

## School of Commerce and Management Studies

Department of Commerce and Management

### - NEP-2020 Course Structure-

**Programme Name:** BBA (Marketing Management) (Hons. / Hons. with Research)

#### Semester – I

**For the Batch: AY 24-25 onwards**

Sr. No.	Category	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major (Mandatory + Electives)												
1	Major	NYBB101	Principles of Management	3	--	--	3	50	--	100	--	100
2	Major	NYBM101	Marketing Management	3	--	--	3	50	--	100	--	100
Minor: NA												
NA												
Open Elective (OE) *												
3	OE	NCAO03	Open Elective – I	4	--	--	4	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
4	SEC	NMGS05	Skill Enhancement Course I	1	--	2	2	--	50	--	50	100
5	VSC	NMGV01	Vocational Skill Course I	1	--	2	2	--	50	--	50	100
Ability/ Value Education Courses / Indian Knowledge System(AEC/VEC/IKS) *												
6	AEC	NHSA09	Ability Enhancement Courses – I	--	--	4	2	--	50	--	50	100
7	VEC	NLWV01	Value Education Course – I	2	--	--	2	--	50	--	50	100
8	IKS	NMGI02	Indian Knowledge System – I	2	--	--	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
9	CC	NMGC01	Co-Curricular Course-I	--	--	4	2	--	50	--	50	100
TOTAL				16	0	8	22	150	300	300	300	900

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<b>CIA:</b> Continuous Internal Assessment <b>ESE:</b> End Semester Theory Exam. <b>L:</b> Theory Lecture, <b>T:</b> Tutorial, <b>P:</b> Practical	<b>OJT</b> – On Job Training <b>FP</b> – Field Project <b>CEP</b> – Community Engagement Projects <b>CC</b> – Co-Curricular Course <b>RP</b> – Research Project <b>AEC</b> - Ability Enhancement Courses <b>IKS</b> - Indian Knowledge System <b>VEC</b> - Value Education Courses  * - Refer University Notification	<b>CIA</b>	<b>Weightage</b>	<b>Description</b>
		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		<b>CIA TOTAL</b>	<b>50%</b>	
Written Examination – End Semester Exam (ESE)			50%	
		<b>TOTAL</b>	<b>100%</b>	

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**School of Commerce and Management Studies**

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**- NEP-2020 Course Structure-**

**Programme Name:** BBA (Marketing Management) (Hons. / Hons. with Research)

**Semester – II**

**For the Batch: AY 24-25 onwards**

Sr. No.	Category	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major(Mandatory + Electives)												
1	Major	NYBM201	Consumer Behavior	3	--	--	3	50	--	100	--	100
2	Major	NYBB201	Organisational Behavior	3	--	--	3	50	--	100	--	100
Minor:												
3	Minor	NYBBM03	Minor-I	2	--	--	2	50	--	100	--	100
Open Electives (OE) *												
4	OE	NMGO08S	Open Elective – II	4	--	--	4	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
5	VSC	NMGV02	Vocational Skill Course II	--	--	4	2	--	50	--	50	100
6	SEC	NMGS06	Skill Enhancement Course II	2	--	--	2	--	50	--	50	100
Ability/ Value Education Courses / Indian Knowledge System(AEC/VEC/IKS) *												
7	AEC	NHSA10	Ability Enhancement Courses - II	--	--	4	2	--	50	--	50	100
8	VEC	NSSV01	Value Education Course - II	2	--	--	2	50	--	100	--	100
OJT/FP/CEP/CC/RP												
9	CC	NMGC02	Co-Curricular Course-II	--	--	4	2	--	50	--	50	100
TOTAL				16	--	16	22	250	200	500	200	900

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		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		<b>CIA TOTAL</b>	<b>50%</b>	
Written Examination – End Semester Exam (ESE)			50%	
		<b>TOTAL</b>	<b>100%</b>	

**Exit option:** Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor.

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**School of Commerce and Management Studies**

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**- NEP-2020 Course Structure-**

**Programme Name: BBA (Marketing Management) (Hons. / Hons. with Research)**

**Semester – III**

**For the Batch: A.Y. 24-25 onwards**

Sr. No.	Category	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBM301	Sales & distribution Management	4	--	--	4	50	--	100	--	100
2	Major	NYBB301	Statistics for Managers	3	1	--	4	50	--	100	--	100
Minor												
3	Minor	NYBBM04	Minor-II	3	1	--	4	50	--	100	--	100
Open Elective (OE) *												
4	OE	NMGO07S	Open Elective – III	2	--	--	2	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
5	VSC	NMGV03	Vocational Skill Course III	1	--	2	2	--	50	--	50	100
Ability/ Value Education Courses / Indian Knowledge System (AEC/VEC/IKS) *												
6	AEC	NHSA11	Ability Enhancement Courses - III	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
7	CC	NMGC03	Co-Curricular Course-III	--	--	4	2	--	50	--	50	100
8	FP	NYBM311	Field project I	--	--	4	2	--	50	--	50	100
TOTAL				13	2	14	22	100	200	400	200	800

