

At Post Mahiravani, Trimbak Road, Nashik-422213, Maharashtra https://www.sandipuniversity.edu.in

School of Commerce and Management Studies

Department of Commerce and Management

- NEP-2020 Course Structure-

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

Sem	Semester – IFor the Batch: AY 24-25 onwards									ards		
					ching Hrs./V			Exa	minatio	on Scheme	•	Total
Sr. No.	Category Course Code Course Name		L	L T	Р	с	Formative Assessment CIA		Summative Assessment ESE		Marks	
								Course	Lab	Course	Lab	
Majo	Major (Mandatory + Electives)											
1	Major	NYBB101	Principles of Management	3			3	50		100		100
2	Major	NYBM101	Marketing Management	3			3	50		100		100
Mine	Minor: NA											
NA												
Ope	n Elective	(OE) *										
3	OE	NCAO03	Open Elective – I	4			4	50		100		100
Voca	ational and	Skill Enhanc	ement (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
Abili	ity/ Value	Education Co	ırses / Indian Knowledge Sy	stem(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/0	CC/RP										
9	CC	NMGC01	Co-Curricular Course-I			4	2		50		50	100
		TOT	TAL	16	0	8	22	150	300	300	300	900

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

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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)

	Category	Course Code			ching \$ Hrs./W		ne	Exa	aminatio	on Schem	e	Total Marks
Sr. No.			Course Name	L	т	Р	с		native sment A	Summ Assess ESI		
								Course	rse Lab Course Lab		Lab	
Majo	r(Mandato	ry + Electives)										
1	Major	NYBM201	Consumer Behavior	3			3	50		100		100
2	Major	NYBB201	Organisational Behavior	3			3	50		100		100
Mino	or:											
3	Minor	NYBBM03	Minor-I	2			2	50		100		100
Oper	l Electives	(OE) *				<u> </u>	<u> </u>					
4	OE	NMGO08S	Open Elective – II	4			4	50		100		100
Voca	tional and	Skill Enhancen	nent (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
Abili	ty/ Value l	Education Cours	ses / Indian Knowledge	Syst	em(AEC	C/VEC	C/IKS	s) *				
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/C	C/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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Department of Commerce and Management

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ESE : End Semester Theory Exam.	Engagement Projects CC – Co-Curricular Course	CIA 1	10%	Home Assignment
L : Theory Lecture,	RP – Research Project AEC - Ability Enhancement	CIA 2	20%	Written Exam
T : Tutorial, P : Practical	Courses IKS- Indian Knowledge System	CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
	VEC - Value Education Courses	CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
	* - Refer University Notification	CIA TOTAL	50%	
W	ritten Examination – End Seme	50%		
		TOTAL	100%	-

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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Department of Commerce and Management

- NEP-2020 Course Structure-

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

Semester – III For the Batch: A.Y. 24-25 onwards									8			
				Т	eaching (Hrs./	g Schen Week)	ne	E	xaminatio	n Scheme		
Sr. No.	Catego ry	Course Code	Course Name	L	т	Р	с	Formative Assessment CIA		Summative Assessment ESE		Total Marks
								Course	Lab	Course	Lab	
Majo	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
Min	Minor											
3	Minor	NYBBM04	Minor-II	3	1		4	50		100		100
Ope	Open Elective (OE) *											
4	OE	NMGO07S	Open Elective – III	2			2	50		100		100
Voca	ational	and Skill l	Enhancement (VSEC)		•	•	•					
5	VSC	NMGV03	Vocational Skill Course III	1		2	2		50		50	100
		Ability/ V	Value Education Course	es / Ir	ndian	Know	ledge	System (AEC/VE	EC/IKS) *	ł	
6	AEC	NHSA11	Ability Enhancement Courses - III	Ι		4	2		50		50	100
				T/FP	/CEP/	CC/F	RP					
7	CC	NMGC03	Co-Curricular Course- III			4	2		50		50	100
8	FP	NYBM311	Field project I			4	2		50		50	100
		то	TAL	13	2	14	22	100	200	400	200	800

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

Department of Commerce and Management

- NEP-2020 Course Structure-

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Chairperson	SOCMS	Academics		SUN
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Department of Commerce and Management

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

S	Semestei	r - IV					F	or the	Batch	: A.Y. 2	24-25	onwa
				Teaching Scheme (Hrs./Week)			Examination Scheme					
Sr. No.	Core	Core Course Code	Course Name	L	Т	Р	С	Formative Assessment CIA		Summative Assessment ESE		Total Marks
								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
Voca	ational a	and Skill En	hancement (VSEC)									
5	SEC	NMGS07	Skill Enhancement Course III	2			2		50		50	100
Abili	ity/Voca	ational Enh	ancement Courses / Indian	n Kno	wledg	e Syste	em (A	EC/VI	EC/IK	S)		
6	AEC	NHSA12	Ability Enhancement Course-IV	_		4	2		50		50	100
OJT	/FP/CE	P/CC/RP	1	n	I	I	r	1	ſ	I	T	
7	FP	NYBM411	Field Project II			4	2		50		50	100
8	CC	NMGC04	Co-Curricular Course-IV			4	2		50		50	100
		Т	OTAL	15	01	12	22	200	200	400	200	800

