

SCHEME OF EXAMINATION AND SYLLABUS
OF
BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROGRAMME
(SPECIALIZATIONS: Entrepreneurship, Digital Marketing, Banking
Finance and Insurance Services, Business Analytics, Human Capital
Management)

Four Years (Eight Semesters) Programme
NEW EDUCATION POLICY (Multiple Entry and Exit Scheme)
Choice Based Credit System
On
Outcome Based Education
(With Effect from Academic Session: 2022-23)

M. M. INSTITUTE OF MANAGEMENT
MAHARISHI MARKENDESHWAR DEEMED TO BE UNIVERSITY
MULLANA, AMBALA, HARYANA

SCHEME OF EXAMINATION AND SYLLABUS
OF
BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROGRAMME

1. Vision and Mission of MMIM

1.1 Vision of MMIM

To prepare students with an integrated and management oriented education for the overall sustainability and development of the society.

1.2 Mission of MMIM:

Mission Statement 1: To enhance the student creative learning by building management aptitude.

Mission Statement 2: To inculcate the interpersonal and leadership skills for the integrated development of the student.

Mission Statement 3: To emphasize the comprehensive preparation for career growth opportunities to achieve success in future.

Mission Statement 4: To ensure advancement in the teaching methods through innovative learning, use of modern ICT tools & techniques, industry interactions, live projects and case studies.

Mission Statement 5: To provide value education along with the management skills to imbibe the importance of social responsibility and sustainability.

Important Instructions for implementing Scheme of Examinations and Syllabus of BBA Programme

1. The BBA programme (one specialization) will be divided into eight semesters (two semesters in first year, two semesters in second, third and fourth year respectively). Every semester will be of six months of duration including teaching and examinations.
2. All the courses in first and second years will be compulsory.
3. Each course shall be of 100 marks in the ratio of 60 percent (60 marks) external and 40 percent (40 marks) internal, if otherwise not specifically mentioned. However, the aggregate pass marks in a semester will be 40 percent.

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4. The distribution of 40 marks of internal examinations will be as under:

Two Mid-term Session Tests - 15 marks

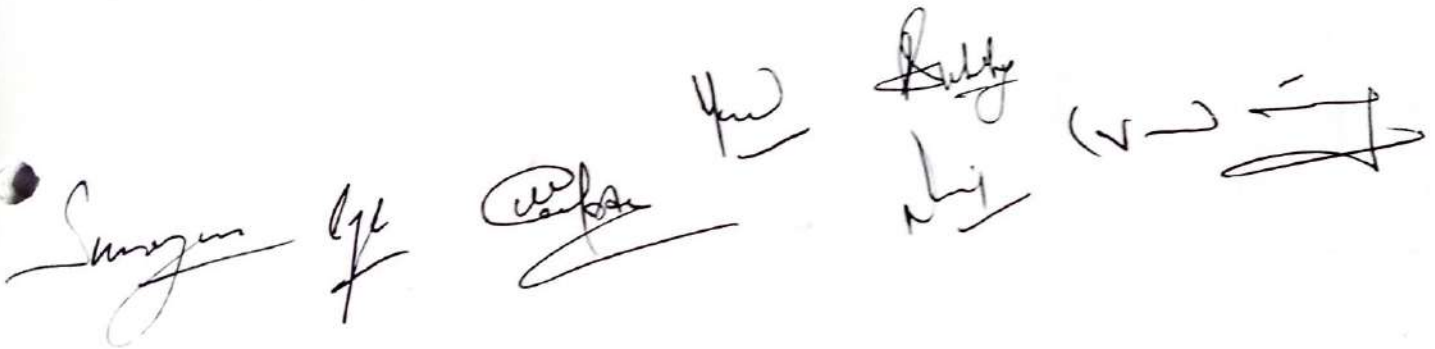
Two Home Assignments - 15 Marks

Class Participation - 10 Marks

(To be announced by the teacher in the light of expected course outcomes, which may include Attendance, Presentations, Live Assignments, Brainstorming, Role Playing, Case study, Mock-test, Surprise-test, Open-book test, Live assignment, Quiz, Business games, Group discussion, etc.)

5. For end-term examination, the examiner is required to cover all course contents in a balanced manner while setting the question paper. There will be nine questions in all. First question will be compulsory consisting of eight short questions of two marks each (16 marks) covering the entire syllabus. In addition, there will be eight more questions (11 marks each) comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only.

6. The students shall be required to attempt five questions in all, selecting at least one question from each unit. First question will be compulsory. The maximum time allotted for the external examinations will be three hours.

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MAHARISHI MARKANDESHWAR INSTITUTE OF MANAGEMENT
SCHEME OF BBA (MULTIPLE ENTRY AND EXIT) NEP

Semester-I

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits
				L	T	P	Internal	External			
								T	P		
1	BBA-101	Fundamentals of Management	Core	3	-	-	40	60	-	100	3
2	BBA-102	Business Ethics and Corporate Social Responsibility <i>Business Mathematics</i>	Core	3	-	-	40	60	-	100	3
3	BBA-103	Managerial Economics	Core	3	-	-	40	60	-	100	3
4	BBA-104	Financial Accounting	Core	3	-	-	40	60	-	100	3
5	BBA-105	Environmental Studies	Ability Enhancement Compulsory Elective	3	-	-	40	60	-	100	3
6	BBA-106	English	Skill Enhancement Courses (SEC)	3	-	-	40	60	-	100	3
7	BBA-107	Entrepreneurship Development Club	Activities/Hobbies Clubs	2	-	-					2
		Total		20			240	360		600	20

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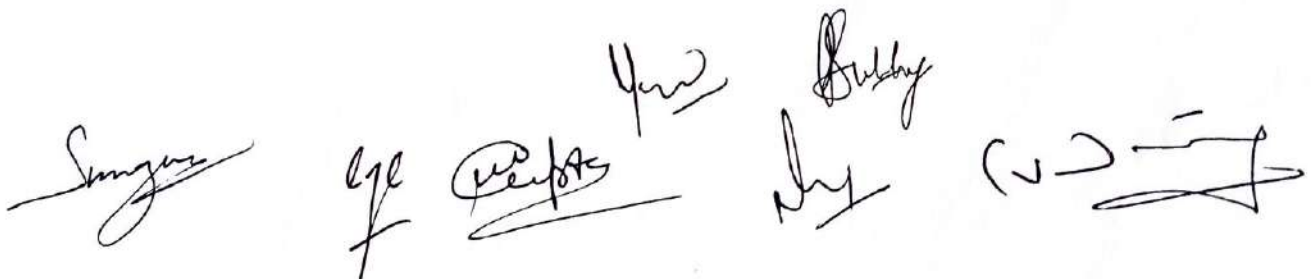
Semester-II

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits
				L	T	P	Internal	External			
								T	P		
1	BBA-201	Macro Economics	Core	3	-	-	40	60	-	100	3
2	BBA-202	Organisational Behaviour	Core	3	-	-	40	60	-	100	3
3	BBA-203	Business Statistics	Core	6	-	-	40	60	-	100	6
4	BBA-204	Business Mathematics	Ability Enhancement	6	-	-	40	60	-	100	6
5	BBA-205	Hindi	Compulsory Elective Skill Enhancement Courses (SEC)	3	2	-	40	60	-	100	5
6	BBA-206	Activities/Hobbies Clubs	Literary Club	2	-	-					2
7	BBA-207	Language Lab		0	0	2					1
Total				23	2	2	200	300		500	26

Note: The students can replace two subjects per semester from the MOOC courses (Swayam) with the same credits of the replaced subject.

