

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

SEMESTER - FIFTH

Total Credits = 23

Subject Code	Subject Name	Contact Hours			Marks			Credits
		L	T	P	Int.	Ext	Total	
Semester 5th								
BMBAS1-501	Business Environment	4	-	-	40	60	100	4
BMBAS1-502	Investment Management	4	-	-	40	60	100	4
BMBAS1-503	Advertising & Sales Management	4	-	-	40	60	100	4
BMBAS1-504	Business Laws	4	-	-	40	60	100	4
BMBAS1-505	Financial Analysis and Modelling Lab	-	-	4*	60	40	100	2
BMBAS1-506	Seminar on Training Report	-	-	-	60	40	100	2
*****	Open Elective	3	-	-	40	60	100	3
Total		-	-	-	320	380	700	23

SEMESTER- SIXTH

Total Credits = 22

Subject Code	Subject Name	Contact Hours			Marks			Credits
		L	T	P	Int.	Ext	Total	
Semester 6th								
BMBAS1-601	Corporate Strategy	4	-	-	40	60	100	4
BMBAS1-602	International Business	4	-	-	40	60	100	4
BMBAS1-603	Management of Financial Services	4	-	-	40	60	100	4
BBADS1-604	Industrial Relation and Labour Law	4	-	-	40	60	100	4
BMBAS1-605	Major Project and Viva Voce	-	-	-	60	40	100	3
*****	Open Elective	3	-	-	40	60	100	3
Total		-	-	-	260	340	600	22

***Note:- 2 Labs of two hours each.**

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BUSINESS ENVIRONMENT

Subject Code – BMBAS1-501

**L T P C
4 0 0 4**

Duration – 60 Hrs

Course Objectives

The aim of this subject is:

1. To study Law of Contract, Sale of Goods Act and Negotiable Instrument for legally smooth functioning of a business.
2. To highlight about Company Law as well as constitutional framework of taxation.
3. To provide insights about Business Environment, Complexity and Diversity of current business environment in the 21st century
4. To provide a deeper understanding of the environmental factors influencing Indian business organizations.

Course Outcomes

After successful completion of this course, students will be able to:

1. Understand the impact of legal environment in a business context and demonstrate knowledge of and need for sustainable development
2. Analyze the various facets of basic case laws of each Act from a legal and managerial perspective
3. Apply the legal provision of Acts in common business situations.
4. Scanning internal and external environment for the sustainability of business

UNIT – I (15 Hrs)

Introduction: The Concept, Nature and Significance of business environment. Influence of environmental factors like economic, political, legal, social, technological and international upon business. The relationship of various environmental forces on business. The need for environmental analysis and diagnosis.

Description of environmental analysis: Techniques for environmental analysis, the role of business manager in analysis and diagnosis of environment

UNIT – II (15 Hrs)

Environmental Scanning: Definition, Process and its importance. Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis

Aspects of Economic Reforms: Liberalisation; Privatisation; Globalisation and its Implications for India

UNIT-III (15 Hrs)

Political & Legal Environment: Key Elements of Political Environment, Relationship between Business and Government, Economic Role of Government. FEMA, Competition Act, SEBI & Consumer Protection Act, 1986 with latest amendments

Social Environment: Corporate Social Responsibility, Cross-Cultural Business Environment.

UNIT-IV (15 Hrs)

Technological Environment: Impact of Technology on Business, Technological Policy, Intellectual Property Rights, Import of Technology, Problems in Technology Transfer.

Natural Environment: Ecological Issues and Indian Business

Suggested Readings

1. Dr Francis Cherunilam, Business Environment Text & Cases, Himalaya Publishing

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2. Paul Justice, Business Environment- Text and Cases, TATA McGraw Hill.
3. Aswathappa, Essential of Business Environment, Himalaya Publishing
4. Aggarwal & Diwan, Business Environment, Excel Books

INVESTMENT ANALYSIS

Subject Code – BMBAS1-502

**L T P C
4 0 0 4**

Duration – 60 Hrs

Course Objectives

The aim of this subject is:

1. To equip the students with the theoretical and practical knowledge of capital market.
2. To develop the skills for developing the portfolio constructions, revision, reconstruction and investment advisory.
3. To develop the skills required for portfolio management so as to be able to judge the competitive position of firm in capital market to support investment decisions

Course Outcomes

After successful completion of this course, students will be able to:

1. Understand various functions of Primary and Secondary markets.
2. Evaluate the performance of companies by applying fundamental and technical analysis
3. Develop the equity and bond portfolio and measure their performance through various techniques
4. Comprehend the applications of derivatives and various risk management strategies in derivative market.

