

SHREYARTH UNIVERSITY

School of Management Teaching Scheme for BBA and IMBA Program Effective AY-2022-23

			Subject Code Subject Name				Teaching Scheme	2		Evaluation Scheme					
Sr. No.	Semester	Subject Code		Category	Lecture	Tutorial	Practical	Contact Hours	Credit	CIE(TH)	CIE(PR)	ESE(TH)	ESE(PR)	Total Marks	
1	I	BBA11CC01	Introduction to Management Thought	Core	3	0	0	3	3	60	0	40	0	100	
2	I	BBA11CC02	Business English	Core	3	0	0	3	3	60	0	40	0	100	
3	I	BBA11CC03	Principles of Micro Economics	Core	3	0	0	3	3	60	0	40	0	100	
4	I	BBA11CC04	Financial Accounting	Core	3	1	0	4	4	60	0	40	0	100	
5	I	BBA11CC05	Business Mathematics	Core	3	1	0	4	4	60	0	40	0	100	
6	I	BBA11CC06	Fundamentals of IT in Business	Core	3	0	0	3	3	60	0	40	0	100	
7	I	BBA11CE01	Enrichment Course 1 – Presentation Skills	Enrichment	2	0	0	2	2	0	100	0	0	100	
8	I	BBA11CE02	Enrichment Course 2 Yoga & Fitness	Enrichment	2	0	0	2	2	0	100	0	0	100	
9	II	BBA21CC01	Business Environment	Core	3	0	0	3	3	60	0	40	0	100	
10	II	BBA21CC02	Business Communication	Core	3	0	0	3	3	60	0	40	0	100	
11	II	BBA21CC03	Principles of Macro Economics	Core	3	0	0	3	3	60	0	40	0	100	
12	П	BBA21CC04	Indian Financial System	Core	3	0	0	3	3	60	0	40	0	100	
13	II	BBA21CC05	Basics of Statistics	Core	3	0	0	3	3	60	0	40	0	100	
14	II	BBA21CC06	Organizational Behaviour	Core	3	0	0	3	3	60	0	40	0	100	
15	II	BBA21EC01	Environmental Studies	Elective	2	0	0	2	2	0	100	0	0	100	
16	П	BBA21CE03	Enrichment Course 3 – Social Etiquette	Enrichment	2	0	0	2	2	0	100	0	0	100	
17	II	BBA21CE04	Enrichment Course 4 – Theatre and Films	Enrichment	2	0	0	2	2	0	100	0	0	100	
18	III	BBA31CC01	Human Resource Management	Core	3	0	0	3	3	60	0	40	0	100	
19	III	BBA31CC02	Essentials of Marketing Management	Core	3	0	0	3	3	60	0	40	0	100	
20	III	BBA31CC03	Cost Accounting	Core	3	0	0	3	3	60	0	40	0	100	
21	III	BBA31CC04	Business Statistics	Core	3	0	0	3	3	60	0	40	0	100	
22	III	BBA31CC05	Financial Management	Core	3	0	0	3	3	60	0	40	0	100	
23	III	BBA51EL01	Disaster Management	Elective	2	0	0	2	2	0	100	0	0	100	
24	III	BBA31CE01	Enrichment Course 5 – Creativity	Enrichment	2	0	0	2	2	0	100	0	0	100	
25	III	BBA31CE02	Enrichment Course 6 – Working with Excel	Enrichment	2	0	0	2	2	0	100	0	0	100	
26	IV	BBA41CC01	Ethics and Values	Core	3	0	0	3	3	60	0	40	0	100	
27	IV	BBA41CC02	Legal Aspects of Business	Core	3	0	0	3	3	60	0	40	0	100	
28	IV	BBA41CC03	Management Accounting	Core	3	0	0	3	3	60	0	40	0	100	
29	IV	BBA41CC04	Research Methods for Business	Core	3	0	0	3	3	60	0	40	0	100	
30	IV	BBA41CC05	Introduction to Banking and Insurance	Core	3	0	0	3	3	60	0	40	0	100	
31	IV	BBA41EL01	Indian Constitution	Elective	2	0	0	2	2	0	100	0	0	100	
32	IV	BBA41CE01	Enrichment Course 7 - Industry Analysis	Enrichment	2	0	0	2	2	0	100	0	0	100	
33	IV	BBA41CE02	Enrichment Course 8 - Report Writing	Enrichment	2	0	0	2	2	0	100	0	0	100	
34	V	BBA41CC06	Summer Internship	Core	6	0	3	0	6	0	0	0	100	100	
35	V	BBA51CC01	Introduction to Strategic Management	Core	3	0	0	3	3	60	0	40	0	100	
36	V	BBA51CC02	Entrepreneurship & Start Up	Core	3	0	0	3	3	60	0	40	0	100	
37	V	BBA51CC03	Introduction to Taxation	Core	3	0	0	3	3	60	0	40	0	100	
38	V	BBA51CC04	Production and Operation Management	Core	3	0	0	3	3	60	0	40	0	100	
39	V		Specialization Elective (Any One)		3	0	0	3	3	60	0	40	0	100	
	V	BBA51EH01	Negotiation and Conflict Management	Elective											



