

**Shri Rawatpura Sarkar University,  
Raipur**



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

(Effective from the session: 2022-23)



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Bachelor of Business Administration Semester VI th

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S.No	Course Code	Th/P/r	Subject	Type of Course	Teaching hours per week			T C	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									EX	IN	EX	IN	
1	MBB 601	Th	Project Management	Core	4	-	-	4	70	30	-	-	100
2	MBB 602	Th	Digital Marketing	SE	4	-	-	4	70	30	-	-	100
3	MBB 603	Th	Entrepreneurship Development	SE	4	-	-	4	70	30	-	-	100
4	MBB 604	Th	Major Project	SE	-	-	-	5	70	30	-	-	100
5	MBB 605	Th	Elective III	DSE	4	-	-	4	70	30	-	-	100
<b>Total Contact hr per week: 21</b>				<b>Total Credit: 21</b>				<b>Grand Marks: Total</b>				500	

List of Electives - III

1 Hr Analytics

2 Advertisements and Sales Promotion

3 Investment Analysis and Portfolio Management

4 International Trade and Environment



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<b>Course Title</b>	<b>Project Management</b>				
<b>Course Code</b>	<b>MBB 601</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 concept of Essential Requirement of Project Conclusion				
<b>Course Objectives</b>	Course outcomes: Students will be able to understand the characteristics of Project and Project Management Knowledge.				
<b>Course Contents</b>	<p><b>UNIT I</b> Definitions and Characteristics of Project, Scope of Project Management, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools &amp; Techniques of Project Management.</p> <p><b>UNIT II</b> Technical Analysis: Manufacturing process / technology, Material inputs &amp; utilities, Product Mix, Plant Capacity, Location and site, Machinery &amp; Equipment, Structures &amp; Civil work.</p> <p><b>UNIT III</b> Project appraisal: Cost benefit analysis (Cash flow projections), Financial evaluation: Capital budgeting techniques-discounted and non-discounted, Project rating index.</p> <p><b>Unit IV</b> Project Analysis: social cost benefit analysis in public and private sectors, investment criteria and choice of technique, Treatment of risk and uncertainty—types and risk measuring techniques.</p> <p><b>UNIT V</b> Project Implementation: Forms of project organization, Project control &amp; control charts, Human aspects of project management, Prerequisites for a successful project implementation.</p>				
<b>Course Outcomes</b>	<p>At the end of the course student will be able to know:</p> <p>The students will understand the managerial process along with tools and techniques used in Project management Knowledge. Students will understand the scheduling and monitoring process in Project.</p>				
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Jaiswal B. (2012), Essentials of Management, New Royal Book Company.</li> <li>2. Marwah, Sanjiv (2011), Project Management, Dreamtech Press, 1st Edition</li> </ol>				



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	3. Chandra, Prasanna (2019), Projects: Planning, Analysis, Selection, Financing, Implementation and Review, McGraw-Hill, 9th Edition.
<b>Reference Books</b>	4. Gopalan, M.R. (2014), Project Management Core Textbook, Wiley, 2nd Indian Edition. 5. Shukla, M. B. (2007), Entrepreneurship And Small Business Management, Kitab Mahal, 1st Edition



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<b>Course Title</b>	<b>Digital Marketing</b>				
<b>Course Code</b>	<b>MBB 602</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 concept of Digital Marketing				
<b>Course Objectives</b>	To create awareness on the concepts of Digital Marketing and its Impact on Modern Business				
<b>Course Contents</b>	<p><b>Unit I:</b> Digital Marketing Introduction to Digital Marketing: What is Digital Marketing What are Digital Marketing Platforms, Digital Marketing students, professional and Business, Email Marketing: Importance of email marketing, email Marketing platforms.</p> <p><b>Unit II:</b> Search Engine Optimization (SEO) Search Engine Optimization (SEO): What is SEO, SEO Importance and Its Growth in recent years, Ecosystem of a search Engine.</p> <p><b>Unit III:</b> Google Ad Words &amp; Google Ad Sense Google Ad Words: Google Ad-Words Fundamentals, Google Ad Words Account Structure, Key terminologies in Google Ad Words.</p> <p><b>Unit IV:</b> Social Media Marketing (SMM) &amp; Web Analytics Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing.</p> <p><b>Unit V:</b> YouTube Advertising (Video Ads) &amp; Conversions YouTube Advertising (Video Ads) : YouTube advertising, Creating YouTube campaigns, Choose the audience for video ads, In stream ads , In video ads.</p>				
<b>Course Outcomes</b>	At the end of the course student will be able to know: <ul style="list-style-type: none"><li>• To gain knowledge on Digital Marketing , Email marketing and Content marketing.</li><li>• To understand Search Engine Optimization tools and techniques</li></ul>				



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	<ul style="list-style-type: none"><li>• To gain skills on creation of Google Ad Words &amp; Google Ad Sense</li><li>• To gain knowledge on Social Media Marketing and Web Analytics</li><li>• To gain knowledge on YouTube Advertising &amp; Conversions.</li></ul>
<b>Text Books</b>	<ol style="list-style-type: none"><li>1 Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan &amp; Calvin Jones</li><li>2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1 Internet Marketing: a practical approach By Alan Charlesworth</li><li>2 Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher</li></ol>



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<b>Course Title</b>	<b>Entrepreneurship Development</b>				
<b>Course Code</b>	<b>MBB 603</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 concept of Developing Business Enterprises				
<b>Course Objectives</b>	This course provides students with a solid introduction to the entrepreneurial process of creating new businesses , role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.				
<b>Course Contents</b>	<p><b>UNIT – I</b> The evolution of the concept of entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership.</p> <p><b>UNIT - II</b> Stimulating Creativity; Organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.</p> <p><b>UNIT -III</b> Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start Up And Early Stage Venture Issues in creating and Sustaining a Non-profits Organization.</p> <p><b>UNIT IV</b> The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms; Culture and evolution of family firm; Managing Business, family and shareholder relationships; Conflict and conflict resolution in family firms; Managing Leadership.</p> <p><b>UNIT V</b> Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan Applications by financial institutions, Venture capital.</p>				
<b>Course Outcomes</b>	Understanding the students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups,manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses				



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<b>Text Books</b>	<ol style="list-style-type: none"><li>1. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.</li><li>2. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.</li><li>2. Gersick, K. E., Davis, J. A., Hampton, M. M., &amp; Lansberg, I. (1997). Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.</li><li>3. Hirsch, R., &amp; Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.</li></ol>





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<b>Course Title</b>	<b>DISSERTATION</b>				
<b>Course Code</b>	<b>MBB 604</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 concept of research methodology.				
<b>Course Objectives</b>	The objective of this course is to make student aware about application of studies.				
<b>Course Contents</b>	After completing third semester, the students will be required to undergo Research project/Dissertation where they learn the research practical aspects of management subjects. After the completion of dissertation, the student is required to submit the report to the institution / department and the report will be evaluated by one external and internal examiner followed by viva voce/presentation for ESE examination. The research report should show what student has learnt during the learning/Practical period. The TA marks will be awarded on the basis of presentation.				
<b>Course Outcomes</b>	<ul style="list-style-type: none"><li>At the end of the course student will be able to know research practical aspects of management subjects.</li></ul>				



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<b>Course Title</b>	<b>HR ANALYTICS</b>				
<b>Course Code</b>	<b>MBB 605</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 concept of Essential HR Analytics				
<b>Course Objectives</b>	<p>To understand HR Analytics</p> <p>To design metrics for HR Analytics</p> <p>Perform HR analytics using Excel</p>				
<b>Course Contents</b>	<p><b>UNIT I</b></p> <p>Introduction, Traditional HRM, Changing trends in HRM and emergence of strategic HRM, HR analytics phase (2010 onward), Importance of HR Analytics, Challenges of HR Analytics.</p> <p><b>UNIT II</b></p> <p>The Analytics Process Model (APM) and Its Phases, Understanding HR indicators, metrics and data, Frameworks for HR Analytics: LAMP Framework, Approaches for Designing HR Metrics.</p> <p><b>UNIT III</b></p> <p>Importance of data, Types of data, Data capturing methods, Data examination and purification, Data analyzing techniques.</p> <p><b>UNIT IV</b></p> <p>Statistics for HRM, Statistical analysis for HR (regression analysis, measures of central tendency), Graphs, tables, spreadsheets</p> <p><b>UNIT V</b></p> <p>Key Influencers in the HR Analytics Process, Model for adoption of HR Analytics, Application and status of HR analytics.</p>				
<b>Course Outcomes</b>	<p><b>COURSE OUTCOMES:</b> At the end of the course, students will be able to</p> <p>Explain preparation of human resource metrics to support business improvement</p> <p>Identify and use human resource data in organizations for decision making</p> <p>Develop an action plan to drive the use of human resource measurement in organizations</p>				



