



Re-Accredited 'B++' 2.86 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Digital Helpline No.- 0261 2388888

E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

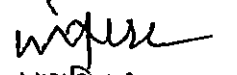
-: પરિપત્ર :-

યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૬ -૨૭ થી અમલમાં આવનાર NEP-2020 અંતર્ગત T.Y.B.B.A. (Digital Marketing) સેમેસ્ટર-૫ નાં અભ્યાસક્રમને બિઝનેસ એન્ડ મેનેજમેન્ટ સ્ટડીઝ વિષયની અભ્યાસ સમિતિના ચેરપર્સનશ્રીએ અભ્યાસ સમિતિ વતી અને મેનેજમેન્ટ વિદ્યાશાખાનાં કાર્યકારી અધ્યક્ષશ્રીએ વિદ્યાશાખાવતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણને એકેડેમિક કાઉન્સિલની તા.૨૪/૧૨/૨૦૨૪ ની સભાનાં ઠરાવક્રમાંક:૩૫૩ અન્વયે માન. કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/સિલેબસ/૧૫૦૭૭/૨૦૨૬

તા.૦૨-૦૭-૨૦૨૬


કુલસચિવ

પ્રતિ,

૧) યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓ.

.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.

૨) ડીનશ્રી, મેનેજમેન્ટ વિદ્યાશાખા.

૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

PROGRAM STRUCTURE

BACHELOR OF BUSINESS ADMINISTRATION (DIGITAL MARKETING) PROGRAM

SEMESTER 5

WITH EFFECT FROM 2026-27

Course Type	Course Title	Marksheet Title	Teaching Hours Per Week		Exam Duration		Credit		CCE		SEE		Total	
			TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
Core-Major	Summer Internship Project	Summer Internship Project	4	0	---	----	4	0	50	0	50	0	100	0
Core-Major	Research Methodology	Research Methodology	4	0	2	0	4	0	50	0	50	0	100	0
Core-Major	Entrepreneurship Development	Entrepreneurship Development	4	0	2	0	4	0	50	0	50	0	100	0
SEC	Sustainable Business Management	Sustainable Business Management	2	0	1	0	2	0	25	0	25	0	50	0
Core-Major	IT Tools in Digital Marketing	IT Tools in Digital Marketing	4	0	2	0	4	0	50	0	50	0	100	0
Minor	AI in Digital Marketing	AI in Digital Marketing	4	0	2	0	4	0	50	0	50	0	100	0
			22	0			22	0						

Subject Code [2508000705020001]

Program Name	Bachelor of Business Administration
Specialisation	Digital Marketing
Semester	V
NCrF Credit Level	5.5
Course Subtype	Discipline Specific Core Course
Subject Title	<u>RESEARCH METHODOLOGY</u>
Subject Type	Major
Credit	4 Theory
Effective From	June 2026
Course Outcome	CO1: Students should be able to understand the basic nature and purpose of Research and its advantages to business. CO2: To understand the purpose of Sampling and Sampling Techniques in the process of research design. CO3: To understand various Primary and Secondary sources of data. CO4: To understand how to do Data Processing. CO5: To learn how to write a Research Report.
Course Content	
Unit 1: Introduction to Business Research (25%) • Bharatiya Knowledge System in Research Methodology: Pramanas (Epistemological Tools in BKS RM) & Relevance to Modern Research Methodology: Pratyaksha (Direct Perception), Anumana (Inference), Upamana (Comparison/Analogy), Arthapatti (Postulation/Presumption), Anupalabdi (Non-Perception), Shabda (Verbal Testimony) • Concept & Definition of Business Research ○ Classification of Business Research viz. Basic vs. Applied Research ○ Problem Identification vs. Problem Solving Research ○ Cross Sectional vs. Longitudinal Research ○ Quantitative Vs. Qualitative Research • Methods of Knowing: Scientific & Non-Scientific Methods (Name the types of non-scientific methods only) • Characteristics of a Good Scientific Research • Types of Research Design (Exploratory and Conclusive) • Different Types of Errors in Business Research • Meaning of Terms: “Concept”, “Construct” and “Definition” in Relation to Business Research • Different Types of Variables in Business Research • Definition of Hypothesis • Types of Hypotheses • Role of Hypothesis in Research • Qualities of a Good Hypothesis	

