

BACHELOR OF BUSINESS ADMINISTRATION – BRANDING AND ADVERTISING

2025-2026 BATCH

Sem.	Course Type	Course Title	Credits
I	DSC	Principles of Branding	4
I	DSC	Business Accounting	4
I	DSC	Integrated Marketing Communication	4
I	AEC	Language across Contexts: Communication, Critique and the Self	3
I	AEC	Kannada Sambhrama I	2
I	AEC	Prabandhan Koustubha	2
I	AEC	Foundational English Language Skills	2
I	SEC	Business Communication	3
I	VAC	Health and Wellness	2
II	DSC	Brand Custodian	4
II	DSC	Statistics for Managerial Decisions	4
II	DSC	Consumer Psychology	3
II	AEC	General English	3
II	AEC	Second Language	2
II	MDC	Multidisciplinary course	3
II	SEC	Personal Finance and Investment Planning	3
II	VAC	Understanding India	2
III	DSC	Advanced Business Accounting	4
III	DSC	Economics for Business Decisions	4
III	DSC	Digital and Performance Marketing	4
III	DSC	Venture and Start-up Management	3
III	MDC	Entrepreneurship Development	3
III	SEC	Advanced Spreadsheet	3
III	VAC	Environmental Science	2
IV	DSC	Logistics and Supply Chain Management	4
IV	DSC	Public Relations and Corporate Communication	4
IV	DSC	Human Resource Management	4
IV	MDC	Workforce Management	3
IV	SEC	Aptitude skills for managers	3
IV	VAC	Indian Knowledge System	2
V	DSC	Strategic Management	4
V	DSC	Income Tax Law and Practices	4
V	DSC	Research Methodology	4
V	DSE	Grammar of Ad Film Making	4
V	DSE	Neuromarketing and behavioural insights	4
V	Summer Internship	Summer Internship	2

VI	DSC	Management and Cost Accounting	4
VI	DSC	Goods and Service Taxes	4
VI	DSC	Planning, Strategy and Content creation for advertising	4
VI	DSE	Brand Analytics	4
VI	DSE	Social Marketing	4
VI	Research project/Dissertation	Research project	4
VII	DSC	Luxury and Lifestyle branding	4
VII	DSC	Corporate Governance and Sustainability	4
VII	DSC	Strategic brand management	4
VII	DSC	Global advertising	4
VII	DSC	Advanced research methodology	4
VIII	DSC	Branding and culture	3
VIII	DSC	Advertising copywriting and creative strategy	3
VIII	DSC	Integration of technology in advertising	3
VIII	Dissertation	Dissertation	15