

Semester Wise Curriculum of MBA Digital Marketing

Semester 1st MBA (Digital Marketing)

Sr. No.	Course Code	Course Name	Type
1	26C2BAP-101	Foundations of Management	Core
2	26C2BAP-102	Managerial Economics	Core
3	26C2BAP-103	Quantitative Techniques	Core
4	26C2BAP-104	Accounting for Managers	Core
5	26C2BAP-105	Business Environment & Indian Economy	Core
6	26C2BAP-106	Business Ethics and CSR	Core
7	26C2BAP-107	Business Communication & Managerial Effectiveness	Core
8	26C2BAP-108	Design Thinking	AECC
9	26C2BAP-109	Technical Skills for Managers	AECC
TOTAL			