

Curriculum for UG Degree
in
Bachelor of Business Administration
(BBA) (General)

	A Charutar Vidya Mandal's Institution B. J. Vanijya Mahavidyalaya (Autonomous) (Grant-In-Aid) (Affiliated to Sardar Patel University) Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC Vallabh Vidyanagar – 388 120, Dist. Anand, Gujarat, India	
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Curriculum as per National Education Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION

(B.B.A.)

(GENERAL)

Academic Year: 2026-2027 Onwards

(Revised Syllabus & Programme Structure on 20/04/2026 BOS Meeting)

PREFACE:

Greetings from the B. J. Vanijya Mahavidyalaya!

The Expert Committee constituted by the B. J. Vanijya Mahavidyalaya (BJVM), presents the draft of the curriculum for the Bachelor of Business Administration (B.B.A.) (General) programme at the undergraduate level. This initiative was driven by the imperative need to keep our academic offerings relevant, industry-aligned, and futuristic, thereby nurturing a cadre of competent and innovative professionals.

Key features of the draft model B.B.A. (General) Curriculum

- 1) **Flexible Duration and Structure:** The curriculum offers a flexible duration of Three years, divided into 6 semesters, with multiple entry and exit points. This structure accommodates a broad range of student needs and learning paces, providing certificates and diplomas at various stages.
- 2) **Comprehensive Credit Distribution:** The curriculum encompasses a total of 132 credits for the 3-year program. It includes a balanced mix of Management (Major & Minor) Courses, Ability Enhancement Courses, Skill Enhancement Courses, Multi/Inter Disciplinary Courses and Value-Added Courses and a significant emphasis on hands-on learning through Industrial Visit, Seminars and Internships.
- 3) **Innovative Course Structure:** The course structure introduces a rigorous Induction Program, mandatory Industrial visits/workshops and expert lectures to foster a holistic educational experience. The curriculum envisages connect of core subjects with NEP and its encompassing elements such as Holistic and Integrated Education, 21st Century Skills, Flexibility and Choice, Environmental Awareness, Value- Based Education, Emphasis on Innovation, Understanding Human Behaviour, Empathy and Social Awareness.
- 4) **Diverse Specializations and Practical Exposure:** Students will have the opportunity to specialize in emerging areas through Open Electives and gain practical experience through Industrial Visit and internships. This practical exposure is designed to enhance employability and entrepreneurial capabilities.
- 5) **Assessment and Grading:** A detailed and transparent assessment mechanism ensures that students' performances are evaluated fairly, focusing on continuous learning and improvement. The grading system is aligned with the quality and rigor expected in higher education

The National Education Policy - 2020

The approval of the National Education Policy (NEP) by the Ministry of Human Resource Development, Government of India has been well deliberated as discussed from the last 4 years and more. The advent of industry 4.0 scenario has led our current system of education outdated. Hence, the NEP is designed to contemplate the current skill requirements. The Indian education system with its earlier policies on education has greatly led to creation of fragmented system of education. However, bringing the whole system into one large umbrella remains a key issue. The current NEP has attempted to cure the same by getting rid of standalone institutions and institutions of affiliated nature and proposed formation and upgradation of institutions to offer multidisciplinary education. Multidisciplinary education system with inbuilt flexibility for both undergraduate as well as post graduate and research level is a key highlight of the NEP. It focuses on promoting and building vocational skills/skill enhancement courses, right from the school level, which can ease the burden on the employment opportunities and supply of proficient/talented workforce. As the experts rightly put it as the syllabi which academia develops should be student centric rather than teacher centric, which used to be so far. As already the Union Cabinet has approved the NEP 2020, it aims to pave way for transformational reforms in school and higher education systems in the country. This policy will replace the 34-year-old National Policy on Education (NPE), 1986.

VISION OF THE NATIONAL EDUCATION POLICY 2020:

- An education system that contributes to an equitable and vibrant knowledge society, by providing high-quality education to all.
- Develops a deep sense of respect towards the fundamental rights, duties and Constitutional values, bonding with one's country, and a conscious awareness of one's role and responsibilities in a changing world.
- Instill skills, values, and dispositions that support responsible commitment to human rights, sustainable development and living, and global well-being, thereby reflecting a truly global citizen.



