



**FACULTY OF
BUSINESS AND
LEADERSHIP**



2024 - 25

BBA Branding and Advertising

Programme Structure

Division	Faculty of Business and Leadership
School Name	School of Leadership
Department Name	School of Leadership
Programme Name	BBA Branding and Advertising

Course Basket

Course Type	Description
Programme Core	Courses dealing with foundations, depth and breadth of the major in which student is admitted at MIT-WPU
Programme Electives	Open electives under the programme allow students to specialise in a particular area connected to their major.
University Core	Courses that reflect the core MITWPU values and the mission of Life Transformation of students.
University Electives	Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core.

Semester	Course Type	Course Name / Course Title	Total Credits
I	University Core	Effective Communication	1
I	University Core	Critical Thinking	1
I	University Core	Environment and Sustainability	1
I	University Core	Foundations of Peace	2
I	University Core	Yoga - I	1
I	University Core	SLDP	1
I	Program Foundation	Principles and Practices of Management	3
I	Program Foundation	Financial Accounting	3
I	Program Foundation	Principles of Marketing	3
I	Program Foundation	Foundations of HRM	3
I	Program Foundation	Business Mathematics	3

II	University Core	Advanced Excel	1
II	University Core	Financial Literacy	1
II	University Core	Yoga - II	1
II	University Core	Co-creation	1
II	University Core	Indian Constitution	1
II	University Core	IKS(General)	2
II	University Core	Sports	1
II	Program Foundation	Managerial Economics	3
II	Program Foundation	Cost and Management Accounting	3
II	Program Foundation	Operations Management	3
II	Program Foundation	Business Statistics	3
II	Program Major	Digital Marketing	2

Semester	Course Type	Course Name / Course Title	Total Credits
III	University Core	Research Innovation Design Entrepreneurship (RIDE)	1
III	University Core	Spiritual & Cultural Heritage; Indian Experience	2
III	University Electives	UE - I	3
III	University Electives	UE-II	3
III	Program Capstone Project/ Problem Based Learning/ Seminar and Internships	Project Based Learning - I	1
III	Program Electives	Program Elective - I	4
III	Program Major	HR Practices & Organisational Behaviour	2
III	Program Major	Strategic Management	2
III	Program Major	Data Visualization with Tableau/Power BI	2
III	Program Major	Financial Management	2

IV	University Electives	UE-III	3
IV	University Core	Rural Immersion	1
IV	Program Capstone Project/ Problem Based Learning/ Seminar and Internships	Project Based Learning - II	1
IV	University Core	Life Transformation Skills	1
IV	Program Electives	Program Elective - II	4
IV	Program Major	Brand Management	3
IV	Program Major	Branding Strategy	3
IV	Program Major	Services Marketing	3
IV	Program Major	Understanding Consumer Psychology	3

Semester	Course Type	Course Name / Course Title	Total Credits
V	University Core	Managing Conflicts Peacefully: Tools and Techniques	2
V	Program Capstone Project/ Problem Based Learning/ Seminar and Internships	Project Based Learning - III	1
V	Program Electives	Program Elective - III	4
V	Program Major	Advertising Strategies	3
V	Program Capstone Project/ Problem Based Learning/ Seminar and Internships	Internship	4
V	Program Major	Integrated Marketing Communication	3
V	Program Foundation	Foreign Language German- / French / Spanish / Mandarin- I	3
V	Program Major	Environmental Studies	2

VI	Program Capstone Project/ Problem Based Learning/ Seminar and Internships	Project Based Learning - IV	1
VI	University Core	National Academic Immersion	2
VI	Program Electives	Program Elective - IV	4
VI	Program Major	Consumer Research	3
VI	Program Major	Event Management	3
VI	Program Major	Social Media Management & Analytics	3
VI	Program Major	Sales Management	3
VI	Program Foundation	Foreign Language German- / French / Spanish/ Mandarin- - II	2

Semester	Course Type	Course Name / Course Title	Total Credits
VII	Program Capstone Project/ Problem Based Learning/ Seminar and Internships	Field Project	10
VII	Program Foundation	IKS (Program Specific)	2
VII	Program Major	MOOC I	2
VII	Program Major	MOOC II	2
VII	Program Major	MOOC III	2

Semester	Course Type	Course Name / Course Title	Total Credits
VIII	Program Capstone Project/ Problem Based Learning/ Seminar and Internships	Industry Analysis Report	5
VIII	Program Capstone Project/ Problem Based Learning/ Seminar and Internships	Seminar on Research Methods	2
VIII	Program Capstone Project/ Problem Based Learning/ Seminar and Internships	Capstone Project	4
VIII	Program Capstone Project/ Problem Based Learning/ Seminar and Internships	Research Paper	3

*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.