**Course Matrix BBA**

**SCHEME OF PROGRAMME**

**SEMESTER : 1**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Number of hours/** | **Number of credits** | **Total hours/** | **Total Marks** | |
| **week** | **Semester** | **CIA** | **ESE** |
| 15US1IMN1 | English-I | 4 | 4 | 72 | 25 | 75 |
| 15US1IMN2 | Language - I | 4 | 4 | 72 | 25 | 75 |
| 15US1IMN3 | Introduction to Business Communication | 4 | 3 | 72 | 25 | 75 |
| 15US1IMN4 | Principles of Management | 4 | 3 | 72 | 25 | 75 |
| 15US1IMN5 | Accounting | 5 | 3 | 90 | 25 | 75 |
| 15US1IMN6 | Managerial Economics | 4 | 4 | 72 | 25 | 75 |

**SEMESTER : 2**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Number of hours/** | **Number of credits** | **Total hours/** | **Total Marks** | |
| **week** | **Semester** | **CIA** | **ESE** |
| 15US2IMN7 | English – II | **4** | **4** | 72 | 25 | 75 |
| 15US2IMN8 | Language -II | 3 | 4 | 54 | 25 | 75 |
| 15US2IMN9 | Fundamentals of Marketing | 4 | 3 | 72 | 25 | 75 |
| 15US2IMN10 | Environment – Additional | 4 | 4 | 72 | 25 | 75 |
| 15US2IMN11 | Organisational Behaviour | 3 | 3 | 54 | 25 | 75 |
| 15US2IMN12 | Business Statistics | 4 | 4 | 72 | 25 | 75 |
| 15US3IMN13 | Cinema Studies | 3 | 3 | 54 | 25 | 75 |

**SEMESTER : 3**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Number of hours/** | **Number of credits** | **Total hours/** | **Total Marks** | |
| **week** | **Semester** | **CIA** | **ESE** |
| 15US3IMN14 | Financial Management | **4** | **3** | 72 | 25 | 75 |
| 15US3IMN15 | Human Resource Management | 4 | 3 | 72 | 25 | 75 |
| 15US3IMN16 | Advertising Management | 4 | 3 | 72 | 25 | 75 |
| 15US3IMN17 | Ad Creative and Campaign Planning | 4 | 3 | 72 | 25 | 75 |
| 15US3IMN18 | Introduction to PR & Corporate Communication | 4 | 3 | 72 | 25 | 75 |
| 15US4IMN19 | Introduction to Event Management | 5 | 4 | 90 | 25 | 75 |

**SEMESTER : 4**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Number of hours/** | **Number of credits** | **Total hours/** | **Total Marks** | |
| **week** | **Semester** | **CIA** | **ESE** |
| 15US4IMN20 | Introduction to Brands and Business | 4 | 3 | 72 | 25 | 75 |
| 15US4IMN21 | Mass Media - Its Forms and Effects | 4 | 3 | 72 | 25 | 75 |
| 15US4IMN22 | Engagement Planning and New Media | 4 | 3 | 72 | 25 | 75 |
| 15US4IMN23 | Understanding Psychology and Market Research | 4 | 3 | 72 | 25 | 75 |
| 15US4IMN24 | Integrated Marketing Communication | 5 | 4 | 90 | 25 | 75 |
| 15US5IMN25 | Media Planning & Buying | 4 | 3 | 72 | 25 | 75 |

**SEMESTER 5**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Number of hours/** | **Number of credits** | **Total hours/** | **Total Marks** | |
| **week** | **Semester** | **CIA** | **ESE** |
| 15US5IMN26 | Introduction to Photography | 5 | 3 | 90 | 25 | 75 |
| 15US5IMN27 | Print Media & Broadcast | 4 | 3 | 72 | 25 | 75 |
| 15US5IMN28 | Television Production & Planning | 4 | 3 | 72 | 25 | 75 |
| 15US5IMN29 | Radio Production & Planning | 4 | 3 | 72 | 25 | 75 |
| 15US5IMN30 | Journalism | 4 | 3 | 72 | 25 | 75 |
| 15US6IMN31 | Any Open Course Offered by the College | 4 | 3 | 72 | 25 | 75 |

