

# 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 - V (Third Year)

Course Code	Title of the Paper	Category	Duration in Hours		Credits	Maximum Marks		Marks
			Theory	Practical		CCE (Formative)	SEE (Summative)	
MAM301-3C	Marketing Management-II	MAJOR*	60	-	4	50	50	100
MAM302-3C	Human Resource Management-II		60	-	4	50	50	100
MAM303-3C	Financial Management		60		4	50	50	100
MAM304-3C	Research Methodology	MAJOR	60	-	4	50	50	100
MAM305-3C	Rural Marketing	MAJOR*	60	-	4	50	50	100
MAM306-3C	Labour Law- Wages and Social Security		60	-	4	50	50	100
MAM307-3C	Cost and Managerial Accounting		60		4	50	50	100
MAE301-3C	Basics of Marketing Management	MINOR#	60	-	4	50	50	100
MAE302-3C	Basics of Human Resource Management		60	-	4	50	50	100
MAE303-3C	Basics of Financial Management		60	-	4	50	50	100
SEC321-3C	Logical Reasoning	SEC*	30	-	2	25	25	50
SEC322-3C	Business Start-up Process		30	-	2	25	25	50
Total					22	275	275	550

**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.**

**4. # In the given category, any two courses can be opted from the given Electives**