

MBA in Digital Marketing – Course Syllabus

Semester I

Organizational Behaviour and Human Resources Management
Managerial Economics
Statistics and Analytics Foundations for Business
Corporate Governance and Business Ethics
Financial Accounting and Reporting

Semester II

Entrepreneurship
Legal and Business Environment
Marketing Management
Banking, Financial Services and Insurance
Acquisition and Management of Talent

Semester III

Operations Management
Business Strategy and Leadership
Management of Banking and Financial Services
Integrated Marketing Communications & Branding
Employee Reward Management

Semester IV

Brand Management for e-commerce
Web and Social Media Analytics
Digital Product Management
Final Project