

**Shri Rawatpura Sarkar University,  
Raipur**



**Examination Scheme  
Bachelor of Business Administration  
Semester-III**

(Effective from the session: 2022-23)



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**Bachelor of Business Administration Semester III rd**

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S.No	Course Code	Th/Pr	Subject	Type of Course	Teaching hours per week			TC	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									EX	IN	EX	IN	
1	MBB 301	Th	Business Law	Core	4	-	-	4	70	30	-	-	100
2	MBB 302	Th	Marketing Management	Core	4	-	-	4	70	30	-	-	100
3	MBB 303	Th	Human Resource Management	Core	4	-	-	4	70	30	-	-	100
4	MBB 304	Th	Production Operation Management	Core	4	-	-	4	70	30	-	-	100
5	MBB 305	Th	Management Accounting	Core	4	-	-	4	70	30	-	-	100
<b>Total Contact hr per week: 20</b>				<b>Total Credit: 20</b>				<b>Grand Marks: Total</b>				<b>500</b>	



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<b>Course Title</b>	<b>BUSINESS LAW</b>				
<b>Course Code</b>	<b>MBB 301</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>-</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Basic Knowledge of Acts & Sections				
<b>Course Objective</b>	The objective of this paper is to familiarize the student with companies Act's, labor law, factory acts.				
<b>Course Contents</b>	<p><b>UNIT I</b> Companies Act, 1956- Provisions of the Act with regard to Classification, Formation, Memorandum of Association (MOU), Articles of Association, and Capital of the Co., Meetings, Agenda, and Minutes.</p> <p><b>UNIT II</b> Contract Act – Provisions of the Act with regard to Offer and Acceptances, Consideration, Capacity of Parties, Elements of Contract, Kinds of Contracts, Free Consent, Void and Violable Contract, Quasi Contract, Remedies for Breach of Contract.</p> <p><b>UNIT III</b> Main provisions of Labor Laws- Industrial Disputes Acts, Factory Act, Workmen Compensation Act</p> <p><b>UNIT IV</b> Consumer Protection Act, 1986, Foreign Exchange Management Act, 2000</p> <p><b>UNIT V</b> Negotiable Instruments Act, 1881 and Partnership Act, 1932</p>				
<b>Course Outcome</b>	<ul style="list-style-type: none"><li>• The student will come up with the legal knowledge about the Law.</li></ul>				
<b>Text Book</b>	<ol style="list-style-type: none"><li>1. N.D. Kapoor – Business Laws, Sultan Chand and Sons, New Delhi.</li><li>2. Avatar Singh – The Principles of Mercantile Law, Eastern Book Co. Lucknow</li></ol>				
<b>References Book</b>	<ol style="list-style-type: none"><li>1. S.K. Tuteja – Business Law for Managers</li></ol>				



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<b>Course Title</b>	<b>MARKETING MANAGEMENT</b>				
<b>Course Code</b>	<b>MBB 302</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>4</b>	<b>-</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Basic knowledge of marketing				
<b>Course Objective</b>	The objective of this paper is to familiarize the student with marketing management, organization buyer behavior.				
<b>Course Contents</b>	<p><b>UNIT- I</b> Marketing and Marketing Environment: Introduction to Marketing and Marketing Management: Meaning of marketing, Basic principles of the marketing concept and holistic marketing concept.</p> <p><b>UNIT-II</b> Marketing Information System and Buyer Behavior: Marketing Information System: Concept and relevance; Components of the marketing information system; Marketing research areas and process.</p> <p><b>UNIT-III</b> Segmentation, Targeting and Positioning Strategies: Segmentation: Concept, process and requirements; levels of segmentation.</p> <p><b>UNIT-IV</b> Product, Pricing, Distribution and Promotion Strategies: Product: Concept and levels of the product; product classifications.</p> <p><b>UNIT -V</b> Pricing: Concept of price and pricing; Importance of pricing; Internal and external price factors; Pricing approaches – cost-based, demand-based, value-based and competition-based approaches.</p>				
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• The course will come up with enhancing student marketing skills.</li> </ul>				
<b>Text Book</b>	<ol style="list-style-type: none"> <li>1. W. D. Perreault, Jr., J.P Cannon, and E. J. McCarthy (2009)</li> <li>2. Basic Marketing: A Marketing Strategy and Planning Approach, 17th ed., Irwin/McGraw Hill.</li> </ol>				



