



KADI SARVA VISHWAVIDYALAYA

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 Honours

SEMESTER - VII (Fourth Year)

| Course Code | Title of the Paper | Category | Duration in Hours | | Credits | Maximum Marks | | Marks |
|--------------|--|----------|-------------------|-----------|-----------|-----------------|-----------------|------------|
| | | | Theory | Practical | | CCE (Formative) | SEE (Summative) | |
| MAM401-4C | Retail Marketing Management | MAJOR* | 60 | - | 4 | 50 | 50 | 100 |
| MAM402-4C | Human Resource Information System | | 60 | - | 4 | 50 | 50 | 100 |
| MAM403-4C | Financial Derivatives and Risk Management | | 60 | - | 4 | 50 | 50 | 100 |
| MAM404-4C | Strategic Marketing Management | MAJOR* | 60 | - | 4 | 50 | 50 | 100 |
| MAM405-4C | Strategic Human Resource Management | | 60 | - | 4 | 50 | 50 | 100 |
| MAM406-4C | Strategic Financial Management | | 60 | - | 4 | 50 | 50 | 100 |
| MAM407-4C | Advance Research | MAJOR | 60 | - | 4 | 50 | 50 | 100 |
| MAE401-4C | Customer Relationship Management | MINOR* | 60 | - | 4 | 50 | 50 | 100 |
| MAE402-4C | Corporate Training and Development Procedure | | 60 | - | 4 | 50 | 50 | 100 |
| MAE403-4C | International Trade and Finance | | 60 | - | 4 | 50 | 50 | 100 |
| OJT401-4C | On the Job Training | OJT | - | 180 | 6 | | | |
| OR | | | | | | | | |
| MAM408-4C | Action Research Project | MAJOR* | - | 180 | 4 | 50 | 50 | 100 |
| MAM409-4C | Sustainable Development Goals | | 30 | 90 | 4 | 50 | 50 | 100 |
| SEC421-4C | AI for Business Management | SEC | 30 | - | 2 | 25 | 25 | 50 |
| Total | | | | | 22 | 275 | 275 | 550 |



KADI SARVA VISHWAVIDYALAYA

BBA Honours with Research

SEMESTER - VII (Fourth Year)

| Course Code | Title of the Paper | Category | Duration in Hours | | Credits | Maximum Marks | | Marks |
|--------------|--|----------|-------------------|-----------|-----------|-----------------|-----------------|------------|
| | | | Theory | Practical | | CCE (Formative) | SEE (Summative) | |
| MAM401-4C | Retail Marketing Management | MAJOR* | 60 | - | 4 | 50 | 50 | 100 |
| MAM402-4C | Human Resource Information System | | 60 | - | 4 | 50 | 50 | 100 |
| MAM403-4C | Financial Derivatives and Risk Management | | 60 | - | 4 | 50 | 50 | 100 |
| MAM404-4C | Strategic Marketing Management | MAJOR * | 60 | - | 4 | 50 | 50 | 100 |
| MAM405-4C | Strategic Human Resource Management | | 60 | - | 4 | 50 | 50 | 100 |
| MAM406-4C | Strategic Financial Management | | 60 | - | 4 | 50 | 50 | 100 |
| MAM407-4C | Advance Research | MAJOR | 60 | - | 4 | 50 | 50 | 100 |
| MAE401-4C | Customer Relationship Management | MINOR* | 60 | - | 4 | 50 | 50 | 100 |
| MAE402-4C | Corporate Training and Development Procedure | | 60 | - | 4 | 50 | 50 | 100 |
| MAE403-4C | International Trade and Finance | | 60 | - | 4 | 50 | 50 | 100 |
| RP421-4C | Research Project | RP | - | 120 | 4 | 50 | 50 | 100 |
| RP422-4C | Research Ethics and Publication | RP | 30 | - | 2 | 25 | 25 | 50 |
| Total | | | | | 22 | 275 | 275 | 550 |

Exit 4: Award of UG Honours with the Research Degree in Major course with total 176 credits OR Award of UG Honours Degree in Major course with total 176 credits

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.