

SANKALCHAND PATEL UNIVERSITY, VISNAGAR

Faculty of Management Studies



Structure, Teaching Scheme and Syllabus of Bachelor of Business Administration (BBA)

Program Code: MS101

With effect from: 2023-24

Program Outcome (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 Specification Outcomes: -

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



Faculty of Management Studies

Program Name: Bachelor of Business Administration

Abbreviation Name: BBA

Semester: I

Program Code: MS101

With effect from: 2023-24

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	
11-BAM201-1C	Principles of Management	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
11-BAM202-1C	Managerial Economics - I	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
11-BAE251-1C	Business Organization	MN	4	4	-	-	4	18	50	18	50	-	-	-	-	100
11-MDC101-1C	Business Mathematics	MD	4	4	-	-	4	18	50	18	50	-	-	-	-	100
11-AEC102-1C	Translation and Interpretation in Gujarati to English	AEC	2	1	-	2	3	-	-	09	25	09	25	-	-	50
11-SEC103-1C	Personal Financial Planning	SEC	2	2	-	-	2	09	25	09	25	-	-	-	-	50
11-IKS104-1C	Indian Constitution	IKS	2	2	-	-	2	09	25	09	25	-	-	-	-	50
Total			22	21	-	2	23		250		275		25	-	-	550

Faculty of Management Studies

Program Name: Bachelor of Business Administration

Abbreviation Name: BBA

Semester: II

Program Code: MS101

With effect from: 2023-24

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	Max
12-BAM203-1C	Organizational Behaviour	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
12-BAM204-1C	Managerial Economics - II	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
12-BAE252-1C	Functional Areas of Management	MN	4	4	-	-	4	18	50	18	50	-	-	-	-	100
12-MDC105-1C	Philosophy and Management Studies	MD	4	4	-	-	4	18	50	18	50	-	-	-	-	100
12-AEC106-1C	Functional Grammar and Composition	AEC	2	2	-	-	2	09	25	09	25	-	-	-	-	50
12-SEC107-1C	Basic IT Tools	SEC	2	1	-	2	3	-	-	09	25	09	25	-	-	50
12-VAC108-1C	NSS (National Service scheme)	VAC	2	1	-	2	3	-	-	09	25	09	25	-	-	50
Total			22	20	-	4	24		225		275		50	-	-	550

Faculty of Management Studies

Program Name: Bachelor of Business Administration

Abbreviation Name: BBA

Semester: III

Program Code: MS101

With effect from: 2023-24

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	
13-BAM205-2C	Entrepreneurship	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
13-BAM206-2C	Production and Operations Management	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
13-BAM207-2C	Financial Accounting	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
13-MDC109-2C	Green Management	MD	4	4	-	-	4	18	50	18	50	-	-	-	-	100
13-AEC110-2C	Business Communication	AEC	2	2	-	-	2	09	25	09	25	-	-	-	-	50
13-SEC111-2C	Advance Spreadsheet Tools	SEC	2	1	-	2	3	-	-	09	25	09	25	-	-	50
13-IKS112-2C	NEP-2020	IKS	2	2	-	-	2	09	25	09	25	-	-	-	-	50
Total			22	21	-	2	23		250		275		25	-	-	550

Program Name: Bachelor of Business Administration
Program Code: MS101
Abbreviation Name: BBA
With effect from: 2023-24
Semester: IV

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	
14-BAM208-2C	Strategic Management	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
14-BAM209-2C	Business Ethics	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
14-BAM210-2C	Management Accounting	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
14-BAE253-2C OR 14-BAE254-2C OR 14-BAE255-2C	Fundamental of Marketing Management OR Fundamental of Financial Management OR Fundamental of Human Resource Management	MN	4	4	-	-	4	18	50	18	50	-	-	-	-	100
14-AEC113-2C	Public Speaking	AEC	2	2	-	-	2	09	25	09	25			-	-	50
14-SEC114-2C	Tally Accounting	SEC	2	1	-	2	3	-	-	09	25	09	25			50
14-VAC115-2C	Environmental Studies & Climate change	VAC	2	2	-	-	2	09	25	09	25	-	-	-	-	50
Total			22	21	-	2	23		250		275		25	-	-	550

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

Program Code: MS101

With effect from: 2023-24

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	
15-BAM301-3C	International Business	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
15-BAM302-3C	Taxation	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
15-BAM303-3C	Business Research Methodology	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
15-BAE351-3C OR 15-BAE352-3C OR 15-BAE353-3C	Advance Marketing Management OR Advance Financial Management OR Advance Human Resource Management	MN	4	4	-	-	4	18	50	18	50	-	-	-	-	100
15-BAE354-3C OR 15-BAE355-3C OR 15-BAE356-3C	Service Marketing OR Banking and Financial Services OR Human resource Planning	MN	4	4	-	-	4	18	50	18	50	-	-	-	-	100
15-SEC116-3C	Stress and Time Management	SEC	2	2	-	-	2	09	25	09	25	-	-	-	-	50
Total			22	22	-	-	22		275		275	-	-	-	-	550

