

## **B.Com. in Business Administration (Marketing Management)**

### **Programme Description:**

This programme provides an understanding of the basic and crucial marketing skills required to promote a product, service or organization. It helps them acquire business management skills and strategies required to succeed in dynamic global economy. The marketing aspect of the program focuses on advertising, Consumer Behaviour, Services Marketing, Customer Relationship, Rural Marketing, Brand Management, Digital Marketing, International Marketing etc

### **Programme Objectives:**

- To develop competent marketing professionals with strong ethical values capable of assuming a pivotal role in various sectors.
- To impart knowledge of Marketing, Communication and related areas of studies.
- To equip students with the necessary knowledge and techniques that will enable them to successfully arrive at effective marketing solutions.
- To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in global environment.
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- To empower learners by providing training on communication, personality, workplace and life skills.
- To inculcate professional ethics, values of Indian and global culture.

### **Eligibility:**

University.

**F.Y.B.B.A. (B.Com. in Business Administration - Marketing Management) NEP-2020 Course Structure for Academic Year 2024-25**

**Semester – I**

<b>Major (Core) Subjects (Compulsory)</b>	1. Principles of Marketing 2. Advertising
<b>Vocational &amp; Skill Enhancement Courses (VSEC)</b>	3. IT in Business - I (VSC) 4. Effective Presentation Skills (SEC)
<b>Open Electives (OE)</b>	5. World Cultures - I or International Sports Management - I 6. India Socio Political Economic System and Current Affairs or Business Mathematics and Statistics-I
<b>Minor Subjects</b>	---
<b>Ability Enhancement Courses (AEC) , Indian Knowledge System (IKS) and Value Education Courses (VEC)</b>	7. Functional English - I (AEC) 8. Environmental Studies (VEC) 9. IKS: Constitution of India and Human Rights
<b>Field Project / Apprenticeship / Community Engagement &amp; Services/Co-curricular Courses (CC)</b>	10. Basics of Yoga - I /NSS / NCC/Sports/Cultural

**Baskets (Semester – I)**

<b>SEC</b>	<b>OE</b>
Effective Presentation Skills	World Culture-I
	International Sports Management-I
	India Socio Political Economics System and Current Affairs
	Business Mathematics and Statistics-I

**F.Y.B.B.A. (B.Com. in Business Administration - Marketing Management) NEP-2020 Course Structure for Academic Year 2024-25**

**Semester - II**

<b>Major (Core) Subjects (Compulsory)</b>	1. Marketing Mix 2. E-Marketing
<b>Vocational &amp; Skill Enhancement Courses (VSEC)</b>	3. IT in Business- II (VSC) 4. Selling and Negotiation Skills (SEC)
<b>Open Electives (OE)</b>	5. World Cultures - II or International Sports Management - II 6. Indian Economy or Business Mathematics and Statistics-II
<b>Minor Subjects</b>	7. Business Enterprise Management I: Principles of Management
<b>Ability Enhancement Courses (AEC) , Indian Knowledge System (IKS) and Value Education Courses (VEC)</b>	8. Hindi - I (AEC) 9. Personal Effectiveness at Workplace(VEC)
<b>Field Project / Apprenticeship / Community Engagement &amp; Services/Co-curricular Courses (CC)</b>	10. Basics of Yoga - II /NSS / NCC/Sports/Cultural

**Baskets (Semester - II)**

<b>SEC</b>	<b>OE</b>	<b>Minor</b>
Selling and Negotiation Skills	World Cultures - II	Business Enterprise Management I: Principles of Management
	International Sports Management - II	
	Indian Economy	
	Business Mathematics and Statistics-II	

## S.Y.B.B.A. (Marketing Management) NEP-2020 Course Structure for Academic Year 2024-25

<b>Semester - III</b>		<b>Credit</b>	<b>Course Code</b>
<b>Major</b>	(1) Business Economics	4	UBBA.MM.301
	(2) Brand Management I & II	4	UBBA.MM.302
<b>Minor</b>	Business Enterprise Management -II : Human Resource Management & Organisational Behaviour	4	UBBA.MM.303
<b>Open Electives</b>	Corporate Communication and Public Relations - I /	2	UBBA.MM.304.1
	Quantitative Techniques - I		UBBA.MM.304.2
<b>Skill Enhancement Courses</b>	Introduction to Analysis on Spreadsheets (SEC)	2	UBBA.MM.305
<b>Ability Enhancement Courses (AEC)</b>	Functional English - II	2	UBBA.MM.306
<b>Field Project/ Apprenticeship Community Engagement &amp; Services/Co-curricular Courses (CC)</b>	(1) Field Project	2	UBBA.MM.307
	(2) Lifestyle Pillars I	2	UBBA.MM.308

