

School of Business									
Bachelor of Business Administration in Marketing & Automobile Management									
Program Structure 2022-23									
ASSESSMENT PATTERNS (Common for All Semesters)									
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	Total CIE Marks	Max. Marks
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)					Total		
		PPP	TS1	TS2	Viva	Total			
1	Course-based Project Work	5	5	5	5	20			
PASS REQUIREMENTS									
30% of marks in every individual assessment in the CIE and 40% in total; otherwise not permitted to appear in SEE;					Condition1-Continuous Internal Examination (CIE) -Should secure				
Condition2-Semester End Examination (SEE) or End Term Examination (ETE)-should secure 40% in the SEE/ETE together should be more than or equal to 40% to declare pass in a Course.					Condition3- The overall marks both CIE and SEE				
*-. 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 should approve the PPP and permit the student group to commence the project.	The preliminary project plan (PPP) provides an initial, overview of the project and all of its known parameters. It outlines the project's objectives, relevance to the program merit, and conformity to current industry/government policy, proposed methodology, and expected outcomes. It should also include any known constraints related to the time frame (Gantt Chart),budget, and, etc.							
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 (..marks)	To be defined by the respective faculty handling the course			

Project	Rubrics 1 (..marks)	Rubrics 2 (..marks)	Rubrics 3 (..marks)	Rubrics 4 (..marks)	Rubrics 5 (..marks)	To be defined by the respective faculty handling the course
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Program Structure 2022-23

First Semester-Bachelor of Business Administration in Marketing & Automobile Management

			Credit Structure								
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours			
1	KIUB122T	Business Economics	3	0	0	0	3	3			
2	DIUA101T	Basic Accounting	3	1	0	0	4	4			
3	DIUA102T	Business Statistics	3	1	0	0	4	4			
4	DIUA103T	Principles of Management	3	0	0	0	3	3			
5	DIUA104T	Business Ethics and Governance	3	0	0	0	3	3			
6	DIUA101B	Data Analysis	2	0	1	0	3	4			
7	C2UF103T	Food, Nutrition and Hygiene**	2	0	0	0	0	2			
8	EIUA125T	Computer Applications*	3	0	0	0	0	3			
Total credits							20				

* Audit Course

No SEE will be conducted for these course (Evaluation will be on the basis of IA's and CAT examinations)

**Audit Course Non Grade Mandatory Course

No SEE will be conducted for these course (Evaluation will be on the basis of IA's and CAT examinations)

Second Semester-Bachelor of Business Administration in Marketing & Automobile Management

			Credit Structure						
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	
1	D1UA201T	Organisational Behaviour	3	0	0	0	3	3	
2	D1UA202T	Management and Cost Accounting	3	1	0	0	4	4	
3	D1UA203T	Marketing Theory and Practice	3	0	0	0	3	3	
4	D1UA204T	Production and Operations Management	3	0	0	0	3	3	
5	E2UC220C	IT Tools for Decision Making	2	0	1	1	4	7	
6	D1UA201B	Business Communication	2	0	1	0	3	4	
Total credits							20		

Third Semester-Bachelor of Business Administration in Marketing & Automobile Management

			Credit Structure						
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	
1		Financial Management	3	0	0	0	3	3	
2		Human Resource Management	3	0	0	0	3	3	
3		Supply Chain Management	3	0	0	0	3	3	
4		Business Law	3	0	0	0	3	3	
5		Business Environment	3	0	0	0	3	3	
6		Stock Market Analysis	1	0	2	1	4	8	
7		BUSINESS NEWS ANALYSIS	2	0	0	0	0	2	
8		Basics of Automobile Industry	3	0	0	0	3	3	
Total credits							22		

Fourth Semester-Bachelor of Business Administration in Marketing & Automobile Management

			Credit Structure					
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
1	D1UA401B	Research Methodology	2	0	1	0	3	4
2		Auto marketing	3	0	0	0	3	3
3	D1UA402T	Strategic Management	3	0	0	0	3	3
4	D1UA402B	Campus to Corporate	2	0	1	0	3	4
5		Elective-I	3	0	0	0	3	3
6		Elective-II	3	0	0	0	3	3
7	D1UA415T	Community Service	0	0	0	0	0	0
Total credits							18	

* Audit Course

No SEE will be conducted for these course (Evaluation will be

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	3	0	0	0	3	3
2		Sales Management in Automobile Industry	3	0	0	0	3	3
3		Consumer Behaviour in Automobile Industry	3	0	0	0	3	3

Fifth Semester-Bachelor of Business Administration in Marketing & Automobile Management

			Credit Structure					
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
1		Entrepreneurship	3	0	0	0	3	3
2		Operations Research	3	0	0	0	3	3
3		Vehicle Body Fundamentals and Maintenance	3	0	0	0	3	3
4		Summer Internship Project	0	0	0	0	3	3
5		Elective-III	3	0	0	0	3	3
6		Elective-IV	3	0	0	0	3	3
7		Personality Development	2	0	1	0	3	3
Total credits							21	

* Audit Course

No SEE will be conducted for these course (Evaluation will be

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		Digital Marketing	3	0	0	0	3	3
2		Automotive Futuristic Technologies	3	0	0	0	3	3
3		PRE-OWNED CAR BUSINESS	3	0	0	0	3	3

Sixth Semester-Bachelor of Business Administration in Marketing & Automobile Management

			Credit Structure					
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
1		International Business	3	0	0	0	3	3
2		Motor Sport Management	3	0	0	0	3	3
3		Elective-V	3	0	0	0	3	3
4		Elective-VI	3	0	0	0	3	3
5		Industrial Research Project	0	0	0	0	3	3
Total credits							15	

* Audit Course

No SEE will be conducted for these course (Evaluation will be

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		Motor Insurance and Vehicle Act	3	0	0	0	3	3
2		AUTOMOTIVE EMISSION CONTROL	3	0	0	0	3	3
3		VEHICLE TRANSPORT MANAGEMENT	3	0	0	0	3	3

Semester 1 20
 Semester 2 20
 Semester 3 22
 Semester 4 18
 Semester 5 21
 Semester 6 15