

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (ISM) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: 2020-21
SEMESTER – VI

| Course Type | Course Code | Name of the Course | T / P | Credit | Exam Duration in Hrs | Component of Marks | | |
|---|-------------|--|-------|--------|----------------------|--------------------|----------|-------|
| | | | | | | Internal | External | Total |
| | | | | | | Total | Total | Total |
| Ability Enhancement Course (Any One) | UM06ABBS21 | Business Etiquettes and Presentation Skills-II | T | 3 | 2 | 40 | 60 | 100 |
| | UM06ABBS22 | Leadership Skill for Management-II | T | 3 | 2 | 40 | 60 | 100 |
| Core Courses (Any Three) | UM06CBBS21 | Electronic Commerce – II | T | 3 | 2 | 40 | 60 | 100 |
| | UM06CBBS22 | Data Communication and Computer Network – II | T | 3 | 2 | 40 | 60 | 100 |
| | UM06CBBS23 | Programming with PHP | T | 3 | 2 | 40 | 60 | 100 |
| | UM06CBBS24 | Management Control System | T | 3 | 2 | 40 | 60 | 100 |
| Discipline Specific Elective (Any Two) | UM06DBBS21 | Security Analysis | T | 3 | 2 | 40 | 60 | 100 |
| | UM06DBBS22 | Advance Marketing Management | T | 3 | 2 | 40 | 60 | 100 |
| | UM06DBBS23 | E-Business: Managerial Application | T | 3 | 2 | 40 | 60 | 100 |
| Generic Elective (Any One) | UM06GBBS21 | Global Business Environment | T | 3 | 2 | 40 | 60 | 100 |
| | UM06GBBS22 | Social Entrepreneurship | T | 3 | 2 | 40 | 60 | 100 |
| Skill Enhancement Elective Course (Any One) | UM06SBBS21 | Comprehensive Project | T | 3 | 2 | 40 | 60 | 100 |