

SARDAR PATEL UNIVERSITY
(Under Choice Based Credit System)
NEP Syllabus for BBA (ISM) 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 - I	<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)	UM1MABBS01	Principles of Management	T	4	4	30	70	100
	UM1MABBS02	Computer Application In Business	T	4	4	30	70	100
Minor (Elective) (Any One)	UM1MIBBS01	Micro Economics for Management	T	4	4	30	70	100
	UM1MIBBS02	Corporate Social Responsibility				30	70	100
	UM1MIBBS03	Indian Economy –I				30	70	100
Multi / Inter Disciplinary (Any One)	UM1IDBBS01	Business Mathematics – I	T	4	4	30	70	100
	UM1IDBBS02	Fundamentals of Strategic Planning and Development	T	4	4	30	70	100
	UM1IDBBS03	Accounting for Management	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	UM1AEBBS01	Communication Skills for Management - I	T	2	2	-	50	50
Skills Enhancement Course / Internship (Any One)	UM1SEBBS01	Stress Management	T	2	2	-	50	50
	UM1SEBBS02	Business Ethics	T	2	2	-	50	50
	UM1SEBBS03	Logical Organization of Computer	T	2	2	-	50	50
	UM1SEBBS04	Rural Development History and Current Issues	T	2	2	-	50	50
	UM1SEBBS05	Personality Enrichment	T	2	2	-	50	50
Value Added Course / <u>Indian Knowledge System</u> (Any One)	UM1IKBBS01	Introduction to Indian Knowledge Systems	T	2	2	-	50	50
	UM1IKBBS02	Arthaveda	T	2	2	-	50	50
	UM1IKBBS03	Astrology	T	2	2	-	50	50
	UM1IKBBS04	Dhanurveda	T	2	2	-	50	50
	UM1IKBBS05	Gandharvveda	T	2	2	-	50	50
	UM1IKBBS06	Kalpa Shastra	T	2	2	-	50	50
	UM1IKBBS07	Ayurveda	T	2	2	-	50	50
	UM1IKBBS08	Chhand (Rhythm)	T	2	2	-	50	50
Total				22				