



# SYLLABUS

AS PER

**MULTIPLE ENTRY AND EXIT IN  
ACADEMIC PROGRAM**

**OFFERED IN HIGHER EDUCATION  
INSTITUTIONS**

**SCHOOL OF MANAGEMENT STUDIES &  
RESEARCH**

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**2023-24**

**Bachelor of Business Administration**

**Three Year Full Time Bachelor'**

**Degree** (Programme duration: Three years  
or six semesters)

**And**

**Four Year Full Time Bachelor' Degree (Honors/ Research)**

(Programme duration: Four years or eight semesters)

**Semester Pattern**

## **COURSE OBJECTIVES AND DESIGN**



# **Regulation & Policies**

## **1.A. INTRODUCTION TO THE COURSE**

The business world today is more complex, dynamic and ever demanding than before. Computers, information-technology, liberalization and globalization all together are shipping our businesses and lives at an inconceivably fast pace. The technologies are heavy, the challenges are many. The MATS School of Management Studies & Research and Research (MSMSR) has designed management programs to suit dynamic and responsive business and management.

The MATS School of Management Studies & Research and Research strives to embody and usher in a new concept in the field of business studies in India. The relevance and usefulness of these programs is underlined by their pragmatic and innovative yoking together of the theories and practices of management with those of information technology. Such an interdisciplinary integration aims at achieving and inculcating in the students a strategic perspective and edge necessary for effective and incisive decision making within an ever-fluid Indian business and industry scenario. The School offers an interactive learning process through spontaneity in teacher-student relationship. The skills imparted here are in conformity with those demanded by the ever-changing corporate expectations. The industrial exposure vitally supports the honing of the budding managers and provides them with the cutting edge know-how, a primary prerequisite of the new age manager.

One of the key foci of the MATS University Bachelors of Business Administration (BBA) is on fostering closer interactions with trade and industry. The school strongly believes in imparting knowledge and training to the students which can be applied in practice and has relevance to the business firms. With this objective in mind, the school invites professionals and practitioners for delivering special lectures to the students.

## **1.B. OBJECTIVES OF THE COURSE**

The Institute proposes to make its students agents of social change, and acting as a catalyst in the economy of the nation, who see their future not primarily as a career for self-enrichment but as a way of contributing their part to the basic evolution in the field of business that is taking place in India today.

In this context, the imparting of knowledge and skills is of vital importance, but even more crucial is the purpose for which this knowledge and these skills are utilized. Will they contribute to justice for the poor and oppressed, more social concern, more honesty and cultural understanding, along with the strong managerial and business skills rather than the

maintenance of the status quo and a lopsided distribution of power and benefits? This will, to a great extent, depend on the values that students carry with them when leaving the Institute.

In order to prepare students for the challenging tasks that await them, the programme equips them with knowledge, skills and values. This can be spelled out as follows:

1.B.1 Students are acquainted with the conceptual knowledge of different aspects of management, business, industry, and industrial and social administration. This is done through a broadening of horizons by making available information in the form of books and magazines, research reports and by generating in students the desire to learn more as a lasting inclination for the rest of their professional lives.

1.B.2 Students are taught to reflect for themselves. The analytical and logical powers are developed so that they can comprehend problems and their implications. This is done through case studies, industrial visits, foreign visits, exposure camps and seminars.

1.B.3 Efforts are made to awaken in the students a scientific interest in management problems and to equip them with a workable knowledge of research principles and techniques.

1.B.4 Every effort is taken to transform a student from job seeker to job provider by inculcating their entrepreneurial skills.

By the time a student leaves the Institute, she/he is expected to have acquired a scientific bent of mind and an analytical ability to carry out the complete business and management practices.

Students are therefore asked to submit a project report so that they can be exposed to the current business and management practices.

1.B.5 The communication and interpersonal skills of the students are developed, so that they can express themselves clearly and with self-confidence and exert influence on others. Students are also trained to be good listeners, who are sensitized to the expectations of others, especially small people, and who can play an effective role in group situations.

The Institute tries to achieve this objective through courses and practical exercises in communication, mock interviews, role playing, group dynamics, besides classes to enhance skills in both English and Hindi languages.

1.B.6 Practical Training assumes, in the light of the objectives of the Institute, great importance and is therefore given considerable institutional support through industrial visits, placement as an apprentice.

1.B.7 Motivational Training: The programme tries to cultivate in the students values, attitudes and a strong understanding of business that make them agents of social change.

## **1.C. COURSE DESIGN**

The subjects in the syllabus of the Under-Graduate course in Business Administration can be classified under three major headings.

- 1.C.1. CORE COURSES
- 1.C.2. GE
- 1.C.3. AECC
- 1.C.4. DSE

The following table indicates the coverage of courses along with the marks they carry.

## **1.D. Scope and Content:**

1.D.1. The user of this document is notified to go through the contents scrupulously. There are certain Regulations and Policies, which would be applicable only for certain, programmes.

As such the applicability of their Regulations and Policies must be understood in the content of the given Course Matrix and Syllabus of each programme.

1.D.2. The Regulations and Policies given here are in addition to the rules and regulation notified at the time of admission.

1.D.3. The authorities of University may modify, add, delete, expand or substantiate any part of the Regulations and Policies without the prior approval of the student.

## **1.E. Course Matrix**

1.E.1. Each semester of the programme will consists of the following subjects:

- 1.E.1.2 CORE COURSES
- 1.E.1.3 GE
- 1.E.1.4 AECC
- 1.E.1.5 DSE

1.E.2. Core Courses

Core courses including electives comprise subjects that form an integral part of a high quality BBA (HR / Finance & Marketing) programme. These courses provide a strong grounding in basic Management discipline. The course matrix for these courses has been developed by Board of Studies, represented by Professionals from Industry as well as Academia.

1.E.3. AECC –Ability enhancement compulsory course. This section enhances the personal skill of the students from different stream.

1. E.4 DSE –Discipline specific electives. It covers the specializations from HR and Finance to give students deep insight.

## **1.F. Assessment and Examination**

### 1.F.1. Credits

Credit Points will be awarded for all CORE and AECC and GE subjects. One credit is equivalent to 1 classroom contact hours.

### 1.F.2. Internship

The duration for the internship programme will be four weeks in an industry of repute or in self managed family business. The internship will carry a total of 100 marks. of this, 70 marks are for the report, 30 marks for the presentation and the viva-voce examination which will be conducted by external experts in the relevant disciplines.

### 1.F.3. Eligibility to appear for the Term-end Exam.

Students, who have put in a minimum of 75% attendance in each subject, shall be eligible to appear for the Term-end examination. Minimum of 40% marks in mid-term examination individually in all papers

## **1.G Award of Degree:**

A student will awarded Degree after successful completion of six semesterssecuring 4 grade in each paper or minimum 40 marks out of 100 as per examination ordinance.

## **1.H. Classification of successful candidates**

### 1.H.1. GRADE POINT, LETTER GRADE

Grade Pointe is an integer indicating the numerical equivalent of the letter grade.

- a) Two methods – relative grading or absolute grading have been in vogue for awarding grades in a course. The relative grading is based on the distribution (usually normal distribution) of marks obtained by all the students of the course and the grades are awarded based on a cut – off marks or percentile. Under the absolute grading, the marks are converted to grades based on pre- determined class intervals.
- b) MATS University will follow the absolute grading system.

Following Grading system will be applicable for UG courses of BBA

<b>Marks Secured (in %)</b>	<b>Grade Point</b>	<b>Letter Grade</b>
80 and above	10	Outstanding (O)
70 and above but below 80	9	Excellent (A+)
60 and above but below 70	8	Very Good (A)
55 and above but below 60	7	Good (B+)
50 and above but below 55	6	Above Average (B)
45 and above but below 50	5	Average (C )
40 and above but below 45	4	Pass (P)
Below 40	0	Fail (F)
	0	Absent (AB)

#### 1.H.2. Ranks

Only candidates who have passed each of the semester examination at the first appearance shall be eligible for award of Ranks. The first ten ranks shall be notified.

### **1.J. Academic Integrity and Ethics**

A student who has committed an act of academic dishonesty will be deemed to have failed to meet a basic requirement of satisfactory academic performance. Thus, academic dishonesty is not only a basis for disciplinary action but also is relevant to the evaluation of student's level of performance and progress.

Where there has been violation of the basic ethos and principles of academic integrity and ethics, the Director/Board of Examiners/Course coordinator may use their discretion in terms of disciplinary action to be taken.

Academic dishonesty includes, but is not necessarily limited, to the following

- 1.J.1. Cheating or knowingly assisting another student in committing an act of cheating
- 1.J.2. Unauthorized possession of examination materials, destruction or hiding of relevant materials
- 1.J.3. Act of plagiarism.
- 1.J.4. Unauthorized changing of marks or marking on examination records.

### **1.I. Attendance**

Students are required to attend and participate in all scheduled class sessions, guest lectures, workshops, activities of both academic and non-academic nature.

A student is eligible for the end-term exam, amongst other regulations, only if he/she has a minimum of 75% attendance in each subject individually.

Students may be dropped from the programs due to excessive and non-intimated absences.

Students must notify the program coordinator in writing, the reasons for absence, if any, from class sessions, activities and assessment components.

On notification of absences (including anticipated absences) The Director/Programme coordinator would determine whether the absences could be rectified or whether it is possible to satisfactorily complete the subject with the number of identified absences.

### **1.J. General Guidelines**

- 1.J.1. The students are expected to spend a considerable amount of time in research, reading and practice.
- 1.J.2. All students are expected to develop and maintain a positive professional attitude and approach throughout the Programme and in conduct of all other activities.
- 1.J.3. Attendance alone is not sufficient. Students are expected to Participate, to help the class learn and understand the topics under consideration.
- 1.J.4. Food and drinks are not permitted in the classroom / conference hall.
- 1.J.5. All students are expected to dress as per stipulated dress code.

### **Program Outcomes (POs)**

1. An ability to communicate effectively, both in writing and orally
2. An ability to apply current techniques, innovative skills and theories necessary for managerial practice
3. An ability to demonstrate a critical awareness of contemporary issues in business and management which is educated by leading edged research and management practice in the field.
4. Ability to act with an informed awareness of social issues and contribute in civic life through volunteering.
5. Apply conceptual business foundations to solve practical decision making problems by using case analysis, projects and assignments.

### **Program Specific Outcomes (POs)**

1. To develop integrated skills
2. To Increase cognitive skills in the fields of emerging knowledge and industry requirements
3. To enhance placement opportunities
4. Provide opportunity to specialize in various management areas such as Marketing, Finance, Human Resource Management, Manufacturing and Operations Management, Information and Communication Technology Management during the BBA program.
5. To facilitates the development of students to take up growing challenges and implement viable, ethically correct, and socially acceptable solution.

# Syllabus

Level 5 First year Graduate Program (Undergraduate Certificate) [Credit required 36-40]

## Curriculum Matrix

<b>BBA : 2023 - 2024 CBCS PATTERN</b>											
<b>BBA SEMESTER I</b>											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MSMSR/BBA/101	Communicative English	Minor	3	0	0	35	15	50	3
2	MGMT	MSMSR/BBA/102	Principles of Management	Major	4	0	0	70	30	100	4
3	MGMT	MSMSR/BBA/103	Business Environment	Minor	3	0	0	70	30	100	3
4	MGMT	MSMSR/BBA/104	Business Accounting	Major	5	1	0	70	30	100	6
5	MGMT	MSMSR/BBA/105	Business Organization	Minor	4	0	0	70	30	100	4
<b>Total credits Semester I</b>											<b>20</b>

<b>BBA SEMESTER II</b>											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MSMSR/BBA/201	Environmental Studies	Minor	3	0	0	35	15	50	3
2	MGMT	MSMSR/BBA/202	Business Mathematics	Major	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/203- A/B	Elective- Micro Economics/Macro Economics	Major	4	0	0	70	30	100	4
4	MGMT	MSMSR/BBA/204	Business Communication	Major	4	0	0	70	30	100	4
5	MGMT	MSMSR/BBA/205	Project Work	Project	0	0	4	70 (Project)	30 (Viva)	100	4
<b>Total credits Semester II</b>											<b>20</b>

### Exit Option With Certification

Level 6 Second Year (Undergraduate Diploma) [credit required 72-80]



BBA SEMESTER III											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MSMSR/BBA/301	Human Resource Management	Major	4	0	0	70	30	100	4
2	MGMT	MSMSR/BBA/302	Cost Accounting	Major	4	1	0	70	30	100	5
3	MGMT	MSMSR/BBA/303	Business Statistics	Minor	3	1	0	70	30	100	4
4	MGMT	MSMSR/BBA/304- A/B	Elective- IT For Managers/Management Information System	VOC	2	1	0	35	15	50	3
5	MGMT	MSMSR/BBA/305	Organizational Behaviour	Major	4	0	0	70	30	100	4
<b>Total credits Semester III</b>											<b>20</b>

BBA SEMESTER IV											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGM T	MSMSR/BBA/401	Principles of Marketing	Major	4	0	0	70	30	100	4
2	MGM T	MSMSR/BBA/402	Financial Management	Major	4	1	0	70	30	100	5
3	MGM T	MSMSR/BBA/403- A/B	Electives- Business Law/Cyber Security	Major	4	0	0	70	30	100	4
4	MGM T	MSMSR/BBA/404	Field Project Work	Project Work	0	0	4	70	30	100	4
5	MGM T	MSMSR/BBA/405	Constitution of India	Minor	3	0	0	35	15	50	3
<b>Total credits Semester IV</b>											<b>20</b>

**Exit Option With Diploma**

**Level 7 (Bachelors Degree Three Year) [Credit required 108-120]**

**BBA SEMESTER V**

Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MSMSR/BBA/501	Business Research	Major	4	1	0	70	30	100	5
2	MGMT	MSMSR/BBA/502	Event Management & Public Relation	Minor	3	0	0	70	30	100	3
3	MGMT	MSMSR/BBA/503	Elective I (M,F,H)	Major	4	0	0	70	30	100	4
4	MGMT	MSMSR/BBA/504	Elective II (M,F,H)	Major	4	0	0	70	30	100	4
5	MGMT	MSMSR/BBA/505	Internship Project & Viva	Project	0	0	4	70	30	100	4
<b>Total credits Semester V</b>											20

#### Specialization Semester V

<b>Specialization</b>	MGMT	MSMSR/BBA/503(M)	Consumer Behaviour
	MGMT	MSMSR/BBA/504(M)	Retail Management
	MGMT	MSMSR/BBA/503(F)	Income Tax
	MGMT	MSMSR/BBA/504(F)	Banking & Insurance
	MGMT	MSMSR/BBA/503(H)	Human Resource Development
	MGMT	MSMSR/BBA/504(H)	Training and Development

Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGM T	MSMSR/BBA/601	Production & Operation Management	VOC	4	0	0	70	30	100	4
2	MGM T	MSMSR/BBA/602	Introduction To Entrepreneurship	Major	3	0	0	70	30	100	3
3	MGM T	MSMSR/BBA/603	Elective I (M,F,H)	Major	4	0	0	70	30	100	4
4	MGM T	MSMSR/BBA/604	Elective II (M,F,H)	Major	3	0	0	70	30	100	3
5	MGM T	MSMSR/BBA/605	Project-Preparation of a Business Plan	Project	0	0	5	35	15	50	5
<b>Total credits Semester VI</b>											<b>19</b>

### Specialization Semester VI

<b>Specialization</b>	MGMT	MSMSR/BBA/603(M)	Product & Brand Management
	MGMT	MSMSR/BBA/604(M)	Advertising & Sales Promotion
	MGMT	MSMSR/BBA/603(F)	Strategic Corporate Finance
	MGMT	MSMSR/BBA/604(F)	Financial Market
	MGMT	MSMSR/BBA/603(H)	Organisation Change and Development
	MGMT	MSMSR/BBA/604(H)	Talent & Knowledge Management

### Exit Option With Bachelor Degree

BBA SEMESTER VII											
Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	MTE	ESE		
1	MGMT	MSMSR/BBA/701	International Business	Minor	4	0	0	70	30	100	4
2	MGMT	MSMSR/BBA/702	Supply Chain Management	Minor	3	0	0	70	30	100	3
3	MGMT	MSMSR/BBA/703	Business Ethics & CSR	Major	4	1	0	70	30	100	5
4	MGMT		Elective I (M,F,H)	Major	4	0	0	70	30	100	4
5	MGMT	MSMSR/BB A/705	Taxation & Tax Planning	Major	4	0	0	70	30	100	4
<b>Total credits Semester VII</b>											<b>20</b>

#### Specialization Semester VII

Specialization	MGMT	MSMSR/BBA/704(M)	Social Media & Digital Marketing
	MGMT	MSMSR/BBA/704(F)	Management Accounting
	MGMT	MSMSR/BBA/704(H)	Compensation Management

Sl. No.	Board of Studies	Subject Code	Subject	Category	Periods Per Week			Scheme of Examination		Total Marks	Credits
					L	T	P	Exam Marks	Internal Exam		
1	MGMT	MSMSR/BBA/801	Business Policy & Strategy	Major	4	0	0	70	30	100	4
2	MGMT	MSMSR/BBA/802	E-Commerce	Major	3	0	0	70	30	100	3
3	MGMT		Elective I (M,F,H)	Major	4	0	0	70	30	100	4
4	MGMT	MSMSR/BBA/804	Business Leadership & Skills	Major	4	0	0	70	30	100	4
5	MGMT	MSMSR/BBA/805	Dissertation	Project	0	0	5	70	30	100	5
<b>Total credits Semester VIII</b>											<b>20</b>

<b>Specialization Semester VIII</b>											
<b>Specialization</b>	MGMT	MSMSR/BBA/803(M)	Rural Marketing								
	MGMT	MSMSR/BBA/803(F)	Security Analysis & Portfolio Management								
	MGMT	MSMSR/BBA/803(H)	Industrial Relation & Labour Law								
<b>Total Credits at the end of BBA Final Semester</b>											<b>160</b>

**Award of Bachelor of Commerce Degree with Honors,**

## **COMMUNICATIVE ENGLISH MSMSR/BBA/101**

### **COURSE OUTCOMES:**

- 1) To improve student's written and oral communication skills in English.
- 2) To make the students apply effective communication skills in a variety of public and interpersonal settings.
- 3) Recall the basics of grammar without error. The students will list the usage of parts of speech and avoid the common errors in spoken and written communication. The students will summarize and develop the appropriateness of grammar in speech and writing and use English language correctly and effectively.
- 4) To analyze information learnt about communication to become a good communicator. The students will assess the types, flows and levels of communication and effectively plan an appropriate level of communication developing interpersonal skills. The students will be acquainted with LSRW (Listening, Speaking, Reading and Writing) skills as well.
- 5) The students will create & design a well-equipped communication channel by not only becoming a good speaker but also a good listener and will be well acquainted with LSRW (Listening, Speaking, Reading and Writing) skills.

