



PROGRAMME STRUCTURE

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

Programme Outcome (PO) - For BBA (ITM) 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(ITM) Semester - I	<ol style="list-style-type: none"> 1. Apply various business and information technology management practices. 2. Analyze and interpret data for better decision making 3. Demonstrate effective communication and interpersonal skills. 4. Implement basic concepts of high speed LAN and data communication. 5. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.

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.
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Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks		
						Internal	External	Total
Ability-Enhancement Course (ANY ONE)	UM01ABBI71	Communication Skills for Management – 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

Core Management Course (ANY TWO)	UM01CBBI71	Micro Economics	T	3	3	30	70	100
	UM01CBBI72	Financial Accounting	T	3	3	30	70	100
	UM01CBBI73	Company Management - I	T	3	3	30	70	100
Core IT Course (ANY ONE)	UM01CBBI74	Personal Computer and Software Packages	T/P	3	3	30	70	100
Discipline Specific Management Elective Course (ANY TWO)	UM01DBBI71	Principles of Management	T	3	3	30	70	100
	UM01DBBI72	Application of Mathematics in Information Technology	T	3	3	30	70	100
	UM01DBBI73	Management for MSMEs	T	3	3	30	70	100
Discipline Specific IT Elective Course (ANY ONE)	UM01DBBI74	Computer Organization	T	3	3	30	70	100
	UM01DBBI75	Digital Computer Electronics	T	3	3	30	70	100
Skill -Enhancement Elective Course (ANY ONE)	UM01SBBI71	Environmental Studies	T	3	3	30	70	100
	UM01SBBI72	NCC Army-1	T/P	3	3	30	70	100

