



BBA in Branding & Advertising			
YEAR 1			
SEMESTER I		SEMESTER II	
SUBJECT	CREDITS	SUBJECTS	CREDITS
Principles of Management	4	Economics	4
Principles of Basic Accountancy	4	Branding – I	4
Business Decision Making	4	Advertising – I	4
Business Communication – I	4	Creative Development	4
Mathematics	4	Creative Writing	4
Principles of Marketing	4	Entrepreneurship - I	4
BBA in Branding & Advertising - Batch 2020-2023			
YEAR 2			
SEMESTER III		SEMESTER IV	
SUBJECT	CREDITS	SUBJECTS	CREDITS
Advertising – II	4	Digital Marketing	4
Branding – II	4	Services Marketing	4
Business Communication – II	4	Business Law	4
Organisational Behaviour	4	Business Strategy	4
Financial Management	4	Market Research	4
Entrepreneurship - II	4	Consumer Behaviour	4
BBA in Branding & Advertising - Batch 2020-2023			
YEAR 3 (Specialisation into BBA in Branding & Advertising)			
SEMESTER V		SEMESTER VI	
SUBJECT	CREDITS	SUBJECTS	CREDITS
Human Resource Management	4	Public Relations	4
Principles of Innovation	4	Event Management	4
Media Management	4	Personal and Professional Effectiveness	4
Operations Management	4	Sustainable Business Practices	4
Retail Management	4	Business Development & Networking	4
Journey of Advertising & Emerging Trends	4	Advertising Agencies	4
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YEAR 3 (Specialisation into BBA in Ad-Film Making)			
SEMESTER V		SEMESTER VI	
SUBJECT	CREDITS	SUBJECTS	CREDITS
Grammar of Ad Film Making	4	Production Design	4
Script Writing	4	Post-Production	4
Story Boarding	4	Costume & Make-up	4
Direction	4	Trends in Ad-Film Making	4
Production	4	Project Film I	4
Creative Thinking	4	Project Film II	4