



# SHREYARTH UNIVERSITY

School of Management

Teaching Scheme for BBA\_BBA(H)\_IMBA Honours Program

Effective from AY-2023-24 as per NEP-2020

Sr. No	Semester	Course Code	Course Name	Curricular Components	Teaching Scheme					Evaluation Scheme				Total Marks
					Credit	Lecture	Tutorial	Practical	Contact Hours	CIE (TH)	CIE (PR)	ESE (TH)	ESE (PR)	
1	I	MGM101-1C	Introduction to Management Thought and Forms of Business Organization	Discipline Specific Courses 1	4	4	0	0	4	50	0	50	0	100
2	I	FIM101-1C	Financial Accounting	Discipline Specific Courses 2	4	3	1	0	4	50	0	50	0	100
3	I	MGE101-1C	Principles of Micro Economics	Minor – 1	4	4	0	0	4	50	0	50	0	100
4	I	MDC101-1C	Business Mathematics	Interdisciplinary/ Multidisciplinary	4	3	1	0	2	50	0	50	0	100
5	I	AEC101-1C	Basics of English Grammar	Ability Enhancement Courses	2	2	0	0	2	25	0	25	0	50
6	I	SEC101-1C	Soft Skills	Skill Enhancement Courses	2	2	0	0	2	25	0	25	0	50
7	I	IKS101-1C	Indian Knowledge System	Value Added Courses for All	2	2	0	0	2	25	0	25	0	50
8	II	MKM101-1C	Marketing Management and Practice	Discipline Specific Courses 1	4	4	0	0	4	50	0	50	0	100
9	II	MGM102-1C	Business Statistics	Discipline Specific Courses 2	4	3	1	0	4	50	0	50	0	100
10	II	MGE102-1C	Principles of Macro Economics	Minor – 1	4	4	0	0	4	50	0	50	0	100
11	II	MDC104-1C	Banking and Financial Services	Interdisciplinary/ Multidisciplinary	4	4	0	0	4	50	0	50	0	100
12	II	AEC103-1C	Communication Skills	Ability Enhancement Courses	2	2	0	0	2	25	0	25	0	50
13	II	SEC103-1C	Leadership Skills	Skill Enhancement Courses	2	2	0	0	2	25	0	25	0	50
14	II	VAC101-1C	Basics of Yoga	Value Added Courses for All	2	2	0	0	2	25	0	25	0	50
15	III		Human Resource Management (4)	Discipline Specific Courses 1	4	4	0	0	4	50	0	50	0	100
16	III		Cost and Management Accounting	Discipline Specific Courses 2	4	3	1	0	4	50	0	50	0	100
17	III		Financial Management	Discipline Specific Courses 3	4	3	1	0	4	50	0	50	0	100
18	III		Digital Marketing (4)	Interdisciplinary/ Multidisciplinary	4	4	0	0	4	50	0	50	0	100
19	III		Personality Development	Ability Enhancement Courses	2	2	0	0	2	25	0	25	0	50
20	III		Tally Accounting	Skill Enhancement Courses	2	2	0	0	2	25	0	25	0	50
21	III		Environmental Studies	Value Added Courses for All	2	2	0	0	2	25	0	25	0	50
22	IV		Production and Operation Management	Discipline Specific Courses 1	4	4	0	0	4	50	0	50	0	100
23	IV		Legal Aspects of Business	Discipline Specific Courses 2	4	4	0	0	4	50	0	50	0	100
24	IV		Research Methods for Business	Discipline Specific Courses 3	4	4	0	0	4	50	0	50	0	100
25	IV		Corporate Finance	Minor – 1	4	3	1	0	4	50	0	50	0	100
26	IV		Public Speaking	Ability Enhancement Courses	2	2	0	0	2	25	0	25	0	50
27	IV		Creative Writing and Analysis	Skill Enhancement Courses	2	2	0	0	2	25	0	25	0	50
28	IV		Ethics and Culture	Value Added Courses for All	2	2	0	0	2	25	0	25	0	50
29	V		Introduction to Strategic Management	Discipline Specific Courses 1	4	4	0	0	4	50	0	50	0	100
30	V		Entrepreneurship & Start Up	Discipline Specific Courses 2	4	4	0	0	4	50	0	50	0	100
31	V		Taxation and Financial Planning	Discipline Specific Courses 3	4	3	1	0	4	50	0	50	0	100
32	V		Consumer Behaviour	Minor – 1	4	4	0	0	4	50	0	50	0	100
33	V		Digital Marketing	Minor – 2	4	4	0	0	4	50	0	50	0	100
34	V		Statistical Software Package	Skill Enhancement Courses	2	2	0	0	2	25	0	25	0	50
35	VI		Fundamentals of International Business	Discipline Specific Courses 1	4	4	1	3	4	50	0	50	0	100
36	VI		Business Analytics	Discipline Specific Courses 2	4	4	0	0	4	50	0	50	0	100



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37	VI		Online Business and Fintech	Discipline Specific Courses 3	4	4	0	0	4	50	0	50	0	100
38	VI		Sales and Distribution Management	Minor – 1	4	4	0	0	4	50	0	50	0	100
39	VI		Environment Conservation & Disaster Management	Ability Enhancement Courses	2	2	0	0	2	25	0	25	0	50
40	VI		Internship	Skill Enhancement Courses/Internship	4	1	0	3	4	0	0	0	100	100
41	VII		Financial Statement Analysis	Discipline Specific Courses 1	4	3	1	0	4	50	0	50	0	100
42	VII		Project Management	Discipline Specific Courses 2	4	4	4	0	4	50	0	50	0	100
43	VII		Fintech	Discipline Specific Courses 3	4	4	4	0	4	50	0	50	0	100
44	VII		Talent Management	Minor – 1	4	4	0	0	4	50	0	50	0	100
45	VII		Research Project (RP)	Research Project/Dessertation/OJT	6	1	0	5	6	0	0	0	100	100
46	VIII		Contemporary Issues in Management	Discipline Specific Courses 1	4	4	4	0	4	50	0	50	0	100
47	VIII		Mergers and Acquisition	Discipline Specific Courses 2	4	4	4	0	4	50	0	50	0	100
48	VIII		Brand Management	Discipline Specific Courses 3	4	4	4	0	4	50	0	50	0	100
49	VIII		Negotiations and Conflict Management	Minor – 1	4	4	4	0	4	50	0	50	0	100
50	VIII		Research Project (RP)	Research Project/Dessertation/OJT	6	1	0	5	6	0	0	0	100	100