

# VEER NARMAD SOUTH GUJARAT UNIVERSITY – SURAT

## Programme Structure for Bachelor of Business Administration (B.B.A.)

*(With Effect from June - 2019)*

<b>Name of the program</b>	Bachelor of Business Administration
<b>Abbreviation</b>	B.B.A.
<b>Type</b>	Degree Course
<b>Duration</b>	3 Years (Full Time - Regular)
<b>Eligibility</b>	A Candidate must have passed Standard 12th (H.S.C) Examination through Gujarat Higher Secondary Education Board (G.H.S.E.B.) or any other equivalent Board (C.B.S.E., I.C.S.E) with English as a Subject.
<b>Objectives of the Program</b>	The core objective of the program is to impart managerial and decision-making skills in the students through transmitting knowledge via classroom interactions and developing business management skills. Students shall also get practical exposure of business management by undergoing projects, industrial visits, presentations, case studies, simulation exercises and the like. Moreover the objective is to make the students aware about Contemporary issues in management.
<b>Program Outcome</b>	After successful completion of the program a student shall be able to pursue his career by serving to corporates or services, a student may start his own venture or may help in family business or he / she may go for higher studies.
<b>Medium of Instruction</b>	English
<b>Program Structure</b>	3 Years Graduate Degree Program comprising of Six Semesters (Two Semesters in an academic year) comprising of 6 Teaching Subjects in each semester
<b>Subject-Credit Bifurcation</b>	As per Annexure-1
<b>Semester-wise Prog. Structure</b>	As per Annexure-2

## ANNEXURE - 1

### Subjects – Credits Bifurcation

Type	F.Y.B.B.A				S.Y.B.B.A.				T.Y.B.B.A.				Total Credits
	Sem. 1	Credit	Sem. 2	Credit	Sem. 3	Credit	Sem. 4	Credit	Sem. 5	Credit	Sem. 6	Credit	
	No. of Courses (Subjects)				No. of Courses (Subjects)				No. of Courses (Subjects)				
Foundation	2	8	2	8	2	8	2	8	0	0	0	0	32
Interdisciplinary	1	4	1	4	1	4	1	4	0	0	0	0	16
Core	2	8	2	8	2	8	2	8	4	16	3	16	64
Core & Allied	1	4	1	4	1	4	1	4	0	0	0	0	16
Subject Electives	0	0	0	0	0	0	0	0	2	8	2	8	16
<b>Total Teaching Credits</b>		<b>24</b>		<b>24</b>		<b>24</b>		<b>24</b>		<b>24</b>		<b>24</b>	<b>144</b>
Foundation Electives* (NSS/NCC/Saptadhara)		2		2		2		2		2		2	12
<b>Total Program Credits</b>		<b>26</b>		<b>26</b>		<b>26</b>		<b>26</b>		<b>26</b>		<b>26</b>	<b>156</b>

*\*Foundation Electives (NSS/NCC/Saptadhara) course shall have 2 credits each semesters for which credits will be reflected in student's marksheet.*

**ANNEXURE – 2**

**Semester-wise Program Structure  
Bachelor of Business Administration**

**First Year BBA (Semester 1) Course Structure  
(With Effect from A.Y. 2019-20)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours per week		Course Credits	University Examination		Internal Marks	Total Marks
			Theory	Practical		Duration	Marks		
			Foundation	101		Business Communication	4		
	102	Environmental Science	4	0	4	3 hours	70	30	100
Interdisciplinary	103	IT Tools For Business*	3	1	4	3 hours	70	30	100
Core	104	Fundamentals of Economics	4	0	4	3 hours	70	30	100
Core	105	Principles of Management	4	0	4	3 hours	70	30	100
Core & Allied	106	Financial Accounting	4	0	4	3 hours	70	30	100
Foundation Elective	107	NCC / NSS / Saptadhara**			2				
<b>Total</b>			<b>23</b>	<b>1</b>	<b>26</b>		<b>420</b>	<b>180</b>	<b>600</b>
<i>* Evaluation of 'IT Tools for Business' shall also be done through practical examination</i>									
<i>** No separate teaching hours shall be allotted to NCC / NSS / Saptadhara, but credits should be reflected in marksheet</i>									

**First Year BBA (Semester 2) Course Structure**  
**(With Effect from A.Y. 2019-20)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours perweek	Course Credits	University Examination		Internal Marks	Total Marks
					Duration	Marks		
Foundation	201	Personality Development	4	4	3 hours	70	30	100
	202	E-Business	4	4	3 hours	70	30	100
Interdisciplinary	203	Accounting for Managers	4	4	3 hours	70	30	100
Core	204	Economics for Managers (Including Macro)	4	4	3 hours	70	30	100
Core	205	Organisational Behaviour	4	4	3 hours	70	30	100
Core & Allied	206	Business Environment	4	4	3 hours	70	30	100
Foundation Elective	207	NCC / NSS / Saptadhara*		2				
<b>Total</b>			<b>24</b>	<b>26</b>		<b>420</b>	<b>180</b>	<b>600</b>

**\*\* No separate teaching hours should be allotted to NCC / NSS / Saptadhara, but credits should be reflected in mark sheet**