Exit Option:

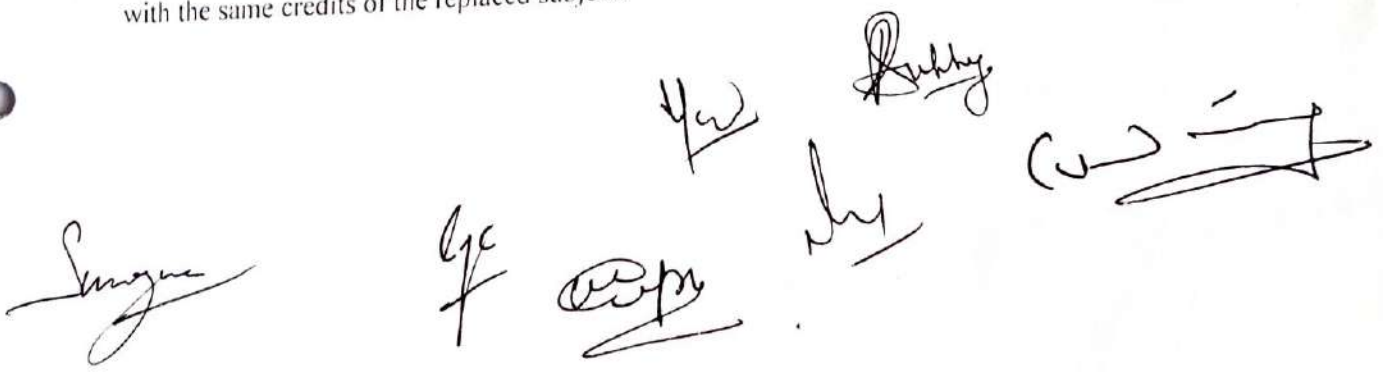
Students opting to exit the programme after first year will be awarded with a certificate in Business Administration, but must undergo Summer Internship for 6 weeks and submit the certificate of the same to be eligible for the award of certificate in Business Administration.



Semester-III

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits
				L	T	P	Internal	External			
								T	P		
1	BBA-301	Management Accounting	Core	5	-	-	40	60	-	100	5
2	BBA-302	Principles of Marketing	Core	4	-	-	40	60	-	100	4
3	BBA-303	Business Laws	Core	4	-	-	40	60	-	100	4
4	BBA-304	IT Tools for Business	Ability Enhancement Course	4	-	1	40	60	-	100	5
5	UHV-300	Universal Human Value	Compulsory Elective	3	-	-	40	60	-	100	3
6	BBA-305	Sports Club	Skill Enhancement Course (SEC) Activity-Hobbies	2	-	-	-	-	-	-	2
Total				22	-	1	200	300	-	500	23

Note: The students can replace two subjects per semester from the MOOC courses (Swayam) with the same credits of the replaced subject.



Semester-IV

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits	
				L	T	P	Internal	External				
								T	P			
1	BBA-401	Entrepreneurship Development	Core	4	-	-	40	60	-	-	100	4
2	BBA-402	Digital Marketing	Core	4	-	-	40	60	-	-	100	4
3	BBA-403	Income Tax	Core	6	-	-	40	60	-	-	100	6
4	BBA-404	Personal Selling and Salesmanship	Ability Enhancement Compulsory Elective	4	-	-	40	60	-	-	100	4
5	BBA-405	Health & Yoga	Skill Enhancement Course	2	-	-	40	60	-	-	100	2
6	BBA-406	NSS Club	(SEC) Activities/Hobbies	2	-	-						2
Total				22	-	-	200	300	-	-	500	22

Note: The Student can replace two subjects per semester from the MOOC courses (Swayam) with the same credits of the replaced subject.

1. Students opting to exit the programme after second year will be awarded with a Diploma in Business Administration, but he/she must undergo an internship of 6 weeks after 4th semester.



BASKET OF DEPARTMENTAL SPECIALISAION ELECTIVE (DSE)

The specialisation are offered from the 3rd year (5th Semester and 6th Semester) and the students has to select two subjects each in 5th and 6th Semester as per chosen specialisations given in the basket of departmental specialisation elective (DSE-I, DSE-II {has to choose one out of two electives given}) and DSE-III, DSE-IV {has to choose one out of two electives given}) as per scheme.

Entrepreneurship	Digital Marketing	Banking Finance and Insurance Services	Business Analytics	Human Capital Management
<u>5th Semester</u>	<u>5th Semester</u>	<u>5th Semester</u>	<u>5th Semester</u>	<u>5th Semester</u>
DSE-I: Introduction to Entrepreneurship (BBA-ED-501) Managerial Aspects of Small Business (BBA-ED-502)	DSE-I: Digital Marketing (BBA-DM-501) Sales and Marketing in Digital Age (BBA-DM-502)	DSE-I: Bank Management (BBA-BFIS-501) Merchant Banking (BBA-BFIS-502)	DSE-I: Applied Statistics & Analytics (BBA-BA-501) Financial Modeling (BBA-BA-502)	DSE-I: Human Capital Management (BBA-HCM-501) Employment Laws (BBA-HCM-502)
DSE-II: Social and Rural Entrepreneurship (BBA-ED-503) Marketing for Entrepreneurs (BBA-ED-504)	DSE-II: Search Engine Optimization (BBA-DM-503) Internet Technology (BBA-DM-504)	DSE-II: Fundamentals of Insurance and Mutual Funds (BBA-BFIS-503) Financial Technology (BBA-BFIS-504)	DSE-II: Basics of Data Warehouse (BBA-BA-503) Human Resource Analytics (BBA-BA-504)	DSE-II: Talent Management (BBA-HCM-503) Compensation Management (BBA-HCM-504)
<u>6th Semester</u>	<u>6th Semester</u>	<u>6th Semester</u>	<u>6th Semester</u>	<u>6th Semester</u>
DSE-III: Indian Family Business (BBA-ED-601) Entrepreneurial Management (BBA-ED-602)	DSE-III: Digital Marketing Agencies (BBA-DM-601) Social Media Marketing (BBA-DM-602)	DSE-III: Tax Planning (BBA-BFIS-601) Venture Capital Management (BBA-BFIS-602)	DSE-III: Business Forecasting: Methods and Applications (BBA-BA-601) Artificial Intelligence (BBA-BA-602)	DSE-III: Training & Development (BBA-HCM-601) Human Relation Management (BBA-HCM-602)
DSE-IV: Corporate Entrepreneurship (BBA-ED-603) Laws for Entrepreneurs (BBA-ED-604)	DSE-IV: Digital Marketing Laws (BBA-DM-603) Web Analytics (BBA-DM-604)	DSE-IV: Goods and Service Tax(GST) (BBA-BFIS-603) Accounting for Banking and Insurance Companies (BBA-BFIS-604)	DSE-IV: Basic Excel Modeling (BBA-BA-603) Statistical Analysis for Business Decisions (BBA-BA-604)	DSE-IV: e-HRM (BBA-HCM-603) Global Human Resource Management (BBA-HCM-604)



Semester-V

BB	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits
				L	T	P	Internal	External			
								T	P		
1	BBA-501	Business Policy and Strategy	Core	3	-	-	40	60	-	100	3
2	BBA-502	Financial Management	Core	4	-	-	40	60	-	100	4
3	BBA-503	Operations Management	Skill Enhancement Courses (SEC)	6	-	-	40	60	-	100	6
4		DSE-I	Specialization	4	-	-	40	60	-	100	4
5		DSE-II	Specialization	4	-	-	40	60	-	100	4
6		Summer Training Report									6
Total				25	-	-	200	300	-	500	27

Note: The Student can replace two subject per semester from the MOOC courses (Swayam) with the same credits of the replaced subject.