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Sr. No.				Category	Lecture	Tutorial	Practical	Contact Hours	Credit	CIE(TH)	CIE(PR)	ESE(TH)	ESE(PR)	Total Marks	
	V	BBA51EM01	Consumer Behaviour	Elective											
	V	BBA51EF01	Fundamentals of Investment	Elective											
40	V	BBA51CE01	Enrichment Course 9 - Data Analysis and application of Statistical Package	Enrichment	2	0	0	2	2	0	100	0	0	100	
41	V	BBA51CE02	Enrichment Course 10 – Personality Development & Interview Skills	Enrichment	2	0	0	2	2	0	100	0	0	100	
						0	0			60	0	40	0	100	
42	VI	BBA61CC01	Fundamentals of International Business	Core	3			3	3		Ů		v	1.1	
43	VI	BBA61CC02	Production and Operation Management	Core	3	0	0	3	3	60	0	40	0	100	
44	VI	BBA61CC03	FinTech	Core	3	0	0	3	3	60	0	40	0	100	
45	VI	BBA61CC04	Dissertation Project	Core	6	0	3	0	6	0	0	0	100	100	
46	VI		Specialization Elective (Any one)		3	0	0	3	3	60	0	40	0	100	
	VI	BBA61EH01	Talent Management	Elective											
	VI	BBA61EM01	Digital Marketing	Elective											
	VI	BBA61EF01	Financial Market	Elective											
47	VI	BBA61CE01	Enrichment Course 11 –Aptitude and Logical Reasoning Skills	Enrichment	2	0	0	2	2	0	100	0	0	100	
48	VI	BBA61CE02	Enrichment Course 12 – Journalism	Enrichment	2	0	0	2	2	0	100	0	0	100	
49	VII	MBA11CC01	Advance Human Resource Management	Core	3	0	0	3	3	60	0	40	0	100	
50	VII	MBA11CC02	Advance Marketing Management	Core	3	0	0	3	3	60	0	40	0	100	
51	VII	MBA11CC03	Advance Financial Management	Core	3	0	0	3	3	60	0	40	0	100	
52	VII	MBA11CC04	Financial Statement Analysis	Core	3	0	0	3	3	60	0	40	0	100	
53	VII	MBA11CC05	International Business	Core	3	0	0	3	3	60	0	40	0	100	
54	VII	MBA11CC06	Research Methodology	Core	3	0	0	3	3	60	0	40	0	100	
55	VII	MBA11CC07	Written Communication and Analysis-I	Core	3	0	0	3	3	60	0	40	0	100	
56	VII	MBA11CE13	Enrichment Course 13: Design Thinking	Enrichment	2	0	0	2	2	0	100	0	0	100	
57	VIII	MBA21CC01	Strategic Management	Core	3	0	0	3	3	60	0	40	0	100 100	
58 59	VIII	MBA21CC02 MBA21CC03	Internal Customer Satisfaction Advanced Data Analysis	Core	3	0	0	3	3	60	0	40	0	100	
60	VIII	MBA21CC03	Written Communication and Analysis-II	Core	3	0	0	3	3	60	0	40	0	100	
61-63	VIII	WIBA21CC04	Specialisation Elective (Any Three)	Core	3	0	0	3	3	00	0	40	0	100	
01 03	VIII	MBA21EH01	Strategic HRM	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EH02	Strategic Staffing	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EH03	Employee Relations	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EH04	Human Resource Development	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EM01	Strategic Marketing	Elective MM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EM02	Consumer Behaviour	Elective MM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EM03	Integrated Marketing Communication	Elective MM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EM04	Sales and Distribution Management	Elective MM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EF01	Management of Financial Institutions (MFI)	Elective FM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EF02 MBA21EF03	Investment Analysis & Portfolio Management (IAPM) Investment Banking	Elective FM Elective FM	3	0	0	3	3	60	0	40	0	100	
	VIII	MBA21EF03 MBA21EF04	Investment Banking Microfinance Management	Elective FM Elective FM	3	0	0	3	3	60	0	40	0	100	
64	IX	MBA31CC01	Business Ethics and CSR	Core	3	0	0	3	3	60	0	40	0	100	
65	IX	MBA31CC01	Contemporary Issues in Management	Core	3	0	0	3	3	60	0	40	0	100	
66	IX	MBA31CC02	New Enterprise and Innovation Management	Core	3	0	0	3	3	60	0	40	0	100	
67	IX	MBA31CC04	Business Analytics	Core	3	0	0	3	3	60	0	40	0	100	
68	IX	MBA31CC05	Dissertation I	Project	3	0	0	0	3	60	0	40	0	100	
69-71	IX		Specialisation Elective (Any Three)		-				-				-		
	IX	MBA31EH01	Compensation Management	Elective HRM	3	0	0	3	3	60	0	40	0	100	



