



**PROGRAMME STRUCTURE**

**Bachelor of Business Administration (BBA)( Hospitality Management) Semester: I**

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(HM)	<ol style="list-style-type: none"><li>1. Apply the knowledge of hotel in hospitality sector</li><li>2. Identify problem and develop analytical skills</li><li>3. Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments</li><li>4. Design solutions for complex hospitality related problems and design system components or processes</li><li>5. Understand the impact of the hotel industry and other hospitality sectors on environment.</li><li>6. Function effectively as an individual as well as in a team.</li><li>7. Communicate effectively on hospitality activities with the professional community and with society at large.</li><li>8. Perform cost calculations and apply them to decision-making situations.</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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**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2021-2022**

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)	UM01ABBH71	Communication Skills & Personality Development – I	T+P	3	3	30	70	100
Generic Elective (Any One)	UM01GBBH71	Principles of Economics	T	3	3	30	70	100
Core Courses (Any Four)	UM01CBBH71	Principle of Management for Hospitality and Tourism	T	3	3	30	70	100
	UM01CBBH72	Principle and Practice of Accounting	T	3	3	30	70	100
	UM01CBBH73	Introduction to Tourism & Hospitality	T	3	3	30	70	100
	UM01CBBH74	Basic French	T	3	3	30	70	100
Discipline Specific Elective (Any One)	UM01DBBH71	Human Resource Management	T	3	3	30	70	100
Skill Enhancement Elective Course (Any One)	UM01SBBH71	Environmental Studies	T	3	3	30	70	100
		Total Credits		24				

