



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS) Scheme in the light of NEP-2020

BBA (Marketing) Batch 2026-2029

SEMESTER - I

S. No.	CATEGORY	COURSE CODE	COURSE NAME	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
				L	T	P		THEORY			PRACTICAL		
								End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment* (20%)	End Sem University Exam (60%)	Teachers Assessment* (40%)	
1	MAJ	BBA101	Fundamentals of Management	3	0	0	3	60	20	20	0	0	100
2	MAJ	BBA103	Introduction to Marketing	3	0	0	3	60	20	20	0	0	100
3	MIN	BBA104	Introduction to Human Resource Management	3	0	0	3	60	20	20	0	0	100
4	MIN	BBA105	Basics of Financial Accounting	3	0	0	3	60	20	20	0	0	100
5	AEC - I	BBA102	Fundamentals of Communication	2	0	0	2	60	20	20	0	0	100
6	MD/GEC- I	GUXXX		3	0	0	3	Codes and Examination Scheme is available in the Basket of Generic Elective for Odd Semester Approved by the University.					100
7	VOC/SEC- I	SEXXX		0	0	6	3	Codes and Examination Scheme is available in the Basket of SEC for Odd Semester Approved by the University.					100
8	PW/Ap/CE - I	PWXXX		0	0	4	2	0	0	0	60	40	100
TOTAL				17	0	10	22						800

Legends: L - Lecture; T- Tutorial/Teacher Guided Student Activity; P - Practical

***Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.**

Chairperson (Management)
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Controller of Examinations
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Dean Academic
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Vice Chancellor
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore