

**Shri Rawatpura Sarkar University,
Raipur**



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

(Effective from the session: 2022-23)

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 401	Th	Business Research Methodology	AE	4	-	-	4	70	30	-	-	100
2	MBB 403	Th	Corporate Ethics	Core	4	-	-	4	70	30	-	-	100
3	MBB 404	Th	Income Tax Law and Practices	SE	4	-	-	4	70	30	-	-	100
4	MBB 405	Th	Elective I	DSE	4	-	1	5	70	30	-	-	100
5	MBB 406	PR	Consumer Behavior	SE	-	-	-	3	70	30	100	-	100
Total Contact hr per week: 20				Total Credit: 20				Grand Total Marks:				500	

List of Electives - I

- 1 Training and Development (Human Resource Management)
- 2 Sales Management (Marketing)
- 3 Financial Markets and Institutions (Finance)
- 4 Fundamentals of International Business (International Business)



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Course Title	Business Research Methodology				
Course Code	MBB 401				
Course Credits	L	T	P	TC	
	3	-	-	4	
Prerequisites	Basic knowledge of sampling, data analysis and statistics				
Course Objectives	The objective of this course is to equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of managerial decision making				
Course Contents	<p>UNIT I Introduction: Concept, meaning, definition and importance of research in business.</p> <p>UNIT II Types of research applied research, fundamental research and other types of research.</p> <p>UNIT III Identification & Research problem, Deciding Hypothesis, objectives and methodology, sampling concept importance & techniques.</p> <p>UNIT IV Data Collection – Data and reference concept, sources of data, primary data collection—questionnaires schedule, case analysis, interview, census & sampling enquiry.</p> <p>UNIT V Tabulation, Interpretation & report writing, diagrammatic representation of statistical data, charts, graphs and diagrams.</p>				
Course Outcomes	At the end of course student will be able to know: <ul style="list-style-type: none">• 1.Importance of research in management• 2.Data collection and interpretation• 3.Sesearch problem, objective and Methodology				
Text Books	1. CM Kothari: Research Methodology 2. Sadhu & Singh: Research Methodology in Social science				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Course Title	Corporate Ethics				
Course Code	MBB 402				
Course Credits	L	T	P	TC	
	3	-	-	4	
Prerequisites	Integrated with corporate governance				
Course Objectives	The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.				
Course Contents	<p>UNIT-I Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, integrating utility, rights, justice and caring,</p> <p>UNIT-II An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.</p> <p>UNIT-III Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance,</p> <p>UNIT-IV The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance,</p> <p>UNIT-V Corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing.</p>				
Course Outcomes	1. Understanding the students more clear about the importance of ethics in business and practices of good corporate governance. 2. Understanding the students about the talks about the corporate social responsibility				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Text Books	<ol style="list-style-type: none">1. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA2. A.C. Fernando: Corporate Governance Pearson Education.
Reference Books	<ol style="list-style-type: none">1. Manuel G Velasquez: Business ethics- concepts and cases Pearson.2. A.C. Fernando: Business Ethics Pearson Education.



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Course Title	Income Tax Law and Practices				
Course Code	MBB 403				
Course Credits	L	T	P	TC	
	3	-	-	4	
Prerequisites	Basics of Accounts and Different types of Taxes				
Course Objectives	This course has been designed to make students conversant with the basic concepts of Income Tax Law and Practice.				
Course Contents	<p>UNIT-I The concept of Income, Heads of Income, Aggregation and clubbing of income, computation of total income and tax liability of individuals, Hindu undivided families and firms.</p> <p>UNIT-II Computation of Total income and tax liability of companies. Income Tax authorities, assessment procedures, appeals revision and settlement, deduction of tax at source and advance payment of tax.</p> <p>UNIT-III Wealth Tax The concept of Net wealth, deemed wealth exemptions and computation of Net wealth.</p> <p>UNIT-IV Indirect Taxes Main provisions of the Law relating to Excise Duties, Custom Duties and Central Sales Tax Act. Goods and services Tax (GST), Its Computation and Accounting</p> <p>UNIT-V Assessment of Partnership Firms: Computation of Total Income and Tax Liability of Partnership Firms. Provisions regarding Set-off and Carry Forward of Losses used While making Assessment of Individuals, and Partnership Firms.</p>				
Course Outcomes	Understanding the Basic Concept of Income tax and its terminology				
Text Books	1. Income Tax Act, BARE Act, Taxman Publications. 2. Singhania, V. K.: Direct Tax Law and Practice, Taxman Publications. 3. Singhania V.K.: Students Guide to Income Tax, Taxman Publications.				
Reference	4. Gaur, V.P. et.al., Income Tax Law and Practice, Kalyani Publisher.				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Books	5. Arvind T. and Neeru C: Income Tax and Wealth Tax, Kalyani Publishers.
--------------	--



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Course Title	Training and Development				
Course Code	MBB 404 (A)				
Course Credits	L	T	P	TC	
	3	-	-	4	
Prerequisites	Basic Aspects of Human Resource Management				
Course Objectives	To familiarize the students with the concept and practice of training and development in the modern organizational setting.				
Course Contents	<p>Unit I Organization vision & plans, assessment of training needs, setting training Objectives, designing training programmes, Spiral model of training. Tasks of the training function: Building support, overall training capacity.</p> <p>Unit II Training methods: On the job training, job instruction training, apprenticeship, coaching, job rotation, syndicate method, knowledge based methods, lecture, and conferences.</p> <p>Unit III Management Development Programmed Methods:-Understudy Coaching, Action Learning, Role Play, Management Games, Seminars, University related programmes, special projects.</p> <p>Unit IV Organizational Development (OD): Definition Foundations of OD, Managing the OD Process, Action Research and OD. OD Interventions: Overview of OD Interventions, Team Interventions Inter-group and Third-Party Peacemaking Interventions.</p> <p>UNIT V Team Interventions Inter-group and Third-Party Peacemaking Interventions. Comprehensive OD Interventions, Structural Interventions and the Applicability of OD, Training Experiences. Issues in Consultant –Client Relationships, System Ramifications, Power, Politics and OD.</p>				
Course Outcomes	Student Should Aware about the techniques and Level of Training				
Text Books	<ol style="list-style-type: none"> 1. Blanchard P.Nick & Thacker James: Effective Training, Systems, Strategies and Practices, Pearson. 2. French Wendell, Bell Cecil and Vohra Veena: Organisation Development, Behavioral Science Interventions for Organisation Improvement, Prentice Hall. 				
Reference Books	<ol style="list-style-type: none"> 3. Lynton Rolf & Pareek Udai: Training & Development, Prentice Hall. 4. Bhatia S.K.: Training & Development, Deep & Deep Publishers. 				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Course Title	Sales Management				
Course Code	MBB 404(B)				
Course Credits	L	T	P	TC	
	3	-	-	4	
Prerequisites	Basic concepts of Marketing Management				
Course Objectives	It aims to build students' understanding of the sales functions and develop skills in management of sales force. Students are expected to perform the sales supervision and management job.				
Course Contents	<p>Unit I</p> <p>Meaning, nature, and objectives of personal selling. Salesmanship – essential requirements. Traditional and modern selling approaches. Types of selling (industrial, trade, and services). Selling ethics.</p> <p>UNIT II</p> <p>Selling approaches – AIDA, situation-response theory, buying formula, behavioral equation, need-satisfaction, consultative selling, customer relationship-based selling, problem solving, and team selling approaches.</p> <p>UNIT III</p> <p>Basic steps of the sales process, Prospecting: objectives and sources, Pre-approach: techniques Approach: customer's need discovery techniques, Sales presentation: scope and methods Objection handling: skills for handling customer's objections, Closing: timing and methods of sales closing.</p> <p>UNIT IV</p> <p>Sales force management: concept and components. Tasks and qualities of a sales manager. Sales organization: Types of sales structure, Organizational principles and designs. Factors influencing size of sales force. Emerging sales organizational designs.</p> <p>UNIT V</p> <p>Factors influencing sales force motivation. Motivational program design. Motivation</p>				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

	tools. Objectives and characteristics of an effective compensation plan. Types of compensation plan.
Course Outcomes	<p>By the end of this course, students should be able to:</p> <ul style="list-style-type: none">• Comprehensively understand the nature, process, and strategies of personal selling.• Perform basic sales management functions including sales organization, establishment of sales territories and quota, and human resource management functions related to sales force.
Text Books	Still, Richard, Edward Cundiff and Norman Govoni, <i>Sales Management</i> , Prentice Hall of India.
Reference Books	<ol style="list-style-type: none">1. Mallik, Proadip Kumar, <i>Sales Management</i>, Oxford University Press.2. Chunawalla, S.A., <i>Sales Management</i>, Himalaya Publishing House



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Course Title	Financial Institutions & Markets				
Course Code	MBB 404(C)				
Course Credits	L	T	P	TC	
	3	-	-	4	
Prerequisites	Integration with Portfolio Management				
Course Objectives	The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment.				
Course Contents	<p>UNIT –I Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; major reforms in the last Decade; competition; deregulation; capital requirements; issues in financial reforms.</p> <p>UNIT –II Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets.</p> <p>UNIT –III Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE, Raising of funds in International Markets.</p> <p>UNIT –IV Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts,</p> <p>UNIT –V Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, Secondary market for government/debt securities, Over subscription and devolvement of Government Securities,</p>				
Course Outcomes	1. Understand the concept and the different aspects and components of financial Institutions and financial markets. 2. Learn and to take the rational decision in financial environment.				
Text Books	Saunders, Anthony & Cornett, Marcia Millon (2007) Financial Markets and Institutions (3rd ed.). Tata McGraw Hill Khan, M Y. (2010). Financial Services (5th ed.). McGraw Hill Higher Education.				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Reference Books	<ol style="list-style-type: none">1. Shahani, Rakesh(2011). Financial Markets in India: A Research Initiative. Anamica Publications2. Goel, Sandeep. (2012). Financialservices.PHI.3. Gurusamy, S. (2010). Financial Services.TMH.
------------------------	---



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Course Title	Fundamentals of International Business				
Course Code	MBB 404 (D)				
Course Credits	L	T	P	TC	
	3	-	-	4	
Prerequisites	Knowledge about The Basic Concept of Import and Export				
Course Objectives	The objective of this paper is to introduce students to the different aspects International Trade and its Advantages				
Course Contents	UNIT – I An Overview of International Business: Introduction, Definition of International Business, difference between international and domestic business, Advantages And Disadvantages Of International Business. UNIT – II Approaches to International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization, UNIT –III International Trade and Investment Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, factor endowment theory, International Product life Cycles, International Business Strategies. UNIT-IV International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, WTO . UNIT - V Balance of payment and foreign exchange, Regional Economic Integration: EU, NAFTA, ASEAN SAARC. Foreign Exchange Determination Systems.				
Course Outcomes	Student Should Aware about the international Trade terms.				
Text Books	International Business By V K Bhalla				
	International Business Text & Cases By P Subba Rao				
Reference Books	The International Business Environment By Anant Sundaram				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

	International Business By Hill & Jain
--	---------------------------------------



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Course Title	Consumer Behavior				
Course Code	MMB 405				
Course Credits	L	T	P	TC	
	3	-	-	4	
Prerequisites	Integrated with Principles of Marketing				
Course Objectives	The course of Consumer behavior equips students with the basic knowledge about the issues and dimensions of consumer behavior and with the skill and ability to analyze consumer information and develop consumer behavior oriented marketing strategies.				
Course Contents	<p>UNIT – I Consumer Behaviour: Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, role of consumer research, consumer behaviour- interdisciplinary approach.</p> <p>UNIT –II Consumer Needs & Motivation: Characteristics of motivation, arousal of motives, theories of needs & motivation: Maslow’s hierarchy of needs, self-concept & its importance, types of involvement.</p> <p>UNIT – III Group Dynamics & consumer reference groups: Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups.</p> <p>UNIT – IV Culture & Consumer Behaviour: Characteristics of culture, core values held by society & their influence on consumer behaviour, introduction to sub-cultural & cross-cultural influences.</p> <p>UNIT – V Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process. Consumer Decision making process: Process- problem recognition, pre-purchase search influences, information evaluation,</p>				
Course Outcomes	<p>1. Understanding the students with the basic knowledge about the issues and dimensions of consumer behavior.</p> <p>2. Helps in enhancing the skill and ability to analyse consumer information and develop consumer behaviour oriented marketing strategies.</p>				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester IV th

(Effective From The Session: 2022-23)

Text Books	<ol style="list-style-type: none">1. Understanding the students with the basic knowledge about the issues and dimensions of consumer behavior.2. Helps in enhancing the skill and ability to analyse consumer information and develop consumer behaviour oriented marketing strategies.
Reference Books	<ol style="list-style-type: none">1. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson.2. Solomon, M.R.: Consumer Behaviour– Buying, Having, and Being, Pearson Prentice Hall.