

Mandsaur University

2024 Scheme of Examination

Semester

II

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	24BBA070 T	Business Economics	60	30	10	3	-	-	3	100
2	Major	Theory	24BBA090 T	Organizational Behaviour	60	30	10	3	-	-	3	100
3	Minor	Theory	24BBA380 T	E-Marketing	60	30	10	3	-	-	3	100
4	Minor	Theory	24BBA390 T	Website Planning and Design	60	30	10	3	-	-	3	100
5	Generic Elective	Theory	24BBA100 T	Business Mathematics	60	30	10	4	-	-	4	100
6	AEC	Theory	24LSCE121 T	Effective Communication and Professionalism	30	10	10	1	-	-	1	50
7	AEC	Theory	24LSCE010 T	Environmental Studies	30	10	10	2	-	-	2	50
8	AEC	Practical	24LSCE121 P	Effective Communication and Professionalism	25	15	10	-	-	2	1	50
9	VAC	Practical	24VAC020 P	Basics of Internet	25	15	10	-	-	2	1	50
10	Projects	Practical	24BBAP02 P	Project Based Learning II	25	-	25	-	-	2	1	50
11												
12												
Total					435	200	115	19	0	6	22	750

Prepared by
(BOS Coordinator)

Verified By
(HOD/BOS Chairperson)

Submitted by
(Dean Academics)

Approved by
(Vice Chancellor)