

**Shri Rawatpura Sarkar University,  
Raipur**



**Examination Scheme & Syllabus**

**for**

**BBA – MBA INTEGRATED**

**Semester-(IV)**

(Effective from the session: 2022-23)



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(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	MIM401	Th	Quantitative Techniques	Core	3	-	1	4	-	-	70	30	100
2	MIM402	Th	Cost Accounting	Core	3	-	1	4	-	-	70	30	100
3	MIM403	Th	Corporate Legal Environment	Core	3	-	1	4	70	30	-	-	100
4	MIM404	Th	Research Methodology	Core	3	-	1	4	70	30	-	-	100
5	MIM405	Th	Entrepreneurship Development and SME	AE	3	-	1	4	70	30	-	-	100
6	MIM406	Th	Advanced Business Analysis Techniques	SE	3	-	1	4	70	30	-	-	100
<b>Total Contact hr per week: 24</b>			<b>Total Credit: 24</b>					<b>Total Marks:</b>				<b>600</b>	



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Course Title</b>	<b>QUANTITATIVE TECHNIQUES</b>				
<b>Course Code</b>	<b>MIM 401</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Basic knowledge of various mathematical methods.				
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To impart knowledge about various mathematical and optimization methods which are an essential aid in decision making in business.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT – I</b>  <b>Introduction:</b> a) Basic concepts, OR Models and their role in decision-making.  b) Linear programming: basic concepts, problem formulation, and graphical and simplex methods of solution.</p> <p><b>UNIT – II</b>  <b>Transportation Models:</b> Formulation of transportation problem, Initial basic feasible solution by North West Corner method, Least Cost method and Vogel approximation method (VAM), Test of optimality: Stepping- stone method, MODI method.</p> <p><b>UNIT – III</b>  <b>Assignment Models:</b> Hungarian method of solution of assignment problem.</p> <p><b>UNIT – IV</b>  <b>Game Theory:</b> Characteristics of game theory, Two-person zero sum game, Saddle point, Mixed strategies, Dominance rule.</p> <p><b>UNIT – V</b>  <b>PERT/CPM:</b> Project management: PERT and CPM, Time-Cost trade-off.</p>				
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>The course outcome of with the knowledge of transportation models, assignment model and Game theory.</li> </ul>				
<b>Text Books</b>	1. Anderson, Sweeney and Williams; Introduction to Operations Research; McGraw Hill				
<b>Reference</b>	1. Vohra N D; Quantitative Techniques in Management; McGraw Hill.				



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Books</b>	2. Frank, Budnik S.; Dennis Mcleavey, et al.; Principles of Operations Research; AITB
--------------	---



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Course Title</b>	<b>COST ACCOUNTING</b>				
<b>Course Code</b>	<b>MIM 402</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Basic knowledge of different types of Cost.				
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To impart knowledge about cost accounting methodologies and techniques for planning, controlling and decision making in businesses.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT – I</b>  <b>Introduction:</b> Meaning, objectives and advantages of cost accounting, Difference between cost accounting and financial accounting, Cost concepts and classifications, Elements of cost, Installation of a costing system, Role of a cost accountant in an organization.</p> <p><b>UNIT – II</b>  <b>Materials:</b> Material/inventory control: concept and techniques, Accounting and control of purchases, Storage and issue of materials, Methods of pricing of materials issued: FIFO, LIFO, Simple average, Weighted average, Replacement, Standard treatment of material losses.</p> <p><b>UNIT – III</b>  <b>Labour:</b> Accounting and control of labour cost, Time keeping and time booking, Concept and treatment of idle time, Over time, Labour turnover, Fringe benefits.</p> <p><b>UNIT – IV</b>  <b>Overhead:</b> Classification, Allocation, Apportionment and absorption of overhead, Under and over-absorption, Capacity costs, Treatment of certain items in costing like interest on capital, packing expenses, debts, and research and development expenses, Activity based cost allocation.</p> <p><b>UNIT – V</b>  <b>a. Methods of Costing:</b> Unit costing, Job costing, Contract costing, Process costing (process losses, valuation of work in progress, joint and by-products), Service costing (only transport).  <b>b. Accounting Systems</b>  Integral and non-integral systems, Reconciliation of cost and financial accounts.</p>				



