

BBA – BRANDING & ADVERTISING (3 YEARS)

BATCH 2020 - 2023

SEMESTER – I

| Sr. No | Title of the Paper | Hrs/weeks (2-Theory, 2-Tutorial) | Credits | Total Marks | | |
|--------------|---------------------------------|-------------------------------------|-----------|-------------|-------------|------------|
| | | | | IA | UE | Total |
| 1 | PRINCIPLES OF MANAGEMENT | 4 | 4 | 50 | 50 | 100 |
| 2 | PRINCIPLES OF MARKETING | 4 | 4 | 50 | 50 | 100 |
| 3 | BUSINESS DECISION MAKING | 4 | 4 | 50 | 50 | 100 |
| 4 | BUSINESS COMMUNICATION - I | 4 | 4 | 50 | 50 | 100 |
| 5 | MATHEMATICS | 4 | 4 | 50 | 50 | 100 |
| 6 | PRINCIPLES OF BASIC ACCOUNTANCY | 4 | 4 | 50 | 50 (NUE) | 100 |
| TOTAL | | 24 | 24 | 300 | 300 | 600 |

SEMESTER – II

| Sr. No | Title of the Paper | Hrs/weeks (2-Theory, 2-Tutorial) | Credits | Total Marks | | |
|--------------|----------------------|-------------------------------------|-----------|-------------|------------|------------|
| | | | | IA | UE | Total |
| 1 | ECONOMICS | 4 | 4 | 50 | 50 | 100 |
| 2 | BRANDING – I | 4 | 4 | 50 | 50 | 100 |
| 3 | ADVERTISING – I | 4 | 4 | 50 | 50 | 100 |
| 4 | CREATIVE DEVELOPMENT | 4 | 4 | 50 | 50 | 100 |
| 5 | CREATIVE WRITING | 4 | 4 | 50 | 50 | 100 |
| 6 | ENTREPRENEURSHIP – I | 4 | 4 | 50 | 50 | 100 |
| TOTAL | | 24 | 24 | 300 | 300 | 600 |

SEMESTER – III

| Sr. No | Title of the Paper | Hrs/weeks (2-Theory, 2-Tutorial) | Credits | Total Marks | | |
|--------------|-----------------------------|-------------------------------------|-----------|-------------|------------|------------|
| | | | | IA | UE | Total |
| 1 | ADVERTISING – II | 4 | 4 | 50 | 50 | 100 |
| 2 | BRANDING – II | 4 | 4 | 50 | 50 | 100 |
| 3 | BUSINESS COMMUNICATION – II | 4 | 4 | 50 | 50 | 100 |
| 4 | ORGANISATIONAL BEHAVIOUR | 4 | 4 | 50 | 50 | 100 |
| 5 | FINANCIAL MANAGEMENT | 4 | 4 | 50 | 50 | 100 |
| 6 | ENTREPRENEURSHIP - II | 4 | 4 | 50 | 50 | 100 |
| TOTAL | | 24 | 24 | 300 | 300 | 600 |

SEMESTER – IV

| Sr. No | Title of the Paper | Hrs/weeks (2-Theory, 2-Tutorial) | Credits | Total Marks | | |
|--------------|---------------------|-------------------------------------|-----------|-------------|------------|------------|
| | | | | IA | UE | Total |
| 1 | DIGITAL MARKETING | 4 | 4 | 50 | 50 | 100 |
| 2 | SERVICES MARKETING | 4 | 4 | 50 | 50 | 100 |
| 3 | BUSINESS LAW | 4 | 4 | 50 | 50 | 100 |
| 4 | BUSINESS STRATEGIES | 4 | 4 | 50 | 50 | 100 |
| 5 | MARKET RESEARCH | 4 | 4 | 50 | 50 | 100 |
| 6 | CONSUMER BEHAVIOUR | 4 | 4 | 50 | 50 | 100 |
| TOTAL | | 24 | 24 | 300 | 300 | 600 |

SEMESTER – V (BBA in Branding & Advertising)

| Sr. No | Title of the Paper | Hrs/weeks (2-Theory, 2-Tutorial) | Credits | Total Marks | | |
|--------------|--|-------------------------------------|-----------|-------------|------------|------------|
| | | | | IA | UE | Total |
| 1 | HUMAN RESOURCE MANAGEMENT | 4 | 4 | 50 | 50 | 100 |
| 2 | PRINCIPLES OF INNOVATION | 4 | 4 | 50 | 50 | 100 |
| 3 | MEDIA MANAGEMENT | 4 | 4 | 50 | 50 | 100 |
| 4 | OPERATIONS MANAGEMENT | 4 | 4 | 50 | 50 | 100 |
| 5 | RETAIL MANAGEMENT | 4 | 4 | 50 | 50 | 100 |
| 6 | JOURNEY OF ADVERTISING & EMERGING TRENDS | 4 | 4 | 50 | 50 | 100 |
| TOTAL | | 24 | 24 | 300 | 300 | 600 |

SEMESTER – VI (BBA in Branding & Advertising)

| Sr. No | Title of the Paper | Hrs/weeks (2-Theory, 2-Tutorial) | Credits | Total Marks | | |
|--------------|---------------------------------------|-------------------------------------|-----------|-------------|------------|------------|
| | | | | IA | UE | Total |
| 1 | PUBLIC RELATIONS | 4 | 4 | 50 | 50 | 100 |
| 2 | EVENT MANAGEMENT | 4 | 4 | 50 | 50 | 100 |
| 3 | PERSONAL & PROFESSIONAL EFFECTIVENESS | 4 | 4 | 50 | 50 | 100 |
| 4 | SUSTAINABLE BUSINESS PRACTICES | 4 | 4 | 50 | 50 | 100 |
| 5 | BUSINESS DEVELOPMENT & NETWORKING | 4 | 4 | 50 | 50 | 100 |
| 6 | ADVERTISING AGENCIES | 4 | 4 | 50 | 50 | 100 |
| TOTAL | | 24 | 24 | 300 | 300 | 600 |