



# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

Reaccredited 'A++' Grade by NAAC | Affiliated to Bengaluru North University

## FACULTY OF MANAGEMENT

### Programme Matrix: Bachelor of Business Administration - Branding and Advertising [2023 Batch]

#### Programme Outcomes

After the successful completion of the Bachelor of Business Administration Branding and Advertising programme, the graduate will be able to:

- PO1: Demonstrate Professional Capability for Organizational Development, Global Employability, and Lifelong Learning in Branding and Advertising
- PO2: Perform Managerial Roles in Branding and Advertising in National and International Organizations
- PO3: Apply Ethical Standards and Appropriate Techniques for Effective Branding and Advertising Management
- PO4: Appraise International and Cross-Cultural Contexts to Initiate Collaborative Professional Partnerships in Branding and Advertising Domain
- PO5: Integrate Innovations in Branding and Advertising for Business Development
- PO6: Design and Execute Ethical Research Projects in Branding and Advertising

Date of Approval: 10/2/2023

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KRISTU JAYANTI COLLEGE AUTONOMOUS  
K. Narayanapura, Kothanur PO  
Bengaluru - 560077



**Programme Matrix: Bachelor of Business Administration - Branding and Advertising [2023 Batch]**

<b>I Semester</b>			
<b>Course Type</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes</b>
DSC	21BBA2T411	Business Accounting	<ol style="list-style-type: none"> <li>1. Apply generally accepted accounting principles (GAAP) for preparation of the financial statements</li> <li>2. Prepare the books of accounts of a business</li> <li>3. Prepare the subsidiary books</li> <li>4. Analyze the income and financial position using final accounts</li> <li>5. Assess the accounting procedures with IFRS framework.</li> </ol>
DSC	23BBD2T411	Principles of Branding	<ol style="list-style-type: none"> <li>1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.</li> <li>2. Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).</li> <li>3. Learn how to identify brand meaning and to measure brand strength for any market offering.</li> <li>4. Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.</li> <li>5. Apply IMC principles in brand building</li> </ol>
DSC	23BBD2T412	Integrated Marketing Communication	<ol style="list-style-type: none"> <li>1. To understand the nature, role, and importance of IMC in marketing strategy</li> <li>2. To understand effective design and implementation of advertising strategies</li> <li>3. To present a general understanding of content, structure, and appeal of advertisements</li> <li>4. To understand ethical challenges related to responsible management of advertising and brand strategy</li> <li>5. To evaluate the effectiveness of advertising and agencies role</li> </ol>
AECC	21KANIT314	Saahithya Saarathi I	<ol style="list-style-type: none"> <li>1: ಋತುಮಾನಗಳ ಬದಲಾವಣೆಯ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳುವರು</li> <li>2: ಆಧುನಿಕ ಯುಗದಲ್ಲಿ ಮಾಧ್ಯಮಗಳ ಮಹತ್ವ ತಿಳಿಯುವರು</li> <li>3: ನಂಬಿಕೆಗಳ ಕುರಿತು ವಿಶ್ಲೇಷಣೆ ಮಾಡುವರು</li> <li>4: ವ್ಯಕ್ತಿ ಸ್ವಾತಂತ್ರ್ಯದ ನಿಜಾರ್ಥವನ್ನು ಕಂಡುಕೊಳ್ಳುವರು</li> <li>5: ಪರಂಪರೆಯಲ್ಲಿ ನಿಹಿತವಾಗಿರುವ ಸ್ತ್ರೀ ಸ್ಥಾನಮಾನಗಳ ಬಗ್ಗೆ ಅರ್ಥೈಸಿಕೊಳ್ಳುವರು</li> </ol>

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AECC	21HIN1T314	Hindi Kahani aur Hindi Vyakaran	1:हिन्दी साहित्य के कहानी विधा का ज्ञान ग्रहण और समझने की क्षमता का विकास 2:विद्यार्थियों में कहानी में सामाजिक यथार्थ और कथा का मुल्यांकन करने का विकास 3: विद्यार्थियों में कहानी में चित्रित कथा का वर्णन करने का विकास 4: व्याकरण बद्ध भाषा का ज्ञान एवं कहानी के कथा का विश्लेषण करने का विकास
AECC	22AEN1T311	Listening and Comprehension in English	1. identify the barriers to listening and describe the key components that contribute to effective listening 2. use their grammatical knowledge to refine their speech and writing 3. analyse complex human situations and challenges that emerge from the prescribed texts.

