

# OLD SCHEME FOR BATCH -2016, 2017, 2018

**DEPARTMENT OF MANAGEMENT & COMMERCE  
BBA- ENTREPRENEURSHIP & FAMILY**

**BUSINESS  
SEMESTER I**

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 101	FUNDAMENTALS OF MANAGEMENT	DMC	HARD	CORE	4	0	0	0	4	4
MCH102	MICRO ECONOMICS	DMC	HARD	CORE	4	0	0	0	4	4
MCH103	ACCOUNTING FOR MANAGERS	DMC	HARD	CORE	4	0	0	0	4	4
MCH113	ORGANIZATIONAL BEHAVIOUR	DMC	HARD	CORE	4	0	0	0	4	4
MCH105	QUANTITATIVE TECHNIQUES FOR BUSINESS	DMC	HARD	CORE	4	0	0	0	4	4
MCH106	COMPUTERS AND INFORMATION SYSTEM LAB	DMC	HARD	CORE	3	0	2	0	5	4
MCH107	BUSINESS COMMUNICATION SKILLS- I	DMC	HARD	CORE	4	0	0	0	4	4
MCH 109	ENTREPRENEURSHIP: THEORY AND PRACTICES	DMC	HARD	CORE	4	0	0	0	4	4
CDS -101	PROFESSIONAL DEVELOPMENT PROGRAMME- I	CDS	SOFT	UC	1	1	0	0	2	0
<b>TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)</b>					<b>31</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>35</b>	<b>32</b>

**SEMESTER  
R-II**

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-111	MARKETING MANAGEMENT	DMC	HARD	CORE	4	0	0	0	4	4
MCH-112	MACRO ECONOMICS	DMC	HARD	CORE	4	0	0	0	4	4
MCH-104	HUMAN RESOURCE MANAGEMENT	DMC	HARD	CORE	4	0	0	0	4	4
MCH-114	FINANCIAL MANAGEMENT	DMC	HARD	CORE	4	0	0	0	4	4
MCH-115	RESEARCH METHODOLOGY	DMC	HARD	CORE	4	0	0	0	4	4
MCH-223	ADVANCED EXCEL	DMC	HARD	CORE	3	0	2	0	5	4
MCH-117	BUSINESS COMMUNICATION SKILLS- II	DMC	HARD	CORE	4	0	0	0	4	4
MCH-118	NEW VENTURE CREATION	DMC	HARD	CORE	4	0	0	0	4	4
CDS - 103	PROFESSIONAL DEVELOPMENT PROGRAMME II	CDC	SOFT	UC	1	1	0	0	2	0
<b>TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)</b>					<b>31</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>35</b>	<b>32</b>

### SUMMER INTERNSHIP PROJECT

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
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MCH 119	INDUSTRY PROJECT	DMC	SOFT	CORE	0	0	0	2		2

**SEMESTER**

**III**

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-220	FAMILY BUSINESS MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	3
MCH-221	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP	DMC	HARD	CORE	3	0	0	0	3	3
MCH-222	BUSINESS LAW	DMC	HARD	CORE	4	0	0	0	4	4
MCH-116	MANAGEMENT INFORMATION SYSTEMS	DMC	HARD	CORE	3	0	2	0	5	4
MCH-224	CONSUMER BEHAVIOUR	DMC	HARD	CORE	4	0	0	0	4	4
MCH-225	OPERATIONS MANAGEMENT	DMC	HARD	CORE	4	0	0	0	4	4
FLS-209, 210, 211	FOREIGN LANGUAGE	MRCFL	NTCC	UC	1	1	0	0	2	0
CDS - 103	PROFESSIONAL DEVELOPMENT PROGRAMME III	CDC	SOFT	UC	1	1	0	0	2	0
CHH-135	ENVIRONMENTAL STUDIES	FoA	HARD	UGC	2	0	0	2	4	4
					26	2	2	2	31	26

**SEMESTER  
IV**

<b>SUBJECT CODES</b>	<b>SUBJECT NAME</b>	<b>**OFFERING DEPARTMENT</b>	<b>*COURSE NATURE (Hard/Soft/Workshop/NTCC)</b>	<b>COURSE TYPE (Core/Elective/University Compulsory)</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>O</b>	<b>NO. OF CONTACT HOURS PER WEEK</b>	<b>NO. OF CREDITS</b>
MCH232	SERVICES MARKETING	DMC	HARD	CORE	4	0	0	0	4	4
MCH233	SUPPLY CHAIN MANAGEMENT	DMC	HARD	CORE	4	0	0	0	4	4
MCH238	MANAGING ENTREPRENEURIAL GROWTH AND STRATEGY	DMC	HARD	CORE	3	0	0	0	4	3
MCH239	MANAGEMENT OF FAMILY OWNED BUSINESS	DMC	HARD	CORE	3	0	0	0	4	3
MCH235	PERFORMANCE AND COMPENSATION MANAGEMENT SYSTEMS	DMC	HARD	CORE	4	0	0	0	4	4
MCH234	RELATIONAL DATABASE MANAGEMENT SYSTEMS	DMC	HARD	CORE	3	0	2	0	5	4
MCH 247	ORIENTATION PROGRAM IN ENTREPRENEURSHIP	DMC	SOFT	CORE	0	0	0	2	2	2
CDS-103	Professional Development Program IV	CDC	SOFT	UC	1	1	0	0	2	0
FLS-209, 210, 211	FOREIGN LANGUAGE	MRCFL	NTCC	UC	1	1	0	0	2	0
					<b>23</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>31</b>	<b>24</b>
MCH 240	Applied Entrepreneurship Project( ONLY FOR BATCH 2016)	DMC	SOFT	CORE	0	0	0	4	4	4
	SUMMER INTERNSHIP PROJECT	DMC	NTCC	CORE	0	0	0	4	4	4



			Worksh op/ NTCC)	University Compulso ry)						
MCH370	E-COMMERCE	DMC	HARD	CORE	4	0	0	0	4	4
MCH371	DIGITAL MARKETING	DMC	HARD	CORE	4	0	0	0	4	4
MCH372	BUSINESS ANALYTICS	DMC	HARD	CORE	4	0	0	0	4	4
MCH373	ENTREPRENEURIAL FINANCE	DMC	HARD	CORE	3	0	0	0	3	3
MCH374	STRATEGIES AND PRACTICES OF FAMILY OWNED ENTERPRICES	DMC	HARD	CORE	3	0	0	0	3	3
MCH374	PATENTS, COPYRIGHTS AND LAWS OF INTELLECTUAL PROPERTY	DMC	HARD	CORE	3	0	0	0	3	3
MCH376	CSR AND BUSINESS ETHICS	DMC	HARD	CORE	4	0	0	0	4	4
MCH 390	SAP BA	DMC	HARD	CORE	4	0	4	0	4	2
					<b>29</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>29</b>	<b>27</b>