### **Syllabus Content**

#### **MODULE I**

Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Preposition, Articles, Voice, Reported Speech. Comprehension Skills: Unseen Passage, Writing Skills: General principal of Writing, Improving Writing skills, Essentials of good Style Grammar and usage,

#### **MODULE II**

Writing business letter, importance and difference between personal and business letters, Circulars, Memos and notices, Report writing

#### **MODULE III**

Types of Listening, Active Listening or effective Listening Skills, Barriers in good listening, Importance of Reading, Definition of Reading, Reading : meaning and process, Components of Reading Skills, Improvement of Reading skills, Importance of Speaking skills, Pronunciation, Pause, Tone, Stress

#### **MODULE IV**

##### **Oral Communication skills,**

Oral Presentation, Objectives of Presentation, Types of Presentation, Communication in an organization, Channels of internal and external Communication, Communication Network: upward, downward, horizontal, diagonal

#### **MODULE V**

##### **Employment Communication**

Resume; content of good Resume, guidelines for writing Resume and different types of Resumes, Job Interview; importance and factors involving job Interview, Characteristics and process of Job interview, Technique of Job Interview, Manners and Etiquettes to be followed in Job Interview

### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Professional Communication: Dr. T.N. Chhabra (Sun Indira Publication)
2. Essentials of Business Communication, Rajendra Pal and J.S. Korlhalli (Sultan Chand & Son's)
3. Business Communication, K.K. Sinha (Galgotia Publishing Company)
4. Business Correspondence and Report Writing R.C. Sharma & Krishna Mohan (Tata Megrow Hill Publishing Company Limited)

5. Communicate to Winruchard Denny (Kogan Page Indira)
6. English Essential English: E. Suresh Kumar, P.Srihari
7. Busniss Communication for Success: By Scott Mear
8. Stand Up, Speak Out the Prachis & Ethics of Public Speaker By Jason S. Wrenchanne  
Goding Communication in The Real World
9. An Introduction to Communication-Stuies (Rechard G.Jhones)  
Organizational Communication by Jason S. Wrench Nausra Punyaneent Carter

**PRINCIPLES OF MANAGEMENT  
MSMR/BBA/102**

**COURSE OUTCOMES:**

- 1) To understand the conceptual framework of Management.
- 2) To apply various management & leadership styles in real business conditions.
- 3) To analyze and apply the best management practices in the organization.
- 4) To analyze the managerial functions having an impact on the organizational effectiveness
- 5) To determine and Construct various controlling measures to solve various problems.

**Syllabus Content**

**MODULE I**

**Introduction to Management**

Definition, Concept, Nature, Scope, Process and Significance of Management, Managerial Levels, Skills, Functions and Roles; Management vs. Administration, Coordination as Essence of Management, Social Responsibility of Managers.

**Theories of Management**

Evolution of Management Thoughts, The Pre-Scientific Management Contribution; Scientific Management School, Human Relations Theory; The Behavioral Approach; The System Approach; The Quantitative Approach; The Contingency Approach.

**MODULE II**

**Planning**

Meaning; Definition; Nature Scope and Objectives of Planning; Essentials of a Good Plan; Limitation of Planning; Steps in Planning; Types of Plans.

**Decision Making**

Meaning; Definition; Characteristics; Importance; Types of Decisions; Techniques of Decision Making, Process of Decision making

**Management by Objectives (MBO)**

Meaning; Definition; Process of MBO; Advantages; Limitation; Suggestion for Improving Effectiveness of MBO

**MODULE III**

**Organizing**

Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization; Line and Staff Relationships.

**Staffing**

Concept, Nature and Importance; Factors Affecting Staffing; Selection Process; Techniques & Instruments; Delegation of Authority.

**MODULE IV**

**Direction**

Meaning; Definition; Scope; Element of Direction; Principles of Direction; Importance of Effective Direction; Direction and Supervision; Effective Supervision.

**Motivation**

Meaning; Definition; Importance; Theories of Motivation; Maslow's Theory of Motivation; Herzberg's Theory of Motivation; McClelland's Needs Theory; Theory X and Theory Y of McGregor's; Vroom's Expectancy Theory; Equity Theory; Carrot and Stick Approach Motivation; Theory Z; Methods of Motivation-Financial and Non-financial.

**Leadership**

Meaning; Definitions; Importance; Approaches to Leadership; Personal characteristics of Effective Leader; Styles of Leadership.

**Communication**

Meaning; Definitions; Characteristics; Communication Process; Importance of Communication; Types of Communications; Barriers to Communication; How to ensure Effective Communication.



## **MODULE V**

### **Controlling**

Meaning; Definitions; Features or Characteristics of Managerial Control; Essential pre-requisites of control system; Objectives and Importance of Control; Steps in Controlling; Types of Control; Controlling and Management by Exemption.

#### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Harold Koontz and Heinz Weihrich; "*Management a Global Perspective*"
2. Stoner, Freeman and Gilbert Jr., "*Management*", Prentice Hall of India, New Delhi, 2003.
3. Gupta, C.B., "*Management Concepts and Practices*", Sultan Chand and Sons, New Delhi, 2003.
4. Koontz and O'Donnell "*Essentials of Management*".
5. O'Donnel, Koontz and Weirich, "*Management*", Tata McGraw Hill publishing Company, New Delhi, 2001.
6. Chopra, R.K. "*Principles & Practices of Management*", Sun India publication, 2005.
7. Tripathi, P.C and Reddy, P.N., "*Principles & Practices of Management*", 2nd edition, Tata McGrawHill, 2003.
8. L M Prasad "*Principles and Practices of Management*"
9. Peter F Druker "*Essentials of Management*"
10. Business Today, Business World, The Economic Times

**BUSINESS ENVIRONMENT  
MSMR/BBA/103**

**COURSE OUTCOMES:**

- 1) Define the environment of business in terms of factors affecting it and to analyze the impact of such factors. Determining the relationship of concurrent business environment with Strategic Management through Environmental scanning & monitoring
- 2) Critically assessing the business environment with respect to prevailing Economic framework of a Country. Explain the role of the regulatory authorities and the principal effects of regulation upon Business.
- 3) Identify and Analyze the existence of Business under various Policies Framework laid by Legal Environment. Formulate the potential ethical dilemmas and decisions the organization may face in relation to potential opportunities to gain competitive advantage.
- 4) Analyze and Evaluate Global Business Environment in terms of Global Trade Policies by respective Institutions along with determining the impact and prospects of Technology in shaping Business.

**Syllabus Content**

**MODULE I**

**A Glimpse of Business Environment**

Nature and significance of environmental analysis for business decisions Dimensions of Business Environment: Economics, Technological, Socio-cultural, Political, Legal-Regulatory, Demography Environment and Societal Environment.

**MODULE II**

**Economic Environment**

Structure of Economics – An overview Changes in Government policies since 1991(2). Impact of liberalization, globalization Import-export policy and its domestic and international implications. Financial sector reforms

**MODULE III**

**Natural & Technological environment**

Innovation, Technological Leadership and Followership; Dynamics of technological environment, Challenge of technology up gradation, Impact of foreign investment and foreign collaboration Globalization, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness, technology and competitive advantage, technology transfer - importance and types, Appropriate technology and technology adaptation.

**MODULE IV**

**Societal Environment**

Business and Society; Objectives and Important of Business, Professionalization Business Ethics, Business and Culture, Religion, Language, Culture and Organization Behavior Other Socio Cultural Factors, Technological Development and Social Change

**MODULE V**

**Political and Legal Environment**

Economics Roles of Government in India, New Economic Policy of Government , Functions of States and central Government towards business environments, Government and Legal Environment.

**TEXT BOOKS /REFERENCE BOOKS**

1. Sankaran. S - Business Environment
3. Aswathappa - Business Environment
4. Dasgupta & Sengupta - Government and Business in India
5. Jalan, B, –*India's Economic Crises, 1991*”, Oxford Univ. Press, New Delhi.
6. Aswathappa, K.; –*Essentials of Business Environment*”, Himalaya.

7. Sanjay - Business Environment
8. Francis Cherunilam - Business Environment
9. Cherunilam, Francis; —*Business Environment*”, Himalaya Pub. House, 1996.

**BUSINESS ACCOUNTING**  
**MSMSR/BBA/104**

**COURSE OUTCOMES:**

- 1) To understand the conceptual knowledge of financial accounting and apply the process of double entry system in recording and analyzing business transactions.
- 2) To understand the accounting procedure for the preparation of bank reconciliation statement.
- 3) Define and Understand the accounting principles and recording of business transactions in Journal. Prepare ledgers and subsidiary books.
- 4) To Apply the various methods of charging depreciation.
- 5) Prepare and analyze the financial statements of a business with adjustment entries.

**Syllabus Content**

**MODULE I**

Need for Accounting; Learning Objectives; Definition of Accounting; Functions of Accounting; Book Keeping and Accounting; Branches of Accounting: Financial Accounting, Cost Accounting and Management Accounting. Single Entry System: Introduction; Difference between Single Entry and Double Entry

**MODULE II**

Meaning of Accounting Principles; Accounting Concepts; Accounting Conventions; Accounting Standards; Systems in Book-Keeping; Journal; Rules Of Debit And Credit; Journal Entries; Ledger Posting; Trial Balance.

**MODULE III**

Preparation and Analysis of Financial Statements: Manufacturing Account; Trading Account; Profit & Loss and Balance Sheet with& without adjustments

**MODULE IV**

Rectification of Errors: Meaning; Type of Errors; Rectification of the errors; Suspense Accounts

Bank Reconciliation Statement: Advantages of Keeping Bank Account; Causes of Difference; Meaning and Objective of Reconciliation; Technique for Preparation.

**MODULE V**

Depreciation Accounting: learning Objectives; Concept of Depreciation; Causes of Depreciation; Meaning of Depreciation Accounting; Fixation of Depreciation Amount; Methods of Recording Depreciation; Provisions & Reserves

**TEXT BOOKS/ REFERENCE BOOKS:**

1. Financial Accounting – S. M. Shukla
2. Financial Accounting - S. N. Maheshwari
3. Company accounts Hanif Mukherjee, 2<sup>nd</sup> Edition Vol-2, TATA Mc Graw Hill publishing company Ltd.

**BUSINESS ORGANISATION  
MSMSR/BBA/105**

**COURSE OUTCOMES:**

- 1) An understanding of the nature, objectives and social responsibilities of business
- 2) An ability to describe the different forms of organisations
- 3) An understanding of the basic concepts of management .
- 4) An understanding of functions of management.
- 5) An understanding of different types of business combinations

**Syllabus Content**

**MODULE I**

Business: Meaning, Nature, Objectives, Social responsibility of Business, Essentials of successful business; Functional areas of business. Concept of Business Organization.

**MODULE II**

Sole proprietorship: Meaning, Features, Merits and Demerits. Partnership: Meaning, Features, Merits and Demerits. Joint Stock Company: Meaning, , Features, Merits and Demerits. Co-operatives: Meaning, Features, Merits and Demerits.

**MODULE III**

Government Departmental Undertakings: Meaning, Features, Merits and Demerits.

**MODULE IV**

Public Corporations: Meaning, Features, Merits and Demerits. Government Companies: Meaning, Features, Merits and Demerits

**MODULE V**

Meaning, Reason, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.

**TEXT BOOKS /REFERENCE BOOKS**

1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

## **COURSE OUTCOMES:**

1. To introduce basic knowledge on concepts regarding environment.
2. To aim at understanding the sources, effects and control measures of pollution of air, water, land, noise, solid wastes and also creating awareness on globally recognized environmental challenges.
3. To examine the role of ways, legal methods and accountabilities in safeguarding environment.
4. Recall, analyze and respond on the basic understanding of their environmental complexes.
5. Understand and analyze various aspects of deteriorating environmental components and also prevailing environmental threats.

## **Syllabus Content**

### **MODULE I**

#### **Introduction to Environmental studies**

Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education. Concept of sustainability and sustainable development.

#### **Ecosystems**

What is an ecosystem? Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession, Ecological Interactions. **Case studies**

### **MODULE II**

#### **Environmental Pollution**

Definition: Cause, effects and control measure of - Air pollution, water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards.

**Solid waste management:** Causes, effects and control measures of urban and Industrial waste, Role of an individual in prevention of pollution,

**Disaster management:** floods, earthquake, cyclone and landslides. **Case Studies**

### **MODULE III**

#### **Social Issues and the Environment:**

Urban problems related to energy, Water conservation, rain water harvesting, Water shed management: Re-settlement and rehabilitation of people, its problems and concerns, Case Studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust,

**Wasteland reclamation,** Consumerism and waste products. **Case Studies.**

### **MODULE IV**

#### **Environment Protection Act**

Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wild-life Protection Act. Forest Conservation Act. Issues involved in enforcement of environmental legislation.

### **MODULE V**

#### **Public Awareness**

Human Population and the Environment. Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV / AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

### **FIELD WORK**

Visit to a local area to document environmental assets- river/forest/grassland/hill/mountain Visit to local polluted site: Urban/rural/industrial/agricultural. Study of common plants, insects, birds Study of simple ecosystems-ponds, river, hill slopes, etc.

**TEXT BOOKS/ REFERENCE BOOKS:**

1. Agarwal K.C. 2001 Environmental Biology Nidi Publ. Ltd. Bikaner
2. A Text book of Environmental studies by S .S.Purohit, Shammi, Agrawal.
3. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB).
4. Odum, E.P. 1971, Fundamentals of Ecology, W.B. Saunders Co.
5. Bruinner R.C., 1989, Hazardous Waste Incineration, Mc Graw Hill Inc.
6. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB).
7. Cuningham, W.P. Cooper, T.H. Gorhani, E & Hepworth,
8. Dr A.K. Environmental Chemistry, Wiley Estern Ltd.
9. Down to Earth, Centre for Science and Environment (R)

## **COURSE OUTCOMES**

- 1) To understand & apply the basics of Quadratic Equation and Progression.
- 2) To understand the basics of Matrix and Determinant.
- 3) To understand about Business Mathematics
- 4) Recall, Understand, analyze and Evaluate the matrix and determinate.
- 5) Remembering and understanding about business mathematics. Evaluating Ratios, Profit and loss, Interest etc.

## **Syllabus Content**

### **MODULE I**

#### **Number System**

Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational & Irrational numbers, Real Numbers, HCF & LCM ( Simple problems )

### **MODULE II**

#### **Theory of Equations**

Introduction – Meaning – Types of Equations – Simple, Linear and Simultaneous Equations (only two variables) Eliminations and Substitution Method only. Quadratic Equation – Factorization and Formula Method ( $ax^2 + bx + c = 0$  form only). Problems on Commercial Application.

### **MODULE III**

#### **Progressions**

Introduction – **Arithmetic Progression** - Finding the  $n$ th term of an AP and Sum to ' $n$ ' th term of AP. Insertion of Arithmetic Means in given terms of AP and representation of 3 terms of AP. **Geometric Progression** – Finding  $n$ th term of GP – Sum to ' $n$ ' th Term of GP – Insertion of Geometric Means in given Geometric Progression and also representation of 3 terms of GP.

### **MODULE IV**

#### **Matrices and Determinants**

Introduction, Meaning, types of matrices – operations of addition, subtraction, multiplication of two matrices – problems, transpose of a square matrix. Determinant of a square matrix- minor of an element, co-factor of an element of a determinant. Adjoint of a square matrix, singular and non-singular matrices –inverse of a square matrix – Problems on linear equations in two variables using Cramer's rule.

### **MODULE V**

#### **Commercial Arithmetic**

Simple interest, Compound interest including half yearly and quarterly calculations, annuities, Percentages, bills discounting, concepts of Ratios, duplicate-triplicate and sub-duplicate of a ratio, Proportions, third, fourth and inverse proportion - problems.

### **TEXT BOOKS/ REFERENCES BOOKS:**

1. Business Mathematics by D.C. Sancheti, V.K Kapoor
2. "Quantitative Methods" by D R Agrawal
3. Business Mathematics, HPH by Dikshit & Jain
4. Business Mathematics (Sahitya Bhawan) by Dr. S.M Shukla
5. Business Mathematics (HPH) by G.K. ranganath
6. Business Mathematics and Statistics by G.R. Veena & Seema
7. Business Mathematics and Statistic by Dr. Sancheti & Kapoor



## **COURSE OUTCOMES:**

1. To understand the basic concepts and scope of economics.
2. To understand various market structures along with their business issues and strategy formulation process for each of them. Illustrate the real-world business and aspects of business cycle with a systematic theoretical framework.
3. Remember, Understand, and analyze the link between business economics and business decision, the economic environment in which business entities operate
4. To evaluate the features of different kinds of markets and also analyze the real aspects of managerial decision-making process also.
5. Evaluating and Demonstrate various production theories and Explain the meaning of Marginal, average, total revenue, and Marginal, average and total cost and its implication. Implement various market structures along with their business issues and strategy formulation process for each of them

## **Syllabus Content**

### **MODULE I**

Introduction to Managerial Economics: Nature, Scope and Significance of managerial economics, Role and Responsibility of managerial economists.

Utility and Indifference Curve Analysis: Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus.

### **MODULE II**

Analysis of demand supply: Demand Function, Determinants of Demand, Law of Demand, Demand Forecasting. Law of Supply

Elasticity of Demand and Supply: Elasticity of Demand-Types & Measurement; Elasticity of Supply- Types and Measurement.

### **MODULE III**

Production, Cost and Revenue Analysis: Production functions- Short run and Long run Production function, Law of variable proportion, The law of return to scale; Economies and Diseconomies of scale; Types of Cost- Short run and Long run cost curve; Revenue analysis

### **MODULE IV**

Market structure and pricing- Pricing under perfect competition, Pricing under Monopoly, Price under Monopolistic Competition, Pricing under Oligopoly, Game theory

### **MODULE V**

Profit Management: Concept, Nature and Measurement of profit, Profit maximisation as business objective Concept of risk and uncertainty, Theories of profit, Profit planning and forecasting, Problems in profit Measurement.

### **Text books/ Reference Books:**

1. Samuelson and Nordhus – Economics – Tata McGraw Hill
2. H.L. Jhingam – Advance Economic Theory – Vrinda Publications

## **COURSE OUTCOMES:**

- 1) To understand the functioning of economy at the macro level. And they can apply these concepts to their lives and to the world in which they live.
- 2) To Understand GDP by income, value added, and expenditure approach and the basic concept of budget deficit and source of financing. Evaluate economic variables used in economic context. . Analyze GDP, inflation, and unemployment, unemployment rate, consumer price index, inflation rate using basic methods.
- 3) To Analyze the income determination through classical and Keynesian economics.
- 4) Apply the basic concepts of consumption, saving, investment in closed and open economy which affects to the international finance and balance of payment.
- 5) To Analyze the role of financial market in economy, to Assess the effects of policies and economic issues on domestic and foreign economy to make decision; and the use of economic policies on business cycle.

