



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

Programme Outcome (PO) - For BBA (ITM)Programme	1. Build functional web applications using server-side PHP programming. 2. Design and execute effective advertising management strategies for target audiences. 3. Conduct security analysis to build and manage profitable investment portfolios. 4. Apply organizational behaviour concepts to improve workplace dynamics and teamwork. 5. Manage foundational international trade operations and global export documentation. 6. Formulate research methodologies to gather and analyse corporate data. 7. Analyse micro and macroeconomic principles to guide corporate business decisions. 8. Implement cyber security strategies within modern business management frameworks.
Programme Specific Outcome (PSO) - For BBA (ITM)	1. Develop functional PHP web applications integrated with corporate cyber security strategies. 2. Design targeted advertising campaigns and manage foundational international export logistics. 3. Conduct security analysis for portfolio management using applied economic principles. 4. Apply organizational behaviour concepts and business communication skills to improve team dynamics. 5. Design foundational research methodologies to solve complex business management problems.

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.
---------	--



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

Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
Major (Any Three)	UM07HMABBI01	Programming with PHP	T+P	4	1:30+2	25T+25P	25T+25P	100
	UM07HMABBI02	Advertising Management	T	4	2:30	50	50	100
	UM07HMABBI03	Security Analysis & Portfolio Management	T	4	2:30	50	50	100
	UM07HMABBI04	Organizational Behaviour	T	4	2:30	50	50	100
	UM07HMABBI05	Advanced Export Management - I	T	4	2:30	50	50	100
Minor (Any One)	UM07HMIBBI01	Research Methodology-I	T	4	2:30	50	50	100
	UM07HMIBBI02	Applied Economics - I	T	4	2:30	50	50	100
Skills Enhancement Course / Internship/OJT (4+2)	UM07HSEBBI01	Strategic Business Management	T	4	2:30	50	50	100
		OR						
	UM07HSEBBI02	Cyber Security	T	4	2:30	50	50	100
	UM07HSEBBI03	Business Communication and Career Success Skills-I	T	2	1:30	25	25	50
Total				22				