

Bachelor in Business Administration
BBA/ BBA (Honours) /BBA (Honours with
Research)

ALL INDIA COUNCIL FOR TECHNICAL
EDUCATION

SANKALCHAND PATEL UNIVERSITY,
VISNAGAR

Faculty of Management Studies



Structure, Teaching Scheme and Syllabus of

Program Code: MS101

In effect from: 2025-26

Programme Outcomes (PO)

1. To remember & understand various concepts, theories and models related to management with system approach.
2. To develop basic leadership and communication skills to become an effective managerial profession.
3. To encourage and develop basic critical thinking, analysis and entrepreneurial skills.
4. To develop basic problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
5. To develop a positive attitude and life skills to become a multifaceted personality with a sense of environmental consciousness and ethical values.
6. Understand the concept of Case study-based learning and implement it in professional careers.
7. Acquire Practical learning through internship, Projects, industrial visit and Business Plan etc.

Program Specific Outcomes (PSO)

- Encourage learners to communicate effectively and motivate for Research project work.



Program Name: Bachelor of Business Administration
Abbreviation Name: BBA
Semester: II

In Effect From: 2025-26

[illegible]



Faculty of Management Studies

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Program Code: MS101

Abbreviation Name: BBA

In Effect From: 2025-26

[illegible]

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Program Code: MS101

Abbreviation Name: BBA

In Effect From: 2025-26

[illegible]

Faculty of Management Studies

Program Name: Bachelor of Business Administration (Honours with Research)

Program Code: MS101

Abbreviation Name: BBA

Semester: VIII

In effect from: 2025-26

Course Code	Subject Name	Type of Course	Credit	Hours per week				Theory (Marks)				Practical (Marks)				Total (Marks)
				L	T	P	Total	University		Continuous		University		Continuous		
								Assessment		Assessment		Assessment		Assessment		
								Min	Max	Min	Max	Min	Max	Min	Max	
28-SEC172-4C	Dissertation (For Research Track) *	SEC	20	-	-	40	40	-	-	-	-	90	250	90	250	500
Total			20	-	-	40	40									500

*The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program.

Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voce and Dissertation (For Research Track).