**SEMESTER : 6**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Title of the Course** | **Number of hours/** | **Number of credits** | **Total hours/** | **Total Marks** | |
| **week** | **Semester** | **CIA** | **ESE** |
| 15US6IMN32 | Multimedia | 5 | 4 | 90 | 25 | 75 |
| 15US6IMN33 | Digital Marketing | 4 | 3 | 72 | 25 | 75 |
| 15US6IMN34 | Customer Relationship Management | 4 | 3 | 72 | 25 | 75 |
| 15US6IMN35 | Business Law | 3 | 3 | 54 | 25 | 75 |
| 15US6IMN36 | Entrepreneurship & Project Management | 4 | 3 | 72 | 25 | 75 |
| 15US6IMN37 | Project | 5 | 4 | 90 | 25 | 75 |

|  |  |
| --- | --- |
| **CREDIT DETAILS** | |
| Common Courses | 38 |
| Core and Complementary Courses | 83 |
| Open Courses | 03 |
| **TOTAL** | **124** |

**Course Matrix BCA**

**SCHEME OF PROGRAMME**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SEM** | **COURSE CODE** | **TITLE OF THE COURSE** | **NO. HRS./WEEK** | **CREDITS** | **TOTAL HRS./SEM** | **EXAM DURATION** | **TOTAL MARKS** | |
| **INTERNAL** | **EXTERNAL** |
| 1 | U1CCENG1 | Communication Skills | 5 | 4 | 75 | 3 | 75 | 25 |
| 1 | U1CPCMT1 | Foundation of mathematics | 4 | 4 | 60 | 3 | 75 | 25 |
| 1 | U1CRBCA1 | Computer fundamentals & organization | 4 | 4 | 60 | 3 | 75 | 25 |
| 1 | U1CRBCA2 | Programming in ‘C’ | 4 | 3 | 60 | 3 | 75 | 25 |
| 1 | U1CRBCA3 | Introduction to Linux | 4 | 3 | 60 | 3 | 75 | 25 |
| 1 | U1PRBCA1 | Programming in ‘C’ - Lab | 2 | 1 | 30 | 3 | 75 | 25 |
| 1 | U1PRBCA2 | Introduction to Linux -Lab | 2 | 1 | 30 | 3 | 75 | 25 |
|  |  |  | **25** | **20** | **375** |  | **525** | **175** |
|  | | | | | | | | |
| 2 | U2CCENG2 | Critical Thinking, Academic Writing & Presentation | 5 | 4 | 75 | 3 | 75 | 25 |
| 2 | U2CPCMT2 | Discrete Mathematics | 4 | 4 | 60 | 3 | 75 | 25 |
| 2 | U2CRBCA4 | Operating system | 4 | 3 | 60 | 3 | 75 | 25 |
| 2 | U2CRBCA5 | OOPS with C++ | 4 | 3 | 60 | 3 | 75 | 25 |
| 2 | U2CRBCA6 | Data structures using ‘C’ | 4 | 3 | 60 | 3 | 75 | 25 |
| 2 | U2ARESC1 | Environmental Science | 5 | 4 | 75 | 3 | 75 | 25 |
| 2 | U2PRBCA3 | OOPS with C++ - Lab | 2 | 1 | 30 | 3 | 75 | 25 |
| 2 | U2PRBCA4 | Data structures using ‘C’ - lab | 2 | 1 | 30 | 3 | 75 | 25 |
|  |  |  | **30** | **23** | **450** |  | **600** | **200** |
|  | | | | | | | | |
| 3 | U3CRBCA7 | Basic Statistics | 4 | 4 | 60 | 3 | 75 | 25 |
| 3 | U3CRBCA8 | Software engineering | 4 | 3 | 60 | 3 | 75 | 25 |