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Vallabh Vidyanagar – 388 120, Dist. Anand, Gujarat, India

Curriculum as per National Education Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (General)

2026-27 Onwards

Regulations Pertaining to B. B. A. (General) Programme (NEP 2020 Scheme)

1. Introduction:

The National Education Policy 2020 is the first education policy of the 21st century and aims to address the many growing developmental aspirations of our country. This Policy proposes the revision and revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the aspirations and goals of 21st century education, including SDG4, while building upon India's traditions and value systems. NEP aims for India to have an education system by 2040 that is second to none, with equitable access to the highest-quality education for all learners regardless of social or economic background and seeks to “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all “ by 2040”. The whole of the NEP policy is a medication to cure the short comings in the education system for the last 35 to 36 years. The failure or success of the NEP will rely completely on the implementation and its acceptance by the stakeholders. For which we need to join hands in strengthening the system. The BBA Programme provides a best career opportunist for students to develop managerial and entrepreneurial skills in order to pursue employment opportunities in the corporate sector

or venture in to their own business. The course takes a student over the functional areas of management including manufacturing, marketing, finance, HRM, sales, strategy management etc., Plus, soft skill development such as communication, attitude, leadership and other skills.

2. Graduate Attributes for BBA (General) Programme (NSQF Level 5.5)

B.B.A. (General) graduate will demonstrate the following attributes:

- 1) Disciplinary Knowledge & Multidisciplinary Competence:** Graduates will demonstrate comprehensive and integrated knowledge of business domains including management, accounting, finance, marketing, taxation, and business environment, with the ability to relate concepts across disciplines and integrate knowledge from multiple fields through projects, internships, and real-world applications.
- 2) Application of Knowledge:** Graduates will apply theoretical concepts, tools, and techniques to solve real-life business problems in routine and semi-structured contexts using appropriate methods.
- 3) Analytical, Critical Thinking & Research Skills:** Graduates will analyze, interpret, and evaluate business data and situations using quantitative and qualitative techniques to support logical decision-making and problem-solving. They will also identify and analyze business problems, formulate research questions and hypotheses, apply appropriate methods and tools, conduct and report systematic research, and adhere to ethical standards in research practice.
- 4) Communication Skills:** Graduates will communicate effectively in oral and written forms, including business reports, presentations, and business conversation by using 7 C's of effective communication.
- 5) Digital & Technological Proficiency:** Graduates will use ICT tools, business software, and digital platforms for data analysis, communication, and decision-making in professional environments.
- 6) Teamwork, Collaboration & Leadership Readiness:** Graduates will work effectively both independently and as part of diverse teams, demonstrating cooperation, coordination, interpersonal skills, and leadership qualities such as goal-setting, team motivation, decision-making, and the ability to guide individuals or groups toward achieving organizational objectives.
- 7) Ethics, Values, Professional Integrity & Value Inculcation:** Graduates will practice ethical behavior, integrity, and value-based decision-making, uphold responsible citizenship, make unbiased and informed decisions, respect intellectual property, and contribute to sustainable and inclusive development, including principles derived from Indian Knowledge Systems

(IKS).

- 8) **Environmental & Social Responsibility:** Graduates will demonstrate awareness and apply principles of sustainability, environmental protection, disaster management, and corporate social responsibility to address environmental challenges, conserve resources and biodiversity, and promote responsible and sustainable business practices.
- 9) **Global & Multicultural Competence with Empathy:** Graduates will demonstrate respect for diversity, inclusivity, gender sensitivity, empathy toward the less advantaged and differently-abled, and the ability to work in multicultural environments with a global outlook.
- 10) **Lifelong Learning, Self-Management, Autonomy, Accountability, and Community Engagement:** Graduates will continuously acquire and apply new knowledge through self-directed learning, adapt to changing workplace demands, manage time and resources effectively, cope with stress, work independently with responsibility, accountability, and professionalism, and actively participate in community service for societal well-being.

3. Eligibility for Admission:

Candidates who have completed two years Pre – University course in any discipline of Gujarat State or equivalent as notified by the university from time to time are eligible to seek admission for this course.

4. Duration of the Programme:

The Duration of the Programme is Three (03) years of Six Semesters. Progressive Certificate, Diploma and Bachelor Degree provided at the end of each year of Exit of the three years Undergraduate Programme as the case maybe as follows:

Exit Option With	Credits Requirement
On successful completion of Two Semesters of B.B.A. at the end of First year, the student will be eligible for the award of Certificate in Business Administration	44
On successful completion of Four Semesters of B.B.A. at the end of Second year, the student will be eligible for the award of Diploma in Business Administration	88 (44+44)
On successful completion of Six Semesters of B.B.A. at the end of Third year, the student will be	132 (44+44+44)

eligible for the award of Bachelor's Degree in Business Administration	
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5. Medium of Instruction

The medium of instruction shall be English only.

Attendance:

- For the purpose of calculating attendance, each semester shall be taken as a Unit.
- A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily.
- A student who fails to satisfy the above condition shall not be permitted to take the University examination.