• Business Research Process
Unit 2: Data Collection (25%) • Difference between terms: “Data” and “Information” • Difference between Primary Data & Secondary Data: Their relative merits & de-merits • Various sources of Secondary Data (Internal & External) • General Idea of Survey Methods • Four Survey Methods viz. Telephonic Survey, Personal Survey, Electronic Survey and Mail Survey • Comparison of four survey methods on various parameters – Social Desirability, Perceived Anonymity, Response Rate, Control on Data Collection Environment, Diversity of Questions, Interviewer’s Bias, Use of Physical Stimuli, Sample Control, Quantum of Data • Definition of Observation: When Observation Method is Suitable, Advantages and Limitations of Observation Method
Unit 3: Sampling and Scaling Methods (25%) • Difference between Sample and Census • Sampling Procedure • Probabilistic and Non-Probabilistic Sampling Methods • Meaning of Scale and Attitude Scale • Types of Primary Scale (Nominal, Ordinal, Interval, Ratio) • Various Comparative and Non-Comparative Attitude Scales
Unit 4: Design of Questionnaire, Data Preparation and Report Writing (25%) • Design of Questionnaire: Definition of Questionnaire, Process of Questionnaire Design • Data Preparation: Process of Data Preparation (Questionnaire Checking, Editing, Coding, Transcribing, Data Cleaning, Statistical Adjusting the Data) • Report Writing: Types of Research Report, Contents/Format of Research Report
Suggested Readings 1. Business Research Methods – Donald Cooper & Schindler, Tata McGraw Hill (<i>Main Text</i>) 2. Marketing Research – Naresh Malhotra, Pearson Publications (<i>Second Text</i>) 3. Marketing Research – Churchill, Dryden Press, Harcourt Publications 4. Business Research Methods – Zikmund, Cengage Publishing 5. Business Research Methods – Saunders, Pearson Publications 6. Marketing Research – G. C. Beri, Tata McGraw Hill Education

7. Epistemology of Bhatta School of Purva Mimamsa – G. P. Bhatta, Chowkhamba Publication

Mapping between COs and PSOs	COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	✓	✓		✓		✓
	CO2		✓		✓		✓
	CO3	✓	✓		✓		✓
	CO4	✓	✓		✓		✓
	CO5	✓	✓		✓	✓	✓
Evaluation Scheme	CCE: 50 Marks (Assignment, Attendance, Unit/Mid Term Test etc.) SEE: 50 Marks (2 Hours Descriptive University style paper)						

Subject Code [2608000705030002]

Program Name	Bachelor of Business Administration
Specialisation	Digital Marketing
Semester	V
NCrF Credit Level	5.5
Course Subtype	Discipline Specific Core Course
Subject Title	<u>ENTREPRENEURSHIP DEVELOPMENT</u>
Subject Type	Major
Credit	4 Theory
Effective From	June 2026
Course Outcome	CO1: Students should be able to understand the concept, functions and role of entrepreneurship in economic and business development. CO2: To understand the process of entrepreneurial development, opportunity identification, strategic planning and business growth. CO3: To understand the concept, characteristics and challenges of social entrepreneurship and social enterprises. CO4: To understand the structure, succession and management of family businesses and the issues related to women entrepreneurship. CO5: To develop entrepreneurial thinking, leadership and decision-making skills for establishing and managing entrepreneurial ventures.
Course Content	
Unit-1 Entrepreneurial Management (35%) ● Definition, Functions & qualities of entrepreneur ● Difference between entrepreneur and manager ● Definition of entrepreneurship & barriers ● Types of entrepreneurs ● Development of entrepreneurship (Entrepreneurship development program), CED, EDII ● The evolution of the concept of entrepreneurship ● John Kao's Model on Entrepreneurship, Idea Generation, identifying opportunities and Evaluation; Building the Team / Leadership ● Strategic planning for business ● Steps in strategic planning, managing growth; Harvesting and Exit Strategies ● Corporate Entrepreneurship ● Motivation of Entrepreneurship, McClelland Theory	
Unit-2 Social Entrepreneurship (30%) ● Introduction to Social Entrepreneurship ● Characteristics and Role of Social Entrepreneurs ● Innovation and Entrepreneurship in a Social Context ● Start-Up and Early-Stage Venture ● Issues in creating and Sustaining a Non-profits Organization ● Financing and Risks ● Business Strategies and Scaling up	

