

**SARDAR PATEL UNIVERSITY**  
**(Under Choice Based Credit System)**  
**NEP Syllabus for BBA (Information System Management ) Semester: 4**  
**(With Effect From: June – 2024-25)**

Programme Outcome (PO) - For BBA (ISM) Programme	<ol style="list-style-type: none"> <li>1. To understand business functions and management practices leading to development of business acumen among students.</li> <li>2. To develop critical and analytical thinking abilities</li> <li>3. To improve Communication and interpersonal skills</li> <li>4. To develop social sensitivity and ethical considerations leading to sustainable business practices</li> <li>5. To demonstrate global perspective and entrepreneurship acumen</li> <li>6. To get exposure of industrial world through company visits and interaction with experts</li> <li>7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.</li> </ol>
Programme Specific Outcome (PSO) - For BBA (ISM) Semester - IV	<ol style="list-style-type: none"> <li>1. Develop software and IT applications through programming skill like various .NET projects.</li> <li>2. Develop methods for analysing, designing, planning and managing information systems.</li> <li>3. Demonstrate to manage hardware, software and database memory for their departments and organizations</li> <li>4. Choose minors in areas such as cyber security or business.</li> <li>5. Strengthen their skills and prepare to enter the job market after completion of Internships, seminars and final year practical project</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 (Any Three)</b>	UM04MABBS01	Financial Management –II	T	4	2:30	50	50	100
	UM04MABBS02	Web Programming	T/P	4	1:30+2	25T+25P	25T+25P	100
	UM04MABBS03	Systematic Analysis Design – II	T	4	2:30	50	50	100
	UM04MABBS04	Customer Relationship Management	T	4	2:30	50	50	100
	UM04MABBS05	Information Security	T	4	2:30	50	50	100
<b>Minor (Any One)</b>	UM04MIBBS01	Economic Analysis	T	4	2:30	50	50	100
	UM04MIBBS02	Marketing Management	T	4	2:30	50	50	100
	UM04MIBBS03	Cost Accounting	T	4	2:30	50	50	100
<b>Ability- Enhancement</b>	UM04AEBBS01	Corporate Communication – II	T	2	1:30	25	25	50

Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
<b>Skills Enhancement Course / Internship (Any One)</b>	UM04SEBBS01	Industry Exposure	T	2	1:30	25	25	50
	UM04SEBBS02	Entrepreneurship Development	T	2	1:30	25	25	50
	UM04SEBBS03	Management Information System – I	T	2	1:30	25	25	50
<b>Value Added Course (Any One)</b>	UM04VABBS01	NCC Army - 2	T	2	1:30	25	25	50
	UM04VABBS02	NSS – II	T	2	1:30	25	25	50
	UM04VABBS03	Reasoning Ability	T	2	1:30	25	25	50
	UM04VABBS04	Business Startup	T	2	1:30	25	25	50
	UM04VABBS05	Computer Network	T	2	1:30	25	25	50
	UM04VABBS06	Cyber Law	T	2	1:30	25	25	50
	UM04VABBS07	Ethical Hacking	T	2	1:30	25	25	50
	UM04VABBS08	Integrated Personality Development	T	2	1:30	25	25	50
<b>Total</b>				22				