



**PROGRAMME STRUCTURE**

**Bachelor of Business Administration (BBA)(HM) Semester: IV**

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. Understand and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.</li><li>2. Comprehend and articulate written and oral communication as appropriate for hospitality environments.</li><li>3. Understand the concepts and application of managerial, financial, computer and technical skills that are needed to be successful within the hospitality industry.</li><li>4. Demonstrate ability to apply strategies for managing diverse, multicultural hospitality.</li><li>5. Demonstrate clear understanding and necessity of professional and ethical responsibility in all aspects of conduct</li><li>6. Prepare hospitality undergraduate candidates for entry level management positions with a specific focus on individual, social and environmental perspectives.</li><li>7. Demonstrate an ability to manage the professional preparation, presentation, and service of quality food.</li><li>8. Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations</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 2022-2023

Course Type	Course Code	Name of the Course	T / P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total	Total	Total
<b>Ability Enhancement Course (Any One)</b>	UM04ABBH71	E-Commerce	T	3	3	30	70	100
<b>Generic Elective (Any One)</b>	UM04GBBH71	Food Science & Nutrition	T	3	3	30	70	100
<b>Core Courses (Any Four)</b>	UM04CBBH71	Front Office Management	T+P	3	3	30	70	100
	UM04CBBH72	Advanced Food & Beverage Production-I	T+P	3	3	30	70	100
	UM04CBBH73	Food & Beverage Services Management	T+P	3	3	30	70	100
	UM04CBBH74	Accommodation Management	T+P	3	3	30	70	100
<b>Discipline Specific Elective (Any One)</b>	UM04DBBH71	Financial Management	T	3	3	30	70	100
<b>Skill Enhancement Elective Course (Any One)</b>	UM04SBBH71	Leadership Skills Development	T	3	3	30	70	100
	UM04SBBH72	Cultural Heritage of India	T	3	3	30	70	100
	UM04SBBH73	NCC Army-4	T+P	3	3	30 (15T +15P)	70 (35T+35P)	100
	UM04SBBH74	Integrated Personality Development	T	2+1	3	30	70	100

