

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect from: November/December-2012

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing
Foundation Courses (A) Generic Foundation	UM04FBBA01	Corporate Communication – II (Effect From:June-2011)	T/P	3	2	40	60	100
	UM04FBBA02	Corporate Communication – II (Effect from November-2013) (Revised)	T/P	3	2	40	60	100
(B) Elective Foundation (Any One)	UM04EBBA01	Rurban Planning for India	T	3	2	40	60	100
	UM04EBBA02	Disaster Management	T	3	2	40	60	100
Core Courses (A) Core Compulsory (Any Three)	UM04CBBA01	Marketing Management-II	T	3	2	40	60	100
	UM04CBBA02	Financial Management-II	T	3	2	40	60	100
	UM04CBBA03	Human Resource Management-II	T	3	2	40	60	100
(B) Core Allied Course (Any Three)	UM04CBBA04	Cost Accounting	T	3	2	40	60	100
	UM04CBBA05	Economic Analysis - I	T	3	2	40	60	100
	UM04CBBA06	Statistics for Management-II	T	3	2	40	60	100
	UM04CBBA07	Customer Relationship Management	T	3	2	40	60	100