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		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	50%	
		Written Examination – End Semester Exam (ESE)		50%
		TOTAL	100%	

**- NEP-2020 Course Structure-**

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**School of Commerce and Management Studies**

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**Programme Name: BBA (Marketing Management) (Hons. / Hons. with Research)**

**Semester – IV**

**For the Batch: A.Y. 24-25 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBM401	Retail Marketing	3	1	--	4	50	--	100	--	100
2	Major	NYBM402	Product and Brand Management	4	--	--	4	50	--	100	--	100
Minor												
3	Minor	NYBBM05	Minor III	4	--	--	4	50	--	100	--	100
Open Electives (OE)												
4	OE	NMGO09S	Open Elective IV	2	--	--	2	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
5	SEC	NMGS07	Skill Enhancement Course III	2	--	--	2	--	50	--	50	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
6	AEC	NHSA12	Ability Enhancement Course-IV	–	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
7	FP	NYBM411	Field Project II	--	--	4	2	--	50	--	50	100
8	CC	NMGC04	Co-Curricular Course-IV	--	--	4	2	--	50	--	50	100
TOTAL				15	01	12	22	200	200	400	200	800

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	CIA	Weightage	Description
	CIA 1	10%	Home Assignment
	CIA 2	20%	Written Exam
	CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
	CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
	CIA TOTAL	50%	





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## **School of Commerce and Management Studies**

Department of Commerce and Management

Written Examination – End Semester Exam (ESE)		50%	
	<b>TOTAL</b>	<b>100%</b>	

**Exit option:** Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor

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**School of Commerce and Management Studies**

Department of Commerce and Management

**- NEP-2020 Course Structure-**

**Programme Name: BBA (Marketing Management) (Hons. / Hons. with Research)**

**Semester – V**

**For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBM501	Supply Chain Management	4	--	--	4	50	--	100	--	100
2	Major	NYBM502	Marketing Environment	4	--	--	4	50	--	100	--	100
3	Major	NYBM503	Marketing Analytics	2	--	--	2	50	--	100	--	100
Major Electives (ME)												
4	ME	NYBME01	Major Elective I	4	--	--	4	50	--	100	--	100
Minor												
5	Minor	NYBBM06	Minor IV	4	--	--	4	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
6	VSC	NMGV04	Vocational Skill Course III	2	--	--	2	--	50	--	50	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
7	AEC	NHSA13	Ability Enhancement Course-V	–	--	4	2	--	50	--	--	50
OJT/FP/CEP/CC/RP												
8	FP	NYBM511	Field Project III	--	--	4	2	--	50	--	50	100
TOTAL				20	-	4	22	250	100	500	100	700

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		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		<b>CIA TOTAL</b>	<b>50%</b>	
Written Examination – End Semester Exam (ESE)			50%	
		<b>TOTAL</b>	<b>100%</b>	

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**School of Commerce and Management Studies**  
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**NEP-2020 Course Structure**

**Programme Name:** BBA (Marketing Management) (Hons. / Hons. with Research)

**Semester – VI**

**For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBM601	Integrated Marketing	4	-	-	4	50	-	100	-	100
2	Major	NYBM602	Rural Marketing	4	-	-	4	50	-	100	-	100
3	Major	NYBM603	Marketing of Services	2	-	-	2	50	-	100	-	100
Major Electives (ME)												
4	ME	NYBME02	Major Elective II	4	-	-	4	50	-	100	-	100
Minor												
5	Minor	NYBBM07	Minor V	4	-	-	4	50	-	100	-	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
6	AEC	NHSA14	Ability Enhancement Course-VI	-	--	4	2	--	50	--		50
OJT/FP/CEP/CC/RP												
7	OJT	NYBM611	On job Training I	-	-	8	4	-	50	-	50	100
TOTAL				18	-	8	22	250	50	500	50	600

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		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		<b>CIA TOTAL</b>	<b>50%</b>	
		Written Examination – End Semester Exam (ESE)		50%
		<b>TOTAL</b>	<b>100%</b>	

**Exit option:** Award of UG Degree in Major with 120-132 credits OR Continue with Major and Minor

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**School of Commerce and Management Studies**