Semester-VI

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits
				L	T	P	Internal	External			
								T	P		
1	BBA-601	Management Information System	Skill Enhancement Course (SEC)	6	-	-	40	60	-	100	6
2		DSE-III	Specialization	4	-	-	40	60	-	100	4
3		DSE-IV	Specialization	4	-	-	40	60	-	100	4
Total				14	-	-	120	180	-	300	14

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OR

Semester - VI.2 (Industrial Project)

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits
				L	T	P	Internal	External			
								T	P		
1	BBIP-601	Industrial Project	Core	-	-	-	100	-	200	300	14
		Total		-	-	-	100	-	200	300	14

In-Industrial-Project-Work will be supervised jointly by the Academic Guide from the Institute (to be appointed by the competent authority of the Institute) and Industry Guide (to be appointed by the competent authority of the concerned organization, who has offered the appointment letter to the student).

Total Credits up to 6thsem- 132 credits

Semester-VII

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits
				L	T	P	Internal	External			
								T	P		
1	BBA-701	Research Methodology	Research	3	-	-	40	60	-	100	3
2	BBA-702	Research Ethics	Research	3	-	-	40	60	-	100	3
3	BBA-703	Development of Synopsis	Research	4	-	-	40	60	-	100	4
4	BBA-704	Project Report	Research	6	-	-	40	60	-	100	6
		Total		16	-	-	160	240	-	400	16

Semester-VIII

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits
				L	T	P	Internal	External			
								T	P		
1	BBA-801	Research Internship	Research	4	-	-	40	60	-	100	4
		Viva-Voce									
2	BBA-802	Research Project	Research	10	-	-	40	60	-	100	10
		Viva-Voce									
		Total		14	-	-	80	120	-	200	14

Total Credits: 162

Sanjay *Ge* *Robby* *Shi* *(V)*

**SCHEME OF EXAMINATION AND SYLLABUS
OF
BACHELOR OF COMMERCE (B.COM) PROGRAMME**

**SPECIALIZATIONS:
(Finance, Marketing, Human Resource and Banking)**

Four Years (Eight Semesters) Programme

NEW EDUCATION POLICY

(Multiple Entry and Exit Scheme)

Choice Based Credit System

on

Outcome Based Education

(With Effect from Academic Session: 2022-23)

M. M. INSTITUTE OF MANAGEMENT
MAHARISHI MARKANDESHWAR DEEMED TO BE UNIVERSITY
MULLANA, AMBALA, HARYANA



**MAHARISHI
MARKANDESHWAR**
(DEEMED TO BE UNIVERSITY)

SCHEME OF EXAMINATION AND SYLLABUS
OF
BACHELOR OF COMMERCE B.COM PROGRAMME

1. Vision and Mission of MMIM

1.1 Vision of MMIM

To prepare students with an integrated and management-oriented education for the overall sustainability and development of the society.

1.2 Mission of MMIM:

Mission Statement 1: To enhance the student creative learning by building management aptitude.

Mission Statement 2: To inculcate the interpersonal and leadership skills for the integrated development of the student.

Mission Statement 3: To emphasize the comprehensive preparation for career growth opportunities to achieve success in future.

Mission Statement 4: To ensure advancement in the teaching methods through innovative learning, use of modern ICT tools & techniques, industry interactions, live projects and case studies.

Mission Statement 5: To provide value education along with the management skills to imbibe the importance of social responsibility and sustainability.

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Important Instructions for implementing Scheme of Examinations and Syllabus of B.Com Programme

1. The B.com programme (one specialization) will be divided into eight semesters (two semesters in first year, two semesters in second year and two semesters in third and fourth year respectively). Every semester will be of six months of duration including teaching and examinations.
 2. All the courses in first and second years will be compulsory
 3. Each course shall be of 100 marks in the ratio of 60 percent (60 marks) external and 40 percent (40 marks) internal, if otherwise not specifically mentioned. However, the aggregate pass marks in a semester will be 40 percent.
 4. The distribution of 40 marks of internal examinations will be as under:
 - Two Mid-term Session Tests - 15 marks
 - Two Home Assignments - 15 Marks
 - Class Participation - 10 Marks
- (To be announced by the teacher in the light of expected course outcomes, which may include Attendance, Presentations, Live Assignments, Brainstorming, Role Playing, Case study, Mock-test, Surprise-test, Open-book test, Live assignment, Quiz, Business games, Group discussion, etc.)
5. For end-term examination, the examiner is required to cover all course contents in a balanced manner while setting the question paper. There will be nine questions in all. First question will be compulsory consisting of eight short questions of two marks each (16 marks) covering the entire syllabus. In addition, there will be eight more questions (11 marks each) comprising two questions from each unit. Wherever possible, the examiner may give a case study that will be equal to one question only.
 6. The students shall be required to attempt five questions in all, selecting at least one question from each unit. First question will be compulsory. The maximum time allotted for the external examinations will be three hours.

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MAHARISHI MARKANDESHWAR INSTITUTE OF MANAGEMENT
SCHEME OF B.COM (MULTIPLE ENTRY AND EXIT)NEP

Semester-I

Sr No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total Marks	Total Credits
				L	T	P	Internal	External			
1	BC-101	Financial Accounting	Core	3	-	-	40	60	-	100	3
2	BC-102	Principles of Management	Core	3	-	-	40	60	-	100	3
3	BC-103	Principles of Micro Economics	Core	3	-	-	40	60	-	100	3
4	BC-104	Human Resource Management	Core	3	-	-	40	60	-	100	6
5	BC-105	Business Mathematics	Ability Enhancement Course	6	-	-	40	60	-	100	3
6	BC-106	English I	Skill Enhancement Course	3	-	-	40	60	-	100	2
7	BC-107	Entrepreneurship Club	Activity Club	2	-	-	-	-	-	-	2
										600	23
		Total		23	-	-	240	360	-	600	23

Exit option with certificate in Bachelor of Commerce (B.COM)

Students opting to exit after 1 year with a certificate in B.COM must undergo Summer Internship for 6 weeks and submit the certificate of the same to be eligible for the award of certificate in Bachelor of Commerce



Semester-II

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total Marks	Total Credits
				L	T	P	Internal	External			
								T	P		
							40	60	-	100	4
							40	60	-	100	4
1	BC-201	Business Statistics	Core	4	-	-	40	60	-	100	3
2	BC-202	Business Laws	Core	4	-	-	40	60	-	100	3
3	BC-203	Environmental Studies	Ability Enhancement Compulsory Course	3	-	-	40	60	-	100	3
4	BC-204	Hindi	Skill Enhancement Course	3	-	-	40	60	-	100	3
5	BC-205	English II	Skill Enhancement Course	3	-	-	40	60	-	100	3
6	BC-206	Literary Club	Activity Club	2	-	-	-	-	-	-	2
7	BC-207	Language Club	Activity Club	0	0	2	-	-	-	-	2
Total				19	2		200	300	-	500	21

Note:

- The student can replace two subjects per semester from the MOOC Courses (Swayam) with the same credits of the replaced subject.

Semester-III

S r. N o	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total Mark s	Total Credits
				L	T	P	Internal	External			
								T	P		
1	BC-301	Corporate Accounting	Core	3	-	-	40	60	-	100	3
2	BC-302	Fundamentals of Investment	Core	4	-	-	40	60	-	100	4
3	BC-303	Computerized Accounting System	Core	6	-	-	40	60	-	100	6
4	BC-304	IT Tools for Business	Ability Enhancement Course	4	-	-	40	60	-	100	4
5	UHV-300	Universal Human Values	Skill Enhancement Course	3	-	-	40	60	-	100	3
6	BC-306	Sports Club	Activity Club	2	-	-	40	60	-	-	2
		Total		22			200	300		500	22

Note: The student can replace two subjects per semester from the MOOC Courses (Swayam) with the same credits of the replaced subject.

