

MAHARISHI MARKANDESHWAR UNIVERSITY

SADOPUR, AMBALA

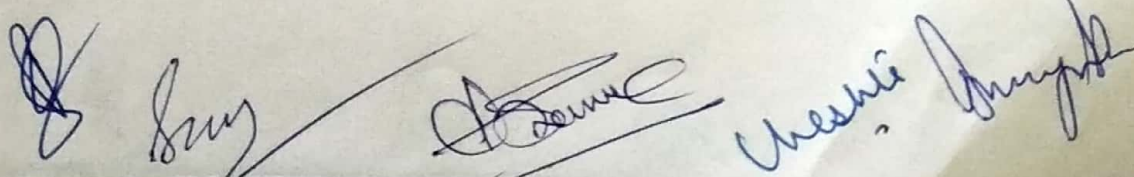
BBA in Brand Management and Communication

SCHEME OF EXAMINATION FOR 1ST SEMESTER

Course Code	Subject		Teaching Schedule				Theory	Examination Schedule		
			L	T	P	C		Sessional (Internal)	Practical (Viva Voice)	Total
HUM-101	English	AEC	4	-	-	4	60	40	-	100
BBA 102-A	Accounting – I	CD	4	-	-	4	60	40	-	100
BBA 103-A	Management Concepts and Practices	CD	4	-	-	4	60	40	-	100
BBA 104-A	Fundamentals of Managerial Economics	CD	4	-	-	4	60	40	-	100
BBA 105-A	Basic Statistics	CD	4	-	-	4	60	40	-	100
BBA 106-A	Corporate Communication	SEC	2			2	30	20		50
BBA 107-A	Excel Applications for Business – Lab	SEC	-	-	4	2	-	20	30	50
	Total		22	-	4	24	330	240	30	600

Note: L—Lecture; T—Tutorial; P—Practical; C—Credit;

AEC--Ability Enhancement –Compulsory; CD—Core Discipline; SEC—Skill Enhancement Course; OE—Open Elective



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SADOPUR, AMBALA

BBA in Brand Management and Communication

SCHEME OF EXAMINATION FOR 2ND SEMESTER

Course No.	Subject		Teaching Schedule				Theory	Examination Schedule		
			L	T	P	C		Sessional (Internal)	Practical (Viva Voce)	Total
BBA 201-A	Accounting – II	CD	4	-	-	4	60	40	-	100
BBA 202-A	Organizational Behaviour	CD	4	-	-	4	60	40	-	100
BBA 203-A	Introduction to Financial Management	CD	4	-	-	4	60	40	-	100
BBA 204-A	Applied Macro Economics	CD	4	-	-	4	60	40	-	100
BBA 205-A	Business Mathematics	CD	4	-	-	4	60	40	-	100
EVS-101	Environmental Studies	AEC	4	-	-	4	60	40	-	100
BBA 207-A	IT for Business and Accounting-Lab	SEC	-	-	4	2	-	20	30	50
	Total		24	-	4	26	360	260	30	650

Note: L—Lecture; T—Tutorial; P—Practical; C—Credit;

AEC—Ability Enhancement—Compulsory; CD—Core Discipline; SEC—Skill Enhancement Course; OE—Open Elective

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MAHARISHI MARKANDESHWAR UNIVERSITY**SADOPUR, AMBALA****SCHEME OF EXAMINATION FOR 3RD SEMESTER**

Course No.	Subject		Teaching Schedule				Examination Schedule			
			L	T	P	C	Theory	Sessional (Internal)	Practical (Viva Voce)	Total
BBA 301-A	Marketing Management	CD	4	-	-	4	60	40	-	100
BBA 302-A	Human Resource Management	CD	4	-	-	4	60	40	-	100
BBA 303-A	Business Research Methods	CD	4	-	-	4	60	40	-	100
BBA BMC-304	Creative Communication	CD	4	-	-	4	60	40	-	100
BBA BMC-305	Introduction to Business and Brands	CD	4	-	-	4	60	40	-	100
BBA BMC-306	Fundamentals of Consumer Behavior	CD	4	-	-	4	60	40	-	100
	Total		24	-	-	24	360	240	-	600

Note: L—Lecture; T—Tutorial; P—Practical; C—Credit;

AEC—Ability Enhancement—Compulsory; CD—Core Discipline; SEC—Skill Enhancement Course;

