



# ANDHRA KESARI UNIVERSITY :: ONGOLE

**Model Syllabus for 4-Year UG Honours in B.B.A. (Digital Marketing) as Major in consonance with Curriculum framework w.e.f. AY 2025-26**

## COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits	
I	I	1	Accounting for Managers	4	4	
		2	Principles of Management	4	4	
	II	3	Fundamentals of Digital Marketing	4	4	
		4	Managerial Economics	4	4	
II	III	5	Business Environment	4	4	
		6	Social Media Marketing	4	4	
		7	Business Communication	4	4	
	IV	8	Affiliate Marketing	4	4	
		9	Search Engine Marketing	4	4	
		10	Financial Management	4	4	
III	V	11	Entrepreneurship & Startups Eco System	4	4	
		12 A	Retail Marketing	4	4	
		OR				
		12 B	Logistics and Supply Chain Management	4	4	
		13 A	E-Mail Marketing	4	4	
		OR				
		13 B	Content Marketing	4	4	
	VI	14 A	AI in Digital Marketing	4	4	

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
		<b>OR</b>			
		<b>14 B</b>	Search Engine Optimisation	<b>4</b>	<b>4</b>
		<b>OR</b>			
		<b>15 A</b>	Management & Information Systems	<b>4</b>	<b>4</b>
		<b>OR</b>			
		<b>15 B</b>	Content Management System	<b>4</b>	<b>4</b>
		<b>OR</b>			
<b>IV</b>	<b>VII</b>	<b>16</b>	Mobile Marketing	<b>4</b>	<b>4</b>
		<b>17</b>	Services Marketing	<b>4</b>	<b>4</b>
		<b>18</b>	Training & Development	<b>4</b>	<b>4</b>
	<b>VIII</b>	<b>19</b>	Web Analytics	<b>4</b>	<b>4</b>
		<b>20</b>	Customer Relationship Management	<b>4</b>	<b>4</b>
		<b>21</b>	Business Research Methodology	<b>4</b>	<b>4</b>

**Note:** In the III Year (during the V and VI Semesters), students are required to select a pair of electives from one of the **Two** specified domains. **For example: if set 'A' is chosen, courses 12 to 15 to be chosen as 12 A, 13 A, 14 A and 15 A.** To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

## SEMESTER-I

### COURSE1:ACCOUNTINGFORMANAGERS

Theory

Credits: 4

4hrs/week

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#### Course Objectives

This course is designed to:

- Familiarize students with the fundamental principles and concepts of accounting.
- Equip learners with the skills to prepare and interpret financial statements.
- Help students use accounting information for managerial decision-making.
- Provide practical exposure to cost and management accounting tools.
- Develop analytical skills for financial statement analysis and budgeting.

#### Course Outcomes (COs)

Upon completion of this course, students will be able to:

**CO1:** Understand the principles of financial and managerial accounting.

**CO2:** Prepare and interpret basic financial statements.

**CO3:** Apply cost accounting techniques in managerial contexts.

**CO4:** Use financial information for decision-making and control.

**CO5:** Analyze financial statements for assessing organizational performance.

#### Unit I: Introduction to Accounting and Financial Statements

Meaning, Objectives, Functions and Importance of Accounting – Accounting Concepts and Conventions – Users of Accounting Information – Distinction between Financial Accounting, Cost Accounting, and Management Accounting – Introduction to Financial Statements: Trading Account, Profit and Loss Account, and Balance Sheet – Limitations of Financial Statements.

#### Unit II: Financial Statement Analysis

Meaning and Purpose of Financial Statement Analysis – Types of Analysis: Vertical, Horizontal and Trend Analysis

#### Unit III: Cost Concepts and Classification

Meaning of Cost and Cost Accounting – Elements of Cost: Direct Material, Direct Labour, Direct Expenses, and Overheads – Cost Classification: Fixed, Variable, Semi-variable – Functional Classification of Costs – Preparation of Cost Sheet

#### Unit IV: Marginal Costing and Break-Even Analysis

Concept of Marginal Cost and Marginal Costing – Contribution – Profit-Volume Ratio – Break-even Point – Margin of Safety – Cost-Volume-Profit (CVP) Analysis

#### Unit V: Budgeting and Budgetary Control

Meaning and Objectives of Budgeting – Types of Budgets: Functional Budgets, Cash Budget, Flexible Budget, Master Budget – Preparation of Budgets – Budgetary Control: Meaning,

Advantages and Limitations – Zero-Based Budgeting and Performance Budgeting (Conceptual overview only).

## Student-Centric Activities

- Prepare final accounts from a given trial balance and present Trading, Profit & Loss Account, and Balance Sheet for a fictional firm.
- Create a detailed cost sheet using hypothetical data on materials, labor, and overheads to understand cost classification.
- Use Excel to compute and plot Break-even Charts to analyze cost-volume-profit relationships.
- Form groups to prepare functional budgets (sales, cash, production) and present a comparative analysis of budgeted vs. actual figures.
- Analyze financial statements of a real-life listed company and calculate key financial ratios for decision-making insights.

## Recommended Textbooks

1. Maheshwari, S.N. & Maheshwari, S.K. (2022). An Introduction to Accountancy. Vikas Publishing House.
2. Jain, S.P. & Narang, K.L. (2022). Cost and Management Accounting. Kalyani Publishers.
3. Khan, M.Y. & Jain, P.K. (2022). Management Accounting. McGraw Hill Education.
4. Tulsian, P.C. (2022). Financial Accounting for Managers. Pearson Education.
5. Horngren, C.T., Sundem, G.L., & Stratton, W.O. (2021). Introduction to Management Accounting. Pearson.

## SEMESTER-I

### COURSE 2:PRINCIPLES OFMANAGEMENT

Theory

Credits: 4

4hrs/week

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#### Course Objectives

This course is designed to:

- Introduce the fundamental concepts, functions, and principles of management.
- To examine the evolution of management thought and understand classical to contemporary practices.
- Equip students with the knowledge of planning, organizing, leading, and controlling functions.
- Analyze modern management strategies in the context of global challenges.
- Help students apply management theories and concepts to real-life business scenarios.

#### Course Outcomes (COs)

Upon successful completion of the course, the student will be able to:

**CO1:** Understand and explain the fundamental principles and practices of management.

**CO2:** Comprehend and apply the management process including planning, organizing, leading, and controlling.

**CO3:** Analyze different organizational structures and delegation patterns.

**CO4:** Evaluate various motivational and leadership theories in organizational contexts.

**CO5:** Apply managerial control techniques to enhance organizational productivity and quality.

#### Unit I: Introduction to Management

Definition and nature of management – Evolution of management thought – Principles of management – Functions of management – Levels of management – Roles and responsibilities of managers – Trends and challenges of management in the global scenario – Emerging concepts in modern management.

#### Unit II: Planning

Nature and significance of planning – Types of planning: strategic, tactical, and operational – Planning process – Objectives and policies – Management by Objectives (MBO) – Strategies and types of strategies – Advantages and limitations of planning

#### Unit III: Organizing

Nature and purpose of organizing – Principles of organization – Formal and informal organization – Organizational structure: functional, divisional, matrix – Line and staff authority – Centralization and decentralization – Delegation of authority – Recent trends in organizational design.

#### Unit IV: Directing

Meaning and importance of directing – Motivation: meaning, importance, and theories (Maslow, Herzberg, McGregor) – Leadership: styles and leadership theories (Trait, Behavioral, Contingency) – Communication process – Types of communication – Barriers to effective communication and ways to overcome them.

## Unit V: Controlling

Nature and process of control – Types of control: feed forward, concurrent, feedback – Budgetary and non-budgetary control techniques – Productivity management – Cost control – Purchase control – Maintenance control – Quality control – Modern tools of managerial control.

### Student-Centric Activities

- Case Study Analysis: Students analyze real-world business cases focusing on planning, organizing, or leadership strategies and present their observations and solutions.
- Management Role Play: Enactment of managerial roles such as planning meetings, staff delegation, or conflict resolution to simulate practical management scenarios.
- Group Debate: Conduct structured debates on topics like “Centralization vs. Decentralization” or “Autocratic vs. Democratic Leadership” to foster analytical thinking.
- Planning Simulation Exercise: Students develop a strategic plan or business model for a hypothetical startup, including vision, mission, goals, and organizational structure.
- Leadership Style Self-Assessment: Students take a leadership personality quiz and reflect on their style with examples of how it aligns with famous managerial theories.

### Recommended Textbooks

1. Gupta, Sharma, & Bhalla. *Principles of Business Management*. Kalyani Publications, 1st Edition.
2. L.M. Prasad. *Principles of Management*. Sultan Chand & Sons, Latest Edition.
3. Koontz, H., & Weihrich, H. *Essentials of Management*. Tata McGraw-Hill, 1998.
4. Joseph L. Massie. *Essentials of Management*. Prentice Hall (Pearson), 4th Edition, 2003.
5. Tripathi, P.C., & Reddy, P.N. *Principles of Management*. Tata McGraw-Hill.
6. J.N. Chandan. *Management: Theory and Practice*.
7. J.S. Chandan. *Management: Concepts and Strategies*, Vikas Publishing.

## SEMESTER-II

### COURSE3:FUNDAMENTALSOFDIGITALMARKETING

Theory

Credits: 4

4hrs/week

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#### Course Objectives

This course is designed to:

- Introduce students to the foundational concepts of digital marketing and its importance in the modern business environment.
- Understand how digital tools and platforms are used for customer acquisition, engagement, and retention.
- Develop the ability to analyze consumer and market data using digital marketing tools.
- Explore key areas like email marketing, mobile marketing, content creation, and marketing automation.
- Emphasize the significance of influencer marketing and blogging in building digital presence and brand loyalty.

#### Course Outcomes (COs)

Upon successful completion of the course, students will be able to:

**CO1:** Understand the core concepts and evolution of digital marketing.

**CO2:** Apply digital marketing techniques such as SEO, social media, email, and mobile marketing.

**CO3:** Use automation tools like CRM and Mail Chimp to streamline marketing activities.

**CO4:** Design basic email campaigns and analyze the effectiveness of influencer marketing strategies.

**CO5:** Create, optimize, and track blog content for individual or business branding.

#### Unit I: Introduction to Digital Marketing

Definition and Meaning of Digital Marketing – Need and Scope of Digital Marketing – Evolution and History – Conceptual Approaches to Digital Marketing – Role of Digital Marketing in the Global Economy – Examples of Best Practices in Digital Campaigns

#### Unit II: Marketing Automation

Definition and Advantages of Marketing Automation – Marketing Automation Software Tools: CRM, Salesforce, Analytics Platforms – Role of Marketing Automation in Improving Customer Experience (CX) – Benefits for Marketers – Introduction to Marketing Automation Tools for Campaign Management and Personalization.

#### Unit III: Digital Marketing Mix and Influencer Marketing

Digital Marketing Mix Elements – Online Advertising and Lead Generation – Social Media Marketing: Platforms and Strategies – Content Marketing and Copywriting – Influencer Marketing: Definition, Types of Influencers, Payment Models – Distinction between Influencer Marketing and Celebrity Endorsements.

#### **UnitIV:EmailandMobileMarketing**

Email Marketing: Importance and Effectiveness – Types of Emails: Transactional, Promotional, Newsletters – Email Advertising Options – Key Features and Uses of MailChimp – Mobile Marketing Overview – Strategies for B2B and B2C Mobile Marketing – SMS and App-based Marketing Channels.

#### **UnitV: Bloggingand Optimization**

Definition and Importance of Blogs – Types: Personal and Corporate Blogs – Overview of Popular Blog Platforms – Blog Optimization: Tags, Widgets, Blog Stats – Blog Engagement Techniques – Using Blogs for SEO and Brand Building – Measuring Blog Effectiveness.

#### **Student-centricactivities**

- Digital Audit Assignment: Students analyze the digital presence (website, social media, SEO) of a local business or brand and suggest improvements.
- Create a Personal Blog or Website: Students build and maintain a blog using free tools like WordPress or Blogger to apply digital content creation and SEO practices.
- Social Media Campaign Simulation: Design and present a mock digital marketing campaign using platforms like Instagram, Facebook, or LinkedIn, including target audience, budget, and KPIs.
- Google Ads or SEO Tools Demo: Hands-on sessions using tools like Google Ads, Google Trends, or Ubersuggest to understand keyword planning and ad strategy.
- Case Study Analysis of Successful Campaigns: Evaluate successful digital marketing case studies (e.g., Nike, Amul, Zomato) and present key strategies and outcomes.