Semester-IV

S r. N o	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total Mark s	Total Credits
				L	T	P	Internal	External			
								T	P		
1	BC-401	Financial Management	Core	4	-	-	40	60	-	100	4
2	BC-402	Cost Accounting	Core	4	-	-	40	60	-	100	4
3.	BC-403	Auditing and Corporate Governance	Core	4	-	-	40	60	-	100	4
4.	BC-404	Principles of Macro Economics	Ability Enhancement Course	6	-	-	40	60	-	100	6
5.	BC-405	Health & Yoga	Skill Enhancement Course	2	-	-	40	60	-	100	2
6.	BC-406	NSS Club	Activity Club	2	-	-					2
		Total		22	-	-	200	300	-	500	22

Note: The student can replace two subjects per semester from the MOOC Courses (Swayam) with the same credits of the replaced subject.

1. Students opting to quit after 2 years with a Diploma in Bachelor of Commerce must undergo an internship of 6 weeks after 4th semester

Semester-V

-	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total Marks	Total Credits
				L	T	P	Internal	External			
								T	P		
1	BC-501	Management Accounting	Core	3	-	-	40	60	-	100	3
2	BC-502	Income Tax	Core	3	-	-	40	60	-	100	3
3.	BC-503	Banking & Insurance	Skill Enhancement Course	6	-	-	40	60	-	100	6
4.		DSE-I	Specialization	6	-	-	40	60	-	100	6
5.		DSE-II	Specialization	6	-	-	40	60	-	100	6
6.		Summer Training Report									6
		Total		24			200	300			30

Note: The student can replace two subjects per semester from the MOOC Courses (Swayam) with the same credits of the replaced subject.

BASKET OF DEPARTMENTAL SPECIALISATION ELECTIVE (DSE)

The specialisations are offered from the 3rd year (5th Semester and 6th Semester) and the students have to select two subjects each in 5th and 6th Semester as per chosen specialisations given in the basket of departmental specialisation elective(DSE-I, DSE-II {has to choose one out of two electives given} and DSE-III, DSE-IV {has to choose one out of two electives given}) as per scheme.

ELECTIVES

Finance	Marketing	Human Resource Management	Banking
5th Semester DSE-I: Financial Derivatives (BCFM-501) Goods and Service Tax (GST) (BCFM-502)	5th Semester DSE-I: Principles of Marketing (BCMM-501) Digital & Social Media Marketing (BCMM-502)	5th Semester DSE-I: Human Resource Development (BCHR-501) Training & Development (BCHR-502)	5th Semester DSE-I: Bank Management (BCBM-501) Retail Banking (BCBM-502)

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DSE-II: Management of Financial Institutions (BCFM-503) Security Analysis and Portfolio Management (BCFM-504) 6th Semester DSE-III: Indian Financial System (BCFM-601) Project Management (BCFM-602) DSE-IV: Corporate Tax Planning (BCFM-603) International Financial Management (BCFM-604)	DSE-II: Consumer Behaviour (BCMM-503) Advertising and Sales Management (BCMM-504) 6th Semester DSE-III: Rural Marketing (BCMM-601) Integrated Marketing Communications (BCMM-602) DSE-IV: Services Marketing (BCMM-603) International Marketing (BCMM-604)	DSE-II: Talent Management(BCHR-503) Performance Management (BCHR-504) 6th Semester DSE-III: Compensation Management (BCHR-601) Labour Laws (BCHR-602) DSE-IV: Management of Industrial Relations (BCHR-603) Global Human Resource Management (BCHR-604)	DSE-II: Applied Banking (BCBM-503) Credit Management (BCBM-504) 6th Semester DSE-III: Rural Banking (BCBM-601) Investment Banking (BCBM-602) DSE-IV: Risk Management (BCBM-603) Financial Technology (BCBM-604)
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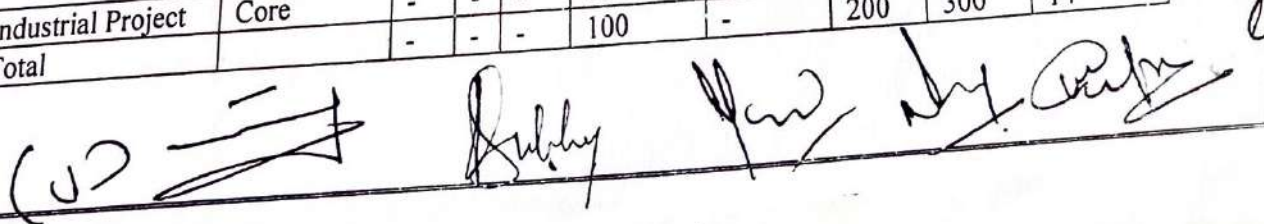
Semester-VI

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total Marks	Total Credits
				L	T	P	Internal	External			
								T	P		
				6	-	-	40	60	-	100	6
I	BC-601	Entrepreneurship Development	Skill Enhancement Course	4	-	-	40	60	-	100	4
		DSE - III	Specialization	4	-	-	40	60	-	100	4
		DSE -IV	Specialization	14	-	-	240	360	-	600	14
		Total									

OR

Semester - VI.2 (Industrial Project)

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total Marks	Total Credits
				L	T	P	Internal	External			
								T	P		
				-	-	-	100	-	200	300	14
I	BC-604	Industrial Project	Core	-	-	-	100	-	200	300	14
		Total									

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In-Industrial-Project-Work will be supervised jointly by the Academic Guide from the Institute (to be appointed by the competent authority of the Institute) and Industry Guide (to be appointed by the competent authority of the concerned organization, who has offered the appointment letter to the student).

Total Credits upto 6thsem- 132 credits

Semester-VII

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits
				L	T	P	Internal	External			
								T	P		
1	BC-701	Research Methodology	Research	3	-	-	40	60	-	100	3
2	BC-702	Research Ethics	Research	3	-	-	40	60	-	100	3
3	BC-703	Development of Synopsis	Research	4	-	-	40	60	-	100	4
4	BC-704	Project Report	Research	6	-	-	40	60	-	100	6
Total				16	-	-	160	240	-	400	16

Semester-VIII

Sr. No	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Total	Credits
				L	T	P	Internal	External			
								T	P		
1	BC-801	Research Internship Viva-Voce	Research	4	-	-	40	60	-	100	4
2	BC-802	Research Project Viva-Voce	Research	10	-	-	40	60	-	100	10
Total				14	-	-	80	120	-	200	14

Total Credits: 162 credits

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Choice-Based Credit System Based Proposed Scheme for MMIM's BBA Program

Program Duration: 3 Years comprising of 6 semesters

Degree to be awarded at 160 credits with 99 credits for the core and foundation courses which are mandatory and the remaining can be gained by the rest of the courses.

There will be no cap on the upper limit of the credits earned by the student, so one can earn a minimum of 160 and a maximum of 217 credits to earn an BBA degree under CBCS.

