



PROGRAMME STRUCTURE

Bachelor of Business Administration (BBA)(GENERAL) Semester: IV

Programme Outcome (PO) - For BBA Programme	<ol style="list-style-type: none">1. To understand business functions and management practices leading to development of business acumen among students.2. To develop critical and analytical thinking abilities3. To improve Communication and interpersonal skills4. To develop social sensitivity and ethical considerations leading to sustainable business practices5. To demonstrate global perspective and entrepreneurship acumen6. To get exposure of industrial world through company visits and interaction with experts7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) - For BBA(General)	<ol style="list-style-type: none">1. Acquire conceptual clarity of all the functional areas of management2. Analyze and interpret data for better decision making3. Demonstrate effective communication skills and ability to work in groups4. Apply ethical practices and sustainability issues in business5. Understand the ecosystem of start up in the country and will be able to prepare business plans6. Prepare better for competitive exams in Management such as CAT, CMAT, etc.
To Pass	<ol style="list-style-type: none">(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
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2022-2023

Course Type		Name of Course	T/P	Credit	Contact Hrs/ Week	Exam Duration in hrs	Component of Marks		
							Internal	External	Total
							Total	Total	Total
Ability Enhancement Course (Any One)	UM04ABBA71	Corporate Communications-II	T	3	3	3	30	70	100
Core Courses (Any THREE)	UM04CBBA71	Human Resource Management-II	T	3	3	3	30	70	100
	UM04CBBA72	Marketing Management-II	T	3	3	3	30	70	100
	UM04CBBA73	Financial Management-II	T	3	3	3	30	70	100
	UM04CBBA74	Event Management	T	3	3	3	30	70	100
Discipline Specific Elective (Any Two)	UM04DBBA71	Cost Accounting	T	3	3	3	30	70	100
	UM04DBBA72	Statistics for Management-II	T	3	3	3	30	70	100
	UM04DBBA73	Customer Relationship Management	T	3	3	3	30	70	100
Generic Elective (Any ONE)	UM04GBBA71	Economic Analysis-II	T	3	3	3	30	70	100
Skill Enhancement (Any One)	UM04SBBA71	Rurban Planning	T	3	3	3	30	70	100
	UM04SBBA72	Disaster Management	T	3	3	3	30	70	100
	UM04SBBA73	NCC Army-4	T+P	3	4	3	30 (15T +15P)	70 (35T+35P)	100
	UM04SBBA74	Integrated Personality Development	T	2+1	3	3	30	70	100
	UM04SBBA75	Fundamentals of Research	T	3	3	3	30	70	100

