

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE

Anand, Gujarat (Reaccredited with 'A+' Grade by NAAC (CGPA 3.30)

Syllabus with effect from the Academic Year 2024-2025

PROGRAMME STRUCTURE (NEP-2020)

Bachelor of Business Administration (BBA General) Semester: IV

Programme Outcome (PO) - For BBA Programme	<ul style="list-style-type: none"> To understand business functions and management practices leading to development of business acumen among students. To develop critical and analytical thinking abilities. To improve Communication and interpersonal skills. To develop social sensitivity and ethical considerations leading to sustainable business practices. To demonstrate global perspective and entrepreneurship acumen. To get exposure of industrial world through company visits and interaction with experts. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) -For BBA Semester - IV	<ul style="list-style-type: none"> Acquire conceptual clarity of all the functional areas of management. Analyze and interpret data for better decision making. Demonstrate effective communication skills and ability to work in groups. Apply ethical practices and sustainability issues in business. Understand the ecosystem of start up in the country and will be able to prepare business plans. Prepare better for competitive exams in Management such as CAT, CMAT, etc.
To Pass:	<p>(i) At least 36% Marks in each paper at the Semester End Examination and aggregate Marks. Internal & External Assessment.</p> <p>(ii) At least 36% Marks in each paper in Internal Assessment and 36% marks aggregate marks in Internal Assessment.</p>

No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
1	Major (Core) (Any Three)	UM4MABBA01	Human Resource Management-II	T	4	2	50/18	50/18	100/36
		UM4MABBA02	Marketing Management-II	T	4	2	50/18	50/18	100/36
		UM4MABBA03	Financial Management-II	T	4	2	50/18	50/18	100/36
2	Minor (Elective) (Any One)	UM4MIBBA01	Economic Analysis-I	T	4	2	50/18	50/18	100/36
		UM4MIBBA02	Cost Accounting	T	4	2	50/18	50/18	100/36
3	Multi - Disciplinary (Any One)	-	NIL	-	-	-	-	-	-
4	Ability Enhancement Course (AEC)	UM4AEBBA01	Fundamentals of Digital Communication	T	2	1	25/9	25/9	50/18
5	SEC (Any One)	UM4SEBBA01	Creative Writing for Corporate Communication	T	2	1	25/9	25/9	50/18
		UM4SEBBA02	Entrepreneurship Development	T	2	1	25/9	25/9	50/18
		UM4SEBBA03	Industrial Exposure	P	2	1	25/9	25/9	50/18
		UM4SEBBA04	Fundamentals of Research	T	2	1	25/9	25/9	50/18
6	VAC (Any One)	UM4VABBA01	Climate Change and Sustainable Development	T	2	1	25/9	25/9	50/18
		UM4VABBA02	NCC	T	2	1	25/9	25/9	50/18
		UM4VABBA03	NSS	T	2	1	25/9	25/9	50/18
		UM4VABBA04	Yoga and Meditation	T	2	1	25/9	25/9	50/18

Notes:

1. Each student shall have to offer the same Elective Course Paper at Semester I to IV. **Any qualified teacher can teach SEC, VAD and IKS.**
2. Class Room Presentation will include CSDS/Factory Visit/Field Study/Seminar/Film Screening/Audio-Video/Problem Solving/Group Study/Case Study/Book Review/Article Review/Computer Lab/Project work etc.

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