

# C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

**AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified  
GUJARAT INSTITUTIONAL RATING FRAME WORK (4 STAR)

AAA Reaccredited CGPA 3.56– GRADE **A<sup>+</sup>** KCG- Dept. of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited – CGPA 3.30-GRADE **‘A<sup>+</sup>’** UGC–MHRD, Govt. of India– June2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024- 2025

## Bachelor of Business Administration (ITM- Information Technology Management)

with effect from June -2024

### PROGRAMME SPECIFIC OBJECTIVE:

The objective of the BBA (ITM) programme is to give students the knowledge and abilities to efficiently manage and use of IT resources within organizations, comprehend the strategies of technology in business, and gain proficiency in field of Management and IT.

At the end of the BBA (ITM) programme the students will be able to:

<b>PROGRAMME OUTCOME (PO)- SEMESTER-III</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) - SEMESTER-III</b>	<ol style="list-style-type: none"><li>1. Apply various business and information technology management practices.</li><li>2. Analyze and interpret data for better decision making</li><li>3. Demonstrate effective communication and interpersonal skills.</li><li>4. Implement basic concepts of high speed LAN and data communication.</li><li>5. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.</li></ol>
<b>To Pass:</b>	<ol style="list-style-type: none"><li>(i) At least <b>36% Marks</b> in each paper at the <b>Semester End Examination</b> and <b>Aggregate Marks, Internal &amp; External Assessment.</b></li><li>(ii) At least <b>36% Marks</b> in each paper in <b>Internal Assessment</b> and <b>36% aggregate marks in Internal Assessment.</b></li></ol>

**Course Structure under NEP – 2020 (BBA-ITM) Semester-III  
with effect from the Academic Year June - 2024**

Course Type	Course Code	Name of Course	T/ P	Credit	WCH	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
Major (Core) (Any Three)	UM3MABBI01	Human Resource Management -I	T	4	4	2	50/18	50/18	100/36
	UM3MABBI02	Object Oriented Programming (T/P)	T/P	4	4	2	50/18	50/18	100/36
	UM3MABBI03	Marketing Management- I	T	4	4	2	50/18	50/18	100/36
	UM3MABBI04	Financial Management Services-I	T	4	4	2	50/18	50/18	100/36
Multi-Disciplinary (Any One)	UM3MDBBI01	Cost & Management Accounting - I	T	4	4	2	50/18	50/18	100/36
	UM3MDBBI02	Operations Research for Management	T		4	2	50/18	50/18	100/36
Ability- Enhancement Compulsory Course	UM3AEBBI01	System Analysis and Design	T	2	2	1	25/9	25/9	50/18
Skills Enhancement Course /Internship (Any One)	UM3SEBBI01	Industry Exposure	T	2	2	1	25/9	25/9	50/18
	UM3SEBBI02	Disaster Management	T		2	1	25/9	25/9	50/18
	UM3SEBBI03	Rurban Development	T		2	1	25/9	25/9	50/18
Value Added Course/ Indian Knowledge System (Any One)	UM3IKBBI01	(As per university) IKS-II	T	2	2	1	25/9	25/9	50/18
<b>Minimum Qualifying Credits</b>						<b>22</b>			

**Notes:**

- Each student shall have to offer the same Elective Course Paper at Semester I to IV. **Any qualified teacher can teach SEC and IKS.**
- Class Room Presentation will include CSDS/ Factory Visit /Field Study/ Seminar/ Film Screening /Audio-Video/Problem Solving/ Group Study//Case Study/ Book Review/Article Review/ Computer Lab/ Project Work etc.