

**Shri Rawatpura Sarkar University,
Raipur**



**Examination Scheme & Syllabus
for
BBA – MBA INTEGRATED
Semester-(III)**

(Effective from the session: 2022-23)



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester IIIrd

(Effective from the session: 2022-23)

S.N.	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	MIM301	Th	Organizational Behaviour	Core	3	-	1	4	70	30	-	-	100
2	MIM302	Th	Business Economics-II	Core	3	-	1	4	70	30	-	-	100
3	MIM303	Th	Fundamentals of Financial Management	Core	3	-	1	4	70	30	-	-	100
4	MIM304	Th	Fundamentals of Human Resource Management	Core	3	-	1	4	70	30	-	-	100
5	MIM305	Th	Fundamentals of Marketing Management	AE	3	-	1	4	70	30	-	-	100
6	MIM306	Th	Startup Planning and Professional Development	SE	3	-	1	4	70	30	-	-	100
Total Contact hr per week: 24			Total Credit: 24					Total Marks:				600	



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

(Effective from the session: 2022-23)

Course Title	ORGANIZATIONAL BEHAVIOUR				
Course Code	MIM 301				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	The readers of this tutorial are expected to have a basic understanding of how a project manager would deal with a complex project having multiple dimensions and accomplish it without overshooting his resources				
Course Objectives	<ul style="list-style-type: none"> The course aims to develop the understanding of students about basic concepts, theories and techniques in the field of human behavior at individual, group and organizational levels. 				
Course Contents	<p>UNIT – I Organizational Behaviour: Focus and Purpose, Nature, Scope and Development, OB Models and Models of Man.</p> <p>UNIT – II Personality: Determinants of Personality, Theories of Personality, Individual Difference, Matching Personality and Jobs, Personality and Organization, Perception: Meaning, Perceptual process, perception and OB.</p> <p>UNIT – III Learning and Behaviour Modification: Learning process, Theories of Learning, Attitude–Characteristics and Components of Attitude, Attitude and Behaviour, Attitude Formation, Measurement of Attitude, Attitude and Productivity.</p> <p>UNIT – IV Motivation: Nature of Motivation, Motivation Process, Theories of motivation; Need Priority Theory, Theory X and Theory Y, Two Factor Theory, ERG Model, Limitations and Criticisms of Motivation Theories.</p> <p>UNIT – V Leadership: Importance, Functions, Style, Theories of Leadership, Types.</p>				
Course Outcomes	<ul style="list-style-type: none"> The course outcome of with the knowledge Organizational Behaviour, leadership. 				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

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Text Books	<ol style="list-style-type: none">1. Luthans, Fred ; Organizational Behaviour;Tata McGraw Hill.2. Robbins, S.P ;Essentials of Organizational Behaviour; Pearson Education
Reference Books	<ol style="list-style-type: none">1. Pareek,Udai; Understanding Organizational Behaviour; Oxford University Press.2. Newstorm, John; Human Behaviour at Work;Tata McGraw Hill3. McShane, Steven L and Mary VonGlinow and Radha R. Sharma; Organizational Behaviour; TataMcGraw- Hill.4. Singh ,Kavita; OrganisationBehaviour Text and Cases; Pearson Education.



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

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Course Title	BUSINESS ECONOMICS-II				
Course Code	MIM 302				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of Economics.				
Course Objectives	<ul style="list-style-type: none"> The course intends to develop the understanding of the macroeconomic concepts such as income and employment, investment, consumption, fiscal policy and monetary policy which impact businesses. 				
Course Contents	<p>UNIT – I Nature and Scope of Macroeconomics: Meaning, nature and scope, Circular flow of income, National income: alternative concepts and the measure, Income and their interrelationship, Stock and flow variables, Aggregate demand.</p> <p>UNIT – II Theory of Income and Employment: Classical theory of output and employment, Say’s law of markets, Keynesian theory of income determination, Consumption Function: meaning, determinants and importance.</p> <p>UNIT – III Theory of Investment: Types of investment, Determinants of investment, Marginal efficiency of capital, Net present value, Internal rate of return, Interest rate determination: Classical, Neo-classical and Keynesian theories.</p> <p>UNIT – IV a. Fiscal Policy: Nature of fiscal policy, Fiscal deficits, Fiscal policy in relation to growth and price stability, Basic issues in fiscal deficit management, Nature and management of public debt, Business taxes: types, rationale and incidence. b. Money Supply Measures Credit creation process and money multiplier, Instruments of monetary policy, Promotional and regulatory role of central bank, Monetary policy: types, causes, effects and control measures.</p> <p>UNIT – V Measurement of National Income: Measurement of national income: concepts, methods, measures, Keynesian theory of income determination: income determination, aggregate demand, simple multiplier.</p>				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