- Family Business: Concept, structure and kinds of family firms
- Culture and evolution of family firm
- Managing Business, family and shareholder relationships
- Conflict and conflict resolution in family firms
- Managing Leadership, succession and continuity
- Encouraging change in the family business system
- Women Entrepreneurship: Definition, Introduction to some of the support schemes, Problems faced by women entrepreneurs

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. (2006). Innovation and Entrepreneurship: Practice and Principles. USA: Elsevier.
3. Gersick, K.E., Davis, J.A., Hampton, M.M., & Lansberg, I. (1997) Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
4. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.
5. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
6. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
7. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata McGraw Hill.
8. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
9. Nicholls, A. (Ed.). (2006). Social entrepreneurship new models of sustainable social change. Oxford University Press.
10. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.
11. Scarborough & Zimmerer, Effective Small Business Management
12. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston: Harvard business Press.

Mapping of Cos with PSOs	COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	✓	✓	✓			✓
	CO2	✓	✓	✓	✓	✓	✓
	CO3	✓		✓		✓	✓
	CO4	✓	✓	✓		✓	✓
	CO5	✓	✓	✓	✓	✓	✓
Evaluation Scheme	CCE: 50 Marks (Assignment, Attendance, Unit/Mid Term Test etc.) SEE: 50 Marks (2 Hours Descriptive University style paper)						

Subject Code [2608000705040004]

Program Name	Bachelor of Business Administration
Specialisation	Digital Marketing
Semester	V
NCrF Credit Level	5.5
Course Subtype	Discipline Specific Elective Course
Subject Title	<u>IT TOOLS IN DIGITAL MARKETING</u>
Subject Type	Major
Credit	4 Theory
Effective From	June 2026
Course Outcome	CO1: Students should be able to understand the role and applications of IT tools in Digital Marketing. CO2: To use digital tools for content creation, keyword research and AI-assisted marketing activities. CO3: To understand and use website, social media and email marketing tools for business promotion. CO4: To understand the use of analytics and reporting tools for measuring digital marketing performance. CO5: To apply appropriate IT tools for planning and executing basic digital marketing activities.
Course Content	
Unit 1: Introduction to Digital Marketing Tools (25%) • Introduction to IT Tools for Digital Marketing (Concept, Importance and Applications) • Search Engines and Search Techniques: Basic Search Methods and Search Operators • Google Trends: Market Trends and Consumer Interest Analysis • Google Keyword Planner (Keyword Search and Selection) • Brief understating of AI Tools for Digital Marketing (Introduction, Applications and Ethical Use)	
Unit 2: Content Creation Tools (25%) • Introduction to Digital Content Creation: Types and Importance of Digital Content • Canva (Creating Social Media Posts, Posters, Banners and Presentations) • Various AI Tools for Image Generation - Creating Marketing Visuals • Video Editing Tools (Basic Video Editing for Social Media) • QR Code Generator and URL Shortening Tools (Business Applications)	
Unit 3: Website and Social Media Tools (25%) • Introduction to Website Creation: Basic Concepts of Websites and Web Pages • WordPress: Creating and Managing Basic Websites • Google Business Profile (Business Listing and Customer Engagement) • Social Media Management Tools (Content Scheduling and Post Management) • Various Email Marketing Tools: Creating and Sending Marketing Emails • Google Forms (Creating Online Surveys and Feedback Forms)	
Unit 4: Analytics and Productivity Tools (25%)	