## **Syllabus Content**

### **MODULE I**

Introduction to Macroeconomics and Basic Concepts, Macro vs. Micro Economics; Why Study Macroeconomics? Limitations of Macroeconomics ; Stock and Flow variables, Equilibrium and Disequilibrium, Partial and General Equilibrium Statics – Comparative Statics and Dynamics ; Circular Flow of Income and expenditure in two, and three, - sector economy.

### **MODULE II**

National Income Concepts – GDP, GNP, NDP and NNP, market price and factor cost; Personal Income and Disposable personal Income; Real and Nominal GDP. Measurement of Macroeconomic Variables Rules and approaches of Measurement of GDP (Income, expenditure, product and Value added approaches), Difficulties of Estimating National Income,

### **MODULE III**

Money: Functions of money; Quantity Theory of Money –Cash Transactions, Cash Balances and Keynesian Approaches; determination of money supply and demand; credit creation; tools of monetary policy.

### **MODULE IV**

Inflation, Deflation and Stagflation Inflation- Meaning, Types, causes and effects. Demand-pull and cost-push inflation; the cost of inflation and anti-Inflationary Measures; Deflation- Meaning, Causes, Costs and Anti-Deflationary Measurers, Stagflation.

### **MODULE V**

The Closed Economy in the Short Run The Classical Approach - Say's Law, Theory of Determination of Income and Employment with and without saving and Investment; Basics of Aggregate Demand and Aggregate Supply and Consumption- Saving – Investment Functions, The Keynesian Approach – Basics of Aggregate Demand and Aggregate Supply and Consumption, Saving, Investment Functions; The Principle of Effective Demand; Income Determination in a Simple 2-Sector Model; Changes in Aggregate Demand and Income- The Simple Investment Multiplier.

### **Text Books/ Reference Books:**

1. Mukharjee, Sampat, Macroeconomics- a Global Perspective New Central Book Agency (P) Ltd. London, New Delhi, Guwahati Reference Book
2. N. Gregory Mankiw. Macroeconomics, Worth Publishers.
3. Edward Shapiro, Macroeconomic Analysis
4. Dornbusch, Fischer and Startz, Macroeconomics.
5. Olivier Blanchard, Macroeconomics, Pearson Education.
6. Richard T. Froyen, Macroeconomics, Pearson Education Asia.
7. Andrew B. Abel and Ben S. Bernanke, Macroeconomics, Pearson Education.

## **BUSINESS COMMUNICATION**

**MSMSR/BBA/204**

**COURSE OUTCOMES:**

1. To provide an overview of prerequisites to Business Communication.
2. To provide an outline to effective organizational communication.
3. Understand the basic concepts of communication and help them to transform their communication abilities.
4. To develop the students to acquire necessary skills of Business Etiquettes for handling day- to-day managerial responsibilities and evaluate the facilitators of business Communication.
5. To analyze the forms of Communication and make the students to understand the verbal and non-verbal Communication and to design impressive documents.

**Syllabus Content****MODULE I**

Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback

**MODULE II**

Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication. Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills

**MODULE III**

Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing.

**MODULE IV**

Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing

**MODULE V**

Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.

**TEXT BOOKS/ REFERENCES BOOKS:**

1. Business Communication by Vikram Bisen
2. Business Communication by Namita Gopal
3. Business Communication by Meenakshi Raman
4. Business Communication by K.K. Sinha
1. Essentials of Business Communication by Sangeeta Magan
2. Professional Communication by Jain AK & et. al.
3. Written Communication by Piyush Bhatnagar
4. Know Your Worth: Stop Thinking Start Doing by N K Sondhi & Vibha Malhotra

**COURSE OUTCOMES:**

- 1: Identify and Understand the complexities of the business words.
- 2: Interpret and demonstrate the skills needed to be successful in the business world.
- 3: Analyze and explain the business problems and find out it's probable solution.
- 4: Develop, Plan and convert a business idea into reality.

## Syllabus Content

**The criteria for selection of company (business organization) would be based upon:**

1. Goodwill of the company
2. Strength of manpower for training of HR students
3. Sales turnover of the company for marketing students
4. Placement potential in the training organization
5. Existence of training and development department will be preferred
6. Professional approach in management
7. Proximity within or near Chhattisgarh State
8. Suitability of the students with reference to specialization

**Training Diary**

Each student has to maintain a diary in which he will record/writing the details of work/activity progress, the diary has to be got checked by the concerned officer/section in-charge

**Preparation of Training Report**

The student has to keep record in their training diary regarding organization structure, number of persons working, their designations and nature of duties performed and all other activities relating to work. After the completion of training the student will submit training report to the Head of the Department within 15 days

**Project Work**

After carefully having understanding of the working environment of the business organization the student has to undergo a major project work in consultation with company and its guide from the institution in his related field of specialization i.e. Human Resource Management or Marketing Management or Finance. The student is expected to undergo detailed study regarding the topic from books and available journals and prepare a questionnaire duly approved by the company and the faculty. He will collect the relevant data with the help of questionnaire and observation method. He/she is expected to complete the project report in a nice manner (types and bind) after getting consultation from the guide of the company and guide from the institution He is supposed to prepare Two copies of the project report.

**GUIDELINES FOR SUBMISSION PROJECTS AND SUMMER INTERNSHIP**

All the candidates of BBM-IV SEMESTER after there term end examinations are required to submit a project-report based on the work done by him/her during the summer period.

**THE GUIDE**

The Guide for BBM would be a person From the MATS

A guide cannot guide more than six projects at a given time.

**PROJECT TIME / MAN-HOURS**

- The BBM Major Projects would be of approximately 4 to 6 weeks and carries total marks of 200 including project report and viva.
- Number of students in a project group will not be more than three for BBM.

**PROJECT EVALUATION GUIDELINES**

**A.)** The evaluation of Major Project /Summer Assignment will be done on the basis of following heads:

Presentation and viva - 50% of total marks.

Thesis/Project report - 50% of total marks.

**B.) To be done at MATS Campus by External Examiner**

Presentation and viva - 50% of total marks.

Thesis/Project report - 50% of total marks.

The evaluation of Major/Minor Project will be done on the basis of following heads:

### **SUMMARY/ABSTRACT**

All students must submit a summary/abstract separately with the project report. Summary, preferably, should be of about 3-4 pages. The content should be as brief as is sufficient enough to explain the objective and implementation of the project that the candidate is going to take up. The write up must adhere to the guidelines and should include the following:

- Name / Title of the Project
- Statement about the Problem
- Why is the particular topic chosen?
- Objective and scope of the Project
- Methodology (including a summary of the project)
- What contribution would the project make?

**TOPIC OF THE PROJECT-** This should be explicitly mentioned at the beginning of the Synopsis. Since the topic itself gives a peep into the project to be taken up, candidate is advised to be prudent on naming the project. This being the overall impression on the future work, the topic should corroborate the work.

**OBJECTIVE AND SCOPE:** This should give a clear picture of the project. Objective should be clearly specified. What the project ends up to and in what way this is going to help the end user has to be mentioned.

**RESOURCES AND LIMITATIONS:** The requirement of the resources for designing and developing the proposed system must be given. The resources might be in form of the hardware/software or the data from the industry. The limitation of the proposed system in respect of a larger and comprehensive system must be given.

**CONCLUSION:** The write-up must end with the concluding remarks-briefly describing innovation in the approach for implementing the Project, main achievements and also any other important feature that makes the system stand out from the rest.

**The following suggested guidelines must be followed in preparing the Final project Report:**

Good quality white executive bond paper A4 size should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification :(Written paper and source code)

- Left margin - 3.0 cms
- Right margin- 2.0 cms
- Top margin 2.54 cms
- Bottom margin 2.54 cms
- Page numbers - All text pages should be numbered at the bottom center of the pages.

**Normal Body Text: Font Size:** 12, Times New Roman, Double Spacing, Justified. 6 point above and below para spacing

**Paragraph Heading Font Size:** 14, Times New Roman, Underlined, Left Aligned. 12 point above & below spacing.

**Chapter Heading Font Size:** 20, Times New Roman, Centre Aligned, 30 point above and below spacing.

**Binding::** The project report should be book binding (Spiral binding and other forms of bindings are not permitted)

Colo

**Submission of Project Report to the MATS :** The student will submit his/her project report in the prescribed format. The Project Report should include:

1. One copy of the summary/abstract.
2. Two hard Copy of the Project Report.
3. Soft copy of project on CD in a thick envelope pasted inside of the back cover of the project report.
4. The Project Report may be about 75 pages.

#### **FORMAT OF THE STUDENT PROJECT REPORT ON COMPLETION OF THE PROJECT**

- Cover Page as per format
- Acknowledgement
  - Certificate of the project guide as at Annexure III
  - Certificate of the Company/Organisation
  - Synopsis of the Project
  - Main Report
    - ◆ Objective & Scope of the Project
    - ◆ Theoretical Background Definition of Problem
    - ◆ Methodology adopted,

#### **Annexure:**

1. Brief background of the organisation where the student has developed the project.
3. List of abbreviations, Figures, Tables
4. References
  - Bibliography
  - Website
5. Soft copy of the project on CD/Floppy

#### **Formats of various certificates and formatting styles are as follows:**

##### **1) Certificate from the Guide**

Guide Name & Designation Full Address

CERTIFICATE

This is to certify that this project entitled " xxxxxxx xxxxx xxxxx xxxx xxxx xxx" submitted in partial fulfillment of the degree of Bachelor of Business Management to the MATS, Raipur, done by Mr./Ms. \_\_\_\_\_, Roll No. \_\_\_\_\_ is and is an authentic work carried out by him/her at \_\_\_\_\_ under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Signature of the Guide

##### **2) Project Report Cover Page Format:**

***Title of the thesis/report*** (Times New Roman, Italic, Font size = 24)

Submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Computer Applications (Bookman Old Style, 16 point, centre)

Guide

(Guide Name)  
No.:

Submitted by:

(Student's name) Roll

Submitted to MATS, RAIPUR  
LOGO



## MSMSR/ BBA/ 301

### COURSE OUTCOMES:

1. To understand the scope of HRM for any industry.
2. To formulate the HR Planning for an organization.
3. To understand the techniques of job analysis.
4. Define the role of HR managers in understanding various dynamics of human resource environment.
5. Analyze the various traditional and modern methods of recruitment & selection.

## Syllabus Content

### MODULE I

#### Introduction to HRM

Meaning, definition, Philosophy; Nature and scope of HRM, Objectives of HRM; Importance of HRM, Personnel Management Vs. HRM; Problems of HRM, HRM as a profession; HRM practices in Indian Industries

### MODULE II

#### Human Resource Planning

Meaning, basis, need and factors affecting Human Resource Planning; Objective of human Resource Planning – short-term and long term; Prerequisites for Human Resource Planning; Human Resource planning process.

### MODULE III

#### Job Analysis, Job Description, Job Specification, Evaluation, Design

Meaning, purpose, steps and techniques of Job Analysis; Meaning, purpose, contents, preparation and Characteristics of a good Job description; Meaning, purpose, contents, preparation and Characteristics of a good Job Specification; Meaning, approaches and Guidelines for job Designing Jobs; Job simplification, Job Enlargement, Job Rotation, and Job Enrichment.

### MODULE IV

#### Recruitment, Selection and Placement

Meaning of Recruitment- Internal and External, Evaluation of sources of Recruitment; Meaning of Selection, factors affecting selection, Selection Policy, steps in selection, techniques of selection; Placement and Induction of Employees.

### MODULE V

#### Interviews and Test

Meaning, purpose and Importance of Interviews; Employment Interview and importance of Interview in selection of Employees; Essentials of a good Interview, Preparation, conduct and Evaluation of the Interview, Limitations of Interview, Methods of Interview; Meaning and various methods of Testing.

### TEXT BOOKS/REFERENCE BOOKS:

1. "Personnel: The Management of Human Resources"– Robbins, Stephen, P., Prentice Hall.
2. "Personnel Management and Industrial relations" – Yodar and Dale, Prentice Hall, India.



## MSMSR/BBA/302

### COURSE OUTCOMES:

- 1: To understand the conceptual framework of cost accounting and its application.
- 2: To understand the implication of Job, batch and contract costing
- 3: Understand the basic of Material and labour costing.
- 4: Analyze various overheads.
- 5: Understand and examine in detail the usefulness and practical usage of job, batch and process costing.

## Syllabus Content

### MODULE I

#### Introduction to Cost Accounting:

Learning Objectives, Difference between the Financial and Cost Accounting. Cost Concepts For Control, Cost Concepts Of Decision Making. Elements of Cost.

### MODULE II

#### Costing and Control:

Material Costing - Control Of Material, Cost Of Inventory And Costing Methods. Labour Costing-Different Remuneration Method & Difference Between Halsey & Rowan Plan and Group Bonus Plan.

Overheads - Cost Allocation, Absorption of Factory Overheads & apportionment of Expenses.

### MODULE III

#### Job, Order, Process Costing:

Introduction to Job Order Costing, Batch Costing, Contract Costing. Process Cost, Joint Costing and By-product Costing. Practical Problems.

### MODULE IV

#### Standard Costs:

Introduction, Meaning of Standards, Establishing Cost Standards Components of Standard Cost. Calculation of MV, LV, SOHV.

### MODULE V

#### Budgets:

Introduction, The Planning Process, Budget Purpose, Preparation Types Of Budgets.

### TEXT BOOKS/ REFERENCE BOOKS:

1. "Cost Accounting" by M.L. Agrawal, Jain Narang, Maheshwari
2. "Cost Accounting" by M.L. Agrawal, Sahitya Bhawan publication,
3. "Cost Accounting" by Jain Narang, Kalyani Publishers
4. "Cost Accounting" by S.N. Maheshwari,
5. "Cost Accounting" by Saxena and Vashist, Sultan Chand and Sons

**BUSINESS STATISTICS**  
**MSMR/BBA/303**

**COURSE OUTCOMES:**

1. Explain and evaluate about central tendency and dispersion.
2. Evaluate the relationship between variables by correlation and regression.
3. Compare various Probability Distributions and tell about their properties.
4. Explain measures of central tendency, variability and dispersion.
5. Compute the correlation coefficient of random variables and formulate regression equations.

**Syllabus Content**

**MODULE I**

**Introduction to Statistics**

Background and Basic concepts: Introduction – Definition of Statistics – Functions – Scope – Limitations, Classification and Tabulation of Data.

**MODULE II**

**Measures of Central Tendency**

Introduction – Types of averages – Arithmetic Mean (Simple and Weighted) – Median – Mode – Graphic location of Median and Mode through Ogive Curves and Histogram.

**MODULE III**

**Measures of Dispersion and Skewness**

**Part – 1: Measures of Dispersion:** Meaning– Calculation of Absolute and Relative measures of dispersion - Range – Quartile Deviation – Mean Deviation – Standard Deviation and Coefficient of Variation.

**Part – 2: Measures of Skewness:** Meaning of Skewness - Symmetrical & Skewed Distributions- Measures of Skewness - Absolute and Relative Measures of Skewness – Karl Pearson's Coefficient of Skewness and Bowley's Coefficient of Skewness

**MODULE IV**

**Correlation and Regression Analysis**

**Correlation** – Meaning & Definition - Uses – Types – Probable error – Karl Pearson's & Spearman's Rank Correlation

**Regression** – Meaning and Definition, Regression Equations - Problems

**MODULE V**

**Index Numbers and Probability**

**Index Numbers**-Meaning & Definition – Uses – Classification – Construction of Index Numbers – Methods of constructing Index Numbers – Simple Aggregate Method – Simple Average of Price Relative Method – Weighted Index numbers – Fisher's Ideal Index (including Time and Factor Reversal tests) – Consumer Price Index – Problems

**Probability Theory** – Basic concepts of probability, multiplication and addition theorem of probability; conditional probability.

**TEXT BOOKS/ REFERENCES BOOKS:**

1. Mathematics and statistics by Suranjan Saha
2. "Quantitative Methods" by D R Agrawal
3. "Fundamentals of statistics" by D N Elhance
4. Business Statistics by S. C. Gupta
5. Business Statistics by Dr. S.M Shukla
6. Statistical Methods by Dr.S.P.Gupta
7. Quantitative Methods for Business (Kalyani Pub.) by S. L. Agrawal
8. Quantitative Method for Business - II by Chikodi & Pradad

## MSMSR/BBA/304(A)

### COURSE OUTCOMES:

- 1) To Understand the concepts of computer along with the hardware & softwares.
- 2) To recall and understand all the concept of peripheral devices,
- 3) To apply formula to sort and filter data.
- 4) To analyze the role of data and information.
- 5) To analyze chart and table data

## Syllabus Content

### MODULE I

#### Introduction to Computers

Computer System Characteristics and Capabilities: Speed, Accuracy; Reliability; Memory capability; Repeatability. Computer Hardware and Software: Block Diagram of a Computer; Different Types of Software's. Data Processing: Data; Data Processing System; Storing Data; Processing Data. Types of Computers: Analog; Digital; Hybrid General and Special Purpose Computers. Computer Generations: Characteristics of Computer Generations Computer Systems; Micros; Minis & Main-frames. Introduction the Embedded Systems and its application areas, Artificial Intelligence (AI).

### MODULE II

#### Classification of Computers

Classification as per logic used by computer; Major Component of Computer; Organization of Computer; Memory Types; Communication Paths; Working of CPU; System Software and Application Software.

**Operating System:** Concepts; Types of Operating System; Features of Operating System; Objective of Operating System, Layers of Computer system, Operating system Overview, Services provided by the operating system, OS as a resource manager , Mobile OS Preemptive Scheduling and Non-Preemptive Scheduling. Introduction to DBMS.

### MODULE III

#### Data Representation

Introduction: Decimal Number System; Binary Number System; Octal Number System; Hexa Decimal Number System; Conversion of number from any other number system to decimal number system; Conversion of Octal number to Decimal number; Conversion of Hexa Decimal number to Decimal number; Conversion of Decimal number to any other number system; Conversion of Decimal number to Binary numbers.

### MODULE IV

#### Network Technologies & Internet

Introduction; Type of Networks: Local Area Network (LAN); Wide Area Network (WAN); Intranet; Extranet; Network Topologies; Network Architecture & Protocols, ITES, Call Centers, GIS.

