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 FRAM EWORK (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– June 2022

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

Bachelor of Business Administration (ITM- Information Technology Management)
with effect from December -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 with in 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-IV	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) - SEMESTER-IV	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 **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-IV
with effect from the Academic Year December - 2024

Course Type	Course Code	Name of Course	T/P	Credit	WCH	Exam Duration in Hours	Internal	External	Total
Major (Core)	UM4MABBI01	Human Resource Management -II	T	4	4	2	50/18	50/18	100/36
	UM4MABBI02	Web Technology with JQuery (T/P)	T/P	4	4	2	50/18	50/18	100/36
	UM4MABBI03	Marketing Management- II	T	4	4	2	50/18	50/18	100/36
	UM4MABBI04	Financial Management & Services-II	T	4	4	2	50/18	50/18	100/36
Minor	UM4MIBBI01	Cost & Management Accounting - II	T	4	4	2	50/18	50/18	100/36
Ability Enhancement Compulsory Course	UM4AEBBI01	Social Media and Digital Marketing	T	2	2	1	25/9	25/9	50/18
Skills Enhancement Course / Internship (Any One)	UM4SEBBI01	Entrepreneurship Development	T	2		1	25/9	25/9	50/18
	UM4SEBBI02	Project Management	T	2		1	25/9	25/9	50/18
	UM4SEBBI03	Fundamentals of Research	T	2	2	1	25/9	25/9	50/18
Value Added Course/ Indian Knowledge System (Any One)	UM4VABBI01	Cyber Security	T	2	2	1	25/9	25/9	50/18
	UM4VABBI02	Climate Change & Sustainable Development	T	2		1	25/9	25/9	50/18
	UM4VABBI03	NCC – II	T	2	2	1	25/9	25/9	50/18
	UM4VABBI04	NSS – II	T	2	2	1	25/9	25/9	50/18
	UM4VABBI05	Physical Education - I	T	2		1	25/9	25/9	50/18
Minimum Qualifying Credits					**22**				

Notes:

1. Each student shall have to offer the same Elective Course Paper at Semester I to IV. **Any qualified teacher can teach SEC and VAD.**

2. 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.