



Bachelor's in Digital Strategy

B.Com

Shaping Future-Ready Leaders in Digital Strategy.



About Jai Hind College

Jai Hind College, Empowered Autonomous, Mumbai, was established in 1948, soon after India's independence, by a group of distinguished professors from D.J. Sind College, Karachi, along with other visionary educationists. Founded under the Sind Educationists' Association, the institution was initially set up to support the educational rehabilitation of the Sindhi community.

With a commitment to academic excellence, the college empowers students and faculty to realize their potential, uphold discipline, ethics, and moral values, and become well-informed global citizens dedicated to serving society and humanity.



Program Overview

3 Years Degree and 4 Years Honours Program

At Jai Hind College, we take pride in offering an intensive 3-year Degree Program in Bachelors of Commerce (Digital Strategy), designed to equip students with the expertise needed to lead and grow online businesses. This cutting-edge curriculum ensures rapid career progression by covering essential digital skills and business strategies demanded by modern brands.

Digital Strategy plays a crucial role in today's business world, integrating technology, marketing, and data analytics to drive growth. It involves leveraging digital platforms, consumer insights, and innovative tools to enhance brand presence, optimize operations, and maximize profitability.

The program not only prepares students for dynamic career opportunities but also empowers them to transform traditional family businesses into thriving digital enterprises. With a strong focus on core digital modules, soft skills, and hands-on learning, students gain practical experience through multiple internships aligned with the National Education Policy (NEP).



Why Choose This Program?

Stay Relevant, Learn Skills That Matter



Placement Assistance

100% placement assistance with a dedicated career coach right from day one.



Super Sessions

Interactive sessions with CEOs, CMOs and CXOs revealing industry secrets and strategies.



Cultural Immersions

Gain a chance to learn culture and society through academic and cultural immersions in reputed universities and institutions.



Agency Visits

Go behind the scenes of some of the top digital marketing agencies and witness innovation in action.



Expert Faculty

Learn from seasoned experts with first-hand experience in the digital marketing industry.

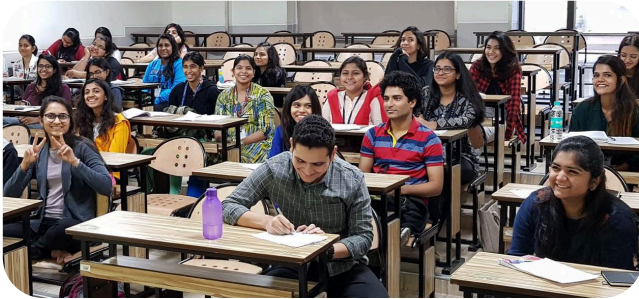


1-on-1 Mentoring Sessions

Get personalised doubt-solving sessions with our dedicated faculty.

Learning Methodology

Built to Educate, Challenge & Achieve



1

Learn

all the relevant skills that will make you a professional in online businesses.

2

Apply

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



3

Present

your knowledge with a range of real-world projects and assignments.



4

Evaluate

the results and get live feedback from the industry experts.



Key Program Highlights

3 Years Degree and 4 Years Honours Program

We guide our students on a transformative journey, helping them uncover their ideal careers and providing unwavering support to achieve their aspirations. Join us in revolutionising digital education and shaping the future of business and marketing, empowering the next generation with the skills and knowledge needed to thrive in the digital era.

31⁺

Industry Relevant Skills

50⁺

Live Projects and
Assignments

Capstone
Project

10

Placement Modules



Bachelor's in
Digital Strategy

25⁺

AI Tools

What Will You Learn?

Detailed Curriculum

Along with mastering core digital modules, and soft skills, the program includes a mandatory internship in each semester, ensuring hands-on industry experience.

FIRST YEAR

1 Semester I

- | | |
|---|---|
| <ul style="list-style-type: none">• Principles And Practices Of Business Administration• Change Management• Digital Business Tools• Digital Marketing Fundamentals• Quantitative Techniques I• Legal Framework-I | <ul style="list-style-type: none">• Digital Literacy• Introduction To Financial Accounting• Business Communication-I• Understanding Rural India Digital Landscape• Indian Knowledge Tradition |
|---|---|

2 Semester II

- | | |
|---|---|
| <ul style="list-style-type: none">• Business Economics• Creative Writing For Digital Media• Search Engine Optimization & Blogging• Quantitative Techniques II• Legal Framework-II | <ul style="list-style-type: none">• Website Planning & Development• Introduction To Cost Accounting• Business Communication -II• Environmental Science• Health/ Wellness/ Cultural Activities |
|---|---|

Please note: To maintain its dynamic and up-to-date nature, the program curriculum may be adjusted periodically.

SECOND YEAR

3 Semester III

- Content & Social Media Strategy
- Performance Marketing I
- Consumer & Brand Intelligence
- Fundamentals Of Psychology
- Fundamentals Of Taxation
- Language I
- Field Project - Agency Report
- Co-Curricular Course

4 Semester IV

- Performance Marketing II
- Brand Strategy Positioning & Design Essentials
- Website Portfolio Creation & Commercial Designing
- Social Psychology
- Reputation Management & Influencer Marketing
- Language II
- Community Engagement Program
- Co-Curricular Course

Please note: To maintain its dynamic and up-to-date nature, the program curriculum may be adjusted periodically.

