



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 - VIII (Fourth Year)

Course Code	Title of the Paper	Category	Duration in Hours		Credits	Maximum Marks		Marks
			Theory	Practical		CCE (Formative)	SEE (Summative)	
MAM410-4C	Digital Marketing	MAJOR*	60	-	4	50	50	100
MAM411-4C	Labour Laws and Codes in India		60	-	4	50	50	100
MAM412-4C	Indian Financial System		60	-	4	50	50	100
MAM413-4C	International Marketing Management	MAJOR*	60	-	4	50	50	100
MAM414-4C	International Human Resource Management		60	-	4	50	50	100
MAM415-4C	International Financial Management		60	-	4	50	50	100
MAM416-4C	Marketing Analytics	MAJOR*	60	-	4	50	50	100
MAM417-4C	HR Analytics		60	-	4	50	50	100
MAM418-4C	Financial Analytics		60	-	4	50	50	100
MAE404-4C	AML KYC and Due Diligence	MINOR*	60	-	4	50	50	100
MAE405-4C	Supply Chain Management		60	-	4	50	50	100
OJT402-4C	On the Job Training	OJT	-	180	6	75	75	150
OR								
MAM419-4C	Global Environment	MAJOR	60	-	4	50	50	100
SEC422-4C	Academic Writing	SEC	30	-	2	25	25	50
Total					22	275	275	



KADI SARVA VISHWAVIDYALAYA

BBA Honours with Research

SEMESTER - VIII (Fourth Year)

Course Code	Title of the Paper	Category	Duration in Hours		Credits	Maximum Marks		Marks
			Theory	Practical		CCE (Formative)	SEE (Summative)	
MAM410-4C	Digital Marketing	MAJOR*	60	-	4	50	50	100
MAM411-4C	Labour Laws and Codes in India		60	-	4	50	50	100
MAM412-4C	Indian Financial System		60	-	4	50	50	100
MAM413-4C	International Marketing Management	MAJOR*	60	-	4	50	50	100
MAM414-4C	International Human Resource Management		60	-	4	50	50	100
MAM415-4C	International Financial Management		60	-	4	50	50	100
MAM416-4C	Marketing Analytics	MAJOR*	60	-	4	50	50	100
MAM417-4C	HR Analytics		60	-	4	50	50	100
MAM418-4C	Financial Analytics		60	-	4	50	50	100
MAE404-4C	AML KYC and Due Diligence	MINOR*	60	-	4	50	50	100
MAE405-4C	Supply Chain Management		60	-	4	50	50	100
RP423-4C	Dissertation	RP	-	240	6	75	75	150
Total					22	275	275	

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 course can be opted from the given Electives.