| 3 | U3CRBCA9 | RDBMS | 4 | 3 | 60 | 3 | 75 | 25 |
| 3 | U3CRBCA10 | Computer networks | 5 | 3 | 75 | 3 | 75 | 25 |
| 3 | U3CRBCA11 | Programming in JAVA | 4 | 3 | 60 | 3 | 75 | 25 |
| 3 | U3PRBCA5 | RDBMS - Lab | 2 | 1 | 30 | 3 | 75 | 25 |
| 3 | U3PRBCA6 | Programming in JAVA -Lab | 2 | 1 | 30 | 3 | 75 | 25 |
|  |  |  | **25** | **18** | **375** |  | **525** | **175** |
|  | | | | | | | | |
| 4 | U4CRBCA12 | Mobile Web and Application Development | 5 | 4 | 75 | 3 | 75 | 25 |
| 4 | U4VCBCA1 | Introduction to Cloud Technology | 4 | 4 | 60 | 3 | 75 | 25 |
| 4 | U4VCBCA2 | Fundamentals of Data Centre | 4 | 4 | 60 | 3 | 75 | 25 |
| 4 | U4CRBCA13 | Basic Android | 4 | 4 | 60 | 3 | 75 | 25 |
| 4 | U4CRBCA14 | Mobile Device and Network Architecture | 4 | 4 | 60 | 3 | 75 | 25 |
| 4 | U4PRBCA7 | Basic Android - Lab | 2 | 1 | 30 | 3 | 75 | 25 |
| 4 | U4PVBCA1 | Introduction to Cloud Technology - Lab | 2 | 1 | 30 | 3 | 75 | 25 |
|  |  |  | **25** | **22** | **375** |  | **525** | **175** |
|  | | | | | | | | |
| 5 | U5VCBCA3 | Principles of Virtualization | 4 | 4 | 60 | 3 | 75 | 25 |
| 5 | U5VCBCA4 | Server Operating System | 4 | 4 | 60 | 3 | 75 | 25 |
| 5 | U5VCBCA5 | Fundamentals of Storage | 4 | 4 | 60 | 3 | 75 | 25 |
| 5 | U5OCBCA1 | Security Threats and Trends (Open) | 4 | 3 | 60 | 3 | 75 | 25 |
| 5 | U5CRBCA15 | Advanced Android | 5 | 4 | 75 | 3 | 75 | 25 |
| 5 | U5PVBCA2 | Server Operating System – Lab | 2 | 1 | 30 | 3 | 75 | 25 |
| 5 | U5PRBCA8 | Advanced Android - Lab | 2 | 1 | 30 | 3 | 75 | 25 |
|  |  |  | **25** | **21** | **375** |  | **525** | **175** |
|  | | | | | | | | |
| 6 | U6CRBCA16 | Introduction to Mobile UI and UX | 3 | 2 | 60 | 3 | 75 | 25 |
| 6 | U6CRBCA17 | Mobile Ecosystem and Business Models | 4 | 4 | 60 | 3 | 75 | 25 |
| 6 | U6CRBCA18 | Web Technology and Value added services in Mobile | 4 | 4 | 60 | 3 | 75 | 25 |
| 6 | U6CRBCA19 | Mobile Testing | 4 | 4 | 60 | 3 | 75 | 25 |
| 6 | U6PJBCA1 | Project and Viva-Voce | 10 | 6 | 150 | 3 | 60 | 40 |
|  |  |  | **25** | **20** | **390** |  | **360** | **140** |

**TOTAL CREDITS = 124**

**TOTAL MARKS = 4100**

**2.0.1 Components of Internal Evaluation:**

|  |  |
| --- | --- |
| **COMPONENTS** | **MARKS** |
| Attendance | 5 |
| Assignment (Written assignments, preparation of models, charts, posters etc., field survey, field work ) | 5 |
| Seminar/Viva | 5 |
| Test papers-2 | 10 |
| Total | 25 |