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<b>Text Books</b>	<ol style="list-style-type: none"><li>1. Rama Shankar Yadav and Sunil Maheshwari, HR Analytics Connecting Data and Theory, Wiley</li><li>2. Fitz-Enz, J., The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments, American Management Association</li><li>3. Bassi, L., Carpenter, R., and Mc Murrer, D., HR Analytics Handbook, Reed Business Implementation and Review, McGraw-Hill, 9th Edition.</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>4. Prasad, B. V. S., and Sangeetha, K., HR Metrics: An Introduction, IUP</li><li>5. Becker, B.E., Huselid, M.A., Ulrich, D., The HR Scorecard: Linking People, Strategy and Performance, Harvard Business School Press</li><li>6. T.Lokeswara Rao, Thakur Publications, Hyd</li></ol>



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<b>Course Title</b>	<b>Advertisements and Sales Promotion</b>				
<b>Course Code</b>	<b>MBB 606</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 concept of Sales and Advertisement				
<b>Course Objectives</b>	The major objective of this course is to develop students' understanding and skill in development of communication strategy of a firm, particularly with advertising and sales promotions.				
<b>Course Contents</b>	<p><b>Unit I: Introduction to Marketing Communication</b>  Meaning, elements, structure, and role of marketing communications. Theories of marketing communication: hierarchy of effects of communication, information processing theories, communication and attitude formation and change. Key communication terminologies. Miscommunication issues.</p> <p><b>Unit II: Marketing Communication Strategy</b>  Marketing communication mix. Integrated marketing communication. Formulation of marketing communication strategy. Marketing communication barriers. Communication budgeting issues and methods. Promotion campaign planning and management</p> <p><b>Unit III: Advertising</b>  Meaning, elements, objectives and role of advertising. Evolution of advertising. Types of advertising. Social, ethical and legal issues of advertising.</p> <p><b>Unit IV: Creative Process and Methods in Advertising</b>  Creative process and methods. Visualization process and visualize qualities. Message design: message theme, models, considerations. Message strategies: cognitive, affective, co native, and brand strategies. Advertising appeals: rational, emotional, sex and other ad appeals. Essentials of a good appeal. Execution frameworks. Use of color in advertising.</p> <p><b>Unit V: Sales Promotions</b>  Scope and role of sales promotions. Reasons for the increased use of sales promotions. Consumer-oriented sales promotion methods: objectives and tools of consumer promotions. Trade-oriented sales promotions: objectives and tools.</p>				



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<b>Course Outcomes</b>	<p>By the end of this course, students should be able to:</p> <ul style="list-style-type: none"><li>• Understand importance of Integrated Marketing Communications strategies;</li><li>• Demonstrate a thorough understanding of the world of advertising including the creative and financial aspects; and</li><li>• Learn to use sales promotions to push sales and attract buyers.</li></ul>
<b>Text Books</b>	<ol style="list-style-type: none"><li>1. Belch George and Michael Belch, <i>Advertising and Promotion</i>, Tata McGraw Hill.</li><li>2. William Wells, John Burnet, and Sandra Moriarty, <i>Adverting Principles and Practice</i>, Prentice Hall of India</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Jaishri Jethwaney and Shruti Jain, <i>Advertising Management</i>, Oxford University Press.</li><li>2. K. D. Koirala, <i>Marketing Communications</i>, Buddha Publications.</li></ol>