Semester-I (NEW)

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2 Group

Course Code	Course Title	Course Type	Credits
BBGM-01	Environmental Studies-I	Swayam (Core)	2
BBGM-13	Business Organization & Management	Core	5
BBMS-01	Statistics for Business Decisions	Foundation	5
BBSS-01	Business Processes	Core	5
BBPO-01	Production & Operations Management	Interdisciplinary	5
BBGM-02	Communication Skills -I (Hum)	Core	5
BBHR-01	Organisation Behaviour	Core	5
			Total Credits 32

Semester-II

Course Code	Course Title	Course Type	Credits
BBGM-03	Communication Skills -II	Core	5
BBGM-04	Managerial Economics	Core	5

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BBFI-01	Business Accounting	Core	5
BBFI-02	Financial Management	Specialization	5
BBGM-04	India's Diversity & Business	Interdisciplinary	5
BBGM-05	Environmental Science -II	Swayam (Core)	2
BBMS-02	Business Mathematics	Core	5
			Total Credits 32

Semester-III

Course Code	Course Title	Course Type	Credits
BBGM-06	Macroeconomics	Core	5
BBGM-07	Business Research	Core	5
BBGM-08	Management Accounting	Core	5
BBFI-03	Tax Planning	Interdisciplinary	5
BBSE-01	Any ONE from list of SKILL ENHANCEMENT COURSE (SEC)	Foundation	5
BBPP-01	Project -I	Core	5
			Total Credits 30

Semester-IV

Course Code	Course Title	Course Type	Credits
BBS1-01	Elective - I	Specialization	5
BBS2-01	Elective - II	Specialization	5
BBHR-02	Human Resource Management	Specialization	5
BBGM-09	Entrepreneurship Development	Interdisciplinary	5
BBSE-02	Any ONE from the list of SKILL ENHANCEMENT COURSE (SEC)	Foundation	5
BBPP-02	Project -II	Core	5
			Total Credits

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Semester-V

Course Code	Course Title	Course Type	Credits
BBGM-10	Corporate Social Responsibility & Business Ethics	Interdisciplinary	5
BBLA-01	Legal Aspects of Business	Core	5
BBS1-02	Elective - I	Specialization	5
BBS2-02	Elective - II	Specialization	5
BBGM-11	Business Policy & Strategy	Core	5
BBPP-03	Summer Internship	Core	5
			Total Credits 30

Semester-VI

Course Code	Course Title	Course Type	Credits
BBMM-09	Principles of Marketing	Specialization	5
BBHR-11	Leadership in Organisations	Specialization	5
BBIB-01	Global Business Environment	Specialization	5
BBIT-01	Management of Information System	Specialization	5
BBDD-01	Dissertation	Interdisciplinary	10
			Total Credits 30

In the sixth semester, the student can choose Industry attachment program duly approved by the university with the same credits that is of regular sixth semester. The details of the same are as follows:

Industry Attachment/Industry Capstone Project

A full-fledged industry attachment is the defining feature of Industry Capstone Project (ICP) to be carried by students in their final semester. ICP thus provides students an opportunity to apply their knowledge and skills to solve real-world industry/corporate problems. A student shall be

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formally attached to relevant industrial/corporate organisation for their VI semester during which they shall be exposed to 360° industry experience.

List of Discipline Specific Elective Course:

DISCIPLINE SPECIFIC ELECTIVE COURSE : A Student would be free to choose any FOUR papers from ONE group . The COURSE offers THREE groups viz. Finance, Marketing and Human Resource.			
BBS1/BBS2			
	Finance BBFI: 04-11	Marketing BBMM: 01-08	Human Resource BBHR: 03-10
1	International Finance	Consumer Behaviour	HRD : Systems & Strategies
2	Investment Banking & Financial Services	Personal Selling & Sales Force Management	Training & Development
3	Investment Analysis & Portfolio Management	Advertising & Brand Management	Management of Industrial Relations
4	Project Appraisal	Retail Management	Performance & Compensation Management
5	Business Analysis & Valuation	Distribution & Supply Chain Management	Counselling & Negotiation Skills for Managers
6	Financial Modelling & Derivatives	Marketing of Services	Cross Cultural HRM
7	Strategic Corporate Finance	International Marketing	Talent & Knowledge Management
8	Research Project	Research Project	Research Project

SKILL ENHANCEMENT COURSE (SEC) (Choose Any TWO) (BBSE)

1. **BBIT-02:** IT Tools for Business
2. **BBIT-03:** E Commerce
3. **BBGM-12:** Statistical Software package (s)
4. **BBFI-12:** Financial Software package (s)

Basket of Courses Available

(These courses are available beyond normal working hours.)

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Enrichment Courses

Paid basket of Courses

Sr. No.	Course Code	Course Name	Course Type	Credits
1	EC-01	Culinary Skills*	Inter-disciplinary	3
2	EC-02	T-Series-1**	Inter-disciplinary	3
3	EC-03	T-Series-2**	Inter-disciplinary	3
4	EC-04	T-Series-3**	Inter-disciplinary	3

On the payment of INR 8000/- or as prescribed from time to time.

**On the payment of INR on payment of INR 8850/- or as prescribed from time to time.

T-Series-1 - Vocals
T-Series-2 - Singing
T-Series-3 - Performing arts

Free basket of Courses

MMU SAP Program Kit for Students

Value-Added Courses (200 Hrs of Self Learning Program ;
Total Credits 12)

Sr. No.	Course Code	Course Name	Course Type	Credits
1	MBSS-02	SAP Functions	Foundation	12

Choice Based Functional Papers of SAP

- 1) Material Management
- 2) Sales & Distribution
- 3) HR
- 4) Finance

Out of these four functional papers, a student can choose any one functional paper, which is to be completed in 4 modules and the student earn 12 credits on completion of the course.

Total learning hours = 200.

Swayam Courses

A student shall earn a maximum of 9 credits from this basket of

courses.

UGC Credit Framework for Online Learning Courses through SWAYAM, Regulation, 2016.

Sr. No.	Course Code	Course Name	Credits
1	SW-01	Cognitive Science	TBA
2	SW-02	Quantitative Finance	TBA
3	SW-03	Technology Transfer through Joint Venture	TBA
4	SW-04	Legal Compliance for Incorporating Startup	TBA
5	SW-05	Public Finance and Policy in India	TBA
6	SW-06	Money and Banking	TBA
7	SW-07	International Economics	TBA
8	SW-08	Environmental Economics	TBA
9	SW-09	Educational Leadership	TBA
10	SW-10	Six Sigma	TBA
11	SW-11	Introduction to data Analytics	TBA
12	SW-12	Social Networks	TBA
13	SW-13	Introduction to R Software	TBA
14	SW-14	Experimental Stress Analysis	TBA
15	SW-15	Database Management System	TBA
16	SW-16	Probability and Stochastic of Finance	TBA
17	SW-17	Practical Englis: Learning & Teaching	TBA
18	SW-18	Probability and Statistics	TBA
19	SW-19	Emotional Intelligence	TBA
20	SW-20	Innovation and IT Management	TBA
21	SW-21	Statistics for Business	TBA

Credits Summary Sheet

Type of Course	No. Of Papers	Credits Earned
Foundation	3	15*
Core	18	84*
Specialization	10	50
Interdisciplinary	6	35
Free / Paid Basket of Courses		

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Cullinary/T-Series	4	12
SAP	1	12
Swayam		9
	Total Credits	217

* Mandatory Credits

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Choice-Based Credit System Based Proposed Scheme for MMIM's MBA Program

Program Duration: 2 Years comprising of 4 semesters

Degree to be awarded at 110 credits with 69 credits for the core and foundation courses which are mandatory and the remaining can be gained by the rest of the courses.

There will be no cap on the upper limit of the credits earned by the student, so one can earn a minimum of 110 and a maximum of 153 credits to earn an MBA degree under CBCS.

