



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2022-2023**

**PROGRAMME STRUCTURE**

**Bachelor of Business Administration (BBA)(GENERAL) Semester: III**

Programme Outcome (PO) - For BBA Programme	<ol style="list-style-type: none"><li>1. To understand business functions and management practices leading to development of business acumen among students.</li><li>2. To develop critical and analytical thinking abilities</li><li>3. To improve Communication and interpersonal skills</li><li>4. To develop social sensitivity and ethical considerations leading to sustainable business practices</li><li>5. To demonstrate global perspective and entrepreneurship acumen</li><li>6. To get exposure of industrial world through company visits and interaction with experts</li><li>7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.</li></ol>
Programme Specific Outcome (PSO) - For BBA(General)	<ol style="list-style-type: none"><li>1. Acquire conceptual clarity of all the functional areas of management</li><li>2. Analyze and interpret data for better decision making</li><li>3. Demonstrate effective communication skills and ability to work in groups</li><li>4. Apply ethical practices and sustainability issues in business</li><li>5. Understand the ecosystem of start up in the country and will be able to prepare business plans</li><li>6. Prepare better for competitive exams in Management such as CAT, CMAT, etc.</li></ol>
To Pass	<ol style="list-style-type: none"><li>(i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal &amp; External Assessment.</li><li>(ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.</li></ol>





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Course Type	Course Code	Name of Course	T/P	Credit	Contact Hrs/Week	Exam Duration An hrs	Component of Marks		
							Internal	External	Total
							Total	Total	Total
<b>Ability Enhancement Course (Any One)</b>	UM03ABBA71	Corporate Communications-I	T	3	3	3	30	70	100
<b>Core Courses (Any THREE)</b>	UM03CBBA71	Human Resource Management-I	T	3	3	3	30	70	100
	UM03CBBA72	Marketing Management-I	T	3	3	3	30	70	100
	UM03CBBA73	Financial Management-I	T	3	3	3	30	70	100
	UM03CBBA74	Logistic Management	T	3	3	3	30	70	100
<b>Discipline Specific Elective (Any Two)</b>	UM03DBBA71	Cost Accounting	T	3	3	3	30	70	100
	UM03DBBA72	Statistics for Management-I	T	3	3	3	30	70	100
	UM03DBBA73	Supply Chain Management	T	3	3	3	30	70	100
<b>Generic Elective</b>	UM03GBBA71	Economic Analysis-I	T	3	3	3	30	70	100
<b>Skill Enhancement (Any One)</b>	UM03SBBA71	Industry Exposure	P	3	3	3	30	70	100
	UM03SBBA72	NCC Army-3	T+P	3	4	3	30 (15T +15P)	70 (35T+35P)	100
	UM03SBBA73	Integrated Personality Development	T	2+1	3	3	30	70	100

