



Since 1951

B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from December - 2025

Bachelor of Business Administration (General)

Semester - IV

Programme Outcome (PO) – For BBA (General) Semester - IV	<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 (General) 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.

Sr. No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
1	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
2	Minor	UM04MIBBA01	Cost Accounting	T	4	2:30	50	50	100
3	Ability-Enhancement	UM04AEBBA01	Corporate Communication – II	T	2	1:30	25	25	50

4	Skills Enhancement Course / Internship (Any One)	UM04SEBBA01	Industry Exposure	T	2	1:30	25	25	50
		UM05SEBBA02	Entrepreneurship Development	T	2	1:30	25	25	50
		UM04SEBBA03	Project Management	T	2	1:30	25	25	50
5	Value Added Course (Any One)	UM04VABBA01	NCC Army– II	T	2	1:30	25	25	50
		UM04VABBA02	National Service Scheme – 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