

**Shri Vaishnav Vidyapeeth Vishwavidyalaya**  
**Shri Vaishnav School of Management**  
**BBA (Hons)**  
**Choice Based Credit System (CBCS) (2021-2024)**

**SEMESTER - III**

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	BBAI301	Human Resource Management	60	20	20	0	0	3	0	0	3	100
2	BBAI302	Fundamentals of Management Accounting	60	20	20	0	0	3	0	0	3	100
3	ML307	Environmental Management and Sustainability	60	20	20	0	0	3	0	0	3	100
4	BBAI304	Principles of Marketing	60	20	20	0	0	3	0	0	3	100
5	BBAI305	Creativity and Innovation	60	20	20	0	0	3	0	0	3	100
6		Generic Elective-I	60	20	20	0	0	3	0	0	3	100
7	BBAI306	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			360	120	120	50	0	18	0	0	20	650

\*Teacher Assessment shall be based following components: Presentation/Case Study/ Fish Pond/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

\*\* Internship Project/Field Study Internal- Panel Presentation (50 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