

SVKM's NMIMS
School Name: ANIL SURENDRA MODI SCHOOL OF COMMERCE
Mumbai, Navi Mumbai, Bengaluru, Indore, Dhule, Hyderabad and Chandigarh
Teaching Scheme for Academic Year: 2021-22
(As approved in the Academic Council)

Name of the Programme: **BBA**

Year of the Programme: **First Year**

Semester: **I**

Sr. No.	Module / Subject Code	Name of the Module	Area / Discipline	Theory Hours per week	Practicals Hours per week	Tutorials Hours per week	Total no. of hours for the subject	Credit/s	Credit/s types	Duration of Examination (Hrs)		Mode of Exam	Examination Scheme (Weightage)								Template Codes	GR applicable (Yes / No)	Remark		
										Term End Examination	Only ICA		Distribution of ICA Marks					TEE		Total					
													Test I	Test II	Term work *	Total Marks	Scale d to (Marks)	Marks (Question Paper)	Scale d to (Marks)	Marks (ICA+ TEE)				Weightage %	
1	7402F001	Financial Accounting	Finance	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#FYBBA, FYBCom. (Hons.) & FYB.Sc. Finance	
2	7402P001	Principles of Management	General Management	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#FYBBA, FYBCom. (Hons.) & FYB.Sc. Finance	
3	7402Q001	Quantitative Techniques - I	Mathematics	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#FYBBA & FYB.Sc. Finance	
4	7402E001	Microeconomics	Economics	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#FYBBA, FYBCom. (Hons.) & FYB.Sc. Finance	
5	7402I001	India Socio Political Economics System & Current Affairs	Economics	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes		
6	7402E002	Essentials of IT	Information Science/Technology	4	0	0	60	4	full credit	2		Written / Computer based			50	50	50	50	50	100	100	7031	Yes		
Total				24	0	0	360	24			12	0	--	0	0	300	300	300	300	300	600				

*Term Work = Test/Viva / Presentations/ Journals/ assignments/ quizzes / MCQs/Business plans/Role plans etc.

syllabus common for different streams/ Programme can use common question paper. (for eg : B.TECH(Stream) & MBA.TECH (Stream))

NUE = Non University Examination (Examination conducted at school level)

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Year of the Programme: **First Year**

Semester: **II**

Sr. No.	Module / Subject Code	Name of the Module	Area / Discipline	Theory Hours per week	Practicals Hours per week	Tutorials Hours per week	Total no. of hours for the subject	Credit/s	Credit/s types	Term End Examination	Only ICA	Mode of Exam	Examination Scheme (Weightage)								Template Codes	GR applicable (Yes / No)	Remark		
													Distribution of ICA Marks					TEE		Total					
													Test I	Test II	Term work *	Total Marks	Scale d to (Marks)	Marks (Question Paper)	Scale d to (Marks)	Marks (ICA+ TEE)				Weightage %	
1	7402C001	Cost Accounting	Finance	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes		
2	7402Q002	Quantitative Techniques - II	Mathematics	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#FYBBA, FYBCom.(Hons.) & FYB.Sc. Finance	
3	7402E003	Environmental Management & Corporate Social Responsibility	General Management	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes		
4	7402P002	Principles of Marketing	Marketing	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#FYBBA, FYBCom.(Hons.) & FYB.Sc. Finance	
5	7402E004	Effective Communications	Communication	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes		
6	7402E005	Macroeconomics	Economics	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#FYBBA, FYBCom.(Hons.) & FYB.Sc. Finance	
Total				24	0	0	360	24		12	0	--	0	0	300	300	300	300	300	600					

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Year of the Programme: **Second Year**

Semester: **IV**

Sr. No.	Module / Subject Code	Name of the Module	Area / Discipline	Theory Hours per week	Practicals Hours per week	Tutorials Hours per week	Total no. of hours for the subject	Credit/s	Credit/s types	Duration of Examination (Hrs)		Mode of Exam	Examination Scheme (Weightage)								Template Codes	GR applicable (Yes / No)	Remarks		
										Term End Examination	Only ICA		Distribution of ICA Marks				TEE		Total						
													Test I	Test II	Term work *	Total Marks	Scale d to (Marks)	Marks (Question Paper)	Scale d to (Marks)	Marks (ICA+ TEE)				Weightage %	
1	7402O003	Organizational Behaviour and Human Resource Management	Human Resources & Behavioural Sciences	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes		
2	7402F002	Financial Management	Finance	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes		
3	7402M001	Management Accounting	Finance	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#FYB.Sc. Finance and SYBBA	
4	7402B002	Business Law	Business Law	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes		
5	7402R001	Research Methodology	Mathematics	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#SYB.Sc. Finance and SYBBA	
6	7402A003	Advertising and Media	Marketing	4	0	0	60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes		
	Total			24	0	0	360	24		12	0	--	0	0	300	300	300	300	300	600					

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Year of the Programme: **Third Year**