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Course Outcomes</b>	<ul style="list-style-type: none"><li>• The course outcome of with the knowledge of Cost Accounting in material, Labour, Overhead Accounting.</li></ul>
<b>Text Books</b>	<ol style="list-style-type: none"><li>1. Shukla, M.C., T.S. Grewal and M.P. Gupta; Cost Accounting: Text and Problems; S. Chand &amp; Co. Ltd.</li><li>2. Maheshwari, S.N. and S.N. Mittal; Cost Accounting: Theory and Problems; Shri Mahabir Book Depot</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Mittal, D.K. and Luv Mittal; Cost Accounting; Galgotia Publishing Co.</li><li>2. Arora, M.N.; Cost Accounting – Principles and Practice; Vikas Publishing House</li><li>3. Nigam, B.M. Lall and Jain I.C. ; Principles and Practice; Cost Accounting; Prentice Hall of India</li></ol>



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Course Title</b>	<b>CORPORATE LEGAL ENVIRONMENT</b>				
<b>Course Code</b>	<b>MIM 403</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Basic information about Indian Contract Act and its objects.				
<b>Course Objectives</b>	<ul style="list-style-type: none"><li>To make the student aware about various legal acts and their significance in day to day business.</li></ul>				
<b>Course Contents</b>	<p><b>UNIT – I</b> Indian Contract Act - essential elements of contract, offer and acceptance, consideration, capacities of parties, free consent legality of objects, contingent contract, discharge of contract. Special Contract Act - Quasi-contracts, indemnity and guarantee, bailment and pledge, contract of agency.</p> <p><b>UNIT – II</b> Sales of Goods Act - introduction, conditions and warranties, transfer of ownership of property in goods, performance of the contract of sale, remedial measures.</p> <p><b>UNIT – III</b> Indian Partnership Act - nature of partnership, formation of partnership, relation of partners to one another, relation of partners to third parties, reconstitution of a firm, dissolution of a firm.</p> <p><b>UNIT – IV</b> Negotiable Instruments Act - negotiable instruments - parties, negotiation, presentation, dishonor, crossing and borrowing of cheques.</p> <p><b>UNIT – V</b> Consumer Protection Act; Concepts, Complaint, Complainant, Consumer, Rights of Consumer, Consumer Forum, Role, Power and Functions; Procedure for Consumer Grievance Redressal.</p>				
<b>Course Outcomes</b>	<ul style="list-style-type: none"><li>The course outcome of with the knowledge of Indian Contract Act, Sales of Goods Act, Indian Partnership Act.</li></ul>				
<b>Text Books</b>	1. Singh, Avtar; Business Laws; Eastern Law Publishing				



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Kuchhal, M.C.; Business Law; Vikas Publishing House.</li><li>2. Kumar, Ravinder; Legal Aspects of Business; Cengage Learning</li></ol>
------------------------	---





**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Course Title</b>	<b>RESEARCH METHODOLOGY</b>				
<b>Course Code</b>	<b>MIM 404</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Basic knowledge of Research and Data collection.				
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To impart knowledge about research methods, and develop skills to use statistical tools necessary in management research.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT – I</b>  <b>Introduction to Research Methods:</b> Definition and objectives of research, Various steps in scientific research, Types of research, Research purposes, Research design, Survey research, Case study research etc., Ethics in research.</p> <p><b>UNIT – II</b>  <b>Data Collection and Sampling Design:</b> Sources of data: primary data, secondary data, sources of collecting primary data, and sources of collecting secondary data, Sampling procedures, Merits and demerits of sampling, Sampling errors.</p> <p><b>UNIT – III</b>  <b>Descriptive Statistics:</b> Data preparation: editing, coding, classification and tabulation of data, Measures of central tendency, Probability concepts, Theoretical distributions: Binomial distributions, Normal distribution, and Poisson distribution.</p> <p><b>UNIT – IV</b>  <b>Statistical Modeling and Analysis:</b> Fundamentals of statistical analysis and inferences, Multivariate methods, Concepts of correlation and regression, Analysis of data, Hypothesis testing, procedure of testing hypothesis.</p> <p><b>UNIT – V</b>  <b>Research Reports:</b> Structure and components of research report, Types of reports, Layout of research report, Mechanism of writing a research report.</p>				
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>The course outcome of with the knowledge of Research methodology and data collection process.</li> </ul>				
<b>Text Books</b>	1. Cooper, Donald R. and Schindler, Pamela S.; Business Research Methods; Tata McGraw-Hill				



