



# Bachelor's in Digital Strategy

B.Com (Digital Strategy)

Department of Management Studies  
Affiliated to University of Mumbai  
Jai Hind College (Empowered Autonomous)

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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.



# 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.

# Key Program Highlights

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<sup>+</sup>

Industry Relevant Skills

50<sup>+</sup>

Live Projects and Assignments

Capstone Project



10

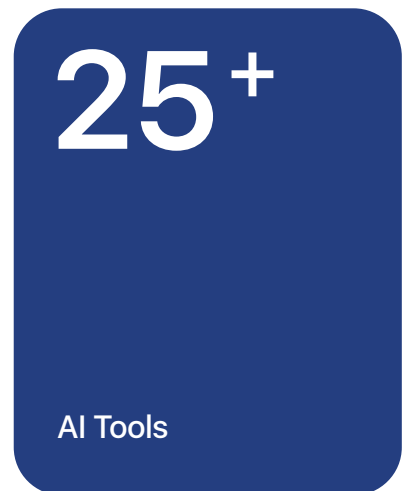
Placement Modules



Bachelor's in Digital Strategy

25<sup>+</sup>

AI Tools



# Program Advisors



*Keynote:*

## **Dr. Rakhi Sharma**

*Director – AICTE Program | Head – Incubator & Accelerator Centre | E-Cell & Skill Hub (under RUSA), Jai Hind College | Mentor – Startup India*

At Jai Hind College, we believe in nurturing future-ready professionals through NEP-driven, multidisciplinary education that blends academic excellence with industry relevance. The Bachelor of Commerce (Digital Strategy) is a new-age program focused on holistic development, experiential learning, and building the digital, strategic, and entrepreneurial skills required for the evolving global landscape.



## **Karan Shah**

*Founder & CEO*



## **Yash Chandiramani**

*Founder & Chief Strategist*



# Meet Your Expert Trainers & Mentors

Learn From The Top 1% Marketing Leaders

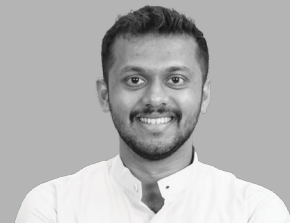
Our mentors bring real-world expertise, blending industry insights with AI-powered strategies and hands-on learning. With their guidance, you'll gain practical skills and frameworks that prepare you for the evolving marketing landscape.



**Sunny Mishra**  
Brand Strategy



**Kainaz Mistry**  
Social Media Marketing



**Nishant Patkar**  
Search Engine Optimisation



**Aakruti Upadhyay**  
Brand and Influencer Strategist



**Ranjan Upadhyay**  
Director - Student Success



**Kanishka Khandelwal**  
Media Planning and Buying



**Sean Andre**  
Creative Marketing



**Shashwat Sangal**  
Content Strategy

# Super Sessions

Dive Deep Into the Minds of CEOs, CMOs & CXOs



**Deepa Krishnan**  
Ex CMO



**Akshay Gurnani**  
CEO & Co-Founder  
#Schbang.



**Megha Seth**  
Sr. Digital Consultant



**Rohan Mehta**  
CEO  
FCBKINNECT




**Karishma Mehta**  
Founder & CEO  
HUMANS OF BOMBAY



**Jahid Ahmed**  
Sr. Vice President



**Rohan Prasher**  
Media Lead



**Chandni Shah**  
Founder & COO



**Soham Bhagnari**  
Sr. Agency Development Manager



# Masterclasses

**Paridhi Bhatiya**  
Head Content Force



**Alok Kaul**  
VP, Strategy &  
Brand Solutions



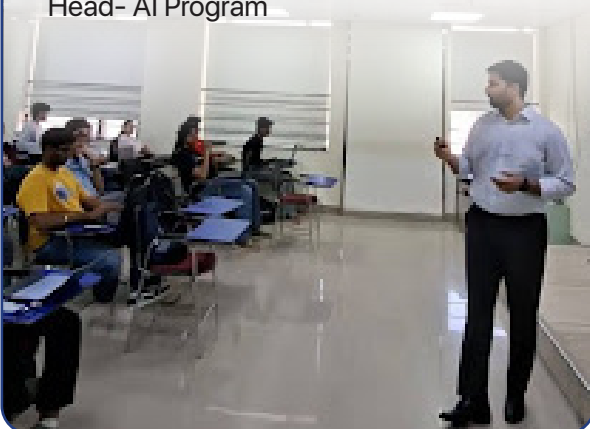
**Hardik Shah**  
Former Sr. VP - Digital



