

Shri Vaishnav Vidyapeeth Vishwavidyalaya
BBA+MBA
Choice Based Credit System (CBCS) (2020-2023)

SEMESTER - V

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	BBAI501	Human Values and Professional Ethics	60	20	20	0	0	4	0	0	4	100
2	BBAI502	Customer Relationship Management	60	20	20	0	0	4	0	0	4	100
3		Major Specialization (Elective1)	60	20	20	0	0	4	0	0	4	100
4		Major Specialization (Elective2)	60	20	20	0	0	4	0	0	4	100
5		Major Specialization (Elective3)	60	20	20	0	0	4	0	0	4	100
6	BBAI506	Minor Research Project	0	0	0	30	20	0	0	0	2	50
7	BBAI507	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			300	100	100	80	20	20		0	24	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- (20 Marks); Report (10 Marks) by External Guide

*** MRP Internal - Synopsis Presentation (10 Marks); Final/Mid Sem Presentation (10 Marks) by Internal Examiner/Guide

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