Department of Commerce and Management

**Programme Name:** BBA (Marketing Management) (Hons. with Research)

**Semester – VII**

**For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBM704	SWAYAM	4	-	-	4	50	-	100	-	100
2	Major	NYBM705	SWAYAM	4	-	-	4	50	-	100	-	100
3	Major	NRDP101	Research Methodology	4	-	-	4	50	-	100	-	100
Major Electives (ME)												
4	ME	NYBME04	Journal Paper Publication (min.4)	4	-	-	4	50	-	100	-	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
5	AEC	NHSA15	Ability Enhancement Course-VII	-	--	4	2	--	50	-	50	100
OJT/FP/CEP/CC/RP												
6	RP	NYBM711	Research Project I	-	-	8	4	-	50	-	50	100
TOTAL				16	-	12	22	200	50	400	50	500

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		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		<b>CIA TOTAL</b>	<b>50%</b>	
		Written Examination – End Semester Exam (ESE)		50%
	<b>TOTAL</b>	<b>100%</b>		

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**School of Commerce and Management Studies**  
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**Programme Name:** BBA (Marketing Management) (Hons)

**Semester – VII**

**For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBM701	Industrial Marketing	4	-	-	4	50	-	100	-	100
2	Major	NYBM702	Marketing 5.0	4	-	-	4	50	-	100	-	100
3	Major	NYBM703	Advertising & Brand Promotions	4	-	-	4	50	-	100	-	100
4	Major	NRDP101	Research Methodology	4	-	-	4	50	-	100	-	100
Major Electives (ME)												
5	ME	NYBME03	Management Information System	4	-	-	4	50	-	100	-	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
6	AEC	NHSA15	Ability Enhancement Course-VII	-	-	4	2	-	50	-	50	100
TOTAL				20	-	4	22	250	50	500	50	600

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		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		<b>CIA TOTAL</b>	<b>50%</b>	
Written Examination – End Semester Exam (ESE)		50%		
		<b>TOTAL</b>	<b>100%</b>	

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SUN/SOCMS/ /2024-25	R / 27 <sup>th</sup> June 2024		

**School of Commerce and Management Studies**  
 Department of Commerce and Management

**Programme Name:** (Marketing Management) (Hons. with Research)

**Semester – VIII**

**For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBM804	SWAYAM	4	-	-	4	50	-	100	-	100
2	Major	NYBM805	SWAYAM	4	-	-	4	50	-	100	-	100
Major Electives (ME)												
4	ME	NYBM806	International conference presentation and research publication	4	-	-	4	50	-	100	-	100
OJT/FP/CEP/CC/RP												
6	RP	NYBM812	Research Project II	-	-	16	8	-	100	-	100	200
TOTAL				12	-	16	20	150	100	300	100	500

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**School of Commerce and Management Studies**

Department of Commerce and Management

<b>CIA:</b> Continuous Internal Assessment <b>ESE:</b> End Semester Theory Exam. <b>L:</b> Theory Lecture, <b>T:</b> Tutorial, <b>P:</b> Practical	<b>OJT</b> – On Job Training <b>FP</b> – Field Project <b>CEP</b> – Community Engagement Projects <b>CC</b> – Co-Curricular Course <b>RP</b> – Research Project <b>AEC</b> - Ability Enhancement Courses <b>IKS</b> - Indian Knowledge System <b>VEC</b> - Value Education Courses  * - Refer University Notification	<b>CIA</b>	<b>Weightage</b>	<b>Description</b>
		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		<b>CIA TOTAL</b>	<b>50%</b>	
Written Examination – End Semester Exam (ESE)		50%		
		<b>TOTAL</b>	<b>100%</b>	

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**Semester – VIII**

**For the Batch: A.Y. 23-24 onwards**

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								Course	Lab	Course	Lab		
Major (Mandatory)													
1	Major	NYBM801	Contemporary Issues in Marketing	4	-	-	4	50	-	100	-	100	
2	Major	NYBM802	Marketing of Financial Services	4	-	-	4	50	-	100	-	100	
3	Major	NYBM803	Introduction to Digital Marketing	4	-	-	4	50	-	100	-	100	
Major Electives (ME)													
4	ME	NYBME05	Sustainable Marketing	4	-	-	4	50	-	100	-	100	
OJT/FP/CEP/CC/RP													
6	RP	NYBM811	On the Job Training	-	-	16	8	-	100	-	100	200	
TOTAL				16	-	16	24	200	100	400	100	600	

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		<b>TOTAL</b>	<b>100%</b>	

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