

Shri Rawatpura Sarkar University, Raipur



Examination Scheme & Syllabus

For

BBA – MBA INTEGRATED

Semester-(VI)

(Effective from the session: 2022-23)



Faculty of Management

Shri Rawatpura Sarkar University, Raipur

BBA – MBA INTEGRATED Semester VIth

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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	MIM601	Th	Business Process Management	Core	3	-	1	4	70	30	-	-	100
2	MIM602	Th	International Business Management	Core	3	-	1	4	70	30	-	-	100
3	MIM603	Th	Investment Management	AE	3	-	1	4	70	30	-	-	100
4	MIM604	Th	Startup Management, Funding, Launching And Valuation	SE	3	-	1	4	70	30	-	-	100
Total Contact hr per week: 16			Total Credit: 16						Total Marks:				400



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Course Title	Business Process Management				
Course Code	MIM 601				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge on Process Management				
Course Objectives	To make the student understand the various process and various aspects of business management				
Course Contents	<p>UNIT – I Acquiring Language and Dealing with Its Structure, Functional Alignment of Sentences, Language Proficiency, Learning to Coordinate Speech, Thought and Action, Models and Natural Language Semantics of Sentences, Formal Languages and Natural Language, Subject-Oriented Construction of Business Process Models.</p> <p>UNIT – II Concept of Processes in BPM, Governors (People Caring for, Taking Responsibility for, or Driving Processes), Facilitators (People Accompanying Organizational Development, The Open Control Cycle of BPM Activity Bundles, IT of an Organization.</p> <p>UNIT – III BPM Stakeholders Involved in Process Analysis, Reference Points, Choice of Approach, Determine the Context of a Process, Process Descriptions in Natural Language, Evaluate and Decide.</p> <p>UNIT – IV Process Models and Process Instances, Modeling Procedure ,BPM Modeling Stakeholders, Basic Constructs of Subject-Oriented Modeling, Extension Constructs for Process Networks, Extension Constructs for Subject Behavior Specifications.</p> <p>UNIT – V Modeling by Construction, Modeling by Restriction, Determine Number of Subjects and Subject Identifiers, Adapt Behavior of Subjects Accordingly, Specify and Refine Business Objects.</p>				



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Course Outcomes	The course outcome of with the knowledge of Business Process Management.
Text Books	<ul style="list-style-type: none">• Buchwald H (2010) The Power of ‘As-Is’ Processes, Springer CCIS 85, pp. 13–23, 2010.• Exner, A., Exner, H., Hochreiter, G., Unternehmens (Selbst) Steuerung - Ein praktikables Managementmodell, in: Organisationsentwicklung - Zeitschrift für Unternehmensentwicklung und Change Management, No. 2, S. 56–65, 2010.• Gilbert, P., The next decade of BPM, in: Hull, R., Mendling, J., Tai, S. (Eds.), Business Process Management, Springer LNCS 6336, Berlin 2010. Heracleous L., Strategy and Organization - Realizing Strategic Management, Cambridge/UK 2003.
Reference Books	<ul style="list-style-type: none">• Kemper, H.-G., Mehanna, W., Unger, C., Business Intelligence - Grundlagen und praktische Anwendungen, Wiesbaden 2004



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Course Title	INTERNATIONAL BUSINESS MANAGEMENT				
Course Code	MIM 602				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge on Trade and International Business.				
Course Objectives	To make the student understand the various policies and various agreement at global level.				
Course Contents	<p>UNIT – I International Business: and overview; International Business Theories Liberalization: trade and tariff, regional blocks and world trade organization.</p> <p>UNIT – II Foreign Exchange and National Economy; Registration on International Competitions The Competitive and Technological Environment.</p> <p>UNIT – III Multinational Enterprises and National Institutions; The Foreign Sector of the Developing Economies; Multi-cultural Management, World Monetary and Financial system: foreign Investment Management.</p> <p>UNIT – IV Intergovernmental Agreements on Trade and Investment; Restraints on International Competitions; New Economic Policy and Foreign Investment in India.</p> <p>UNIT – V Documentation Procedure.</p>				
Course Outcomes	<ul style="list-style-type: none">• The course outcome of with the knowledge of International Business, Foreign Investment Management.				
Text Books	1. Charles, W.L., Hill and Arun K. Jain; International Business, Tata McGraw Hill				



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Reference Books	<ol style="list-style-type: none">1. Paul, Justin and Raunack Kapoor; International Business, PHI.2. Cherunilam, Francis; International Business: Text and Case; PHI.
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Course Title	INVESTMENT MANAGEMENT				
Course Code	MIM 603				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of Investment and types of Investment.				
Course Objectives	To introduce the capital and bond markets, also the basic concepts relating to money market and financial institutions.				
Course Contents	<p>UNIT – I Financial System: Components of Indian Financial System, Institutions, Instruments, Market & Services, Nature and Role of Financial System, & Economic Development, Financial Sector Reforms.</p> <p>UNIT – II Capital Market: Constituents, Functions, Capital Market instruments, New issue Market, Private Placement, Security Exchange Board of India, Regulation and Investor Protection.</p> <p>UNIT – III Secondary Market: Stock Exchange; Rules & Regulation of Trading & Settlement, Stock Market Reforms, Listing of Shares, Depositories System.</p> <p>UNIT – IV Money Market: Constituents and functions, Types of Money Market, Government Security Market, Money Market Instruments, Regulations of the Money Market.</p> <p>UNIT – V Financial Institutions: Reserve Bank of India, Commercial Banks, Developmental Financial Institutions, Investment institutions, Role & Functions.</p>				
Course Outcomes	<ul style="list-style-type: none">• The course outcome of with the knowledge of Foreign Investment Management, Capital Market, Money Market and financial Institution.				



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Text Books	1. Bernstein, Peter L and Aswath Damodaran; Investment Management, Wiley.
Reference Books	1. Fabozzi, Frank J and Franco Modigliani; Capital Markets: Institutions and Instruments, Prentice Hall.



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Course Title	STARTUP MANAGEMENT, FUNDING, LAUNCHING AND VALUATION				
Course Code	MIM 604				
Course Credits	L	T	P	TC	
	3	1	-	4	
Prerequisites	Basic knowledge of startup Management, Funding, Launching and Valuation.				
Course Objectives	<p>This course aims to impart crucial knowledge about planning & funding parameters and valuation of startups at various stages of growth cycle. Startups being a vehicle of growth of national economy, their funding and valuation assume importance for successful ventures. Financing & valuation of startups at different stages of execution and growth and the metrics deployed by venture capitalists shall be the main learning objective of this course. Students will develop excel based templates and business models of various stages of a startup.</p>				
Course Contents	<p>UNIT – I</p> <p>Making a business plan for a startup; various components and their strategic impact on financial viability of a startup, conducting a consumer survey for product or service ideation, firming the idea of a startup. Various methods of proof of concept testing, product and service validation, assessing the market size, test market assessment and scaling up plans, competitor analysis, assessing the cost of innovation.</p> <p>UNIT – II</p> <p>Making a team of founders, critical parameters of team building, team management, HR practices that spur innovation, concept of sweat equity and ESOP for the founding team, managing flexi time concept.</p> <p>UNIT – III</p> <p>Stages of growth, funding assessment for various growth stages, VC's for each stage of growth, method of valuation, safeguards of equity dilution, financing products for various growth stages and seed funding.</p> <p>UNIT – IV</p> <p>Legal aspects of a startup, term sheet for takeover, equity dilution, strategic partnership, exit strategies for key personnel, cross border taxation and takeover rules.</p>				



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	<p>UNIT – V</p> <p>Preparation of launch strategy, understanding market dynamics, controlling burn rate in marketing and advertising, innovative market promotion strategies, go to market strategies for different industry segmented.</p>
Course Outcomes	<ul style="list-style-type: none">• The course outcome of with the knowledge of Legal aspects of a startup Management, Funding, Preparation of launch strategy and Valuation.
Text Books	<ol style="list-style-type: none">1. Awakening the Entrepreneur within; Michael E Berger
Reference Books	<ol style="list-style-type: none">1. Internal notes and templates from E-library