

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

BBA (Marketing) VI Semester

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

S. No.	Course Category	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	MAJ	BBA601	Basics of Managerial Economics	60	20	20	0	0	3	0	0	3	100
2	AECC	BBA602	Fundamentals of Statistics	60	20	20	0	0	4	0	0	4	100
3	MAJ	BBAM603	Basics of Sales Management	60	20	20	0	0	3	0	0	3	100
4	DSE		Discipline Specific Elective - I	60	20	20	0	0	4	0	0	4	100
5	DSE		Discipline Specific Elective - II	60	20	20	0	0	4	0	0	4	100
6		BBA607	Field Project/ Internship/ Apprenticeship	0	0	0	100	0	0	0	0	4	100
7		BBA608	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
				300	100	100	150	0	18	0	0	24	650

*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
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Vice Chancellor
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore