

# **Shri Rawatpura Sarkar University, Raipur**



## **Examination Scheme & Syllabus**

**for**

**BBA –MBA INTEGRATED**

**SEMESTER - VIII**

(Effective from the session: 2022-23)



## Faculty of Management

Shri Rawatpura Sarkar University, Raipur

**BBA – MBA INTEGRATED Semester VIII**

(Effective from the session: 2022-23)

### **Program Outcomes OF BBA-MBA**

1. An Understanding of Business Functions
2. Providing Global Perspectives
3. Developing Critical and Analytical Thinking Abilities
4. Interpersonal Skill Development
5. Creating Social Sensitivity and Understanding CSR,
6. Ethical and Sustainable Business Practices Demonstrate sensitivity to social,
7. ethical and sustainability issues Developing Entrepreneurship Acumen
8. **Management Knowledge:** Acquire knowledge and skills in management and ability to apply its principles and practices to arrive at optimal solution for any corporate problems.
9. **Problem analysis:** Demonstrate critical thinking skills in understanding managerial issues and problems by collecting and analyzing data.
10. **Development of solutions:** Design solutions for management problems by applying the contemporary methods in management sciences to enhance organizational efficiency and to find innovative business solutions.
11. **Behavioral skills:** Improve the verbal and non-verbal communication skills and acquire leadership skill and team work capabilities through participation. Demonstrate hands-on experience in administration and research.
12. **Ethics:** Apply ethical principles and understand the impact of the professional management solutions in societal and environmental contexts



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**PROGRAM SPECIFIC OUTCOMES PSO OF BBA - MBA**

1. : Understand of the corporate world
2. : Analyze the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
3. : Determine conceptual and analytical abilities required for effective decision making.
4. : Understand the dynamic and complex working environment of Business.
5. : Understand the problems faced by the business sector in the Current scenario.
6. : Analyze the ups and downs of the stock market.
7. Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
8. Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
9. Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
10. Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
11. Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.



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S. N	Course Code	Th/Pr	Subject	Type of Course	Teaching hours per week			T C	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									EX	IN	EX	IN	
1	MIM801	Th	STRATEGIC MANAGEMENT	Core	3	1		4	70	30			100
2	MIM802	Th	PERFORMANCE MANAGEMENT & LEADERSHIP	Core	3	1		4	70	30			100
3	MIM803	Pr	DISSERTATION	Core			8	8			50	150	200
4	Codes are given in the list of electives	Th	Elective I (Paper – 1, A)	Core	3	1		4	70	30			100
5	Codes are given in the list of electives	Th	Elective-I (Paper – 2 , B)	Core	3	1		4	70	30			100
6	Codes are given in the list of electives	Th	Elective II (Paper – 1, A)	Core	3	1		4	70	30			100
<b>Total Contact hr per week: 32</b>				<b>Total Credit: 32</b>				<b>Grand Total Marks:</b>				<b>800</b>	



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**ELECTIVE SPECIALIZATION:-**

<b>S.no</b>	<b>Specialization Name</b>	<b>Subject Name</b>	<b>Code</b>
1	Marketing Management	Rural & Social Marketing	MIM804-A
		Retail Marketing	MIM804-B
2	Human Resource Management	Counseling Skills for Managers	MIM805-A
		International Human Resource Management	MIM805-B
3	Finance Management	Derivatives & Risk Management	MIM806-A
		Security & Portfolio Management	MIM806-B
4	Production Management	World Class Manufacturing	MIM807-A
		Product Design	MIM807-B