UNIT-I (15 Hrs)

Investment – Meaning, Nature, Objectives and Process; Investment Avenues; Investment vs. Gambling; Investment vs. Speculation.

Risk and Return: Concept, Types, CAPM, Arbitrage Pricing Theory and Multi – Factor Models

UNIT-II (15 Hrs)

Economic Analysis: Analysis of Macroeconomic Variables. **Industry Analysis:** Industry Life Cycle, Key Characteristics in Industry Analysis. **Company Analysis:** Analysis of Financial Statements, Key Financial Ratios

UNIT-III (15 Hrs)

Technical Analysis – Theoretical Framework; Dow Theory

Charts- Candlestick Chart, Line Chart and Open High Low Close Chart

Overlays- Support, Resistance and Trend Line; Market Indicators Advance Decline Index

Price Indicators- Relative Strength Index, Average Directional Index and Momentum

UNIT-IV (15 Hrs)

Market Efficiency - Introduction to Efficient Market Hypothesis, Random Walk Model, Forms of EMH.

Markowitz Portfolio Selection Model: Portfolio Diversification, Markowitz Model, Portfolios of Two Risky Securities, A Three Security Portfolio.

Relevant Case Studies should be discussed in class.

Suggested Readings

1. Reily and Brown, ‘Investment Analysis and Portfolio Management’, Cengage, New Delhi
2. Bodie, Kane, Marcus and Mohanty, ‘Investments’, Tata McGraw Hill, New Delhi

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3. Fisher DE and Jordon RJ, 'Security Analysis and Portfolio Management', PHI, New Delhi
4. Hirt and Block, 'Fundamentals of Investment Management', Tata McGraw Hill, New Delhi
5. A. Avdhani 'Security Analysis and Portfolio Management' Himalaya Publication

ADVERTISING AND SALES MANAGEMENT

Subject Code – BMBAS1-503

L T P C

Duration – 60 Hrs

4 0 0 4

Course Objectives - The objectives of this course are:

1. Research careers in the advertising and marketing fields.
2. Explore how companies use advertising and marketing to sell products.
3. Evaluate different strategies for selling products.
4. Learn how to use persuasive sales techniques.

Course Outcomes- After completion of course, students will be able to:

1. Explain use of advertising and sales management as a marketing tool.
2. Identify key players in advertising industry.
3. Explain appropriate selection of media.
4. Identify and make decisions regarding the most feasible advertising appeal, media mix and sales force.

UNIT-I (15 Hrs)

Introduction: Definition, Nature and Evolution of advertising, its functions and role and types of advertising Social, Economic and Legal aspects of advertising. Advertising and Marketing Mix, Advertising and Communication Process

Advertising Budget: Objectives, Preparation and Methods of Advertising Budget

UNIT-II (15 Hrs)

Advertising Agency: Function, Selection and Compensation.

Advertising Media: Different Types of Media, Function, Merits and Demerits of Media, Selection of media and its vehicles.

Copy Writing: Different Elements of a Copy and Layout

UNIT-III (15 Hrs)

Introduction to Sales Management: Nature, role and importance. Functions of sales manager,

Sales Organization: Formal, Informal, Horizontal, Vertical, Centralized, Decentralized, Geographic, Customer, Product, Combination, Organizations.

UNIT-IV (15 Hrs)

Planning and recruitment of sales force: Job analysis specification, Job description, Sources of Recruitment, Selection of Sales Person.

Sales Force Motivation: Nature, Importance, Factors Influencing the Motivation of sales force.

