School of Business
Bachelor of Business Administration in MAM
Program Structure 2023-27

COURSES

	CONTINUOUS INTERNAL EXAMINATION (CIE)								Semester End Examination (SEE)
	Rubric and Assessment Tools							**Total CIE Marks**	**Max. Marks**
Course Type	**QUIZ 1/AAT**	**CAT1**	**QUIZ2/AAT**	**CAT2**	**LAB**	**LAB Test**	**Course-based Project**		
Theory	20	30	20	30	0	0	0	100	100
Blended	0	30	0	30	20	20	0	100	100
Comprehensive	0	30	0	30	20	0	20	100	100

Rubric for Course-based Project

S.No.	Type of Assessment Tools	CIE Marks (Rubric)					
		PPP	**TS1**	**TS2**	**Viva**	**Total**	
1	Course-based Project Work	5	5	5	5	20	

PASS REQUIREMENTS

Condition1-Continuous Internal Examination (CIE) -Should secure 30% of marks in every individual assessment in the CIE and 40% in total; otherwise not permitted to appear in SEE;

Condition2-Semester End Examination (SEE) or End Term Examination (ETE)-should secure 40% in the SEE/ETE

Condition3- The overall marks both CIE and SEE together should be more than or equal to 40% to declare pass in a Course.

*-: Students have to secure minimum 30% marks in each assessment to eligible for appearing in ETE/SEE.(minimum 3 marks in QUIZ 1/AAT and QUIZ2/AAT individually & minimum 12 marks each in both CAT1 & CAT2). Same rule applies to all assesment tools.

**-: Student need to secure minimum 40 marks separately in ETE/SEE along with above mentioned criterion to pass the respective Course.

PPP(Preliminary Project Plan)	To submit the PPP before the Quiz1 by a group of 4 students; After Quiz-1 the course faculty shuold approve the PPP and permit the student group to commnece the project.	The preliminary project plan (PPP) provides an initial, overview of the project and all of its known parameters. lt outlines the project's objectives, relevance to the program merit, and conformity to current industry/government policy, proposed methodology, and expected outcomes. lt should also include any known constlaints related to the time frame (Gantt
TS1 (Technical Seminar 1)	After Quiz-1	After the second Quiz, the course faculty member should take 1st review of th status byh all the student groups
TS2 (Technical Seminar 2)	After CAT-1	After CAT1 the course faculty member should take trhe 2nd review of the status byh all the student groups
VIVA	After CAT-2	After CAT2 the course faculty member should take trhe 2nd review of the status byh all the student groups

RUBRICS

Lab	Rubrics 1 (..marks)	Rubrics 2 (..marks)	Rubrics 3 (..marks)	Rubrics 4 (..marks)	Rubrics 5	by the respective faculty hand
Project	Rubrics 1 (..marks)	Rubrics 2 (..marks)	Rubrics 3 (..marks)	Rubrics 4 (..marks)	Rubrics 5	by the respective faculty hand

Program Structure 2023-27

First Semester- Bachelor of Business Administration in MAM

Credit Structure

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Financial Accounting	Theory	3	0	0	0	3	3	Major
2		Principles of Management	Theory	3	0	0	0	3	3	Major
3		Business Economics	Theory	3	0	0	0	3	3	Major
4		Marketing Theory and Practices	Theory	3	0	0	0	3	3	Major
5		Business Mathematics	Theory	3	0	0	0	3	4	Multidisciplinary
6		IT for Business Management	Integrated	2	0	1	0	3	4	SEC
7		Basic Reading and Writing Skills	Integrated	2	0	1	0	3	4	AEC
8		Indian Constitution	Theory	3	0	0	0	3	3	VAD
		Total credits						**24**		

Second Semester-Bachelor of Business Administration in MAM

Credit Structure

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Organisational Behaviour	Theory	3	0	0	0	3	3	Major
2		Management and Cost Accounting	Theory	3	0	0	0	3	3	Major

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
3		Business Statistics	Theory	3	0	0	0	3	3	Multidisciplinary
4		Production and Operations Management	Theory	3	0	0	0	3	3	Major
5		IT Tools for Decision Making	Integrated	2	0	1	0	3	4	Multidisciplinary
6		Business Communication	Integrated	2	0	1	0	3	4	AEC
7		Minor 1	Theory	3	0	0	0	3	3	Minor
Total credits								21		