**Arun Konar**  
Strategic Partner  
Manager (YouTube)



**Anshul Sharma**  
Head- AI Program



**Saket V Rao**  
Head of Brand &  
Consumer Engagement



# Experience the Jai Hind Culture

Connect, Collaborate & Celebrate the vibe



Digital Nexus 



# Build Your Portfolio Like Our Current BDS Students



**Ziyun Bawani**  
Consultant (Client Servicing)



**Shagun Sharma**  
Consultant (Client Servicing)



**Dhanashree Pathrabe**  
Associate - Ad Operations



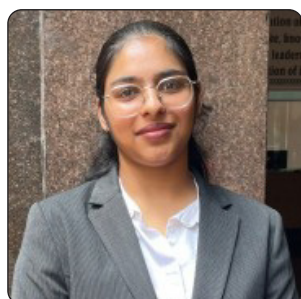
**Pavitra Rajpal**  
Associate - Ad Operations



**Zara Zatkal**  
Associate - Ad Operations



**Hatim Sampalwala**  
Client Servicing &  
Paid Media  
**DJANGO**



**Isha Khandelwal**  
Founders Office  
Social Media Management



**Dev Sawant**  
Brand Marketing



# 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.

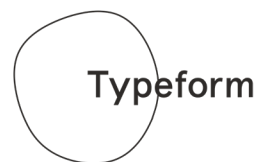
By emphasizing both technical expertise and adaptability, we equip students with the knowledge to navigate AI-driven industries confidently. This holistic approach not only enhances their digital marketing proficiency but also prepares them for future advancements, enabling them to stay ahead in a competitive 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	55.3	26.3	81.6
2	 Ahmed Sayyed	53.9	27.1	81

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

Book a mentor

**Sean Andrade**

Web conferencing details provided upon conferencing

**Trainer Expertise**

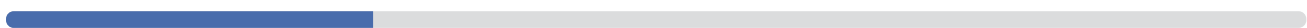
- Aida
- Consumer Journey
- Content Strategy
- Campaign Planning
- Organic Social Media

Select a Date & Time

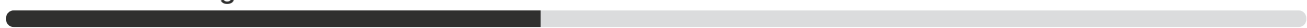
July 2024

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				

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.

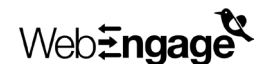
Learn more about brands like...



# 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.



# 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.*

# 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

- Digital Marketing Fundamentals
- Digital Business Tools
- Digital Literacy
- Introduction to Financial Accounting
- Quantitative Techniques-I
- Business Communication - I
- Legal Framework-I
- Principles and Practices of Business Administration
- Change Management
- Understanding Rural India-Digital Landscape
- Indian Knowledge Traditions

#### 2 Semester II

- Business Economics
- Content Strategy
- Search Engine Optimization & Blogging
- Quantitative Techniques- II
- Legal Framework-II
- Business Communication - II
- Website Planning and Development
- Introduction to Cost Accounting
- Environmental Science
- Co-Curricular Courses

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

## SECOND YEAR

### 3 Semester III

- Organic Social Media & Content Strategy
- Paid Social Media Marketing
- Commercial Designing
- Fundamental of Taxation I
- Entrepreneurial Thinking & Venture Creation

### 4 Semester IV

- Advanced Paid Ads
- Brand Management
- Strategic Leadership and Organizational Planning
- Fundamentals of Taxation-II
- Understanding Human Behaviour
- MIL Hindi/ Sindhi/ Marathi

## THIRD YEAR

### 5 Semester V

- Data Analytics
- Integrated Media Strategy
- AI & AI Strategy
- Enterprise Risk Management
- Luxury Brand Management
- Human Capital & Organizational Development
- Design Thinking

### 6 Semester VI

- Marketing Automation
- E-Commerce Management
- Intellectual Property Rights & Social Media Law
- Venture Creation & Development
- Succession Planning
- Logistics & Supply Chain Management
- Capstone Research Study
- Applied Research & Data Analysis for Business

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

# Visit Our Campus



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

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