

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
BBA (Marketing) III Semester
Choice Based Credit System (CBCS) (2025-2029)

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	BBA301	Basics of Research	60	20	20	0	0	3	0	0	3	100
2	MAJ	BBA303	Fundamentals of Product and Brand Management	60	20	20	0	0	3	0	0	3	100
3	MIN	BBA304	Basics of Performance Management	60	20	20	0	0	3	0	0	3	100
4	MIN	BBA305	Basics of Management Accounting	60	20	20	0	0	3	0	0	3	100
5	AECC	BBAI501	Human Values and Professional Ethics	60	20	20	0	0	4	0	0	4	100
6	GE		Generic Elective Course - III	Credit Scheme will be as per the syllabus of the respective Generic Elective Course								4	100
7	SEC		Vocational Course - I	Credit Scheme will be as per the syllabus of the respective Vocational Course								4	100
				300	100	100	0	0	16	0	0	24	700

*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
Vishwavidyalaya, Indore

Vice Chancellor
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore