



**University of Engineering and Management**  
**Institute of Engineering & Management, Salt Lake Campus Institute**  
**of Engineering & Management, New Town Campus**  
**University of Engineering & Management, Jaipur**



**4<sup>th</sup> Semester Syllabus for BBA Admission Batch 2023**

## Syllabus Structure:

### COURSE 2<sup>nd</sup> Year Course Structure: Even Semester

| BBA COURSE structure |                 |           |  |   |   |   |   |                   |               |
|----------------------|-----------------|-----------|--|---|---|---|---|-------------------|---------------|
| SEMESTER 4           |                 |           |  |   |   |   |   |                   |               |
| SL NO                | TYPES OF COURSE | SUB CODE  | SUB NAME   | L | T | P | S | TOTAL CONTACT HRS | CREDIT POINTS |
| THEORY               |                 |           |  |   |   |   |   |                   |               |
| 1.                   | CC              | BBABB401  | Strategic Management                                 | 3 | 1 | 0 | 0 | 4                 | 4             |
| 2.                   | CC              | BBABB402  | Sales and Distribution Management                    | 3 | 1 | 0 | 0 | 4                 | 4             |
| 3.                   | CC              | BBABB403  | Cost Accounting                                      | 3 | 1 | 0 | 0 | 4                 | 4             |
| 4.                   | CC              | BBABB404  | Data Analysis using Advanced Technology              | 3 | 1 | 0 | 0 | 4                 | 4             |
| 5.                   | CC              | BBABB405  | Introduction to Psychology                           | 3 | 1 | 0 | 0 | 4                 | 4             |
| 6.                   | AEC             | BBAESP401 | General Studies & Current Affair - IV                | 2 | 0 | 0 | 0 | 2                 | 2             |
| PRACTICAL            |                 |           |  |   |   |   |   |                   |               |
| 1                    | VAC             | BBABB491  | Strategic Management -Laboratory                     | 0 | 0 | 2 | 0 | 2                 | 2             |
| 2                    | VAC             | BBABB492  | Sales and Distribution Management - Laboratory       | 0 | 0 | 2 | 0 | 2                 | 2             |
| 3                    | VAC             | BBABB493  | Cost Accounting - Laboratory                         | 0 | 0 | 2 | 0 | 2                 | 2             |
| 4                    | VAC             | BBABB494  | Data Analysis using Advanced Technology - Laboratory | 0 | 0 | 2 | 0 | 2                 | 2             |
| 5                    | VAC             | BBABB495  | Introduction to Psychology - Laboratory              |   |   |   |   |                   |               |
| 6                    | VAC             | BBABB481  | Project  | 1 | 0 | 0 | 0 | 1                 | 1             |
| SESSIONAL            |                 |           |  |   |   |   |   |                   |               |
| 1                    | SEC             | BBASDP481 | Competitive Aptitude & Training -IV                  | 1 | 0 |   | 0 | 1                 | 1             |
| MOOCS/MAR/IFC        |                 |           |  |   |   |   |   |                   |               |
| 1                    |                 | IFC       | Industry & Foreign Certification                     |   |   |   |   |                   |               |
| 2                    |                 | MAR       | Mandatory Additional Requirements                    |   |   |   |   |                   |               |
| 3                    |                 | MOOCs     | At least 1 MOOCs course from Swayam Platform         |   |   |   |   |                   |               |