

**SARDAR PATEL UNIVERSITY**  
**(Under Choice Based Credit System)**  
**NEP Syllabus for BBA (General) Semester: 3**  
**(With Effect from: June – 2024-25)**

<b>Programme Outcome (PO) - For BBA (General) Semester - III</b>	<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>
<b>Programme Specific Outcome (PSO) - For BBA (General) Semester - III</b>	<ol style="list-style-type: none"> <li>1. Acquire conceptual clarity of all the functional areas of management</li> <li>2. Analyze and interpret data for better decision making</li> <li>3. Demonstrate effective communication skills and ability to work in groups</li> <li>4. Apply ethical practices and sustainability issues in business</li> <li>5. Understand the ecosystem of start up in the country and will be able to prepare business plans</li> <li>6. Prepare better for competitive exams in Management such as CAT, CMAT, etc</li> </ol>

<b>To Pass</b>	<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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Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
<b>Major (Any Three)</b>	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
<b>Inter Disciplinary (Any One)</b>	UM03IDBBA01	Statistics for Management	T	4	2:30	50	50	100
<b>Ability- Enhancement</b>	UM03AEBBA01	Corporate Communication – I	T	2	1:30	25	25	50

Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
<b>Skills Enhancement Course / Internship (Any One)</b>	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
<b><u>IKS – (Any One)</u></b>	UM03IKBBA01	Dharma – Shashtra	T	2	1:30	25	25	50
	UM03IKBBA02	Mimansa	T	2	1:30	25	25	50
	UM03IKBBA03	Nirukta	T	2	1:30	25	25	50
	UM03IKBBA04	Nyay Darshan	T	2	1:30	25	25	50
	UM03IKBBA05	Purana	T	2	1:30	25	25	50
	UM03IKBBA06	Shiksha	T	2	1:30	25	25	50
	UM03IKBBA07	Vyakaran	T	2	1:30	25	25	50
Total				22				