



Saurashtra University, Rajkot
Faculty of Business Management
BBA Curriculum as Per NEP - 2020

B.B.A. Semester - I

| Sr. No | Course Category | Course Title | Credit | Theory | Practical | IM | EM | Total |
|--------|-----------------|--|--------|--------|-----------|-----|-----|-------|
| 1 | Major/Core | Principles of Management | 4 | 4 | | 50 | 50 | 100 |
| 2 | Major/Core | Business Organization and Structure | 4 | 4 | | 50 | 50 | 100 |
| 3 | Minor | Fundamentals of Financial Accounting | 4 | 4 | | 50 | 50 | 100 |
| 4 | VAC | Indian Knowledge System | 2 | 2 | | 25 | 25 | 50 |
| 5 | MDC | Business Mathematics | 4 | 4 | | 50 | 50 | 100 |
| 6 | AEC | Foundation course in English | 2 | 2 | | 25 | 25 | 50 |
| 7 | SEC | Select Any One 1. IT for Business-I 2. E-commerce & Digital Solution for Business | 2 | 1 | 2 | 25 | 25 | 50 |
| | | | 22 | | | 275 | 275 | 550 |

B.B.A. Semester - II

| Sr. No | Course Category | Course Title | Credit | Theory | Practical | IM | EM | Total |
|--------|-----------------|--|--------|--------|-----------|-----|-----|-------|
| 1 | Major/Core | Human Values & Professional Ethics | 4 | 4 | | 50 | 50 | 100 |
| 2 | Major/Core | Management Principles and Practices | 4 | 4 | | 50 | 50 | 100 |
| 3 | Minor | Micro & Macro Economics | 4 | 4 | | 50 | 50 | 100 |
| 4 | VAC | Select Any One 1. Stock Market Practices 2. Health, Wellness & Yoga | | 1 | 2 | | | |
| | | 3. Earth & Environmental Science | 2 | 2 | | 25 | 25 | 50 |
| 5 | MDC | Business Statistics | 4 | 4 | | 50 | 50 | 100 |
| 6 | AEC | Communicative English | 2 | 2 | | 25 | 25 | 50 |
| 7 | SEC | Select Any One 1. IT for Business-II 2. AI For Business | | 1 | 2 | 25 | 25 | 50 |
| | | 3. Stress Management | 2 | 2 | | | | |
| | | | 22 | | | 275 | 275 | 550 |



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B.B.A. Semester - III

| Sr. No | Course Category | Course Title | Credit | Theory | Practical | IM | EM | Total |
|--------|---------------------------|---|--------|--------|-----------|-----|-----|-------|
| 1 | Major/Core | Financial Management | 4 | 4 | - | 50 | 50 | 100 |
| 2 | Major/Core | Human Resource Management | 4 | 4 | - | 50 | 50 | 100 |
| 3 | Major/Core | Marketing Management | 4 | 4 | - | 50 | 50 | 100 |
| 4 | SEC | Select Any One | | | - | | | |
| | | 1. Business Startup and Innovation | 2 | 2 | - | | | |
| | | 2. Tally ERP | | 1 | 2 | | | |
| | | 3. Creative Writing | | 2 | - | 25 | 25 | 50 |
| 5 | IKS (University Basket) * | Indian Entrepreneurs & Industrial Management | 2 | 2 | - | 25 | 25 | 50 |
| 6 | MDC | Statistics for Business Decisions | 4 | 4 | - | 50 | 50 | 100 |
| 7 | AEC | Select Any One | | | - | | | |
| | | 1. Personality Development and Corporate Skills 2. Public Speaking | 2 | 2 | | 25 | 25 | 50 |
| | | | 22 | | | 275 | 275 | 550 |