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FP - Field Project CEP - Community Engagement Projects CC - Co-Curricular Course RP - Research Project AEC- Ability Enhancement Courses IKS- Indian Knowledge System VEC- Value Education Courses * - Refer University Notification	CIA	Weightage	Description
			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
	CEP – Community Engagement Projects CC – Co-Curricular Course RP – Research Project AEC- Ability Enhancement Courses IKS- Indian Knowledge System VEC- Value Education Courses * - Refer University	CEP - Community Engagement Projects CC - Co-Curricular Course RP - Research Project AEC - Ability Enhancement Courses IKS- Indian Knowledge System VEC - Value Education Courses * - Refer University Notification CIA CIA	CEP - Community Engagement Projects CC - Co-Curricular Course RP - Research Project AEC- Ability Enhancement Courses IKS- Indian Knowledge System VEC- Value Education Courses * - Refer University Notification CIA Weightage CIA 1 IO% CIA 2

BoS	Dean	Associate Dean	Registrar
Chairperson	SOCMS	Academics	SUN
D			

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Department of Commerce and Management

Written Examination – End Sem	ester Exam (ESE)	50%	
	TOTAL	1 00 %	

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)

Sen	Semester - V For the Batch: A.Y. 23-24 onwards						5						
					Te	eaching (Hrs./V		e	Examination Scheme				
Sr. No.	Core	Course Code	Course Name		L	т	Р	с		native ssment A		mative ssment SE	Total Marks
									Course	Lab	Course	Lab	
Major (Mandatory)													
1	Major	NYBM501	Supply Chain Mana	gement	4			4	50		100		100
2	Major	NYBM502	Marketing Environment		4			4	50		100		100
3	Major	NYBM503	Marketing Analytics	5	2			2	50		100		100
Majo	or Elective	es (ME)									·i		
4	ME	NYBME01	Major Elective I		4			4	50		100		100
Min	or										· · · · · ·		
5	5 Minor NYBBM06 Minor IV			4			4	50		100		100	
Voc	ational an	d Skill Enha	ancement (VSEC)										
6	VSC	NMGV04	Vocational Skill Cou	arse III	2			2		50		50	100
Abil	ity/Vocati	ional Enhan	cement Courses /	Indian 1	Knowl	edge S	Systen	n (AEC	C/VEC/	IKS)			
7	AEC	NHSAIS	Ability Enhancemer Course-V	nt	_		4	2		5	0		50
OJT	/FP/CEP/	CC/RP											
8	FP	NYBM511	Field Project III				4	2		50		50	100
		то	TAL		20	-	4	22	250	100	500	100	700
L	BoS Chairper	rson	Dean SOCMS			ssociate cademi					Regist SUN	rar	
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CIA: Continuous Internal Assessment	OJT – On Job Training FP – Field Project CEP – Community	CIA	Weightage	Description
ESE : End Semester Theory Exam.	Engagement Projects CC – Co-Curricular Course	CIA 1	10%	Home Assignment
L : Theory Lecture,	RP – Research Project AEC - Ability Enhancement	CIA 2	20%	Written Exam
T : Tutorial, P : Practical	Courses IKS- Indian Knowledge System	CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
	VEC - Value Education Courses	CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
	* - Refer University Notification	CIA TOTAL	50%	
W	Vritten Examination – End Seme	ester Exam (ESE)	50%	
		TOTAL	100%	

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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 – VI

				Teaching Scheme (Hrs./Week)			Examination Schem			e		
Sr. No.	Corre Course Name	L	Т	Р	с	Formative Assessment CIA		Summative Assessment ESE		Total Marks		
								Course	Lab	Course	Lab	
Majo	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
Majo	Major Electives (ME)											
4	ME	NYBME02	Major Elective II	4	-	-	4	50	-	100	-	100
Mino	or											
5	Minor	NYBBM07	Minor V	4	-	-	4	50	-	100	-	100
Abili	ty/Vocat	ional Enha	ncement Courses / In	dian K	Inowled	ige Sy	stem	(AEC/V	EC/IK	S)		
6	AEC	INHSA14	Ability Enhancement Course-VI	_		4	2		5	0		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

BoS Chairperson	Dean SOCMS	Associate D Academics	ean Registrar SUN		
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Department of Commerce and Management

CIA: Continuous Internal Assessment	OJT – On Job Training FP – Field Project CEP – Community	CIA	Weightage	Description
ESE : End Semester Theory Exam.	Engagement Projects CC – Co-Curricular Course	CIA 1	10%	Home Assignment
L : Theory Lecture,	RP – Research Project AEC - Ability Enhancement	CIA 2	20%	Written Exam
T : Tutorial, P : Practical	Courses IKS- Indian Knowledge System VEC- Value Education Courses * - Refer University Notification	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%	
W	/ /ritten Examination – End Seme	50%	-	
		TOTAL	100%	1

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

BoS Chairperson	Dean SOCMS	Associate D Academics	Jean	Registrar SUN
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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

				Т	eaching (Hrs./W		•	Ex	aminatio	n Schem	e	
Sr. No.	Core	Course Code	Course Name	L	т	Р	с	Formative Assessment CIA		Summ Assess ESI	ment	Total Marks
							Course	Lab	Course	Lab		
Majo	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	I	100
Majo	r Electiv											
4	ME	NYBME04	Journal Paper Publication (min.4)	4	-	-	4	50	-	100	-	100
Abili	ty/Vocat	ional Enha	ancement Courses / Inc	dian K	Inowled	ige Sy	stem	(AEC/V	EC/IK	S)		
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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ESE : End Semester Theory Exam.	Engagement Projects CC – Co-Curricular Course	CIA 1	10%	Home Assignment
L: Theory Lecture,	RP – Research Project AEC - Ability Enhancement	CIA 2	20%	Written Exam
T : Tutorial, P : Practical	Courses IKS- Indian Knowledge System VEC- Value Education	CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
	Courses * - Refer University Notification	CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	50%	
W	/ ritten Examination – End Seme	50%		
		TOTAL	100%	

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School of Commerce and Management Studies

Department of Commerce and Management

Programme Name: BBA (Marketing Management) (Hons)

Semester – VII

			Course Name	Т	eaching (Hrs./W		•	Examination Scheme				
Sr. No.	Core	Course Code		L	т	Р	с	Formative Assessment CIA		Summative Assessment ESE		Total Marks
								Course	Lab	Course	Lab	
Majo	Major (Mandatory)											
1	Major		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
Majo	r Electiv	es (ME)										
5	ME	NYBME03	Management Information System	4	-	-	4	50	-	100	-	100
Abili	ty/Vocat	ional Enha	ancement Courses / Inc	dian K	Inowled	ige Sy	stem	(AEC/V	EC/IK	S)		
6	AEC	NHSA15	Ability Enhancement Course-VII	_	_	4	2	_	50	_	50	100
TOTAL			20	-	4	22	250	50	500	50	600	

BoS Chairperson	Dean SOCMS	Associate Dean Academics		Registrar SUN
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ESE : End Semester Theory Exam.	Engagement Projects CC – Co-Curricular Course	CIA 1	10%	Home Assignment
L : Theory Lecture,	RP – Research Project AEC - Ability Enhancement	CIA 2	20%	Written Exam
T : Tutorial, P : Practical	Courses IKS- Indian Knowledge System VEC- Value Education	CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
	Courses * - Refer University Notification	CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	50%	
W	/ritten Examination – End Semo	50%		
		TOTAL	100%	

BoS Chairperson	Dean SOCMS	Associate D Academics	Dean	Registrar SUN	
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School of Commerce and Management Studies

Department of Commerce and Management

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

Semester – VIII

				Teaching Scheme (Hrs./Week)				Examination Scheme				
Sr. No.	Core	Course Code	Course Name	L T P C	Formative Assessment CIA		Summative Assessment ESE		Total Marks			
							Course	Lab	Course	Lab		
Majo	Major (Mandatory)											
1	Major	NYBM804	SWAYAM	4	-	-	4	50	-	100	-	100
2	Major	NYBM805	SWAYAM	4	-	-	4	50	-	100	-	100
Majo	r Elective	es (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

CIA : Continuous Internal Assessment	OJT – On Job Training FP – Field Project CEP – Community	CIA	Weightage	Description
ESE : End Semester Theory Exam.	Engagement Projects CC – Co-Curricular Course	CIA 1	10%	Home Assignment
L : Theory Lecture,	RP – Research Project AEC - Ability Enhancement	CIA 2	20%	Written Exam
T : Tutorial, P : Practical	Courses IKS - Indian Knowledge System VEC - Value Education Courses * - Refer University Notification	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%	

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School of Commerce and Management Studies

Department of Commerce and Management

Programme Name: (Marketing Management) (Hons.)

Semester – VIII

					Teaching Scheme (Hrs./Week)			Examination Scheme				
Core	Course Code	Course Name	L T	Р	с	Formative Assessment CIA		Summative Assessment ESE		Total Marks		
								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
Majo	r Electiv	es (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	24	200	100	400	100	600

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		CIA TOTAL	50%	
Written Examination – End Semester Exam (ESE)			50%	
		TOTAL	100%	

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