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<b>Course Title</b>	<b>STRATEGIC MANAGEMENT</b>				
<b>Course Code</b>	<b>MIM 801</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>		<b>4</b>	
<b>Prerequisites</b>	To basic knowledge about STRATEGIC MANAGEMENT				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>To create awareness about the applicability of the concepts, techniques and processes of STRATEGIC MANAGEMENT. To familiarize with the special problems related to Performance Management, and to help understand the working of rural marketing institutions.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT – I</b>  Meaning, Scope and Importance of Strategic Management Nature of Strategic Management, Characteristics, Strategic Management Process, Strategic Management Model. Dimension and Levels of Strategy. Role of strategists in business Policy</p> <p><b>UNIT - II</b>  Lectures Corporate Planning, Concept of Planning, Planning Process, Types of Planning, Strategic Planning, Strategic Decision Making, Vision, mission, and purpose, objectives and goals of a business organization Types of strategies – Guidelines for crafting successful business strategies.</p> <p><b>UNIT – III</b>  Environmental Appraisal External Analysis: Industry analysis, Remote environment analysis, Competitive analysis, Global Environmental analysis. Internal Analysis: Resource-based view of the firm, Capabilities, core competence, value chain analysis, VRHN analysis, Distinctive competency, Sustainable competitive advantage and profitability. SWOT Analysis. , Synergy.</p> <p><b>UNIT - IV</b>  Strategic Analysis and Choice Environmental Threat and Opportunity Profile (ETOP); BCG, TOWS, GE, Directional Policy Matrix Organizational Capability Profile – Strategic Advantage Profile Corporate Level Strategies Growth, stability, renewal, corporate portfolio analysis, Grand strategies, McKinsey’s 7s Framework. Business Level Strategies Michael Porter’s Generic strategies. Functional level strategies.</p>				



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	<p><b>UNIT - V</b></p> <p>Strategy Implementation and Evaluation Strategy Implementation: Structure, Systems and People, issues in implementation, Model of Strategic Implementation, Project implementation, Procedural implementation, Resource Allocation, Budgets, Organization Structure, Strategy and Organization Structure, Different Types of Organizational Structure, Social responsibilities and Ethics-Building a capable organization Functional issues. Symptoms of malfunctioning of strategy Operations Control and Strategic Control, An overview of Strategic Evaluation and Control-Measurement of performance Analyzing variances Role of organizational systems in evaluation. Strategic Management for non-profit organizations</p>
<b>Course outcome</b>	<ul style="list-style-type: none"><li>• After completion of the course student will come up the good skill in Strategic Management.</li><li>• Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</li><li>• Students will demonstrate a clear understanding of the concepts, tools &amp; techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</li><li>• . Students will be able to demonstrate effective application of concepts, tools &amp; techniques to practical situations for diagnosing and solving Organisational problems.</li><li>• Students will be able to demonstrate capability of making their own decisions in dynamic business landscape.</li></ul>
<b>Text Book</b>	<ol style="list-style-type: none"><li>1. Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson (2008), Management of Strategy-Concepts and Cases, 4/e, Cengage Learning, New Delhi. John.</li><li>2. A. Pearcell, Richard B. Robinson Jr, Amita Mital, (2008), Strategic Management– Formulation, Implementation and Control,1/e, Tata McGraw-Hill, New Delhi 3</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Charles. W.L Hill, Gareth R Jones (2005), Strategic Management-An Integrated Approach,6/e, Biztantra, New Delhi.</li><li>2. Thompson A Jr, A. J. Strickland,(2008), Strategic Management, Tata McGraw-Hill• Publishing, New Delhi..</li></ol>



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<b>Course Title</b>	<b>PERFORMANCE MANAGEMENT &amp; LEADERSHIP (PML)</b>				
<b>Course Code</b>	<b>MIM 802</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>		<b>4</b>	
<b>Prerequisites</b>	To basic knowledge about <b>PERFORMANCE MANAGEMENT &amp; LEADERSHIP</b>				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>To create awareness about the applicability of the concepts, techniques and processes of Performance Management. To familiarize with the special problems related to Performance Management, and to help understand the working of rural marketing institutions.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT – I</b></p> <p>Introduction to Performance Management: Performance Management : Concept and Definition – Performance Appraisal Vs Performance Management- Objectives and Importance of Performance Management, Determinants of Job Performance- Process of Performance Management- Performance Management Cycle- Challenges &amp; Ethics in Performance Management.</p> <p><b>UNIT - II</b></p> <p>Performance Management System: Model of Performance Management System, Objectives and Functions of Performance Management System, Characteristics of Effective Performance Management System, Competency Based Performance Management System Competency Mapping and its linkage to Performance Planning, Counseling and Monitoring of Performance for High Job Performance</p> <p><b>UNIT – III</b></p> <p>Implementation of Performance Management System: Balance Score Card Approach to Performance Management System- Strategies for Effective Implementation of Performance Management- Operational Change through Performance Management- Concept of High Performance Teams- Organizational Culture and Performance Management, Role of HR Professionals in improving Organizational Performance.</p> <p><b>UNIT - IV</b></p> <p>Performance Management Linked Reward system: Objectives and Components of Reward System-Performance Review- Performance Analysis Process and Methods of Performance Appraisal- Relationship of Job Performance with Job Satisfaction- Linkage of Performance Management to Reward and Compensation System-</p>				





