SARDAR PATEL UNIVERSITY
Programme MCOM
(Under the Choice based Credit Scheme)
SEMESTER- III
STRUCTURE WITH EFFECT FROM:2018-19

E- BUSINESS

Course Type		Course Code	Name of the Course	Theory/ Practical	Credit	Contact Hrs/ Week	Exam Duration in Hrs	Component of Marks		
								Internal Total/ Passing	External Total/ Passing	Total Total/ Passing
Foundation		PB03CMEB21	Start-Up Entrepreneurship	T	4	4	2	50/20	50/20	100/40
Core		PB03CMEB22	E-Commerce Operations Management	T	4	4	2	50/20	50/20	100/40
		PB03CMEB23	Marketing Research	T	4	4	2	50/20	50/20	100/40
		PB03CMEB24	E-Business : Managerial Applications	T	4	4	2	50/20	50/20	100/40
		PB03CMEB25	Mobile Applications Development	T/P	4	4	2	50/20	50/20	100/40
Elective-I (Any One)	Marketing	PB03EMEB21	Strategic Marketing Management	T	4	4	2	50/20	50/20	100/40
	Finance	PB03EMEB22	Strategic Financial Management	T	4	4	2	50/20	50/20	100/40
	Human Resource	PB03EMEB23	Strategic Human Resource Management	T	4	4	2	50/20	50/20	100/40
Elective-II (Any One)	Networking & Security	PB03EMEB24	Cyber Security	T	4	4	2	50/20	50/20	100/40
	Programming	PB03EMEB25	Website Development	T/P	4	4	2	50/20	50/20	100/40
Social/ Extension		PB03EMEB26	Social and Business Perspective Development	T	2	2	1	25/10	25/10	50/20