



B. J. VANIJYA MAHAVIDYALAYA

(Grant-in-Aid) (Autonomous)

(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

Programme as per the NEP 2020 with effect from June - 2026

Bachelor of Business Administration (B.B.A.) (General)

Semester – V

Programme Outcome (PO) – For BBA (General) Semester - V	• To understand business functions and management practices leading to development of business acumen among students. • To develop critical and analytical thinking abilities • To improve Communication and interpersonal skills • To develop social sensitivity and ethical considerations leading to sustainable business practices • To demonstrate global perspective and entrepreneurship acumen • To get exposure of industrial world through company visits and interaction • n with experts • To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) – For BBA (General) Semester - V	• Acquire and demonstrate and understanding of various functional areas of management • Students will exhibit enhanced critical and analytical thinking skills • Recognize the importance of social responsibility and ethical considerations in business • Cultivate a global mindset and entrepreneurial spirit and • Apply ethical practices and sustainability issues in business • Through company visits and expert interactions, students will gain practical insights into the industrial world • Students will receive targeted guidance and resources to prepare for competitive management examinations

Sr. No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
1	Major (Any Three)	UM05MABBA01	Business Taxation – I	T	4	2:30	50	50	100
		UM05MABBA02	Advanced Marketing Management – I	T	4	2:30	50	50	100
		UM05MABBA03	Advanced Financial Management – I	T	4	2:30	50	50	100
		UM05MABBA04	Advanced Human Resource Management – I	T	4	2:30	50	50	100

		UM05MABBA05	Export Management – I	T	4	2:30	50	50	100
2	Minor (Any Two)	UM05MIBBA01	Social Entrepreneurship	T	4	2:30	50	50	100
		UM05MIBBA02	Materials & Operations Management	T	4	2:30	50	50	100
		UM05MIBBA03	Management Accounting	T	4	2:30	50	50	100
3	Skills Enhancement Course / Internship (Any One)	UM05SEBBA01	Innovation Management	T	2	1:30	25	25	50
		UM05SEBBA02	Soft Skills	T	2	1:30	25	25	50
Total Credit – 22									