

Shri Rawatpura Sarkar University, Raipur



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

(Effective from the session: 2022-23)



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(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	MIM501	Th	Strategic Management	Core	3	-	1	4	70	30	-	-	100
2	MIM502	Th	Event Management	Core	3	-	1	4	70	30	-	-	100
3	MIM503	Th	Labour Legislation	Core	3	-	1	4	70	30	-	-	100
4	MIM504	Th	Corporate Governance	Core	3	-	1	4	70	30	-	-	100
5	MIM505	Th	Marketing of Services	AE	3	-	1	4	70	30	-	-	100
6	MIM506	Th	Simulated Consultancy Project	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

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Course Title	STRATEGIC MANAGEMENT				
Course Code	MIM 501				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of Strategic Management.				
Course Objectives	<ul style="list-style-type: none">The course objective is to develop an understanding of the concept of strategic management process, strategic choice, levels of strategy, strategy formulation, implementation and its evaluation.				
Course Contents	<p>UNIT – I</p> <p>Strategic Management: An introduction Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions.</p> <p>UNIT – II</p> <p>External Environment: Analysis and appraisal concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT: A tool of environment analysis, techniques of environmental search and analysis.</p> <p>UNIT – III</p> <p>Organizational Change and Innovation: Planned and unplanned change, causes or forces of organizational change, managing planned change, choosing a change strategy, creativity and innovation in organizations, organizational creativity and innovation process, learning organization.</p> <p>UNIT – IV</p> <p>Major Strategic Options: Corporate Strategy, Business Strategy, Functional Strategy Corporate Strategy: Directional strategy (Growth, stability and retrenchment in detail), Corporate Parenting, Portfolio Analysis (BCG Growth Share Matrix, Business Screen).</p> <p>UNIT – V</p> <p>Strategic Evaluation and Control: Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of External controls.</p>				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Course Outcomes	<ul style="list-style-type: none">• The course outcome of with the knowledge of Strategic Management, Major Strategic.
Text Books	<ol style="list-style-type: none">1. Hitt, Michael A, R Duane Ireland, Robert E, Hoskisson; Management of Strategy – Concepts and Cases; Cengage Learning.2. Thompson A Jr., AJ Strickland; Strategic Management, Tata McGraw
Reference Books	<ol style="list-style-type: none">1. Haberberg Adrian, Alison Rieple, Strategic Management - Theory and Application; Oxford University Press.2. Kachru, Upendra; Strategic Management Concepts and Case; Excel Books.



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Course Title	EVENT MANAGEMENT				
Course Code	MIM 502				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of Event Managements.				
Course Objectives	Understand how special events are defined and classified and to develop an enhanced understanding of professionalism in event management.				
Course Contents	UNIT – I Designing corporate events that meet customer’s needs, the fundamentals of corporate hospitality, Ensuring ROI (return on investment) exhibition, Managing customer expectations, Types of corporate events.				
	UNIT – II In-house vs. event management companies, Corporate event packages, Staff events, Customer events, Team building, Menu and wine selection.				
	UNIT – III Charity Events and Award Ceremonies, Setting fund raising targets and objectives, Working with volunteers and committees, Generating goodwill and media exposure, Commissioning celebrities, MCs and entertainment.				
	UNIT – IV Outdoor Events, Concerts, Logistics, Risk Management, Types of outdoor events, Health and safety, Planning and logistics, Marketing and sponsorship, HR management, Programming and entertainment.				
	UNIT – V Celebrity events, Concerts, Launches, Fashion shows, National festivals and high-profile charity events, Liaising with agents, Contract negotiations, Client briefings, Celebrity wish lists and expectations, Paparazzi and entourages.				
Course Outcomes	<ul style="list-style-type: none">• The course outcome of with the knowledge of Designing, Charity Events and Award Ceremonies, Even Management.				
Text Books	<ol style="list-style-type: none">1. Singh, Sita Ram; Event Management; Aph Publishing Corporation.2. Wagen, Lynn Van Der; Event Management; Pearson				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Reference Books	<ol style="list-style-type: none">1. Gaur, Sanjay Singh and Sanjay Saggere; Event Marketing and Management; Vikas Publishing.2. Jr, Leonard H. Hoyle; Event Marketing: How to successfully promote events, festivals, conventions and expositions; John Wiley and Sons
------------------------	---



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Course Title	LABOUR LEGISLATION				
Course Code	MIM 503				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of Labour Laws.				
Course Objectives	To make the student aware about various labour laws.				
Course Contents	<p>UNIT – I Principles and development of Labour Legislations, Constitution and Labour Legislation in India, Impact of ILO on Labour Legislation in India, Social Justice, Natural Justice and Distributive Justice..</p> <p>UNIT – II Protective and Regulative Labour Legislations, Factories Act, Contract Labour (Regulation and Abolition) Act 1970.</p> <p>UNIT – III Legislation Concerning Wages & Bonus, Payment of wages Act, 1936, Minimum Wages Act, 1948, Equal Remuneration Act, 1976, Payment of Bonus Act, 1965.</p> <p>UNIT – IV Legislation Concerning Industrial Relations, Industrial Disputes Act, 1947 (with Orissa Rules), Indian Trade Unions Act, 1926, Industrial Employment (Standing Orders) Act, 1946.</p> <p>UNIT – V Legislations Concerning Social Security, Workmen's Compensation Act, 1923, Employees' state Insurance Act, 1948, Employees' Provident Fund Act, 1952, Maternity Benefit Act, 1961, Payment of Gratuity Act 1972.</p>				
Course Outcomes	<ul style="list-style-type: none">• The course outcome of with the knowledge of Labour Acts				
Text Books	1. Misra, S.N.; Labour and Industrial Law; Central Law Publication				
Reference Books	1. Bare Acts- Universal Publication. 2. Srivastava, S.C.; Industrial Relations and Labour Laws; Vikas Publishing				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

