Integral University, Lucknow
Department of Commerce and Business Management
Study and Evaluation Scheme

Program: BBA (Business Analytics) III **Semester: V**

S.No.	Course code	Course Title	Type of Paper	Period Per hr/week/Sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneur ship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	BM318	Business environment & analysis	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	-	-	-	√		√	SDG-8
2	BM319	Project Management	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	√	√	√	√	SDG-4,8,9,17
3	BM320	Advertising & Sales Management	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	-	√	-	-	SDG-4,8
4	BM321	Marketing Research	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	-	-	√	√	SDG-4,8,9
5	BM380	Business Intelligence	Major	2	0	0	40	20	60	40	100	2:0:0	02	√	-	√	-	-	-	√	SDG-4,8,9,12,17
6	BM323	Training Report Presentation	Major	0	0	4	40	20	60	40	100	0:0:4	04	√	-	√	-	-	-	√	SDG-4
Total				**15**	**05**	**04**	**240**	**120**	**360**	**240**	**600**		**22**								

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Department of Commerce and Business Management

Study and Evaluation Scheme

Program: BBA III **Semester: VI**

S.No.	Course Code	Course Title	Type of Paper	Period Per hr/week/Sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development
1	BM324	Corporate Strategy	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	-	√	-	-	√	-	SDG-9
2	BM325	Entrepreneurship	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	√	√	√	√	SDG-4,8,9,12,16,17
Elective: Choose any one course from each group (Group1,2,3)																					
Group1																					
3	BM326	Service Marketing	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	-	-	√	√	√	SDG-12
4	BM327	Introduction to Marketing Communications	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	-	-	-	√	SDG-4
Group 2																					
5	BM328	Labour Laws	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	√	√	√	√	SDG-8,16
6	BM329	Organization Development & Change	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	-	-	-	-	√	√	SDG-4
Group 3																					
7	BM330	Banking & Working Capital Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	-	-	-	-	√	SDG-4
8	BM331	Introduction to Capital & Money Market	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	-	-	-	√	SDG-1,8,10
9	BM332	Project Report & Viva	Major	0	0	4	40	20	60	40	100	0:0:4	04	√	√	√	-	-	-	-	SDG-4
10	BM381	Block Chain	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	√	-	-	-	SDG-4,8,9,10,16
Total				**18**	**06**	**04**	**280**	**140**	**420**	**280**	**700**										