



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June - 2025

Bachelor of Business Administration

Semester - III

Programme Outcome (PO) – For BBA (General) Semester - III	<ul style="list-style-type: none"> To understand business functions and management practices leading to development of business acumen among students. To develop critical and analytical thinking abilities To improve Communication and interpersonal skills To develop social sensitivity and ethical considerations leading to sustainable business practices To demonstrate global perspective and entrepreneurship acumen To get exposure of industrial world through company visits and interaction with experts To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) – For BBA (General) Semester - III	<ul style="list-style-type: none"> Acquire conceptual clarity of all the functional areas of management Analyze and interpret data for better decision making Demonstrate effective communication skills and ability to work in groups Apply ethical practices and sustainability issues in business Understand the ecosystem of start up in the country and will be able to prepare business plans Prepare better for competitive exams in Management such as CAT, CMAT, etc.

Sr. No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
1	Major (Any Three)	UM03MABBA01	Human Resource Management – I	T	4	2:30	50	50	100
		UM03MABBA02	Marketing Management - I	T	4	2:30	50	50	100
		UM03MABBA03	Financial Management –I	T	4	2:30	50	50	100
2	Inter Disciplinary (Any One)	UM03IDBBA01	Statistics for Management	T	4	2:30	50	50	100
		UM03IDBBA02	Supply Chain Management	T	4	2:30	50	50	100
		UM03IDBBA03	Customer Relationship Management	T	4	2:30	50	50	100

3	Ability Enhancement	UM03AEBBA01	Corporate Communication – I	T	2	1:30	25	25	50
4	Skills Enhancement Course / Internship (Any One)	UM03SEBBA01	Disaster Management	T	2	1:30	25	25	50
		UM03SEBBA02	Climate Change & Sustainable Development	T	2	1:30	25	25	50
		UM03SEBBA03	Rurban Development	T	2	1:30	25	25	50
5	IKS (Any One)	UM03IKBBA01	Dharmshashtra (Aacharasamhita)	T	2	1:30	25	25	50
		UM03IKBBA02	Mimansa (Purva and Uttara)	T	2	1:30	25	25	50
		UM03IKBBA03	Nirukta	T	2	1:30	25	25	50
		UM03IKBBA04	Nyaya	T	2	1:30	25	25	50
		UM03IKBBA05	Puran	T	2	1:30	25	25	50
		UM03IKBBA06	Shiksha	T	2	1:30	25	25	50
		UM03IKBBA07	Vyakranam (व्याकरणम्)	T	2	1:30	25	25	50
		UM03IKBBA08	Arthaveda	T	2	1:30	25	25	50
Total Credit 22									