

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: November/December-2013
(Batch-2010)

| 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 (Any One) | UM07FBBI01 | Entrepreneurship and small Business | T | 4 | | 40 | 60 | 100 |
| Core Course (Any Two) | UM07CBBI01 | Graphics Design | T | 4 | | 40 | 60 | 100 |
| | UM07CBBI02 | Enterprise Resource Planning-I | T | 4 | | 40 | 60 | 100 |
| Extension & Social Courses (Any One) | UM07SBBI01 | Fundamentals of Strategic Management | T | 2 | | 40 | 60 | 100 |
| Elective Courses (Any Two) | | | | | | | | |
| Marketing | UM07EBBI01 | Brand Management-I | T | 4 | | 40 | 60 | 100 |
| | UM07EBBI02 | Consumer Behaviour-I | T | 4 | | 40 | 60 | 100 |
| Finance | UM07EBBI03 | Fundamentals of International Finance-1 | T | 4 | | 40 | 60 | 100 |
| | UM07EBBI04 | Investments Analysis & Portfolio Management-I | T | 4 | | 40 | 60 | 100 |
| Human Resources Management | UM07EBBI05 | Interpersonal Relations | T | 4 | | 40 | 60 | 100 |
| | UM07EBBI06 | Organizational Change | T | 4 | | 40 | 60 | 100 |
| International Business | UM07EBBI07 | Foreign Exchange Management-I | T | 4 | | 40 | 60 | 100 |
| | UM07EBBI08 | International Economic Organizations-I | T | 4 | | 40 | 60 | 100 |
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