



# SAGE University, Indore

Institute of Management Studies  
CHOICE BASED CREDIT SYSTEM  
PROGRAM STRUCTURE

Effective from Academic Session: 2025-2026

Program: Bachelor of Business Administration in Digital Media Management

PROGRAM CODE- BBA(DMM)

Semester: I

Admission Batch:2025-2026

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted													Credits	Credit Hours
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz/Assignments/Presentations	End Sem. Exam (ESE) For Practical and Viva	Continuous Internal Evaluation	Lab Work /WPR		Attendance/Assignment/viva/Lab manual	L	T	P	S (only for design)	S/M		
1	MGTDCDME001T	DC	Digital Media Ecosystems	60	20	20	-	-		-							100	4
2	MGTDCFOC001P	DC	Fundamentals of Computers	-	-	-	30	10	10	50	-	-	8	-	-	-	4	8
3	MGTDCMSS002T	DC	Media Structures & Systems	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	MGTDCMGM007T	DC	Fundamentals of Management	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
5	To be selected from the list given below - Table: 1	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
6	General Elective to be selected from University List (GE - 1)	GE	General Elective	60	20	20	-	-	-	100	2	-	-	-	4	-	4	6
7	MGTGSLSP001T	GSEEC	Language Skills	60	20	20	-	-	-	100	2	-	-	-	-	-	2	2
8	MGTGSLSP001P	GSEEC	Language Skills (LAB)	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
<b>Total</b>				<b>300</b>	<b>100</b>	<b>100</b>	<b>90</b>	<b>30</b>	<b>30</b>	<b>650</b>	<b>16</b>	<b>-</b>	<b>16</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>26</b>	<b>36</b>

Table: 1 - LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

S. No.	Subject Code	Subject Name
5	MGTDSBCM002P	Business Communication
5	MGTDSITM005P	E- Business Fundamentals
OFFERED GE SUBJECT FROM INSTITUTE		
S. No.	Subject Code	Subject Name
1	MGTGEMGM022B	Fundamentals of Management

Note: General Elective provided by the Management Institute is open to all UG students of SAGE University, except BBA students.



# SAGE University, Indore

## Institute of Management Studies CHOICE BASED CREDIT SYSTEM PROGRAM STRUCTURE

Effective from Academic Session: 2025-2026

Program: Bachelor of Business Administration in Digital Media Management

Semester: II

PROGRAM CODE- BBA(DMM)

Admission Batch: 2025-2026

### Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted											Credits	Credit Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week						
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz/Assign./Presentations	End Sem. Exam (ESE)For Practical and Viva	Continuous Internal Evaluation			L	T	P	S/M			NTCC
				Lab Work / WPR	Attendance/Assignment /viva/Lab manual												
1	MGTDCBEN002T	DC	Business Environment	60	20	20	-	-	-	100	4	-	-	-	-	4	4
2	MGTDCMMT003T	DC	Media Management Tools & Software	60	20	20	-	-	-	100	4	-	-	-	-	4	4
3	MGTDCDMM004T	DC	Digital Media Management	60	20	20	-	-	-	100	4	-	-	-	-	4	4
4	To be selected from the list given below - Table: 1	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	2	4
5	General Elective to be selected from University List (GE - 2)	GE	General Elective	60	20	20	-	-	-	100	2	-	-	4	-	4	6
6	MGTDPPRO001N	DAP	Project I	-	-	-	-	20	30	50	-	-	-	-	4	2	-
7	MGTGSCSP002P	GSEEC	Communication Skills & Personal Abilities	-	-	-	30	10	10	50	-	-	4	-	-	2	4
8	AECACUHV001N	AECC	Universal Human Values & Professional Ethics	-	-	-	-	20	30	50	-	-	-	-	4	2	
<b>Total</b>				<b>240</b>	<b>80</b>	<b>80</b>	<b>60</b>	<b>60</b>	<b>80</b>	<b>600</b>	<b>14</b>	<b>-</b>	<b>8</b>	<b>4</b>	<b>8</b>	<b>24</b>	<b>26</b>

Table: 1 - LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

S. No.	Subject Code	Subject Name
4	MGTDSVAE001P	Value & Ethics
4	MGTDSSFS001P	Soft Skills

#### OFFERED GE SUBJECT

S. No.	Subject Code	Subject Name
1	MGTGEOBE002B	Organizational Behaviour

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# SAGE University, Indore

Institute of Management Studies  
CHOICE BASED CREDIT SYSTEM  
PROGRAM STRUCTURE

Effective from Academic Session: 2025-2026

Program: Bachelor of Business Administration in Digital Media Management  
Semester: III

PROGRAM CODE- BBA(DMM)  
Admission Batch:2025-2026, 2024-2025

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credit Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz /Assig./Presentations	End Sem. Exam (ESE)For Practical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design )	S/M			NT CC
								Lab Work / WPR	Attendance/Assignment /viva/Lab manual									
1	MGTDCMKT001T	DC	Marketing Management	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
2	MGTDCHRM002T	DC	Human Resource Management	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
3	MGTDCDET005T	DC	Design Thinking	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	To be selected from the list given - table: 1	DE	Departmental Elective Course: DE Subject I	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
5	To be selected from the list given - table: 1	DE	Departmental Elective Course: DE Subject II	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
6	MGTGSCDG003N	GSEEC	Community Development	-	-	-	-	20	30	50	-	-	-	-	-	4	2	-
7	AECACEVS002N	AECC	Environmental Study and Disaster Management	-	-	-	-	20	30	50	-	-	-	-	-	4	2	-
8	To be selected from the list given - table: 2	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
9	General Elective to be selected from University List (GE - 3)	GE	General Elective	60	20	20	-	-	-	100	2	-	-	-	4	-	4	6
<b>Total</b>				<b>360</b>	<b>120</b>	<b>120</b>	<b>30</b>	<b>50</b>	<b>70</b>	<b>750</b>	<b>22</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	<b>8</b>	<b>30</b>	<b>30</b>