**Second Year BBA (Semester 3) Course Structure**  
**(With Effect from A.Y. 2020-21)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours perweek	Course Credits	University Examination		Internal Marks	Total Marks
					Duration	Marks		
Foundation	301	Entrepreneurship Development	4	4	3 hours	70	30	100
	302	Business Start-ups and Innovation	4	4	3 hours	70	30	100
Interdisciplinary	303	Banking, Insurance & Financial Services	4	4	3 hours	70	30	100
Core	304	Marketing Management	4	4	3 hours	70	30	100
Core	305	Financial Management	4	4	3 hours	70	30	100
Core & Allied	306	Human Resource Management	4	4	3 hours	70	30	100
Foundation Elective	307	NCC / NSS / Saptadhara*		2				
<b>Total</b>			<b>24</b>	<b>26</b>		<b>420</b>	<b>180</b>	<b>600</b>
<b>** No separate teaching hours should be allotted to NCC / NSS / Saptadhara, but credits should be reflected in marksheet</b>								

**Second Year BBA (Semester 4) Course Structure**  
**(With Effect from A.Y. 2020-21)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours perweek	Course Credits	University Examination		Internal Marks	Total Marks
					Duration	Marks		
Foundation	401	Ethics & Corporate Social Responsibility	4	4	3 hours	70	30	100
	402	Management of MSMEs	4	4	3 hours	70	30	100
Interdisciplinary	403	Introduction to Taxation	4	4	3 hours	70	30	100
Core	404	International Business Environment	4	4	3 hours	70	30	100
Core	405	Production & Operations Management	4	4	3 hours	70	30	100
Core & Allied	406	Quantitative Techniques for Management	4	4	3 hours	70	30	100
Foundation Elective	407	NCC / NSS / Saptadhara*		2				
<b>Total</b>			<b>24</b>	<b>26</b>		<b>420</b>	<b>180</b>	<b>600</b>
<b>** No separate teaching hours should be allotted to NCC / NSS / Saptadhara, but credits should be reflected in marksheet</b>								
<b>Note: After Semester 4, a student shall compulsorily have to undergo 8 weeks Organisational Summer Internship during summer vacation and that will Contain <u>4 credits</u> which will ultimately reflected in Semester 5 marksheet.</b>								

**Third Year BBA (Semester 5) Course Structure  
(With Effect from A.Y. 2021-22)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours perweek	Course Credits	University Examination		Internal Marks	Total Marks
					Duration	Marks		
Core	501	Summer Training Report*	4	4	-----	70	30	100
Core	502	Business Research	4	4	3 hours	70	30	100
Core	503	Service Management	4	4	3 hours	70	30	100
Core	504	Legal Aspects of Business	4	4	3 hours	70	30	100
Subject Elective	505	Specialisation 1	4	4	3 hours	70	30	100
Subject Elective	506	Specialisation 2	4	4	3 hours	70	30	100
Foundation Elective	507	NCC / NSS / Saptadhara**		2				
<b>Total</b>			<b>24</b>	<b>26</b>		<b>420</b>	<b>180</b>	<b>600</b>
<i>* Summer Training report shall be evaluated by college / institute by VIVA VOCE exam or presentation of the whole industrial visit or both.</i>								
<i>** No separate teaching hours should be allotted to NCC / NSS / Saptadhara, but credits should be reflected in mark sheet</i>								

**Subject Elective Courses for BBA (Sem. 5)  
(A student shall have to choose any one of the three groups)**

<b>Group 1: Marketing Elective Group</b>		
MSE1	Specialisation 1	Advertising and Brand Management
MSE2	Specialisation 2	International Marketing Management
<b>Group 2: Finance Elective Group</b>		
FSE1	Specialisation 1	Advance Financial Management
FSE2	Specialisation 2	Strategic Financial Management
<b>Group 3: Human Resource Elective Group</b>		
HSE1	Specialisation 1	Human Resource Development
HSE2	Specialisation 2	Advance Human Resource Management

**Third Year BBA (Semester 6) Course Structure  
(With Effect from A.Y. 2021-22)**

Course Type	Course Code	Course Title (Subjects)	Teaching hours perweek	Course Credits	University Examination		Internal Marks	Total Marks
					Duration	Marks		
Core	601	Business Policy & Strategic Management	4	4	3 hours	70	30	100
Core	602	Financial Institutions & Markets	4	4	3 hours	70	30	100
Subject Elective	603	Specialisation 3	4	4	3 hours	70	30	100
Subject Elective	604	Specialisation 4	4	4	3 hours	70	30	100
Core	605	Project*	8	8	External VIVA VOCE	100	100	200
Foundation Elective	607	NCC / NSS / Saptadhara**		2				
<b>Total</b>			<b>24</b>	<b>26</b>		<b>380</b>	<b>220</b>	<b>600</b>
*A Student shall prepare a Project preferably from his/her chosen specialisation group which will consist of total 8 credits (equivalent to 2 courses). A teaching faculty member shall bear workload of Project that is equivalent to other course titles.								
*No separate teaching hours should be allotted to NCC / NSS / Saptadhara, but credits should be reflected in marksheet								

**Subject Elective Courses for BBA (Sem. 6)  
(A student shall have to choose any one of the following three groups)**

<b>Group 3: Marketing Elective Group</b>		
MSE3	Specialisation 3	Consumer Behaviour
MSE4	Specialisation 4	Personal Selling and Sales Force Management
<b>Group 4: Finance Elective Group</b>		
FSE3	Specialisation 3	Investment and Portfolio Management
FSE4	Specialisation 4	International Financial Management
<b>Group 5: Human Resource Elective Group</b>		
HSE3	Specialisation 3	Performance and Compensation Management
HSE4	Specialisation 4	Management of Industrial Relations