(Effective from the session: 2022-23)

Course Outcomes	<ul style="list-style-type: none">• The course outcome of with the knowledge of nature and scope of macroeconomics.
Text Books	<ol style="list-style-type: none">1. Rangarajan, C and Bakul H. Dholakia; Principles of Macroeconomics; Tata McGraw Hill2. Gupta, G.S; Macroeconomics Theory and Applications; Tata McGraw Hill
Reference Books	<ol style="list-style-type: none">1. Shapiro, Edward; Macroeconomic Analysis; Galgotia publications2. Vaish, M.C.; Macro Economic Theory; Vikas Publishing3. D'souza, Errol; Macro Economics; Pearson Education



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

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Course Title	FUNDAMENTALS OF FINANCIAL MANAGEMENT				
Course Code	MIM 303				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of financial management and knowledge about Budget.				
Course Objectives	The objective of this course is to develop basic financial management skills in students and make them aware of the different components of financial management that they need to evaluate while analyzing a company's prospects and performance.				
Course Contents	UNIT – I Financial Management: Meaning, nature and scope of finance, Financial goal-Profit vs. wealth Maximization, Finance functions- Investment, Financing and Dividend Decisions, Innovative finance functions.				
	UNIT – II Capital Budgeting: Nature of investment decisions, Investment evaluation criteria- Net present value, Internal rate of return, Payback period, Accounting rate of return, Capital rationing, Risk analysis in capital budgeting. Cost of Capital: Meaning and significance of cost of capital, Calculation of cost of debit, Preference capital, Equity capital and Retained earnings, Combined cost of capital (weighted).				
	UNIT – III Operating and Financial Leverage: Measurement of leverages, Effects of operating and financial leverage on profit, Analyzing alternate financial plans, combined financial and operating leverage. Capital Structure Theories: Traditional and M.M. hypotheses- Determining capital structure in practice.				
	UNIT – IV Dividend Policies: Issues in dividend decisions, Walter's model, Gordons model, Dividend and uncertainty, Relevance of dividend, Dividend policy in practice, Forms of dividends, Stability in dividend policy, Corporate dividend behavior.				
	UNIT – V Requirement of Working Capital & Financing: Meaning, significance and types of working capital, Calculating operating cycle period and estimation of working capital requirements, Financing of working capital, Source of working capital, of receivables and Management of Inventory.				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

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Course Outcomes	<ul style="list-style-type: none">• The course outcome of with the knowledge of Capital Budgeting, Operating and Financial Leverage, Dividend Policies.
Text Books	<ol style="list-style-type: none">1. Prasanna Chandra - Financial Management, TMH
Reference Books	<ol style="list-style-type: none">1. Banerjee: Financial Policy and Management Accounting, (PHI)2. James C Vanhorne - Financial Management & Policy, Pearson3. Weston, John Fred and Eugene, F. Brigham; Managerial Finance, Dryden Press.



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

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Course Title	FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT				
Course Code	MIM 304				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge on Human Resource Management.				
Course Objectives	<ul style="list-style-type: none">To develop the fundamentals of Human Resource Management practices and to make aware of the HR practices prevalent in industry.				
Course Contents	<p>UNIT – I Concept, Importance of HRM Emergence of HRM, Feature, Scopes, Relationship with line function, Role and functions of HR Managers, HRM Practices in India.</p> <p>UNIT – II Human Resource Planning, Concept, Need, Method and Techniques, Market and HR Planning, Recruitment: Concept, Policy and Procedures, Sources, Selections, Concept, Policy, Types, Procedures, Induction: Concept, Objective.</p> <p>UNIT – III Internal Mobility and Evaluation, Promotion: Purpose, types, Methods, Transfer: Concept Purpose, Types, Separation; Different Schemes and Practices. Performance Appraisal: Concept, Objective, Method. Practice with cases. Potential Appraisal: Practices with cases.</p> <p>UNIT – IV Compensation Management: Concept, Objectives Wages & Salary and incentives: Types and Practices Impact on Motivation, Fringe Benefits.</p> <p>UNIT – V Training & Development–Concept, Objective, Types, Methods and practices. Training Need Assessment & Evaluation Motivational impact, Skill up gradation, Competence building.</p>				
Course Outcomes	<ul style="list-style-type: none">The course outcome of with the knowledge of Human Resource Planning and Management.				
Text Books	1. Aswathappa, Human Resource Management: Text and Cases, McGraw Hill				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