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	<p>Implication of Performance management on Organizational Reward System.</p> <p><b>UNIT - V</b></p> <p>Leadership: Personality Types and Leadership- Five Factor Model of Personality Contemporary Leadership Styles Leadership Perspectives on Cultural Values- Social Responsibility and Organizational Performance- Leadership based Performance Management Role of Leadership in developing and Leading High Performing Teams.</p>
<b>Co urs e out co me</b>	<ul style="list-style-type: none"><li>• After completion of the course student will come up the good skill in Performance Management &amp; Leadership Skill.</li><li>• Discuss the difference between performance management and performance appraisal</li><li>• Identify the necessary characteristics of accurate performance management tools</li><li>• List and briefly discuss the purposes for performance appraisals</li><li>• Identify and briefly discuss the options for “what” is evaluated in a performance appraisal</li><li>• Briefly discuss the commonly used performance measurement methods and form</li></ul>
<ul style="list-style-type: none"><li>• Text Book</li></ul>	<ul style="list-style-type: none"><li>• 1. Michael Armstrong “Performance Management” 2010, Kogan Page.</li><li>• 2. A.S. Kohli &amp; T.DeB, “Performance Management”, 2009, Oxford.</li><li>• 3. T.V.Rao, Performance Management &amp; Appraisal System, Sage , 2008</li></ul>
<ul style="list-style-type: none"><li>• Reference Books</li></ul>	<ul style="list-style-type: none"><li>• M Armstrong, “Performance Management &amp; Development”, 2010,Jaico.</li><li>• PremChadha, Performance Management, 2009, Macmillan.</li><li>• Joe Willmore, “Performance Basics”, 2004, ASTD Press.</li></ul>



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<b>Course Title</b>	<b>DISSERTATION AND VIVA-VOCE</b>				
<b>Course Code</b>	<b>MIM 803</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
			<b>8</b>	<b>8</b>	
<b>Prerequisites</b>	To basic knowledge about the research methodology .				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>• The module aims to develop an understanding of the processes and skills required to undertake a supervised research project.</li> <li>• Develop research skills commensurate with the accomplishment of a master’s degree</li> <li>• develop skills in independent inquiry</li> <li>• produce a coherent and logically argued piece of writing that demonstrates competence in research and the ability to operate independently</li> <li>• address issues of research design, methodology, ethics and theoretical arguments, and apply these to your own research</li> </ul>				
<b>Course Contents</b>	<p>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</p>				
<b>Course outcome</b>	<ul style="list-style-type: none"> <li>• design and manage a piece of original project work;</li> <li>• develop a research proposal and protocol;</li> <li>• discuss the ethical dimensions of their research and obtain appropriate ethical approval if needed;</li> <li>• synthesize knowledge and skills previously gained and applied to an in-depth study;</li> <li>• establish links between theory and methods within their field of study;</li> <li>• select from different methodologies, methods and forms of analysis to produce a suitable research design, and justify their design;</li> </ul> <p>present the findings of their project in a written report</p>				
<b>Text Book</b>	<ol style="list-style-type: none"> <li>1. C. R kothari Research Methodology.</li> <li>2. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches by John W. Creswell and J. David Creswell</li> <li>1. The Craft of Research by Wayne C. Booth, Gregory G. Colomb, and</li> </ol>				



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	<p>Joseph M. Williams</p> <p>2. Research Methodology: A Step-by-Step Guide for Beginners by DrRanjit Kumar</p>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Essentials of Research Design and Methodology by Geoffrey R. Marczyk</li><li>2. Qualitative Research: A Guide to Design and Implementation by Sharan B. Merriam</li><li>3. Introduction to Quantitative Research Methods: An Investigative Approach by Mark Balnaves&amp; Peter Caputi</li><li>4. Research Justice by Andrew J Jolivette</li><li>5. Single Case Research Methodology by David L. Gast&amp; Jennifer R. Ledford</li><li>6. Qualitative Dissertation Methodology: A Guide for Research Design and Methods 1st Edition by Nathan R. Durdella</li><li>7. Introducing Research Methodology: A Beginner's Guide to Doing a Research Project by Uwe Flick</li></ol>



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#### SPECIALIZATION –MARKETING MANAGEMENT-1

<b>Course Title</b>	<b>RURAL &amp; SOCIAL MARKETING</b>				
<b>Course Code</b>	MIM 804-A				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	3	1		4	
<b>Prerequisites</b>	To basic knowledge about marketing management.				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context. To familiarize with the special problems related to sales in rural markets, and to help understand the working of rural marketing institutions.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT – I</b> Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.</p> <p><b>UNIT - II</b> Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.</p> <p><b>UNIT – III</b> Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.</p> <p><b>UNIT - IV</b> Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.</p> <p><b>UNIT - V</b> Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.</p>				
<b>Course outcome</b>	<ul style="list-style-type: none"> <li>After completion of the course student will come up the good skill in marketing and their practicing in rural sector .</li> <li>reference to Indian context</li> <li>Understand the Rural market distribution</li> <li>Provides knowledge about the Staffing, Directing and Control</li> <li>Know about the consumer behavior and trends in Rural marketing</li> </ul>				



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<b>Text Book</b>	<ol style="list-style-type: none"><li>1. Balaram Dogra &amp; Karminder Ghuman, RURAL MARKETING: CONCEPT &amp; CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008</li><li>2. A.K. Singh &amp; S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007</li><li>3. CSG Krishnamacharylu &amp; Laitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia. 2009</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>3. Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi</li><li>4. Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi.</li><li>5. Rudder Dutt Sundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi</li></ol>



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<b>Course Title</b>	<b>RETAIL MARKETING</b>				
<b>Course Code</b>	<b>MIM 804-B</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>		<b>4</b>	
<b>Prerequisites</b>	To basic knowledge about the marketing management.				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>The course enables students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools &amp; techniques.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT-I</b>  Marketing Channels &amp; Supply Chains: Emergence, role and types of marketing channels, channel members and their characteristics, choosing various channel options, factors affecting the choice. Supply chain management (SCM) - advantages gained, physical flow of merchandise, and logistics of e-retailing.</p> <p><b>UNIT-II</b>  Retailing: Nature and Importance of retailing, wheel of retailer, Types of retailing- ownership based, store based, non-store based, web based. Retail management decisions, Recent Trends in retailing.</p> <p><b>UNIT-III</b>  Strategic Planning in Retailing: Situation analysis, objectives, identification of consumers and positioning, overall strategy, specific activities and control. Identifying &amp; understanding consumer – Consumer demographics &amp; life styles, consumer needs &amp; desires, consumer shopping attitude, consumer decision process, retailer’s action.</p> <p><b>UNIT-IV</b>  Location , Operation &amp; Merchandise Management :Trading Area Analysis, site selection, store formation size and space allocation, store security and credit management. Merchandise plans- forecasts, innovativeness, assortment decisions, brand decisions, timing and allocation, merchandise pricing.</p> <p><b>UNIT-V</b>  Retail Promotion: Building retail store image, atmosphere, layout planning, Retail promotional mix strategy, Retail store sales promotional schemes.</p>				
<b>Course outcome</b>	<ul style="list-style-type: none"> <li>After the completion of the course student will come up the good skill of retail marketing .</li> </ul>				



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	<ul style="list-style-type: none"><li>• retail product ranges</li><li>• Understand the concepts of effective retailing</li><li>• retail product ranges</li><li>• Know the recent trends in retailing in India</li><li>• Possess the knowledge of various retail formats and will be understand the retail customer</li></ul>
<b>Text Book</b>	<ol style="list-style-type: none"><li>1. Berman , Barry and Joel Evans Retail Management</li><li>2. Cooper, J. Strategy planning in Logistics and Transportation</li><li>3. Cox, Roger and Paul Brittain Retail Management</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Levy &amp; Weitz Retailing Management.</li><li>2. Kotter , Philip Marketing Management</li></ol>



