

The Bachelor of Digital Business Management (BDBM)

"Digitalization" has become a pivotal term in the business world, driving companies to enhance revenue and create value-added services. Successful organizations are accelerating their digital transformation by empowering people with the right mindset and technology. Businesses globally are seeking professionals with a blend of cross-functional expertise and digital skills to innovate, manage, and transform traditional business practices. Competencies in designing business systems, organizational structures, and processes using advanced tools and techniques are in high demand. Moreover, the recent pandemic has triggered the need for innovative business models that facilitate seamless transactions across the business value chain with minimal manual intervention. This shift requires businesses to embrace the mantra, "digital is the new normal." Recognizing this shift, RJU has developed a four-year, eight-semester Bachelor's program in Digital Business Management. This program is designed to produce business graduates who are experts in specialized fields such as analytics, fintech, digital marketing, and management consulting in the digital business landscape. The program aims to equip students with the skills and knowledge needed to thrive in the modern business environment and drive digital transformation in organizations.

Digital Business Management combines business administration with digital technology management to optimally prepare the students for the modern business world. This curriculum is designed to provide a balanced mix of theoretical knowledge and practical skills, preparing students for the dynamic field of digital business management. The program has a leading-edge in providing an array of skills to collaborate and combine the conventional and innovative businesses using digital technologies to transform the services and product delivery in contemporary ways. The program follows a holistic approach to provide students with a deep understanding of both basic business principles and digital management aspects. By merging digital business with innovative management, this degree prepares the graduate to be able to launch new business ventures and steer established businesses through digital evolution. The program can strengthen the entrepreneurial ability.

Bachelor of Digital Business Management program is a four-year, 120 credit hours comprehensive bachelor degree program with a focus on Information Technology, exploring IT tools and applications to serve business needs and solve business problems.

Program Objectives

The BDBM program provides the essential components of a traditional business degree plus a broad selection of cutting-edge technology and advanced digital business management and

marketing tools. This program has been offered to address the demands of rapidly changing information technology (IT) driven business environment. The program aims to:

- Provide a comprehensive understanding of the world, society, business, and information systems by integrating the study of management, information technology, and social sciences.
- Encourage the development of critical and creative thinking skills.
- Inspire innovative approaches to problem-solving and strategic decision-making in digital business contexts.
- Enhance students' analytical capabilities and problem-solving abilities.
- Equip students with the tools to address complex business challenges using data-driven decision-making.
- Improve students' communicative and presentation skills.
- Familiarize students with contemporary concepts, tools, and techniques in management.
- Provide practical knowledge of emerging trends and technologies in digital business.
- Prepare students to leverage information systems for business optimization and innovation.
- Prepare students as sensible and responsive citizens with a high degree of professional, social, and ethical values.
- Equip students with a strong foundation for pursuing higher studies (Master's level programs) in management and information systems.

Key Features of the BDBM Program

The Bachelor of Digital Business Management (BDBM) program at Rajarshi Janak University is a four-year undergraduate program designed to equip students with a blend of traditional business knowledge and advanced digital skills. Key features of the program include:

- It is a four-year, 120 credit hours bachelor degree program in management in line with the international standards of bachelor degree programs in business and management.
- The curriculum integrates digital tools, platforms, and business principles, fostering proficiency in areas like digital marketing, e-commerce, data analytics, and cybersecurity.
- Students learn to develop and execute digital business strategies, enhancing their decision-making through data analysis and strategic thinking in a digital environment.
- The program emphasizes creativity, innovation, and leadership, preparing graduates to lead digital transformation initiatives and adapt to the fast-paced changes in the digital business landscape.
- Students gain practical experience in digital tools such as social media platforms, ecommerce management systems, data analysis software, and more. This prepares them for roles that require digital fluency, from online marketing to data-driven decision making

- The curriculum emphasizes real-world projects and simulations to apply theoretical knowledge practically, enhancing problem-solving and project management skills

Expected Output

The Bachelor of Digital Business Management (BDBM) program aims to produce graduates with a mix of business and digital expertise, preparing them for a competitive landscape driven by technology and innovation. Expected outcomes of this program include:

- Graduates are equipped to leverage digital tools and platforms, such as social media, data analytics, and enterprise resource planning systems, to drive business efficiency. This proficiency in digital tools also extends to e-commerce management and digital marketing.
- The program fosters skills in developing and implementing digital strategies. Graduates can analyze digital trends, understand consumer behavior online, and create strategies for digital transformation within organizations.
- With courses that emphasize adaptability and creativity, students are prepared to navigate and thrive in the constantly evolving digital business environment, fostering a mindset of continuous learning and innovation.
- Graduates are well-suited for roles such as digital marketing manager, data analyst, ecommerce manager, and IT consultant, with opportunities across tech startups, ecommerce companies, and traditional businesses adapting to the digital space.

Career Opportunities

Graduates of the BDBM program at Rajarshi Janak University have a variety of career paths in both traditional business and tech-focused industries. The combination of business knowledge and digital expertise makes them valuable assets in the following roles:

- Digital Marketing Manager
- E-commerce Specialist/Manager
- Business Analyst
- Digital Transformation Specialist
- Project Manager
- Product Manager
- Social Media Manager
- Customer Relationship Manager Specialist

- Digital Innovation Manager

Additionally, the BDBM program provides a strong foundation for further studies, such as pursuing a Master of Digital Business Management, Master of Business Administration (MBA), or other advanced degrees in business and management.

