

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Shri Vaishnav School of Management
BBA (Hons) Choice Based Credit System (CBCS) 2020-23

SEMESTER - III

S. No.	COURSE CODE	COURSE NAME	Examination Scheme					Teaching Scheme/Week			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	BBAI301	Human Resource Management	60	20	20	0	0	4	0	0	4	100
2	BBAI302	Management Accounting	60	20	20	0	0	4	0	0	4	100
3	ML-301	Environmental Management and Sustainability	60	20	20	0	0	4	0	0	4	100
4	BBAI304	Principles of Marketing	60	20	20	0	0	4	0	0	4	100
5	BBAI305	Creativity and Innovation	60	20	20	0	0	4	0	0	4	100
6	BBAI306	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
7	BBAI307	Winter Internship (Min. 30 Days)	0	0	0	50	0	0	0	0	2	50
			300	100	100	50	0	20	0	0	24	600

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