	House
--	-------



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Course Title	CORPORATE GOVERNANCE				
Course Code	MIM 504				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of Corporate Society and its laws.				
Course Objectives	<ul style="list-style-type: none"> To familiarize the students regarding the relevance of corporate governance at corporate level. 				
Course Contents	<p>UNIT – I Introduction to the topic, Concept of corporations, Concept of extended view of corporate citizenship Owners and stakeholders Types of owners Rights and privileges of shareholders, Ownership structures and corporate governance Pyramids and Tunneling.</p> <p>UNIT – II Perspectives on Corporate Governance, Theoretical background, Market and control model of governance chain Global Corporate Governance Practices Anglo-American Model, German Model, Japanese Model.</p> <p>UNIT – III Board Committees and Chairman, Separation OF CEO & Board Chairman post, Nomination Committee Board Selection Boards Performance Evaluation Executive Compensation Role of Remuneration Committee Human Side of Governance.</p> <p>UNIT – IV Corporate Misconduct & Miss governance Reasons for Corporate Misconduct Whistle Blower’s Protection Factors Responsible for Obstructing Effective Corporate Governance Practices Corporate Governance Rating Standard & Poor’s Corporate Governance Scores Corporate Governance Rating Methodology (Crisil).</p> <p>UNIT – V Governance of Financial Organizations & PSU’s Organizational patterns of PSU’s Powers of PSU Boards What can we learn from public governance Governance issues in Entrepreneurial Firms Unique issues among entrepreneurial forms Choosing Board of Directors and Venture capitalists Governance Report Governance issues in MNC’s & Joint Ventures.</p>				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Course Outcomes	<ul style="list-style-type: none">• The course outcome of with the knowledge of Corporate Governance, SEBI.
Text Books	<ol style="list-style-type: none">1. Mathur, U.C.; Corporate Governance and Business Ethics, Macmillan
Reference Books	<ol style="list-style-type: none">1. Baxi, C.V.; Corporate Governance, Excel books.2. Weston, J. Fred; Takeovers, Restructuring & Corporate Governance, Pearson Education.3. Singh, S.; Corporate Governance, Excel books



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Course Title	MARKTING OF SERVICES				
Course Code	MIM 505				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of Market of Services.				
Course Objectives	<ul style="list-style-type: none">To familiarize the students of the relevance of service marketing in various sectors.				
Course Contents	<p>UNIT – I Marketing of Services - Concepts and Issues - Conceptual Framework–Services Marketing: Basic Issues - Designing Service Strategy - Morphine.</p> <p>UNIT – II Marketing of Financial Services: The Indian Scene - Branding and Advertising of Financial Services - Consumer Banking. - Credit Card in India.</p> <p>UNIT – III Marketing of Hospitality Services: Concepts & Issues: Marketing of Hospitality and Tourism Services- Management and Marketing of Tourism in India- Hospitality Marketing : A Special Case in Services Marketing.</p> <p>UNIT – IV Marketing of Health Services: Health Services: The Indian Scene - Marketing of Family Planning- Marketing of Cardiac Care - Marketing of Health Services.</p> <p>UNIT – V Marketing of Education and Professional services: Marketing of Educational Services -Professional Education: Marketing of Services - Marketing of Professional support Services : Implications for Advertising Agencies .</p>				
Course Outcomes	<ul style="list-style-type: none">The course outcome of with the knowledge of Marketing of Financial Services.				
Text Books	1. Lock, Christopher Love; The Essence of Services Marketing; Pearson				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Reference Books	<ol style="list-style-type: none">1. Zeithaml, Gremler, Bitner and Ajay Pandit; Services Marketing; Tata McGraw.2. Nargundkar, Rajendra; Services Marketing; Text and Cases; Tata McGraw Hill
------------------------	--



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Course Title	Simulated Consultancy Project				
Course Code	MIM 506				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of process management				
Course Objectives	<ul style="list-style-type: none">To introduce the basic techniques of Production and Operations Management.				
Course Contents	<p>UNIT – I Introduction to Production and Operation Management, Product & Services Transmission Process. Product & Process Design. Automation, Duties and Responsibilities of Production Manager.</p> <p>UNIT – II Facility Location Planning, Factors Affecting Break Even Analysis for facility location planning, factors and location, Rect. Single Medial Model, Centre of Gravity model, Facility Capacity & Layout Planning – Decision Tree.</p> <p>UNIT – III Project Management, Role, Technique (CPM & PERT), software used for project management and simple project mapping on the software, Innovation Management, its structure and process and its uses.</p> <p>UNIT – IV MRP, JIT, Supply Chain Management. Aggregate Product Planning, logistics planning and its application in e-commerce. Use of SCM and logistics optimization techniques by e-commerce firms to compress order to delivery time.</p> <p>UNIT – V Inventory Management, structure of a modern warehouse, mechanization and automation by e-commerce companies.</p>				
Course Outcomes	<ul style="list-style-type: none">The course outcome of with the knowledge of Product and Operation Management, Project Management.				
Text Books	1. Bedi, Kanishka; Production and Operations Management; Oxford University Press				



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)

Reference Books	<ol style="list-style-type: none">1. Chary, S.N.; Production and Operations Management, Tata - McGraw – Hill.2. Mayer, R.R.; Production and Operations Management, McGraw – Hill.
------------------------	--



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester Vth

(Effective from the session: 2022-23)