Internet: History; Indian Internet History, Application in Internet Environment, uploading and downloading files, internet protocols TCP/IP, URL, IP Addresses, Domain Name System, IP Addresses; World wide web (WWW); browsing and Information retrieval, exploring the WWW, Concept of Website, Web standards Internet Security & Applications. Introduction to HTML, What is HTML, HTML documents/file, Search Engines, E-Commerce, M-Commerce, Online Marketing.

### MODULE V

### **Word Processor & Working with Spreadsheet**

Word processor, features of word processor, creating & editing word documents, Formatting documents, working with tables, using tools, working with menus, creating flowchart, creating templates, working with Mail – Merge,

Presenting with power point : Creating presentation, working with slides, Different type of slides ,setting page layout, selecting background & applying design, adding Graphics to slide, adding sound & Movie, working with table, creating chart & Graph, playing a slide show, slide transition, advancing slides, setting time, rehearsing timing, animating slide, animating objects, running the show from windows.

Features of spreadsheet, basic terms of spreadsheet, Introducing Excel, Use of Excel sheet, saving, opening & printing workbook, Apply formats in cell & text, Divide worksheet into pages, setting page layout, adding Header & Footer, Using multiple documents, arranging windows i.e. (Cascade, Tiled, and Split), protecting your work, password protection, Working with Functions & Formulas, cell addressing, Working with Excel Graphics, creating chart & graphs. Working with lists & database, sorting a database, Filtering a database, using auto filter, Criteria Range, Calculating total & subtotal, Use of Freeze option.

### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Using IT - Williams, Tata McGraw Hills
2. Fundamentals of Information Technology- Chetan Srivastav, Kalyani Publication
3. Fundamental of computers - P.K Sinha
4. Data Communication and Network Tanunbaum

## MSMSR/BBA/304(B)

### COURSE OUTCOMES;

- 1) To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business
- 2) To understand various MIS operating in functional areas of an organization and explain its relationship with the various activities of the organization.
- 3) To understand how MIS is developed and implemented for various levels in an organization.
- 4) Define and Understand the concept, need and types of Information Systems and applications of Information Systems at different businesslevels.
- 5) to learn and understand the accounting software Tally and its implementation in business activities.

## Syllabus Content

### MODULE I

#### Introduction to Information System

Meaning and definition of system, information and information system – Management/Business information system –Features of Information system – Uses of Business Information Systems, Users of Information Systems –Components of Business Information Systems.

### MODULE II

#### Types of Information Systems

Management Support Systems (MSS), Management Information systems (MIS), Transaction Processing systems (TPS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Office Automation system, Process Control systems, Executive Information systems, Levels of management and Information systems.

### MODULE III

#### MS Office

MS Word – editing a document- Formatting – Spell Checking – Page setup, Using tabs, Tables and other features Mail Merge, MS Excel – building work sheet- data entry in work sheets, auto fill – working with simple problems- formula – statistical analysis, sort, charts, MS Power point – Design, Side Show – Presentation.

### MODULE IV

#### Database Management Systems

Introduction- Purpose of Database Systems, Views of data, Data Models, Database language, Transaction Management, Storage Management, Database Administrator, Database Users, Overall System Structure, Different types of Database Systems

### MODULE V

#### Accounting Software

Introduction to Tally, Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, writing voucher, voucher entry, making different types of voucher, correcting sundry debtors and sundry creditors accounts, preparation of Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet.

### TEXT BOOKS/REFERENCE BOOKS:

1. James Obrein, Management Information Systems, Tata McGraw Hill
2. S Sadagopan, Enterprise resource planning (ERP), Tata McGraw Hill
3. M. Suman, Computer Application in Business, VBH
4. R.G. Saha, Computer Application in Business, HPH.
5. Amrutha Gowri & Soundrarajana A, Computer Application in Business, SHBP.
6. Manjunath, GunduRao, Computer Business Applications, HPH.

7. Sudaimuthu & Anthony: Computer Applications in Business, HPH.
8. S. Perekar, Anindita Hazra; Computer Application in Business
9. Srivatasava : Enterprise Resource Planning I.K. International
10. C.S.V.Murthy: Management Information, HPH

## MSMSR/BBA/305

### COURSE OUTCOMES:

- 1: To understand the need and importance of organization behaviour.
- 2: To understand & analyze the personality and learning theories,
- 3: To understand the importance of attitude and its effect on personality building and emotional competence.
- 4: Understand and Apply basic knowledge about group dynamics, team building and organization structure.
- 5: Evaluate and Learn the importance of organizational change and development.

## Syllabus Content

### MODULE I

#### Focus and Purpose

Definition; need and importance of Organisational Behaviour; Nature and scope; Framework - Organisational Behaviour Models.

### MODULE II

#### Individual Behaviour

Personality; Types; Factors influencing personality; Theories; Learning; Types of Learners; The Learning Process - Learning Theories Organizational Behaviour Modification. Attitudes - Characteristics - Components - formation - measurement. Perception - Importance - Factors influencing perception - Interpersonal perception. Motivation - Importance - Theories - Effects on work behaviour.

### MODULE III

#### Group Behaviour

Organisation Structure - Formation- Groups in Organisations - Influence - Group Dynamics - Emergence of informal leaders and working norms- Group Decision Making Techniques interpersonal relations - Communication - Control.

### MODULE IV

#### Leadership and Power

Meaning - Importance- Leadership styles - Theories- Leaders vs Managers - Sources of Power - Power Centers -Power and Politics.

### MODULE V

#### Dynamics of Organisational Behaviour

Organisational Climate - Factors affecting Organisational climate - Importance. Job Satisfaction - Determinants - Measurement - Influence on behaviour. Organisational change - Importance - Stability vs. change - Proactive vs. Reactive change - The change process - Resistance to change - Managing change. Organisational Development - Characteristics - Objectives - Team building. Organisational Effectiveness - Perspectives - Effectiveness vs. efficiency - Approaches - The Time Dimension - Achieving organisational effectiveness.

### TEXT BOOKS/REFERENCE BOOKS:

1. Stephen P. Robbins, "Prentice Hall of India" 9<sup>th</sup> Edition, 2001.
2. Hellriegel, Slocum and Woodman, "Organisational Behavior" South-Western, Thomson Learning, 9<sup>th</sup> edition, 2001.
3. Schermerhorn, Hunt and Osborn, "Organisational Behavior" John Wiley, 7<sup>th</sup> edition, 2001.
4. "Organisational Behavior", Jit S.Chand, Vikas Publishing House Pvt. Ltd, 2<sup>nd</sup> edition, 2001.
5. Fred Luthans, "Organisational Behavior", McGraw-Hill Book Co., 1998.
6. New Strom and Davis, "Organisational Behaviour", McGraw-Hill, 2001.  
Jeff Harris and Sandra Hartman, "Organisational Behaviour", Jaico, 2002.

## MSMSR/BBA/401

### **COURSE OBJECTIVE:**

1. To introduce students to the various dimensions of marketing and consumer behaviour.
2. To facilitate students to place their knowledge in a marketing mix frame to comprehend how each element contributes to the potency and effectiveness of a marketing plan.
3. Define and explain the fundamental concepts of marketing and its environment.
4. Demonstrate and categorize the marketing strategies for the companies
5. Assess and conclude the product, price, place and promotion framework of any company.

## **Syllabus Content**

### **MODULE I**

#### **Fundamentals of Marketing:**

Introduction to Marketing: Meaning, nature and scope of marketing; Marketing philosophies; Marketing management process; Concept of marketing mix.

### **MODULE II**

#### **Market Analysis and Consumer Behaviour**

Understanding marketing environment; Market measurement; Consumer Behaviour, Process and Factors influencing Consumer behavior, Consumer and industrial goods & buyer behavior, Market segmentation, Targeting and Positioning

### **MODULE III**

#### **Product Planning and Pricing**

Product concept; Types of products; Major product decisions; Brand Management; Product life cycle, New Product Development process; Pricing decisions; Determinants of price; Pricing process; Pricing policies and strategies.

### **MODULE IV**

#### **Promotion and Distribution decisions**

Communication process; Promotion tools – advertising, personal selling, publicity and sales promotion; Distribution channel decisions – types and functions of intermediaries, Selection and management of intermediaries; Logistics decisions – inventory management, warehousing, transportation and insurance.

### **MODULE V**

#### **Marketing Organization**

Emerging trends and issues in marketing – Consumerism, rural marketing; Social marketing; direct and online marketing; Green marketing.

### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Kotler – “Marketing Management”
2. Cundiff and Still – “Marketing Management”
3. Subhas Mehta – “Marketing management”
4. Rajan Nair – “Marketing”



## **FINANCIAL MANAGEMENT MSMR/BBA/402**

### **COURSE OUTCOMES:**

- 1) To understand the concept of financial management and identify the tools for best financial management practices.
- 2) To acquaint the students with the skills for reporting and decision making in areas of investment, finance and dividend decisions by applying the various tools and techniques.
- 3) Understanding the concept of maximization of shareholders wealth by applying financial techniques. Understanding and analyzing the real life situations in the corporate world and public sector.
- 4) Understanding the concept of Investment Decision and Cost of capital for optimum allocation of funds. Application of evaluation criteria like Pay back period, NPV, IRR, PI etc. in decision-making.
- 5) Analyzing risk return characteristics of different alternative capital structure through leverage.

## **Syllabus Content**

### **Module I**

Meaning, Importance and Objectives of Financial Management; Time value of money; Conflicts in profit versus value maximization principle; Financial Planning.

### **Module II**

Tools of Financial Analysis and Planning; Ratio Analysis to evaluate performance and financial health; Application of Ratio analysis in financial decision making; Analysis of cash flow and funds flow statements.

### **Module III**

Management of working capital; Cash and Marketable securities management; Treasury management. Receivables management, Inventory management, Financing of working capital,

### **Module IV**

Investment decisions: Capital Budgeting; Techniques for evaluation like payback method, accounting rate of return, internal rate of return, Net present value and Profitability index – simple problems; Relationship between risk and return.

### **Module V**

Financial Decisions: Cost of capital; Cost of different sources of finance, Weighted average cost of capital, Marginal cost of capital, Concepts of operating and financial leverage; Capital structure patterns; Designing optimum capital structure; Constraints; Various capital structure theories; Different sources of finance: Long, medium, and Short-term finance, Operating and Financial Leverage – their measure, effects on Profits, Analyzing alternate financial plan.

### **TEXT BOOKS/REFERENCES BOOKS:**

1. Financial Management – Khan and Jain
2. Financial Management – I.M.Pandey
3. Financial Management – Prassana Chandra

**BUSINESS LAW**  
**MSMSR/BBA/403(A)**

**COURSE OUTCOMES:**

1. To understand the basic concept of business legislations
2. To analyze the different legal issues of business and to know the legal remedies to solve the problem.
3. To encourage and develop legal thinking for smooth establishment of business concern.
4. To Understand and apply the concepts of Indian Contract Act in business dealings.
5. To Understand the rule of partnership as per the Partnership Act, analyze the problems of partnership firm and evaluate the method for registration of a partnership firm.

**Syllabus Content**

**MODULE I**

**Indian Contract Act**

Nature of contract – essential elements of a contract– kind of contract , Offer and acceptance, Consideration, Capacity of parties, Free consent, Discharge of Contract, Breach of contract and remedies.

**MODULE II**

**Sale of Goods Act, 1930**

Formation of a contract, Condition and warranties, Transfer of ownership, Performance of the contract, Rights of unpaid seller.

**MODULE III**

**Indian Partnership Act, 1932**

Definition and nature of partnership, Rights and duties of partner, Types of partners, Incoming and outgoing and minor as a partner, Dissolution of partnership, Registration of firm.

**MODULE IV**

**The Companies Act, 2013**

Nature and types of company, Formation of a company, Memorandum of association, Articles of association, , Share and share capital.

**MODULE V**

**Negotiable Instrument Act, 1881**

Definition of Negotiable Instruments, Classification and Kinds, Parties to Negotiable Instruments, Discharge of Negotiable Instruments, Hundis.

**TEXT BOOKS/REFERENCE BOOKS:**

1. "Business Law for Managers" by SK Tuteja; Sultan Chand and Sons, New Delhi
2. "Elements of Mercantile Law" by Kapoor ND, Sultan Chand and sons, New Delhi
3. "Mercantile Law" by RC Chawla, KC Garg; Kalyani Publishers, New Delhi
4. Related Bare Acts

## **CYBER SECURITY MSMSR/BBA/403(B)**

### **COURSE OUTCOMES:**

1. After completion of this module, students would be able to understand the concept of Cyber security and issues and challenges associated with it.
2. Students, at the end of this module, should be able to understand the cyber crimes, their nature, legal remedies and as to how report the crimes through available platforms and procedures.
3. On completion of this module, students should be able to appreciate various privacy and security concerns on online Social media and understand the reporting procedure of inappropriate content, underlying legal aspects and best practices for the use of Social media platforms.
4. After the completion of this module, students would be able to understand the basic concepts related to E-Commerce and digital payments. They will become familiar with various digital payment modes and related cyber security aspects, RBI guidelines and preventive measures against digital payment frauds.
5. To understand the rule of partnership as per the Partnership Act, analyze the problems of partnership firm and evaluate the method for registration of a partnership firm.

### **Syllabus Content**

#### **MODULE I**

Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.

#### **MODULE II**

Classification of cyber crimes, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi , Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Cyber crime and offences, Organisations dealing with Cyber crime and Cyber security in India, Case studies.

#### **MODULE III**

Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies.

#### **MODULE IV**

Definition of E- Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices, Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments, Digital payments related common frauds and preventive measures. RBI guidelines on digital payments and customer protection in unauthorized banking transactions. Relevant provisions of Payment Settlement Act, 2007,

**MODULE V**

End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third party software, Device security policy, Cyber Security best practices, Significance of host firewall and Ant-virus, Management of host firewall and Anti-virus, Wi-Fi security, Configuration of basic security policy and permissions.

**TEXT BOOKS/REFERENCE BOOKS:**

1. Cyber Crime Impact in the New Millennium, by R. C Mishra , Auther Press. Edition 2010.
2. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
3. Electronic Commerce by Elias M. Awad, Prentice Hall of India Pvt Ltd.
4. Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.

## **FIELD PROJECT WORK MSMR/BBA/404**

### **COURSE OUTCOMES:**

- 1: Identify and Understand the complexities of the business words.
- 2: Interpret and demonstrate the skills needed to be successful in the business world.
- 3: Analyze and explain the business problems and find out it's probable solution.
- 4: Develop, Plan and convert a business idea into reality.

## **Syllabus Content**

### **The criteria for selection of company (business organization) would be based upon:**

1. Goodwill of the company
2. Strength of manpower for training of HR students
3. Sales turnover of the company for marketing students
4. Placement potential in the training organization
5. Existence of training and development department will be preferred
6. Professional approach in management
7. Proximity within or near Chhattisgarh State
8. Suitability of the students with reference to specialization

### **Training Diary**

Each student has to maintain a diary in which he will record/writing the details of work/activity progress, the diary has to be got checked by the concerned officer/section in-charge

### **Preparation of Training Report**

The student has to keep record in their training diary regarding organization structure, number of persons working, their designations and nature of duties performed and all other activities relating to work. After the completion of training the student will submit training report to the Head of the Department within 15 days

### **Project Work**

After carefully having understanding of the working environment of the business organization the student has to undergo a major project work in consultation with company and its guide from the institution in his related field of specialization i.e. Human Resource Management or Marketing Management or Finance. The student is expected to undergo detailed study regarding the topic from books and available journals and prepare a questionnaire duly approved by the company and the faculty. He will collect the relevant data with the help of questionnaire and observation method. He/she is expected to complete the project report in a nice manner (types and bind) after getting consultation from the guide of the company and guide from the institution He is supposed to prepare Two copies of the project report.

### **GUIDELINES FOR SUBMISSION PROJECTS AND SUMMER INTERNSHIP**

All the candidates of BBM-IV SEMESTER after there term end examinations are required to submit a project-report based on the work done by him/her during the summer period.

### **THE GUIDE**

The Guide for BBM would be a person From the MATS

A guide cannot guide more than six projects at a given time.

### **PROJECT TIME / MAN-HOURS**

- The BBM Major Projects would be of approximately 4 to 6 weeks and carries total marks of 200 including project report and viva.
- Number of students in a project group will not be more than three for BBM.

### **PROJECT EVALUATION GUIDELINES**

**A.)** The evaluation of Major Project /Summer Assignment will be done on the basis of following heads:

Presentation and viva - 50% of total marks.

Thesis/Project report - 50% of total marks.

**B.) To be done at MATS Campus by External Examiner**

Presentation and viva - 50% of total marks.

Thesis/Project report - 50% of total marks.

The evaluation of Major/Minor Project will be done on the basis of following heads:

### **SUMMARY/ABSTRACT**

All students must submit a summary/abstract separately with the project report. Summary, preferably, should be of about 3-4 pages. The content should be as brief as is sufficient enough to explain the objective and implementation of the project that the candidate is going to take up. The write up must adhere to the guidelines and should include the following:

- Name / Title of the Project
- Statement about the Problem
- Why is the particular topic chosen?
- Objective and scope of the Project
- Methodology (including a summary of the project)
- What contribution would the project make?

**TOPIC OF THE PROJECT-** This should be explicitly mentioned at the beginning of the Synopsis. Since the topic itself gives a peep into the project to be taken up, candidate is advised to be prudent on naming the project. This being the overall impression on the future work, the topic should corroborate the work.

**OBJECTIVE AND SCOPE:** This should give a clear picture of the project. Objective should be clearly specified. What the project ends up to and in what way this is going to help the end user has to be mentioned.

**RESOURCES AND LIMITATIONS:** The requirement of the resources for designing and developing the proposed system must be given. The resources might be in form of the hardware/software or the data from the industry. The limitation of the proposed system in respect of a larger and comprehensive system must be given.

**CONCLUSION:** The write-up must end with the concluding remarks-briefly describing innovation in the approach for implementing the Project, main achievements and also any other important feature that makes the system stand out from the rest.

**The following suggested guidelines must be followed in preparing the Final project Report:**

Good quality white executive bond paper A4 size should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification :(Written paper and source code)

- Left margin - 3.0 cms
- Right margin- 2.0 cms
- Top margin 2.54 cms
- Bottom margin 2.54 cms
- Page numbers - All text pages should be numbered at the bottom center of the pages.

**Normal Body Text: Font Size:** 12, Times New Roman, Double Spacing, Justified. 6 point above and below para spacing

**Paragraph Heading Font Size:** 14, Times New Roman, Underlined, Left Aligned. 12 point above & below spacing.

**Chapter Heading Font Size:** 20, Times New Roman, Centre Aligned, 30 point above and below spacing.

**Binding::** The project report should be book binding (Spiral binding and other forms of bindings are not permitted)

Colo

**Submission of Project Report to the MATS :** The student will submit his/her project report in the prescribed format. The Project Report should include:

1. One copy of the summary/abstract.
2. Two hard Copy of the Project Report.
3. Soft copy of project on CD in a thick envelope pasted inside of the back cover of the project report.
4. The Project Report may be about 75 pages.

