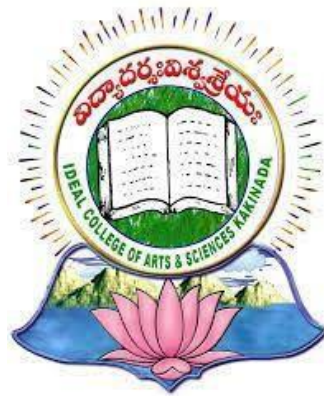


**IDEAL COLLEGE OF ARTS AND SCIENCES**  
(A.P. GOVT., AIDED, AUTONOMOUS & NAAC B)  
**DR. P.V.N. RAJU VIDYAPRANGANAM**  
**KAKINADA**



**BOARD OF STUDIES**  
**2021-2022**

**COURSE: BBA (Digital Marketing)**

**DEPARTMENT OF BBA**

**IDEAL COLLEGE OF ARTS AND SCIENCES**  
(A.P. GOVT., AIDED, AUTONOMOUS & NAAC B)  
**DR. P.V.N. RAJU VIDYAPRANGANAM**  
**KAKINADA**

Date: 31.08.2020

**Board of Studies of BBA(Digital Marketing)**


A meeting of Board of studies of the Department of Bachelor of Business Administration will be held on **31.08.2020 at 11.00 A.M** in Ideal College of Arts and Sciences (Autonomous) Vidyut Nagar, Kakinada, to consider the following Agenda.

You are cordially invited to attend the meeting and make it a success.

**Agenda:**

Consideration, Approval of the following for the Academic Year 2021-22

- 1) Approval the syllabus of III and IV Semesters.
- 2) Approval the Scheme of Examinations for both internal and external examination.
- 3) Approval the Model Question Paper for III and IV Semesters.
- 4) Approval the Panel of Paper setters and examiners.
- 5) Approval the Additional inputs into the curriculum.
- 6) Other academic activities of Department.




  
**PRINCIPAL**  
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IDEAL COLLEGE OF ARTS & SCIENCES (A  
(A.P. Govt. Aided, Autonomous & NAAC B+)  
"Dr. P.V.N. Raju Vidyaprananam"  
Samakot Road, KAKINADA-533 004

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**KAKINADA**

**DEPARTMENT OF BBA**  
**Board of Studies of BBA(Digital Marketing)**

The Board of Studies for the Department BBA for the year 2021-2022 is constituted with the following Members.

**SI.No.Members Present**

- |                                     |          |  |
|-------------------------------------|----------|--|
| 1. Dr.M.Navven Krishna<br>MBA, Ph.D | Chairman |   |
| 2. Sri V Kamaraju<br>MBA            | Member   |   |
| 3. M. Pavana<br>B.Tech.,MBA(NET)    | Member   |  |

**Adikavi Nannaya University Nominee**

1. Dr. N.Visalakshi  
Professor,  
HOD  
Aditya Global Business School,  
Surampalem.  
Cell No: 7729089555



**Members from other Colleges**

1. Smt. M.Prathyusha.  
MBA.,M.Com.,PGDHRM.,(Ph.D)  
Assistant Professor  
Aditya Global Business School,  
Cell: 9177652222.




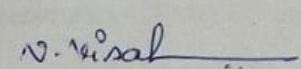

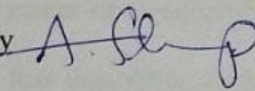
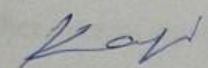
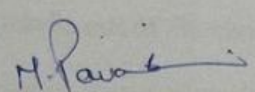
**Industry/Banking Organization**

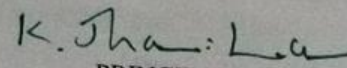
1. Mr. A S S M Teja  
B.Tech, MBA  
Technical Manager (Digital Marketing),  
Smart Creative Solutions,  
Kakinada.  
Cell :7569284559



**IDEAL COLLEGE OF ARTS AND SCIENCES**  
(A.P. GOVT., AIDED, AUTONOMOUS & NAAC B)  
**DR. P.V.N. RAJU VIDYAPRANGANAM**  
**KAKINADA**

The syllabus and model question papers in Digital Marketing subject for BBA, course of the Second year (III & IV semester) in the academic year 2021-2022, list of Examiners and paper setter, Department activities is approved in the Board of Studies meeting held in the Department of BBA on 31.08.2021 at 11.00 A.M.