Third Semester-Bachelor of Business Administration in MAM

Credit Structure

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Financial Management	Theory	3	0	0	0	3	3	Major
2		Human Resource Management	Theory	3	0	0	0	3	3	Major
3		Supply Chain Management	Theory	3	0	0	0	3	3	Major
4		Business Law	Theory	3	0	0	0	3	3	Major
5		Basics of Automobile Industry	Theory	3	0	0	0	3	3	Major
6		Social Media Analysis	Integrated	1	0	0	1	2	3	AEC
7		Minor 2	Theory	3	0	0	0	3	3	Minor
Total credits								20		

Fourth Semester-Bachelor of Business Administration in MAM

Credit Structure

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Research Methodology	Integrated	2	0	1	0	3	4	Major
2		Auto marketing	Theory	3	0	0	0	3	3	Major
3		Campus to Corporate	Integrated	2	0	1	0	3	4	SEC
4		Elective-I	Theory	3	0	0	0	3	3	Major
5		Elective-II	Theory	3	0	0	0	3	3	Major
6		Stock Market Analysis	Integrated	2	0	1	0	3	4	Major
7		Human Values and Environment Studies	Theory	1	0	0	0	2	2	VAD
8		Minor 3	Theory	3	0	0	0	3	3	Minor
Total credits								23		

Electives: Choose basket (any 2 out of 3) as per Specialization

Credit Structure

Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	
1		Dealership Management	Theory	3	0	0	0	3	3	Major
2		Sales Management in Automobile Industry	Theory	3	0	0	0	3	3	Major
3		Consumer Behaviour in Automobile Industry	Theory	3	0	0	0	3	3	Major

Fifth Semester-Bachelor of Business Administration in MAM

Credit Structure

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Business Ethics and Governance /Entrepreneurship	Theory	3	0	0	0	3	3	Major
2		Vehicle Body Fundamentals and Maintenance	Theory	3	0	0	0	3	3	Major
3		Summer Internship Project	Theory	0	0	0	0	3	9	SIP
4		Elective-III	Theory	3	0	0	0	3	3	Major
5		Elective-IV	Theory	3	0	0	0	3	3	Major
6		Web Mining & Data Extraction Management	Integrated	2	0	1	0	3	4	VAD
7		Minor 4	Theory	3	0	0	0	3	3	Minor
8		Personality Development	Integrated	2	0	1	0	3	3	SEC
Total credits								24		

Electives: Choose basket (any 2 out of 3) as per Specialization

Credit Structure

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Digital Marketing	Theory	3	0	0	0	3	3	Major
2		Automotive Futuristic Technologies	Theory	3	0	0	0	3	3	Major
3		PRE-OWNED CAR BUSINESS	Theory	3	0	0	0	3	3	Major

Sixth Semester-Bachelor of Business Administration in MAM

Credit Structure

Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		International Business	Theory	3	0	0	0	3	3	Major
2		Motor Sport Management	Theory	3	0	0	0	3	3	Major
3		Elective-V	Theory	3	0	0	0	3	3	Major
4		Elective-VI	Theory	3	0	0	0	3	3	Major
5		Minor 5	Theory	3	0	0	0	3	3	Minor
6		Data Handling with SPSS	Comprehensive	1		1	1	3	6	Major
Total credits								18		

Electives: Choose basket (any 2 out of 3) as per Specialization										
			Credit Structure							
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Motor Insurance and Vehicle Act	Theory	3	0	0	0	3	3	Major
2		AUTOMOTIVE EMISSION CONTROL	Theory	3	0	0	0	3	3	Major
3		VEHICLE TRANSPORT MANAGEMENT	Theory	3	0	0	0	3	3	Major

Seventh Semester-Bachelor of Business Administration in MAM										
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Introduction to Research Tools and Platforms	Comprehensive	2	0	1	1	4	7	Major
2		Global Geopolitics	Theory	3	0	0	0	3	3	Multidisciplinary
3		Literature Review/Secondary Data Research	Comprehensive	2	0	1	1	4	7	RSC
4		Minor 6	Theory	3	0	0	0	3	3	Minor
Total credits								14		

Eigth Semester-Bachelor of Business Administration in MAM										
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Research Dissertation	Comprehensive	3	0	2	5	**10**	21	RSC
		Introduction to R/ Introduction to Python	Integrated	2	0	1	0	3	4	Major
2		Minor 7	Theory	3	0	0	0	3	3	Minor
Total credits								16		

Sem 2-8	Minor	To be selected from Basket of other School
Sem 5	Core Elective	Business Ethics and Governance /Entrepreneurship
	Semester 1	24
	Semester 2	21
	Semester 3	20
	Semester 4	23
	Semester 5	24
	Semester 6	18
	Semester 7	14
	Semester 8	16
		160