

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

BBA+MBA I Semester (Marketing/Finance/HR)

Choice Based Credit System (CBCS) (2022-2026)

S. No.	COURSE CODE	COURSE NAME	Examination Scheme					Teaching Scheme/Week			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	BBA101	Fundamentals of Management	60	20	20	0	0	3	0	0	3	100
2	BBA102	Fundamentals of Communication	60	20	20	0	0	4	0	0	4	100
3	BBA103	Introduction to Marketing	60	20	20	0	0	3	0	0	3	100
4	BBA104	Introduction to Human Resource Management	60	20	20	0	0	3	0	0	3	100
5	BBA105	Basics of Financial Accounting	60	20	20	0	0	3	0	0	3	100
6		Generic Elective Course - I	60	20	20	0	0	4	0	0	4	100
			360	120	120	0	0	20	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.

**MRP Viva- External (30 Marks); Guide (20 Marks); Report (10 Marks) Jointly by External and Guide.

*** MRP Internal - Synopsis Presentation (20 Marks); Mid Sem Presentation (20 Marks).


Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Chairperson

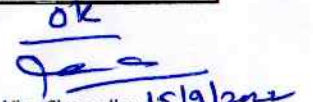
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examinations
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Vice Chancellor 15/9/2022

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore