

BBA

SEMESTER: 1

Course Code	Title of the Course	Number of hours/ week	Number of credits	Total hours/ Semester	Total Marks	
					CIA	ESE
15US1IMN1	English-I	4	4	72	25	75
15US1IMN2	Language - I	4	4	72	25	75
15US1IMN3	Introduction to Business Communication	4	3	72	25	75
15US1IMN4	Principles of Management	4	3	72	25	75
15US1IMN5	Accounting	5	3	90	25	75
15US1IMN6	Managerial Economics	4	4	72	25	75

SEMESTER: 2

Course Code	Title of the Course	Number of hours/ week	Number of credits	Total hours/ Semester	Total Marks	
					CIA	ESE
15US2IMN7	English – II	4	4	72	25	75
15US2IMN8	Language -II	3	4	54	25	75
15US2IMN9	Fundamentals of Marketing	4	3	72	25	75
15US2IMN10	Environment – Additional	4	4	72	25	75
15US2IMN11	Organisational Behaviour	3	3	54	25	75
15US2IMN12	Business Statistics	4	4	72	25	75
15US3IMN13	Cinema Studies	3	3	54	25	75

SEMESTER: 3

Course Code	Title of the Course	Number of hours/ week	Number of credits	Total hours/ Semester	Total Marks	
					CIA	ESE
15US3IMN14	Financial Management	4	3	72	25	75
15US3IMN15	Human Resource Management	4	3	72	25	75
15US3IMN16	Advertising Management	4	3	72	25	75
15US3IMN17	Ad Creative and Campaign Planning	4	3	72	25	75
15US3IMN18	Introduction to PR & Corporate Communication	4	3	72	25	75
15US4IMN19	Introduction to Event Management	5	4	90	25	75

SEMESTER: 4

Course Code	Title of the Course	Number of hours/	Number of credits	Total hours/	Total Marks	
		week		Semester	CIA	ESE
15US4IMN20	Introduction to Brands and Business	4	3	72	25	75
15US4IMN21	Mass Media - Its Forms and Effects	4	3	72	25	75
15US4IMN22	Engagement Planning and New Media	4	3	72	25	75
15US4IMN23	Understanding Psychology and Market Research	4	3	72	25	75
15US4IMN24	Integrated Marketing Communication	5	4	90	25	75
15US5IMN25	Media Planning & Buying	4	3	72	25	75

SEMESTER 5

Course Code	Title of the Course	Number of hours/	Number of credits	Total hours/	Total Marks	
		week		Semester	CIA	ESE
15US5IMN26	Introduction to Photography	5	3	90	25	75
15US5IMN27	Print Media & Broadcast	4	3	72	25	75
15US5IMN28	Television Production & Planning	4	3	72	25	75
15US5IMN29	Radio Production & Planning	4	3	72	25	75
15US5IMN30	Journalism	4	3	72	25	75
15US6IMN31	Any Open Course Offered by the College	4	3	72	25	75

SEMESTER: 6

Course Code	Title of the Course	Number of hours/ week	Number of credits	Total hours/ Semester	Total Marks	
					CIA	ESE
15US6IMN32	Multimedia	5	4	90	25	75
15US6IMN33	Digital Marketing	4	3	72	25	75
15US6IMN34	Customer Relationship Management	4	3	72	25	75
15US6IMN35	Business Law	3	3	54	25	75
15US6IMN36	Entrepreneurship & Project Management	4	3	72	25	75
15US6IMN37	Project	5	4	90	25	75

CREDIT DETAILS	
Common Courses	38
Core and Complementary Courses	83
Open Courses	03
TOTAL	124