

Sardar Patel University, Vallabh Vidyanagar
(MBA Programme) – Semester - III
Course Structure w.e.f. A.Y. – 2022 - 2023

Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in Hours	Components of Marks			
						Mid Semester Exam	End Semester Exam	Continuous Evaluation	Total
Core Courses	PM03CMGT51	Business Policy and Strategic Management-I	T	4	2	30	40	30	100
	PM03CNEM51	New Enterprise Management	T	4	2	30	40	30	100
	PM03CBLL51	Business Legislation	T	4	2	30	40	30	100
	PM03CCPR51	Comprehensive Project-I	P	4	2	30	40	30	100
Specialisation Courses (Financial Management Electives)	PM03EFIN51	Financial Decision Analysis	T	4	2	30	40	30	100
	PM03EFIN52	Management Control System	T	4	2	30	40	30	100
	PM03EFIN54	Corporate Taxation	T	4	2	30	40	30	100
Specialisation Courses (Marketing Management Electives)	PM03EMKT51	Consumer Behavior	T	4	2	30	40	30	100
	PM03EMKT52	Sales and Distribution Management	T	4	2	30	40	30	100
	PM03EMKT58	Digital Marketing	T	4	2	30	40	30	100
Specialisation Courses (Human Resource Management Electives)	PM03EHRM51	Management of Industrial Relations	T	4	2	30	40	30	100
	PM03EHRM54	Compensation Management	T	4	2	30	40	30	100
	PM03EHRM56	Management Training and Development	T	4	2	30	40	30	100