



**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) -<br>For BBA (ITM)Programme  | <ol style="list-style-type: none"><li>1. Build functional web applications using server-side PHP programming.</li><li>2. Design and execute effective advertising management strategies for target audiences.</li><li>3. Conduct security analysis to build and manage profitable investment portfolios.</li><li>4. Apply organizational behaviour concepts to improve workplace dynamics and teamwork.</li><li>5. Manage foundational international trade operations and global export documentation.</li><li>6. Formulate research methodologies to gather and analyse corporate data.</li><li>7. Analyse micro and macroeconomic principles to guide corporate business decisions.</li><li>8. Implement cyber security strategies within modern business management frameworks.</li></ol> |
| Programme Specific Outcome<br>(PSO) - For BBA (ITM) | <ol style="list-style-type: none"><li>1. Develop functional PHP web applications integrated with corporate cyber security strategies.</li><li>2. Design targeted advertising campaigns and manage foundational international export logistics.</li><li>3. Conduct security analysis for portfolio management using applied economic principles.</li><li>4. Apply organizational behaviour concepts and business communication skills to improve team dynamics.</li><li>5. Design foundational research methodologies to solve complex business management problems.</li></ol>                                                                                                                                                                                                                |
| To Pass                                             | <ol style="list-style-type: none"><li>(i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal &amp; External Assessment.</li><li>(ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |



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| Course Type                                                     | Course Code | Name of Course                                     | T/P | Credit    | Exam Duration in Hours | Components of Marks |          |       |
|-----------------------------------------------------------------|-------------|----------------------------------------------------|-----|-----------|------------------------|---------------------|----------|-------|
|                                                                 |             |                                                    |     |           |                        | Internal            | External | Total |
| <b>Major<br/>(Any Three)</b>                                    | UM07MABBI01 | Programming with PHP                               | T+P | 4         | 1:30+2                 | 25T+25P             | 25T+25P  | 100   |
|                                                                 | UM07MABBI02 | Advertising Management                             | T   | 4         | 2:30                   | 50                  | 50       | 100   |
|                                                                 | UM07MABBI03 | Security Analysis & Portfolio Management           | T   | 4         | 2:30                   | 50                  | 50       | 100   |
|                                                                 | UM07MABBI04 | Organizational Behaviour                           | T   | 4         | 2:30                   | 50                  | 50       | 100   |
|                                                                 | UM07MABBI05 | Advanced Export Management - I                     | T   | 4         | 2:30                   | 50                  | 50       | 100   |
| <b>Minor<br/>(Any One)</b>                                      | UM07MIBBI01 | Research Methodology-I                             | T   | 4         | 2:30                   | 50                  | 50       | 100   |
|                                                                 | UM07MIBBI02 | Applied Economics - I                              | T   | 4         | 2:30                   | 50                  | 50       | 100   |
|                                                                 | UM07MIBBI03 | Cyber Securities                                   | T   | 4         | 2:30                   | 50                  | 50       | 100   |
| <b>Inter Disciplinary</b>                                       |             | -----                                              | -   | -         | -                      | -                   | -        | -     |
| <b>Ability- Enhancement</b>                                     |             | -----                                              | -   | -         | -                      | -                   | -        | -     |
| <b>Skills Enhancement<br/>Course / Internship/OJT<br/>(4+2)</b> | UM07SEBBI01 | Strategic Business Management                      | T   | 4         | 2:30                   | 50                  | 50       | 100   |
|                                                                 | UM07SEBBI02 | Business Communication and Career Success Skills-I | T   | 2         | 1:30                   | 25                  | 25       | 50    |
| <b>Total</b>                                                    |             |                                                    |     | <b>22</b> |                        |                     |          |       |