

SARDAR PATEL UNIVERSITY
Programme: BBA (General)
(Under Choice Based Credit Scheme)
Semester: III
Syllabus with effect from: JUNE 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: (Any One)	UM03FBBA01	Corporate Communication – I (Effect from: June 2011)	T	3	2	40	60	100
	UM03FBBA02	Corporate Communication – I (Effect from: June 2014) (Revised)	T	3	2	40	60	100
	UM03FBBA03	Corporate Communication – I (Effect from: June 2016)	T	3	2	40	60	100
(A) Elective Foundation: (Any One)	UM03EBBA01	Industry Exposure	P	3	2	40	60	100
(B) Core Courses: 1. Compulsory: (Any Three)	UM03CBBA01	Marketing Management – I	T	3	2	40	60	100
	UM03CBBA02	Financial Management – I	T	3	2	40	60	100
	UM03CBBA03	Human Resource Management – I	T	3	2	40	60	100
2. Allied: (Any Three)	UM03CBBA04	Corporate Accounting – II	T	3	2	40	60	100
	UM03CBBA05	Economic Analysis – I	T	3	2	40	60	100
	UM03CBBA06	Statistics for Management – I	T	3	2	40	60	100
	UM03CBBA07	Supply Chain Management	T	3	2	40	60	100