OE—Open Elective

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H.O.D. (Management Studies)
MM UNIVERSITY,
Sadopur, Ambala-134007

MAHARISHI MARKANDESHWAR UNIVERSITY

SADOPUR, AMBALA

SCHEME OF EXAMINATION FOR 4TH SEMESTER

Course No.	Subject		Teaching Schedule				Theory	Examination Schedule		
			L	T	P	C		Sessional (Internal)	Practical (Viva Voce)	Total
BBA 401-A	Business Law	CD	4	-	-	4	60	40	-	100
BBA 402-A	Enterprise Resource Planning	CD	4	-	-	4	60	40	-	100
BBA BMC-403	Integrated Marketing Communication	CD	4	-	-	4	60	40	-	100
BBA BMC-404	The Art of Graphics	CD	4	-	-	4	60	40	-	100
BBA BMC-405	Techniques of Thinking Visually	CD	4	-	-	4	60	40	-	100
	Open Elective I	OE	2	-	-	2	60	40	-	100
	Total		22	-	-	22	360	240	-	600

Brand Management and Communication Open Elective Papers (any one)

- BBA 401(B) Basics of Cost Accounting
 BBA 402(B) Computer Fundamentals & Organization
 BBA 403(B) Programming in C

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MAHARISHI MARKANDESHWAR UNIVERSITY**SADOPUR, AMBALA****SCHEME OF EXAMINATION FOR 5TH SEMESTER**

Course No.	Subject		Teaching Schedule				C	Theory	Examination Schedule		
			L	T	P	Sessional (Internal)			Practical (Viva Voce)	Total	
BBA BMC-501	Media Planning	CD	4	-	-	4	60	40	-	100	
BBA BMC -502	Fundamentals of Strategy	CD	4	-	-	4	60	40	-	100	
BBA BMC -503	Summer Internship	SEC				4		40	60	100	
	DSE — I	DSE	5	-	-	5	60	40	-	100	
	DSE — II	DSE	5	-	-	5	60	40	-	100	
	Open Elective— II	OE	2	-		2	60	40		100	
	Total		20	-	-	24	300	240	60	600	

Brand Management and Communication DSE Papers (any two)

BBA BMC -504 Introduction to Entrepreneurship

BBA BMC -505 Presentation & Selling Skills

BBA BMC -506 International Business Environment

BBA BMC -507 Team Work & Cross Cultural Leadership

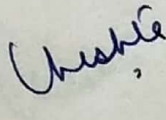
BBA BMC -508 New Media

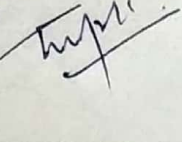
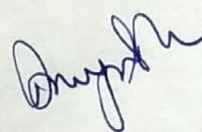
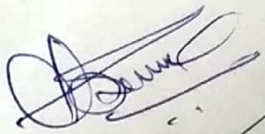
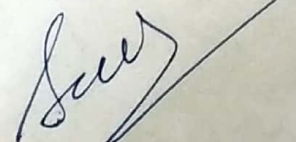
Brand Management and Communication Open Elective Papers (any one)

BBA 501(A) Business Ethics and Values

BBA 502(A) Information Security Fundamentals

Note: L—Lecture; T—Tutorial; P—Practical; C—Credit;

MAHARISHI MARKANDESHWAR UNIVERSITY**SADOPUR, AMBALA****SCHEME OF EXAMINATION FOR 6TH SEMESTER**

Course No.	Subject		Teaching Schedule			C	Theory	Examination Schedule		
			L	T	P			Sessional (Internal)	Practical (Viva Voce)	Total
BBA BMC-601	Research Project	SEC	-	-	-	4	-	100	100	200
BBA BMC-602	Future of Brands & Business	SEC		-	4	2		20	30	50
	DSE-III	DSE	5	-	-	5	60	40	-	100
	DSE-IV	DSE	5	-	-	5	60	40	-	100
	Total		10	-	4	16	120	200	130	450

Brand Management and Communication DSE Papers: (any two)**BBA BMC-603** E-Commerce**BBA BMC-604** Service Management**BBA BMC-605** Experiential Marketing**BBA BMC-606** Digital Branding**BBA BMC-607** Strategic Brand Management*Note: L—Lecture; T—Tutorial; P—Practical; C—Credit;**AEC—Ability Enhancement –Compulsory; CD—Core Discipline; SEC—Skill Enhancement Course; OE—Open Elective; DSE-Discipline Specific Elective*