



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

BBA (Marketing) V 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	BBA501	Fundamentals of Operations Management	60	20	20	0	0	3	0	0	3	100
2	MAJ	BBAM502	Basics of Digital Marketing	60	20	20	0	0	3	0	0	3	100
3	DSE		Discipline Specific Elective - I	60	20	20	0	0	4	0	0	4	100
4	AECC		MOOCs - II	Credit Scheme will be as per the syllabus of the respective MOOCs Course								2	50
5	SEC		Vocational Course - III	Credit Scheme will be as per the syllabus of the respective Vocational Course								4	100
6		BBA505	Field Project/ Internship/ Apprenticeship	0	0	0	60	40	0	0	0	4	100
7		BBA506	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
				180	60	60	110	40	10	0	0	22	600

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

LIST OF DISCIPLINE SPECIFIC ELECTIVE

BBAM503	Introduction to Service Marketing
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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
Vishwavidyalaya, Indore

Vice Chancellor
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore