

Program Structure & Curriculum Design

- Semester-wise course structure

First Semester

S. NO.	NEP CAT	CBCS CAT	CODE	SUBJECT	TEACHING SCHEME			CRE DIT S	CONTA CTS HRS/W K
					L	T	P		
THEORY									
1.	Major (UP)	PC	BCAC 0018	Problem Solving using Computer	4	0	0	4	4
2.	Major (Dept.)	PC	BCAC 0019	Web Technology-I	2	0	0	2	2
3.	Minor	PE	BMAE XXXX	Introduction to Digital Marketing	3	0	0	3	3
4.	Multidisciplinary	OE	BBAO 0404	E-Business	3	0	0	3	3
5.	AEC	HS	BELA 0003	Language Skill-I	2	0	0	2	2
6.	VAC	OE	BPSO 0005	First Aid And Basic Health	2	0	0	2	2
PRACTICALS									
7.	Major (UP)	PC	BCAC 0814	Software Lab using Python	0	0	4	2	4
8.	Major (Dept.)	PC	BCAC 0815	Web Technology-I Lab	0	0	4	2	4
TOTAL					17	0	8	20	24

Second Semester

S. NO.	NEP CAT	CBCS CAT	CODE	SUBJECT	TEACHING SCHEME			CRE DITS	CONTA CTS HRS/W K
					L	T	P		
THEORY									
1.	Major (UP)	PC	BCAC 0020	Database Management Systems	4	0	0	4	4
2.	Major (Dept.)	PC	BCAC 1021	Web Technology-II	2	0	0	2	2

3.	Minor-1	PE	BTDE 0001	Soft Skills	4	0	0	4	4
4.	Minor-2	PE	BTDE XXX	Search Engine Optimization (SEO)	3	0	0	3	4
5.	AEC	HS	BELA 1004	Language Skill-II	2	0	0	2	2
6.	VAC	OE	BCHO 0012	Human Values and Environment Studies	2	0	0	2	2
PRACTICALS									
7.	Major (UP)	PC	BCAC 0816	Database Management System Lab	0	0	4	2	4
8.	Major (Dept.)	PC	BCAC 1817	Web Technology-II Lab	0	0	4	2	4
9.	SEC	K	BACK 0851	Office Management Tools Lab	0	0	4	2	4
Total					18	0	12	23	29

Semester	Name of Subjects
I	Introduction to Digital Marketing
II	Search Engine Optimisation (SEO)
III	Search Engine Marketing (SEM)
IV	Social Media Marketing
V	Web Analytics
VI/ IV Year	Apprenticeship (6 Months/12 Months)

- Project/internship/thesis component (if applicable)

The sixth semester/ Fourth year includes a full-time industry apprenticeship of six months/ one-year duration, valued at 14 academic credits, to provide hands-on experience and industry exposure.

- 11. Fee structure of the Programme

Year	Fees (In Rs.)
First Year	1,10,000

Second Year	1,15,000
Third Year	1,20,000
Fourth Year	1,25,000

-----End of Report-----
