



PROGRAMME STRUCTURE

Bachelor of Business Administration (BBA)(GENERAL) Semester: I

Programme Outcome (PO) - For BBA (General) 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 BBA(General) 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.

To Pass	<ol style="list-style-type: none"> (i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal & External Assessment. (ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.
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Course Type	Course Code	Name of the Course	T / P	Credit	Exam Duration in Hrs	Component of Marks		
						Internal	External	Total
						Total	Total	Total
Ability Enhancement Course (Any One)	UM01ABBA71	Communication Skills for Management – I	T	3	3	30	70	100
Generic Elective (Any One)	UM01GBBA71	Micro Economics	T	3	3	30	70	100
	UM01GBBA72	Indian Economy - I	T	3	3	30	70	100





SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2021-2022

Core Courses (Any Three)	UM01CBBA71	Principle of Management	T	3	3	30	70	100
	UM01CBBA72	Company Management-I	T	3	3	30	70	100
	UM01CBBA73	Corporate Social Responsibility	T	3	3	30	70	100
	UM01CBBA74	Management for MSMEs	T	3	3	30	70	100
Discipline Specific Elective (Any Two)	UM01DBBA71	Accounting for Management	T	3	3	30	70	100
	UM01DBBA72	Business Mathematics-I	T	3	3	30	70	100
	UM01DBBA73	Fundamentals of Banking and Insurance	T	3	3	30	70	100
Skill Enhancement Elective Course (Any One)	UM01SBBA71	Environmental Studies	T	3	3	30	70	100
	UM01SBBA72	NCC Army-1	T/P	3	3	30	70	100
		Total Credits		24				

