

**Bachelor of Business Administration (BBA) Syllabus**  
**B. B. A Semester System Structure**

| <b>Semester - I (F.Y.)</b>  |                    |                                    |               |   |                                   |
|-----------------------------|--------------------|------------------------------------|---------------|---|-----------------------------------|
| <b>Course No.</b>           | <b>Course Type</b> | <b>Subject</b>                     | <b>Credit</b> | <b>Foundation Course (any one)</b>  |                                   |
| EC - 101                    | ELECTIVE           | FROM THE LIST                      | 2             | <ul style="list-style-type: none"> <li>• Introduction to Logic</li> <li>• Soft Skills Development</li> <li>• Recreation &amp; Leisure Time Management</li> </ul>  |                                   |
| FC- 101                     | FOUNDATIONAL       | FROM THE LIST                      | 2             |   |                                   |
| CC-101                      | CORE               | PRINCIPLES OF MANAGEMENT-1         | 3             |   |                                   |
| CC-102                      | CORE               | FINANCIAL ACCOUNTING               | 3             |   |                                   |
| CC-103                      | CORE               | FORMS OF BUSINESS ORGANIZATION     | 3             |   | <b>Elective Courses (any one)</b> |
| CC -104                     | CORE               | PRINCIPLES OF ECONOMICS (MICRO)    | 3             |   |                                   |
| CC-105                      | CORE               | IT TOOLS AND APPLICATIONS          | 3             |   |                                   |
| CC-106                      | CORE               | GENERAL ENGLISH                    | 3             |   |                                   |
| CC-107                      | CORE               | BASICS OF MATHEMATICS              | 3             |   |                                   |
|                             | <b>Total</b>       |                                    | <b>25</b>     |   |                                   |
| <b>Semester - II (F.Y.)</b> |                    |                                    |               |   |                                   |
| EC-102                      | ELECTIVE           | ENVIRONMENTAL STUDIES              | 2             | <b>Foundation Course (any one)</b> <ul style="list-style-type: none"> <li>• Personality Development</li> <li>• Indian &amp; Global Economic Development .</li> <li>• Stress Management</li> </ul> <b>Elective Course (any one)</b> <ul style="list-style-type: none"> <li>• Environmental Studies (No option is available)</li> </ul> |                                   |
| FC-102                      | FOUNDATIONAL       | From the List                      | 2             |   |                                   |
| CC-108                      | CORE               | PRINCIPLES OF MANAGEMENT-2         | 3             |   |                                   |
| CC-109                      | CORE               | COST ACCOUNTING                    | 3             |   |                                   |
| CC-110                      | CORE               | GROWTH AND STRUCTURE OF INDUSTRIES | 3             |   |                                   |
| CC-111                      | CORE               | PRINCIPLES OF ECONOMICS (MACRO)    | 3             |   |                                   |
| CC-112                      | CORE               | BUSINESS MATHEMATICS               | 3             |   |                                   |
| CC-113                      | CORE               | COMMUNICATION SKILLS               | 3             |   |                                   |
| CC-114                      | CORE               | PRACTICAL STUDIES                  | 3             |   |                                   |
|                             | <b>Total</b>       |                                    | <b>25</b>     |   |                                   |

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| <b>Semester - III (S.Y.)</b> |              |                                      |           |   |
|------------------------------|--------------|--------------------------------------|-----------|---|
| EC-201                       | ELECTIVE     | From the List                        | 2         | <b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Fundamentals of Entrepreneurship Development</li> <li>• Hospitality management</li> <li>• Introduction to technology in Business.</li> <li>• E - Commerce</li> </ul> <b>Elective Course(any one)</b> <ul style="list-style-type: none"> <li>• Carbon Credit</li> <li>• Learning from Great Indian Thinkers</li> <li>• Health &amp; Fitness Management</li> <li>• Disaster Management</li> </ul>    |
| FC-201                       | FOUNDATIONS  | From the List                        | 2         |   |
| CC-201                       | CORE         | INTRODUCTION TO MARKETING MANAGEMENT | 3         |   |
| CC-202                       | CORE         | FUNDAMENTALS OF FINANCIAL MANAGEMENT | 3         |   |
| CC-203                       | CORE         | BASIC HUMAN RESOURCE MANAGEMENT      | 3         |   |
| CC-204                       | CORE         | MANAGERIAL ECONOMICS-1               | 3         |   |
| CC-205                       | CORE         | COMPANY ACCOUNTS – I                 | 3         |   |
| CC-206                       | CORE         | ELEMENTARY STATISTICS                | 3         |   |
| CC-207                       | CORE         | COMMERCIAL COMMUNICATION             | 3         |   |
|                              | <b>Total</b> |                                      | <b>25</b> |   |
| <b>Semester - IV (S.Y.)</b>  |              |                                      |           |   |
| EC-202                       | ELECTIVE     | From the List                        | 2         | <b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Management Information System</li> <li>• Export Management</li> <li>• Sales and Distribution Management</li> <li>• Tourism Management</li> </ul> <b>Elective Courses (any one)</b> <ul style="list-style-type: none"> <li>• Introduction to Humanities</li> <li>• Introduction to Science and Technology</li> <li>• History of Gujarat and its Culture</li> <li>• Agriculture Economics</li> </ul> |
| FC-202                       | FOUNDATIONS  | From the List                        | 2         |   |
| CC-208                       | CORE         | INDIAN FINANCIAL SYSTEM              | 3         |   |
| CC-209                       | CORE         | MARKETING MANAGEMENT                 | 3         |   |
| CC-210                       | CORE         | BUSINESS STATISTICS                  | 3         |   |
| CC-211                       | CORE         | HUMAN RESOURCE MANAGEMENT            | 3         |   |
| CC-212                       | CORE         | MANAGERIAL ECONOMICS-2               | 3         |   |
| CC-213                       | CORE         | CORPORATE FINANCIAL STATEMENT        | 3         |   |
| CC-214                       | CORE         | INDUSTRIAL EXPOSURE                  | 3         |   |
|                              | <b>Total</b> |                                      | <b>25</b> |   |

