

**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**  
**BBA (Marketing) I Semester**  
**Choice Based Credit System (CBCS) (2024-2028)**

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	BBA101	Fundamentals of Management	60	20	20	0	0	3	0	0	3	100
2	AECC	BBA102	Fundamentals of Communication	60	20	20	0	0	4	0	0	4	100
3	MAJ	BBA103	Introduction to Marketing	60	20	20	0	0	3	0	0	3	100
4	MIN	BBA104	Introduction to Human Resource Management	60	20	20	0	0	3	0	0	3	100
5	MIN	BBA105	Basics of Financial Accounting	60	20	20	0	0	3	0	0	3	100
6	GE		Generic Elective Course - I	Credit Scheme will be as per the syllabus of the respective Generic Elective Course								4	100
				300	100	100	0	0	16	0	0	20	600

\*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