Evaluation of Sales Forces Performance: Qualitative and Quantitative Basis to Evaluate Sales Force Control and Budget.

Relevant Case Studies should be discussed in class.

Suggested Readings

1. Belch, George E. and Belch, Michael A. "Advertising and Promotion", Tata McGraw Hill.
2. Guinn, Allen, Chris T., Semenik, Richard J. "Advertising & Integrated Brand Promotion", Thomson – South Western.
3. Batra, Rajeev, Mayers, John G., and Aaker, David A. "Advertising Management", Pearson Education, New Delhi.
4. Spiro, Stanton and Rich "Management of a Salesforce", Tata McGraw Hill.

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5. Richard R Still, Cundiff W Edward Govoni A P Norman, “Sales Management Decision Strategy and Cases”, Pearson Education.

BUSINESS LAW

Subject Code – BMBAS1-504

L T P C

Duration – 60 Hrs

4 0 0 4

Course Objectives - The objectives of this course are:

1. Basic and broad knowledge in business laws in management.
2. Ability to apply concepts, principles and theories to understand simple business laws.
3. Global Perspective: Awareness of the different business laws.
4. Awareness of the global business laws and its impacts on businesses.

Course Outcomes- After completion of course, students will be able to:

1. Explain the concepts in business laws with respect to foreign trade.
2. Apply the global business laws to current business environment.
3. Analyse the principle of international business and strategies adopted by firms to expand globally.
4. Integrate concept of business law with foreign trade.

UNIT-I

Law of Contracts-I: Definition, kinds and Essential Elements of a Valid contract, offer and acceptance, consideration, capacity of contract, free consent, legality of objects, Performance and discharge of contract.

UNIT-II

Law of Contracts-II: Contract of indemnity and guarantee: Meaning and its distinction, rights and duties of indemnifier, indemnified and surety, discharge of surety's liability.

Bailment and Pledge: Meaning and distinction, Rights and duties of bailor and bailee, Pawnor and Pawnee

UNIT-III

Sales of Goods Act : Transfer of property in goods; Performance of the contract of sales; formation of contract of sale, conditions and warranties, Caveat emptor, Ownership of goods and transfer Unpaid seller and his rights, sale by auction; Hire purchase agreement.

The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressed machinery.

UNIT-IV

Law relating to partnership and negotiable instrument: Definition and nature of partnership, rights and duties of partners, types of partners, dissolution of partnership

Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, Bill of Exchange, Cheque; Holder and holder in the due course. Crossing of a cheque, types of crossing. Dishonour and discharge of negotiable instrument.

Suggested Readings

1. Singh, Avtar, “The Principles of Mercantile Law”, Eastern Book Company, Lucknow.
2. Kapoor, N.D., “Business Law”, Sultan Chand & Sons, New Delhi.
3. Tulsian, P.C., “Business Law”, Tata McGraw Hill, New Delhi.
4. Usa Tbp Usa, “Indian Business Law”, International Business Publications, USA

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FINANCIAL ANALYSIS AND MODELING LAB

Subject Code – BMBAS1-505

L T P C

Duration – 60 Hrs

0 0 4 2

Course Objectives - The objectives of this course are:

1. Knowledge of statistical analysis in finance in Spreadsheet
2. Ability to apply concepts, and solve valuation related numericals
3. Understand and Apply portfolio analysis on practical problems.
4. Awareness of the financial analysis and its impacts on businesses.

Course Outcomes- After completion of course, students will be able to:

1. Apply financial analysis methods in real time business
2. Predict cash flow and financial statement analysis
3. Apply business valuation models and company analysis
4. Understand portfolio forecasting and apply for forecasting methods to make financial decisions

UNIT-I (6 Hrs)

Statistical Finance Function. Scenario analysis Simulation and Sensitivity Analysis, Filing historical data.