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| <b>Semester - V (T.Y.)</b> |                  |   |           |   |
|----------------------------|------------------|---|-----------|---|
| EC-301                     | ELECTIVE         | INTER PERSONAL COMMUNICATION                    | 2         | <b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Auditing</li> <li>• Emerging Trends in Management</li> <li>• Cooperative Management &amp; Administration</li> <li>• Foreign Exchange Management</li> </ul> <b>Elective Course (Compulsory)</b> <ul style="list-style-type: none"> <li>• Inter Personal Communication</li> </ul> <b>Subject Electives (any one for Sem V &amp; VI)</b> <ul style="list-style-type: none"> <li>• Advanced Financial Management</li> <li>• Advanced Marketing Management</li> <li>• Advanced Human Resource Management</li> <li>• Advanced Taxation and Law</li> <li>• Banking and Insurance</li> </ul> |
| FC-301                     | FOUNDATIONS      | From the List                                   | 2         |   |
| CC-301                     | CORE             | MERCANTILE LAWS                                 | 3         |   |
| CC-302                     | CORE             | BUSINESS ENVIRONMENT                            | 3         |   |
| CC-303                     | CORE             | ORGANISATIONAL BEHAVIOUR-1                      | 3         |   |
| CC-304                     | CORE             | OPERATIONS RESEARCH AND QUANTITATIVE TECHNIQUES | 3         |   |
| CC-305                     | CORE             | INTERNATIONAL BUSINESS                          | 3         |   |
| CC-306                     | CORE             | DIRECT TAX                                      | 3         |   |
| CC-307                     | SUBJECT ELECTIVE | From the List                                   | 3         |   |
|                            | <b>Total</b>     |   | <b>25</b> |   |

| <b>Semester - VI (T.Y.)</b> |                  |  |           |  |
|-----------------------------|------------------|--|-----------|--|
| EC -302                     | ELECTIVE         | RESEARCH METHODOLOGY                     | 2         | <b>Foundation Courses (any one)</b> <ul style="list-style-type: none"> <li>• Business Ethics</li> <li>• Stock and Commodity Market Operations</li> <li>• Retail Management</li> <li>• Event Management</li> <li>• Portfolio Management</li> </ul> <b>Elective Course (Compulsory)</b> <ul style="list-style-type: none"> <li>• Research Methodology</li> </ul> <b>Subject Electives (any one)</b> <ul style="list-style-type: none"> <li>• Advanced Financial Management</li> <li>• Advanced Marketing Management</li> <li>• Advanced Human Resource Management</li> <li>• Advanced Taxation and Law</li> <li>• Banking and Insurance</li> </ul> |
| FC-302                      | FOUNDATIONS      | From the List                            | 2         |  |
| CC-308                      | CORE             | INDUSTRIAL LAWS AND REGULATORY FRAMEWORK | 3         |  |
| CC-309                      | CORE             | ORGANISATIONAL BEHAVIOUR-2               | 3         |  |
| CC-310                      | CORE             | STRATEGIC MANAGEMENT                     | 3         |  |
| CC-311                      | CORE             | PRODUCTION AND OPERATIONS MANAGEMENT     | 3         |  |
| CC-312                      | CORE             | MANAGEMENT ACCOUNTING                    | 3         |  |
| CC-313                      | CORE             | PRACTICAL STUDIES                        | 3         |  |
| CC-314                      | SUBJECT ELECTIVE | From the List                            | 3         |  |
|                             | <b>Total</b>     |  | <b>25</b> |  |