



PROGRAMME STRUCTURE

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

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 abilities3. To improve Communication and interpersonal skills4. To develop social sensitivity and ethical considerations leading to sustainable business practices5. To demonstrate global perspective and entrepreneurship acumen6. To get exposure of industrial world through company visits and interaction with experts7. 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 - IV	<ol style="list-style-type: none">1. Apply various business and information technology management practices.2. Analyze and interpret data for better decision making3. 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	<p style="text-align: center;">(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.</p>





SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
Syllabus with effect from the Academic Year 2022-23

BBA (Information Technology Management) (3 years)Semester: IV

Course Type		Name of Course	T/P	Credit	Contact Hrs/ Week	Exam Duration in hrs	Component of Marks		
							Internal	External	Total
							Total	Total	Total
Ability Enhancement Course (Any One)	UM04ABBI71	System Analysis and Design	T	3	3	3	30	70	100
Core Management Courses (Any TWO)	UM04CBBI71	Economic Analysis - II	T	3	3	3	30	70	100
	UM04CBBI72	Cost & Management Accounting-II	T	3	3	3	30	70	100
Core IT Courses(Any ONE)	UM04CBBI73	Front End Programming	T	3	3	3	30	70	100
Discipline Specific Management Course (Any TWO)	UM04DBBI71	Human Resource Management-II	T	3	3	3	30	70	100
	UM04DBBI72	Marketing Management-II	T	3	3	3	30	70	100
	UM04DBBI73	Financial Management and Services-II	T	3	3	3	30	70	100
	UM04DBBI74	Global Business Affairs-II	T	3	3	3	30	70	100
Discipline SpecificIT Course (Any ONE)	UM04DBBI75	Information Security	T	3	3	3	30	70	100
	UM04DBBI76	Internet Technologies	T	3	3	3	30	70	100
Skill Enhancement(Any One)	UM04SBB171	Corporate Social Responsibility	T	3	3	3	30	70	100
	UM04SBB172	Fundamentals of Research	T	3	3	3	30	70	100
	UM04SBB173	Rurban Planning for India	T	3	3	3	30	70	100
	UM04SBB174	NCC Army-4	T+P	3	4	3	30 (15T +15P)	70 (35T+35P)	100
	UM04SBB175	Integrated Personality Development	T	2+1	3	3	30	70	100

