

Techno India University, West Bengal
Syllabus for 2-YEAR M.B.A. (After Graduation)

Elective: Digital Marketing & Advertisement

1st Semester

| Course Code | Course Title | Contact Hrs. / Week | | | Credit |
|---------------|--|---------------------|---|---|--------|
| | | L | T | P | |
| TIU-INMBA-101 | Management Concepts and Practices | 4 | 0 | 0 | 4 |
| TIU-INMBA-102 | Accounting for Managers | 4 | 0 | 0 | 4 |
| TIU-INMBA-103 | Financial Management | 4 | 0 | 0 | 4 |
| TIU-INMBA-104 | Economic Analysis for Business Decisions | 4 | 0 | 0 | 4 |
| TIU-INMBA-105 | Statistics for Business | 4 | 0 | 0 | 4 |
| TIU-INMBA-106 | Spreadsheet Modelling | 3 | 0 | 2 | 4 |
| TIU-INMBA-107 | Career Advancement & Skill Development | 3 | 0 | 0 | 3 |
| Total Credits | | | | | 27 |



[Signature]

[Signature]
Dean
Techno India University

2nd Semester

| Course Code | Course Title | Contact Hrs. / Week | | | Credit |
|----------------------|--|---------------------|---|---|-----------|
| | | L | T | P | |
| TIU-INMBA - 201 | Marketing Management | 4 | 0 | 0 | 4 |
| TIU-INMBA - 202 | Human Resources Management | 4 | 0 | 0 | 3 |
| TIU-INMBA- 203 | Project Management and Budgeting | 3 | 0 | 0 | 3 |
| TIU-INMBA- 204 | Research Methodology | 3 | 0 | 2 | 4 |
| TIU-INMBA- 205 | Introduction to Business Analytics | 3 | 0 | 2 | 4 |
| TIU-INMBA- 206 | Introduction to Digital Marketing | 4 | 0 | 0 | 4 |
| TIU-INMBA- 207 | Business Law and Ethics | 3 | 0 | 0 | 3 |
| TIU-INMBA- 208 | Career Advancement & Skill Development | 3 | 0 | 0 | 3 |
| Total Credits | | | | | 28 |



Ugandan Poree

Mukherjee
Dean
Techno India University

3rd Semester

| Course Code | Course Title | Contact Hrs. / Week | | | Credit |
|----------------------|--|------------------------|---|---|-----------|
| | | L | T | P | |
| TIU-INMBA-311 | Introduction to Entrepreneurship | 4 | 0 | 0 | 3 |
| TIU-INMBA-322 | Elective Paper 1 | 4 | 0 | 0 | 4 |
| TIU-INMBA-323 | Elective Paper 2 | 4 | 0 | 0 | 4 |
| TIU-INMBA-324 | Elective Paper 3 | 4 | 0 | 0 | 4 |
| TIU-INMBA-325 | Elective Paper 4 | 4 | 0 | 0 | 4 |
| TIU-INMBA-316 | Summer Internship | 0 | 8 | 4 | 6 |
| TIU-INMBA-317 | Career Advancement & Skill Development | 3 | 0 | 0 | 3 |
| Total Credits | | | | | 28 |



[Handwritten signature]

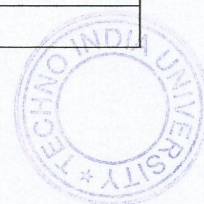
[Handwritten signature: M. Mukherjee]
Dean
 Techno India University

4th Semester

| Course Code | Course Title | Contact Hrs. / Week | | | Credit |
|----------------------|--|------------------------|---|---|-----------|
| | | L | T | P | |
| TIU-INMBA - 411 | Consumer Behavior | 4 | 0 | 0 | 4 |
| TIU-INMBA- 422 | Elective Paper 5 | 3 | 0 | 2 | 4 |
| TIU-INMBA- 423 | Elective Paper 6 | 3 | 0 | 2 | 4 |
| TIU-INMBA- 424 | Elective Paper 7 | 3 | 0 | 2 | 4 |
| TIU-INMBA- 425 | Elective Paper 8 | 3 | 0 | 2 | 4 |
| TIU-INMBA- 416 | Project Work and Viva Voce | 0 | 8 | 4 | 5 |
| TIU-INMBA-417 | Career Advancement & Skill Development | 3 | 0 | 0 | 3 |
| Total Credits | | | | | 28 |

Choice of Electives

| Elective: Digital Marketing & Advertising | | |
|---|----------------|---|
| Elective Paper 1 | TIU-INMBA-322 | Introduction to Brands and Business |
| Elective Paper 2 | TIU-INMBA-323 | PR and Corporate Communication |
| Elective Paper 3 | TIU-INMBA-324 | Social Media Marketing |
| Elective Paper 4 | TIU-INMBA-325 | Branded Content and Creative Expression |
| Elective Paper 5 | TIU-INMBA- 422 | Experiential Marketing |
| Elective Paper 6 | TIU-INMBA- 423 | Advanced Digital Marketing |
| Elective Paper 7 | TIU-INMBA- 424 | E-Commerce |
| Elective Paper 8 | TIU-INMBA- 425 | Sales and Advertising Management |



(Signature)

(Signature)
Dean
Techno India University