

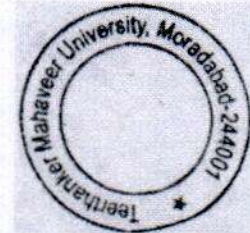
Study & Evaluation Scheme Of

Bachelor of Business Administration BBA - (BM&C)

(Specialization in Brand Management and Communication)

[Applicable w.e.f. Academic Session 2020-21 till revised]

[As per CBCS guidelines of UGC]



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B. Choice Based Credit System (CBCS)

Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve their target number of credits as specified by the UGC and adopted by our University. The following is the course module designed for the BBA (BM&C) program:

Core Course (CC): Core courses of BBA (BM&C) program will provide a holistic approach to management education, giving students both an overview of the field, and a basis to build, and specialize upon. These core courses are the strong foundation to establish management knowledge and provide broad multi-disciplined knowledge that can be further be studied in depth during the elective phase. The core courses will provide students with more than just practical knowledge, case-based lessons and collaborative learning models, train students to analyze, decide, and lead-rather than merely know-while creating a common student experience that can foster a deep understanding, develop decision-making ability and contribute to the business and community at large. A wide range of core courses provide groundwork in the basic management, commerce and higher level of marketing & communication.

This integrated and focused approach provides foundation to aspire for job opportunities in a range of industries and to possess both entrepreneurial approach and entrepreneurial skill sets. This program offered 13 core courses of 4 credits each.

Ability Enhancement Compulsory Course (AECC): As per the guidelines of Choice Based Credit System (CBCS) for all Universities, including the private universities, the Ability Enhancement Compulsory Course (AECC) is a course designed to develop the ability of students in communication (especially English) and other related subjects where they might find it difficult to communicate at a higher level in their prospective job at a later stage due to lack of practice and exposure in the language, etc. Students are motivated to learn the theory, fundamentals and tools of communication which can help them develop and sustain in the corporate environment and culture. This program offers 6 AEC courses of 4 credits each.

Generic Elective Course (GEC): Generic Elective is an interdisciplinary additional course. The score of Generic Elective is counted in your overall CGPI under Choice Based Credit System (CBCS). This program offered 4 GE courses of 4 credits each.

Open Elective (OEC): Student has to choose open elective course from the list of open electives list provided by the University. This program offered 2 OE courses of 3 credits each.

Skill Enhancement Course (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. This program offered 4 SE courses of 4 credits each.

Discipline Specific Elective Course (DSEC): The discipline specific elective courses are chosen to make students specialist or having specialized knowledge of a specific domain like Marketing Management, Human Resource Management, Finance and International Business. It will be covered in two semesters (V & VI) of third year of the program relevant to chosen disciplines of elective courses of the program. Each student will have to choose four discipline specific elective courses (DSECs) as a **specialization** (Brand Management and Communication); 2 in Semester V and 2 in Semester VI respectively. Each DSEC will carry 4 credits.

Viva Voce (VV): The viva- voce courses are chosen to make students have a clear and specific knowledge regarding their particular subjects and the type of projects they have undergone during their respective semesters.

- **Value Added Audit Course (VAC):** A value added course is a non-credit audit course which is basically meant to enhance general ability of students in areas like soft skills, quantitative aptitude and reasoning ability - required for the overall development of a student and at the same time crucial for industry/corporate demands and requirements. The student possessing these skills will definitely develop acumen to perform well during the recruitment process of any premier organization and will have the desired confidence to face the interview. Moreover, these skills are also essential in day-to-day life of the



Semester III

S. No.	Category	Course Code	Subject	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-7	BBACC311	Human Resource Management	4	0	0	4	40	60	100
2	CC-8	BBACC312	Business and Brands	4	0	0	4	40	60	100
3	CC-9	BBACC313	Financial Management	4	0	0	4	40	60	100
4	CC-10	BBACC314	Consumer Behaviour	4	0	0	4	40	60	100
5	AECC-4	TMUGE301	English Communication-III	3	0	2	4	40	60	100
6	AECC-5	BBAAE301	Human Values & Professional Ethics	4	0	0	4	40	60	100
7	GEC-3	-----	Any 1 from the GEC Group	4	0	0	4	40	60	100
Total				27	0	2	28	280	420	700

Semester IV

S. No.	Category	Course Code	Subject	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-11	BBACC411	Advertising Management	4	0	0	4	40	60	100
2	CC-12	BBACC412	Services Marketing	4	0	0	4	40	60	100
3	OE-1	-----	Open Elective -1	3	0	0	3	40	60	100
4	AECC-6	TMUGE401	English Communication-IV	3	0	2	4	40	60	100
5	GEC-4	---	Any 1 from the GEC Group	4	0	0	4	40	60	100
6	SEC-4	---	Any 2 from the SEC Group	4	0	0	4	40	60	100
7	SEC-5	---		4	0	0	4	40	60	100
Total				26	0	2	27	280	420	700

Value added audit course: However students has to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI.

VAC-1	TMUGS401	Managing Self	2	0	0	0	50	50	100
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SemesterV

S. No.	Category	Course	Subject	Periods			Credit	Evaluation Scheme		
		Code		L	T	P		Internal	External	Total
1	CC-13	BBACC511	Strategic Management	4	0	0	4	40	60	100
2	OE-2	-----	Open Elective -2	3	0	0	3	40	60	100
3	DSE-1	-----	Select 2 courses from the corresponding DSE Group	4	0	0	4	40	60	100
4	DSE-2	-----		4	0	0	4	40	60	100
5	VV-1	BBAVV551	Summer Training Evaluation Report	0	0	0	4	50	50	100
Total				19	0	0	19	210	290	500

Value added audit course: However students has to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI.

VAC-2	TMUGS501	Managing Work and Others	2	0	0	0	50	50	100
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SemesterVI

S. No.	Category	Course	Subject	Periods			Credit	Evaluation Scheme		
		Code		L	T	P		Internal	External	Total
1	DSE-3	-----	Select 2 courses from the corresponding DSE Group	4	0	0	4	40	60	100
2	DSE-4	-----		4	0	0	4	40	60	100
3	VV-2	BBAVV651	Dissertation Report Evaluation (Field Work/MSR)	0	0	8	4	50	50	100
Total				12	0	0	12	130	170	300

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