

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 2023-2024
PROGRAMME STRUCTURE (NEP-2020)

Bachelor of Business Administration BBA (General) Semester: I

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| Programme Outcome (PO) -For B.B.A 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 B.B.A. Semester -1 | <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 Subject-1 | UM1MABBA01 | Principles of Management | T | 4 | 2 | 50/18 | 50/18 | 100/36 |
| | | UM1MABBA02 | Accounting for Management | T | 4 | 2 | 50/18 | 50/18 | 100/36 |
| 2 | Minor (Elective Any One) | UM1MIBBA01 | Micro Economics for Management | T | 4 | 2 | 50/18 | 50/18 | 100/36 |
| 3 | Multi - Disciplinary (Any One) | UM1MDBBA01 | Business Mathematics – I | T | 4 | 2 | 50/18 | 50/18 | 100/36 |
| | | UM1MDBBA02 | Fundamentals of Strategic Planning and Development | T | 4 | 2 | 50/18 | 50/18 | 100/36 |
| 4 | Ability Enhancement Course (AEC) | UM1AEBBA01 | Communication Skills for Management - I | T | 2 | 1 | 25/9 | 25/9 | 50/18 |
| 5 | SEC (Any One) | UM1SEBBA01 | Soft Skills - I | T | 2 | 1 | 25/9 | 25/9 | 50/18 |
| | | UM1SEBBA02 | Office Management | T | 2 | 1 | 25/9 | 25/9 | 50/18 |
| | | UM1SEBBA03 | Stress Management | T | 2 | 1 | 25/9 | 25/9 | 50/18 |
| 6 | IKS | UM1IKBBA01 | Management Strategies by Kautilya | T | 2 | 1 | 25/9 | 25/9 | 50/18 |

Notes:

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