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<b>Course Title</b>	<b>Investment Analysis and Portfolio Management</b>				
<b>Course Code</b>	<b>MBB 607</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>	Essentials of investor's perspective of maximizing return on investment				
<b>Course Objectives</b>	The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system				
<b>Course Contents</b>	<p><b>UNIT - I</b> Basics of risk and return: concept of returns, application of standard Deviation, coefficient of variation, beta, alpha. Bonds: present value of a bond, yield to maturity, yield to call, yield to put, systematic risk, price risk, Interest rate risk, default risk.</p> <p><b>UNIT - II</b> Share valuation: Dividend discount models- no growth, constant growth, two stage growth model, multiple stages; Relative valuation models using P/E ratio, book value to market value. Technical analysis: meaning, Assumptions, difference between technical and fundamental analysis.</p> <p><b>UNIT –III</b> Portfolio analysis: portfolio risk and return, Markowitz portfolio model: risk and return for 2 and 3 asset portfolios, concept of efficient frontier &amp; Optimum portfolio. Market Model: concept of beta systematic and Unsystematic risk.</p> <p><b>UNIT-IV</b> Capital asset pricing model (CAPM): Efficient frontier with a combination of risky and risk free assets. Assumptions of single period classical CAPM Model. Characteristic line, Capital Market Line, Security market Line.</p> <p><b>UNIT-V</b> Mutual Funds: Introduction, calculation of Net Asset Value (NAV) of a Fund, classification of mutual fund schemes by structure and objective, advantages and disadvantages of investing through mutual funds</p>				



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<b>Course Outcomes</b>	<ol style="list-style-type: none"><li>1. Understand the conceptual framework for analysis from an investor's perspective of maximizing return on investment</li><li>2. Understand a sound theoretical base with examples and references related to the Indian and foreign financial system</li></ol>
<b>Text Books</b>	<ol style="list-style-type: none"><li>1. Fischer, D.E. &amp; Jordan, R.J.: Security Analysis &amp; Portfolio Management, Pearson Education.</li><li>2. Sharpe, W.F., Alexander, G.J. &amp; Bailey, J.: Investments, Prentice Hall of India.</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Singh, R: Security Analysis &amp; Portfolio Management. Excel Books.</li><li>2. Frank K Reilly &amp; Keith C Brown: Investment Analysis and Portfolio Management, Cenage IndiaPvt. Ltd.</li></ol>



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<b>Course Title</b>	<b>International Trade and Environment</b>				
<b>Course Code</b>	<b>MBB 608</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>	Integration with Business Policy and strategy				
<b>Course Objectives</b>	The paper aims to provide a thorough understanding of the basis for international Trade and strategies. The role of the global institutional structure and trade strategies of developing countries and trade partners of India will be studied.				
<b>Course Contents</b>	<p><b>UNIT –I</b> Theory on International Trade: Basis for international trade; gains from trade; distributional issues, policy instruments and the impact, political economy.</p> <p><b>UNIT-II</b> Trends in Global Trade and Balance of Payments with special reference to India: Historical roots of today's international trade, Composition, origin and destination of global exports and imports.</p> <p><b>UNIT-III</b> The Global Institutional Structure: GATT (General Agreement on Trade and Tariffs), WTO (World Trade Organization), Regional Trade Blocks and Trade Agreements.</p> <p><b>UNIT-IV</b> India's Industrialization Strategy and International Trade: Review of Economic planning strategies and issues: early phase; the 1970s and 1980, Policies since 1991, Exim policy, structure of tariffs and restrictions.</p> <p><b>UNIT-V</b> Experience of Select Developing Countries: Analysis of the trade strategy and the policy framework in two select large countries and comparison with India.</p>				
<b>Course Outcomes</b>	1. Understanding of the basis for international trade and strategies. 2. Understanding the role of the global institutional structure and trade strategies of developing countries and trade partners of India will be studied.				
<b>Text Books</b>	.1. Tendulkar and Srinivasan: Reintegrating India with theWorld Economy, Pearson. 2. Connor, David E. O' (2006). Encyclopedia of the GlobaEconomy: A guide for students and researchers. New DelhiAcademic Foundation.				





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<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. The Trade Game: Negotiation trends at WTO and concerns of developing countries, 2006. New Delhi : Academi Foundation</li><li>2. Krugman, Obstfeld and Melitz: International Economic(8th ed.). Pearson Education.</li></ol>
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