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<b>References Book</b>	<ol style="list-style-type: none"><li>1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsan ul Haque.</li><li>2. Principles of Marketing: South Asian Perspective. New Delhi: Prentice Hall of India. Baines, Paul, Chris Fill and Kelly Page. Essentials of Marketing. New Delhi: Oxford University Press.</li></ol>
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<b>Course Title</b>	<b>HUMAN RESOURCE MANAGEMENT</b>				
<b>Course Code</b>	<b>MBB 303</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>-</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Basic Knowledge about the HRM and recruitments, job etc.				
<b>Course Objective</b>	The objective of this paper is to familiarize the student with Human Resource management.				
<b>Course Contents</b>	<p><b>UNIT I</b> Introduction to Human Resource Management: Definition and Concept, Features, Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices,</p> <p><b>UNIT II</b> HRM and Personnel Management: Introduction, Concept of Personnel Management, Personnel Management in India, Functions of the Labor Welfare Officer, Difference Between Personnel Management and HRM</p> <p><b>UNIT III</b> Human Resource Planning: Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP</p> <p><b>UNIT IV</b> Job Analysis and Design: Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design</p> <p><b>UNIT V</b> Recruitment: Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment Selection: Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection</p>				
<b>Course Outcome</b>	<ul style="list-style-type: none"><li>• The course will bring up the HRM knowledge &amp; recruitment.</li></ul>				
<b>Text Book and</b>	1. Human Resource Management Paperback – Dr. P. Subba Rao (Author), Prof. Sohnal Somani (Author) Publisher: Himalaya Publishing				



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<b>Reference Books</b>	House; First Edition edition (2009)
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<b>Course Title</b>	<b>Business Research Methodology</b>				
<b>Course Code</b>	<b>MBB 304</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>4</b>	<b>-</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Knowledge about the basics of research				
<b>Course Objective</b>	To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.				
<b>Course Contents</b>	<p><b>UNIT-I</b> Nature and Scope of Business Research – Role of Business Research in decision making. Applications of Business Research. The Research process – Steps in the research process; the research proposal.</p> <p><b>UNIT-II</b> Research Design: Exploratory, Descriptive, And Causal. Secondary Data Research: Advantages &amp; Disadvantages of Secondary Data, Criteria for evaluating secondary sources.</p> <p><b>UNIT-III</b> Primary Data Collection: Survey Vs. Observations. Comparison of self-administered, telephone, mail, emails techniques.</p> <p><b>UNIT-IV</b> Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi-square test, One way ANOVA.</p> <p><b>UNIT-V</b> To theoretical concept of Factor Analysis and Discriminate Analysis.</p>				
<b>Course outcomes</b>	<ol style="list-style-type: none"> <li>1. On completion of this course, the students will be able to:-</li> <li>2. The students will be able to understand the basic techniques and tools of business marketing research.</li> </ol>				
<b>Text Book</b>	<ol style="list-style-type: none"> <li>1. Zikmund, Babin&amp;Carr: Business Research Methods, South-Western.</li> <li>2. Naresh Malhotra – Marketing Research, Pearson</li> </ol>				
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Cooper &amp; Schindler: Business Research Methods McGraw-Hill Education,</li> </ol>				





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	<ol style="list-style-type: none"><li>2. Churchill: Marketing Research: Methodological Foundations, Cengage Learning.</li><li>3. Aaker, Kumar, Day - Marketing Research. Wiley.</li><li>4. Deepak chawla and Neena Sondhi – Research</li></ol>
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Bachelor of Business Administration Semester III rd

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<b>Course Title</b>	<b>Management Accounting</b>				
<b>Course Code</b>	<b>MBB 305</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>4</b>	<b>-</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Knowledge about basics of accounting				
<b>Course Objective</b>	To acquaint students with role of Management Accounting in planning, control and decision making.				
<b>Course Contents</b>	<p><b>UNIT-I</b> Nature, Scope of Management Accounting: Meaning, definition, nature and scope of Management Accounting; Comparison of Management Accounting with Cost Accounting and Financial Accounting. Cost concepts: Meaning, Scope, Objectives, and Importance of Cost Accounting.</p> <p><b>UNIT-II</b> Cost-Volume-Profit Analysis: Contribution, Profit Volume Ratio, Margin of safety, Cost Break-even Point, Composite Break-even Point, Cash Break-even Point, Key Factor, Break-even Analysis.</p> <p><b>UNIT-III</b> Budgets and Budgetary Control: Meaning, Types of Budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget.</p> <p><b>UNIT-IV</b> Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications.</p> <p><b>UNIT-V</b> Introduction to Target Costing, Life Cycle Costing, Quality Costing, and Activity based Costing</p>				
<b>Course outcomes</b>	<ol style="list-style-type: none"><li>1 The students will be able to understand role of management accounting in planning.</li><li>2 The students will be able to understand role of management accounting in control and Decision making.</li><li>3 The students will get clarity of Indian experiences, approaches and cases in an Organization.</li></ol>				



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<b>Text Book</b>	<p>1. M.Y. Khan, and P.K. Jain, Management Accounting: Text Problems and Cases, McGraw Hill Education (India) Pvt. Ltd.</p> <p>2. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, Shree Mahavir</p>
<b>Reference Books</b>	<p>1. C.T. Horngren, Gary L. Sundem, Jeff O. Schatz berg, and Dave Burgstahler: Introduction to Management Accounting, Pearson.</p> <p>2. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd. <b>Financial Management:</b> Inamdar, S. M. Everest.</p>