

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### BBA+MBA IV 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	BBA401	Fundamentals of Entrepreneurship Development	60	20	20	0	0	3	0	0	3	100
2	MAJ	BBA402	Fundamentals of Advertising Management	60	20	20	0	0	3	0	0	3	100
3	MIN	BBA403	Financial System and Services	60	20	20	0	0	3	0	0	3	100
4	MIN	BBA404	Introduction to Psychology	60	20	20	0	0	3	0	0	3	100
5	GE		Generic Elective Course - IV	Credit Scheme will be as per the syllabus of the respective Generic Elective Course								4	100
6	AECC		MOOCs - I	Credit Scheme will be as per the syllabus of the respective MOOCs Course								2	50
7	SEC		Vocational Course - II	Credit Scheme will be as per the syllabus of the respective Vocational Course								4	100
				240	80	80	0	0	12	0	0	22	650


\*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

6/1/2024