

## BBA -Branding & Advertising

### Programme Specific Outcomes (PSO)

1. To acquire knowledge in business management concepts and to provide social and ethical sustainable business solution.
2. To equip students with qualitative and quantitative skills to develop critical thinking, creativity, problem-solving abilities, idea generating capabilities
3. To foster analytical and programming skills to meet the needs of the digitalized economy
4. To able to appreciate, synthesize, communicate, and effectively manage a multi-cultural team
5. To foster To recognize and inculcate the importance of ethical conduct in managing business and thereby foster responsible citizenship both at global and national levels

### I SEMESTER

Course Title here : Business Management

### Course Outcomes (CO)

1. To understand the various forms of Business Organisation that can be formed and gain knowledge on the requirements for its formation.
2. To develop knowledge on the Principles of Management which lays the foundation for building Managerial Skills and understanding circumstances from the managerial perspective.
3. To gain knowledge on the concept of Delegation of Work and understand the process of decision making in order to develop effective Decision Making Skills.
4. To build knowledge on the Process of Communication and learn the importance of Effective Communication
5. To gain insights on the concept of CSR and its importance in the recent days.

Course Title here : Fundamentals of Accounting

Course Outcomes (CO)

1. To understand the framework of accounting as well accounting standards.
2. To develop the ability to pass journal entries and prepare ledger accounts
3. To gain knowledge on the ability to prepare various subsidiary books.
4. To prepare trial balance and final accounts of proprietary concern.
5. To construct final accounts through conversion process from proprietary concern to company.

Course Title here : Fundamentals of Marketing and Advertising

Course Outcomes (CO)

1. To analyze the role of advertising in the domain of marketing
2. To apply the principles of integrated marketing communication in brand building
3. To analyze the essentials of advertising practice including media planning and scheduling
4. To integrate marketing mix to brand building strategy
5. To develop advertising plans for brand building

Course Title here : Principles of Branding

Course Outcomes (CO)

1. To apply principles of branding to any business context
2. To analyze the brand positioning and relate to overall brand strategy
3. To analyze the brand elements and its role in brand building
4. To apply the concepts of brand equity to legacy brands
5. To analyze the brand strategy of any organization

Course Title here : International Business Environment

Course Outcomes (CO)

1. To understand and apply appropriate frameworks to analyse the international business environment.
2. To critically evaluate relevant international business expansion approaches.
3. To determine how the international business environment influences business practice.
4. To gain insights on recent contribution by economic integrated international organizations.

Course Title here : HR Analytics & Design Thinking

Course Outcomes (CO)

1. To gain knowledge on the types of data and the role of analytics in providing solutions to business problems.
2. To develop knowledge on the concept of Design Thinking and the various phases involved in curating creative ideas and develop problem solving skills
3. To gain knowledge on the concept of Data Visualisation and understand the tools required to interpret data in the easiest way
4. To gain knowledge on the concepts of HRM and how analytics can be implemented in making HR processes effective
5. To gain insights on the recent trends in the world of Analytics and develop analytical skills.

Course Title here : Digital Marketing

Course Outcomes (CO)

1. To demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets
2. To explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
3. To interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics
4. To comprehend the importance of conversion and working with digital relationship marketing
5. To analyse cross-cultural and ethical issues in globalised digital markets

## II SEMESTER

Course Title here : Financial Accounting

Course Outcomes (CO)

1. To prepare final accounts of partnership firm.
2. To understand the calculation for Insurance claim.
3. To comprehend the royalty charges paid by lessee to lessor.
4. To analyse the final accounts prepared for amalgamation of firms.
5. To analyse the final accounts prepared for conversion from partnership to

Course Title here : Consumer Psychology

Course Outcomes (CO)

1. To apply the principles of consumer behavior to brand building
2. To analyze the individual determinants of consumer behavior and its role in marketing
3. To analyze the consumer buying behavior models and apply the concepts in real time consumer outreach
4. To integrate consumer behavior with brand building strategy
5. To analyze factors influencing consumer purchases

Course Title here : Advertising & Marketing Research

Course Outcomes (CO)

1. To apply the market research process to any consumer related projects
2. To analyze the research design and decide on the appropriate design for any study to be carried out
3. To develop advertising research plan for any project or organization
4. To apply the principles of marketing research to brand research including assessing awareness and loyalty
5. To develop a market research plan for a organization/client

### III SEMESTER

Course Title here : Corporate Accounting

Course Outcomes (CO)

1. To demonstrate the values involved in the accounting of a corporate.
2. To establish ideas and standards in preparing the accounting system of a corporate.
3. To prepare consolidated accounts for a corporate group.
4. To apply the methods valuation of Shares and Goodwill
5. To apply the practical applications of mergers and liquidation of corporate.

Course Title here : Strategic Brand Management

Course Outcomes (CO)

1. Analyse the strategic planning in brand management in any company
2. Develop a brand building strategy for any business
3. Analyse the role of marketing communication in creating a robust brand strategy
4. Analyse the brand building strategies of new age digital companies
5. Analyse the brand metrics to ensure effective execution of the brand strategy

Course Title here : Foundation of Digital Marketing

Course Outcomes (CO)

1. Apply principles of digital marketing to any business
2. Develop customer engagement plans using digital marketing tools
3. Develop a comprehensive digital marketing plan for any client
4. Analyse the integration of digital marketing with overall marketing efforts
5. Analyse the contemporary developments in digital marketing

Course Title here : Essentials of Business Management

Course Outcomes (CO)

1. To understand the various forms of Business Organisation that can be formed and gain knowledge on the requirements for its formation.
2. To develop knowledge on the Principles of Management which lays the foundation for building Managerial Skills and understanding circumstances from the managerial perspective.
3. To gain knowledge on the concept of Delegation of Work and understand the process of decision making in order to develop effective Decision Making Skills.
4. To build knowledge on the Process of Communication and learn the importance of Effective Communication
5. To gain insights on the concept of CSR and its importance in the recent days.

