

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

BBA+MBA III Semester (Marketing)

Choice Based Credit System (CBCS) (2022-2026)

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	AECC	BBA1501	Human Values and Professional Ethics	60	20	20	0	0	4	0	0	4	100
3	VOC	BBA302	E-Accounting and Taxation with GST	60	20	20	0	0	4	0	0	4	100
4	MAJ	BBA303	Fundamentals of Product and Brand Management	60	20	20	0	0	3	0	0	3	100
5	MIN	BBA304	Basics of Performance Management	60	20	20	0	0	3	0	0	3	100
6	MIN	BBA305	Basics of Management Accounting	60	20	20	0	0	3	0	0	3	100
7	GE		Generic Elective Course - III	Credit Scheme will be as per the syllabus of the respective Generic Elective Course								4	100
				360	120	120	0	0	20	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



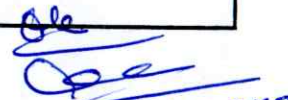
Controller of Examinations

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Vice Chancellor

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

1.3.2023