



PROGRAMME STRUCTURE

Bachelor of Business Administration (BBA)(Information System Management) Semester: I

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| Programme Outcome (PO) - For BBA Programme | <ol style="list-style-type: none"> 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) | <ol style="list-style-type: none"> 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. Choose minors in areas such as cyber security or business. 5. Strengthen their skills and prepare to enter the job market after completion of Internships, seminars and final year practical project. |

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| To Pass | <ol style="list-style-type: none"> (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 the Course | T / P | Credit | Exam Duration in Hrs | Component of Marks | | |
|--------------------------------------|-------------|---|-------|--------|----------------------|--------------------|----------|-------|
| | | | | | | Internal | External | Total |
| | | | | | | Total | Total | Total |
| Ability Enhancement Course (Any One) | UM01ABBS71 | Communication Skills for Management – I | T | 3 | 3 | 30 | 70 | 100 |
| | UM01ABBS72 | Communication Skills – I | T | 3 | 3 | 30 | 70 | 100 |





SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2021-2022

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| Generic Elective (Any One) | UM01GBBS71 | Micro Economics | T | 3 | 3 | 30 | 70 | 100 |
| | UM01GBBS72 | Indian Economy - I | T | 3 | 3 | 30 | 70 | 100 |
| Core Courses (Any Three) | UM01CBBS71 | Principle of Management | T | 3 | 3 | 30 | 70 | 100 |
| | UM01CBBS72 | Logical Organization of Computer | T | 3 | 3 | 30 | 70 | 100 |
| | UM01CBBS73 | Computer Application in Business | T | 3 | 3 | 30 | 70 | 100 |
| | UM01CBBS74 | Office Management and Commercial Practices | T | 3 | 3 | 30 | 70 | 100 |
| Discipline Specific Elective (Any Two) | UM01DBBS71 | Accounting for Management | T | 3 | 3 | 30 | 70 | 100 |
| | UM01DBBS72 | Business Mathematics | T | 3 | 3 | 30 | 70 | 100 |
| | UM01DBBS73 | Multimedia & Applications-I | T | 3 | 3 | 30 | 70 | 100 |
| Skill Enhancement Elective Course (Any One) | UM01SBBS71 | Environmental Studies | T | 3 | 3 | 30 | 70 | 100 |
| | UM01SBBS72 | Rural Development History and Current Issues | T | 3 | 3 | 30 | 70 | 100 |
| | UM01SBBS73 | NCC Army-1 | T/P | 3 | 3 | 30 | 70 | 100 |
| | | Total Credits | | 24 | | | | |