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Jenkins, G.M., and Watts, D.G; Spectral Analysis and its Applications; Holden Day.</li><li>2. Levin, Richard I and Rubin, David S.; Statistics for Management; Pearson Education.</li><li>3. Bendat and Piersol; Random data: Analysis and Measurement Procedures; Wiley.</li><li>4. Zikmund ; Business Research Methods; Cengage Learning</li><li>5. Saunders; Research Methods for Business; Pearson Education</li></ol>
------------------------	---



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Course Title</b>	<b>ENTREPRENEURSHIP DEVELOPMENT AND SME</b>				
<b>Course Code</b>	<b>MIM 405</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Basic knowledge of entrepreneur.				
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>To make the student aware about compliance procedures for setting up a new business and policies of government for promoting entrepreneurship.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT – I</b> The Entrepreneur: General concept and definition, Entrepreneur and Entrepreneurship, Entrepreneurial culture, Types of Entrepreneurship, Entrepreneurial traits and Motivation, Woman Entrepreneur.</p> <p><b>UNIT – II</b> Environment and Entrepreneurial Development: Entrepreneurial environment, Development Programmes (EDPs) Role, Relevance and Achievement of EDPs in India, Institutions for entrepreneurial development.</p> <p><b>UNIT – III</b> Project Appraisal and Management: Search for business ideas, Project identification and formulation, Project appraisal, Profitability and risk analysis, Sources of finance.</p> <p><b>UNIT – IV</b> Legal and Statutory Environment for Small Industry: Legal formalities in setting up of SSIs Business Laws, Governmental Setup in promoting small industries, Financial institutions, Social responsibility of Business.</p> <p><b>UNIT – V</b> Small Scale Industrial Undertakings: Status of Small Scale Industrial Undertakings, Steps in starting a small industry, Incentives and subsidies, Problems in small enterprise management, sickness and prevention.</p>				
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>The course outcome of with the knowledge of Environment and Entrepreneurial, Project Appraisal and Management.</li> </ul>				



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Text Books</b>	1. Khanka, S.S., Entrepreneurial Development, S.Chand Publishing
<b>Reference Books</b>	1. Mohanty, S.K., Fundamentals of Entrepreneurship, Prentice Hall of India, New Delhi. 2. Desai, Vasant; Dynamics of Entrepreneurial Development and Management, HPH



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Course Title</b>	<b>ADVANCED BUSINESS ANALYSIS TECHNIQUES</b>				
<b>Course Code</b>	<b>MIM 406</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	
<b>Prerequisites</b>	Basic knowledge of SWOT, MOST, BPM.				
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>This course shall develop a deeper understanding about the various business analysis techniques used by Business Analysts in corporate environment. Students shall be given industry oriented simulation projects where analytical techniques such as process modeling, data modeling.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT – I</b></p> <p>Introduction to Requirements Analysis; Planning for requirement &amp; review meeting, fixing agenda, steering the meeting to meet desired objectives, Data collection techniques, data structures, data models, survey parameters, data flow diagrams, data analysis.</p> <p><b>UNIT – II</b></p> <p>Mapping as a Business Analyst toolkit; Activity diagrams, Swim lane workflow block diagrams, Business Process diagrams, business process modeling, Using TIBCO software for BPM, Communication diagrams, Class diagram, Decision tree, Entity relationship diagram, Sequence diagrams.</p> <p><b>UNIT – III</b></p> <p>Using Market Basket analysis, Force field analysis, 6 sigma technique, Competency Mapping, Cost benefit analysis, economic value added technique; Understanding data requirement and analysis method and situations to apply each technique.</p> <p><b>UNIT – IV</b></p> <p>Developing templates for business requirement document, work plan, risk analysis, user acceptance; Working with dummy data on excel templates for various analysis techniques such as variance analysis, 80/20 Pareto analysis, PEST analysis, What if simulation.</p> <p><b>UNIT – V</b></p> <p>Change Management, Risk Management, Risk Assessment Matrix, Risk Management Plan.</p>				



**Faculty of Management**

**Shri Rawatpura Sarkar University, Raipur**

**BBA – MBA INTEGRATED Semester IVth**

**(Effective from the session: 2022-23)**

<b>Course Outcomes</b>	<ul style="list-style-type: none"><li>• The course outcome of with the knowledge of Requirements Analysis, Risk Management.</li></ul>
<b>Text Books</b>	1. Podeswa, Howard; Business Analyst's Handbook; Cengage Learning.
<b>Reference Books</b>	1. Basu, Ron; Implementing Six Sigma and Lean; ELSEVIER Publication.







