

Program Project Report of BBA in Digital Marketing

1	Degree Awarding body	Visvesvaraya Technological University
2	Name of the Program (specified by UGC / AICTE etc.)	BBA in Digital Marketing
3	Program Format	UGC Compliant. Quadrant Model
4	Program Credit	120
5	Nature of Target Group of Learners	Students after class 12
6	Date of Commencement	2023-24

I. Programme's mission and objectives

The mission of the BBA in Digital Marketing (BBA) is to provide students adequate business administration training. Technology advancements have caused a paradigm shift in the marketing industry, moving it from traditional marketing to digital marketing. Students who pursue a BBA in Digital Marketing gain expertise and comprehension of the digital marketing industry.

Overall, an online BBA in Digital Marketing program can provide students with a strong foundation in Business Administration and help them develop the practical skills and expertise needed to succeed not only in the business world but also in government and the nonprofit sectors.

Program Educational Objectives/Goals:

1. To provide students with a foundation in business administration including as Business Economics, Business Statistics, Business Communication, Marketing Management, Fundamentals of Digital Marketing, Computer Applications in Management, Digital Entrepreneurship Development, Integrated Marketing Management.
2. To develop students' practical skills in Mobile Marketing, Affiliate Marketing, Social Media Marketing, Neuro Marketing and Search Engine Marketing through hands-on projects and real-world applications.
3. To enhance students' analytical, problem-solving, and critical thinking skills, and prepare them for leadership roles in the business world.

4. Develop communication skills, allowing students to effectively communicate complex technical ideas to both technical and non-technical audiences.
5. To foster students' ability to adapt to changing technologies and industry trends, and to pursue lifelong learning in the field of business administration.
6. To instill in students a sense of ethical awareness and social responsibility, and to emphasize the importance of integrity, diversity, and sustainability in their professional practices.
7. Prepare students for a range of careers in the digital marketing industry, including web development, social media marketing, affiliate marketing and more.
8. Enable students to pursue further study at the doctoral level, if desired.

Program Operational Objectives:

The outcomes of the BBA in Digital Marketing program are to produce graduates who:

1. Possess a deep understanding of the fundamental concepts, theories, and techniques of digital marketing.
2. Can apply their knowledge and skills to solve complex problems in a systematic and analytical manner.
3. Demonstrate proficiency in management, finance, marketing, communication, human resource, and other core areas of business administration.
4. Have knowledge and skills in Mobile Marketing, Affiliate Marketing, Social Media Marketing, Neuro Marketing and Search Engine Marketing and other cutting-edge technologies.
5. Can effectively communicate complex technical ideas to both technical and non-technical audiences.
6. Understand the importance of ethical and social responsibility in the use of computer science.
7. Are prepared for a range of careers in the digital marketing industry, including web development, social media marketing, affiliate marketing and more.
8. Can pursue further study at the master level, if desired.

9. Can work independently and collaboratively on digital marketing projects, demonstrating initiative, creativity, and adaptability.
10. Can continuously learn and adapt to new technologies and developments in the field of digital marketing.

II. Relevance of the program with HEI's Mission and Goals

Institutional Mission:

To provide value-based education and mould the character of the younger generation through a system of wholesome learning, so that their earnest endeavor to achieve progress and prosperity in life is matched by an ardent desire to extend selfless service to society, one complementing the other. Our profound mission of providing education for life, and emphasis on compassion driven research, has shaped VTU-COE as a unique institution.

At VTU-COE, we stand united in our mission towards solving globally recognized scientific and societal challenges, including environment, development, and health. VTU-COE stands at the strategic juncture of two streams of cultures: East and West. It is our vision to bring the two together to bridge the divide through meaningful collaborations with world class universities and innovative approaches that will benefit the entire planet.