#### **FORMAT OF THE STUDENT PROJECT REPORT ON COMPLETION OF THE PROJECT**

- Cover Page as per format
- Acknowledgement
  - Certificate of the project guide as at Annexure III
  - Certificate of the Company/Organisation
  - Synopsis of the Project
  - Main Report
    - ◆ Objective & Scope of the Project
    - ◆ Theoretical Background Definition of Problem
    - ◆ Methodology adopted,

#### **Annexure:**

1. Brief background of the organisation where the student has developed the project.
3. List of abbreviations, Figures, Tables
4. References
  - Bibliography
  - Website
5. Soft copy of the project on CD/Floppy

#### **Formats of various certificates and formatting styles are as follows:**

##### **1) Certificate from the Guide**

Guide Name & Designation Full Address

CERTIFICATE

This is to certify that this project entitled " xxxxxxx xxxxx xxxxx xxxx xxxx xxx" submitted in partial fulfillment of the degree of Bachelor of Business Management to the MATS, Raipur, done by Mr./Ms. \_\_\_\_\_, Roll No. \_\_\_\_\_ is and is an authentic work carried out by him/her at \_\_\_\_\_ under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Signature of the Guide

##### **2) Project Report Cover Page Format:**

***Title of the thesis/report*** (Times New Roman, Italic, Font size = 24)

Submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Computer Applications (Bookman Old Style, 16 point, centre)

Guide

(Guide Name)  
No.:

Submitted by:

(Student's name) Roll

Submitted to MATS, RAIPUR  
LOGO





**CONSTITUTION OF INDIA  
MSMSR/BBA/405**

**COURSE OUTCOMES:**

1. Understand the key aspects of the Indian Constitution.
2. Comprehend the structure and philosophy of the Constitution
3. Understand the power and functions of various constitutional offices and institutions.
4. Realise the significance of the constitution and appreciate the role of constitution and citizen oriented measures in a democracy.

**Syllabus Content**

**MODULE I**

Meaning and Significance of Constitution, Constituent Assembly- Composition, Objectives, Preamble and Salient features of the Indian Constitution, Fundamental Rights, Fundamental Duties. Directive Principles.

**MODULE II**

President of India- Election, Powers and functions, Prime Minister and Cabinet – Structure and functions, Governor- Powers and functions, Chief Minister and Council of Ministers – Functions.

**MODULE III**

Parliament – Lok Sabha and Rajya Sabha – Composition and powers, State Legislative Assembly and Legislative Council – Composition and powers,

**MODULE IV**

Judicial System in India – Structure and features, Supreme Court and High Court: Composition, Jurisdiction.

**MODULE V**

Federalism in India – Features, Local Government -Panchayats –Powers and functions; 73rd and 74th amendments, Election Commission – Composition, Powers and Functions; Electoral Reforms, Citizen oriented measures – RTI and PIL – Provisions and significance.

**TEXT BOOKS/REFERENCE BOOKS:**

1. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, (23rd edn.) 2018.
2. M.V. Pylee, India's Constitution, New Delhi; S.Chand Pub., (16th edn.) 2017.
3. J.N.Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, (55th edn.) 2018.
4. K B Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications, 2015.

**BUSINESS RESEARCH  
MSMSR/BBA/501**

**COURSE OUTCOMES:**

1. To Understand the concept, process, design, tools and techniques of Research Methodology.
- 2.To Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
- 3.Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.
- 4 Conceptualize the research processDevelop necessary critical thinking skills in order to evaluate different research approaches utilized in the industries
- 5 Students should be able to identify the overall process of designing a research study from its inception to its report.

**Syllabus Content**

**MODULE I**

The Scientific Method and Research: Definition, meaning, significance; Principles and characteristics of scientific method.

**MODULE II**

Steps in the Elaboration of a Research Project: Research design and preparing for Scope of Work (SoW), Design Criteria Study Approaches.

**MODULE III**

Hypothesis Definition; Sources, kind, characteristics; Formulation; Pre-test and Pilot survey.

**MODULE IV**

Survey and census method; Sampling techniques; Techniques of Data Collection: Documentary Method; Observation; Interview; Questionnaire; Questionnaire Design and administration; Reliability and validity.

**MODULE V**

Scaling Techniques-Definition, kinds and its usefulness; Data Tabulation and Analysis of Data; Meaning of Data Analysis; Elementary analysis of data; Coding and tabulation; Statistical analysis of data; Presentation of data; Report Writing ;(Contents of Good Report)

**TEXT BOOKS/REFERENCE BOOKS:**

1. "Research Methodology" - C.R.Kothari
2. Business Research Methods- Dobnald R. Cooper

## **EVENT MANAGEMENT & PUBLIC REALTION MSMSR/BBA/502**

### **COURSE OUTCOMES**

- 1 Analyze the role of events in image building
- 2 Explain all the steps of planning and organizing an event
- 3 Plan and organize events
- 4 Discuss ways of strategic marketing and media planning for events
- 5 Demonstrate knowledge and ability to identify risk areas, evaluate safety measures

### **Syllabus Content**

#### **Module I**

**Introduction to Event:** Scope – Nature and Importance – Types of Events – Unique features and similarities – Practices in Event Management – Duties and Responsibilities of Event Manager – Key steps to a successful event.

#### **Module II**

**The Dynamics of Event Management:** Event Planning and Organizing – Leadership traits and Characteristics – Event Proposal – SWOC (Strength, Weakness, Opportunity and Challenges) Analysis – Event Budget – Implementation – Evaluation – Site and Infrastructure Management.

#### **Module III**

**Event Marketing:** Customer Care Equipment and Tools – Promotion, Media Relation and Publicity – Event Coordination – Visual and Electronic Communication – Event Sponsorship – Event Presentation – Event Evaluation.

#### **Module IV**

**Introductions to Public Relations-** Concept- Nature- Importance- Limitations- Media- Types of Media- Media Management, Public Relation Strategy & Planning. Brain Storming for idea generation- Writings for Public Relations.

#### **Module V**

**Corporate events:** Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blue Print, Need for Entertainment in Corporate Events and Reporting.

#### **TEXT BOOKS/REFERENCE BOOKS:**

1. Event Management & Public Relations – Ponnappa AM & Chitravathi KK
2. Event Management & Public Relations ; Author, Dr Savita Mohan ; Publisher, Enkay Publishing House

## **CONSUMER BEHAVIOR MSMSR/BBA/503(M)**

### **COURSE OUTCOMES:**

1. To understand the major influences in consumer behaviour
  2. Distinguish between different consumer behaviour influences and their relationships
  3. Understand and analyze the relevance of consumer behaviour theories and concepts to marketing decisions
  4. Implement appropriate combinations of theories and concepts
  5. Recognise social and ethical implications of marketing actions on consumer behaviour
- Use most appropriate techniques to apply market solutions

## **Syllabus Content**

### **MODULE I**

Introduction to Consumer Behavior; Diversity of consumer behavior; Concept, Scope, Importance and interdisciplinary nature; Marketing management factors influencing consumer-buying behavior; The consumer research paradigms and process.

### **MODULE II**

Consumer decision-making and its process: Models and views of Consumer decision making; the process of opinion leadership and motivation behind opinion leadership; Reutilized response, limited and extensive problem solving behavior; Diffusion and adoption process of innovations; Profile of consumer innovators.

### **MODULE III**

Individual Determinants of Consumer behavior: Perception (Meaning of Perception, The perceptual process, Factor responsible for perceptual, Distortion). Learning (Elements, Process, Learning theories and measures of consumer learning). Personality (Meaning and Nature, Characteristics of Personality, Stages in the development of personality, personality Influences and consumer behavior, VALS model and its development).

### **MODULE IV**

Consumer Attitude and Behavior (The concept of Attitude, Relationship between Attitude and behavior, Attitude formation, Models of Attitude, Strategies for Attitude change (ELM-model), Cognitive Dissonance Theory and its implications). Motivation (Consumer Motivation, Needs and goals, Characteristics, Types and system of needs, measurement of motives).

### **MODULE V**

Influence of Social class (Definition, Social stratification, Factors responsible for social stratification); Characteristic features of social Classes; Social influence on consumer behavior.

Group Dynamics and Consumer Reference Groups; Family life cycle; Work group-Reference group; Celebrity; Impact of social class; Culture, subculture and cross - culture factors on consumer behavior; Design of persuasive communication.

### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Schiffman & Kanuk - Consumer Behavior- Prentice Hall
2. Michael R. Solomon- Consumer Behavior - Pearson Education
3. Loudon & Della Bitta - Consumer Behavior-Concepts and Applications - Tata McGraw Hill
4. J Paul Peter & Lerry C. Olson - Consumer Behavior & Marketing Strategy -McGraw Hill
5. C.L. Tyagi & Arun Kumar - Consumer Behavior - Atlantic Publisher and Distributors

## **RETAIL MANAGEMENT MSMSR/ MBA/504(M)**

### **COURSE OUTCOMES:**

1. Understand the functions of retail business and various retail formats and retail channels.
2. Understand the difference between Retail and Manufacturing Supply Chain
3. Understand, key drivers of retail supply chain and how to select a retail store location?
4. Analyze Retail Market and Financial Strategy including product pricing.
5. Integrate the various space management tricks and how to apply them

### **Syllabus Content**

#### **MODULE I**

Retail Management: an overview of global and Indian retailing, Organized vs. unorganized retailing. The retailing concept and its framework; planning, building and sustaining relationship in retailing. Retail Institutions: its types and its characteristics, its facilities, retail chains. E-tailing.

#### **MODULE II**

Retail Planning and Development: Understanding the Retail Customer, Strategic Retail Planning Process, location planning and selection. The wheel of Retailing. Managing retail business: developing retail business, human resources and operation management process.

#### **MODULE III**

Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analysing Merchandise performance. Asset management and budgeting, developing retail price strategy.

#### **MODULE IV**

Retail Operations and Retail Pricing: Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Importance of supply chain management in retail Business. Retail Pricing, Factors influencing retail prices. Pricing strategies, Controlling costs.

#### **MODULE V**

Retail Space Management and Marketing: Definition of Space Management, Store layout and Design, Visual Merchandising, Promotions Strategy, Relationship Marketing Strategies, Retail Marketing Mix, Retail Communication Mix, POP Displays. Emerging trends in retailing.

### **Text Books/ Reference Books:**

1. Lamba A, 'Retail marketing', TMH
2. Barry Berman and Joel R Evans, 'Retail Management A strategic approach', Pearson Education
3. Bajaj, Retail Management, 2E, ISBN: 9780198061151, Oxford University Press.
4. Levy & Wertz: Retailing Management, Irwin.

**INCOME TAX**  
**MSMSR/BBA/503(F)**

**COURSE OUTCOMES:**

1. To introduce the basic concept of Income Tax and heads of income with its components
2. It helps to build an idea about income from Salaries & house property as a concept
3. It give more idea about the income from House property.
4. To develop an idea about clubbing of income, deduction from gross total income.
5. To determine the concept of assessment of individual Tax

**Syllabus Content**

**MODULE I:**

Introduction – Assessee, Previous year, AY, Person, Residence and Tax Liability in Case of Individual, Firm, HUF & Company. Exemption from Tax – Specifically for Individual. Income from Salary – Allowance, Perquisite, Provident fund. Retirement Benefits – Pension, Gratuity, Earned Leave, Salary, Compensation.

**MODULE II:**

Income from House property – Computation GAV, let out house and Deemed Let out, Self occupied House. Income from Business & profession – Deduction u/s 30 to 37; Disallowed Expenditure section 37 (23) & section 40.; Section 44 AB – Compulsory Audit of Account.

**MODULE III:**

Income from Capital Gain – Capital Assets, short term & long term assets, cost in special cases, full value consideration in special cases. Exemption from Gain Income from other sources.

**MODULE IV:**

Provision related to set off & carry forward, clubbing of Income, Deduction from Gross Total Income (80 CCC to 80 U).

**MODULE V:**

Compute – Total Income, Tax on Total Income. Rebate on Tax, Computation of Individual Income.

**TEXT BOOKS/REFERENCE BOOKS:**

1. Dr. Vinod Singhania and Dr. Kapil Singhania, Taxmann's publication Pvt.
2. Dr. H.C. Mehrotra & Goyal, Sahitya bhawan Publication.
3. Grish Ahuja and Dr. Ravi Gupta, Bharat Law House

**BANKING AND INSURANCE**  
**MSMSR/BBA/504(F)**

**COURSE OUTCOMES:**

1. Understanding of basic aspects of banking & insurance with its regulation in India
2. The students will demonstrate understanding of various types of product & services offered by banks
3. An understanding of operational aspects of banking.
4. To evaluate the risk with its significance in banking and insurance
5. To exhibit the understanding of functional aspects of life insurance & non life insurance.

**Syllabus Content**

**MODULE I**

**Introduction to Banking**

Fundamental role and evolution, Banking structure in India, Licensing of banks in India, Foreign Banks, Private Banks – Capital and voting rights of the shareholders, Corporate Governance and ethical responsibility.

**Banking and Economy:** Cash Reserve Ratio (CRR), Statutory Liquidity Ratio (SLR), Repo and Reverse Repo, Capital Account Convertibility.

**MODULE II**

**Bank Deposits, Nomination and Deposit Insurance**

Kinds of deposits, Joint accounts, Nomination, Closure of a deposit account, Concept of Deposit insurance.

**Other Banking services**

Fund-based services, Non-Fund based services, Money Remittance Services, Banking Channels.

**MODULE III**

**Security Creation:** Pledge, Hypothecation, Mortgage, Assignment

**NPA:** Non-Performing Assets, NPA categories, NPA Provisioning Norms, SARFAESI Act

**MODULE IV:**

**Basic Principles of Insurance**

Indemnity, Insurable interest, Materiality of facts, Uberimmae Fidae and implications, Types of Insurance: Life Insurance, General Insurance, Health & Medical Insurance, Property related Insurance, Liability Insurance, Critical Illness or Dread Disease Insurance, Reinsurance, Principles governing marketing of insurance products Need for insurance functions of insurance, Benefits and costs of insurance, The development of insurance, Global importance of Indian Insurance Industry.

**MODULE V:**

**Insurance Regulatory & Development Authority (IRDA):** Insurance legislation, Registration of Insurance companies, Licensing of Insurance Agents and Surveyors, Professional Standards, Rules and Ethics Governing Insurance Practice, Code of conduct in advertisement.

**Text Books/ Reference Books:**

1. Besanko, D., & Thakor, A. V. (1995). 10 Relationship banking, deposit insurance and bank portfolio choice. *Capital markets and financial intermediation*, 292.
2. Rajan, A. (1984). *New technology and employment in insurance, banking and building societies: Recent experience and future impact*. Aldershot, Hants: Gower.
3. Cornett, M. M., & Saunders, A. (2003). *Financial institutions management: A risk management approach*. McGraw-Hill/Irwin.
4. Scott, H. S. (Ed.). (2005). *Capital adequacy beyond Basel: banking, securities, and insurance*. Oxford University Press.

**HUMAN RESOURCE DEVELOPMENT**  
**MSMSR/BBA/503(H)**

**COURSE OUTCOMES:**

1. To make them understand the human resources development (HRD) & its relationship with Human Resource Management
2. To analyze the need of HRD and evaluate its effectiveness.
3. To understand the HRD application and trends.
4. To make them analyze the practical implication of HRD functions in various types of Organizations through case studies.

**Syllabus Content**

**MODULE I**

Introduction to Human Resource Development: Concept; Relationship between human resource management and human resource development; HRD mechanisms, processes and outcomes; HRD matrix; HRD interventions; Roles and competencies of HRD professionals; Challenges in HRD.

**MODULE II**

HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD culture and climate.

**MODULE III**

HRD Activities: Employee development activities- Approaches to employee development, leadership development, action learning, assessment and development centers; Intellectual capital and HRD; HRD mechanisms for workers; Role of trade unions; Industrial relations and HRD; Influence of motivation on development activities.

**MODULE IV**

HRD Applications and Trends: Coaching and mentoring; Career management and development; Employee counselling; Competency mapping; PCMM, Balanced Score Card, Appreciative inquiry; Integrating HRD with technology, Employer branding and other emerging trends.

**MODULE V**

HRD in Organizations: Selected cases covering HRD practices in government organizations, manufacturing and service industries and MNCs; International experiences of human resource development.

**TEXT BOOKS/ REFERENCE BOOKS:**

1. Werner J. M., DeSimone, R.L., Human resource development, South Western.
2. Nadler, L., Corporate human resources development, Van Nostrand Reinhold.
3. Mankin, D., Human resource development, Oxford University Press India.
4. Haldar, U. K., Human resource development, Oxford University Press India.
5. Rao, T.V., Future of HRD, Macmillan Publishers India.
6. Rao, T.V., HRD Score Card 2500: Based on HRD audit, Response Books, SAGE Publications.
7. Rao, T.V., Hurconomics for talent management: Making the HRD missionary business-driven, Pearson Education.
8. Curtis, B., Hefley, W. E., Miller, S. A., The people capability maturity model: Guidelines for improving workforce, Pearson Education.
9. Kaplan, R.S., and Norton, D.P. 1992, The Balanced Scorecard: Measures that drive performance, Harvard Business Review.



**TRAINING AND DEVELOPMENT  
MSMSR/BBA/504(H)**

**COURSE OUTCOMES:**

- 1 - To develop an understanding of the evolution of training & development from a tactical to a strategic function .
- 2- To understand the concept of training evaluation
- 3 - To understand the linkage of learning with training.
- 4 - To understand the need for and concept of Performance appraisal.
- 5 - To understand various strategies used by organizations to measure performance & reward for the same

**Syllabus Content**

**MODULE I**

**Training for Development**

Concept of Training and Development, Need for training, Importance of Training, Difference between Training and Development, Principles of Training and areas of training. Assessment of Training Needs, Training Methods - On the Job and Off Job Methods, Electronic Training – Computer Based Training Electronic performance support system (EPSS), Distance and Internet Based Training – Tele-training , Video conferencing , Training via Internet , Learning portals. Evaluation of Training: Purpose of Evaluation, Evaluation Process

**MODULE II**

**Management Development**

Needs, importance & Methods. Organizational Development through Human Resource Development.

**MODULE III**

**Learning Organization**

Learning Curves and Linkage of Learning with Training and Learning Organization. Organizational Learning, Instruments on Learning Organization, Essentials for Developing a Learning Organization.

