



## B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

**Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India Accredited  
with CGPA of 2.78 on four-point scale at B++ Grade by NAAC Syllabus  
as per the NEP 2020 with effect from December - 2024**

**Bachelor of Business Administration (General)**

### Semester - II

<b>Programme Outcome (PO)</b> <b>– For B.B.A. Programme</b>	<ul style="list-style-type: none"> <li>✓ To understand business functions and management practices leading to development of business acumen among students.</li> <li>✓ To develop critical and analytical thinking abilities.</li> <li>✓ To improve Communication and interpersonal skills.</li> <li>✓ To develop social sensitivity and ethical considerations leading to sustainable business practices.</li> <li>✓ To comprehend the importance of time management and its fundamentals.</li> <li>✓ To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.</li> </ul>
<b>Programme Specific Outcome (PSO)</b> <b>– For B.B.A. Semester - II</b>	<ul style="list-style-type: none"> <li>✓ Acquire conceptual clarity of MSME sector.</li> <li>✓ Analyze and interpret data for better decision making.</li> <li>✓ Demonstrate effective communication skills and ability to work in groups.</li> <li>✓ Apply ethical practices and sustainability issues in business.</li> <li>✓ Understand the importance of Time Management</li> <li>✓ Prepare better for competitive exams in Management such as CAT, CMAT, etc.</li> </ul>

Sr. No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
1	Major (Core) (Any Two)	UM02MABBA01	Management of MSMEs	T	4	2:30	50	50	100
		UM02MABBA02	Corporate Accounting	T	4	2:30	50	50	100
		UM02MABBA03	Company Management	T	4	2:30	50	50	100
2	Minor (Elective) (Any One)	UM02MIBBA01	Macro Economics for Management	T	4	2:30	50	50	100

<b>3</b>	<b>Multi/Inter Disciplinary (Any One)</b>	UM02IDBBA01	Business Mathematics - II	T	4	2:30	50	50	100
		UM02IDBBA02	Fundamentals of Banking & Insurance	T	4	2:30	50	50	100
<b>4</b>	<b>Ability Enhancement Compulsory Course (Any One)</b>	UM02AEBBA01	Communication Skills for Management – II	T	2	1:30	25	25	50
<b>5</b>	<b>Skill Enhancement Course/Internship (Any One)</b>	UM02SEBBA01	Time Management	T	2	1:30	25	25	50
		UM02SEBBA02	Human Rights	T	2	1:30	25	25	50
<b>6</b>	<b>Value Added Course (Any One)</b>	UM02VABBA01	Integrated Personality Development	T	2	1:30	25	25	50
		UM02VABBA02	NCC Army – I	T	2	1:30	25	25	50
		UM02VABBA03	National Service Scheme – I	T	2	1:30	25	25	50
		UM02VABBA04	Yoga, Meditation & Happiness	T	2	1:30	25	25	50
		UM02VABBA05	Personality Enrichment	T	2	1:30	25	25	50
		UM02VABBA06	Environmental Studies	T	2	1:30	25	25	50