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#### SPECIALIZATION – HUMAN RESOURCE MANAGEMENT -2

<b>Course Title</b>	<b>COUNSELLING SKILLS FOR MANAGERS</b>				
<b>Course Code</b>	MIM 805-A				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	3	1		4	
<b>Prerequisites</b>	To basic knowledge about the human resource management rule and principle.				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>The objective of the course is to develop basic skills among students to interpedently handle a wide range of Employees Counseling and Performance Counseling.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT-I</b> Emergence and growth of Counseling Services. Counseling Process and Application of Counseling to Organization and Personal Situation with focus on Performance Counseling. Approaches to Counseling.</p> <p><b>UNIT-II</b> Counselors- Client Relationship. Understanding Client’s Behavior. Developing and termination a Counseling Relationship and Follow Up. Assessing Client’s Problem. Special Problems in Counseling.</p> <p><b>UNIT-III</b> Counselor’s Attitudes. Skills of Counseling. Counseling Strategies. Counseling Strategies. Counseling Therapies- Insight Oriented Therapy. Behavior Therapy and Group Theory.</p> <p><b>UNIT-IV</b> Communication and Persuasion. Communication Strategies and Reference Group and their Role in Understanding Client’s Problem.</p> <p><b>UNIT-V</b> Motivation and Inventive Requirement of Productivity. Role of Counseling in Understanding of Low Productivity of Indian Workers. Need of Counseling Cell in the Organization. Application of Counseling to Organizational Situations with a focus on Performance Counseling.</p>				
<b>Course outcome</b>	<ul style="list-style-type: none"> <li>After completion of the course student will handle the manager counseling .</li> <li>What counseling skills are</li> <li>How to improve your listening skills</li> <li>Ways to clarify and expand understanding</li> <li>How to help clients change</li> <li>How to conduct sessions, and</li> </ul>				





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	<ul style="list-style-type: none"><li>• Guidance on ethical practice.</li><li>•</li></ul>
<b>Text Book</b>	<ol style="list-style-type: none"><li>1. Corner L S, Guide Hackney H- The Professional Counselor's Process to Helping</li><li>2. McLennan, Nigel - Counseling for Managers</li><li>3. Moursund J - The Process of Counseling and Theory</li><li>4. Flippo, Edwin B - Principles of Personnel Management</li><li>5. Janase - Interpersonal Skills in Business</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Munra C A - Counseling- A Skills Approach</li><li>2. Lussiar - Human Relations in Organization</li><li>3. Corner L S et.al- The Professional Counselor Guide to Helping</li><li>4. Patterson – The counselling Process</li></ol>



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<b>Course Title</b>	<b>International Human Resource Management</b>				
<b>Course Code</b>	<b>MIM 805-B</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>		<b>4</b>	
<b>Prerequisites</b>	To basic knowledge of human resource management .				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>To Provide conceptual framework of Industrial Relation. To make students aware with the Indian Labour legislation. To make students aware with the basic requirements and mandate of labour legislations</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT-I</b></p> <p><b>Introduction to IHRM:</b> Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM.</p> <p><b>UNIT-II</b></p> <p><b>Models of IHRM-</b>Matching model, Harvard Model, Contextual Model, 5P Model European Model. SHRM: Evolution of MNE’s, Business strategies, IHRM Strategies, SIHRM. Barriers in effective global HRM. Socio-cultural context, Organizational dynamics and IHRM: Role of culture in International HRM, Country and Regional Cultures, Country Culture versus MNE Culture. Culture and employee management issues/ impact of Country culture on IHRM.</p> <p><b>UNIT-III</b></p> <p><b>International Workforce planning and staffing:</b> International labour market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments, Selection criteria and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.</p> <p><b>UNIT-IV</b></p> <p><b>Developing Global Mindset: Global Leadership,</b> Cross cultural context and international assignees, Current scenario in international training and development, training &amp; development of international staff, types of expatriate training, sensitivity training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.</p>				