Course Title here : Financial Planning and Wealth Management

Course Outcomes (CO)

1. To understand the importance of financial literacy and sources of wealth management.
2. To develop knowledge on the income management using provident fund schemes, insurance policies and post office saving schemes.
3. To gain knowledge on investment opportunities available in securities market and techniques to carryout analysis of securities.
4. To apply tax calculation concepts to estimate tax liabilities and return on income.
5. To articulate and prioritize financial goals for individuals or families based on their unique circumstances, such as budgeting, saving, and investment objectives.

Course Title here : Cultural Diversity at Work Place

Course Outcomes (CO)

1. To recognize that social and cultural systems develop out of adaptation to environmental and historical circumstances.
2. To communicate an understanding of the ways in which race, ethnicity, and/or gender are socially constructed.
3. To communicate an understanding that different cultures may hold different views of the same issues.
4. To evaluate pertinent information and assertions for relevance, bias, stereotyping, manipulation, and completeness.
5. To apply the knowledge on cultural diversity at work place to actual scenario.

#### **IV SEMESTER**

Course Title here : Cost Accounting

Course Outcomes (CO)

1. To understand the several cost concepts involved in business.
2. To recognize the importance of material issues and its pricing.
3. To reconcile the financial accounts and cost accounts.
4. To apply the methods implicated in cost for a better industrial performance
5. To construe the impact of the select cost method

Course Title here : Media Management and PR

Course Outcomes (CO)

1. Analyse the key drivers of the media business
2. Analyse the process of media planning (digital and traditional)
3. Develop a media plan for any business
4. Analyse the role of PR campaigns in brand building
5. Design a PR campaign for any business

Course Title here : Ad Film Making - Essentials

Course Outcomes (CO)

1. Apply principles of film design to any campaign
2. Analyse the four fundamental elements of film style in branding campaigns
3. Develop visual pieces with camera and editing
4. Analyse various theme-based award-winning documentaries/films
5. Analyse the role of ad films in the digital business domain

Course Title here : Financial Literacy & Investment Awareness

Course Outcomes (CO)

1. To understand the importance of financial literacy and sources of wealth management.
2. To develop knowledge on the income management using provident fund schemes, insurance policies and post office saving schemes.
3. To gain knowledge on investment opportunities available in securities market and techniques to carryout analysis of securities.
4. To apply tax calculation concepts to estimate tax liabilities and return on income.



V SEMESTER

Course Title here : Operations Research

Course Outcomes (CO)

1. To implement suitable Operations Research Models to obtain optimal solution.
2. To calculate the Minimum Cost and Maximum Profit of various investment decisions.
3. To reduce the transportation costs incurred otherwise.
4. To create models using simulation techniques to facilitate better management decisions.
5. To find the critical path and the duration of a project to reduce the time and cost of completion of the project.

Course Title here : Financial Statement Analysis

Course Outcomes (CO)

1. To understand the basics of Financial Management.
2. To analyze the investment decisions applications in Businesses.
3. To demonstrate the financial decisions by finance managers.
4. To understand the working capital decisions taken by businesses.
5. To apply the Financial Management techniques in decision making.

Course Title here : Photography for Advertising

Course Outcomes (CO)

1. Analyse the role of photography and imagery in building brands
2. Build a robust brand portfolio using images
3. Analyse the typology of photography and its impact in brand building
4. Analyse the role of photography in evoking consumer emotions
5. Develop themes for digital brands

Course Title here : Brand and Advertising Design

Course Outcomes (CO)

1. Analyse the concept of design in branding
2. Develop brand design thinking approach for effective brand building
3. Build unique brand designs/sense for any brand
4. Analyse the impact of brand design on consumer buying decision
5. Apply the brand design principles for a new product/brand

#### **VI SEMESTER**

Course Title here : Services Marketing

Course Outcomes (CO)

1. To understand and analyse the Services Marketing Management Process.
2. To design an appropriate marketing channel for effective delivery of service product.
3. to design an ideal promotional mix to place the service product in the market.
4. To draw service blueprint and flowcharts taking care of the complexity and divergence in service process.
5. To understand, analyse and implement the best pricing strategy for services.

Course Title here : Business Law

Course Outcomes (CO)

1. To develop knowledge on contract and various types of contracts.
2. To identify fundamental legal principles behind contractual agreements.
3. To understand the legal framework involved in the grant of a patent.
4. To analyse the various practices that would cause adverse effect on competition.
5. To gain knowledge about Foreign exchange and its importance in the economic development.

Course Title here : Project/Campaign Pitch

Course Outcomes (CO)

1. Develop a compelling pitch proposal
2. Analyse the process of preparing and delivering an effective campaign pitch
3. Develop effective persuasion and presentation capabilities for a successful pitch
4. Develop a comprehensive and impactful presentation
5. Analyse the outcomes for any campaign/project

Course Title here : Strategic Management

Course Outcomes (CO)

1. To expose students to various perspectives and concepts in the field of Strategic Management.
2. To understand the principles of strategy formulation, implementation and control in organizations.
3. To develop skills for applying these concepts to the solution of business problems.
4. To master the analytical tools of strategic management.
5. To analyse the various modes adopted by organizations for business growth.

Course Title here : Copywriting, Intellectual Property Rights and Media Law

Course Outcomes (CO)

1. Analyse the elements of a good copy
2. Develop copywriting capability for any brand communication
3. Analyse the role of Intellectual Property rights (IPR) in advertising
4. Analyse the laws of plagiarism and copyright protection
5. Apply the legal principles of IPR in branding campaigns