UNIT-II (8 Hours)

Projecting Cash Flow Models - Analyzing Financial Statements Analysis, Ratio Analysis, Company analysis, Market Based Models – EPS and Multiples, EV/EBITDA, EV/Sales

UNIT-III (8 Hours)

Valuation – Cost of Capital, Equity Valuation, Bond Valuation, Discounted Cash Flow (DCF) Analysis, WACC

UNIT-IV (8 Hours)

Portfolio Analysis, Estimating Beta, Security Market Line, Trend Analysis, Forecasting – Regression Models.

Suggestive Readings

1. Bodhanwala J, Rujhbeh, ‘Understanding and Analyzing balance sheet using Excel Worksheets’. Prentice Hall India
2. Sengupta Chandan ‘Financial Analysis and Modeling using Excel and VBA’, Wiley Publications
3. Tjia John, ‘Building Financial Models’ McGraw-Hill Professionals.
4. Soubiga Eric, ‘Making Financial Modeling: A professional guide to building financial modeling in MS Excel’, McGraw-Hill Professionals.
5. Day Alastair, ‘Mastering Financial Modeling: A professional guide to building financial models in Excel’, McGraw Hill Professionals.

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SEMINAR ON TRAINING REPORT

Subject Code – BMBAS1-506

**L T P C
0 0 0 2**

Students will submit their summer internship report and give presentation in front of evaluation committee. Department Training and Placement Coordinator will provide them the format of training report and students will submit their report as per the prescribed format.

Open – Elective

Subject Code: *****

**L T P C
3 0 0 3**

Duration: 45 Hrs

Open elective will be an inter-disciplinary subject. Students will study one subject from other disciplines.

SIXTH SEMESTER

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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CORPORATE STRATEGY

Subject Code: BMBAS1-601

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The main objectives of this course are:

1. To understand the sustainable competitive advantages of the organization and identify the growth avenues.
2. To meet stakeholder interests through growth strategies based on ethical value
3. To conduct SWOT analysis and Competitive analysis through various tools and technologies.

Course Outcomes: After completing this course, students will be able to:

1. Apply holistic approach by integrating people, finance, marketing and organizational perspectives to develop appropriate organizational policies and strategies
2. Understand and investigate various sustainable competitive advantage of company in current business and economic scenario
3. Identify different strategic options available and their relation with dynamic environment
4. Apply knowledge of strategic tools in determining the firm's vision, mission, objectives and ethical operations for the organisations' success.

UNIT-I (15 Hrs)

Introduction - Definition, Nature, Scope, and Importance of strategy and strategic management (Business Policy). Strategic Decision Making, Process of Strategic Management

Strategic Intent: Vision, Mission, Business Definition, Goals and Objectives,

Environmental Appraisal - Concept of environment, components of environment (Economic, legal, social, political and technological).

Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).

UNIT-II (15 Hrs)

Internal Appraisal – The internal Environment, Organisational capabilities in various functional areas and Strategic Advantage Profile.

Corporate Level Strategies: Stability, Expansion, Retrenchment and Combination Strategies, Corporate Restructuring, Synergy. Mergers & Acquisitions, Corporate Restructuring

UNIT- III (15 Hrs)

Business Level Strategies: Porter's Framework of Competitive Strategies; Conditions, Risks and Benefits of Cost Leadership, Differentiation and Focus Strategies. Location and Timing Tactics, Core Competence.

UNIT-IV (15 Hrs)

Strategic Analysis and choice-Corporate level analysis (BCG, GE Nine-cell, McKinsey's 7-S Framework) Porter's five forces model.

Implementation and Control: Qualitative Factors in Strategic Choice, Strategy Implementation: Resource Allocation, Projects and Procedural Issues

Relevant case studies related to the topics should be discussed.

Suggested Readings

1. A Kazmi, 'Business Policy & Strategic Management', Tata McGraw Hill
2. Thomson & Strickland 'Strategic Management: Concept & Cases,' Tata McGraw Hill
3. S. Reddy, 'Strategic Management', Himalaya Publication
4. Wheelen & Hungar 'Strategic Management & Business Policy' Addison- Wesley
5. Johnson & Scholes, 'Exploring Corporate Strategy', Prentice Hall India

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INTERNATIONAL BUSINESS

Subject Code: BMBAS1-602

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives - The objectives of this course are:

1. Basic and broad knowledge in international business environment, strategies and management.
2. Ability to apply concepts, principles and theories to simple business situations.
3. Awareness of the different thinking and viewpoints of diverse cultures.
4. Awareness of the global business environment and its impacts on businesses.

Course Outcomes- After completion of course, students will be able to:

1. Explain the concepts in international business with respect to foreign trade/international Business.
2. Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects.
3. Analyse the principle of international business and strategies adopted by firms to expand globally.
4. Integrate concept in international business concepts with functioning of global trade.

UNIT-I (15 Hrs)

Introduction to International Business: Globalization and its growing importance in world economy; Forces behind globalization; Criticism of globalization; International business contrasted with domestic business- complexities of international business.

UNIT-II (15 Hrs)

Theories of International Trade (a brief overview) - Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment, Product life cycle, Porter's Diamond Model. Government Influence on Trade- Tariff and non- tariff measures.

UNIT-III (15 Hrs)

International Organizations: WTO- Its Objectives, principles, organizational structure and functioning. An overview of- UNCTAD, World Bank and IMF.

Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia. India's recent Trade Agreements.

UNIT-IV (15 Hrs)

Developments and Issues in International Business: Foreign Direct Investments in India; Measures for promoting foreign investments in India. Outward Foreign Direct Investments from India; Indian joint ventures, acquisitions and greenfield investments abroad.

Trends in India's Foreign Trade- volume, composition and direction of trade. Balance of payment crisis.

Suggested Readings

1. Charles W L Hill, Arun Kumar Jain, "International Business- Competing in the Global Marketplace", Tata McGraw Hill
2. Francis Cherunilam, "International Business: Text and Cases", Prentice Hall of India
3. John D Daniels and Lee H Radebaugh, Daniel P Sullivan, "International Business Environment and Operations", Pearson Education
4. Justin Paul, "International Business", Prentice Hall of India
5. K. Ashwathapa, "International Business", Tata McGraw Hill

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MANAGEMENT OF FINANCIAL SERVICES

Subject Code – BMBAS1-603

**L T P C
4 0 0 4**

Duration – 60 Hrs

Course Objectives - The objectives of this course are:

1. To give an idea about fundamentals of financial services and players in financial sectors, key concept from environment studies, political, and social analysis
2. To examine forwards and futures contracts for equity indexes, commodities, and currencies
3. Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
4. Evaluate and create strategies to promote financial products and services

Course Outcomes- After completion of course, students will be able to:

1. Understand the fundamental & operations of financial markets and financial service providers
2. Explain various fund-raising solution for the companies at domestic and global level to invest in projects
3. Comprehend the Role and importance of the credit rating agencies and their types.
4. Get familiarity with various financial sources for Start Ups to develop innovative solutions

UNIT-I (15 Hrs)

Financial Services - Meaning, types and their importance. Depository - Introduction, Concept, Depository Participants, Functioning & Benefits of Depository Systems. Dematerialization and Rematerialisation, Functions of NSDL and CDSL

Mutual Funds and AMCs- Definition, Management of MFS - Sponsors, Trustees, AMCs, and Custodians. Classification of Mutual Fund Schemes, Advantages and Disadvantages of Mutual Fund Schemes

UNIT-II (15 Hrs)

Merchant Banking – Origin, Scope, Role and Functions of Merchant Bankers, Issues Management Intermediaries – Merchant Bankers/Lead Managers, Underwriters. IPO, FPO, Book building, Pre- Post issue activities

UNIT-III (15 Hrs)

Lease and Hire purchase: Meaning and Types of leasing – Legislative frameworks – Difference between Leasing and Hire Purchase, Types of Leasing Business, Advantages to Lessor and Lessee. Hire Purchasing – Concepts and features

Factoring –Definition, Factoring, Types & Importance, **Forfeiting**

UNIT-IV (15 Hrs)

Credit Rating – Definition, Objective of Credit Rating, Various Credit Rating Agencies in India and International Credit Rating Agencies, Factors Affecting Credit Rating

Venture Capital: Meaning and Modes of Financing, Seed capital and Start-up financing.

