Department of Management and Commerce BBA EFB -2019

	Department (or Management and C	Johnner Ce BB/	A LTD -2019						
SEMESTER - 1										
SUBJECT CODES	SUBJECT NAME	**OFFERING DEPARTMENT	*COURSE NATURE (Hard/Soft/ Workshop/ NTCC)	COURSE TYPE (Core/Elective / University Compulsory)	L	T	P	O	NO. OF CONTACT HOURS PER WEEK	NO. OF CREDITS
MCH 101B	FUNDAMENTALS OF MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH102B	MICRO ECONOMICS	DMC	HARD	CORE	3	0	0	0	3	3
MCH103B	ACCOUNTING FOR MANAGERS	DMC	HARD	CORE	3	0	0	0	3	3
MCH104B	ORGANIZATIONAL BEHAVIOUR	DMC	HARD	CORE	3	0	0	0	3	3
MCH105B	MARKETING MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH 106B	BUSINESS STATISTICS	DMC	HARD	CORE	3	0	0	0	3	3
ECH104B	COMPUTERS AND INFORMATION SYSTEM LAB	ECE	HARD	CORE	2	0	2	0	4	3
MCH107B	BUSINESS COMMUNICATION – I	DMC	SOFT	CORE	3	0	0	0	3	3
MCH 108B	ENTREPRENEURSHIP: THEORY AND PRACTICES	DMC	HARD	ELECTIVE	3	0	0	0	3	3
TOTAL (I	-T-P-O/CONTACT HOURS/CREDITS)				26	0	2	0	28	27
SEMESTER-2	CHID TE CUE NA ME	**OFFERING	*COLIDGE	COUNCE TWO	T	Т	D		NO OF	NO OI
SUBJECT CODES	SUBJECT NAME	**OFFERING DEPARTMENT	*COURSE NATURE (Hard/Soft/ Workshop/ NTCC)	1 0 /	L	1	P	O	NO. OF CONTACT HOURS PER WEEK	NO. OF CREDITS
MCH113B	MACRO ECONOMICS	DMC	HARD	CORE	3	0	0	0	3	3
MCH114B	HUMAN RESOURCE MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH115B	FINANCIAL MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH112B	BUSINESS ENVIRONMENT	DMC	HARD	CORE	3	0	0	0	3	3
СНН105В	ADVANCED EXCEL	CST	HARD	CORE	2	0	2	0	4	3
MCH112B	BUSINESS COMMUNICATION - II	DMC	HARD	SOFT	3	0	0	0	3	3
MCH120B	NEW VENTURE CREATION	DMC	HARD	ELECTIVE	3	0	0	0	3	3
CDO101B	PROFESSIONAL DEVELOPMENT PROGRAMME II	CDC	SOFT	UC	1	0	0	0	2	0

TOTAL (L-T-PO/CONTACT
HOURS/CREDITS)

21 0 2 0 24 21

		POST 2ND SEM								
MCH121B	SUMMER INTERNSHIP (TO BE EVALUATED IN III SEM)	DMC	SOFT	CORE	0	0	0	2	0	2
SEMESTER - 3										
SUBJECT CODES	SUBJECT NAME	**OFFERING DEPARTMENT		▲ • • • •	L	Т	P	O	NO. OF CONTACT HOURS PER WEEK	NO. OF CREDITS
MCH206B	FAMILY BUSINESS MANAGEMENT	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH207B	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH201B	BUSINESS LAW	DMC	HARD	CORE	3	0	0	0	3	3
ECH212B	MANAGEMENT INFORMATION SYSTEMS	ECE	HARD	CORE	2	0	2	0	4	3
MCH202B	CONSUMER BEHAVIOUR	DMC	HARD	CORE	3	0	0	0	3	3
MCH203B	OPERATIONS MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
FLS101,102,103	FOREIGN LANGUAGE	MRVFL	SOFT	UC	2	0	0	0	2	1
CHH137	ENVIRONMENTAL SCIENCES	CHEM DEPT	HARD	UC	2	0	0	0	2	2
TOTAL (L-T-P- O/CONTACT HOURS/CREDITS)				21	0	2	0	23	21	
		_	-							

SEMESTER -4										
SUBJECT CODES	SUBJECT NAME	**OFFERING DEPARTMENT		T 0 /	L	Т	P	0	NO. OF CONTACT HOURS PER WEEK	NO. OF CREDITS
MCH218B	SERVICES MARKETING	DMC	HARD	CORE	3	0	0	0	3	3
MCH215B	SUPPLY CHAIN MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH222B	MANAGING ENTREPRENEURIAL GROWTH AND STRATEGY	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH223B	MANAGEMENT OF FAMILY OWNED BUSINESS	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH217B	RESEARCH METHODOLOGY	DMC	HARD	CORE	3	0	0	0	3	3
MCH 224B	ORIENTATION PROGRAM IN ENTREPRENEURSHIP	DMC	SOFT	Elective	0	0	0	2	2	2
MCH 225B	APPLIED ENTREPRENEURSHIP PROJECT	DMC	NTCC	Elective	0	0	0	6	0	6
	TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)				15	0	0	8	17	23

SEMESTER-V

SUBJECT CODES	SUBJECT NAME	**OFFERING DEPARTMENT		(Core/Elective/		Т	P	0	NO. OF CONTACT HOURS PER WEEK	CREDITS
			Workshop/ NTCC)	University Compulsory)						
MCH301B	CUSTOMER RELATIONSHIP MANAGEMENT	DMC	HARD	CORE			3	0	0	3
MCH302B	INTERNATIONAL BUSINESS	DMC	HARD	CORE	3	0	0	0	3	3
MCH303B	STRATEGIC MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
CSH351B	VISUAL BASIC APPLIED	CST	HARD	CORE	2	0	2	0	6	4
MCH307B	SOCIAL ENTREPRENEURSHIP	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH308B	TECHNOLOGICAL ENTREPRENEURSHIP	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH309B	FAMILY BUSINESS GOVERNANCE	DMC	HARD	ELECTIVE	3	0	0	0	3	3
CDS305B	PROFESSIONAL DEVELOPMENT PROGRAMME V	CDC	SOFT	UC	1	0	1	0	2	0
	PROGRAMINE V									
	TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)		I	<u>I</u>	21	0	3	0	26	22

SEMESTER VI

SUBJECT CODES	SUBJECT NAME	**OFFERING DEPARTMENT		1 0 /	L	Т	P	0	NO. OF CONTACT HOURS PER WEEK	NO. OF CREDITS
MCH316B	E-COMMERCE	DMC	HARD	CORE	3	0	0	0	3	3
MCH317B	DIGITAL MARKETING	DMC	HARD	CORE	3	0	0	0	3	3
	STRATEGIES AND PRACTICES OF FAMILY OWNED ENTERPRISES	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH323B	COPYWRIGHT, PATENTS AND LAWS OF IPR	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH318B	BUSINESS ANALYTICS	DMC	HARD	CORE	4	0	0	0	3	3
MCH324B	ENTREPRENEURIAL FINANCE	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH325B	APPLIED ENTREPRENUERSHIP PROJECT	DMC	NTCC	ELECTIVE	0	0	0	6	0	6
	TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)				19	0	0	6	18	24