Semester-I (NEW)

Course Code	Course Title	Course Type	Credits
MBHR-01	Management Process & OB	Core	3
MBGM-01	Managerial Economics	Foundation	3
MBSS-01	Business Processes	Core	3 IT+ 2P*
MBFI-01	Accounting for Managers	Core	3
MBGM-02	Business Communication (Hum.)	Foundation	3
MBMS-01	Quantitative Management Techniques	Core	3
MBIT-01	Advance Computer Applications in Management	Foundation	3 IT+ 2P#
MBMM-01	Marketing Management	Foundation	3
MBHR-02	Managing People in Organizations	Foundation	3
MBFI-02	Financial Management	Foundation	3
			Total Credits 30

Semester-II

Course Code	Course Title	Course Type	Credits
MBMS-02	Operations Research	Inter-disciplinary	3
MBGM-03	Business Research Methodology	Core	3
MBGM-04	Strategic Management	Core	3
MBGM-05	Entrepreneurship & Family Business	Specialization	3
MBGM-06	Corporate Social Responsibility & Business Ethics	Specialization	3
MBGM-07	Environmental Science & Sustainable Development Management	Core	3
MBS1-01	Elective-1	Specialization	3
MBS1-02	Elective-2	Specialization	3

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MBS2-01	Elective-3	Specialization	3
MBS2-02	Elective-4	Specialization	3
			Total Credits 30

Semester-III

Course Code	Course Title	Course Type	Credits
MBIB-01	Global & International Business Environment	Specialization	3
MBLA-01	Business Legislation	Inter-disciplinary	3
MBHR-03	Leadership in Organisations	Specialization	3
MBPO-01	Productions & Operations Management	Specialization	3
MBS1-03	Elective-1	Specialization	3
MBS1-04	Elective-2	Specialization	3
MBS1-05	Elective-3	Specialization	3
MBS2-03	Elective-4	Specialization	3
MBS2-04	Elective-5	Specialization	3
MBS2-05	Elective-6	Specialization	3
			Total Credits 30

Elective Courses

Marketing Specialization			
Sr. No.	Semester	Course Code	Course Name
1	2	MBMM-03	Consumer Behavior
2	2	MBMM-04	Product & Brand Management
3	2	MBMM-05	Sales & Distribution Management
4	2	MBMM-06	Integrated Marketing Communications
5	3	MBMM-07	Rural and Agricultural Marketing

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6	3	MBMM-08	International Marketing
7	3	MBMM-09	Direct and E-Marketing
8	3	MBMM-10	Marketing of Services
9	3	MBMM-11	Strategic Marketing
10	3	MBMM-12	Retail Management

Finance Specialization			
Sr. No.	Semester	Course Code	Course Name
1	2	MBFI -03	Management of Financial Institutions & Services
2	2	MBFI- 04	Security Analysis and Portfolio Management
3	2	MBFI-05	Banking and Insurance
4	2	MBFI-06	Working Capital Management
5	3	MBFI-07	Financial reporting and corporate governance
6	3	MBFI-08	International Finance
7	3	MBFI-09	Derivatives and Risk Management
8	3	MBFI-10	Foreign Exchange Management
9	3	MBFI-11	Capital Market Theories and Practices
10	3	MBFI-12	Business Analysis and Evaluation

Human Resource Specialization			
Sr. No.	Semester	Course Code	Course Name
1	2	MBHR -04	Management of Industrial Relations
2	2	MBHR - 05	Organisational Change and Development
3	2	MBHR -06	Human Capital and Knowledge Management
4	2	MBHR -07	Manpower Development for Technological Change
5	3	MBHR -08	Human Resource Development
6	3	MBHR -09	Managing Interpersonal and Group Dynamics

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7	3	MBHR -10	Manpower Planning and Training & Development
8	3	MBHR -11	Compensation Management
9	3	MBHR -12	Knowledge Management
10	3	MBHR -13	Performance Management

Productions & Operations Management Specialization			
Sr. No.	Semester	Course Code	Course Name
1	2	MBPO -02	Strategic Operation Management
2	2	MBPO - 03	Material Management
3	2	MBPO - 04	Purchasing
4	2	MBPO -05	Inventory Control System
5	3	MBPO -06	Total Quality Management
6	3	MBPO -07	Supply Chain Management & Legislations
7	3	MBPO -08	Operations Research
8	3	MBPO -09	ERP
9	3	MBPO -10	Transportation Management Logistics
10	3	MBPO -11	Production Planning & Control

Information Technology Specialization			
Sr. No.	Semester	Course Code	Course Name
1	2	MBIT -02	Electronic Commerce
2	2	MBIT - 03	Strategic Management of Information Technology
3	2	MBIT -04	Business Process Re-engineering
4	2	MBIT -05	Internet Programming for E-Commerce
5	3	MBIT -06	Applied IT Management- I

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6	3	MBIT -07	Modern Software Engineering Skills
7	3	MBIT -08	Software Engineering and Project Management
8	3	MBIT -09	Database Design and Management
9	3	MBIT -10	Systems Analysis & Design
10	3	MBIT -11	Network Operations, Management & Security

International Business Specialization			
Sr. No.	Semester	Course Code	Course Name
1	2	MBIB -02	Global Business Diplomacy and Negotiations
2	2	MBIB - 03	International Trade
3	2	MBIB -04	International Marketing
4	2	MBIB -05	International Financial Management
5	3	MBIB -06	Foreign Language (German/ Spanish)
6	3	MBIB -07	Export Import Documentation & Procedures
7	3	MBIB -08	Risk Management Strategies in Global Business
8	3	MBIB -09	Cross Cultural and Global HRM
9	3	MBIB -10	Logistics Management
10	3	MBIB -11	Global Outsourcing

Retail Management Specialization			
Sr. No.	Semester	Course Code	Course Name
1	2	MBRM -01	Retail Management
2	2	MBRM - 02	Visual Merchandizing
3	2	MBRM -03	Sales & Distribution Management
4	2	-MBRM -04	Integrated Marketing

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			Communications
5	3	MBRM -05	Customer Relationship Management
6	3	MBRM -06	Retail Selling & Customer Service
7	3	MBRM -07	Product & Brand Management
8	3	MBRM -08	Direct and E-Marketing
9	3	MBRM -09	Marketing of Services
10	3	MBRM -10	Supply Chain Management

Hospital Management Specialization			
Sr. No.	Semester	Course Code	Course Name
1	2	MBHM -01	Management of Medical and Health Services
2	2	MBHM - 02	Health Economics
3	2	MBHM - 03	Communication for Hospital Managers
4	2	MBHM -04	Marketing of Hospital Services
5	3	MBHM -05	Health Insurance Management
6	3	MBHM -06	Patient Care Services
7	3	MBHM -07	Hospital Management and Law
8	3	MBHM -08	Hospital Information Systems
9	3	MBHM -09	Hospital Operations Management
10	3	MBHM -10	Hospital Patient Management

Hospitality Management Specialization			
Sr. No.	Semester	Course Code	Course Name
1	2	MBTM -01	Introduction to Hospitality
2	2	MBTM - 02	Front Office Operations
3	2	MBTM - 03	Conference and Event Management
4	2	MBTM - 04	Tourism Products Design and Development
5	3	MBTM - 05	Travel Agency and Tour Operations

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6	3	MBTM - 06	Food and Beverage Management and Control
7	3	MBTM - 07	Air Port Management
8	3	MBTM - 08	Customer Relationship Management
9	3	MBTM - 09	Service Marketing
10	3	MBTM- 10	Operations Management

Agri Business Management			
Sr. No.	Semester	Course Code	Course Name
1	2	MBAB -01	Banking & Agri Finance
2	2	MBAB - 02	Agricultural Research, Ethics and Rural Development Programmes
3	2	MBAB -03	Disaster Management
4	2	MBAB -04	Advance Food Processing
5	3	MBAB -05	Dairy Management
6	3	MBAB -06	Commodity Trading
7	3	MBAB -07	Live Stock Farm Management
8	3	MBAB -08	Agri - Supply Chain Management
9	3	MBAB -09	Rural Marketing
10	3	MBAB -10	Agri - Entrepreneurship

Note: The student has to opt for the dual specialization with two subjects each of any two specializations in semester 2 and three each of any two specializations in semester 3, subject to the minimum of 15 students opting for a particular specialization.

