

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Specialization: Advertising & Marketing

Program Details

Particulars	Details
Program Name	Bachelor of Business Administration (BBA)
Specialization	Advertising & Marketing
Duration	3 Years (6 Semesters)
Pattern	Choice Based Credit System (CBCS)
Total Credits	132
Medium of Instruction	English
Eligibility	10+2 or Equivalent from a Recognized Board

Examination Scheme

- **Internal Assessment:** 30 Marks
 - **End Semester Examination:** 70 Marks
 - **Total per Theory Subject:** 100 Marks
 - **Project Work (Final Semester):** 200 Marks (Internal 50 + External Viva 150)
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Semester I

Subject Code	Subject Title	Credits	Internal	External	Total
BAM101	Principles of Management	4	30	70	100
BAM102	Business Communication	4	30	70	100
BAM103	Financial Accounting	4	30	70	100
BAM104	Fundamentals of Marketing	4	30	70	100
BAM105	Business Economics	4	30	70	100
BAM106	Computer Applications in Business	3	30	70	100

Semester Credits: 23

Semester II

Subject Code	Subject Title	Credits	Internal	External	Total
BAM201	Organizational Behaviour	4	30	70	100
BAM202	Business Statistics	4	30	70	100
BAM203	Consumer Behaviour	4	30	70	100
BAM204	Principles of Advertising	4	30	70	100
BAM205	Digital Marketing Fundamentals	4	30	70	100
BAM206	Environmental Studies	3	30	70	100

Semester Credits: 23

Semester III

Subject Code	Subject Title	Credits	Internal	External	Total
BAM301	Brand Management	4	30	70	100
BAM302	Media Planning & Strategy	4	30	70	100
BAM303	Sales Management	4	30	70	100
BAM304	Retail Marketing	4	30	70	100
BAM305	Business Research Methodology	4	30	70	100
BAM306	Entrepreneurship Development	3	30	70	100

Semester Credits: 23

Semester IV

Subject Code	Subject Title	Credits	Internal	External	Total
BAM401	Advertising Campaign Management	4	30	70	100
BAM402	Public Relations & Corporate Communication	4	30	70	100
BAM403	Integrated Marketing Communication	4	30	70	100
BAM404	Social Media Marketing	4	30	70	100

Subject Code	Subject Title	Credits	Internal	External	Total
BAM405	E-Commerce & Online Branding	4	30	70	100
BAM406	Summer Internship Report	3	50	50	100

Semester Credits: 23

Semester V

Subject Code	Subject Title	Credits	Internal	External	Total
BAM501	International Marketing	4	30	70	100
BAM502	Creative Advertising & Copywriting	4	30	70	100
BAM503	Event Management	4	30	70	100
BAM504	Marketing Analytics	4	30	70	100
BAM505	Services Marketing	4	30	70	100
BAM506	Personality Development & Soft Skills	3	30	70	100

Semester Credits: 23

Semester VI

Subject Code	Subject Title	Credits	Internal	External	Total
BAM601	Strategic Marketing Management	4	30	70	100
BAM602	Advertising Laws & Ethics	4	30	70	100
BAM603	Marketing of Services & Hospitality	4	30	70	100
BAM604	Emerging Trends in Advertising	4	30	70	100
BAM605	Project Dissertation & Viva Voce	8	50	150	200