**MODULE IV**

**Performance Appraisal**

Definition, Objectives, Need for Appraisal, Essentials of performance appraisals and problems of performance appraisal, Methods of Performance Appraisal- Traditional and Modern Methods- Graphic Rating-Scale, Straight Ranking Method, Paired Comparison Method, Critical Incident Method, Group Appraisal, Confidential Methods, Behavioral Anchored Rating Scale (BARS), Assessment centers.

**MODULE V**

**Managing Careers-** Career Planning, Factors affecting Career Choices; Career Stages, Career anchors, Need for Career Planning, Managing Promotions, Transfers & Demotions.

**TEXT BOOKS/REFERENCE BOOKS:**

- 1 Training Manual on Human Resource Management & Organisational Learning – V.N.Srivastava & Girdhar J.Ghyni.
2. Human Resource Management by Gary Dessler.
3. Human Resource Management by Robbins.
4. Human Resource Management – P. Subba Rao.
5. Human Resource Management and Personnel Management – Aswathappa (Tata Magraw Hill New Delhi)

**INTERNSHIP PROJECT AND VIVA  
MSMR/BBA/505**

**COURSE OUTCOMES:**

- 1: Identify and Understand the complexities of the business words.
- 2: Interpret and demonstrate the skills needed to be successful in the business world.
- 3: Analyze and explain the business problems and find out it's probable solution.
- 4: Develop, Plan and convert a business idea into reality.

**Syllabus Content**

**The criteria for selection of company (business organization) would be based upon:**

1. Goodwill of the company
2. Strength of manpower for training of HR students
3. Sales turnover of the company for marketing students
4. Placement potential in the training organization
5. Existence of training and development department will be preferred
6. Professional approach in management
7. Proximity within or near Chhattisgarh State
8. Suitability of the students with reference to specialization

**Training Diary**

Each student has to maintain a diary in which he will record/writing the details of work/activity progress, the diary has to be got checked by the concerned officer/section in-charge

**Preparation of Training Report**

The student has to keep record in their training diary regarding organization structure, number of persons working, their designations and nature of duties performed and all other activities relating to work. After the completion of training the student will submit training report to the Head of the Department within 15 days

**Project Work**

After carefully having understanding of the working environment of the business organization the student has to undergo a major project work in consultation with company and its guide from the institution in his related field of specialization i.e. Human Resource Management or Marketing Management or Finance. The student is expected to undergo detailed study regarding the topic from books and available journals and prepare a questionnaire duly approved by the company and the faculty. He will collect the relevant data with the help of questionnaire and observation method. He/she is expected to complete the project report in a nice manner (types and bind) after getting consultation from the guide of the company and guide from the institution He is supposed to prepare Two copies of the project report.

**GUIDELINES FOR SUBMISSION PROJECTS AND SUMMER INTERNSHIP**

All the candidates of BBM-IV SEMESTER after there term end examinations are required to submit a project-report based on the work done by him/her during the summer period.

**THE GUIDE**

The Guide for BBM would be a person From the MATS

A guide cannot guide more than six projects at a given time.

**PROJECT TIME / MAN-HOURS**

- The BBM Major Projects would be of approximately 4 to 6 weeks and carries total marks of 200 including project report and viva.
- Number of students in a project group will not be more than three for BBM.

**PROJECT EVALUATION GUIDELINES**

**A.)** The evaluation of Major Project /Summer Assignment will be done on the basis of following heads:

Presentation and viva - 50% of total marks.

Thesis/Project report - 50% of total marks.

**B.) To be done at MATS Campus by External Examiner**

Presentation and viva - 50% of total marks.

Thesis/Project report - 50% of total marks.

The evaluation of Major/Minor Project will be done on the basis of following heads:

### **SUMMARY/ABSTRACT**

All students must submit a summary/abstract separately with the project report. Summary, preferably, should be of about 3-4 pages. The content should be as brief as is sufficient enough to explain the objective and implementation of the project that the candidate is going to take up. The write up must adhere to the guidelines and should include the following:

- Name / Title of the Project
- Statement about the Problem
- Why is the particular topic chosen?
- Objective and scope of the Project
- Methodology (including a summary of the project)
- What contribution would the project make?

**TOPIC OF THE PROJECT-** This should be explicitly mentioned at the beginning of the Synopsis. Since the topic itself gives a peep into the project to be taken up, candidate is advised to be prudent on naming the project. This being the overall impression on the future work, the topic should corroborate the work.

**OBJECTIVE AND SCOPE:** This should give a clear picture of the project. Objective should be clearly specified. What the project ends up to and in what way this is going to help the end user has to be mentioned.

**RESOURCES AND LIMITATIONS:** The requirement of the resources for designing and developing the proposed system must be given. The resources might be in form of the hardware/software or the data from the industry. The limitation of the proposed system in respect of a larger and comprehensive system must be given.

**CONCLUSION:** The write-up must end with the concluding remarks-briefly describing innovation in the approach for implementing the Project, main achievements and also any other important feature that makes the system stand out from the rest.

**The following suggested guidelines must be followed in preparing the Final project Report:**

Good quality white executive bond paper A4 size should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification :(Written paper and source code)

- Left margin - 3.0 cms
- Right margin- 2.0 cms
- Top margin 2.54 cms
- Bottom margin 2.54 cms
- Page numbers - All text pages should be numbered at the bottom center of the pages.

**Normal Body Text: Font Size:** 12, Times New Roman, Double Spacing, Justified. 6 point above and below para spacing

**Paragraph Heading Font Size:** 14, Times New Roman, Underlined, Left Aligned. 12 point above & below spacing.

**Chapter Heading Font Size:** 20, Times New Roman, Centre Aligned, 30 point above and below spacing.

**Binding::** The project report should be book binding (Spiral binding and other forms of bindings are not permitted)

Colo

**Submission of Project Report to the MATS :** The student will submit his/her project report in the prescribed format. The Project Report should include:

1. One copy of the summary/abstract.
2. Two hard Copy of the Project Report.
3. Soft copy of project on CD in a thick envelope pasted inside of the back cover of the project report.
4. The Project Report may be about 75 pages.

#### **FORMAT OF THE STUDENT PROJECT REPORT ON COMPLETION OF THE PROJECT**

- Cover Page as per format
- Acknowledgement
  - Certificate of the project guide as at Annexure III
  - Certificate of the Company/Organisation
  - Synopsis of the Project
  - Main Report
    - ◆ Objective & Scope of the Project
    - ◆ Theoretical Background Definition of Problem
    - ◆ Methodology adopted,

#### **Annexure:**

1. Brief background of the organisation where the student has developed the project.
3. List of abbreviations, Figures, Tables
4. References
  - Bibliography
  - Website
5. Soft copy of the project on CD/Floppy

#### **Formats of various certificates and formatting styles are as follows:**

##### **1) Certificate from the Guide**

Guide Name & Designation Full Address

CERTIFICATE

This is to certify that this project entitled " xxxxxxx xxxxx xxxxx xxxx xxxx xxx" submitted in partial fulfillment of the degree of Bachelor of Business Management to the MATS, Raipur, done by Mr./Ms. \_\_\_\_\_, Roll No. \_\_\_\_\_ is and is an authentic work carried out by him/her at \_\_\_\_\_ under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Signature of the Guide

##### **2) Project Report Cover Page Format:**

***Title of the thesis/report*** (Times New Roman, Italic, Font size = 24)

Submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Computer Applications (Bookman Old Style, 16 point, centre)

Guide

(Guide Name)  
No.:

Submitted by:

(Student's name) Roll

Submitted to MATS, RAIPUR  
LOGO

### 3) Self certificate by the students

#### **SELF CERTIFICATE**

This is to certify that the dissertation/project report entitled " \_\_\_\_\_ " is done by me is an authentic work carried out for the partial fulfilment of the requirements for the award of the degree of Bachelor of Business Management under the guidance of \_\_\_\_\_ . The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Name of the Student

Roll No

#### **ACKNOWLEDGEMENTS**

In the "Acknowledgements" page, the writer recognises his indebtedness for guidance and assistance of the thesis adviser and other members of the faculty. Courtesy demands that he also recognise specific contributions by other persons or institutions such as libraries and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully.

#### **BIBLIOGRAPHY**

## **PRODUCTION AND OPERATIONS MANAGEMENT MSMSR/BBA/601**

### **COURSE OUTCOMES**

- 1) To understand the basic knowledge of production & Operation Management.
- 2) To provide students with the basic concepts related to the plant location and layout.
- 3) To explain the concept and core values of Quality Management (QM).
- 4) To identify the elements of operations management and various transformation processes to enhance productivity and competitiveness. Explain the techniques of location and facility planning.
- 5) To apply various Statistical Quality Control tools including the analysis of various Quality costs and quality circles. Explain the concept of TQM.

### **Syllabus Content**

#### **MODULE I**

##### **Introduction to Production and Operations Management**

Introduction - Meaning & Definition - Classification - Objectives and Scope of Production and operation Management -Automation: Introduction - Meaning and Definition - Need - Types - Advantages and Disadvantages.

#### **MODULE II**

##### **Plant Location and Layout**

Introduction - Meaning & Definition - Factors affecting location, theory and practices, cost factor in location - Plant layout principles - space requirement- Different types of facilities, Organization of physical facilities - building, sanitation, lighting, air conditioning and safety.

#### **MODULE III**

##### **Materials Management**

Introduction - Meaning & Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control Techniques

#### **MODULE IV**

##### **Production Planning and Quality Control**

Objectives and Concepts, capacity planning, corresponding production planning, controlling, scheduling routing - Quality Control - Statistical Quality Control, Quality Management, Control charts and operating characteristic curves, acceptance sampling procedures, Quality Circle, Meaning of ISO and TQM.

Productivity - factors influencing productivity - Concept of Standard Time, Method study, Time and Motion Study, Charts and Diagrams, Work Measurements

#### **MODULE V**

##### **Maintenance and Waste Management**

Introduction - Meaning - Objectives - Types of maintenance, Break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal, salvage and recovery.

#### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI
2. Thomas E. Morton, Production Operations Management, South Western College.
3. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishers.
4. Ghousia Khaloon, Production & Operation Management, VBH.
5. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.

6. Gondhalekar & Salunkhe: Productivity Techniques, HPH.
7. SN Chary, Production & Operations Management, McGraw Hill.
8. K KAhuja, Production Management, CBS Publishers.
9. S.A. Chunawalla & Patel: Production & Operations Management, HPH.
10. Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management

**INTRODUCTION TO ENTREPRENEURSHIP**  
**MSMSR/BBA/602**

**COURSE OUTCOMES:**

1. Understand and develop various skills required for organizing and carrying out entrepreneurial activities.
2. Develop the ability to understand and analyze various business situations.
3. Develop the ability of converting an idea into a business proposition.
4. Describe the basics of entrepreneur, its importance and entrepreneurship process. Understand and apply traits of successful entrepreneurs in doing projects.
5. Understand the kinds of feasibility analysis and evaluating business plans with respect to real life case studies. Creating business models with real life examples.

**Syllabus Content**

**MODULE I**

**Entrepreneurs and Entrepreneurship Development**

**Entrepreneur:** Evolution and concept of Entrepreneur, Characteristics of Entrepreneur, Distinction between Entrepreneur and Manager, Functions of an Entrepreneur, classification of Entrepreneur, Intrapreneurs, Ultrapreneurs,

**Entrepreneurship:** Concept of Entrepreneurship, characteristics and scope of entrepreneurship, Barriers to Entrepreneurship

**MODULE II**

**Entrepreneurial Support System**

Govt. Institutions- DIC, SSIDC, SIDBI, NABARD, NSIC, IFCI, IDBI, LIC, Commercial Banks.

**MODULE III**

**Market Survey and Opportunity Identification**

Introduction, Sources of business ideas, identification of opportunity and steps in identification. Purpose and techniques of Market Survey;

**MODULE IV**

**Selection of Product and Choices of Technology**

Criteria for selecting product, barriers to the successful development of new product, Technology introduction, benefits, proper selection of plant and equipment.

**MODULE V**

**Project Formulation**

Introduction, project report, classification of project, content of project report, steps or guidelines in preparation of project report. Common mistakes by entrepreneurs in project formulation,

**TEXT BOOKS/REFERENCE BOOKS:**

1. "Entrepreneurship" - New Venture Creations – David H. Holt
2. "Entrepreneurship" - Hisrich Peters
3. "The culture of Entrepreneurship" - Brigitte Berger
4. "Project Management" - K/Nagarajan
5. "Dynamics of Entrepreneurship Development" - Vasant Desai
6. "Entrepreneurship Development" - Dr. P. C. Shejwalkar
7. "Thought Leaders"- Shrinivas Pandit
8. "Entrepreneurship" - Steven Brandt
9. "Management and Entrepreneurship" - Veerabhadrapa Havinal



**PRODUCT & BRAND MANAGEMENT**  
**MSMSR/BBA/603(M)**

**COURSE OUTCOMES:**

1. Understand the product policy, product mix, product line, product modification and new product development.
2. Examine the different growth strategies of new product and product portfolio analysis.
3. Recognize the brand image ,brand awareness, brand decision, brand personality and also the benefits of brand.
4. Illustrate brand valuation procedure like managing brand equity, brand worth brand reinforcement, brand revitalization and brand crisis.

**Syllabus Content**

**MODULE I**

**Product Management**

Meaning of Product, Product Characteristics, Products levels, Types of Products – Product Line, Product Mix.

**MODULE II**

**Product Development**

Factors influencing design of the product, Changes affecting Product Management, Developing Product Strategy; Setting objectives & alternatives, Product strategy over the lifecycle, New product development, Product Differentiation and Positioning strategies, Failure of New Product.

**MODULE III**

**Introduction to Branding**

Meaning of Brand, Significance of Branding, Historical perspective of Branding, Differentiating Product and Brand, Types of Brands, Branding Challenges, overcoming the Challenges, Creating a brand, Measuring brand personality, Brand Image.

**MODULE IV**

**Understanding and Measuring Brand Equity**

Defining Brand equity, Need for building Brand Equity, Steps in building a brand, Consumer bases Brand Equity, Brand Elements, Measuring Brand Equity

**MODULE V**

**Building Strong Brands**

Branding Strategies, Need for designing Branding Strategies, Strategies for Choosing a Brand Name, Branding strategies, Brand Extension, Critical factors for Brand Extension, Launching a Brand Extension

**TEXT BOOKS/REFERENCE BOOKS:**

1. Harsh V. Verma; Brand Management, Excel Books.
2. Subrato Sengupta, Brand Positioning Strategies for Competitive Advantage, McGraw Hill.
3. The New Strategic Brand Management- Kapfere, Jean-Noel, Kogan page 5th edition
4. Das & Naveen, Brand Management Perspectives and Practices, ICFAI University Press.
5. Chaturvedi, B.M, Total Brand Management: An Introduction-, ICFAI University Press.
6. Kruti Shah, Brand Management, Oxford Publication
7. Gupta SL: Brand Management, HPH.
8. Branding Concepts- Pati, Debashish, Macmillan India
9. Brand Building : M. Bhattacharjee, HPH.

**ADVERTISING AND SALES PROMOTION  
MSMSR/BBA/604(M)**

**COURSE OUTCOMES:**

1. To understand & evaluate the use of advertising and sales promotion as a marketing tool.
2. To define the advertising and media strategy advertising and sales promotional appeals.
3. To develop an understanding of appropriate media selection.
4. to enhance the ability to understand and analyze the promotional tools.

**Syllabus Content**

**MODULE I**

**Introduction to Integrated Marketing Communication**

Understanding Marketing, Understanding Marketing Communication, Integrated Marketing Communication, History of advertising (In India); Advertising purpose and functions; Economic, social & ethical aspects of advertising; Advertising & the marketing mix, Advertising as a communication process; types of advertising; Major Institutions of Advertising Management.

**MODULE II**

**Advertising and Media Strategy**

Marketing strategy & Situation analysis; Advertising plan; Advertising objectives; DAGMAR approach; Advertising strategy; Advertising campaign-planning process. **Media Strategy-** Role of media; types of media; their advantages and disadvantages; Media research & advertising decisions; media planning, selection & scheduling strategies.

**Module III**

**Creative Strategy & Advertising Budget**

Creative approaches; The art of copywriting; Advertising copy testing; creativity in communication, motivational approaches & appeals, Advertising budget process; Methods of determining Advertising appropriations.

**MODULE IV**

**Introduction to Sales Promotion**

Introduction to Sales promotion, Advantages and disadvantages of Sales Promotion, Push and Pull Strategies

**MODULE V**

**Sales Promotion Tools**

Consumer Promotion Tools, Trade Promotion Tools, Sales Force Promotion Tools, Planning Sales Promotion Programme

**TEXT BOOKS/REFERENCE BOOKS:**

1. Kruti Shah, Advertising and Integrated Marketing Communication, Tata McGrawHill
2. 2Rajeev Batra, John. G.Myers. T. David.A. Aaker; Advertising Management; 5th Edition, PHI Edition, New Delhi, 1998.
3. Kazmi/Batra; Advertising & Sales promotion 3rd Edition
4. Ghouse Basha, Advertising and Media Management, VBH
5. Jefkins&Yadin; Advertising, 4th Edition; Pearson Education, New Delhi, 2000.
6. Manendra Mohan; Advertising Management - Concepts & Cases; Tata McGraw Hill Publishingcompany Ltd, New Delhi 2001.
7. S.A.Chunnawalia Advertising, Sale and Promotion Management, Himalaya Publishing House, 2006.

**STRATEGIC CORPORATE FINANCE**  
**MSMSR/BBA/603(F)**

**COURSE OUTCOMES:**

- 1: Understanding various financial strategies to take corporate decision to maximize wealth of an organization.
- 2: To understand and apply the valuation for financial restructuring in various corporate decision.
- 3: Comparing and analyse different sources of finance for corporate decision.
- 4: To evaluate the relationship between risk and return and utilize the knowledge cost of capital
- 5: Analyse and apply the knowledge of strategic corporate finance for long term business planning and capital investment.

**Syllabus Content**

**MODULE I**

Introduction to strategic corporate finance: Strategy Vs Planning, significance of strategy in financial decisions, Different types of financial strategy for Shareholders Wealth Maximization, Profit Maximisation versus Shareholder Wealth Maximisation, Economic Value-Added (EVA)

**MODULE II**

Mergers and acquisitions – overview, procedures, Valuation of an organisation, Value gaps, Financing mergers and takeovers, Defence tactics, Legal and financial due diligence, Management buy outs , Management Buy-ins, Privatisation of quoted companies

**MODULE III**

Equity and debt financing • Short, medium and long-term funding • Gearing structure • Modigliani and Miller's theory of corporate financing • Capital structures • Dividend policies

**MODULE IV**

Cost of Capital  
Risk and return • Weighted average cost of capital • Portfolio diversification • Portfolio theory • Capital asset pricing model

**MODULE V**

Financial Analysis and Business Planning • Long-term business planning • Capital investment appraisal • Business plan evaluation • Assessment of financial position • Competition and industry norms • Key financial management indicators • Benchmarking

**TEXT BOOKS/REFERENCE BOOKS:**

1. Brigham, E. F. & Houston, J. F. Fundamentals of financial management. New Delhi: Cenage Learning India Pvt. Ltd.  
& Rana, s. B. Financial management.
2. Paudel, R. B., Baral, K.J. Gautam, R.R. and Rana , S.B. Financial management Kathmandu: Asmita Book Publishers and Distributors (P)Ltd.  
Pradhan, R. S.. Capital structure management. Kathmandu: Landmark Publications.

