

# KADI SARVA VISHWAVIDYALAYA GANDHINAGAR

## Bachelor of Business Administration (BBA)

### Syllabus Structure

**(Scheme for teaching and evaluation for BBA Programme (Basic / Honours)  
aligning to NEP – 2020 as per Govt. of Gujarat Dated 11/07/2023)**

#### BBA SEMESTER – IV (Second Year)

Course Code	Title of the Paper	Category	Duration in Hours		Credits	Maximum Marks		Marks
			Theory	Practical		CCE (Formative)	SEE (Summative)	
MAM20 8-2C	Marketing Management-I	MAJOR**	60	-	4	50	50	100
MAM20 9-2C	Human Resource Management-I		60	-	4	50	50	100
MAM21 0-2C	Corporate Accounting		60	-	4	50	50	100
MAM21 1-2C	Service Marketing	MAJOR**	60	-	4	50	50	100
MAM21 2-2C	Industrial Relations		60	-	4	50	50	100
MAM21 3-2C	Corporate Finance and Restructuring Management		60	-	4	50	50	100
MAM21 4-2C	Basics of Entrepreneurship	MAJOR	60	-	4	50	50	100
MAE205 -2C	Direct Taxation	MINOR**	60	-	4	50	50	100
MAE206 -2C	Strategic Management		60	-	4	50	50	100
AEC213 -2C	Personality Development	AEC	30	-	2	25	25	50
SEC224-2C	Advance Excel	SEC**	-	60	2	25	25	50
SEC225-2C	Public Speaking and Presentation Skills		-	60	2	25	25	50
VAC208 -2C	Fundamentals of Insurance	VAC**	30	-	2	25	25	50
VAC209 -2C	Basic Issues of Indian Economy		30	-	2	25	25	50
<b>Total</b>					<b>22</b>	<b>275</b>	<b>275</b>	<b>550</b>

**Exit 2: Award of UG certificate in Major course with 88 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for next NCrF credit level.**

**Please Note:**

- 1. The marks distribution is mainly divided into two components named Continuous and Comprehensive Evaluation (CCE) = 50 % and Semester End Evaluation (SEE) = 50 %.**
- 2. Passing Percentage for each subject is 36%.**
- 3. \*\* In the given category, any one subject can be opted from the given Electives.**