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Reference Books	<ol style="list-style-type: none">1. Dessler, Gary; Human Resource Management, Pearson.2. Kandula – Human Resource Management in Practice with 300 models, Techniques and Tools; PHI
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Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

(Effective from the session: 2022-23)

Course Title	FUNDAMENTALS OF MARKETING MANAGERMENTS				
Course Code	MIM 305				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of market and marketing environment.				
Course Objectives	<ul style="list-style-type: none">The focus of their course is to provide understanding of marketing and marketing processes. It is confined to the foundation of marketing management.				
Course Contents	<p>UNIT – I Introduction to Marketing: Meaning, Importance, Scope, Core Concept, Marketing Management Process, Marketing in Economic Development Process, Marketing Environment.</p> <p>UNIT – II Marketing Planning: Identification of market, STP, MIS, and M.R. Studying of Consumer Behaviour.</p> <p>UNIT – III Product Pricing Strategy: Product, Product Classifications, Product Strategies, Product Life Cycle and Marketing Mix Strategy, Branding, Leveling and Packaging Strategies, Methods of Pricing and Strategy.</p> <p>UNIT – IV Promotion and Placement Management: Meaning, importance, scope and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Strategic functions of whole seller and retailer.</p> <p>UNIT – V Strategic Marketing/Contemporary Issues in Marketing, Marketing of Services, Rural Marketing, International Marketing and Cyber Marketing.</p>				
Course Outcomes	<ul style="list-style-type: none">The course outcome of with the knowledge of Marketing Strategy, planning and promotion and placement Management.				
Text Books	1. Kotler, Keller, Koshy and Jha; Marketing Management-A South Asian Perspective; Pearson Education				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

(Effective from the session: 2022-23)

Reference Books	<ol style="list-style-type: none">1. Sherlekar, S.A. Marketing Management, Himalaya Publishing.2. Etzel, Michale J, Bruce J Walker, William J Stanton and Ajay Pandit; Marketing : Indian Adaptation; Tata McGraw Hill
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Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

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Course Title	STARTUP PLANNING AND PROFESSIONAL DEVELOPMENT				
Course Code	MIM 306				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of Startup Planning aims to develop cognitive skills to promote entrepreneurship.				
Course Objectives	<ul style="list-style-type: none">• PD module aims to empower students take control of their own learning and development by engaging in an ongoing process of reflection and action. This process can stimulate students to achieve their aspirations and move towards their dreams. Startup Planning aims to develop cognitive skills to promote entrepreneurship agencies.				
Course Contents	<p>UNIT – I Introduction to self Personality mapping through MBTI and Belbin test; Performing a Belbin test and generating a report individually; Development of individual SWOT; Listing of my dream and aspirations and developing a professional development portfolio of skills to achieve one’s dreams.</p> <p>UNIT – II Introduction to Entrepreneurship; Essential skills for being an entrepreneur; Who should be an entrepreneur; role of entrepreneurship in economic development; stages of entrepreneurial process; overcoming barriers of entrepreneurship.</p> <p>UNIT – III Developing a business idea and its critical evaluation process; Role of market research to move from idea to concept and proof of concept testing; Writing a business plan; various types of business plans and viability assessment process.</p> <p>UNIT – IV Process of finding funds for your startup; what the stages of funding are; what venture capitalists look for in a startup before funding; what should be the sales pitch; How to pitch your startup.</p> <p>UNIT – V Planning for launching a startup; stages of scaling a startup; when to sell out; how to assess scaling options versus exit options; exit strategies; legal aspects of a startup management.</p>				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED IIIrd

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Course Outcomes	<ul style="list-style-type: none">• The course outcome of with the knowledge of startups models, assignment model and Game theory.
Text Books	<ol style="list-style-type: none">1. The sales acceleration formula by Mark Roberge2. Masters of Networking by Ivan Misner
Reference Books	<ol style="list-style-type: none">3. Export Now by Frank Lavin and Peter Cohan