Institutional Goals:

- To enhance the teaching-learning process by adopting the best and innovative practices to produce competent professionals for careers in Research, Industry and Business with social and common concern.
- To provide the best infrastructure and learning resources to help achieve excellence in career and life.
- To contribute to their personal growth by helping them build marketable skills, enhance career prospects and create productive options for the future.
- Promoting collaborations with neighboring industry, reputed academic institutions and other establishments for resource sharing and to promote creativity, innovation and entrepreneurship culture.
- Enhancing the quality of education offered through active association with students, parents, faculty, industry, alumni, reputed academic institutions and research organizations.

- Practicing and promoting high standards of professional ethics, transparency, and accountability.
- To sensitize the students to the need to live their lives rooted in the eternal values in the current business scenario.

VTU-COE AHEAD's UG Programmes is in complete congruence with the Institution's mission and educational goals. The program aims to provide a holistic education to the students that are at par with the industry standards. The program has been meticulously designed by VTU-COE highly qualified team of expert faculty members to prepare the graduates to pursue successful careers in diverse fields and to meet both domestic and global demands.

III. Nature of prospective target group of learners

- Those who aspire for career opportunities in the fields of Digital Marketing or in other fields of applied Digital Marketing.
- Those who hope to become entrepreneurs in the field of Digital Marketing and its varied applications.
- Students who wish to pursue their studies for career growth.
- Students from remote areas who do not have access to a regular mode of education.
- Under-privileged students who could not continue their education due to financial difficulties and family obligations.

IV. Appropriateness of programme to be conducted in online mode

The program is ideal to be conducted in Online mode because of VTU-COE curriculum design, VTU-COE teaching expertise and evaluation experience in online mode of education. Our meticulously designed LMS that caters to the needs of each student and enables them to study at their own pace.

Learning Outcomes: At the end of the BBA program, students should be able to:

- Apply knowledge of mathematics, computing and management principles appropriately to design and develop software applications.

- Able to identify, formulate problem definition for real world problems, analyse the literature and develop solutions.
- Able to assimilate and use state of the art computing technologies, tools and techniques necessary for computing practices.
- Able to apply standards to manage projects and develop soft skills, and practice professional ethics in all environments.
- Able to communicate effectively in both verbal and written form.
- Able to function effectively as an individual, and as a member or leader in diverse teams, and in a multidisciplinary environment.
- Able to engage in self-learning for continual development as a computing professional and analyse the impact of computing on individuals, organizations, research community and the society at large.

V. Instructional Design

a) **Program Format:** Each course will be in 4 quadrants, fully following the UGC guidelines.

1. **Quadrant-I** is e-Tutorial; which shall contain: Video and Audio Content in an organized form, Animation, Virtual Labs, etc., along with the transcription of the video.
2. **Quadrant-II** is e-Content; which shall contain; self-instructional material (digital Self Learning Material), e-Books, case studies, presentations etc., and also contain Web Resources such as further references, Related Links etc.
3. **Quadrant-III** is the Discussion forum for raising of doubts and clarifying the same by the Course Coordinator
4. **Quadrant-IV** is Assessment, which shall contain; Problems and Solutions, which could be in the form of Multiple-Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions.

b) Detailed Scheme:

SEMESTER-I			
Sl.No	Code	Course Name	Credit
1	OBBD101	Principles of Management & Organizational Behaviour	4
2	OBBD102	Business Economics	4
3	OBBD103	Business Statistics	4
4	OBBD104	Marketing Management	4
5	OBBD105	Business Communication	4
TOTAL CREDIT			20

SEMESTER-II			
Sl.No	Code	Course Name	Credit
1	OBBD201	Financial Accounting	4
2	OBBD202	Computer Applications in Management	4
3	OBBD203	Fundamentals of Digital Marketing	4
4	OBBD204	Human Resources Management	4
5	OBBD205	Research Methodology	4
TOTAL CREDIT			20

SEMESTER III			
Sl.No	Code	Course Name	Credit
1	OBBD301	Indian Ethos and Value Systems	4
2	OBBD302	Financial Management	4
3	OBBD303	Strategic Management	4
4	OBBD304	Digital Entrepreneurship Development	4
5	OBBD305	Consumer Behaviour in Digital Era	4
TOTAL CREDIT			20