Semester: **V**

Sr. No.	Module / Subject Code	Name of the Module	Area / Discipline	Theory Hours per week	Practicals Hours per week	Tutorials Hours per week	Total no. of hours for the subject	Credit/s	Credit/s types	Duration of Examination (Hrs)		Mode of Exam	Examination Scheme (Weightage)								Template Codes	GR applicable (Yes / No)	Remarks	
										Term End Examination	Only ICA		Distribution of ICA Marks					TEE		Total				
													Written / OffLine/Online/Computer based/ Practical/Viva /Jury/ Presentation	Test I	Test II	Term work *	Total Marks	Scale d to (Marks)	Marks (Question Paper)	Scale d to (Marks)				Marks (ICA+ TEE)
1	7402S001	Strategic Management	General Management	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#TYBBA, TYB.Com (Hons.) & SYB.Sc. Finance
2	7402B003	Business Analytics	Mathematics	4			60	4	full credit	2		Written/ Online			50	50	50	50	50	100	100	7031	No	#TYBBA & TYB.Sc. Finance
3	7402I004	International Business & EXIM	General Management	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
4	7402S003	Soft Skills	Communication				15	0	Non credit	0			To be flashed on transcript as satisfactory / not satisfactory								8095	No	1 Week 15 Hrs Program as a workshop	
Total				12	0	0	195	12	0	6	0	0	0	0	150	150	150	150	150	300	300			
Elective - I - Finance Elective (All Three Compulsory)																								
5	7402I003	Investment Analysis & Portfolio Management	Finance	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#TYBBA, TYB.Com.(Hons.) & TYB.Sc. Finance
6	7402F004	Financial Markets & Institutions	Finance	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#TYBBA, TYB.Com.(Hons.), FYB.Sc. Finance
7	7402A001	Advanced Financial Management	Finance	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
Total				12			180	12		6	0		0		150	150	150	150	150	300	300			
Elective - II - Marketing Elective (All Three Compulsory)																								
5	7402C002	Consumer Behavior & Services Marketing	Marketing	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
6	7402S002	Sales & Distribution Management	Marketing	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
7	7402D002	Direct & Digital Marketing	Marketing	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
Total				12			180	12		6			0		150	150	150	150	150	300	300			
Grand Total				24	0	0	375	24	0	12		0	0	300	300	300	300	300	300	600	600			

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Semester: VI

Sr. No.	Module / Subject Code	Name of the Module	Area / Discipline	Theory Hours per week	Practicals Hours per week	Tutorials Hours per week	Total no. of hours for the subject	Credit/s	Credit/s types	Duration of Examination (Hrs)		Mode of Exam	Examination Scheme (Weightage)								Templa te Codes	GR applica ble (Yes / No)	R e m a r k	
										Term End Examination	Only ICA		Distribution of ICA Marks				TEE		Total					
													Test I	Test II	Term work *	Total Marks	Scale d to (Mar ks)	Mark s (Ques tion Paper)	Scale d to (Mar ks)	Marks (ICA+ TEE)				Weig htag e %
1	7402O002	Operations & Supply Chain Management	Mathematics	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
2	7402E006	General Management Entrepreneurship & Business Plan	General Management	2	2		60	3	full credit	0		Written / Viva / Presentation			50	50	50	0	50	100	100	7031	No	*30 Hrs. (1 credit) are given to students for discussion, innovation, field study and implementation of business plan.
Total				6			120	7		2	0		0	0	100	100	100	50	100	200	200			
Elective - I - Finance Elective (All Four Compulsory)																								
3	7402F010	Forex & Risk Management in Derivatives	Finance	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
4	7402E007	Equity Fund Management - Processes and Practices	Finance	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
5	7402F006	Financial Planning & Wealth Management	Finance	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#TYBBA, TYB.Sc. Finance
6	7402F007	Financial Modeling	Finance	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	#TYBBA, SYB.Sc. Finance & TYB.Com (Hons.)
Total				16	0	0	240	16	0	8	0	0	0	0	200	200	200	200	200	400	400			
Elective - II - Marketing Elective (All Four Compulsory)																								
3	7402C006	Customer Relationship Management and Rural Marketing	Marketing	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
4	7402S004	Strategic Brand Management (including Luxury Brands)	Marketing	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
5	7402M003	Marketing Strategy	Marketing	4			60	4	full credit	2		Written			50	50	50	50	50	100	100	7031	Yes	
6	7402M002	Marketing Analytics	Marketing	4			60	4	full credit	2		Written/ Online			50	50	50	50	50	100	100	7031	No	
Total				16	0	0	240	16	0	8	0	0	0	0	200	200	200	200	200	400	400			
Grand Total				22	0	0	360	23	0	10	0	0	0	0	300	300	300	250	300	600	600			

*Term Work = Test/Viva / Presentations/ Journals/ assignments/ quizzes / MCQs/Business plans/Role plans etc.

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