

Maharshi Dayanand University, Rohtak

Scheme of Examinations 2016-2017

**B. Voc. (Marketing Management and Information
Technology) Credit Base Assessment System**



FROM THE ACADEMIC SESSION 2016-17

**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

First Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 101	Business Communication Skills	4		
BVMM 102	Principles of Management	4		
BVMM 103	Fundamentals of Computer	4		
B. Skill Component				
BVMM SSC Q0508	Application Development For Junior Software Developer NSQF Level 4		18	
Total				30

Second Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 201	Business Environment	4		
BVMM 202	E - Business	4		
BVMM 203	Fundamentals of Marketing	4		
B. Skill Component				
BVMM SSCQ0505	Application Development For Technical Writer NSQF Level 5		18	
Total				30

Third Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 301	Marketing Research	4		
BVMM 302	Financial Accounting	4		
BVMM 303	Operating System	4		
B. Skill Component				
BVMM SSCQ0509	Application Development For Master Trainer for Junior Software Developer (Part – I) NSQF Level 6 (Part – I)		18	
	Total			30

Fourth Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 401	Sales Management	4		
BVMM 402	Computer Networks	4		
BVMM 403	Data Base Management System	4		
B. Skill Component				
BVMM SSCQ0509	Application Development For Master Trainer for Junior Software Developer (Part – II)		18	

Fifth Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 501	Service Marketing	4		
BVMM 502	Customer Relationship Management	4		
BVMM 503	Management Information System	4		
B. Skill Component				
BVMM SSCQ1101	Business Development Skills for Sales - Pre Sales Analyst		18	
	NSQF Level 7 (Part –I)			
	Total			30

Sixth Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 601	Integrated Marketing Communication	4		
BVMM 602	Logistics & Distribution Management	4		
BVMM 603	Internet & Web Designing	4		
B. Skill Component				
BVMM SSCQ1101	Business Development Skills for Sales - Pre Sales Analyst NSQF Level 7 (Part –II)		18	
	Total			30

Note:

- * As per XII plan guidelines SSC will approve the skill component part of the syllabus.**
- * Assessment and Certification of 60% will be done by respective Sector Skill Council.**