Program Name: Bachelor of Business Administration
Program Code: MS101
Abbreviation Name: BBA
Semester: VI
With effect from: 2023-24

With effect from: 2023-24																
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	
16-BAM304-3C	Innovation & Business Plan	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
16-BAM305-3C	Business Intelligence & Data Analytics	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
16-BAM306-3C	Statistics For Business Decision	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
16-BAE357-3C OR 16-BAE358-3C OR 16-BAE359-3C	Sales and Distribution Management OR Commodity Market and International Finance OR Recruitment and Selection	MN	4	4	-	-	4	18	50	18	50	-	-	-	-	100
16-AEC117-3C	Personality Development & Life Skills	AEC	2	2	-	-	2	09	25	09	25	-	-	-	-	50
16-BAM307-3C	Internship	Internship	4	-	-	8	8	-	-	-	-	18	50	18	50	100
Total			22	18	-	8	26		225		225		50		50	550

* If a student would like to avail bachelor degree, he/she should undergo internship for 4 credits as calculated Major course.

Faculty of Management Studies

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

Program Code: MS101

Abbreviation Name: BBA

Semester: VII

With effect from: 2023-24

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	Max
17-BAM401-4C	Advance Research Methodology	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
17-BAM402-4C	Advance Research Writing	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
17-BAM403-4C	Critical Thinking	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
17-BAE451-4C OR 17-BAE452-4C OR 17-BAE453-4C	Advertising and Sales Promotion OR Security Analysis & Portfolio Management OR Performance Appraisal and Compensation Management	MN	4	4	-	-	4	18	50	18	50	-	-	-	-	100
17-BAM404-4C	Research Project	RP	6	-	-	12	12	-	-	-	-	27	75	27	75	150
Total			22	16	-	12	28		200		200		75		75	550



Faculty of Management Studies

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

Abbreviation Name: BBA

Semester: VIII

Program Code: MS101

With effect from: 2023-24

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	
18-BAM405-4C	Ethics & Research	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
18-BAM406-4C	Research Philosophy	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
18-BAM407-4C	Design Thinking	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
18-BAE454-4C	Comprehensive Project	MN	4	-	-	8	8	-	-	-	-	18	50	18	50	100
18-BAM408-4C	Research Paper Publication	RP	6	-	-	12	12	-	-	-	-	27	75	27	75	150
Total			22	12	-	20	32		150		150		125		125	550



Faculty of Management Studies

Program Name: Bachelor of Business Administration (Honours)
Abbreviation Name: BBA
Semester: VII

Program Code: MS101

With effect from: 2023-24

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	
17-BAM401-4C	Advance Research Methodology	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
17-BAM402-4C	Advance Research Writing	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
17-BAM403-4C	Critical Thinking	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
17-BAE451-4C OR 17-BAE452-4C OR 17-BAE453-4C	Advertising and Sales Promotion OR Security Analysis & Portfolio Management OR Performance Appraisal and Compensation Management	MN	4	4	-	-	4	18	50	18	50	-	-	-	-	100
17-BAM409-4C	Industry Immersion Program- I	OJT	6	-	-	12	12	-	-	-	-	27	75	27	75	150
Total			22	16	-	12	28		200		200		75		75	550



Faculty of Management Studies

Program Name: Bachelor of Business Administration (Honours)
Abbreviation Name: BBA
Semester: VIII

Program Code: MS101

With effect from: 2023-24

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	
18-BAM405-4C	Ethics & Research	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
18-BAM406-4C	Research Philosophy	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
18-BAM407-4C	Design Thinking	MJ	4	4	-	-	4	18	50	18	50	-	-	-	-	100
18-BAE454-4C	Comprehensive Project	MN	4	-	-	8	8	-	-	-	-	18	50	18	50	100
18-BAM410-4C	Industry Immersion Program- II	OJT	6	-	-	12	12	-	-	-	-	27	75	27	75	150
Total			22	12	-	20	32		150		150		125		125	550

Sl. No	Broad Category of course	Minimum Credit Requirement	
		3-year UG	4-year UG
1	Major Stream (Core)	64 (64/4 credit = 16 Courses) Internship With credit of 4	88 (88/4 credit = 22 Courses) Internship With credit of 4
2	Minor Stream	24 (24/4 credits = 6 Courses)	32 (32/4 credits) = 8 Courses)
3	Multidisciplinary	12 (12/4 credits = 3 Courses)	12 (12/4 credits) = 3 Courses)
4	Ability Enhancement Courses (AEC)	10 (10/2 credits = 5 Courses)	10 (10/2 credits = 5 Courses)
5	Skill Enhancement Courses (SEC)	10 (10/2 credits = 5 Courses)	10 (10/2 credits = 5 Courses)
6	Value Added Courses common for all UG - IKS	8 (8/2 credits = 4 courses)	8 (8/2 credits = 4 courses)
7	Research Project / Dissertation	-	12 credits
Total Credits		132 Credits	176 Credits

* If a student would like to avail bachelor degree (After 3rd year compilation) he/she should undergo internship for 4 credits as calculated Major course.