B

SEMESTER-IV			
Sl.No	Code	Course Name	Credit
1	OBBD401	Management Information System	4
2	OBBD402	Integrated Marketing Management	4
3	OBBD403	Brand and Event Management	4
4	OBBD404	Customer Relationship Management	4
5	OBBD405	Internet and Web Fundamentals	4
TOTAL CREDIT			20

SEMESTER-V			
Sl.No	Code	Course Name	Credit
1	OBBD501	Search Engine Marketing	4
2	OBBD502	Website Design & Development	4
3	OBBD503	Mobile Marketing	4
4	OBBD504	Content Marketing	4
5	OBBD505	Social Media Marketing	4
TOTAL CREDIT			20

SEMESTER-VI			
Sl.No	Code	Course Name	Credit
1	OBBD601	E- Mail Marketing	4
2	OBBD602	Affiliate Marketing	4
3	OBBD603	Neuro Marketing	4
4	OBBD604	Project Work	8
TOTAL CREDIT			20

c) **Duration of the programme : 3 Years**

d) **Faculty and support staff requirement**

VTU-COE abides by the UGC requirements to have one Programme Coordinator per one Programme, one Course Coordinator per one Course, one Course Mentor per batch of 250 learners and additional Examiners to support and monitor the students.

e) Credit hours for each course or module of the programme

The curriculum of the program will have credits, apportioned as below in the following knowledgesegments:

- Core courses in the primary area of the program, including project in the end semester
- Soft core electives in various emerging technology streams
- Industry certification courses as electives
- Soft skills & personality development courses
- Laboratory courses

This program aligns to the credit-based system as per UGC regulations which help the student tounderstand the exact learning hours required to complete a course

Sl. No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counseling/ Webinars/ Interactive Live Lectures (1 hour per week)	Discussion Forum/ asynchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1	2 Credits	6 Weeks	6 Hours	12	10	10	22	60
2	4 Credits	12 Weeks	12 Hours	20	20	20	44	120
3	6 Credits	14 Weeks	28 Hours	30	30	30	66	180
4	8 Credits	16 Weeks	32 Hours	40	40	40	88	240

VI. Admission Procedure

Students are admitted to the program only after carefully considering their specific eligibility. The documents are carefully scrutinized before admissions are provided.

a) Minimum Eligibility

Indian Education Students: Direct admissions for learners with a minimum of 50% marks in 10 + 2 level. Learners below 50% marks will be also considered for admissions following a short interview.

b) Procedure for Admissions:

The online procedure for admission is simple and easy to access. Interested candidates can apply online application form provided in VTU official website.

c) Policy of Programme Delivery Method

The course will be delivered completely through online materials prepared as per the applicable norms laid down by competent authority of UGC.

- These e-learning Materials (PPT, Video, Video Script, reading materials, Quiz, assignments & Discussion Forums) as per Four-Quadrant approach are delivered through VTU Learning Management System (LMS) and these e-contents will be made available to all the registered applicants in a formalized way with proper accesses credentials.
- The unit wise continuous assessment (designed using blooms taxonomy) is conducted online in the LMS on adaptive basis as per the requirement of the course.
- There will be Live Sessions - 1 hour per week per course.
- Reading materials & video lectures are uploaded every week prior to the live session
- There will be discussion forums active for 2 hours on weekly basis for every course
- There will be Quizzes & Assignments once a week, every week for each course.

- Every week, for every course, there will be a live doubt clearing session with the faculty, typically for about an hour. These sessions will also be recorded and available for watching later. In order to accommodate working professionals, these sessions will be held on weekends or after working hours.

d) Web-based Tool

Our instructional delivery system is the same for all programs. The content for Quadrant-1 (e-Tutorial) is created by the expert faculty. Each faculty uses a standardized PowerPoint template (same fonts / layout for all courses). Each course is broken up into short 6-10-minute videos with PowerPoint slides as research has proven this is the ideal content length. All material created is from the expert faculties knowledge and using appropriate copyright provisions.