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	<p><b>UNIT-V</b></p> <p><b>Performance Management:</b> Performance Management and MNE, Constraints in goal attainment, performance management cycle, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.</p>
<b>Course outcome</b>	<ul style="list-style-type: none"><li>• After the completion of the course student will come up the good skill of legislation in market .</li><li>• Demonstrate an understanding of key terms, theories/concepts and practices within the field of IHRM</li><li>• Obtain, through elective courses, an in-depth knowledge of specific IHRM-related theories, skills and practices</li><li>• Appreciate the implications of increasing globalisation for the management of human resources, with particular reference to IHRM in multinational corporations</li><li>• Develop and ability to undertake qualitative and quantitative research and apply this knowledge in the context of an independently constructed work (i.e. dissertation)</li></ul>
<b>Text Book</b>	<ol style="list-style-type: none"><li>1. International Human Resource Management, Peter Dowling and Denice Welch, Cengage Learning</li><li>2. International Human Resource Management, Tony Edwards, Pearson Education</li><li>3. Global Human Growth Model, M.N Rudrabasavaraj, Himalaya</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. International Human Resource Management, Monir Tayeb, Oxford MonappaArun, Industrial Relations</li></ol>



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**SPECIALIZATION – FINANCE MANAGEMENT-3**

<b>Course Title</b>	<b>DERIVATIVES &amp; RISK MANAGEMENT</b>				
<b>Course Code</b>	MIM 806-A				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>		<b>4</b>	
<b>Prerequisites</b>	To basic knowledge about the risk management in financial market .				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>• To enable students Understand the nuances involved in derivatives</li> <li>Understand the basic operational mechanisms in derivatives</li> <li>• <b>OUTCOME</b> Possess good skills in hedging risks using derivatives</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT I</b>  Derivatives ,Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives.</p> <p><b>UNIT II FUTURES CONTRACT</b>  Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using Futures Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.</p> <p><b>UNIT III</b>  Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts.</p> <p><b>UNIT IV</b>  <b>SWAPS</b> Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk.</p> <p><b>UNIT V</b>  <b>DERIVATIVES IN INDIA</b> Evolution of Derivatives Market in India – Regulations - Framework – Exchange Trading in Derivatives Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives.</p>				



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<b>Course outcome</b>	<ul style="list-style-type: none"><li>• After the completion of the course student are understand the risk derivatives operation in market.</li><li>• Graduates will demonstrate the ability to communicate effectively both orally and in writing.</li><li>• Graduates will demonstrate knowledge of the legal and ethical environment impacting business organizations and exhibit an understanding</li><li>• appreciation of the ethical implications of decisions.</li><li>• Graduates will demonstrate an ability to work effectively with others.</li></ul>
<b>Text Book</b>	<ol style="list-style-type: none"><li>1. John.C.Hull, Options, Futures and other Derivative Securities“, PHI Learning, 9th Edition, 2012</li><li>2. Keith Redhead, „Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs“,–</li><li>3. PHI Learning, 2011.</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. John.C.Hull, Options, Futures and other Derivative Securities“, PHI Learning, 9th Edition, 2012</li><li>2. Keith Redhead, „Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs“,–</li></ol>



