



(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 -IV

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 mind set to develop innovative and adaptable business strategies.
- Gain practical exposure through industry interactions and prepare for competitive management examinations.

- Apply core principles of business and management to analyse 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 Type	Course Code	Course Name	T/P	Credit	Exam Duration	Components of Marks		
								External	Total
1	Major Courses	UB04MABBI01	Financial Management –II	T	4	2.30	50	50	100
		UB04MABBI02	Databased Management System	T/P	4	2.30	50	50	100
		UB04MABBI03	Operating System	T	4	2.30	50	50	100
3	Minor Course (Any One)	UB04MIBBI01	Economic Analysis	T	4	2.30	50	50	100
		UB04MIBBI02	Cost Accounting	T	4	2.30	50	50	100
		UB04MIBBI03	Marketing Management	T	4	2.30	50	50	100
4	Interdisciplinary Course/ Multi-Disciplinay (Any One)	-----	-----	-----	-----	-----	-----	-----	-----
5	Ability Enhancement Course (AEC)	UB04AEBBI01	Corporate Communication II	T	2	1.30	25	25	50
6	Skill Enhancement Courses (SEC) (Any One)	UB04SEBBI01	Digital Literacy and Social Media Marketing	T	2	1.30	25	25	50
		UB04SEBBI02	Fundamentals of Entrepreneurship	T	2	1.30	25	25	50
		UB04SEBBI03	Finance for Everyone	T	2	1.30	25	25	50
		UB04SEBBI04	Statistical Methods	T	2	1.30	25	25	50
		UB04SEBBI05	Soft Skills for Business-II	T	2	1.30	25	25	50
		UB04SEBBI04	Management Information System -II	T	2	1.30	25	25	50
7	Value added course (Any One)	UB04VABBI01	Climate Change and Sustainable Development	T	2	1.30	25	25	50
		UB04VABBI02	Financial Literacy	T	2	1.30	25	25	50
		UB04VABBI03	NSS – II	T	2	1.30	25	25	50
		UB04VABBI04	NCC – II	T	2	1.30	25	25	50
Total Credit 22									