THIRD YEAR

5 Semester V

- Ecommerce Strategy & Advertising
- Lead Generation & Analytics
- Blogging & Affiliate Marketing
- Programmatic Advertising & Native Marketing
- Organizational Behavior & Human Resource Management
- Strategic Sales Management
- Field Project - Agency Report & Analysis

6 Semester VI

- Marketing Automation & Conversion Optimization
- Media Planning & Management
- Campaign Planning & Strategy
- Agency Management
- Applied Business Communication & Tools
- On The Job Training

Please note: To maintain its dynamic and up-to-date nature, the program curriculum may be adjusted periodically.

Meet Your Expert Trainers & Mentors

Learn From The Top 1% Marketing Leaders

Our mentors bring real-world expertise, blending industry insights with AI-powered strategies and hands-on learning. With their guidance, you'll gain practical skills and frameworks that prepare you for the evolving marketing landscape.



Sunny Mishra
Brand Strategy



Kainaz Mistry
Social Media Marketing



Nishant Patkar
Search Engine Optimisation



Aakruti Upadhyay
Brand and Influencer Strategist



Kanishka Khandelwal
Media Planning and Buying



Sean Andrade
Creative Marketing



Shashwat Sangal
Content Strategy

Next-Gen Learning with AI

AI-Powered Learning for Modern Marketers

As AI rapidly transforms job markets, staying updated with emerging technologies is essential for students. Our curriculum integrates AI-powered tools in digital marketing, ensuring students develop the skills needed to excel in this evolving landscape.

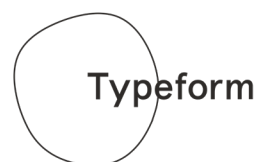
By emphasizing both technical expertise and adaptability, we equip students with the knowledge to navigate AI-driven industries confidently. This holistic approach not only enhances their digital marketing proficiency but also prepares them for future advancements, enabling them to stay ahead in a competitive job market. With AI shaping the future, our program ensures students are future-ready and industry-relevant.



Tools You Will Master

The Right Tools for the Right Skills

In today's digital-driven world, mastering the right tools is essential for successful marketing. Our program provides hands-on experience with industry-leading platforms that enhance advertising, content management, and performance analysis. You'll learn to optimise campaigns, refine strategies, and utilise cutting-edge tools to drive measurable results. By gaining practical expertise in these advanced technologies, you'll be equipped to navigate the evolving digital landscape and enhance your marketing effectiveness with confidence.




Learning Made Simple, As It Should Be

All Your Learning & Progress, On One Intuitive Platform


Bookmark is more than just a learning management system; it's your personal assistant in your educational journey. With its intuitive design and powerful features, Bookmark keeps you ahead, making learning engaging and competitive. Access all your learning material, manage your schedule, and book one-on-one mentoring sessions effortlessly.

With our AI-powered learning assistant, help is always at hand whenever you need it — there's no waiting to resolve your doubts.


85%
Attendance





9 / 15
Exam



6 / 11
Assignment



Rank	Name	Assignment	Exam	Score
1	 Rinku Rohera	70%	30%	100%
2	 Ahmed Sayyed	55.3	26.3	81.6
		53.9	27.1	81

Book a mentor
Sean Andrade

☐ Web conferencing details provided upon conferencing

Trainer Expertise

- Aida
- Consumer Journey
- Content Strategy
- Campaign Planning
- Organic Social Media

Select a Date & Time

< July 2024 >

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Tia
Digital Marketing Start

Today

Hi, I'm Tia

The AI-powered digital marketing chatbot. Ask me anything!


Mon 2:37 PM

Why is ORM important for businesses?

Mon 2:38 PM

ORM involves managing and influencing a brand's reputation on digital platforms. It's crucial because:

- *Trust Building***: Positive reviews and a good online presence build customer trust.
- *Customer Insights***: Feedback helps understand customer needs and improve services.
- *Crisis Management***: Quick

 Type your message

You



Batch Video Progress



24%

40%

Learn from 26,000+ Case Studies in WARC

Exclusive Access To a Global Library For Marketing & Business Insights

Our Bachelor's in Digital Strategy Program offers exclusive access to in-depth case studies and cutting-edge research from WARC (World Advertising Research Center), covering marketing and business strategy. This resource is a game-changer for our students, equipping them with the latest industry insights to excel in the ever-evolving digital economy.

Learn more about brands like...

Coca-Cola

Maggi

Flipkart



amazon

★ Heineken

Cadbury

meesho

zomato

NESCAFÉ

Amul

NYKAA

SWIGGY

L'ORÉAL

adidas

NETFLIX

Spotify

π
TANISHQ

U
Unilever

WhatsApp

VIACOM 18

TIFFANY & CO.

