

**Shri Vaishnav Vidyapeeth Vishwavidyalaya**  
**BBA+MBA**  
**Choice Based Credit System (CBCS) 2020-23**

**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	0	24	<b>600</b>

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