



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)
(Affiliated to Sardar Patel University)
NAAC ACCREDITED 'A' GRADE (3.04 CGPA)
ISO 9001:2015



PROGRAMME STRUCTURE (NEP-2020)

BACHELOR OF BUSINESS ADMINISTRATION (INFORMATION SYSTEM MANAGEMENT)-III

Programme Outcome (PO)

-For BBA (ISM)

Upon successful completion of the BBA (ISM) Programme, Graduates will be able to:

- Demonstrate understanding of core business functions and management practices to develop strong business acumen.
- Apply critical and analytical thinking to identify, evaluate, and solve business problems.
- Communicate effectively and demonstrate interpersonal and leadership skills in professional settings.
- Integrate ethical principles, social responsibility, and sustainability into business decision-making.
- Exhibit global awareness and entrepreneurial mindset to develop innovative and adaptable business strategies.
- Gain practical exposure through industry interactions and prepare for competitive management examinations.

Programme Specific

Outcome (PSO) –For

BBA (ISM)

- Apply core principles of business and management to analyze and solve functional problems in areas such as marketing, finance, human resources, and operations.
- Demonstrate effective communication, interpersonal, and leadership skills essential for working in diverse teams and dynamic organizational environments.
- Integrate ethical values and social responsibility in business decisions to promote sustainability and inclusive growth.
- Exhibit entrepreneurial mindset and global outlook to innovate, lead, and adapt in a competitive and rapidly changing business world.
- Engage in continuous learning and leverage experiential opportunities to enhance professional competencies and succeed in competitive business environments.



Sr. No.	Course Name	Course Code	Course Name	T/P	Credit	Exam Duration	Components of Marks		
							Internal	External	Total
1	Major Courses	UB03MABBI01	Financial Management –I	T	4	2:30	50	50	100
2		UB03MABBI02	Object Oriented Programming with data structure	T/P	4	2:30	50	50	100
3		UB03MABBI03	Systematic Analysis Design	T	4	2:30	50	50	100
	Minor Course (Any One)	-----	-----	-----	-----	-----	-----	-----	-----
4	Interdisciplinary Course/ Multi-Disciplinary (Any One)	UB03IDBBI01	Operation Research	T	4	2:30	50	50	100
		UB03IDBBI02	Business Economics	T	4	2:30	50	50	100
		UB03IDBBI03	Human Resource Management	T	4	2:30	50	50	100
5	Ability Enhancement Course (AEC)	UB03AEBBI01	Corporate Communication I	T	2	1:30	25	25	50
6	Skill Enhancement Courses (SEC) (Any One)	UB03SEBBI01	Digital Marketing	T	2	1:30	25	25	50
		UB03SEBBI02	Event Management	T	2	1:30	25	25	50
		UB03SEBBI03	Account for Everyone	T	2	1:30	25	25	50
		UB03SEBBI04	Leadership and Team Building	T	2	1:30	25	25	50
		UB03SEBBI05	Soft Skills for Business-I	T	2	1:30	25	25	50
		UB03SEBBI06	Management Information System -I	T	2	1:30	25	25	50
7	Indian Knowledge System (Any One)	UB03IKBBI01	Dharmshashtra	T	2	1:30	25	25	50
		UB03IKBBI02	Leadership Excellence through Shrimad Bhagavad Gita	T	2	1:30	25	25	50
		UB03IKBBI03	Constitutional Values and Duties	T	2	1:30	25	25	50
		UB03IKBBI04	Atharvaveda	T	2	1:30	25	25	50
Total Credit 22									