All the Core and Foundation Courses are mandatory credit papers and students can select from specialization, Interdisciplinary areas and the basket of courses available to design their own degree under CBCS system.

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Semester-IV:

Capstone Work Experience/Industry Attachment

(30 Credits)

MBA program culminates into a solid capstone experience. This is achieved by students through **A Master's Degree Dissertation OR Industry Capstone Experience/Industry Attachment**

Sr. No.	Course Code	Course Name	Credits
1	MBMD-01	Dissertation	30
2	MBIA-01	Industry Attachment	30

Master's Degree Dissertation

Master's Degree Dissertation in Semester-IV shall be an original research work carried out by student under the supervision of a faculty guide and towards partial fulfilment of MBA degree program. Dissertation work presents students with a wonderful opportunity and platform to demonstrate their ability to apply the knowledge they have learnt during the program, ability to think and analyse, and the ability to work independently towards solving outstanding questions/problems in their domain of interest. A faculty supervisor shall be assigned to each student under whose supervision the student shall embark upon their dissertation project. Student shall submit their dissertation to the Institute Dissertation Supervisory Committee (IDSC) in prescribed format after successfully defending their work before the designated committee, which shall comprise of at least one external examiner.

Industry Attachment/Industry Capstone Project

A full-fledged industry attachment is the defining feature of Industry Capstone Project (ICP) to be carried by students in their final semester. ICP thus provides students an opportunity to apply their knowledge and skills to solve real-world industry/corporate problems. A student shall be formally attached to relevant industrial/corporate organisation for their IV semester during which they shall be exposed to 360° industry experience.

Basket of Courses Available

(These courses are available beyond normal working hours.)

Enrichment Courses

Paid basket of Courses

Sr. No.	Course Code	Course Name	Course	Credits
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			Type	
1	EC-01	Culinary Skills*	Inter-disciplinary	3
2	EC-02	T-Series-1**	Inter-disciplinary	3
3	EC-03	T-Series-2**	Inter-disciplinary	3
4	EC-04	T-Series-3**	Inter-disciplinary	3

On the payment of INR 8000/- or as prescribed from time to time.

**On the payment of INR on payment of INR 8850/- or as prescribed from time to time.

T-Series-1 - Vocals
T-Series-2 - Singing
T-Series-3 - Performing arts

Free basket of Courses

MMU SAP Program Kit for Students

Value-Added Courses (200 Hrs of Self Learning Program ;
Total Credits 12)

Sr. No.	Course Code	Course Name	Course Type	Credits
1	MBSS-02	SAP Functions	Foundation	12

Choice Based Functional Papers of SAP

- 1) Material Management
- 2) Sales & Distribution
- 3) HR
- 4) Finance

Out of these four functional papers, a student can choose any one functional paper, which is to be completed in 4 modules and the student earn 12 credits on completion of the course.
Total learning hours = 200.

Swayam Courses

A student shall earn a maximum of 9 credits from this basket of courses.

UGC Credit Framework for Online Learning Courses through SWAYAM, Regulation, 2016.

Sr. No.	Course Code	Course Name	Credits
1	SW-01	Cognitive Science	TBA
2	SW-02	Quantitative Finance	TBA

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3	SW-03	Technology Transfer through Joint Venture	TBA
4	SW-04	Legal Compliance for Incorporating Startup	TBA
5	SW-05	Public Finance and Policy in India	TBA
6	SW-06	Money and Banking	TBA
7	SW-07	International Economics	TBA
8	SW-08	Environmental Economics	TBA
9	SW-09	Educational Leadership	TBA
10	SW-10	Six Sigma	TBA
11	SW-11	Introduction to data Analytics	TBA
12	SW-12	Social Networks	TBA
13	SW-13	Introduction to R Software	TBA
14	SW-14	Experimental Stress Analysis	TBA
15	SW-15	Database Management System	TBA
16	SW-16	Probability and Stochastic of Finance	TBA
17	SW-17	Practical Englis: Learning & Teaching	TBA
18	SW-18	Probability and Statistics	TBA
19	SW-19	Emotional Intelligence	TBA
20	SW-20	Innovation and Management IT	TBA
21	SW-21	Statistics for Business	TBA

Credits Summary Sheet

Type of Course	No. Of Papers	Credits Earned
Foundation	6	18*
Core	7	21*
Specialization	15	45
Interdisciplinary	2	06
Industry Attachment/ Dissertation	1	30*
Free / Paid Basket of Courses		
Cullinary/T-Series	4	12
SAP	1	12
Swayam		9
	Total Credits	153

* Mandatory Credits

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Choice-Based Credit System Based Proposed Scheme for MMIM's B.Com Program

Program Duration: 3 Years comprising of 6 semesters

Degree to be awarded at 160 credits with 119 credits for the core and foundation courses which are mandatory and the remaining can be gained by the rest of the courses.

There will be no cap on the upper limit of the credits earned by the student, so one can earn a minimum of 160 and a maximum of 217 credits to earn an B.Com degree under CBCS.

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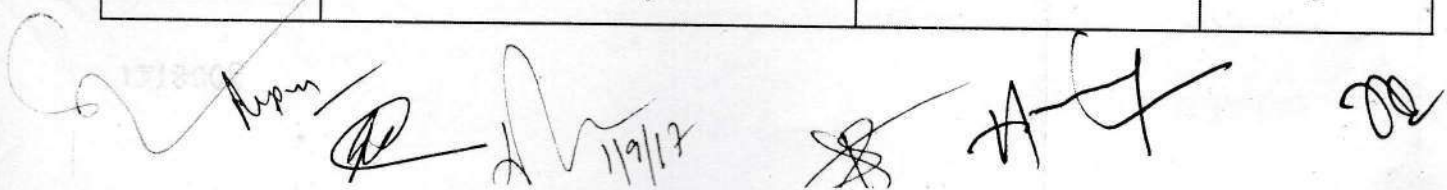
Semester-I (New)

Course Code	Course Title	Course Type	Credits
BCGM-01	Environmental Studies	Core (Swayam)	2
BCFI-01	Financial Accounting	Core	5
BCGM-02	Business Organisation and Management	Core	5
BCGM-03	Principles of Micro Economics	Foundation	5
BCMS-01	Business Mathematics	Core	5
BCGM-04	Communication Skills-I (New)	Foundation	5
BCHR-01	Organization Behaviour	Core	5
			Total Credits 32

Semester-II

Course Code	Course Title	Course Type	Credits
BCGM-05	Communication Skills- II ✓	Foundation	5
BCLA-01	Business Law ✓	Core	5
BCMS-02	Business Statistics ✓	Foundation	5
BCGM-06	Research Methodology ✓	Core	5
BCGM-07	Indian Economy ✓	Interdisciplinary	5
BCGM-08	Environmental Science -II	Swayam (Core)	2
BCSS-01	Business Process ✓	Core	5

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			Total Credits 32
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Semester-III

Course Code	Course Title	Course Type	Credits
BCLA-02 ✓	Company Law	Core	5
BCFI-02 ✓	Income Tax Law and Practice	Core	5
BCFI-01	New Subject HRM	Core	5
BCIT-01	Computer Applications in Business	Foundation	5
BCMM-01	Personal Selling and Salesmanship	Specialization	5
BCPP-01	Project-I	Core	5
			Total Credits 30

