

Bachelor of Business Administration (BBA)

Faculty of Management Studies

Parul University

Teaching and Examination Scheme for Batch 2025-26

Note: A credit is a unit by which the coursework is measured. it determines the number of hours of instruction required per week over the duration of a semester (Minimum 15 Weeks/90 days)

1. 1 Theory Credit = 15 hours of academic activity engagement in a semester
2. 1 Credit of (Practical/Internship/workshop-based activity/ Self-Learning-Online/Offline) = 30 Hours of engagement in a semester
3. 1 Credit of Experiential learning (Field Visit/ Industry Visit)/ Assignments = 40-45 hours of engagement in semester.
4. Reasearch Project/Dissertation : Entire Seventh & Eighth Semesters (12 Credits)

T = Theory, P = Practical, CE = Continuous Evaluation

Bachelor of Business Administration with Minor in:

- 1 Digital Marketing - Digital Marketing
- 2 Entrepreneurship & Family Business management - E&FBM
- 3 Leadership and Management - Leadership
- 4 Logistics and Supply Chain Management - L&SCM



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5 Minor in Data Analytics - DA

6 Psychology - Psychology



Semester - 1

						Internal Marks			External Marks		Passing Marks (Theory + CE)	Passing Marks (Practical)	Total Marks
Code	Subject	Credit	Lect	Lab	Tut	T	P	CE	T	P	Int. + Ext.	Int. + Ext.	
	Major(Discipline Specific Course)												
06010101DS01	Fundamentals of Accounting	4	4	-	-	20	-	20	60	-	40	-	100
06010101DS02	Managerial Economics	4	4	-	-	20	-	20	60	-	40	-	100
	Skill Enhancement Course (SEC) – I (2025-26) (Select any one of the course)												
00019101SE01	Mathematical Aptitude	2	2	-	-	20	-	20	60	-	40	-	100
	Ability Enhancement Course (AEC) – I (2025-26) (Select any one of the course)												
00019301AE01	Basic English-I	2	2	-	-	-	-	100	-	-	40	-	100
00019301AE02	Basic Hindi-I	2	2	-	-	-	-	100	-	-	40	-	100
00019301AE03	Basic Gujarati-I	2	2	-	-	-	-	100	-	-	40	-	100
	University Elective (UE) – I (2025-26) (Select any one of the course)												
03010701UE01	Electronic Waste Management - Issues and Challenges	4	3	2	-	20	20	20	60	30	40	20	150
03010801UE01	I.T. Governance	4	3	2	-	20	20	20	60	30	40	20	150
03010901UE01	Introduction to MATLAB Programming	4	3	2	-	20	20	20	60	30	40	20	150



03019101UE 01	Probability and Statistics	4	4	-	-	-	-	-	60	-	40	-	100
05010101UE 04	Database Management System	4	3	2	-	20	20	20	60	30	40	20	150
10010101UE 01	NGO Management	4	4	-	-	20	-	20	60	-	40	-	100
16010101UE 02	Digital Banking and Insurance	4	4	-	-	20	-	20	60	-	40	-	100
17010101UE 02	Legal Aspects of Start-Up	4	4	-	-	20	-	20	60	-	40	-	100
21010101UE 02	Basics of Event Management	4	4	-	-	20	-	20	60	-	40	-	100
	Value Added Course (VAC) - I (2025-26) (Select any one of the course)												
11011401VA 01	Climate Change & Sustainable Environment	2	2	-	-	20	-	20	60	-	40	-	100
	MINOR - I (Select any one of the course)												
15010401PG 01	Psychology: Psychology-I	4	4	-	-	40	-	-	60	-	40	-	100
06010101EF 01	Entrepreneurship & Family Business management: Entrepreneurship: Concepts and Practices	4	4	-	-	40	-	-	60	-	40	-	100
06010101LS 01	Leadership and Management: Principles of Leadership and Management	4	4	-	-	40	-	-	60	-	40	-	100
06010101LM 01	Logistics and Supply Chain Management: Marketing Management - 1	4	4	-	-	40	-	-	60	-	40	-	100
06010102LM 01	Logistics and Supply Chain Management: Inventory and Material Management	4	4	-	-	40	-	-	60	-	40	-	100
06010101D M01	Digital Marketing: Marketing Management	4	4	-	-	40	-	-	60	-	40	-	100
03010501DA 01	Minor in Data Analytics: Programming in Python	3	3	-	-	40	-	-	60	-	40	-	100
03010501DA 02	Minor in Data Analytics: Programming in Python Laboratory	1	-	2	-	-	20	-	-	30	-	25	50
	Total	22											

Lect - Lecture, Tut - Tutorial, Lab - Lab, T - Theory, P - Practical, CE - CE, T - Theory, P - Practical
Theory Passing % : 40 Practical Passing % : 40