<u>Sl.No.</u>	<u>Members Present</u>	<u>Signatures of Members</u>
1.	Dr.M.Navven Krishna Chairman	
2.	Dr. N. Visalakshi University Nominee	
3.	Smt. M. Prathyusha Members from other Colleges	
4.	Mr. A S S M Teja Representative from Industry	
5.	Sri V. KamaRaju Member	
6.	M. Pavana Member	

  
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**KAKINADA**

**DEPARTMENT OF BBA**  
**Digital Marketing**

**SCHEME OF EXAMINATION**

**Resolved to follow the following pattern for examinations**

1. Each paper has 30 marks (30%) of internal (Continuous Assessment) (15+10 +5) and 70 marks (70% of external semester- end examination).
2. During each semester two internal examinations will be conducted as per schedule for each paper.
3. The average of two internal examination marks conducted by college is considered internal examination marks.
4. No minimum pass marks for internal examination
5. In each semester, the student has to possess a minimum attendance of 75%.
6. Students having attendance between 65% and 75% may be permitted to appear in Semester End/Annual examination on medical grounds only, on payment of Condonation fee along with medical certificate from Government Medical Officer.
7. If a student is detained due to shortage of attendance i.e. less than 65%, he has to re-join the semester with prior permission from the university. Such students are not eligible to take subsequent semester.
8. If the student is absent for internal examination then his/her internal marks are recorded as zero marks
9. No separate internal examination is conducted for absentees.
10. The minimum pass mark for external examination is 25 marks out of 70 marks in external semester end examination.
11. However, the student should secure minimum of 40 marks out of 100 marks in internal and external examinations put together.
12. Resolved to authorize the Chairman, Board of Studies to take up all the necessary steps for utilization of the syllabi to be implemented from the academic year 2021-22 and also authorized to adopt any changes made in the middle of the academic year if any.

\* Indicates the marks allotted for student activities like attendance, participation in PPTs, Paper presentation, Seminar, Quiz, Group Discussion and Assignments











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**KAKINADA**  
**BBA (Digital Marketing) COURSE STRUCTURE)**

**Semester – I**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credi
1.	First Language	English	100	30	70	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans)	100	30	70	4	3
3.	Life Skill Course	Human Values & Professional Ethics	50	---	50	2	2
4.	Skill Development Course	Electrical Appliances	50	---	50	2	2
5.	CORE 1	Principles of Management	100	30	70	5	4
6.	CORE 2	Managerial Economics	100	30	70	5	4
7.	CORE 3	Fundamentals of Digital Marketing and Digital Markets	100	30	70	5	4
<b>Total</b>			<b>600</b>	<b>150</b>	<b>450</b>	<b>27</b>	<b>22</b>

**Semester – II**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credi
1.	First Language	English	100	30	70	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans)	100	30	70	4	3
3.	Life Skill Course	ICT (Information & communication Technology)	50	---	50	2	2
4.	Skill Development Course	Solar Energy	50	---	50	2	2
5.	Skill Development Course	Advertising	50	---	50	2	2
6.	CORE 1	Accounting for Managers	100	30	70	5	4
7.	CORE 2	Digital and Social Media Marketing	100	30	70	5	4
8.	CORE 3	E-commerce	100	30	70	5	4
9.	Internship	Two Months Social Immersion Internship	100	---	---	---	4
<b>Total</b>			<b>750</b>	<b>150</b>	<b>500</b>	<b>29</b>	<b>28</b>

N. Visal

A. S. P. H. P.

K. V.