Program Learning Outcomes (PLOs) – B.B.A. (General)

- 1) Demonstrate and apply integrated knowledge of management, accounting, marketing, finance, taxation, company management, and business environment to address business situations.
- 2) Apply theoretical concepts, tools, and techniques to solve routine and semi-structured business problems using appropriate methods.
- 3) Analyze and interpret business data using quantitative and qualitative techniques for informed decision-making.
- 4) Communicate effectively in oral and written forms in business contexts, including presentations, reports, and professional correspondence.
- 5) Use digital tools, office applications, and business technologies for data analysis, documentation, and communication.
- 6) Work effectively as an individual and as a team member, contributing responsibly to organizational and project tasks.
- 7) Identify business problems and suggest practical solutions using appropriate approaches under guidance.
- 8) Apply entrepreneurial concepts, innovation management, and strategic planning skills for business development.
- 9) Apply personal and professional skills; time management, stress management etc. for professional growth and productivity.
- 10) Demonstrate awareness of environmental sustainability, disaster management, and social responsibility in business decision-making.

- 11) Integrate multidisciplinary knowledge and apply skills through projects and internships to demonstrate responsibility, accountability, and readiness for employment and specialization.

BBA Programme Specific Outcomes (PSOs)

1. Advanced Financial Management

- **PSO 1:** Apply advanced financial management techniques including capital budgeting, working capital management, cost of capital, and financial planning to support strategic business decisions.
- **PSO 2:** Analyze financial risks, investment opportunities, and corporate restructuring decisions (dividend policy, mergers & acquisitions) using appropriate financial tools.

2. Advanced Marketing Management

- **PSO 1:** Analyze consumer behavior, market segmentation, and branding strategies to design competitive marketing plans in dynamic markets.
- **PSO 2:** Apply integrated marketing communication (IMC) and marketing analytics to enhance customer engagement and evaluate market performance.

3. Advanced Human Resource Management

- **PSO 1:** Apply HR practices including recruitment, training, performance appraisal, and compensation management to improve organizational effectiveness.
- **PSO 2:** Analyze employee relations, labor laws, and strategic HR initiatives to support workforce planning and organizational development.

4. Advanced Export Management

- **PSO 1:** Apply export procedures, documentation, export finance, and international logistics in global trade operations.
- **PSO 2:** Analyze international market dynamics, foreign exchange mechanisms, and trade policies to support strategic export decision-making.

Sr. No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
01	Major (Core)	UMB1MAPPM01	Principles and Practice of Management	T	4	2:30	50	50	100
		UMB1MAAFM02	Accounting for Management	T	4	2:30	50	50	100
02	Minor (Elective) (Any One)	UMB1MIMEM01	Micro Economics for Management	T	4	2:30	50	50	100
		UMB1MICSR02	Corporate Social Responsibility	T	4	2:30	50	50	100
03	Multi / Inter Disciplinary (Any One)	UMB1MDBMT01	Business Mathematics – I	T	4	2:30	50	50	100
		UMB1MDFSP02	Fundamentals of Strategic Planning	T	4	2:30	50	50	100
04	Ability- Enhancement Course (AEC)	UMB1AECSM01	Communication Skills for Management - I	T	2	1:30	25	25	50
05	Skills Enhancement Course (SEC) / Internship (Any One)	UMB1SESMT01	Stress Management	T	2	1:30	25	25	50
		UMB1SEBST02	Business Startup	T	2	1:30	25	25	50
06	Value Added Course / Indian Knowledge System (VAC/IKS) (Any One)	UMB1VAIKS01	Introduction to Indian Knowledge Systems	T	2	1:30	25	25	50
		UMB1VAAYU02	Ayurveda	T	2	1:30	25	25	50
Total Credit – 22									

Sr. No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
01	Major (Core) (Any Two)	UMB2MAMSM01	Management of MSMEs	T	4	2:30	50	50	100
		UMB2MACAC02	Corporate Accounting	T	4	2:30	50	50	100
		UMB2MACMT03	Company Management	T	4	2:30	50	50	100
02	Minor (Elective)	UMB2MIMEM01	Macro Economics for Management	T	4	2:30	50	50	100
03	Multi / Inter Disciplinary (Any One)	UMB2MDBMT01	Business Mathematics – II	T	4	2:30	50	50	100
		UMB2MDFBI02	Fundamentals of Banking & Insurance	T	4	2:30	50	50	100
04	Ability- Enhancement Course (AEC)	UMB2AECSM01	Communication Skills for Management – II	T	2	1:30	25	25	50
05	Skills Enhancement Course (SEC) / (Any One)	UMB2SETMT01	Time Management	T	2	1:30	25	25	50
		UMB2SEHRS02	Human Rights	T	2	1:30	25	25	50
06	Value Added Course / Indian Knowledge System (VAC/IKS) (Any One)	UMB2VAEST01	Environmental Studies	T	2	1:30	25	25	50
		UMB2VAPEN02	Personality Enrichment	T	2	1:30	25	25	50
Total Credit – 22									