**FINANCIAL MARKETS  
MSMSR/BBA/604(F)**

**COURSE OUTCOMES:**

1. Learning about financial markets in India.
2. Developing an understanding about Capital market and its working.
3. To understand Securities contract and regulation act
4. Functionaries of stock exchange and how it can help in working.
5. Learning Financial services and its uses.

**Syllabus Content**

**MODULE I**

An overview of financial markets in India; Money markets: Indian money markets structure and compositions: Acceptance houses, Discount house, and call money market, recent trends in Indian money market.

**MODULE II**

Capital market: Security market – (a) New issue market (b) Secondary market; functions and role of stock exchange, Listing, Pricing of public issue, Stock exchanges and over the counter exchanges.

**MODULE III**

Securities contract and regulation act: Main provisions; Investor's protection: Grievances handling and their removal.

**MODULE IV**

Functionaries of stock exchange; brokers, sub brokers, market makers, jobbers, portfolio consultants, institutional investors and NRIs.

**MODULE V**

Financial services: Merchant banking- functions and roles, SEBI guidelines; credit rating – concepts, functions, and types.

**TEXT BOOKS/REFERENCE BOOKS:**

- |                                       |               |
|---------------------------------------|---------------|
| 1. Financial institutions and Markets | : L.M.Bhole   |
| 2. Indian Securities market           | : Hooda.R.P   |
| 3. Monetary Economics                 | : Suraj Gupta |

## **ORGANIZATIONAL CHANGE AND DEVELOPMENT MSMSR/BBA/603(H)**

### **COURSE OUTCOMES:**

- 1 To understand the concept & significance of the Organizational Change.
- 2 To understand the implementation of change in an organization.
- 3 To analyze the impact of technology in change.
- 4 To apply the Organizational intervention techniques in an organization.

## **Syllabus Content**

### **MODULE I**

#### **Organizational Change**

Concept and Significance; Managing Change; Concept of Analyzing the Environment; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change.

### **MODULE II**

#### **Types of Change**

Continuous or Incremental Change; Discontinuous or Radical Change; Participate Change and Directive Change; Change Levers; Levels of Change: Knowledge Changes; Attitudinal Changes; Individual Behaviour Changes and Organizational Performance Changes.

### **MODULE III**

Implementing Change : Steps-Assembling a Change; Management in Establishing a New Direction for the Organization; Setting up of Change Teams; Aligning Structure; Systems and Resources; Removing road Blocks; Absorbing Changes into Organization

### **MODULE IV**

#### **HR and Technological change**

Introduction special features of new technology; organizational implications of technological change; Emerging profile HR; Employee Empowerment, Emotional Intelligence and employee productivity; Managing work stress

### **MODULE V**

#### **Organizational Development (OD)**

Concept and Evolution; OD Interventions: Diagnostic Activities; Team Building; Sensitivity Training; Third Party and Inter Group Interventions; Educational and Structural Interventions; Indian Experiences of OD in Public and Private Enterprises

### **TEXT BOOKS/REFERENCE BOOKS:**

1. Nilakant, V. and Ramnaryan, S., Managing Organisational Change, Response Books, New Delhi.
2. Beckhanrd, Richard and Harris, Reuben T., Organisational Transitions: Managing Complex Change, Addison, - Wesley, Mass
3. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organisational Change, Free Press, New York .
4. Hammer, Michael and Champy, James, Reengineering the Corporation: A Manifesto for Business Revolution, Harper Business, New York .
5. Hurst , David K., Crisis and Renewal : Meeting the Challenge of Organisational Change, Harvard University Press, Mass
6. Pattanayak, Biswajeet and Kumar Pravash, Change for Growth, Wheeler Publications, New Delhi.
7. Morgan, Gareth, Imagination, Response Books, New Delhi.
8. Madhukar Shukla, Competing Through knowledge, Response Books, New Delhi

## **TALENT & KNOWLEDGE MANAGEMENT**

### **MSMSR/BBA/604(H)**

#### **COURSE OUTCOMES:**

1. To Understand the basic concepts of Talent and Knowledge management.
2. To develop a sound understanding of the role of leaders in talent management.
3. To analyze various approaches & strategies of knowledge management
4. Evaluate the potential and appropriateness of talent development strategies, policies and methods with reference to relevant contextual factors.
5. Assess the role and influence the politics of knowledge management policy and practice in a range of contexts.

### **Syllabus Content**

#### **MODULE I**

Meaning and importance of talent management, Talent management Grid, Creating talent management system, Strategies of talent management. Competency model, Competency mapping, Role of leaders in talent management, Talent management and competitive advantage.

#### **MODULE II**

Elements of knowledge management, Advantages of knowledge management, Knowledge management in learning organizations. Types of Knowledge: Tacit and Explicit. Managing knowledge workers.

#### **MODULE III**

Knowledge management process, Approaches to knowledge management: Knowledge management solutions, Knowledge creation, Knowledge sharing, Knowledge dissemination.

#### **MODULE IV**

Knowledge management life cycle, Knowledge capturing techniques: Brainstorming, Protocol analysis, Consensus decision making, Repertory grid, Concept mapping.

#### **MODULE V**

Knowledge management strategies: Aligning individual needs with organisation, Reward systems for knowledge management, Knowledge audit, Benchmarking, Balance score card, Gap analysis.

#### **TEXT BOOKS/REFERENCE BOOKS:**

1. [SIA Publishers & Distributors Pvt Ltd](#) (Author)

**PROJECT PREPARATION OF A BUSINESS PLAN**  
**MSMSR/BBA/605**

**COURSE OUTCOMES**

- 1 Gain extensive experience in business planning. Challenge your resourcefulness
- 2 Exercise your powers of innovation and creativity. Gain an understanding of what "professional-quality output" means.
- 3 Improving writing/revision skills. Improving critical thinking skills. Improving risk analysis skills. Improving research skills. Improving presentation and communication skills. Improving ability to think globally.

**Syllabus Content**

Progressive Creation and Expected Outcome:

This assignment is a semester-long project that will require immediate and continuous work throughout the entire 13 weeks of the semester. To help keep you on track for successful completion of the project, there will be many assignments due throughout the semester. These assignments and their deadlines will be noted on the schedule page, but in general will include the following:

- Create and submit a description of your group structure, roles and responsibilities.
- Conceive and select two business ideas with mission statements and general descriptions of the product/service to be offered and a reasonable discussion of how each business will meet all of the required criteria for the project.
- Based on feedback received from the instructor, select one of the two businesses to form the basis for your business plan.
- Submit an industry analysis
- Submit a market analysis, plan, and sales forecast
- Submit a cash budget

**Guidelines:**

The idea behind the business plan is to familiarize students more extensively with the problems related to the business issues and also to allow them to deal with examples of the practical problems that always are ahead while starting a business plan. This assignment is a semester-long project that will require immediate and continuous work throughout the entire 13 weeks of the semester. To help keep students on track for successful completion of the course, there will be many assignments due throughout the semester.

**INTERNATIONAL BUSINESS  
MSMR/BBA/701**

**COURSE OUTCOMES:**

- 1: To Analyze the implications of global trade for India.
- 2: Understand the basic concepts of International Business. Apply the trends of global business and its impact on different economies. Analyze the impact of government policies in relation to the other developed economies of the world.
- 3: Remember the trends of business around the world, Understand the role of international organizations in impacting the growth of business. Analyze the trade figures and to Evaluate the future expectations.
- 4: Evaluate and Contrast between domestic and international markets. Apply the advantage of gaining knowledge of international markets to grow the national markets. Analyze the different types of international market intermediaries around the world
- 5: Understand the role of international financial organization. Evaluate the concept of different marketing concept., Analyze the role of government and the basic structure of international business along with its organization to boost the business from the country.

**Syllabus Content**

**MODULE I**

**International Business – An Introduction**

Need for international business, Nature of International Business, Stages of Internationalization, Recent growth in international business, Different modes of international business

**MODULE II**

**The International Business Environment**

Comparative environmental framework, The cultural, political, legal and economic environment of business.

**MODULE III**

**Trade and investment: Theories and Institutions**

Absolute cost advantage, Comparative cost advantage theory, Factor-proportions theory, PLC theory, Protectionism and Trade barriers, counter vailing forces, from GATT to WTO, Economic integration and co-operative agreement, Regional Trading blocks

**MODULE IV**

**Foreign Trade Procedures and BoP**

Export Trade, Procedure, Steps & Documentation, Export Financing, Export Promotion, Import Trade, Procedure, Steps, Documentations and Problems, EXIM Policy, Balance of Payment (BoP) – Disequilibrium and Measures for Rectification, Institutions connected with EXIM Trade.

**MODULE V**

**Managing International Business Operations**

Marketing, Sourcing, Accounting, Taxation, Finance, HRM

**Text Books/ Reference Books:**

1. S. Sahajahan – International Business – McMillan Publication
2. K. Aswathapa – International Business – Tata McGraw Hill
3. P Subba Rao – International Business Text & Cases – Himalaya Publication
4. Charles W L Hill – International Business – Tata McGraw Hill
5. Robert J Carbaugh – International Economics – Thomson Asia Pte Ltd.



**SUPPLY CHAIN MANAGEMENT  
MSMSR/BBA/702**

**COURSE Outcomes:**

1. To understand the basic concepts related to supply chain management.
2. To Develop a sound understanding of various sourcing strategy, distribution strategy & inventory strategy.
3. To apply the current supply chain theories, practices and concepts utilizing case problems and problem-based learning situations
- 4 To analyse various dimensions of logistics and the relations of supply chain management with business functions.
- 5 To evaluate supply chain management models and the place of it in the companies.

**Syllabus Content**

**MODULE I**

Development of SCM concepts and Definitions – key decision areas – strategic. Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.

**MODULE II**

**Sourcing strategy:** Manufacturing management – make or buy decision – capacity management– Materials Management – choice of sources – procurement planning.

**MODULE III**

**Distribution strategy:** Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging.

**MODULE IV**

**Inventory Strategy:** Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms.

**MODULE V**

**Channels of Distribution** – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management.

**Text Books/ Reference Books:**

1. Supply Chain Management: Strategy, Planning and Operation by Sunil Chopra.
2. Supply Chain Management, For Global Competitiveness by Sahni.
3. World-Class Supply Management: The Key to Supply Chain Management.

**BUSINESS ETHICS AND CSR  
MSMSR/BBA/703**

**COURSE OUTCOMES:**

- 1: Remember and understand the Ethics and functional areas: marketing, finance, HRM. Remember and understand the concept of corporate social responsibility.
- 2: Remember and understand Corporate governance: concept, importance and principles.
- 3: Analyzing Corporate governance in India To apply the application of ethics to different functional areas of business.
- 4: Remember and understand concept of ethics and globalization, Business ethics: concept, scope and importance. Codes of conduct in business. Analyse the common unethical practices and ethical dilemmas
- 5: Enlighten them about the concept and relevance of CSR & Corporate Governance in India.

**Syllabus Content**

**MODULE I**

**Introduction to Business Ethics**

Introduction , Meaning, Scope, Types of Ethics, Characteristics, Factors influencing Business Ethics, Importance of Business Ethics, Arguments for and against business ethics, Basics of business ethics

**MODULE II**

**Personal Ethics**

Introduction, Meaning, Emotional Honesty, Virtue of humility, Promote happiness, karma yoga, proactive, flexibility and purity of mind, Ethics for managers,

**MODULE II**

**Ethics in Management**

Introduction, Ethics in HRM, Marketing Ethics, Ethical aspects of Financial Management, Technology Ethics and Professional ethics.

**MODULE IV**

**Role of Corporate Culture in Business**

Meaning, Functions, Impact of corporate culture, cross cultural issues in ethics

**MODULE V**

**CSR and Corporate Governance**

Corporate Social Responsibility, Meaning and scope of CSR; Relevance and significance of CSR in contemporary society, Issues of Management

Corporate Governance-Meaning, scope, composition of BODs, Cadbury Committee, various committees, reports on corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate Governance with living examples.

**TEXT BOOKS/REFERENCE BOOKS**

1. Murthy CSV: Business Ethics and Corporate Governance, HPH
2. Bholanath Dutta, S.K. Podder – Corporation Governance, VBH.
3. Dr. K. Nirmala, Karunakara Readdy : Business Ethics and Corporate Governance, HPH
4. H.R.Machiraju: Corporate Governance
5. K. Venkataramana, Corporate Governance, SHBP.

**SOCIAL MEDIA & DIGITAL MARKETING**  
**MSMSR/BBA/704(M)**

**COURSE OUTCOMES:**

1. To understand the basic concepts related to social media & digital marketing.
2. To apply digital marketing tools in their business organization.
3. To critically assess the use of digital marketing tools by applying relevant marketing skill & framework.
4. To analyze various digital & social media marketing strategies.
5. To evaluate the use of social media & digital marketing techniques in relevant organization.

**Syllabus Content**

**MODULE I**

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities,

**MODULE II**

The Digital users in India, Digital marketing Strategy- Consumer Decision journey, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.

**MODULE III**

Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.

**MODULE IV**

Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing

**MODULE V**

Facebook for Business, LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Twitter Marketing:- Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram & Snapchat basics.

**TEXT BOOKS/REFERENCE BOOKS**

1. Social media marketing brand ROI: Digital Marketing by [Ananthanarayanan V](#) (Author)

**MANAGEMENT ACCOUNTING**  
**MSMSR/BBA/704(F)**

**COURSE OUTCOMES:**

1. The student should be able to critically analyze the functionalities of accounting.
2. The student should be capable of analyzing and interpreting and analyze cash flow statement.
3. The student should be able to apply appropriate financial analysis tool to make affective financial decision.
4. The student should be able to applying cost volume profit tools as controlling techniques.
5. The student should be able to applying budgeting control tools as controlling techniques.

**Syllabus Content**

**MODULE I**

Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management, Technique of Management Accounting (Concept Only).

**MODULE II**

Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Proble

**MODULE III**

Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Provisions of Ind.AS-7. Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS-7.

**MODULE IV**

Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses-problems.

**MODULE V**

Meaning and Definition of Budget and Budgetary Control, objectives of budgetary control, advantages and limitations of budgetary control, essentials of effective budgeting, Types of budget-Functional budgets, Master Budget, Fixed and Flexible Budget, Problems on Flexible budget and Cash Budget.

**TEXT BOOKS/REFERENCE BOOKS**

1. Murthy CSV: Business Ethics and Corporate Governance, HPH
2. Bholanath Dutta, S.K. Podder – Corporation Governance, VBH.
3. Dr. K. Nirmala, Karunakara Readdy : Business Ethics and Corporate Governance, HPH
4. H.R.Machiraju: Corporate Governance
5. K. Venkataramana, Corporate Governance, SHBP.
6. N.M.Khandelwal : Indian Ethos and Values for Managers
7. S Prabhakaran; Business ethics and Corporate Governance
8. An introduction to ethics – William Lillie
9. The power of ethical management – Kenneth Blanchard and Norman Vincent Peale

## **COMPENSATION MANAGEMENT MSMSR/BBA/704(H)**

### **COURSE OUTCOMES:**

1. To understand the role of compensation in an organization.
2. To understand the different components of compensation.
3. To understand the compensation plan.
4. To understand the components of reward system.
5. To understand the types of employee compensation.

### **Syllabus Content**

#### **MODULE I**

Role of compensation in organization: economic and behavioural theories related to compensation; strategic perspectives of compensation; compensation as motivational tool; compensation policy. Difference between remuneration and compensation

#### **MODULE II**

Internal and external equities in compensation system; determining the worth of jobs; understanding inter and intra-industry compensation differentials, designing pay structure and administering compensation package; understanding different components of compensation package like fringe benefits, incentives and retirement plans; pay for performance plans.

#### **MODULE III**

compensation of special group: Corporate Directors, Chief Executives, Senior Managers; components of executive compensation package; compensation of professionals and knowledge workers, R&D staff, sales compensation plan, international compensation.

#### **MODULE IV**

Statutory provisions governing different components of reward system; working of different institutions related to reward system like wage boards, pay commissions, role of trade unions in compensation management; tax planning.

#### **MODULE V**

Wage and salary administration, Managing International compensation, Direct and indirect employee compensation.

#### **Text Books/ Reference Books:**

1. Milkovich, George T and Newman J.M., Compensation, Tata McGraw Hill Henderson,
2. R.O., compensation Management, Pearson Education.
3. Martocchio, J.J., Strategic Compensation, Pearson Education.
4. Armstrong, M and Murlis H, Reward Management
5. Kogan Page, UK. Singh, B.D., Compensation Reward Management, Excel Books, New Delhi.

**TAXATION & TAX PLANNING**  
**MSMSR/BBA/705**

**COURSE OUTCOMES:**

1. To understand the basic concepts of taxation & tax planning.
2. To Understand various concepts of goods & service tax & the provisions under IT.
3. To apply the concepts tax planning with reference to residential status, salary, housing property & capital gains,
4. To evaluate the income tax & to minimize its outflow.
5. To analyze various tax planning options available to individual tax payers.

