

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⁺** KCG- Dept. of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited – CGPA 3.30-GRADE **‘A⁺’** 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:

PROGRAMME OUTCOME (PO)- SEMESTER-III	<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) - SEMESTER-III	<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:	<ol style="list-style-type: none">(i) At least 36% Marks in each paper at the Semester End Examination and Aggregate Marks, Internal & External Assessment.(ii) At least 36% Marks in each paper in Internal Assessment and 36% aggregate marks in Internal Assessment.

**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	Cost & Management Accounting – I	T	4	4	2	50/18	50/18	100/36
Multi-Disciplinary (Any One)	UM3MDBBI01	Financial Management and Services-I	T	4	4	2	50/18	50/18	100/36
	UM3MDBBI02	Marketing Management- I	T	4	4	2	50/18	50/18	100/36
	UM3MDBBI03	Operations Research for Management	T	4	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	2	1	25/9	25/9	50/18
	UM3SEBBI03	Rurban Development	T	2	2	1	25/9	25/9	50/18
Value Added Course/ Indian Knowledge System (Any One)	UM3IKBBI01	IKS II- Dharmashastra	T	2	2	1	25/9	25/9	50/18
Minimum Qualifying Credits						22			

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.