



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE
An Autonomous College (2025-26 to 2034-35)
(Affiliated to Sardar Patel University)
NAAC ACCREDITED 'A' GRADE (3.04 CGPA)



PROGRAMME STRUCTURE (NEP-2020)

BACHELOR OF BUSINESS ADMINISTRATION (GEN)-III

Programme Outcome (PO)
-For BBA (ISM)

Upon successful completion of the BBA (GEN) Programme, Graduates will be able to:

- Demonstrate understanding of core business functions and management practices to develop strong business acumen.
- Apply critical and analytical thinking to identify, evaluate, and solve business problems.
- Communicate effectively and demonstrate interpersonal and leadership skills in professional settings.
- Integrate ethical principles, social responsibility, and sustainability into business decision-making.
- Exhibit global awareness and entrepreneurial mindset to develop innovative and adaptable business strategies.
- Gain practical exposure through industry interactions and prepare for competitive management examinations.

**Programme Specific
Outcome (PSO) –For
BBA (ISM)**

- Apply core principles of business and management to analyze and solve functional problems in areas such as marketing, finance, human resources, and operations.
- Demonstrate effective communication, interpersonal, and leadership skills essential for working in diverse teams and dynamic organizational environments.
- Integrate ethical values and social responsibility in business decisions to promote sustainability and inclusive growth.
- Exhibit entrepreneurial mindset and global outlook to innovate, lead, and adapt in a competitive and rapidly changing business world.
- Engage in continuous learning and leverage experiential opportunities to enhance professional competencies and succeed in competitive business environments.



Sr. No.	Course Name	Course Code	Course Name	T/P	Credit	Exam Duration	Components of Marks		
							Internal	External	Total
1.	Major Courses (Any Three)	UB03MABBA01	Human Resource Management- I	T	4	2:30	50	50	100
		UB03MABBA02	Marketing Management – I	T	4	2:30	50	50	100
		UB03MABBA03	Financial Management- I						
2.	Minor Course (Any One)		-----						
3.	Interdisciplinary Course/ Multi-Disciplinary (Any One)	UB03IDBBA01	Operation Research	T	4	2:30	50	50	100
		UB03IDBBA02	Business Economics	T	4	2:30	50	50	100
		UB03IDBBA03	Personal Financial Planning	T	4	2:30	50	50	100
4.	Ability Enhancement Course (AEC)	UB03AEBBA01	Corporate Communication-I	T	2	1:30	25	25	50
5.	Skill Enhancement Courses (SEC) (Any One)	UB03SEBBA01	Digital Marketing	T	2	1:30	25	25	50
		UB03SEBBA02	Event Management	T	2	1:30	25	25	50
		UB03SEBBA03	Account for Everyone	T	2	1:30	25	25	50
		UB03SEBBA04	Leadership and Team Building	T	2	1:30	25	25	50
		UB03SEBBA05	Soft Skills for Business I						
6.	Indian Knowledge System (Any One)	UB03IKBBA01	Dharmshashtra	T	2	1:30	25	25	50
		UB03IKBBA02	Leadership Excellence through Bhagavad Gita	T	2	1:30	25	25	50
		UB03IKBBA03	Constitutional Values and Duties	T	2	1:30	25	25	50
		UB03IKBBA04	Atharvaveda	T	2	1:30	25	25	50
Total Credit 22									

