



SARDAR PATEL UNIVERSITY
Under Choice Based Credit System)
NEP Syllabus for BBA (General)
(With Effect From: June : 2026-27)

Semester: VII

Programme Outcome (PO) - For BBA (General)Programme	1. Make smart, long-term business decisions. 2. Manage international trade and global marketing. 3. Handle banking operations and financial services. 4. Improve team performance and guide organizations through growth. 5. Conduct business research to find practical solutions. 6. Handle modern business challenges and new market trends. 7. Speak, write, and present professionally in the workplace.
Programme Specific Outcome (PSO) - For BBA (General)	1. Create effective business strategies using management and organizational development principles. 2. Manage international marketing and export operations across global borders. 3. Understand banking systems and financial services for better business decisions. 4. Use research methods to study and solve modern business problems. 5. Master professional communication and career skills needed for business leadership.
To Pass	(i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal & External Assessment. (ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.



SARDAR PATEL UNIVERSITY
Under Choice Based Credit System)
NEP Syllabus for BBA (General)
(With Effect From: June : 2026-27)

Semester: VII

Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
Major (Any Three)	UM07HMABBA01	Strategic Business Management-I	T	4	2:30	50	50	100
	UM07HMABBA02	Global Marketing-1	T	4	2:30	50	50	100
	UM07HMABBA03	Banking & Finance Services-I	T	4	2:30	50	50	100
	UM07HMABBA04	Organizational Development	T	4	2:30	50	50	100
	UM07HMABBA05	Advanced Export Management – I	T	4	2:30	50	50	100
Minor	UM07HMIBBA01	Research Methodology-I	T	4	2:30	50	50	-
Skills Enhancement Course / Internship/OJT (4+2)	UM07HSEBBA01	Contemporary Issues in Business Management-I	T	4	2:30	50	50	50
	UM07HSEBBA02	Business Communication and Career Success Skills-I	T	2	1:30	25	25	-
Total				22				