



Bachelors in Digital Strategy

(B.Com)



Program Overview

At Jai Hind College, we take pride in offering an intensive 3-year Degree Program called Bachelors of Commerce in Digital Strategy.

The goal of the Digital Business programme is to develop you into a skilled professional who can lead an online business.

This programme ensures an accelerated career advancement with a robust course curriculum that covers all the abilities that brands require from their employees today.

This programme also allows one to take their traditional family business into a cutting-edge online enterprise.

Along with the mastery of all core Digital modules and soft skills, the programme also offers multiple internships as per NEP

Even before you graduate, the programme's industry knowledge and the mandatory internship that has been integrated to the curriculum help you become equipped for the market.



What will you learn?

First Year

Semester 1

- Principles and Practices of Business Administration
- Change Management
- Digital Business Tools
- Digital Marketing Fundamentals
- Quantitative techniques-I
- Legal Framework-I
- Digital literacy
- Introduction to Financial Accounting
- Business Communication-I
- Understanding Rural India- Digital Landscape
- Indian knowledge traditions

Semester 2

- Business Economics
- Creative Writing for Digital Media
- Search Engine Optimization & Blogging
- Quantitative techniques II
- Legal Framework-II
- Website Planning & Development
- Introduction to Cost Accounting
- Business Communication -II
- Environmental Science
- Health/ Wellness/ Cultural activities

Second Year

Semester 3

- Strategic Management
- Accounting For Managerial Decisions
- MIL
- Social Media Management
- Content Strategy & Campaign
- Consumer Psychology
- Commercial Designing
- Digital Advertising
- Field Project/OJT/Internship
- CC

Semester 4

- Entrepreneurship
- Search Marketing
- MIL
- Outbound Marketing
- Media & Society
- Reputation Management & Social Listening
- Strategic Cost Management
- CEP
- Field Project/OJT/Internship





Third Year

Semester 5

- Web Analytics & Data Science
- Media Planning & Management
- Taxation – I
- Human Resource Management
- CRM
- Corporate Communication & Etiquettes
- Design Thinking (UI / UX)

Semester 6

- Growth Marketing
- E-Commerce Management
- Taxation -II
- Logistics and Supply Chain Management
- Agency Management
- OJT

Managerial & Soft Skills

To ensure our students are industry-ready, we focus on all-round skills development

Soft Skills

Learn to present your skills to potential recruiters.

- Giving Interviews
- Resume Making
- Presentation Skills

Agency Skills

Learn to package your digital marketing strategies and present them to clients.

- Client Briefing
- Art of Pitching
- Introduction to Agencies
- Agency Visit

Internship & Mentoring

Do a mandatory Internship with mentoring from industry experts.



Next Gen Learning with AI

With recent developments, artificial intelligence has been pushed to the forefront across all industries-including digital marketing.

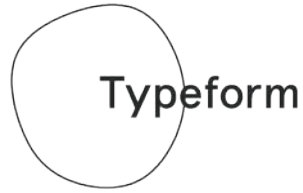
In today's AI-driven world, our program goes beyond theoretical concepts and offers a practical approach to AI-tools to help you thrive in the ever-evolving landscape of work and innovation.

AI-driven Tools



Tools You'll Master





Teaching Methodology

LEARN

all the relevant skills that will make you a professional in Online Businesses.

1



2

APPLY

the skills you have learnt on live projects with the help of mentors.

EVALUATE

the results and get live feedback from the industry experts.

3



Features of this Program



Expert Faculty

Learn from experts who have actually worked in the digital industry.



Super Sessions

Industry professionals share their experiences & train you some niche skills.



Placement Assistance

Multiple Internships and Placement Assistance in top companies across the country.



1-on-1 Mentoring Sessions

1-on-1 mentoring by dedicated faculty to solve your doubts.



Mock Interviews

Get trained to apply for the best vacancies with mock interviews.



Resume Evaluation

Get your work evaluated by professionals and get feedback on your resume.

Placements

100% placement assistance in top companies across the country. Our students are equipped for successful careers in the digital industry. Complemented by a strong placement team and excellent industry-connect, Jai Hind College students, on completion of the program, get placed in top companies

Examples of brands you can work for

MADISON
WORLD

group^m

Performics.Convonix

FCBKINNECT

Wavemaker

 SUGAR

#Schbang.

WebEngage

 CRED

meesho

mamaearth


lenskart

paytm

Flipkart 

 Groww

grofers

DELHIVERY

 snapdeal

ACKO

ZERODHA

 PharmEasy

 MobiKwik

zomato

NYKAA

Contact us at

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Campus

