

MANAV RACHNA UNIVERSITY										
DEPARTMENT OF MANAGEMENT & COMMERCE										
BBA Entrepreneurship and Family Business										
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
MCH101B	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
MCH106B	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
MCH108B	ENTREPRENEURSHIP: THEORY AND PRACTICES	DMC	HARD	ELECTIVE	3	0	0	0	3	3
TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)					26	0	2	0	28	27
SEMESTER-2										
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
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
CHH105B	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	1	0	2	0
TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)					21	0	3	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										
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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	*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
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 PROGRAMME IN ENREPRENEURSHIP	DMC	SOFT	Elective	0	0	2	0	2	2
TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)					15	0	2	0	17	17
MCH 225B	APPLIED ENTREPRENEURSHIP PROJECT	DMC	NTCC	Elective	0	0	0	6	0	6
SEMESTER-V										
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
MCH301B	CUSTOMER RELATIONSHIP MANAGEMENT	DMC	HARD	CORE	3	0	0	0	3	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
CSW351B	Website Designing	CST	Workshop	CORE	0	0	3	0	3	1.5
MCH307B	SOCIAL ENTREPRENEURSHIP	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH308B	TECHNOLOGICAL ENTREPRENEURSHIP	DMC	HARD	ELECTIVE	3	0	0	0	3	3
EDS289/EDS290/EDS288/PSE301/LWS325/LWS323	Applied Psychology/Applied Sociology/Applied Philosophy/Essential of Peace and Sustainability/Law Relating to Intellectual Property Rights/Cyber Law	EDU/LAW/PSE	SOFT	ALLIED ELECTIVE	1	0	2	0	3	2
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
TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)					20	0	6	0	26	21.5
SEMESTER VI										
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
MCH316B	E-COMMERCE	DMC	HARD	CORE	3	0	0	0	3	3
MCH317B	DIGITAL MARKETING	DMC	HARD	CORE	3	0	0	0	3	3
MCH322B	STRATEGIES AND PRACTICES OF FAMILY OWNED ENTERPRISES	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH323B	COPYRIGHT, PATENTS AND LAWS OF IPR	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH318B	BUSINESS ANALYTICS	DMC	HARD	CORE	3	0	0	0	3	3
MCH324B	ENTREPRENEURIAL FINANCE	DMC	HARD	ELECTIVE	3	0	0	0	3	3
MCH325B	APPLIED ENTREPRENEURSHIP PROJECT	DMC	NTCC	ELECTIVE	0	0	0	8	0	8
TOTAL (L-T-P-O/CONTACT HOURS/CREDITS)					18	0	0	8	18	26