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<b>Course Title</b>	<b>SECURITY &amp; PORTFOLIO MANAGEMENT</b>				
<b>Course Code</b>	<b>MIM 806-B</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>		<b>4</b>	
<b>Prerequisites</b>	To basic knowledge about the finance management.				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>• Understand the modes of issuing securities</li> <li>• Acquire financial evaluation technique of leasing and hire purchase</li> </ul> <b>OUTCOME</b> Good knowledge on merchant banking activities				
<b>Course Contents</b>	<p><b>UNIT-I</b>            Portfolio Management and Portfolio analysis: : Meaning of Portfolio Management- Phases of Portfolio Management-Evolution of Portfolio Management-Role of Portfolio Manager. Meaning of portfolio analysis- Risk and Return of Portfolio-diversification-Portfolios with more than two securities</p> <p><b>UNIT-II</b>            Portfolio selection, Portfolio Revision and Evaluation: Selection of optimal Portfolio-Pricing of securities with CAPM.-: Need for Revision-Meaning of portfolio Revision Portfolio Revision strategies-Need for Evaluation-Evaluation perspective-meaning of Portfolio Evaluation- Measuring portfolio Return -Risk Adjusted Returns Differential Return- - Sharpe's, Treynor's and Jensen's Measure for Portfolios Performance- FAMA's Decomposition.</p> <p><b>UNIT- III</b>            Investment: Meaning and Nature of Investment- Objectives and Process of Investment- Investment Environment- Investment Avenues -Securities Trading Recent Developments in Stock Market.</p> <p><b>UNIT-IV</b>            Fundamental and Technical Analysis: Economy analysis- Industry analysis- Company analysis. Meaning of Technical Analysis- Dow Theory-Elliot Wave theory- Moving Averages- Breadth of Market Momentum- Market Indicators- Technical vs Fundamental Analysis- Efficient Market Hypothesis (EMH)</p> <p><b>UNIT-V</b>            SECURITIES REGULATION - The Securities and Exchange Commission - The International Organization of Securities Commissions - Registration of Securities - Investor Protection - Manipulation of Security Prices - Insider Trading - Tender Offer - White Collar Crimes Related to Securities.</p>				
<b>Course outcome</b>	<ul style="list-style-type: none"> <li>• After the completion of the course student will come up the good skill of financial service .</li> <li>• To provide a theoretical and practical background in the field of</li> </ul>				



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	<p>investments.</p> <ul style="list-style-type: none"><li>• Designing and managing the bond as well as equity portfolios in the real world.</li><li>• Valuing equity and debt instruments.</li><li>• Measuring the portfolio performances.</li></ul>
<b>Text Book</b>	<ol style="list-style-type: none"><li>1. S. Kevin, Security analysis and Portfolio Management, PHI, 2010, 2nd Edition, New Delhi. Nalini PravaTripathy, Financial Services, PHI Learning, 2011.</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Alexander. G.J, Sharpe. W.F and Bailey. J.V, "Fundamentals of Investments", PHI,, 2010.</li><li>2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,</li><li>3. . Reilly, Brown: "Analysis of Investments and Management of Portfolios", Cengage Learning, New Delhi, 2013 Sasidharan, Financial Services and System, Tata Mcgraw Hill, New Delhi, 2nd Edition, 2011.</li></ol>



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**SPECIALIZATION – PRODUCTION MANAGEMENT-4**

<b>Course Title</b>	<b>WORLD CLASS MANUFACTURING</b>				
<b>Course Code</b>	<b>MIM 807-A</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>		<b>4</b>	
<b>Prerequisites</b>	To basic knowledge about the production and operation management.				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>To acquaint the students with the world class manufacturing environment and optimized production principles</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT-I</b>  World Class Manufacturing Environment: Imperatives for success - Technology, Systems approach and change in the mindset: Strategic decisions in, Manufacturing Management: Choice of Technology, Capacity.</p> <p><b>UNIT-II</b>  Layout / Automation in Material handling systems; Implementation Problems/Indian experience; Optimized Production; Just - in - Time System: JIT Manufacturing System, JIT Pull system Chain Management/Bench Marketing;</p> <p><b>UNIT-III</b>  QFD - Quality House, Failure Mode effect analysis, Fault - tree analysis, Concurrent Engineering  Principles Touches quality loss function, and Robust Design concept, Designing products through  'Fuzzy' Logic, Quality Management Systems and ISO Standards;</p> <p><b>UNIT-IV</b>  Total Productive Maintenance, Objective of TPM - Total System effectiveness,. Role of IT in World Class Manufacturing, Flexible Manufacturing Systems (FMS), Six Sigma.</p> <p><b>UNIT-V</b>  Growth of Urbanization and Problems of Transportation: Transport- Challenges and Limitations;  Government Activities in Transportation; Load Planning: Transportation Modes and their Selection;  Sequential Travel Demand Forecasting Models: Future Developments in Transportation; Motor Vehicle Act 1988 and its Impact on Urban Transport</p>				





