

**SARDAR PATEL UNIVERSITY**  
**BBA (General) (3 years)**  
**Semester: IV**  
**Syllabus with effect from Nov./Dec., 2019**

Course Type		Name of Course	T/P	Credit	Contact Hrs/Week	Exam Duration in hrs	Component of Marks		
							Internal	External	Total
							Total/Passing	Total/Passing	Total/Passing
<b>Ability Enhancement Course (Any One)</b>	UM04ABBA21	Corporate Communications-II	T	3	3	2	40	60	100
<b>Core Courses (Any THREE)</b>	UM04CBBA21	Human Resource Management-II	T	3	3	2	40	60	100
	UM04CBBA22	Marketing Management-II	T	3	3	2	40	60	100
	UM04CBBA23	Financial Management-II	T	3	3	2	40	60	100
	UM04CBBA24	Event Management	T	3	3	2	40	60	100
<b>Discipline Specific Elective (Any Two)</b>	UM04DBBA21	Cost Accounting	T	3	3	2	40	60	100
	UM04DBBA22	Statistics for Management-II	T	3	3	2	40	60	100
	UM04DBBA23	Customer Relationship Management	T	3	3	2	40	60	100
<b>Generic Elective (Any ONE)</b>	UM04GBBA21	Economic Analysis-II	T	3	3	2	40	60	100
	UM04GBBA22	Banking & International Trade	T	3	3	2	40	60	100
<b>Skill Enhancement (Any One)</b>	UM04SBBA21	Rurban Planning	T	3	3	2	40	60	100
	UM04SBBA22	Disaster Management	T	3	3	2	40	60	100