Relevant Case Studies should be discussed in class.

Suggested Readings

1. S Gurusamy, 'Financial Services & System' Thomson Publications
2. M Y Khan, 'Financial Services' Tata McGraw-Hill
3. L M Bhole, 'Financial Institutions & Markets' Tata McGraw- Hill
4. Gordon & Natarajan, 'Financial Markets & Services' Himalaya Publications
5. V. A. Avdhani, 'Financial Services in India', Himalaya Publications
6. Vasant Desai, 'Financial Markets and Financial Services', Himalaya Publications

INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code: BMBAS1-604

L T P C

Duration: 60 Hrs

4 0 0 4

Course Objectives

The aim of this course is:

1. To help students to understand basics of labour laws and industrial relations applicable in various business houses.
2. To familiarise the students with labour legislations and employee relations scenario in India.
3. To enable students, understand the important concepts of wage, salary and compensation management in India.
4. To make the students of Industrial Relations understand the concept of Public Relations and its various dimensions in the organisation.

Course Outcomes

After completion of course, students will be able to:

1. Understand the laws related to working conditions in different settings.
2. Learn the laws relating to Industrial Relations, Social Security
3. Able to identify and solve issues related to welfare and wage Legislations of groups in organization
4. Gain knowledge about the dispute settlement machinery and the laws related to dispute settlement

UNIT-I (15 Hrs)

Industrial Relations - Concept, Theories and Evolution, System approach to IR-factors, Context, Web of Rules & Ideology, Trade UNIONS, impact of trade unions on wages, Factories Act, 1948; Mines Act, 1952; Trade Unions Act, 1926.

UNIT-II (15 Hrs)

Trade Unionism in India: Origin, Growth, Structure and Management of Trade Unions, Recognitions, Leadership, Trade Unionisms, Employers' Organisations in India, Managerial Associations. **Collective Bargaining:** Concept, Meaning and Objectives, Approaches, Technique & Strategies to Collective Bargaining, Process of Collective Bargaining, Impact of CB and Workers Participation in Management on IR

UNIT-III (15 Hrs)

Workers' Participation in Management: Concept, Purpose and Practices in other countries; Workers' Participation Schemes in India – Works Committee, Joint Management Council, Worker – Director, Shop Council and Joint Council, WPM, EPM; Problems and Prospects in India; Quality Circles – Concept and Practices in India.

UNIT-IV (15 Hrs)

Laws relating to Industrial Relations: Industrial Disputes Act, 1947; Industrial Employment (Standing Orders) Act, 1946; Workmen's Compensation Act, 1923; Employees' State Insurance Act, 1948; Employees' Provident Funds & Misc. Provisions Act, 1952; Maternity Benefit Act, 1961; Payment of Gratuity Act, 1972. Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Bonus Act, 1965; Equal Remuneration Act, 1976.

Relevant case studies related to the topics should be discussed.

Suggested Readings

1. Arun Monappa & J.T., 'Dunlop Industrial System', TATA McGraw Hill.
2. C.N. Patil, 'Collective Bargaining', University Press.
3. Pramod Varma, 'Industrial Relations', Tata McGraw Hill.
4. S.C. Srivastava, 'Industrial Relation & Labor Laws', Vikas Publications.

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5. Singh and Sinha, 'Labor Laws in Brief', Excel Books.

MAJOR PROJECT

Subject Code: BMBAS1-605

**L T P C
0 0 0 3**

Duration: 45 Hrs

A Faculty supervisor will be appointed to the students from the department. In consultation with the supervisor, student will decide their topic. Students can do their project on any topic of their choice (Finance/Marketing/HR/Entrepreneurship/Banking/Operations etc.) and submit the project in the department. Students must give presentation on their project in the department. Their final evaluation will be done based on the work done in the project and their performance during presentation and Viva Voce.

Open – Elective

Subject Code: *****

**L T P C
3 0 0 3**

Duration: 45 Hrs

Open elective will be an inter-disciplinary subject. Students will study one subject from other disciplines.