**Syllabus Content**

**MODULE I**

Concept and significance of Tax Planning , Tax Evasion and Tax Avoidance, Objectives of Tax Planning, Factors influence Tax Planning,Types of Tax Planning,Income Tax Slabs ( of respective financial year), Steps of Tax Planning, Objectives of assessment, Factors influence taxability of total income of an individual

**MODULE II**

Tax planning for residential status, Tax Planning for salary, Tax Planning for Income from House Property

**MODULE III**

Tax Planning for Capital Gain, Advance Payment of Tax and Interest: Income liable for Advance Tax,Advance Tax Liability, Interest payable by Assessee or Government, Section i 234 A,2348B,and 234

**MODULE IV**

History of Indirect Taxation,GST concept, Salient features of GST, Benefits of GST, GST and Centre - State financial relation, GST council and its functions, Taxable Event or Levy and Collection of GST, Role of Central Board of Excise and Customs

**MODULE V**

The Central Goods and Services Tax Act, 2017,The Integrated Goods and Services Tax Act, 2017, The Union Territory Goods and Services Tax Act, 2017,The Goods and Services Tax (compensation to states) Act, 2017, The State Goods and Services Tax Act, 2017 (respective state)

**Text Books/ Reference Books:**

1. Bare acts of each law
2. Direct Tax Law & Practice – V.K. Singhania
3. Direct Tax Laws – T.N. Manoharan
4. The Law & Practice of Income Tax – Kanga &Palkhivala
5. Law of Income Tax – A.C. Sampath Iyengar
6. Bharat GST Ready Reckoner with Referencer – CS Keshav R Garg, Bharat Publication
7. GST – A Brief Introduction – LVR Prasad & G.J. Kiran Kumar
8. GST Made Easy – Answer to all your queries on GST – CA Arpit Haldia, TAXMANN Publication

**BUSINESS POLICY & STRATEGY  
MSMR/BBA/801**

**COURSE OUTCOMES:**

- 1: To understand & analyze the various Levels of Strategy and the Firm's Environment.
- 2: To understand, analyze & evaluate the Competitive Advantage and the various Levels of Strategy.
3. Understand & analyze the practical and integrative model of strategic management process that defines basic activities in strategic management, Evaluate the real life company's environmental factors.
4. Understand the essence of formulating strategies and strategic plans. Estimate & Integrate various Business strategies employed in concurrent Market.
5. Analyze and evaluate the challenges faced by managers in implementing and applying strategies based on the nature of business, industry, and cultural differences.

**Syllabus Content**

**MODULE I**

**Introduction to Strategic Management**

Introduction, Meaning and Definition, Need, Process of Strategic Management, Strategic Decision Making, Strategic Management Approaches

**MODULE II**

**Environmental Appraisal**

The concept of Environment, The Company and its Environment, Porter's Five Forces Model, Scanning the Environment, Technological, Social, Cultural, Demographic, Political, Legal and Other Environments Forces, Internal Analysis, Competitive Advantage, Value Chain Analysis, SWOT Analysis.

**MODULE III**

**Strategic Planning**

Strategic Planning Process, Levels of Strategy, Corporate Level Strategy, Business Level Strategy and Functional Level Strategy, Strategic Alternatives, Stability Strategy, Expansion Strategy, Merger Strategy, Retrenchment Strategy, Restructure Strategy, Competitive Analysis,

**MODULE IV**

**Implementation of Strategy**

Aspects of Strategy Implementation, Project and Procedural Implementation, Structural Implementation, Structural Considerations, Organizational Design and Change, Organizational Systems. Behavioral Implementation, Leadership Implementation, Corporate Culture

**MODULE V**

**Strategy Evaluation**

Strategy Evaluation and Control, Operational Control, Overview of Management, Focus on Key Result Areas.

**TEXTBOOKS/REFERENCE BOOKS**

1. C.N. Sonttakke, Strategic Management, Kalyani Publication
2. Subbarao, Business Policy and Strategic Management, HPH.
3. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.
4. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated Approach, Cengage
5. Learning
6. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill
7. C. AppaRao; Strategic Management and Business Policy, Excel Books.
8. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill.

## **E-COMMERCE**

### **MSMSR/ BBA/802**

#### **COURSE OUTCOMES:**

1. Gain an understanding of basic concepts, theories, and business models underlying e-commerce.
2. Apply e-commerce theory and concepts to what e-marketers are doing in "the real world."
3. To make them understand about the legal aspects of E- business.
4. Organize and Analyze the technical and managerial requirements of various e-commerce activities, as well as the interaction between computing and human being in the global context.
5. Distinguish various technologies and Examine complex business problems to solve problems in various e- commerce activities like sales, payment, marketing, auction, etc.

### **Syllabus Content**

#### **MODULE I**

##### **E-Business**

Introduction, E-Commerce, definition, History of E-commerce, types of E-Commerce B to B etc. Comparison of traditional commerce and e-commerce. E-Commerce business models – major B to B (B2B), B to C model (B2C), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B) model, Peer to-Peer (P2P) model –emerging trends. Advantages/ Disadvantages of e-commerce, web auctions, virtual communities, portals, e-business revenue models.

#### **MODULE II**

##### **Security for E-Business**

Security threats, An area view, implementing E-commerce security, encryption, Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures

#### **MODULE III**

##### **E-Payments**

E-payment systems– An overview, B to C payments, B to B payments. Types of E-payment system–Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol

#### **MODULE IV**

##### **E-Business Marketing Technologies**

E-Commerce and marketing B to B and B to C marketing and branding strategies. Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) system – permission marketing, affiliate marketing, viral marketing.

#### **MODULE V**

##### **Cyber Laws**

Legal Aspects of E-Business, Internet frauds – Cyber Laws. IT Act 2000 salient features.

#### **TEXT BOOKS/REFERENCE BOOKS:**

1. Marriappa M – E- Commerce,
2. R. G. Saha, E-Business, HPH
3. P. Diwan, S. Sharma; "E-Commerce", Excel Books.
4. M. Suman – E – Commerce & Accounting
5. Kalakota Ravi and A. B. Whinston : "Frontiers of Electronic Commerce", Addison
6. Watson R T : "Electronic Commerce – the strategic perspective." The Dryden press
7. Agarwala K.N and Deeksha Ararwala: "Business on the Net – Whats and Hows of E-Commerce"



**RURAL MARKETING  
MSMSR/BBA/803(M)**

**COURSE OUTCOMES:**

1. To understand the rural economic scenario.
2. To understand the rural marketing environment.
3. To understand and analyze the marketing mix elements in the rural perspective.
4. Analyze marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India

**Syllabus Content**

**MODULE I**

**Rural Economy**

Economic Scenario in Rural India, Transition of Rural Economy, Rural Economic Structure, Rural Occupation pattern, Incomes and Consumptions, Rural Infrastructure, Government policies.

**MODULE II**

**Rural Marketing Environment**

Defining Rural India, Evolution of Rural Marketing, Rural Market Structure, Constitution of Rural Markets, Size of Rural Market, Nature of rural markets, attractiveness of rural markets, Characteristics of Rural consumers, Rural Vs Urban Marketing.

**MODULE III**

**Rural Consumer Behaviour and Segmentation**

Consumer Buying Behaviour Process, Models, Factors affecting Consumer behavior, Opinion leadership, diffusion of Innovation, Rural Segmentation, Targeting and Positioning

**MODULE IV**

**Rural Product and Pricing Strategy**

Product Strategy-Marketing Mix challenges, Product concepts and Classification, Rural product category, new product developing, Product life cycle, product mix, rural packaging, branding in Rural India, Pricing Strategy-Pricing objectives, internal and external factors influencing pricing, Pricing strategies.

**MODULE V**

**Rural Distribution and Communication Strategy**

Distribution channels, Evolution of Rural Distribution system, prevalent distribution channel models, Communication- Challenges in rural communication, Communication Process, rural media, communication strategies, Innovations in Rural Markets.

**TEXT BOOKS/REFERENCE BOOKS:**

1. Kashyap Pradeep & Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2
2. Dogra B. & Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2
3. Krishnama charyulu C.S.G. & Ramakrishnan Lalitha (2011), Rural Marketing Text & Cases, Pearson Education ISBN:978-81-317-3263-2
4. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007

**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT  
MSMSR/BBA/803(F)**

**COURSE OUTCOMES:**

1. To understand the concept of investment & various investment avenues,
2. To understand the concept of risk, return and its calculation,
3. To understand the concept security valuation,
4. To inculcate the knowledge about fundamental analysis and technical analysis,
5. To acquaint knowledge about portfolio construction & evaluation.

**Syllabus Content**

**MODULE I**

**Investment**

Concept, meaning, investment and Gambling, Investment and Arbitrage. Importance of Investment. Investment Process.

**MODULE II**

**Risk and Return:**

Meaning of Risk, Systematic and unsystematic risk, Quantitative Analysis of Risk. Measurement of Returns :- Traditional and Modern technique.

**MODULE III**

**Securities Valuation:**

An Introduction to Security Valuation, Macroeconomic & Market Analysis. Capital Asset Pricing Model (CAPM).

**MODULE IV**

**Security Analysis:**

Stock Market Analysis, Fundamental Analysis and Technical Analysis, Dow Theory, Efficient Market Theories.

**MODULE V**

**Portfolio Concepts:**

Portfolio and Security Returns, Diversification, Markowitz Model, Sharp Index Model. Factor Models and Arbitrage Pricing Theory

**TEXT BOOKS/REFERENCE BOOKS:**

1. Investment Management by Singh, Preeti
2. Bhalla. V.K Investment Management.

**INDUSTRIAL RELATIONS & LABOUR LAWS**  
**MSMSR/BBA/803(H)**

**COURSE OUTCOMES:**

- 1 To understand the concept of Industrial Relations.
- 2 To illustrate the role of trade union in the industrial setup.
- 3 To understand the importance of collective bargaining and apply it in the business situations.
- 4 To analyse the situations of industrial disputes & apply the dispute settlement procedures in an organisation.
- 5 To apply the important provisions of different legislations in the respective field.

**Syllabus Content**

**MODULE I**

**Industrial Relations**

Meaning & Objectives, Importance, Approaches to Industrial Relations - Unitary, Pluralistic, Marxist. Role of Three Actors to Industrial Relations – State, Employer & Employees, Causes for poor IR, Developing sound IR. Trade Unions – Definition Types of trade unions, Problems of trade unions, Functions of trade unions, Measures to strengthen trade unions.

**MODULE II**

**Industrial Disputes**

Definition, Causes of Industrial disputes, Types of Industrial disputes, Prevention of Industrial disputes, Settlement of Industrial disputes. Industrial Dispute Act – Conditions to Strikes, Lock-outs, Lay-off & Retrenchment, Laws relating to standing orders.

**MODULE III**

**Collective Bargaining**

Definition, Importance, Prerequisites of collective bargaining – Union bargaining process – Types of bargaining– Collective bargaining in India. Grievance & Disciplinary procedure Meaning, Need & procedure

**MODULE IV**

**Laws in Working Conditions:** Factories Act 1948, Mines Act 1952, Contract Labour (Regulation & Abolition) Act 1970,

**Industrial Relations Law:** Trade Unions Act 1926, Industrial employment standing orders Act 1946.

**MODULE V**

**Wages of Labour Laws:** Minimum Wages Act 1948, Payment of Wages Act 1936, Payment of Bonus Act 1965.

**Laws of Labour Welfare, Social Security Act:** Workmen's Compensation Act 1923, ESI Act 1948, EPF Act 1952, Payment of gratuity Act 1972, Maternity Act 1961.

**TEXT BOOKS/REFERENCE BOOKS:**

1. Industrial Relation-Arun Monappa
2. Aspects of labour welfare & social Security-A.M.Sharma
3. Managing Human Resource & Industrial Relation-RS.Diwedi
4. Labour and Industrial Law-P.L.Malik

**BUSINESS LEADERSHIP SKILLS**  
**MSMSR/BBA/804**

**COURSE OUTCOMES:**

1. Understand the basic concepts related to business leadership
2. To Learn how to manage conflict on opposition
3. To analyze various opportunities & challenges in leadership
4. To evaluate different leadership styles
5. To evaluate awareness amongst students about the current scenario of business leadership

**Syllabus Content**

**MODULE I**

Introduction to business leadership, Meaning & Definition of leadership, evolution and growth of leadership, Function and characteristics of leadership, Importance of leader in Organization culture , Latest trends/ Current scenario of business leadership , Dark traits of leadership.

**MODULE II**

Nature significance or Importance of leadership, Top 10 qualities of an effective leader, Leader versus manager, Leader versus Mentor, Authority versus leadership , Formal versus informal leadership, Different roll of leadership, Different levels of leadership, Traits of an ethical leader.

**MODULE III**

Team Decision making, Power and influence in teams, Leadership and team empowerment, Challenges and Team decisions making, Role of a leader in decision making.

**MODULE IV**

Autocratic leadership, Bureaucratic leadership, Democratic leadership, Laissez faire leadership, Transformational leadership, Charismatic leadership , Leadership skills, Communication Skills, Decision making skills, Emotional management skills, Public Relation skills, Personal values & ethics, Conflicts resolution skills.

**MODULE V**

Emerging trends in leadership, Transgender in leadership; Limitations, Challenges & Opportunities of a women leadership, Challenges & Opportunities of a transgender leadership, Role of a e-leadership

**DISSERTATION  
MSMSR/BBA/805**

**COURSE OUTCOMES:**

- 1: Identify and Understand the complexities of the business words.
- 2: Interpret and demonstrate the skills needed to be successful in the business world.
- 3: Analyze and explain the business problems and find out it's probable solution.
- 4: Develop, Plan and convert a business idea into reality.

**Syllabus Content**

**The criteria for selection of company (business organization) would be based upon:**

1. Goodwill of the company
2. Strength of manpower for training of HR students
3. Sales turnover of the company for marketing students
4. Placement potential in the training organization
5. Existence of training and development department will be preferred
6. Professional approach in management
7. Proximity within or near Chhattisgarh State
8. Suitability of the students with reference to specialization

**Training Diary**

Each student has to maintain a diary in which he will record/writing the details of work/activity progress, the diary has to be got checked by the concerned officer/section in-charge

**Preparation of Training Report**

The student has to keep record in their training diary regarding organization structure, number of persons working, their designations and nature of duties performed and all other activities relating to work. After the completion of training the student will submit training report to the Head of the Department within 15 days

**Project Work**

After carefully having understanding of the working environment of the business organization the student has to undergo a major project work in consultation with company and its guide from the institution in his related field of specialization i.e. Human Resource Management or Marketing Management or Finance. The student is expected to undergo detailed study regarding the topic from books and available journals and prepare a questionnaire duly approved by the company and the faculty. He will collect the relevant data with the help of questionnaire and observation method. He/she is expected to complete the project report in a nice manner (types and bind) after getting consultation from the guide of the company and guide from the institution He is supposed to prepare Two copies of the project report.

**GUIDELINES FOR SUBMISSION PROJECTS AND SUMMER INTERNSHIP**

All the candidates of BBM-IV SEMESTER after there term end examinations are required to submit a project-report based on the work done by him/her during the summer period.

**THE GUIDE**

The Guide for BBM would be a person From the MATS

A guide cannot guide more than six projects at a given time.

**PROJECT TIME / MAN-HOURS**

- The BBM Major Projects would be of approximately 4 to 6 weeks and carries total marks of 200 including project report and viva.
- Number of students in a project group will not be more than three for BBM.

**PROJECT EVALUATION GUIDELINES**

**A.)** The evaluation of Major Project /Summer Assignment will be done on the basis of following heads:

Presentation and viva - 50% of total marks.

Thesis/Project report - 50% of total marks.

**B.) To be done at MATS Campus by External Examiner**

Presentation and viva - 50% of total marks.

Thesis/Project report - 50% of total marks.

The evaluation of Major/Minor Project will be done on the basis of following heads:

### **SUMMARY/ABSTRACT**

All students must submit a summary/abstract separately with the project report. Summary, preferably, should be of about 3-4 pages. The content should be as brief as is sufficient enough to explain the objective and implementation of the project that the candidate is going to take up. The write up must adhere to the guidelines and should include the following:

- Name / Title of the Project
- Statement about the Problem
- Why is the particular topic chosen?
- Objective and scope of the Project
- Methodology (including a summary of the project)
- What contribution would the project make?

**TOPIC OF THE PROJECT-** This should be explicitly mentioned at the beginning of the Synopsis. Since the topic itself gives a peep into the project to be taken up, candidate is advised to be prudent on naming the project. This being the overall impression on the future work, the topic should corroborate the work.

**OBJECTIVE AND SCOPE:** This should give a clear picture of the project. Objective should be clearly specified. What the project ends up to and in what way this is going to help the end user has to be mentioned.

**RESOURCES AND LIMITATIONS:** The requirement of the resources for designing and developing the proposed system must be given. The resources might be in form of the hardware/software or the data from the industry. The limitation of the proposed system in respect of a larger and comprehensive system must be given.

**CONCLUSION:** The write-up must end with the concluding remarks-briefly describing innovation in the approach for implementing the Project, main achievements and also any other important feature that makes the system stand out from the rest.

**The following suggested guidelines must be followed in preparing the Final project Report:**

Good quality white executive bond paper A4 size should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification :(Written paper and source code)

- Left margin - 3.0 cms
- Right margin- 2.0 cms
- Top margin 2.54 cms
- Bottom margin 2.54 cms
- Page numbers - All text pages should be numbered at the bottom center of the pages.

**Normal Body Text: Font Size:** 12, Times New Roman, Double Spacing, Justified. 6 point above and below para spacing

**Paragraph Heading Font Size:** 14, Times New Roman, Underlined, Left Aligned. 12 point above & below spacing.

**Chapter Heading Font Size:** 20, Times New Roman, Centre Aligned, 30 point above and below spacing.

**Binding::** The project report should be book binding (Spiral binding and other forms of bindings are not permitted)

Colo

**Submission of Project Report to the MATS :** The student will submit his/her project report in the prescribed format. The Project Report should include:

1. One copy of the summary/abstract.
2. Two hard Copy of the Project Report.
3. Soft copy of project on CD in a thick envelope pasted inside of the back cover of the project report.
4. The Project Report may be about 75 pages.

**FORMAT OF THE STUDENT PROJECT REPORT ON COMPLETION OF THE PROJECT**

- Cover Page as per format
- Acknowledgement
  - Certificate of the project guide as at Annexure III
  - Certificate of the Company/Organisation
  - Synopsis of the Project
  - Main Report
    - ◆ Objective & Scope of the Project
    - ◆ Theoretical Background Definition of Problem
    - ◆ Methodology adopted,

**Annexure:**

1. Brief background of the organisation where the student has developed the project.
3. List of abbreviations, Figures, Tables
4. References
  - Bibliography
  - Website
5. Soft copy of the project on CD/Floppy

**Formats of various certificates and formatting styles are as follows:**

**1) Certificate from the Guide**

Guide Name & Designation Full Address

CERTIFICATE

This is to certify that this project entitled " xxxxxxx xxxxx xxxxx xxxx xxxx xxx" submitted in partial fulfillment of the degree of Bachelor of Business Management to the MATS, Raipur, done by Mr./Ms. \_\_\_\_\_, Roll No. \_\_\_\_\_ is and is an authentic work carried out by him/her at \_\_\_\_\_ under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Signature of the Guide

**2) Project Report Cover Page Format:**

***Title of the thesis/report*** (Times New Roman, Italic, Font size = 24)

Submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Computer Applications (Bookman Old Style, 16 point, centre)

Guide

(Guide Name)  
No.:

Submitted by:

(Student's name) Roll

Submitted to MATS, RAIPUR  
LOGO

