

SARDAR PATEL UNIVERSITY
(Under Choice Based Credit System)
NEP Syllabus for BBA (ITM) 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 amongst 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) (Any Two)	UM1MABBI01	Principles of Management	T	4	4	30	70	100
	UM1MABBI02	Personal Computer Software Packages	T	4	4	30	70	100
Minor (Elective) (Any One)	UM1MIBBI01	Micro Economics for Management	T	4	4	30	70	100
	UM1MIBBI02	Corporate Social Responsibility	T	4	4	30	70	100
	UM1MIBBI03	Indian Economy –I	T	4	4	30	70	100
Multi / Inter Disciplinary (Any One)	UM1IDBBI01	Business Mathematics – I	T	4	4	30	70	100
	UM1IDBBI02	Fundamentals of Strategic Planning and Development	T	4	4	30	70	100
	UM1IDBBI03	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	UM1AEBBI01	Communication Skills for Management – I	T	2	2	-	50	50
Skills Enhancement Course / Internship (Any One)	UM1SEBBI01	Stress Management	T	2	2	-	50	50
	UM1SEBBI02	Business Ethics	T	2	2	-	50	50
	UM1SEBBI03	Logical Organization of Computer	T	2	2	-	50	50
	UM1SEBBI04	Rural Development History and Current Issues	T	2	2	-	50	50
	UM1SEBBI05	Personality Enrichment	T	2	2	-	50	50
Value Added Course / <u>Indian Knowledge System</u> (Any One)	UM1IKBBI01	Introduction to Indian Knowledge Systems	T	2	2	-	50	50
	UM1IKBBI02	Arthaveda	T	2	2	-	50	50
	UM1IKBBI03	Astrology	T	2	2	-	50	50
	UM1IKBBI04	Dhanurveda	T	2	2	-	50	50
	UM1IKBBI05	Gandharvaveda	T	2	2	-	50	50
	UM1IKBBI06	Kalp Shashtra	T	2	2	-	50	50
	UM1IKBBI07	Ayurveda	T	2	2	-	50	50
	UM1IKBBI08	Chhand Rhythm	T	2	2	-	50	50