

SARDAR PATEL UNIVERSITY
(Under Choice Based Credit System)
NEP Syllabus for BBA (General) Semester: I
(With Effect From: June – 2023-24)

Programme Outcome (PO) - For B.B.A. Programme	<ol style="list-style-type: none"> 1. To understand business functions and management practices leading to development of business acumen among students. 2. To develop critical and analytical thinking abilities. 3. To improve Communication and interpersonal skills. 4. To develop social sensitivity and ethical considerations leading to sustainable business practices. 5. To demonstrate global perspective and entrepreneurship acumen. 6. To get exposure of industrial world through company visits and interaction with experts. 7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) - For B. B.A. Semester - II	<ol style="list-style-type: none"> 1. Acquire conceptual clarity of all the functional areas of management. 2. Analyze and interpret data for better decision making. 3. Demonstrate effective communication skills and ability to work in groups. 4. Apply ethical practices and sustainability issues in business. 5. Understand the ecosystem of start up in the country and will be able to prepare business plans. 6. Prepare better for competitive exams in Management such as CAT, CMAT, etc.

Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
						Total / Passing Marks	Total / Passing Marks	Total / Passing Marks
Major (Core)	UM1MABBA01	Principles of Management	T	4	4	30	70	100
	UM1MABBA02	Accounting for Management	T	4	4	30	70	100
Minor (Elective) (Any One)	UM1MIBBA01	Micro Economics for Management	T	4	4	30	70	100
	UM1MIBBA01	Corporate Social Responsibility						
Multi / Inter Disciplinary (Any One)	UM1IDBBA01	Business Mathematics – I	T	4	4	30	70	100
	UM1IDBBA02	Fundamentals of Strategic Planning and Development	T	4	4	30	70	100

Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
						Total / Passing Marks	Total / Passing Marks	Total / Passing Marks
Ability-Enhancement Compulsory Course	UM1AEBBA01	Communication Skills for Management - I	T	2	2	-	50	50
Skills Enhancement Course / Internship (Any One)	UM1SEBBA01	Stress Management	T	2	2	-	50	50
	UM1SEBBA02	Business Startup	T	2	2	-	50	50

Value Added Course / <u>Indian Knowledge System</u> (Any One)	UM1IKBBA01	Introduction to Indian Knowledge Systems	T	2	2	-	50	50
	UM1IKBBA02	Arthaveda	T	2	2	-	50	50
	UM1IKBBA03	Astrology	T	2	2	-	50	50
	UM1IKBBA04	Dhanurveda	T	2	2	-	50	50
	UM1IKBBA05	Gandharvaveda	T	2	2	-	50	50
	UM1IKBBA06	Kalp Shashtra	T	2	2	-	50	50
	UM1IKBBA07	Ayurveda	T	2	2	-	50	50
	UM1IKBBA08	Chhand Rhythm	T	2	2	-	50	50