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	IX	MBA31EH02	Performance Management	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	IX	MBA31EH03	Organizational Development and Change Management	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	IX	MBA31EH04	Coaching and Counselling	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	IX	MBA31EM01	Brand Management	Elective MM	3	0	0	3	3	60	0	40	0	100	
	IX	MBA31EM02	Pricing Strategies	Elective MM	3	0	0	3	3	60	0	40	0	100	
	IX	MBA31EM03	Services Marketing	Elective MM	3	0	0	3	3	60	0	40	0	100	
	IX	MBA31EM04	Marketing Research	Elective MM	3	0	0	3	3	60	0	40	0	100	
	IX	MBA31EF01	Derivatives and Risk Management	Elective FM	3	0	0	3	3	60	0	40	0	100	
	IX	MBA31EF02	Mergers, Acquisitions & Corporate Restructuring	Elective FM	3	0	0	3	3	60	0	40	0	100	
	IX	MBA31EF03	Financial Analytics	Elective FM	3	0	0	3	3	60	0	40	0	100	
	IX	MBA31EF04	Financial Planning	Elective FM	3	0	0	3	3	60	0	40	0	100	
72	X	MBA41CC01	Management Control System	Core	3	0	0	3	3	60	0	40	0	100	
73	X	MBA41CC02	Management Information System	Core	3	0	0	3	3	60	0	40	0	100	
74	X			Core	3	0	0	3	3	60	0	40	0	100	
75	X	MBA41CC04	Dissertation II	Project	6	0	3	0	3	0	80	0	120	200	
76-78	X		Specialisation Elective (Any Three)												
	X	MBA41EH01	Contemporary Issues in HR	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	X		HR Analytics	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	X	MBA41EH03	International HRM	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	X	MBA41EH04	Managing Culture and Diversity	Elective HRM	3	0	0	3	3	60	0	40	0	100	
	X	MBA41EM01	International Marketing	Elective MM	3	0	0	3	3	60	0	40	0	100	
	X	MBA41EM02	Customer Relationship Management	Elective MM	3	0	0	3	3	60	0	40	0	100	
	X	MBA41EM03	Marketing Strategies for Emerging Markets	Elective MM	3	0	0	3	3	60	0	40	0	100	
	X	MBA41EM04	Marketing Analytics	Elective MM	3	0	0	3	3	60	0	40	0	100	
	X	MBA41EF01	Valuation of Firms	Elective FM	3	0	0	3	3	60	0	40	0	100	
	X		Introduction to Securitization	Elective FM	3	0	0	3	3	60	0	40	0	100	
	X	MBA41EF03	International Banking & Finance	Elective FM	3	0	0	3	3	60	0	40	0	100	
	X	MBA41EF04	Corporate Governance	Elective FM	3	0	0	3	3	60	0	40	0	100	