- ### Suggested Readings

- ## Mapping COs with PSOs

Evaluation Scheme

CCE: 50 Marks (Assignment, Attendance, Unit/Mid Term Test etc.)
SEE: 50 Marks (2 Hours Descriptive University style paper)

Subject Code [2608000705050004]

Program Name	Bachelor of Business Administration
Specialisation	Digital Marketing
Semester	V
NCrF Credit Level	5.5
Course Subtype	Discipline Specific Elective Course
Subject Title	<u>AI IN DIGITAL MARKETING</u>
Subject Type	Minor
Credit	4 Theory
Effective From	June 2026
Course Outcome	CO1: Students should be able to understand the role and applications of Artificial Intelligence in Digital Marketing. CO2: To understand the use of Conversational AI for enhancing customer engagement and customer experience. CO3: To understand the applications of Generative AI in creating and managing digital marketing content. CO4: To understand the use of AI in search engine optimization, personalized advertising and marketing analytics. CO5: To apply AI-enabled marketing techniques ethically for planning and executing digital marketing activities.
Course Content	
Unit 1: AI & Emerging Technologies in Digital Marketing (25%)	
• Importance of Artificial Intelligence in Digital Marketing • Role of Data and Cloud Technology in AI • AI Technologies in Marketing (NLP, Machine Learning – Only Basic Overview) • Emerging Technologies in Marketing: AR, VR and XR • Applications of AI in Digital Marketing (Personalization, Automation and Predictive Analytics) • AI Tools for Marketers (Overview)	
Unit 2: Conversational AI and Customer Experience (25%)	
• Introduction to Conversational AI • Chatbots and Voice Assistants (e.g., ChatGPT, Alexa, Google Assistant) • AI in Customer Service and Customer Support • Sentiment Analysis in Marketing • AI for Customer Journey Mapping and Lead Nurturing • Business Applications and Case Studies	
Unit 3: Generative AI and Marketing Applications (25%)	
• Introduction to Generative AI • Generative AI for Text Content Creation (ChatGPT, Gemini, Claude) • AI for Image Generation (DALL·E, Adobe Firefly, Midjourney – Overview) • Prompt Writing for Marketing Applications • Applications of Generative AI in Digital Marketing Campaigns	

Unit 4: AI-Powered Content and Campaign Strategy (25%)

- AI for Content Creation (Blogs, Social Media Posts, Product Descriptions and Captions)
- AI Tools for Copywriting (Jasper, Copy.ai, Writesonic)
- AI for Keyword Research and SEO (SEMrush, Surfer SEO – Overview)
- AI for Personalized Advertising and Product Recommendations
- AI in Campaign Planning and Performance Optimization
- Ethical Issues and Future Trends in AI for Digital Marketing

Suggested Readings

- Digital Marketing for Dummies, Ryan Deiss & Russ Henneberry, Wiley, 2020
- Digital Marketing, Seema Gupta, McGraw Hill, 2020
- AI for Marketers, Christopher Penn, Trust Insights, 2022
- Kotler, P., Kartajaya, H., & Setiawan, I. *Marketing 5.0: Technology for Humanity*. Wiley.
- Sheth, J., & Jain, V. *AI Marketing Essentials: Concepts and Practice for the Digital Age*. Routledge.
- Walters, C., & Hammond, K. *AI in Marketing: Applications, Insights, and Analysis*. Routledge.
- Roetzer, P., & Kaput, M. *AI, Marketing, and the Future of Business*.
- Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing: Strategy, Implementation and Practice*. Pearson.