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<b>Course outcome</b>	<ul style="list-style-type: none"><li>• After the completion of the course student will understand the manufacturing process of production environment .</li><li>• Demonstrate the relevance and basics of World Class Manufacturing.</li><li>• Understand customization of product for manufacturing.</li><li>• Understand the implementation of new technologies.</li><li>• Compare the existing industries with WCM industries</li></ul>
<b>Text Book</b>	<ol style="list-style-type: none"><li>1. Buffa, Elwood et. al, Programmed learning at for Production and Operations Management - Illinois, Learning System Co.</li><li>2. Dervitsiotis, Kostas N, Operations Management, McGraw Hill.</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. Hughes, Chris, Productions and Operations Management, Pan Books.</li><li>2. Schonberger, Richard J., Japanese Manufacturing Techniques.</li><li>3. Dickey, J W., Metropolitan Transportation Planning, Tata McGraw Hill.</li></ol>



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<b>Course Title</b>	<b>PRODUCT DESIGN</b>				
<b>Course Code</b>	<b>MIM 807-B</b>				
<b>Course Credits</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>TC</b>	
	<b>3</b>	<b>1</b>		<b>4</b>	
<b>Prerequisites</b>	To basic knowledge about the production management.				
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>Understand the application of structured methods to develop a product.</li> </ul>				
<b>Course Contents</b>	<p><b>UNIT I</b>  <b>INTRODUCTION:</b> Defining Product, Types of products. Product development – characteristics, duration and cost, challenges. Generic Process- Adapting to product types. Evaluation – decay curve – cost expenditure curve.</p> <p><b>UNIT III</b>  <b>PRODUCT PLANNING:</b> Product Planning Process – Steps. Opportunity identification – breakdown structure- product development charter. Product Life Cycle. Technology Life Cycle - Understanding Customer Needs - Disruptive Technologies- Product Specification - Concept Generation – Activity- Steps- Techniques.</p> <p><b>UNIT II</b>  <b>PRODUCT PLANNING:</b> Concept Selection – Importance, Methodology, concept Screening, Concept Scoring. Concept Testing. Product Architecture- Definition, Modularity, implication, Establishment, Delayed Differentiation, Platform Planning.</p> <p><b>UNIT IV</b>  <b>INDUSTRIAL DESIGN AND DESIGN TOOLS:</b> Industrial Design, Design for Manufacturing-Value Engineering-Ergonomics-Prototyping-Robust Design- Design for X-failure rate curve-product use testing- Collaborative Product development-Product development economics-scoring model- financial analysis.</p> <p><b>UNIT V</b>  <b>PATENTS:</b> Defining Intellectual Property Rights defining intellectual property, and types and Patent Searches and Application, Patent Ownership and Transfer, Patent Infringement, New Developments and International Patent Law, industrial design copy right, geographical indication</p>				
<b>Course outcome</b>	<ul style="list-style-type: none"> <li>After the completion of the course student will understand product planning, industrial design and design tools.</li> <li>Use the Product Design and Development Process, as a means to</li> </ul>				



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	<p>manage the development of an idea from concept through to production.</p> <ul style="list-style-type: none"><li>• Employ research and analysis methodologies as it pertains to the product design process, meaning, and user experience.</li><li>• Apply creative process techniques in synthesizing information, problem-solving and critical thinking.</li><li>• Demonstrate and employ hand drawing and drafting principles to convey concepts.</li><li>•</li></ul>
<b>Text Book</b>	<ol style="list-style-type: none"><li>1. Karl T. Ulrich, Steven D. Eppinger, Anita Goyal Product Design and Development, Tata McGraw – Hill, Fourth Edition, reprint 2009.</li><li>2. Kenneth B.Kahn, New Product Planning, Sage, 2010.</li></ol>
<b>Reference Books</b>	<ol style="list-style-type: none"><li>1. A.K. Chitale and R.C. Gupta, Product Design and Manufacturing, PHI, 2008.</li><li>2. Deborah E. Bouchoux, Intellectual Property Rights, Delmar, Cengage Learning, 2005.</li><li>3. Anil Mital. Anoop Desai, Anand Subramanian, AashiMital, Product Development, Elsevier, 2009.</li><li>4. Michael Grieves, Product Life Cycle Management, Tata McGraw Hill , 2006.</li><li>5. Kerber, Ronald L, Laseter, Timothy M., Strategic Product Creation, Tata-McGraw Hill, 2007.</li></ol>