

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

BBA (Marketing) IV Semester

Choice Based Credit System (CBCS) (2024-2028)

S. No.	Course Category	COURSE CODE	COURSE NAME	Examination Scheme					Teaching			CREDITS	TOTAL MARKS
				THEORY			PRACTICAL		Th	T	P		
				End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment* (20%)	End Sem University Exam (60%)	Teachers Assessment* (40%)					
1	MAJ	BBA401	Fundamentals of Entrepreneurship Development	60	20	20	0	0	3	0	0	3	100
2	MAJ	BBA402	Fundamentals of Advertising Management	60	20	20	0	0	3	0	0	3	100
3	MIN	BBA403	Financial System and Services	60	20	20	0	0	3	0	0	3	100
4	MIN	BBA404	Introduction to Psychology	60	20	20	0	0	3	0	0	3	100
5	GE		Generic Elective Course - IV	Credit Scheme will be as per the syllabus of the respective Generic Elective Course								4	100
6	AECC		MOOCs - I	Credit Scheme will be as per the syllabus of the respective MOOCs Course								2	50
7	SEC		Vocational Course - II	Credit Scheme will be as per the syllabus of the respective Vocational Course								4	100
				240	80	80	0	0	12	0	0	22	650

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

Chairperson
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
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Vice Chancellor
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore