# BCom (Branding and Entrepreneurship / Honours)

**Duration:** 3 Years (6 Semesters) / 4 Years (8 Semesters)

**Timings:** Timings for the program – 9:45 AM onwards

The BCom (Branding and Entrepreneurship) program is designed to develop future-ready brand strategists, entrepreneurs, and business leaders capable of creating, managing, and growing brands in dynamic markets. The program integrates commerce fundamentals with branding, marketing, consumer behavior, digital technologies, creativity, innovation, retail, entrepreneurship, and experiential learning. Students gain hands-on exposure through agency-based learning, internships, live projects, masterclasses, and industry collaborations while building entrepreneurial capabilities and ethical business leadership.

## PROGRAMME OBJECTIVES

- Develop competent branding and entrepreneurship professionals with strong ethical values.
- Build a comprehensive foundation in commerce, marketing, branding, finance, entrepreneurship and business analytics.
- Develop strategic thinking, creativity, communication, and leadership through experiential learning.
- Enhance employability through industry projects, internships, agency learning and entrepreneurial ventures.
- Promote innovation, sustainability, and responsible business practices.

## PROGRAMME OUTCOMES & SPECIFIC OUTCOMES

**PO1:**
Apply interdisciplinary commerce and branding knowledge to solve business challenges.

**PO2:**
Demonstrate leadership, teamwork and entrepreneurial capabilities.

**PO3:**
Apply research and analytical tools for evidence-based decision-making.

**PO4:**
Adapt to emerging technologies and lifelong professional learning.

**PSO1:**
Design and manage integrated branding and marketing strategies.

**PSO2:**
Develop entrepreneurial ventures using innovation and customer-centric thinking.

**PSO3:**
Apply digital branding, retail, communication and analytics to enhance brand performance.

## PROGRAMME HIGHLIGHTS

Unique branding-focused commerce programme.

Agency-based experiential learning every semester.

Masterclasses by branding, advertising and entrepreneurship professionals.

Semester-wise internships and live consulting projects.

Training in digital marketing, storytelling, retail branding, AI tools and analytics.

Strong industry partnerships and startup ecosystem exposure.

## INDICATIVE PROGRAMME STRUCTURE

### Semester I

- English – I
- Language
- Financial Accounting
- Introduction to Marketing and Brand Management
- Introduction to Management & Entrepreneurship
- Agency M Practicum: SKILL FOUNDATIONS IN BRANDING Multidisciplinary -
- Holistic Education – I
- Environmental Studies

### Semester II

- English – II
- Language
- Business Economics
- Consumer Behaviour Introduction to Integrated Marketing Communication
- Agency M Practicum: Not for Profit/NGOs Multidisciplinary
- Holistic Education – II
- Indian Constitution

### Semester III

- Cost and Management Accounting
- Modern Advertising Management
- Market Research
- Legal Aspects of Business
- Swayam Course - Multidisciplinary
- Agency M Practicum: Retail Business & Kirana Stores
- Holistic Education – II
- Yoga and mental well being

### Semester IV

- Content Management
- Entrepreneurial Venture Management
- Consumer Insights
- The Art of Storytelling
- Brand Designing
- Agency M Internship: Lifestyle & Wellness Brands
- Holistic Education – IV

### Semester V

- ESG for Entrepreneurs
- Campaign Management
- Digital Marketing
- Media Planning and PR
- Agency M Internship: Small and Medium Manufacturers

### Semester VI

- Marketing Analytics
- Fundamentals of Ad Film Making
- Taxation Laws & Practice
- Entrepreneurial Venture in Digital Marketing/Analytics
- Agency M Practicum: Startups & Tech-Driven Businesses

### Semester VII

- International Business
- Business Valuation
- Martech and Business
- Campaign Performance Assessment
- Business Strategy
- Project based learning - I

### Semester VIII

- Risk Management
- Corporate Governance
- Managing Stakeholders and Shareholders Relations
- Business Leadership
- The Art of Negotiation
- Project based learning - II

## ADMISSION PROCESS

**STEP 1**
**Register** — Register with your Email ID and log in to the Admission Portal.

**STEP 2**
**Apply Online** — Fill the application form and pay the application fee.

**STEP 3**
**Selection Process** — Appear for the entrance test (if applicable), Skill Assessment, Micro Presentation and Interview.

**STEP 4**
**Result** — Check the login page for results; if selected, an offer letter is attached.

**STEP 5**
**Fee Payment** — Pay the course fee online and complete the admission process.

## ELIGIBILITY & SELECTION PROCESS

Eligibility for the Programme is a pass with a minimum of 60% at the +2 level (Karnataka PUC / ISC / CBSE / NIOS / State Boards) in either Commerce or Sciences stream from any recognized Board in India.Candidates writing the +2 examinations in March-May 2027 may apply with their class X and XI marks.

**APPLICANTS PURSUING INTERNATIONAL CURRICULUM MUST NOTE THAT ELIGIBILITY IS ACCORDING TO AIU STIPULATIONS**

**IB Curriculum must have 3 HL and 3 SL with 24 credits | GCE/Edexcel must have minimum of 3 A levels with grade not less than 'C'**

## SELECTION PROCESS

| SP PROCESS | SP PARTICULARS | SP TIME | SP MODE |
|---|---|---|---|
| **Entrance Test (ET)** | Entrance Test (ET) 90 Minutes except if otherwise specified | As per E Admit Card | Online Entrance Test |
| **Skill Assessment (SA) \| Micro Presentation (MP) & Personal Interview (PI) Academic Performance (AP)** | **Skill Assessment (SA):** Candidate will be given a topic to write.<br>**Micro Presentation (MP):** Candidate should be able to talk for 90seconds, on a topic given by the panel.<br>**Personal interview (PI):** duration: 10 minutes<br>**Academic Performance (AP):** Assessment of past performance in class 10 and class 11/12<br>**The selection process (SA_MP_PI) will be held in person at the venue and date selected while submitting the application form online.** | As per E Admit Card | Venue Based SA_MP_PI |

**Documents:** Applicants must upload all qualification-related documents (Class 10 and Class 11 final report cards, or the Class 12 Board examination results) through the link provided while submitting the online application form. Failure to upload the required documents will result in the rejection of the application.

*Note: Applications submitted without mark sheets/report cards, or with unclear or illegible scanned copies, will be rejected and marked as Not Eligible.*

**Note:** For NOTE ON CURRICULUM AND CREDIT FRAMEWORK FOR UNDERGRADUATE PROGRAMMES - visit our website: **www.christuniversity.in**.

**Office Timings:** Monday to Friday: 09:00 AM to 04:00 PM, Saturday: 09:00 AM to 12:00 PM (Office remains closed on Sundays, Third Saturdays, Government Holidays and Any special events)