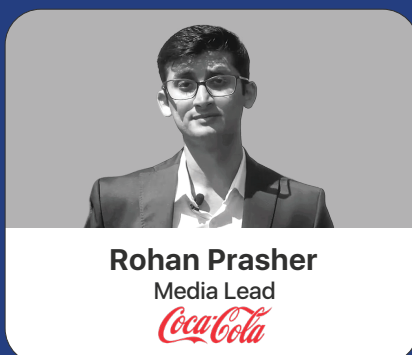
RR
raymond

VICE

THE TIMES OF INDIA

Super Sessions

Dive Deep Into the Minds of CEOs, CMOs & CXOs



Masterclasses

Insider Insights from Industry Giants!

Paridhi Bhatiya

Head Content Force

Ogilvy



Alok Kaul

VP, Strategy & Brand Solutions

hoo pr



Experience the Jai Hind Culture

Connect, Collaborate & Celebrate the vibe



Digital Nexus 



Building Careers with Top Brands & Agencies

Connecting Ambition with Opportunity

Receive personalised career guidance from a dedicated placement coach who helps you navigate the job market and choose the right career path. Explore exciting opportunities with top brands and agencies while gaining confidence through simulated mock placement drives, preparing you for real job interviews with practical experience.

NYKAA



GARNIER

zepto



asianpaints

blinkit



paytm

lenskart

groupm



Ogilvy

WebEngage



MADISON
WORLD

FCBKINNECT



dentsu

GOZOOP

SQCHEERS

meesho



purple.com
India's #1 Beauty Destination



Guiding Your Career Journey

Dedicated Career Support from Day One



Career Counselling

Dedicated assistance to help figure out the right next step for your career.



Resume Assistance

One-on-one sessions to design and refine your resumes for your dream job.



LinkedIn Profile Building

Optimise LinkedIn profiles for better networking and career opportunities.



Interview Preparation

Comprehensive guidance to master interview skills and land your dream job.



Mandatory Internship

Mandatory yearly internship with expert mentoring to prepare you for the real VUCA world.



Entrepreneurship Cell & Skill Hub

Empowering innovators with skills, mentorship, and startup support.

Please note: Previous achievements do not ensure future results. Securing employment or internships is contingent upon individual qualifications, experience, and personal effort.

Real Stories, Real Success

Hear From the Students



I joined the Bachelor's in Digital Strategy program with a passion for advertising and digital marketing, but I've gained so much more. With minimal textbook learning, hands-on projects, and mastering industry-relevant tools, I feel more prepared for real-world challenges. The vibrant cultural activities have been an incredible bonus!

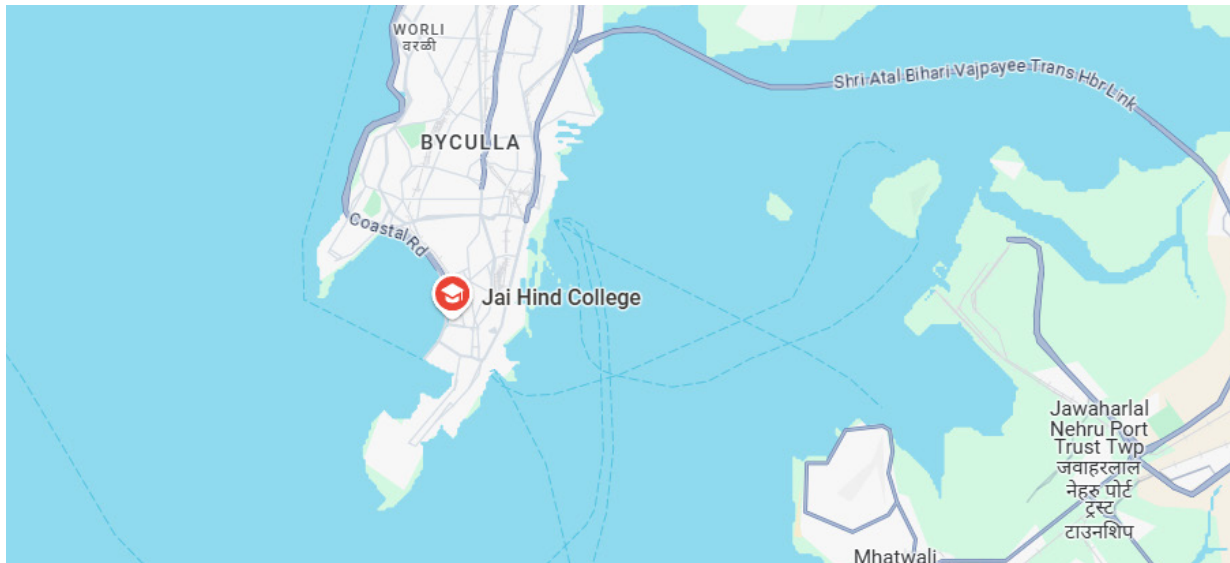
Advait Pendse
Student



Being part of the Bachelor's in Digital Strategy program has been an enriching experience. The learning goes beyond textbooks—it's practical, engaging, and industry-focused. Hands-on projects, insightful discussions, and a supportive faculty make every class valuable. I'm grateful for a program that fosters both creativity and real-world skills.

Aaditi Thite
Student

Visit Our Campus



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<https://iide.co/bcom-in-digital-strategy-jai-hind-college/>



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