Table: 2 - LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

S. No.	Subject Code	Subject Name
8	MGTDSERP001P	Enterprise Resource Planning
8	MGTDSMGS002P	Managerial Skills
OFFERED GE SUBJECT FROM INSTITUTE		
S. No.	Subject Code	Subject Name
1	MGTGEOPR001B	Operation Research

Table: 1 - LIST OF SUBJECTS FOR DEPARTMENTAL ELECTIVE COURSE

S. No.	Subject Name	Subject Code
4. DE - 1	Content Development	MGTDECOD006T
	Content Marketing	MGTDECOM007T
5. DE - 2	Print Media Management	MGTDEPMM008T
	Electronic Media Management	MGTDEEMM009T

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# SAGE University, Indore

Institute of Management Studies  
CHOICE BASED CREDIT SYSTEM  
PROGRAM STRUCTURE

Effective from Academic Session: 2025-26

Program: Bachelor of Business Administration in Digital Media Management

PROGRAM CODE- BBA(DMM)

Semester: IV

Admission Batch: 2025-26, 2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credit Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz /Assig./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation Lab Work / WPR	Attendance/Assignment /viva/Lab manual		L	T	P	S (only for design )	S/M			NTCC
1	MGTDCMAC010T	DC	Marketing Content	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
2	MGTDCAPR011T	DC	Advertising & Public Relations	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
3	To be selected from the list given - table: 1	DE	Departmental Elective Course: Subject DE Subject I	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	To be selected from the list given - table: 1	DE	Departmental Elective Course: Subject DE Subject II	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
5	To be selected from the list given - table: 2	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
6	MGTGSSDP004N	GSEEC	Self Development Program	-	-	-	-	20	30	50	-	-	-	-	-	4	2	-
7	General Elective to be selected from University List (GE - 4)	GE	General Elective to be selected from University List	60	20	20	-	-	-	100	2	-	-	-	4	-	4	6
8	MGTDPPRO002N	DAP	Project II	-	-	-	-	20	30	50	-	-	-	-	-	4	2	-
<b>Total</b>				<b>300</b>	<b>100</b>	<b>100</b>	<b>30</b>	<b>50</b>	<b>70</b>	<b>650</b>	<b>18</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	<b>8</b>	<b>26</b>	<b>26</b>

Table: 2 - LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

S. No.	Subject Code	Subject Name
5	MGTDSQA001P	Quantitative and Qualitative Aptitude
5	MGTDSTWG001P	Tally with GST

OFFERED GE SUBJECT FROM INSTITUTE

S. No.	Subject Code	Subject Name
1	MGTGEDMM001B	Digital Marketing & Social Media

Table: 1 - LIST OF SUBJECTS FOR DEPARTMENTAL ELECTIVE COURSE

S. No.	Subject Code	Subject Name
3. DE - 1	Social Media Management	MGTDESMM012T
	Brand Management	MGTDEBRM014T
4. DE - 2	Content Development Advanced	MGTDECD015T
	Event Management	MGTDEEVM001T

Note: 1. General Elective provided by the Management Institute is open to all UG students of SAGE University, except BBA students.

2. Students will undergo internship after IV Semester which will be evaluated in V Semester



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PROGRAM STRUCTURE

Effective from Academic Session: 2025-2026

PROGRAM CORE- BBA(DMM)

Admission Batch: 2025-26, 2024-2025

Program: Bachelor of Business Administration in Digital Media Management

Semester: V

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted													Credits	Credit Hours
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/ Quiz /Assig./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M	NTCC		
				Lab Work / WPR	Attendance/Assignment /viva/Lab manual													
1	MGTDECLT001T	DE	Company Law & Taxes	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
2	MGTDEIRL001T	DE	Industrial Relations & Labor Laws	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
3	MGTDEAAS001T	DE	Advertising & Sales	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	MGTDESDM001T	DE	Sales & Distribution Management	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
5	To be selected from the list given - table: 1	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
6	MGTID	DSEC	Internship	-	-	-	-	20	30	50	-	-	-	-	-	8	4	-
<b>Total</b>				<b>240</b>	<b>80</b>	<b>80</b>	<b>30</b>	<b>30</b>	<b>40</b>	<b>500</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>8</b>	<b>22</b>	<b>20</b>

Table: 1 - LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT

S.NO	Subject Code	Subject Name
5	MGTDSBAG001P	Business Awareness & GDPI
5	MGTDSMS001P	Decision Making Skill



## SAGE University, Indore

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PROGRAM STRUCTURE

Effective from Academic Session: 2025-2026

Program: Bachelor of Business Administration in Digital Media Management

Semester: VI

Subject wise Distribution of Marks and corresponding Credits

PROGRAM CORE- BBA(DMM)  
Admission Batch: 2025-26, 2024-2025

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted													Credits	Credit Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)				Total Marks	Hours/week							
				End Sem	Continuou s Internal Evaluation Mid Sem Test (MST)	Attendan ce/Quiz /Assig./Pr esentatio ns	End Sem. Exam (ESE)ForPrac tical and Viva	Continuous Internal Evaluation		L		T	P	S (only for design )	S/M	NTCC			
								Lab Work / WPR	Attendance/As sessment /viva/Lab										
1	MGTDPOJT004N	DAP	On Job Training Project	-	-	-	-	40	60	100	-	-	-	-	-	36	18	-	
<b>Total</b>				-	-	-	-	40	60	100	-	-	-	-	-	36	18	-	

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