



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

PROGRAMME STRUCTURE (NEP-2020)

Bachelor of Business Administration (B.B.A.) (General)

Semester - I

Syllabus as per the NEP 2020 with effect from June – 2024

Programme Outcome (PO) - For B.B.A. Semester-I	<ul style="list-style-type: none"> • Understanding of business functions and management practices leading to development of business acumen among students. • Develop critical and analytical thinking abilities. • Improve Communication and interpersonal skills. • Develop social sensitivity and ethical considerations leading to sustainable business practices. • Demonstrate global perspective and entrepreneurship acumen. • Get exposure of industrial world through company visits and interaction with experts. • Get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) - For B.B.A. Semester - I	<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.

To Pass:	<ol style="list-style-type: none"> 1. At least 24% Marks in each paper and aggregate 36% marks in Internal Assessment. 2. At least 36% Marks in each paper at the Semester End Examination and aggregate marks in External Assessment.
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Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
Major (Core)	UM01MABBA01	Principles of Management	T	4	2:30	50	50	100
	UM01MABBA02	Accounting for Management	T	4	2:30	50	50	100
Minor (Elective) (Any One)	UM01MIBBA01	Micro Economics for Management	T	4	2:30	50	50	100
	UM01MIBBA02	Corporate Social Responsibility	T	4	2:30	50	50	100
Multi / Inter Disciplinary (Any One)	UM01IDBBA01	Business Mathematics – I	T	4	2:30	50	50	100
	UM01IDBBA02	Fundamentals of Strategic Planning and Development	T	4	2:30	50	50	100

Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
Ability-Enhancement Course (AEC)	UM01AEBBA01	Communication Skills for Management - I	T	2	1:30	25	25	50
Skills Enhancement Course (SEC) / Internship (Any One)	UM01SEBBA01	Stress Management	T	2	1:30	25	25	50
	UM01SEBBA02	Business Startup	T	2	1:30	25	25	50
Value Added Course / Indian Knowledge System (VAC/IKS) (Any One)	UM01IKBBA01	Introduction to Indian Knowledge Systems	T	2	1:30	25	25	50
	UM01IKBBA02	Arthaveda	T	2	1:30	25	25	50
	UM01IKBBA03	Astrology	T	2	1:30	25	25	50
	UM01IKBBA04	Dhanurveda	T	2	1:30	25	25	50
	UM01IKBBA05	Gandharvaveda	T	2	1:30	25	25	50
	UM01IKBBA06	Kalp Shashtra	T	2	1:30	25	25	50
	UM01IKBBA07	Ayurveda	T	2	1:30	25	25	50
	UM01IKBBA08	Chhand Rhythm	T	2	1:30	25	25	50