

ONLINE MBA

**MASTER OF BUSINESS ADMINISTRATION – DIGITAL
MARKETING**

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INTRODUCTION

If not the real world, the classes of MBA are simulated as real world, making the learning close to reality. Wide range of emerging specialization areas are on offer.

Programme Outcomes

Program outcomes are narrower statements that describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge and behaviours that students acquire in their matriculation through the program

1. **Decision Making:** Developing responsiveness to contextual social issues and exploring solutions, understanding business ethics and resolving ethical dilemmas
2. **Problem Solving:** Apply analytical decision-making skills and solve problems using cross functional information and research tools
3. **Global Outlook:** Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding
4. **Domain Knowledge:** Leveraging domain knowledge for organizing information, analysis and exploring business opportunities
5. **Communication:** Exercise effective written and oral communication skills for different business situations
6. **Leadership:** Demonstrate proactive leadership and build effective teams.
7. **Entrepreneurship:** Evaluate and execute ideas for entrepreneurship
8. **ICT usage:** Leverage Technology for organizing information, analysis and research

PROGRAMME SPECIFIC OUTCOMES

1. **PSO1:** Application of management concepts and research tools to understand ever changing laws, policies and competition in world of business.
2. **PSO2:** Synthesize knowledge of different functional areas to take decisions that provide competitive edge and enable efficient execution of projects.

SALIENT FEATURES

Internationally Accredited: Accredited by Accreditation Council for Business Schools and Program (ACBSP).

Entrepreneurship: Entrepreneurship projects are integral part of curriculum and help establish themselves as successful entrepreneurs.

Professional Enhancement: In addition to core curricula, course offers subjects like communication, analytical and soft skills to enhance personality and employability.

Contemporary Curriculum: Instill advanced knowledge about contemporary area in management such as Green Marketing

Projects: Opportunity to work on business projects to enhance managerial skills.

Community Development Projects: Opportunity to work on community development project on social issues to cultivate social sensitivity and sense of responsibility.

Holistic Development: Participation in technical events, sports and cultural activities help in the holistic development of students

Case Based Teaching: Usage of real-life case studies to provide interactive teaching and learning methodology

PROGRAMMECODE: OL3521

DURATION OF THE PROGRAMME:

Minimum Duration 2 years

Maximum Duration 4 years

MEDIUM OF INSTRUCTION/EXAMINATION:

Medium of instruction and Examination shall be English.

PROGRAMMESTRUCTURE
ONLINE MBA – DIGITAL MARKETING

Term	Core Courses (CRI, CRII, CRIIIA, CRIIIB) CRI+II – (8+3) 11x4 Credits CRIIIA - 1x4 Credits CRIIIB - 1x6 Credits	Discipline Specific Electives (DSE) 6x6 Credits	Ability Enhancement Courses (AECC) 1x4 Credits	Generic Electives (GE) 2x4 Credits	Credits
I	Discipline Specific Core - I Discipline Specific Core - II Discipline Specific Core - III Discipline Specific Core - IV Discipline Specific Core - V				20
II	Discipline Specific Core - VI Discipline Specific Core - VII Discipline Specific Core - VIII Discipline Specific Core - IX Discipline Specific Core - X		AECC-I Communication for Leaders		24
III	Discipline Specific Core - XI CRIIIA - Seminar on Summer Training OR 1 Course from the GE Basket 1 which is not chosen as Generic Elective (GE)	DSE-I DSE-II DSE-III		GE-I (Professional Enhancement, English, Political Science, Sociology)	30
IV	CRIIIB - Capstone Project	DSE- IV DSE-V DSE-VI		GE-II (Professional Enhancement, English, Political Science, Sociology)	28
Total	54 Credits	36 Credits	4 Credits	8 Credits	102

PROGRAMME SCHEME

COURSE	COURSE CODE	COURSE TITLE	Cr.	CA	ETE (Th.)	ETE (Pr.)
TERM 1						
DSC-I	EACC506	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS	4	30	70	0
DSC-II	EECO515	MANAGERIAL ECONOMICS	4	30	70	0
DSC-III	EMGN578	INTERNATIONAL BUSINESS ENVIRONMENT	4	30	70	0
DSC-IV	EMKT503	MARKETING MANAGEMENT	4	30	70	0
DSC-V	EMGN581	ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS	4	30	70	0
TERM 2						
DSC-VI	EFIN542	CORPORATE FINANCE	4	30	70	0
DSC-VII	EOPR639	OPERATIONS MANAGEMENT AND RESEARCH	4	30	70	0
DSC-VIII	EMGN801	BUSINESS ANALYTICS	4	30	70	0
DSC-IX	EMGN832	RESEARCH METHODOLOGY	4	30	70	0
DSC-X	EBSL605	LEGAL ASPECTS OF BUSINESS	4	30	70	0
AECC-I	EPEL537	COMMUNICATION FOR LEADERS	4	30	70	0
TERM 3						
DSE-I	EMKT804	FOUNDATION OF DIGITAL MARKETING	6	30	70	0
DSE-II	EMKT805	SOCIAL MEDIA MARKETING	6	30	70	0
DSE-III	EMKT806	SEARCH ENGINE OPTIMIZATION	6	30	70	0
DSC-XI	EMGN571	CORPORATE STRATEGY AND ENTREPRENEURSHIP	4	30	70	0
GE-I		GENERIC ELECTIVE I	4	30	70	0
CR-IIIA	EMGN583	SEMINAR ON SUMMER TRAINING	4	0	0	100
		OR Course from the GE basket 1 which is not chosen as Generic Elective (GE).	4	30	70	0
TERM4						
DSE-IV	EMKT807	ONLINE ADVERTISING	6	30	70	0
DSE-V	EMKT507	WEB AND SOCIAL MEDIA ANALYTICS	6	30	70	0
DSE-VI	EMKT533	DIGITAL MARKETING STRATEGY	6	30	70	0
GE-II		GENERIC ELECTIVE II	4	30	70	0
CR-IIIB	EMGN696	CAPSTONE PROJECT	6	0	0	100
TOTAL CREDITS			102			

GENERIC ELECTIVE (GE) BASKET (PICK ANY ONE AREA)

S. No.	Course Code	Course Title	Area	Cr.	CA	ETE (Th.)	ETP (Pr.)	Term
1	EPEA515	ANALYTICAL SKILLS-I	Professional Enhancement	4	30	70	0	3
2	EPEA516	ANALYTICAL SKILLS-II	Professional Enhancement	4	30	70	0	4
3	EENG539	ACADEMIC ENGLISH	English Language	4	30	70	0	3
4	EENG514	INTRODUCTION TO THE STUDY OF LANGUAGE	English Language	4	30	70	0	4
5	EENG519	POST-INDEPENDENCE INDIAN LITERATURE	English Literature	4	30	70	0	3
6	EENG527	POSTCOLONIAL LITERATURES AND CULTURAL STUDIES	English Literature	4	30	70	0	4
7	EPOL525	POLITICAL INSTITUTIONS IN INDIA	Political Science	4	30	70	0	3
8	EPOL527	PUBLIC POLICY AND GOVERNANCE IN INDIA	Political Science	4	30	70	0	4
9	ESOC515	FUNDAMENTALS OF SOCIOLOGY	Sociology	4	30	70	0	3
10	ESOC506	GLOBALIZATION AND SOCIETY	Sociology	4	30	70	0	4

Note:

1. Students can adopt only one area from Generic Elective basket that will be applicable for the Generic Electives I and II.
2. In case of Seminar on Summer Training, student may choose one course against Seminar on Summer Training from the Generic Basket 1 which is not chosen as GE.