#### **RecommendedReferenceBooks**

1. Evans, D., & Bratton, S. (2010). *Social media marketing: The next generation of business engagement*. Wiley.
2. Thibault, M. J. (2023). *The influencer blueprint: A step-by-step guide to harnessing the power of influencer marketing for business success*. Independently Published.
3. Pain, G. (2019). *Marketing automation and online marketing: Automate your business through marketing best practices such as email marketing and search engine optimization*. Independently Published.
4. Roberts, S. (2016). *Marketing AI: From automation to revenue performance marketing*. Independently Published.
5. Robinson, R. (2021). *How to start a blog (on the side)*. Side Hustle Nation Press.

## SEMESTER-II

### COURSE4:MANAGERIALECONOMICS

Theory

Credits: 4

4hrs/week

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#### Course Objectives

This course is designed to:

- Familiarize students with the application of economic principles to managerial decisions.
- Enable students to analyze demand, supply, and consumer behavior using economic tools.
- Apply optimization techniques (e.g., derivatives) in managerial problem-solving.
- Understand pricing strategies and production decisions under different market conditions.
- Introduce macroeconomic indicators relevant to business decisions and policy environments.

#### Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

**CO1:** Understand and apply core concepts of managerial economics in decision-making.

**CO2:** Analyze consumer behavior, demand elasticity, and supply responses.

**CO3:** Utilize marginal analysis and optimization techniques in pricing and output decisions.

**CO4:** Examine cost structures and production behavior in the short and long run.

**CO5:** Evaluate market structures and macroeconomic indicators affecting business performance.

#### Unit I: Introduction to Managerial Economics

Definition, nature, and scope of managerial economics – Role of managerial economics in decision-making – Microeconomics vs. Macroeconomics – Basic principles: Opportunity Cost Principle, Incremental Principle, Discounting Principle, Equi-marginal Principle, and Time Perspective – Application of managerial economics in business problems.

#### Unit II: Demand, Supply and Consumer Behavior (Basics)

Law of demand and determinants of demand – Elasticity of demand: Price, Income, and Cross Elasticity – Measurement and interpretation of elasticity – Factors affecting elasticity – Law of supply – Demand forecasting: types and importance (conceptual overview only).

#### Unit III: Utility Theory and Consumer Equilibrium

Cardinal Utility Approach: Total utility and Marginal Utility – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Ordinal Utility Approach: Indifference Curve Analysis – Marginal Rate of Substitution – Budget Line and Consumer Equilibrium – Impact of changes in income and prices on equilibrium.

#### Unit IV: Production, Cost and Market Structures

Production Function – Fixed and Variable Inputs – Laws of Production: Law of Variable Proportion and Returns to Scale – Cost Concepts: Explicit, Implicit, Private, and Social Costs – Cost Curves in Short and Long Run – Economies and Diseconomies of Scale – Market Structures: Features and Pricing under Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly.

## **Unit V: Macroeconomic Analysis for Managers**

National Income Concepts: GDP, GNP, NDP, NNP, and Methods of Calculation (overview) – Theories of Income and Employment: Classical and Keynesian Views – Business Cycles and their Impact on Business – Relevance of Macroeconomic Indicators in Managerial Decision-making – Role of Government Policies in Economic Stabilization.

### **Student-Centric Activities**

- Elasticity Case Study: Analyze demand elasticity for real-life products.
- Consumer Choice Simulation: Model consumer equilibrium using budget lines.
- Cost Curve Plotting: Prepare cost curves using sample industry data.
- Market Structure Role Play: Enact pricing strategies under different markets.
- Economic Indicator Report: Present business impact of GDP, inflation, etc.

### **Recommended Textbooks and Readings**

1. Ivan Png (2021). *Managerial Economics*. Blackwell Publishers.
2. Dominick Salvatore (2022). *Managerial Economics in a Global Economy*. Cengage/Thomson South-Western.
3. Paul G. Keat & Philip K. Y. Young (2022). *Managerial Economics: Economic Tools for Today's Decision Makers*. Pearson.
4. D.N. Dwivedi (2022). *Managerial Economics*. Vikas Publishing House.
5. L. Varshney & K.L. Maheshwari (2022). *Managerial Economics*. Sultan Chand & Sons.
6. Lipsey & Chrystal (2022). *Economics*. Oxford University Press.