



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- HM) Semester: III

Programme Outcome (PO) - For BBA 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 abilities3. To improve Communication and interpersonal skills4. To develop social sensitivity and ethical considerations leading to sustainable business practices5. To demonstrate global perspective and entrepreneurship acumen6. To get exposure of industrial world through company visits and interaction with experts7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) - For BBA(HM)	<ol style="list-style-type: none">1. Understand and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.2. Comprehend and articulate written and oral communication as appropriate for hospitality environments.3. Understand the concepts and application of managerial, financial, computer and technical skills that are needed to be successful within the hospitality industry.4. Demonstrate ability to apply strategies for managing diverse, multicultural hospitality.5. Demonstrate clear understanding and necessity of professional and ethical responsibility in all aspects of conduct6. Prepare hospitality undergraduate candidates for entry level management positions with a specific focus on individual, social and environmental perspectives.7. Demonstrate an ability to manage the professional preparation, presentation, and service of quality food.8. Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations
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.





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
Ability Enhancement Course (Any One)	UM03ABBH71	Business Etiquettes & Managerial Communication	T+P	3	3	30	70	100
Generic Elective (Any One)	UM03GBBH71	Hotel Engineering & Maintenance	T	3	3	30	70	100
Core Courses (Any Four)	UM03CBBH71	Front Office Operation-II	T+P	3	3	30	70	100
	UM03CBBH72	Quantity Food & Beverage Production	T+P	3	3	30	70	100
	UM03CBBH73	Basic Food & Beverage Service-II	T+P	3	3	30	70	100
	UM03CBBH74	House Keeping Operation-II	T+P	3	3	30	70	100
Discipline Specific Elective(Any One)	UM03DBBH71	Marketing Management for H & T	T	3	3	30	70	100
Skill Enhancement Elective Course (Any One)	UM03SBBH71	Corporate Citizenship	T	3	3	30	70	100
	UM03SBBH72	Time Management	T	3	3	30	70	100
	UM03SBBH73	NCC Army-3	T+P	3	3	30 (15T +15P)	70 (35T+35P)	100
	UM03SBBH74	Integrated Personality Development	T	2+1	3	30	70	100