Mapping of COs with PSOs	COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	✓	✓		✓		✓
	CO2	✓	✓		✓	✓	✓
	CO3	✓	✓	✓	✓		✓
	CO4	✓	✓	✓	✓		✓
	CO5	✓	✓	✓	✓	✓	✓
Evaluation Scheme	CCE: 50 Marks (Assignment, Attendance, Unit/Mid Term Test etc.) SEE: 50 Marks (2 Hours Descriptive University style paper)						

Subject Coed [2608000705066001]

Program Name	Bachelor of Business Administration
Specialisation	Digital Marketing
Semester	V
NCrF Credit Level	5.5
Course Subtype	Skills Enhancement Course
Subject Title	<u>Sustainable Business Management</u>
Subject Type	SEC
Credit	2 Theory
Effective From	June 2026
Course Outcome	CO1: Students will be able to explain the concept, evolution, and importance of sustainability, including ESG framework and Sustainable Development Goals (SDGs) in a business context. CO2: Students will be able to analyze green marketing practices, consumer behaviour towards sustainable products, and evaluate strategies such as green positioning and sustainable pricing. CO3: Students will be able to evaluate green finance concepts, financial instruments, ESG investing, and corporate sustainability reporting practices. CO4: Students will be able to apply green HRM practices for sustainable workforce management, including recruitment, training, performance appraisal, and employee engagement. CO5: Students will be able to assess sustainability reporting frameworks, ESG ratings, and sustainability indices for measuring organizational performance.
Course Content	
Unit 1: Foundations of Sustainable Business	
Concept of Sustainability - Evolution of sustainability, Triple Bottom Line (People, Planet, Profit), Sustainability vs CSR ESG Framework - Environmental, Social, Governance dimensions, ESG metrics and indicators Sustainable Development Goals (SDGs) - Overview of SDGs, Role of business in achieving SDGs Sustainability Reporting Frameworks - GRI standards, Integrated reporting ESG Ratings and Measurement -Sustainability indices	
Unit 2: Green Marketing, Green Finance, Green HRM Green Marketing	
• Green Marketing – concept and importance, overview of Green products and eco-labelling, Sustainable branding Consumer Behaviour- Green consumerism, Ethical consumption Marketing Strategies- Green positioning, Sustainable pricing Issues and Challenges -Greenwashing, Regulatory issues • Green Finance: Sustainable Finance -Concept and importance, The five pillars of sustainable finance concept Various Green Financial Instruments, concept of ESG investing Corporate Sustainability Reporting - Integrated reporting, Environmental accounting • Green HRM: Concept of Green HRM, concept of Sustainable workforce management green practices (Talent acquisition, training and development, Performance	

management, employee engagement etc) , Performance and Engagement-Sustainability-based performance appraisal, Employee engagement in environmental initiatives

Suggested Readings

- Rajan, M., & Kumar, R. (2021). *Outlast: How ESG can benefit your business* (1st ed.). HarperCollins India.
- Arora, B., Budhwar, P., & Jyoti, D. (2019). *Business responsibility and sustainability in India* (1st ed.). Springer International Publishing.
- Das Gupta, A. (2023). *Strategic corporate responsibility and green management* (1st ed.). Emerald Publishing.
- Khandelwal, R., Kapoor, D., Gupta, N., & Gupta, N. (Eds.). (2026). *Entrepreneurship and sustainable business development* (1st ed.). Apple Academic Press.
- Maheshwari, M., Gupta, A. K., & Gaur, P. (2024). *Corporate sustainability and business management: An integrative approach* (1st ed.). Routledge.
- Brinkmann, R., & Bhamoriya, V. (2024). *Introduction to sustainability: An Indian adaptation* (2nd ed.). Wiley India.

Mapping of COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	✓	✓	✓	✓	✓	✓
	CO2	✓		✓	✓		✓
	CO3	✓	✓	✓	✓		✓
	CO4		✓		✓	✓	✓
	CO5	✓	✓	✓	✓	✓	✓
Evaluation Scheme	CCE: 25 Marks (Assignment, Attendance, Unit/Mid Term Test etc.) SEE: 25 Marks (1Hour Descriptive University style paper)						