## S.Y.B.B.A. (Marketing Management) NEP-2020 Course Structure for Academic Year 2024-25

<b>Semester - IV</b>		<b>Credit</b>	<b>Course Code</b>
<b>Major</b>	(1) Sales and Distribution	4	UBBA.MM.401
	(2) Rural Marketing	4	UBBA.MM.402
<b>Minor</b>	Business Enterprise Management -III : Logistics and Supply Chain Management	4	UBBA.MM.403
<b>Open Electives</b>	Corporate Communication and Public Relations - II /	2	UBBA.MM.404.1
	Quantitative Techniques - II		UBBA.MM.404.2
<b>Skill Enhancement Courses</b>	Digital Marketing (SEC)	2	UBBA.MM.405
<b>Ability Enhancement Courses (AEC)</b>	Hindi - II	2	UBBA.MM.406
<b>Field Project/ Apprenticeship Community Engagement &amp; Services/Co-curricular Courses (CC)</b>	(1) Community Engagement and Services I	2	UBBA.MM.407
	(2) Lifestyle Pillars I	2	UBBA.MM.408

<b>Third Year (B.B.A. (Hons.) in Marketing Management)</b>					
<b>Programme Code :</b>			<b>Programme Code :</b>		
<b>Bachelor of Business Administration (BBA)</b>					
<b>Course Code</b>	<b>Semester V</b>	<b>Credits</b>	<b>Course Code</b>	<b>Semester VI</b>	<b>Credits</b>
<b>Core Course (CC)</b>			<b>Core Course (CC)</b>		
<b>UBBAMTSV.1</b>	CC-18 Media Planning and Buying	<b>4</b>	<b>UBBAMTSVI.1</b>	CC-21 New Dimensions in Marketing	<b>4</b>
<b>UBBAMTSV.1</b>	CC-19 Public Relations and Corporate Communications	<b>4</b>	<b>UBBAMTSVI.2</b>	CC-22 Marketing Research	<b>4</b>
<b>UBBAMTSV.1</b>	CC-20 Business Ethics and Laws		<b>UBBAMTSVI.3</b>	CC-23 Practical Training/Internship	<b>4</b>
<b>Discipline Specific Elective (DSE) (Any one)</b>			<b>Discipline Specific Elective (DSE) (Any one)</b>		
<b>UBBAMTSV.1</b>	DSE-1 Events & Experiential Marketing	<b>4</b>	<b>UBBAMTSVI.4.1</b>	DSE-3 Marketing Automation	<b>4</b>
<b>UBBAMTSV.1</b>	DSE-1 Event Management Planning		<b>UBBAMTSVI.4.2</b>	DSE-3 Marketing Channels	
<b>Discipline Specific Elective (DSE) (Any one)</b>			<b>Discipline Specific Elective (DSE) (Any one)</b>		
<b>UBBAMTSV.1</b>	DSE-2 Digital Business	<b>4</b>	<b>UBBAMTSVI.5.1</b>	DSE-4 Int'l Marketing & Business Simulation	<b>4</b>
<b>UBBAMTSV.1</b>	DSE-2 Ecommerce & Digital Marketing		<b>UBBAMTSVI.5.2</b>	DSE-4 Internet Marketing	
<b>Discipline Specific Compulsory Course (DSC)</b>			<b>Discipline Specific Compulsory Course (DSC)</b>		
<b>UBBAMTSV.1</b>	DSC-1 Internship	<b>6</b>	<b>UBBAMTSVI.6</b>	DSC-2 Capstone Project	<b>6</b>
	<b>TOTAL</b>	<b>26</b>		<b>TOTAL</b>	<b>26</b>
<b>Ability Enhancement Course (AEC)</b>			<b>Ability Enhancement Course (AEC)</b>		
<b>UBBAMTSV.1</b>	AEC-5 Sanskrit/ Skill enhancement / Allied / Other related course	<b>2</b>	<b>UBBAMTSVI.7</b>	AEC-6 Human Rights & Indian Constitution	<b>2</b>
<b>Total Credits</b>		<b>28</b>	<b>Total Credits</b>		<b>28</b>

