

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE
Anand, Gujarat (Reaccredited with 'A+' Grade by NAAC (CGPA 3.30))
Syllabus with effect from the Academic Year 2024-2025
PROGRAMME STRUCTURE (NEP-2020)
Bachelor of Business Administration (BBA General) Semester: III

Programme Outcome (PO) -For BBA Programme	<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 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.
To Pass:	<p>(i) At least 36% Marks in each paper at the Semester End Examination and aggregate Marks. Internal & External Assessment.</p> <p>(ii) At least 36% Marks in each paper in Internal Assessment and 36% marks aggregate marks in Internal Assessment.</p>

No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
1	Major (Core) (Any Three)	UM3MABBA01	Human Resource Management-I	T	4	2	50/18	50/18	100/36
		UM3MABBA02	Marketing Management-I	T	4	2	50/18	50/18	100/36
		UM3MABBA03	Financial Management-I	T	4	2	50/18	50/18	100/36
2	Minor (Elective) (Any One)		NIL						
3	Multi - Disciplinary (Any One)	UM3MDBBA01	Business Mathematics – II	T	4	2	50/18	50/18	100/36
		UM3MDBBA02	Supply Chain Management	T	4	2	50/18	50/18	100/36
4	Ability Enhancement Course (AEC)	UM3AEBBA01	Essentials of Mass Media	T	2	1	25/9	25/9	50/18
5	SEC (Any One)	UM3SEBBA01	Developing Professional Skills in English	T	2	1	25/9	25/9	50/18
		UM3SEBBA02	E-Commerce	T	2	1	25/9	25/9	50/18
		UM3SEBBA03	Disaster Management	T	2	1	25/9	25/9	50/18
6	IKS (Any One)	UM3IKBBA01	Economic and Financial Governance by Kautilya	T	2	1	25/9	25/9	50/18
		UM3IKBBA02	Economic History of India	T	2	1	25/9	25/9	50/18

Notes:

1. Each student shall have to offer the same Elective Course Paper at Semester I to IV. **Any qualified teacher can teach SEC, VAC and IKS.**
2. Class Room Presentation will include CSDS/Factory Visit/Field Study/Seminar/Film Screening/Audio-Video/Problem Solving/Group Study/Case Study/Book Review/Article Review/Computer Lab/Project work etc.

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