

Mandsaur University

2024 Scheme of Examination

Semester

I

BBA

Digital Marketing

S. No.	Category	Theory/ Practical	Subject Code	Subject Name	Maximum Marks Allotted			Hours/Week			Credits	Total Marks
					End Sem Test (EST)	Mid Sem Test (MST)	(CET)	L	T	P		
1	Major	Theory	24BBA010 TR1	Fundamentals of Accounting	60	30	10	3	-	-	3	100
2	Major	Theory	24BBA020 TR1	Business Management	60	30	10	3	-	-	3	100
3	Minor	Theory	24BBA360 TR1	Fundamentals of Digital Marketing	60	30	10	3	-	-	3	100
4	Minor	Theory	24BBA370 TR1	E-Commerce	60	30	10	3	-	-	3	100
5	Generic Elective	Theory	24BBA050 TR1	Business Statistics	60	30	10	4	-	-	4	100
6	AEC	Theory	24LSCE120 TR1	Indian Culture and Communication	30	10	10	1	-	-	1	50
7	AEC	Practical	24LSCE120 PR1	Indian Culture and Communication	25	15	10	-	-	2	1	50
8	AEC	Practical	24LSCY010 PR1	Yoga and Meditation	50	40	10	-	-	4	2	100
9	VAC	Practical	24VAC010 PR1	Office Automation	25	15	10	-	-	2	1	50
10	Projects	Practical	24BBAP01 PR1	Project Based Learning I	25	-	25	-	-	2	1	50
11												
12												
Total					455	230	115	17	0	10	22	800

Prepared by
(BOS Coordinator)

Verified By
(HOD/BOS Chairperson)

Submitted by
(Dean Academics)

Approved by
(Vice Chancellor)