After creating the e-Tutorial videos, the faculty sends them to our in-house audio-video editing team that checks each video for any errors and performs post-processing. Upon their approval the videos will be uploaded into the LMS.

We are using VTU- LMS an open source LMS. VTU-LMS provides modules and functionality for all of the 4 quadrants. Each faculty is assigned a course in VTU-LMS along with their respective Team. The faculties are able to create individual pages for each video. Each Q1- E-Tutorial video is show with its respective Q-2 (E-content), which is placed below the video. Students are also assigned quizzes, assignments and exams, satisfying quadrant 4.

Every week students must complete 1 module of the course which includes all four quadrants, E- tutorial (videos created by faculty) E-content (supporting material from books and web), Discussion forums and meeting for doubt clearing. Also, there is a weekly quiz to motivate the students to stay on track. Quizzes are given using the VTU LMS which as a built-in functionality for this purpose.

Following the UGC guidelines we weight the internal marks at 30% and External (final-exam) as 70%. The final exam will be conducted by VTU using Online Proctored platforms. We are in the process of selecting a high-quality proctoring solution that uses bio-metrics, safe browsing, and automated proctoring.

Overall, the VTU- LMS is used for delivering on all aspects needed to create a high-quality online educational experience. Students have a single central website to view the videos, take quizzes, submit assignments, view their grades, and discuss questions.

Faculty also enjoy the many benefits of the grading, allowing for curve setting, and weighting of assignments.

e) Academic Activities

VTU-COE is fully compliant for the quadrant model of instruction. Supplementary activities include webinars with industry experts, networking opportunities with other students for academic understanding. Other programs could have contests, blog inputs, and various other curriculum enrichments.

f) Evaluation Policy

All the courses will be offered in semester pattern. For every course a student attending during a semester, there is an online Continuous Internal Assessment (CIA) component that will contribute 30% (Quizzes, Case Studies, and Assignments). There will be one proctored online examination of 3 hours duration at the end of the semester for each credited course which will contribute 70% total assessment. We advise Students to have at least 75% attendance in all the activities as per OL regulations. The evaluation components include submissions, attendance in live sessions & LMS activities.

Grading: Relative grading system is adopted to award the letter grade. The letter grades, the corresponding grade points and the ratings are as follows:

Letter Grade	Grade Points	Rating
O	10.00	Outstanding
A+	9.50	Excellent
A	9.00	Very Good
B+	8.00	Good
B	7.00	Above Average
C	6.00	Average
P	5.00	Pass
F	0.00	Fail
FA	0.00	Failed due to insufficient attendance
I	0.00	Incomplete (awarded by lab courses/ projects/seminars)
W		Withheld

VII. Laboratory Support and Library Resources

Due to the nature of VTU-COE being an online degree, all courses that require labs use virtual labs in the areas of computing. Students are provided with login credentials to access VTU-COE e-Consortium for course related study materials and references.

VIII. Cost estimate of the programme and the provisions

In general, the costs vary based upon number of students. VTU strive to be fully compliant to all UGC regulations. Also, VTU is known for having admissions for a significant percentage of economically deprived portions of the society. VTU Online Programmes related costs are 40% to 60% of fee revenue, and balance of semi variable/fixed expenses are 30% to 50%. In summary, VTU strives for 10% operating margins. If student quantities are less, VTU will not increase student fees.

IX. Quality Assurance Mechanism

VTU-COE has a very active audit committee that regularly and also spontaneously inspects current processes. If any process requires improvement, faculty and staff consider it to be the highest priority.


Director
Centre for Online Education
Visvesvaraya Technological University
"Jnana Sangama" Belgavi-590 018


REGISTRAR
Visvesvaraya Technological University
BELAGAVI.