Eligibility Condition for Admission

Students applying for admission to the BDBM program must have

- Successfully completed twelve-year schooling or its equivalent with a minimum of 45 percent in aggregate or CGPA of 1.8 on the scale of 4.0 and minimum 'D ' grade in each subject from any university, board or institution recognized by Rajarshi Janak University.
- Score of 40 percent or above in Rajarshi Janak University Central Management Admission Test (RJU-CMAT)

Admission Criteria

Eligible applicants are required to appear in the entrance test commonly known as Rajarshi Janak University Central Management Admission Test (RJU-CMAT) conducted by the Faculty of Management. There shall be altogether one hundred (100) objective questions in the RJU-CMAT with a total weight of 100 marks.

Area	Number of objective questions	Marks
Verbal ability	25	25
Quantitative ability	25	25
Logical reasoning	25	25
General Awareness	25	25

The selection for admission is based on the score of the entrance examination.

Teaching Pedagogy

The teaching pedagogy for the Bachelor in Digital Business Management program is designed to create an engaging and dynamic learning environment. The methods employed include a variety of instructional techniques to cater to different learning styles and to provide a comprehensive understanding of the course material. The multifaceted approach ensures that students not only gain theoretical knowledge but also develop practical skills and competencies required for a successful career in digital business management. The teaching faculty will select the appropriate pedagogy based on the specific requirements of each course. The key components of the teaching pedagogy include:

Class Lectures: Structured lectures to introduce and explain fundamental concepts, theories, and frameworks.

Group Discussions: Interactive sessions where students engage in discussions to explore different perspectives and deepen their understanding of topics.

Seminars: In-depth sessions focusing on specific subjects where students can present and discuss their insights.

Case Studies: Analysis of real-world business scenarios to apply theoretical knowledge and develop problem-solving skills.

Guest Lectures: Sessions with industry experts to provide practical insights and contemporary knowledge from the field.

Role Play: Simulated business situations where students assume roles to practice decisionmaking and leadership skills.

Research Work: Encouragement of independent research to foster critical thinking and deepen knowledge in specific areas.

Project Work: Hands-on projects to apply concepts in practical settings, often involving collaboration and real-world applications.

Assignments: Regular assignments to reinforce learning and assess comprehension of course material.

Seminar and Practicum

Seminar and Practicum may conduct in accordance to guidelines issued by Dean Office, Faculty of Management and evaluation criteria strictly follow as per direction mentioned in guidelines.

Capstone Project

The capstone project will be a significant part of the final year, allowing students to apply their knowledge in a real-world digital business scenario. Students will work on a project that integrates various aspects of digital business management, from strategy to execution.

Internships and Experiential Learning

Incorporate internships or practical experience opportunities during summer breaks or as part of the curriculum to provide hands-on experience in digital business environments.

Curriculum Structure

The BDBM program typically spans four years, divided into eight semesters. It requires the students to study a total of 120 credit hours. The curricular structure of the program comprises the following:

Semester-I

Code		Subject	Credit Hours
BDBM 111	Business English		3

BDBM 112	Business Mathematics	3
BDBM 113	Micro Economics for Business	3
BDBM 114	Introduction to Digital Business and Management	3
BDBM 115	Principles of Management	3
	Total Credit Hours	15

Semester-II

Code	Subject	Credit Hours
BDBM 121	Organizational Behavior & leadership	3
BDBM 122	Financial Accounting and Reporting	3
BDBM 123	Macro Economics for Business	2
BDBM 124	Seminars on Contemporary Issues in Macro Economics	1
BDBM 125	Business Writing and Communication	2
BDBM 126	Practicum Communication	1
BDBM 126	Emerging Technology in Digital Business Management	3
	Total Credit Hours	15

Semester-III

Code	Subject	Credit Hours
BDBM 131	Business laws and Ethics	3
BDBM 132	Managerial Accounting	3
BDBM 133	Principles of Marketing	3
BDBM 134	Digital Economy and E-Commerce	3
BDBM 135	Web Development and Design Thinking	3
	Total Credit Hours	15

Semester-IV

Code	Subject	Credit Hours
BDBM 141	Human Resource Management & ICT	2
BDBM 142	Practicum on People Analytics	1
BDBM 143	Financial Management	3
BDBM 144	Statistics for Business	3
BDBM 145	Digital and Social Media Marketing	3
BDBM 146	Knowledge Management	3
	Total Credit Hours	15

Semester-V

Code	Subject	Credit Hours
BDBM 151	Business environment & Strategic Management	3
BDBM 152	Operations Management	3
BDBM 153	Business Research Methods	3

BDBM 154	Understanding and Managing Data	3
BDBM 155	Business and Management Information System	3
	Total Credit Hours	15

Semester-VI

Code	Subject	Credit Hours
BDBM 161	Leading Innovation and Entrepreneurship	2
BDBM 161	Practicum on Business Plan Development	1
BDBM 162	Supply Chain Management & Analytics	3
BDBM 163	Sociology for Business Management	3
BDBM 164	Digital Business and Management Consulting	3
BDBM 165	Digital Business Growth & Cloud Computing	3
	Total Credit Hours	15

Semester-VII

Code	Subject	Credit Hours
BDBM 171	Nepalese History and Politics	3
BDBM 172	Project Management in Digital Business	3
BDBM 173	Use of AI and Big Data in Business	3
BDBM 174	Risk & Cyber Security Management	3
BDBM 175	Capstone Project	3
	Total Credit Hours	15

Semester-VIII

Code	Subject	Credit Hours
BDBM 181	Digital Sustainability & ESG	3
BDBM 182	Block chain for Business	3
BDBM 183	Fintech and Digital Banking	2
BDBM 183	Practicum on Fintech and Digital Banking	1
BDBM 184	Internships and Experiential learning	6
	Total Credit Hours	15