marks.

(5 x 10 =50)

(Each question (both A or B) from each Unit.

9. From Unit I
Or
From Unit I
10. From Unit II
Or
From Unit II
11. From Unit III
Or
Unit III
12. Unit IV
Or
Unit IV
13. Unit V
Or
Unit V

