



## **Programme Curriculum:**

### **SEMESTER 1**

- Managerial Economics
- Financial Reporting, Statement & Analysis
- Marketing Management
- Business Statistics and Analytics for Decision-making
- Business Communication
- Organisational Behaviour
- Business Strategy

### **SEMESTER 2 - SPECIALISATION: DIGITAL MARKETING**

- Business Research Methods
- Entrepreneurship
- Digital and Social Media Marketing
- Elective 1 - Growth Hacking
- Elective 2 - Designing Digital Customer Journey
- Elective 3 - Implementing Inbound Marketing
- Elective 4 - Marketing Analytics

### **Project (3 Months)**

- Industrial Project (3 Months)