

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
BBA (Operations) I Semester
Choice Based Credit System (CBCS) (2025-2029)

| 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 | BBA106 | Basics of Operations Management | 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 | BBA103 | Introduction to Marketing | 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