* University Letter No. AK/7251/2023 Dated 14.09.2023

B.B.A. Semester - IV

| Sr. No | Course Category | Course Title | Credit | Theory | Practical | IM | EM | Total |
|--------------------------------|-----------------|--|--------|--------|-----------|----|----|-------|
| 1 | Major/Core | Advertising & Brand Management | 4 | 4 | - | 50 | 50 | 100 |
| 2 | Major/Core | Banking and Finance | 4 | 4 | - | 50 | 50 | 100 |
| 3 | Major/Core | Organizational Behaviour | 4 | 4 | - | 50 | 50 | 100 |
| 4 | Minor | Economics for Decision Making | 4 | 4 | - | 50 | 50 | 100 |
| 5 | SEC | Entrepreneurship Development | 2 | 2 | - | 25 | 25 | 50 |
| 6 | AEC | Select Any One | | | | | | |
| | | 1. Managerial Communication | 2 | 2 | | 25 | 25 | 50 |
| | | 2. French | | | | | | |
| | | 3. Life Skill | | | | | | |
| 1. Sports & Fitness | 2 | 1 | | | | | | |
| 7 | VAC | 2. Ayurveda & Nutrition | 2 | 2 | 0 | | | |
| | | 3. NSS (As per University Basket) | 2 | - | - | | | |
| | | 4. NCC (As per University Basket) | 2 | - | - | 25 | 25 | 50 |
| | | | | | 22 | - | - | 275 |

Note: Internal Evaluation as per SOP Guidelines of Saurashtra University, Rajkot Letter No. AK/90882/2023 Dated: 10.10.2023



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B.B.A. Semester - V

| Sr. No | Course Category | Course Title | Credit | Theory | Practical | IM | EM | Total |
|--------|-----------------|---|--------|--------|-----------|-----|-----|-------|
| 1 | Major/Core | Business Law | 4 | 4 | | 50 | 50 | 100 |
| 2 & 3 | Major/Core | (Select any one Group Specialisation) | | 4 | | 50 | 50 | 100 |
| | | <u>*Marketing -</u> (1) Digital Marketing (2) Rural Marketing <u>* Finance</u> (1) Financial Services (2) Financial Planning & Investment <u>*Human Resource</u> (1) Compensation & Performance Management (2) Human Resource Development | 8 | 4 | | 50 | 50 | 100 |
| 4 | Minor | Cost Accounting | 4 | 4 | | 50 | 50 | 100 |
| 5 | Minor | Business Environment | 4 | 4 | | 50 | 50 | 100 |
| 6 | SEC | Business Research Methods | 2 | 2 | | 25 | 25 | 50 |
| | | | 22 | | | 275 | 275 | 550 |

B.B.A. Semester - VI

| Sr. No | Course Category | Course Title | Credit | Theory | Practical | IM | EM | Total |
|--------|-----------------|---|--------|--------|-----------|-----|-----|-------|
| 1 | SI | Internship Training / Field Project | 4 | | 4 | 0 | 100 | 100 |
| 2 & 3 | Major/Core | (Select any one Group Specialisation) | | 4 | | 50 | 50 | 100 |
| | | <u>*Marketing -</u> (1) Integrated Marketing Communication (2) Service Marketing <u>* Finance</u> (1) Security Analysis & Portfolio Management - I (2) Security Analysis & Portfolio Management - II <u>*Human Resource</u> (1) Cross cultural HR and Industrial Relations (2) Talent Acquisition | 8 | 4 | | 50 | 50 | 100 |
| 4 | Major/Core | Management Accounting | 4 | 4 | | 50 | 50 | 100 |
| 5 | Minor | Direct Taxes | 4 | 4 | | 50 | 50 | 100 |
| 6 | AEC | Select Any One 1. Business English 2. Social Media & Blog writing | 2 | 2 | | 25 | 25 | 50 |
| | | | 22 | | | 225 | 325 | 550 |

Note: Internal Evaluation as per SOP Guidelines of Saurashtra University, Rajkot Letter No. AK/90882/2023
 Dated: 10.10.2023