Semester-IV

Course Code	Course Title	Course Type	Credits
BCGM-09 ⁰⁸	Business Communication III ✓	Core	5
a) BCFI-03 b) BCFI-04 c) BCGM-10 d) BCIT-02	Any one of the following a. Corporate Tax Planning ✓ b. Banking and Insurance c. <u>Management Accounting</u> ✓ d. Computerised Accounting System	Specialization	5
a) BCIB-01 b) BCGM-11 c) BCFI-05 d) BCLA-03	Any one of the following a. International Business b. Office Management and Secretarial Practice c. Fundamentals of Investment ✓ d. Consumer Protection	Specialization	5
BCFI-06	Corporate Accounting ✓	Core	5
BCFI-07	<u>Cost Accounting</u>	Core	5
BCPP-02	Project-II	Core	5

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Total Credits
30

Semester-V

Course Code	Course Title	Course Type	Credits
a) BCHR-02 b) BCMM-02 c) BCGM-12	Any one the following a. Human Resource Management b. Principles of Marketing c. Auditing and Corporate Governance	Specialization	5
a) BCFI-08 b) BCFI-09	Any one of the following a. Fundamentals of Financial Management b. Indirect Tax Law	Specialization	5
BCGM-13	Entrepreneurship	Specialization	5
BCIT-03	E-Commerce	Foundation	5
BCPP-03	Project -III	Core	5
BCSI-01	Internship	Core	5
			Total Credits 30

Semester-VI

Course Code	Course Title	Course Type	Credits
BCGM-14	Principles of Macro Economics	Specialization	5
BCLA-04	Business Regulatory Framework in India	Interdisciplinary	5
BCFI-10	Banking Laws & Practice	Specialization	5
BCGM-15	Corporate Social Responsibility & Business Ethics	Interdisciplinary	5
BCDD-01	Dissertation	Interdisciplinary	10
			Total Credits 30

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In the sixth semester, the student can choose Industry attachment program duly approved by the university with the same credits that is of regular sixth semester. The details of the same are as follows:

Industry Attachment/Industry Capstone Project

A full-fledged industry attachment is the defining feature of Industry Capstone Project (ICP) to be carried by students in their final semester. ICP thus provides students an opportunity to apply their knowledge and skills to solve real-world industry/corporate problems. A student shall be formally attached to relevant industrial/corporate organisation for their VI semester during which they shall be exposed to 360° industry experience.

Basket of Courses Available

(These courses are available beyond normal working hours.)

Enrichment Courses

Paid basket of Courses

Sr. No.	Course Code	Course Name	Course Type	Credits
1	EC-01	Culinary Skills*	Inter-disciplinary	3
2	EC-02	T-Series-1**	Inter-disciplinary	3
3	EC-03	T-Series-2**	Inter-disciplinary	3
4	EC-04	T-Series-3**	Inter-disciplinary	3

On the payment of INR 8000/- or as prescribed from time to time.

**On the payment of INR on payment of INR 8850/- or as prescribed from time to time.

T-Series-1 - Vocals
T-Series-2 - Singing
T-Series-3 - Performing arts

Free basket of Courses

MMU SAP Program Kit for Students

Value-Added Courses (200 Hrs of Self Learning Program ; Total Credits 12)

Sr. No.	Course Code	Course Name	Course Type	Credits
1	MBSS-02	SAP Functions	Foundation	12

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Choice Based Functional Papers of SAP

- 1) Material Management
- 2) Sales & Distribution
- 3) HR
- 4) Finance

Out of these four functional papers, a student can choose any one functional paper, which is to be completed in 4 modules and the student earn 12 credits on completion of the course. Total learning hours = 200.

Swayam Courses

A student shall earn a maximum of 9 credits from this basket of courses.

UGC Credit Framework for Online Learning Courses through SWAYAM, Regulation, 2016.

Sr. No.	Course Code	Course Name	Credits
1	SW-01	Cognitive Science	TBA
2	SW-02	Quantitative Finance	TBA
3	SW-03	Technology Transfer through Joint Venture	TBA
4	SW-04	Legal Compliance for Incorporating Startup	TBA
5	SW-05	Public Finance and Policy in India	TBA
6	SW-06	Money and Banking	TBA
7	SW-07	International Economics	TBA
8	SW-08	Environmental Economics	TBA
9	SW-09	Educational Leadership	TBA
10	SW-10	Six Sigma	TBA
11	SW-11	Introduction to data Analytics	TBA
12	SW-12	Social Networks	TBA
13	SW-13	Introduction to R Software	TBA
14	SW-14	Experimental Stress Analysis	TBA
15	SW-15	Database Management System	TBA
16	SW-16	Probability and Stochastic of Finance	TBA
17	SW-17	Practical Englis: Learning & Teaching	TBA
18	SW-18	Probability and Statistics	TBA
19	SW-19	Emotional Intelligence	TBA
20	SW-20	Innovation and IT Management	TBA
21	SW-21	Statistics for Business	TBA

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Credits Summary Sheet

Type of Course	No. Of Papers	Credits Earned
Foundation	6	30*
Core	18	89*
Specialization	8	40
Interdisciplinary	4	25
Free / Paid Basket of Courses		
Cullinary/T-Series	4	12
SAP	1	12
Swayam		9
	Total Credits	217

* Mandatory Credits

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14.9.17

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14/9

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14.09.2017

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**MAHARISHI MARKANDESHWAR
UNIVERSITY
MULLANA-AMBALA**

Scheme of Examination

&

Syllabus

Of

3-Diploma in Business Management

(Semester System)

M M INSTITUTE OF MANAGEMENT, MULLANA

3- YEAR DIPLOMA IN BUSINESS MANAGEMENT (SEMESTER SYSTEM)

COURSE STRUCTURE

SEMESTER I

PAPER CODE	SUBJECT	CREDITS
DM-101	English (Part-I)	4
DM-102	Introduction to Accounting	4
DM- 103	Business Economics	4
DM-104	Principles of Management	4
DM- 105	Business and Commerce	4
	TOTAL CREDITS	20

SEMSTER II

PAPER CODE	SUBJECT	CREDITS
DM-201	English (Part-II)	4
DM-202	Business Environment	4
DM-203	Organizational Behavior	4
DM-204	Business Mathematics	4
DM-205	Fundamentals of Computers	4
	TOTAL CREDITS	20

SEMSTER III

PAPER CODE	SUBJECT	CREDITS
DM-301	Business Communication	4
DM-302	Disaster Management	4
DM-303	Advanced Financial Accounting	4
DM-304	Human Resource Management (Part 1)	4
DM-305	Computer Applications in Management	4
DM-306	Seminar Presentation	2
	TOTAL CREDITS	22

SEMSTER IV

PAPER CODE	SUBJECT	CREDITS
DM-401	Company Law	4

DM-402	Basics of Entrepreneurship	4
DM-403	Marketing Management	4
DM-404	Cost Accounting	4
DM-405	E- Commerce and Cyber Laws	4
DM-406	Seminar Presentation	2
	TOTAL CREDITS	22

SEMSTER V

PAPER CODE	SUBJECT	CREDITS
DM-501	Entrepreneurship Development	4
DM-502	International Business	4
DM-503	Human Resource Management (Part- 2)	4
DM-504	Marketing Research	4
DM-505	Corporate Legal Environment	4
DM-506	Functional Viva	2
	TOTAL CREDITS	22

SEMSTER VI

PAPER CODE	SUBJECT	CREDITS
DM-601	Customer Relationship Management	4
DM-602	Consumer Behavior	4

DM-603	Business Ethics	4
DM-604	Retail Management	4
DM-605	Taxation Laws	4
DM-606	Dissertation Report	4
	TOTAL CREDITS	24

DETAILS OF CREDIT:

Ist SEM-20

IInd SEM -20

3rd SEM- 22

IVth SEM- 22

Vth SEM-22

VIth SEM- 24

GRAND TOTAL : 130 CREDITS
