

SARDAR PATEL UNIVERSITY
BBA (General) (3 years)
Semester: IV
Syllabus with effect from Nov./Dec., 2020

Course Type		Name of Course	T/P	Credit	Contact Hrs/Week	Exam Duration in hrs	Component of Marks		
							Internal	External	Total
							Total	Total	Total
Ability Enhancement Course (Any One)	UM04ABBA51	Corporate Communications-II	T	3	3	3	30	70	100
Core Courses (Any THREE)	UM04CBBA51	Human Resource Management-II	T	3	3	3	30	70	100
	UM04CBBA52	Marketing Management-II	T	3	3	3	30	70	100
	UM04CBBA53	Financial Management-II	T	3	3	3	30	70	100
	UM04CBBA54	Event Management	T	3	3	3	30	70	100
Discipline Specific Elective (Any Two)	UM04DBBA51	Cost Accounting	T	3	3	3	30	70	100
	UM04DBBA52	Statistics for Management-II	T	3	3	3	30	70	100
	UM04DBBA53	Customer Relationship Management	T	3	3	3	30	70	100
Generic Elective (Any ONE)	UM04GBBA51	Economic Analysis-II	T	3	3	3	30	70	100
	UM04GBBA52	Banking & International Trade	T	3	3	3	30	70	100
Skill Enhancement (Any One)	UM04SBBA51	Rurban Planning	T	3	3	3	30	70	100
	UM04SBBA52	Disaster Management	T	3	3	3	30	70	100