



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

BBA+MBA (INTEGRATED DUAL DEGREE) PROGRAM

Semester V

TEACHING & EVALUATION SCHEME							
THEORY			PRACTICAL				
End Sem Exam	Two Term Exam	Teacher Assessment	End Sem University Exam	Teacher Assessment	L	T	P
60	20	20	-	-	4	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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

BBAI501 Human Values and Professional Ethics

BBAI502 Customer Relationship Management

Major Specialization (Elective 1)

Major Specialization (Elective 2)

Major Specialization (Elective 3)

BBAI506 Minor Research Project

BBAI507 Comprehensive Viva

Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Registrar
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore