

SARDAR PATEL UNIVERSITY
(Under Choice Based Credit System)
NEP Syllabus for BBA (Information System Management) Semester: VII
(With Effect From: June : 2026-27)

Programme Outcome (PO) - For BBA (ISM)Programme	1. To understand business functions and management practices leading to development of business acumen among students. 2. To develop critical and analytical thinking abilities 3. To improve Communication and interpersonal skills 4. To develop social sensitivity and ethical considerations leading to sustainable business practices 5. To demonstrate global perspective and entrepreneurship acumen 6. To get exposure of industrial world through company visits and interaction with experts 7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) - For BBA (ISM)	1. Develop software and IT applications through programming skill like various .NET projects. 2. Develop methods for analysing, designing, planning and managing information systems. 3. Demonstrate to manage hardware, software and database memory for their departments and organizations 4. Apply principles of Artificial Intelligence, Visual Programming, Software Development, and Computer Graphics to develop innovative and technology-driven business solutions. 5. Develop techniques to identify business problems, conduct investigations, and develop evidence-based recommendations. 6. Demonstrate effective communication, professional skills, teamwork, and leadership capabilities required for successful careers in business and information systems management.

To Pass	(i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal & External Assessment. (ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.
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Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
Major (Any Three)	UM07HMABBS01	Artificial Intelligence	T	4	2:30	50	50	100
	UM07HMABBS02	Visual Programming Through VB.NET	T+P	4	1:30+2	25T+25P	25T+25P	100
	UM07HMABBS03	Global Marketing-I	T	4	2:30	50	50	100
	UM07HMABBS04	Banking and Finance Service –I	T	4	2:30	50	50	100
	UM07HMABBS05	Organisational Development	T	4	2:30	50	50	100
	UM07HMABBS06	Computer Graphics	T	4	2:30	50	50	100
	UM07HMABBS07	Software Development	T	4	2:30	50	50	100

Minor (Any One)	UM07HMIBBS01	Applied Economics - I	T	4	2:30	50	50	100
	UM07HMIBBS02	Research Methodology-I	T	4	2:30	50	50	100
	UM07HMIBBS03	Strategic Business Management	T	4	2:30	50	50	100
	UM07HMIBBS04	E Commerce Application	T	4	2:30	50	50	100
Skills Enhancement Course / Internship/OJT (4+2)	UM07HSEBBS01	Enterprise Resource Planning	T	4	2:30	50	50	100
		OR						
	UM07HSEBBS02	Contemporary Issues in Business Management-I	T	4	2:30	50	50	100
	UM07HSEBBS03	Business Communication and Career Success Skills-I	T	2	2	25	25	50
Total				22				