

MBA in Digital Marketing

1st Year

Management Information System	Cost and Management Accounting
Principles of Management	Financial Management
Business Statistics	Human Resource Management
Accounting for Managers	Research Methodology
Business Economics & Environment	Marketing Management
Organizational Behavior	Operation Research
Employability Skills - 1	Employability skills - 2
Elective -1 (Select any One)	Elective - 2 (Select any One)

2nd Year

Legal Aspects of Business	Comprehensive Project
Strategic Management	Summer Internship Project
Digital Media and Mobile Marketing	Online Consumer Behaviour
Digital Marketing Communications	Business Ethics and Corporate Governance
New Enterprise and Innovation Management	Comprehensive Project
E-Sales Management	Online Branding and Promotions
SEO and Social Media Marketing	