

Online MBA in Digital Marketing

Syllabus

Semester 1		
Sr. No.	Subjects	Credits
1	Principles & Practices of Management	4
2	Organisational Behaviour	4
3	Management Accounting	4
4	Managerial Economics	4
5	Business Communication	4
6	Research Methodology	4
7	Environment Awareness and Disaster Management	3

Semester 2		
Sr. No.	Subjects	Credits
1	Human Resource Management	4
2	Marketing Management	4
3	Financial Management	4
4	Operations Management	4
5	Management Information System	4
6	Strategic Management & Business Policy	4
7	Entrepreneurship Development	3

Semester 3		
Sr. No.	Subjects	Credits
1	Introduction to Digital Marketing	4
2	Search Engine Optimization	4
3	Integrated Marketing Communication	4
4	Social Media Marketing	4
5	Emerging Trends in Information Technology	4
6	Web Designing and Content Management (MM)	4
7	Generic Elective-I - Digital Marketing \ Business English	4

Semester 4		
Sr. No.	Subjects	Credits
1	Product and Brand Management	4
2	International Marketing	4
3	Generic Elective-II - Soft Skill \ Business Ethics and Corporate Governance	4
4	Project Work Report	8