

**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**  
**BBA+MBA III Semester (Marketing)**  
**Choice Based Credit System (CBCS) (2023-2027)**

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	BBA301	Basics of Research	60	20	20	0	0	3	0	0	3	100
2	MAJ	BBA303	Fundamentals of Product and Brand Management	60	20	20	0	0	3	0	0	3	100
3	MIN	BBA304	Basics of Performance Management	60	20	20	0	0	3	0	0	3	100
4	MIN	BBA305	Basics of Management Accounting	60	20	20	0	0	3	0	0	3	100
5	AECC	BBAI501	Human Values and Professional Ethics	60	20	20	0	0	4	0	0	4	100
6	GE		Generic Elective Course - III	Credit Scheme will be as per the syllabus of the respective Generic Elective Course								4	100
7	SEC		Vocational Course - I	Credit Scheme will be as per the syllabus of the respective Vocational Course								4	100
				300	100	100	0	0	16	0	0	24	<b>700</b>

\*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

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Controller of Examinations  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

Vice Chancellor  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### BBA+MBA III Semester (Finance)

#### Choice Based Credit System (CBCS) (2023-2027)

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	BBA301	Basics of Research	60	20	20	0	0	3	0	0	3	100
2	MAJ	BBA305	Basics of Management Accounting	60	20	20	0	0	3	0	0	3	100
3	MIN	BBA304	Basics of Performance Management	60	20	20	0	0	3	0	0	3	100
4	MIN	BBA303	Fundamentals of Product and Brand Management	60	20	20	0	0	3	0	0	3	100
5	AECC	BBAI501	Human Values and Professional Ethics	60	20	20	0	0	4	0	0	4	100
6	GE		Generic Elective Course - III	Credit Scheme will be as per the syllabus of the respective Generic Elective Course							4	100	
7	SEC		Vocational Course - I	Credit Scheme will be as per the syllabus of the respective Vocational Course							4	100	
				300	100	100	0	0	16	0	0	24	700

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Vishwavidyalaya, Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav School of Management

### BBA+MBA III Semester (HR)

#### Choice Based Credit System (CBCS) (2023-2027)

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	BBA301	Basics of Research	60	20	20	0	0	3	0	0	3	100
2	MAJ	BBA304	Basics of Performance Management	60	20	20	0	0	3	0	0	3	100
	MIN	BBA303	Fundamentals of Product and Brand Management	60	20	20	0	0	3	0	0	3	100
3	MIN	BBA305	Basics of Management Accounting	60	20	20	0	0	3	0	0	3	100
4	AECC	BBAI501	Human Values and Professional Ethics	60	20	20	0	0	4	0	0	4	100
5	GE		Generic Elective Course - III	Credit Scheme will be as per the syllabus of the respective Generic Elective Course								4	100
6	SEC		Vocational Course - I	Credit Scheme will be as per the syllabus of the respective Vocational Course								4	100
				300	100	100	0	0	16	0	0	24	700

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