			Mandsaur Uni						
			2023 Scheme of Exa						
Semester	IV	BBA							
	Theom./	Cubinat		Maximum Marks A	Allotted	Hours/Wee	k	Total	E

Category	Theory/ Practical	Subject Code		Maximum Marks Allotted		llotted	Hours/Week			Total	Elective Information			
				End Sem Test (EST)	Mid Sem Test (MST)	(CET)	L	Т	P	Credits	Marks	Base Code	Elective Subject Code	Elective Subject Name
Major 4	Theory	M2-BBAB1T	Marketing Management	60	30	10	6	-	-	6	100			
Minor 4	Theory	M2-BBAB2T	Marketing Research	60	30	10	6	-	-	6	100			
Generic Elective 4	Theory	C2-COMA2G	New Venture Planning	60	30	10	4	-	-	4	100			
SEC 2	Theory	V1-COM- DIGT	Digital Marketing	60	30	10	4	-	-	4	100			
Additional Courses	Practical	COM270 PR1	Fundamentals of Banking Operations	50	40	10	-	-	4	2	100			
Total					160	50	20	0	4	22	500			
Prepared by (BOS Coordinator)			Verified By (HOD/BOS Chairperson)					Submitted by (Dean Academics)						
							Approved by							
	Major 4 Minor 4 Generic Elective 4 SEC 2 Additional Courses	Major 4 Theory Minor 4 Theory Generic Elective 4 Theory Additional Courses Practical Prepared by	Major 4 Theory M2-BBAB1T Minor 4 Theory M2-BBAB2T Generic Elective 4 Theory C2-COMA2G SEC 2 Theory Additional Courses Practical COM270 PR1	Major 4 Theory M2-BBAB1T Marketing Management Minor 4 Theory M2-BBAB2T Marketing Research Generic Elective 4 Theory C2-COMA2G New Venture Planning SEC 2 Theory Digital Marketing Additional Courses Practical COM270 PR1 Fundamentals of Banking Operations Total Prepared by Verified By	Theory/ Practical Code Subject Name End Sem Test (EST) Major 4 Theory M2-BBAB1T Marketing Management 60 Minor 4 Theory M2-BBAB2T Marketing Research 60 Generic Elective 4 Theory C2-COMA2G New Venture Planning 60 SEC 2 Theory DIGT Digital Marketing Practical COM270 PR1 Fundamentals of Banking Operations 50 Additional Courses Practical COM270 PR1 Fundamentals of Banking Operations 50 Total 290 Prepared by Verified By	Theory Practical Code Subject Name End Sem Test (EST) Test (MST) Major 4 Theory M2-BBAB1T Marketing Management 60 30 Minor 4 Theory M2-BBAB2T Marketing Research 60 30 Generic Elective 4 Theory C2-COMA2G New Venture Planning 60 30 SEC 2 Theory V1-COM-DIGT Digital Marketing Digital Marketing Operations 50 40 Additional Courses Practical COM270 PR1 Fundamentals of Banking Operations 50 40 Total 290 160 Prepared by Verified By	Category	Category Practical Subject Subject Name End Sem Test (EST) Mid Sem Test (MST) CET L	Theory Practical Subject Name End Sem Mid Sem Test (MST) (CET) L T	Theory	Category Practical Code Subject Name End Sem Mid Sem Test (EST) Test (MST) CET) L T P Credits	Category Practical Code Subject Name End Sem Mid Sem (CET) L T P Credits Marks	Category Practical Code Subject Name End Sem Mid Sem Test (EST) Test (MST) (CET) L T P P Total Marks Base Code	Category Practical Code Subject Name End Sem Mid Sem C(ET) L T P Credits Name Nam