

Swami Vivekanand University, Sagar (M.P.)

**As per model syllabus of U.G.C. New Delhi, drafted by
Central Board of Studies and Approved by Higher
Education and the Governor of M.P.**



कॉमिस सैकाय

Faculty of Management

SCHEME

B.B.A. Yearly Examination

2017-20

I, II & III Year

कलसचिव

स्वामी विवकानंद विश्वविद्यालय, सिरोंजा सागर (म.प.)



SESSION 2018-19

BBA (Annual System) Second Year Scheme

1. Course Code : BBA 4. Total Theory Marks : 300
2. Course Name : B.B.A. 5. Minimum Passing Percentage : 33
3. Total Theory Paper : 6

Sub. Code	Paper Name	Marks		Total Marks	
		Theory Marks	Internal Assessment / CCE Mark	Max	Min
		Maximum	Maximum		
Group I					
BBA 201	Marketing Management	40	10	50	17
BBA 202	Marketing Research	40	10	50	17
Group II					
BBA 203	Financial Management	40	10	50	17
BBA 204	Project Management	40	10	50	17
Group III					
BBA 205	Human Research Management	40	10	50	17
BBA 206	Organization Behaviour	40	10	50	17



SESSION 2019-20

BBA (Annual System) Third Year Scheme

1. Course Code	: BBA	4. Total Theory Marks	: 300
2. Course Name	: B.B.A.	5. Minimum Passing Percentage	: 33
3. Total Theory Paper	: 6		

Sub. Code	Paper Name	Marks		Total Marks	
		Theory Marks	Internal Assessment / CCE Mark	Max	Min
		Maximum	Maximum		
Group I					
BBA 301	Entrepreneurial Development	40	10	50	17
BBA 302	Management Information System	40	10	50	17
Group II					
BBA 303	Business Environment	40	10	50	17
BBA 304	Business Law	40	10	50	17
Group III Electives Subject (Select Any One)					
Group A. Marketing Management					
Group B Finance					
Group C HRM					
Group A Marketing					
BBA 305 (A)	Consumer Behaviour	40	10	50	17
BBA 306 (A)	Advertising Management & Sales Promotion	40	10	50	17
Group B Finance					
BBA 305 (B)	Working Capital Management	40	10	50	17
BBA 306 (B)	Corporate Taxation	40	10	50	17
Group C HRM					
BBA 305 (C)	Human Resources Development	40	10	50	17
BBA 306 (C)	Wages and Salary Administration	40	10	50	17