SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
Syllabus with effect from the Academic Year 2022-2023

PROGRAMME STRUCTURE

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

Programme Outcome (PO) - For BBA (ITM) Programme	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 - III	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	Subject code	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)	UM03ABBI71	Fundamentals of E-Commerce	T	3	3	3	30	70	100
Core Management Courses (Any TWO)	UM03CBBI71	Economic Analysis - I	T	3	3	3	30	70	100
	UM03CBBI72	Cost & Management Accounting - I	T	3	3	3	30	70	100
Core IT Courses (Any ONE)	UM03CBBI73	Fundamentals of Web Designing	T	3	3	3	30	70	100
Discipline Specific Management Course (Any TWO)	UM03DBBI71	Human Resource Management-I	T	3	3	3	30	70	100
	UM03DBBI72	Marketing Management-I	T	3	3	3	30	70	100
	UM03DBBI73	Financial Management Services-I	T	3	3	3	30	70	100
	UM03DBBI74	Global Business Affairs-I	T	3	3	3	30	70	100
Discipline Specific IT Course (Any ONE)	UM03DBBI75	Fundamentals of Operating Systems	T	3	3	3	30	70	100
Skill Enhancement (Any One)	UM03SBBI71	Industry Exposure	P	3	3	3	30	70	100
	UM03SBBI72	NCC Army-3	T+P	3	4	3	30 (15T +15P)	70 (35T+35P)	100
	UM03SBBI73	Integrated Personality Development	T	2+1	3	3	30	70	100