

BBA – BRANDING & ADVERTISING (3 YEARS)

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 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 STRATEGY	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

SPECIALISATION IN YEAR 3 (Any 1)

BBA IN BRANDING & ADVERTISING

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 & MERGING 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 PRATICES	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

OR

BBA in AD-FILM MAKING

SEMESTER – V (BBA in Ad-Film Making)

Sr. No	Title of the Paper	Hrs/weeks (2-Theory, 2-Tutorial)			Credits	Total Marks		
		PR.	TH.	TUT.		IA	UE	Total
1	Grammar of Ad Film Making	2	2	-	4	50	50	100
2	Script Writing	2	2	-	4	50	50	100
3	Story Boarding	2	2	-	4	50	50	100
4	Direction	2	2	-	4	50	50	100
5	Production	2	2	-	4	50	50	100
6	Creative Thinking	2	2	-	4	50	50	100
TOTAL		12	12	-	24	300	300	600

SEMESTER – VI (BBA in Ad-Film Making)

Sr. No	Title of the Paper	Hrs/weeks (2-Theory, 2-Tutorial)			Credits	Total Marks		
		PR.	TH.	TUT.		IA	UE	Total
1	PRODUCTION DESIGN	2	2	-	4	50	50	100
2	POST-PRODUCTION	2	2	-	4	50	50	100
3	COSTUME & MAKE-UP	2	2	-	4	50	50	100
4	TRENDS IN AD-FILM MAKING	2	2	-	4	50	50	100
5	PROJECT FILM I	4	-	-	4	0	100	100
6	PROJECT FILM II	4	-	-	4	0	100	100
TOTAL		16	8	-	24	200	400	600

*****The student has to choose between specialization in BBA in Branding & Advertising or BBA in Ad-Film Making.***