

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

**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      | ML307       | 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                            |                            | 20                   |   | 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.