



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE
An Autonomous College (2025-26 to 2034-35)
(Affiliated to Sardar Patel University)
NAAC ACCREDITED 'A' GRADE (3.04 CGPA)



PROGRAMME STRUCTURE (NEP-2020)
BACHELOR OF BUSINESS ADMINISTRATION (GEN) -IV

Programme Outcome (PO)
-For BBA (ISM)

Upon successful completion of the BBA (GEN) Programme, Graduates will be able to:

- Demonstrate understanding of core business functions and management practices to develop strong business acumen.
- Apply critical and analytical thinking to identify, evaluate, and solve business problems.
- Communicate effectively and demonstrate interpersonal and leadership skills in professional settings.
- Integrate ethical principles, social responsibility, and sustainability into business decision-making.
- Exhibit global awareness and entrepreneurial mind set to develop innovative and adaptable business strategies.
- Gain practical exposure through industry interactions and prepare for competitive management examinations.

Programme Specific Outcome (PSO) –For BBA (ISM)

- Apply core principles of business and management to analyse and solve functional problems in areas such as marketing, finance, human resources, and operations.
- Demonstrate effective communication, interpersonal, and leadership skills essential for working in diverse teams and dynamic organizational environments.
- Integrate ethical values and social responsibility in business decisions to promote sustainability and inclusive growth.
- Exhibit entrepreneurial mindset and global outlook to innovate, lead, and adapt in a competitive and rapidly changing business world.
- Engage in continuous learning and leverage experiential opportunities to enhance professional competencies and succeed in competitive business environments.



Sr. No.	Course Type	Course Code	Course Name	T/P	Credit	Exam Duration	Components of Marks		
								External	Total
1.	Major Courses	UB04MABBA01	Human Resource Management- II	T	4	2.30	50	50	100
		UB04MABBA02	Marketing Management – II	T	4	2.30	50	50	100
		UB04MABBA03	Financial Management- II						
2.	Minor Course (Any One)	UB04MIBBA01	Economic Analysis	T	4	2.30	50	50	100
		UB04MIBBA02	Cost Accounting	T	4	2.30	50	50	100
3.	Interdisciplinary Course/ Multi-Disciplinary (Any One)		-----						
4.	Ability Enhancement Course (AEC)	UB04AEBBA01	Corporate Communication-II	T	2	1.30	25	25	50
5.	Skill Enhancement Courses (SEC) (Any One)	UB04SEBBA01	Digital Literacy and Social Media Marketing	T	2	1.30	25	25	50
		UB04SEBBA02	Fundamentals of Entrepreneurship	T	2	1.30	25	25	50
		UB04SEBBA03	Finance for Everyone	T	2	1.30	25	25	50
		UB04SEBBA04	Statistical Methods	T	2	1.30	25	25	50
		UB04SEBBA05	Soft Skills for Business I						
6.	Value added course (Any One)	UB04VABBA01	Climate Change and Sustainable Development	T	2	1.30	25	25	50
		UB04VABBA02	Financial Literacy	T	2	1.30	25	25	50
		UB04VABBA03	NSS-II	T	2	1.30	25	25	50
		UB04VABBA04	NCC-II	T	2	1.30	25	25	50
Total Credit 22									