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<b>II Semester</b>			
<b>Course Type</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes</b>
DSC	21BBA2T421	Statistics for Managerial Decisions	<ol style="list-style-type: none"> <li>1. Illustrate and interpret diagrammatic and graphical representation of data</li> <li>2. Apply appropriate techniques for business data analysis</li> <li>3. Calculating the business problems using statistical tools and achieve the business objectives</li> <li>4. Assess the business objectives for decision making under subjective conditions</li> <li>5. Calculate index numbers for predicting inflation and deflation.</li> </ol>
DSC	23BBD2T421	Consumer Psychology	<ol style="list-style-type: none"> <li>1. Learn consumer psychology principles that can be applied in brand building</li> <li>2. Identify important issues related to identifying and addressing consumer perception towards brands</li> <li>3. Learn importance of consumer perception towards brands and how to build favorable Perception</li> <li>4. Apply consumer psychology principles to marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.</li> <li>5. Application of buying stages of consumer</li> </ol>
DSC	23BBD5P421	Project on Brand Custodian	
AECC	22ENG1T323	Glance: Readings from English Literature	<ol style="list-style-type: none"> <li>1. Examine particular themes as hope, love, and truth in prose</li> <li>2. Analyze the poems based on themes and techniques to understand human values</li> <li>3. Compose effective dialogues and speeches with precise grammatical structures.</li> </ol>
AECC	21KAN1T324	Saahithya Saarathi II	<ol style="list-style-type: none"> <li>1 : ದೈಹಿಕ ಆರೋಗ್ಯದ ಮಹತ್ವ ಅರಿಯುವರು</li> <li>2 : ನಾಡು-ನುಡಿಯ ಬಗ್ಗೆ ಅಭಿಮಾನ ಇಮ್ಮಡಿಯಾಗುವುದು</li> <li>3 : ವ್ಯಂಗ್ಯ ಸಾಹಿತ್ಯ ಅಧ್ಯಯನದ ಬಗ್ಗೆ ಆಸಕ್ತಿ ಉಂಟಾಗುವುದು</li> <li>4 : ಕ್ರೀಡಾ ಮನೋಭಾವ, ಚಟುವಟಿಕೆಗಳನ್ನು ಕುರಿತು ಚರ್ಚಿಸುವರು</li> <li>5 : ಕರ್ನಾಟಕದ ಏಕೀಕರಣದ ನಿಜಾರ್ಥವನ್ನು ವಿಶ್ಲೇಷಿಸುವರು</li> </ol>
AECC	21HIN1T324	Hindi Gadhya aur Prayojan Mulak Hindi	<ol style="list-style-type: none"> <li>1: हिंदी गद्य विधाओं का विश्लेषण एवं समझने की योग्यता का विकास।</li> <li>2: विद्यार्थियों में सामाजिक यथार्थ और मुल्यांकन करने का विकास।</li> <li>3: हिंदी गद्य लेखन और पठन में रुचि एवं सृजनात्मक कौशल का विकास।</li> <li>4: प्रयोजनमूलक यंदि के स्वरूप का ज्ञान प्राप्ति और अनुवाद, भाषा कौशल में प्रायवण्यता</li> </ol>

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AECC	22AEN1T321	Conversation Practice in English	<ol style="list-style-type: none"><li>1. Identify the barriers to listening and describe the key components that contribute to effective listening</li><li>2. Use their grammatical knowledge to refine their speech and writing</li><li>3. Analyse complex human situations and challenges that emerge from the prescribed texts</li></ol>
AECC	21EVS1T321	Environmental Studies	<ol style="list-style-type: none"><li>1. Understand the concept of Environment and ecosystems</li><li>2. Gain knowledge on various components controlling the stability of ecosystem</li><li>3. Understand the Policies and laws pertaining to the welfare of life forms</li></ol>

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