

**SARDAR PATEL UNIVERSITY**  
**PROGRAMME: BBA (ISM) (3 Years)**  
**(Under Choice Based Credit System Based on UGC Guidelines)**  
**Syllabus with effect from: June - 2019**  
**SEMESTER – I**

Course Type	Course Code	Name of the Course	T / P	Credit	Exam Duration in Hrs	Component of Marks		
						Internal	External	Total
Ability Enhancement Course (Any One)	UM01ABBS51	Communication Skills for Management – I	T	3	3	30	70	100
	UM01ABBS52	Communication Skills – I	T	3	3	30	70	100
Generic Elective (Any One)	UM01GBBS51	Micro Economics	T	3	3	30	70	100
	UM01GBBS52	Indian Economy - I	T	3	3	30	70	100
Core Courses (Any Three)	UM01CBBS51	Principle of Management	T	3	3	30	70	100
	UM01CBBS52	Logical Organization of Computer	T	3	3	30	70	100
	UM01CBBS53	Computer Application in Business	T	3	3	30	70	100
	UM01CBBS54	Office Management and Commercial Practices	T	3	3	30	70	100
Discipline Specific Elective (Any Two)	UM01DBBS51	Accounting for Management	T	3	3	30	70	100
	UM01DBBS52	Business Mathematics	T	3	3	30	70	100
	UM01DBBS53	Multimedia & Applications-I	T	3	3	30	70	100
Skill Enhancement Elective Course (Any One)	UM01SBBS51	Environmental Studies	T	3	3	30	70	100
	UM01SBBS52	Rural Development History and Current Issues	T	3	3	30	70	100