



## PROGRAMME STRUCTURE

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

<b>Programme Outcome (PO) - For BBA Programme</b>	<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>
<b>Programme Specific Outcome (PSO) - For BBA(ISM)</b>	<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>

<b>To Pass</b>	<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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**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2022-2023**

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)	UM04ABBS71	Corporate Communication - II	T	3	3	30	70	100
	UM04ABBS72	Personality development	T	3	3	30	70	100
Core Courses (Any Three)	UM04CBBS71	Management Information System - II	T	3	3	30	70	100
	UM04CBBS72	System Analysis Design – II	T/P	3	3	30	70	100
	UM04CBBS73	Data Base Management System	T	3	3	30	70	100
	UM04CBBS74	Management for Innovation	T	3	3	30	70	100
Discipline Specific Elective (Any Two)	UM04DBBS71	Financial Management – II	T	3	3	30	70	100
	UM04DBBS72	Organizational Behaviour	T	3	3	30	70	100
	UM04DBBS73	Information Security	T	3	3	30	70	100
Generic Elective (Any One)	UM04GBBS71	Economic Analysis - II	T	3	3	30	70	100
	UM04GBBS72	Cyber Law	T	3	3	30	70	100
Skill Enhancement Elective Course (Any One)	UM04SBBS71	Disaster Management	T	3	3	30	70	100
	UM04SBBS72	Rurban Development	T	3	3	30	70	100
	UM04SBBS73	NCC Army-4	T+P	3	3	30 (15T +15P)	70 (35T+35P)	100
	UM04SBBS74	Integrated Personality Development	T	2+1	3	30	70	100