Sr. No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
01	Major (Any Three)	UMB3MAHRM01	Human Resource Management – I	T	4	2:30	50	50	100
		UMB3MAMMT02	Marketing Management – I	T	4	2:30	50	50	100
		UMB3MAFMT03	Financial Management –I	T	4	2:30	50	50	100
02	Inter Disciplinary (Any One)	UMB3IDSFM01	Statistics for Management	T	4	2:30	50	50	100
		UMB3IDSCM02	Supply Chain Management	T	4	2:30	50	50	100
		UMB3IDSRM03	Customer Relationship Management	T	4	2:30	50	50	100
03	Ability Enhancement	UMB3AECCM01	Corporate Communication – I	T	2	1:30	25	25	50
04	Skills Enhancement Course / Internship (Any One)	UMB3SEDMT01	Disaster Management	T	2	1:30	25	25	50
		UMB3SECCD02	Climate Change & Sustainable Development	T	2	1:30	25	25	50
		UMB3SERDT03	Rurban Development	T	2	1:30	25	25	50
05	IKS (Any One)	UMB3IKDHA01	Dharmshashtra (Aacharasamhita)	T	2	1:30	25	25	50
		UMB3IKART02	Arthaveda	T	2	1:30	25	25	50
Total Credit – 22									

Programme Structure: Semester - IV

Sr. No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
01	Major (Core)	UMB4MAHRM01	Human Resource Management – II	T	4	2:30	50	50	100
		UMB4MAMMT02	Marketing Management - II	T	4	2:30	50	50	100
		UMB4MAFMT03	Financial Management –II	T	4	2:30	50	50	100
02	Minor	UMB4MICAC01	Cost Accounting	T	4	2:30	50	50	100
03	Ability Enhancement	UMB4AECCM01	Corporate Communication – II	T	2	1:30	25	25	50
04	Skills Enhancement Course / Internship (Any One)	UMB4SEIEX01	Industry Exposure	T	2	1:30	25	25	50
		UMB4SEEDT02	Entrepreneurship Development	T	2	1:30	25	25	50
		UMB4SEPMT03	Project Management	T	2	1:30	25	25	50
05	Value Added Course (Any One)	UMB4VADMT01	Digital Marketing	T	2	1:30	25	25	50
		UMB4VAREA02	Reasoning Ability	T	2	1:30	25	25	50
Total Credit - 22									

Sr. No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
1	Major (Any Three)	UMB5MABTA01	Business Taxation – I	T	4	2:30	50	50	100
		UMB5MAAMM02	Advanced Marketing Management – I	T	4	2:30	50	50	100
		UMB5MAAFM03	Advanced Financial Management – I	T	4	2:30	50	50	100
		UMB5MAAHR04	Advanced Human Resource Management – I	T	4	2:30	50	50	100
		UMB5MAEMT05	Export Management – I	T	4	2:30	50	50	100
2	Minor (Any Two)	UMB5MISSET01	Social Entrepreneurship	T	4	2:30	50	50	100
		UMB5MIMOM02	Materials & Operations Management	T	4	2:30	50	50	100
		UMB5MIMAC03	Management Accounting	T	4	2:30	50	50	100
3	Skills Enhancement Course / Internship (Any One)	UMB5SEIMT01	Innovation Management	T	2	1:30	25	25	50
		UMB5SESSK02	Soft Skills	T	2	1:30	25	25	50
Total Credit - 22									

Total Credit - 22

Sr. No.	Course Type	Course Code	Course Title	T/P	Credit	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
1	Major (Any Three)	UMB6MABTA01	Business Taxation – II	T	4	2:30	50	50	100
		UMB6MAAMM02	Advanced Marketing Management – II	T	4	2:30	50	50	100
		UMB6MAAFM03	Advanced Financial Management – II	T	4	2:30	50	50	100
		UMB6MAAHR04	Advanced Human Resource Management – II	T	4	2:30	50	50	100
		UMB6MAEMT05	Export Management – II	T	4	2:30	50	50	100
2	Minor (Any One)	UMB6MIECA01	Economic Analysis	T	4	2:30	50	50	100
		UMB6MIADM02	Accounting for Decision Making	T	4	2:30	50	50	100
3	Ability Enhancement (Any One)	UMB6AEBEP01	Business Etiquettes & Presentation Skills	T	2	1:30	25	25	50
		UMB6AELSM02	Leadership Skills for Management	T	2	1:30	25	25	50
3	Skills Enhancement Course / Internship	UMB6SEINT01	Internship	T	4	---	50	50	100
Total Credit - 22									