

SARDAR PATEL UNIVERSITY
(Under Choice Based Credit System)
NEP Syllabus for BBA (General)) Semester: 4
(With Effect from: June – 2024-25)

Programme Outcome (PO) - For BBA (General) Semester - IV	<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 abilities 3. To improve Communication and interpersonal skills 4. To develop social sensitivity and ethical considerations leading to sustainable business practices 5. To demonstrate global perspective and entrepreneurship acumen 6. To get exposure of industrial world through company visits and interaction with experts 7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc
Programme Specific Outcome (PSO) - For BBA (General) Semester - IV	<ol style="list-style-type: none"> 1. Acquire conceptual clarity of all the functional areas of management 2. Analyze and interpret data for better decision making 3. Demonstrate effective communication skills and ability to work in groups 4. Apply ethical practices and sustainability issues in business 5. Understand the ecosystem of start up in the country and will be able to prepare business plans 6. 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.
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Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
Major (Any Three)	UM04MABBA01	Human Resource Management – II	T	4	2:30	50	50	100
	UM04MABBA02	Marketing Management - II	T	4	2:30	50	50	100
	UM04MABBA03	Financial Management –II	T	4	2:30	50	50	100
Minor (Any One)	UM04MIBBA01	Cost Accounting	T	4	2:30	50	50	100
Ability-Enhancement	UM04AEBBA01	Corporate Communication – II	T	2	1:30	25	25	50

Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
Skills Enhancement Course / Internship (Any One)	UM04SEBBA01	Industry Exposure	T	2	1:30	25	25	50
	UM04SEBBA02	Entrepreneurship Development	T	2	1:30	25	25	50
	UM04SEBBA03	Project Management	T	2	1:30	25	25	50
Value Added Course (Any One)	UM04VABBA01	NCC Army– 2	T	2	1:30	25	25	50
	UM04VABBA02	NSS – II	T	2	1:30	25	25	50
	UM04VABBA03	Reasoning Ability	T	2	1:30	25	25	50
	UM04VABBA04	Digital Marketing	T	2	1:30	25	25	50
	UM04VABBA05	Integrated Personality Development	T	2	1:30	25	25	50
Total				22				