

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 - VI (Third Year)

Course Code	Title of the Paper	Category	Duration in Hours		Credits	Maximum Marks		Marks
			Theory	Practical		CCE (Formative)	SEE (Summative)	
MAM308-3C	Advance Marketing Management	MAJOR*	60	-	4	50	50	100
MAM309-3C	Advance Human Resource Management		60	-	4	50	50	100
MAM310-3C	Advance Financial Management		60		4	50	50	100
MAM311-3C	Brand Management	MAJOR*	60	-	4	50	50	100
MAM312-3C	Organizational Development		60	-	4	50	50	100
MAM313-3C	Security Analysis and Portfolio Management		60	-	4	50	50	100
MAM314-3C	Business Analytics	MAJOR	60	-	4	50	50	100
MAE304-3C	Indirect Taxation	MINOR*	60	-	4	50	50	100
MAE305-3C	Business Audit		60	-	4	50	50	100
AEC301-3C	Communication and Soft Skills for Professional Success	AEC	30	-	2	25	25	50
SEC323-3C	Internship	SEC/ Internship	-	120	4	50	50	100
Total					22	275	275	550

Exit 3: Award of UG Degree in Major course with 132 credits and internship in core discipline 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 head is 36%.**
- 3. * In the given category, any one subject can be opted from the given Electives.**