



**AP GOYAL SHIMLA UNIVERSITY, SHIMLA**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**  
**IN DIGITAL MARKETING & E-COMMERCE**  
**Effective Batch 2017-2019**

**TOTALNUMBER OF CREDIT=100**

First Semester

| <b>Code</b> | <b>Paper</b>  | <b>L</b> | <b>T</b> | <b>P</b> | <b>Total Credits</b> |
|-------------|---|----------|----------|----------|----------------------|
| MBA101      | Managerial Economics                                    | 3        | 0        | 0        | 3                    |
| MBA102      | Quantitative Techniques                                 | 3        | 0        | 0        | 3                    |
| MBA103      | Accounts for Managers                                   | 3        | 0        | 0        | 3                    |
| MBA104      | Organizational Behaviour                                | 2        | 0        | 1        | 3                    |
| MBA105      | Introduction to Digital Marketing                       | 3        | 0        | 0        | 3                    |
| MBA106      | Communication Skills & Personality<br>Development (ELP) | 3        | 0        | 2        | 4                    |
| MBA107      | Basic Computers & IT Skills (CLP)-I                     | 3        | 0        | 2        | 4                    |
|             | Total Credits   |          |          |          | 23                   |

**Note: At the end of first semester students have to undergo Internship/Training for minimum 21 Days.**

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Second Semester

| <b>Code</b> | <b>Paper</b>   | <b>L</b> | <b>T</b> | <b>P</b> | <b>Total Credits</b> |
|-------------|--|----------|----------|----------|----------------------|
| MBA201      | Human Resource Management                            | 3        | 0        | 0        | 3                    |
| MBA202      | Production and Logistics Management                  | 3        | 0        | 0        | 3                    |
| MBA203      | Marketing Management                                 | 3        | 0        | 0        | 3                    |
| MBA204      | Financial Management                                 | 3        | 0        | 0        | 3                    |
| MBA205      | Introduction to E-Commerce                           | 3        | 0        | 0        | 3                    |
| MBA206      | Computing Skills for Business Operations<br>(CLP) II | 3        | 0        | 0        | 3                    |
| MBA207      | Advanced Digital Marketing                           | 3        | 0        | 0        | 3                    |
|             | Total Credits  | 21       | 0        | 0        | 21                   |

**Note: At the end of the Second semester all the students have to undergo Summer Internship Training for a period of eight weeks.**

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Third Semester

| <b>Code</b> | <b>Paper</b>                       | <b>L</b> | <b>T</b> | <b>P</b> | <b>Total Credits</b> |
|-------------|------------------------------------|----------|----------|----------|----------------------|
| MBA301      | Research Methodology and SPSS Lab* | 2        | 0        | 1        | 3                    |
| MBA302      | Strategic Management               | 3        | 0        | 0        | 3                    |
| MBA303      | Summer Internship Project          | 0        | 0        | 16       | 8                    |
|             | Major Specialization I             | 3        | 0        | 0        | 3                    |
|             | Major Specialization I             | 3        | 0        | 0        | 3                    |
|             | Major Specialization II            | 3        | 0        | 0        | 3                    |
|             | Major Specialization II            | 3        | 0        | 0        | 3                    |
|             | Total Credits                      | 17       | 0        | 9        | 26                   |

\*SPSS Software and Lab provided by University

**Note: At the end of third semester students have to undergo Internship/Training for minimum 21 Days.**

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Fourth Semester

| <b>Code</b> | <b>Paper</b>                               | <b>L</b> | <b>T</b> | <b>P</b> | <b>Total Credits</b> |
|-------------|--|----------|----------|----------|----------------------|
| MBA401      | Business Law                               | 3        | 0        | 0        | 3                    |
| MBA402      | Corporate Social Responsibility and Ethics | 3        | 0        | 0        | 3                    |
| MBA403      | Research Project                           | 0        | 0        | 24       | 12                   |
|             | Major Specialization I                     | 3        | 0        | 0        | 3                    |
|             | Major Specialization I                     | 3        | 0        | 0        | 3                    |
|             | Major Specialization II                    | 3        | 0        | 0        | 3                    |
|             | Major Specialization II                    | 3        | 0        | 0        | 3                    |
|             | Total Credits                              | 18       | 0        | 12       | 30                   |

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Department Electives

Choose any two subjects from each specialization in each semester (III & IV Semester)

| <b>Code</b> | <b>Department Electives</b>             | <b>L</b> | <b>T</b> | <b>P</b> | <b>Total Credits</b> |
|-------------|---|----------|----------|----------|----------------------|
|             | <b>Digital Marketing</b>                |          |          |          |                      |
| MBA304      | Search Engine Optimization              | 3        | 0        | 0        | 3                    |
| MBA305      | Search Engine Marketing                 | 3        | 0        | 0        | 3                    |
| MBA306      | Social Media Marketing                  | 3        | 0        | 0        | 3                    |
| MBA404      | AdTech & MarTech                        | 3        | 0        | 0        | 3                    |
| MBA405      | Digital Strategies and Planning         | 3        | 0        | 0        | 3                    |
| MBA406      | Online Reputation Management            | 3        | 0        | 0        | 3                    |
|             | <b>E-Commerce</b>                       |          |          |          |                      |
| MBA307      | Technology of e-Business and e-Commerce | 3        | 0        | 0        | 3                    |
| MBA308      | Introduction to Web Content Writing     | 3        | 0        | 0        | 3                    |
| MBA309      | Mobile and Web Analytics                | 3        | 0        | 0        | 3                    |
| MBA407      | Mobile & E-Mail Marketing               | 3        | 0        | 0        | 3                    |
| MBA408      | Affiliate Marketing                     | 3        | 0        | 0        | 3                    |
| MBA409      | B2B Marketing                           | 3        | 0        | 0        | 3                    |

