

BBA in Global Luxury Brand Management

YEAR 1 - SEMESTER 1		YEAR 1 - SEMESTER 1	
Course Type	Course Name	Course Type	Course Name
Major	Cultural Foundations in Luxury	Major	Luxury Consumer Behaviour
	Introduction to Luxury Business		Fundamentals of Marketing
	Luxury Business Environment		Luxury Brand Management
	Business Communication		Luxury Goods & Services-I
Minor	Digital Experience-1	Minor	Digital Experience-II
	Ai Powered 1: Mid Journey and Adobe Firefly		Ai Powered 2: Tableau Public and Google Studio
Multidisciplinary Elective	Students get to choose from courses offered by other disciplines	Multidisciplinary Elective	Students get to choose from courses offered by other disciplines
Value Added Course	Professional Ethics and Behaviour	Value Added Course	Research Methodology
	Environmental Awareness		Social Awareness
School for Life	Emotional Intelligence I	School for Life	Emotional Intelligence II

YEAR 2 - SEMESTER 3		YEAR 2 - SEMESTER 4	
Course Type	Course Title	Course Type	Course Title
Major	Financial Decision Making	Major	Digital Marketing & E-commerce
	Luxury Buying & Merchandising		Luxury Retail & Visual Merchandising
	Luxury Goods & Services-II		Luxury Operations & Sales Management
	LB-Live Industry Project		Digital Experience-IV

Minor	Digital Experience-III	Minor	Digital Design Tools for FC – 2
	Generative Design 1: Masterpieceex		Generative Design 2: Pika Labs and Morph Studio
Multidisciplinary Elective	Students get to choose from courses offered by other disciplines	Multidisciplinary Elective	Students get to choose from courses offered by other disciplines
Value Added Course	Start your Start up I	Value Added Course	Project Management
			Start your Start up II
School for Life	Communication Skills II	School for Life	Analytical Skills I

YEAR 3 - SEMESTER 5		YEAR 3 - SEMESTER 6	
Course Type	Course Title		Course Title
Major	Global Luxury Consumer Trends	Major	Future of Luxury Business
	International Luxury Business		Business Laws & Ethical Practices
	Luxury PR & Event Management		Strategic Management of Luxury Brands
	Customer Relation & Experience Management		
Minor	Digital Experience-V	Minor	Sustainable & Emerging Fashion Media Technologies
	Ai & Ethics: Ai Fairness 360		Ai & Responsible design: Research Paper/ Poster Project
	Summer Internship		Major Project
School for Life	Emotional Intelligence III	School for Life	Analytical Skills II