

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Business Economics-I**
Year: **1st Year**

Subject Code: **MB101**
Semester: **1st**

Module Number	Topics	Number of Lectures
1	Introduction to Managerial Economics Managerial Decision Making and Economic Theory, Goals of the firm: Measuring and Maximising Economic Profit, Economic Cost of Using Resources, Economic Profit versus Accounting Profit, Other Goals (Value Maximisation, Revenue Maximisation etc.), Forms of Business Organisation, Separation of Ownership and Control, Pricing decisions under Risk and Uncertainty, The Principal-Agent Problem, Asymmetric Information, Moral Hazard and Adverse Selection	4L
2	Demand Analysis (A) Demand Functions - Law of Demand, Explaining the law of demand, Violations of the Law of Demand, Shifts in Demand; Elasticity of Demand: Price Elasticity (at a point and over and interval), Factors affecting price elasticity, Price elasticity and Change in Total Revenue, AR, MR and Price elasticity, Range of Values of Price Elasticity; Income Elasticity, Inferior, Superior and Normal goods, Income Elasticity and Share in Total Expenditure; Cross- Price Elasticity, Substitutes and Complements;	5L
3	Introduction to methods of demand estimation Indifference curves, budget line and consumer equilibrium, ICC, PCC (idea only)	4L
4	Production and Cost Analysis (A) Production Function, Short Run and Long Run, Production with One Variable Input, Total Product, Average and Marginal Products, Law of Variable proportions, Relationship between TP, AP and MP.	4L
5	Short Run Costs of Production, Fixed and Variable Costs, Short Run Total, Average and Marginal Cost and Relationship between them, Short Run Cost Curves, Relationship between AVC, MC, AP and MP; Long run cost curves, Relationship between LAC and SAC, Economies of Scale and Scope,	3L

6	Production with Two Variable Inputs, Isoquants – Characteristics, Marginal Rate of Technical Substitution, Laws of Returns to Scale, Isocost Curves, * # Finding the Optimal Combination of Inputs, Production of a given output at Minimum Cost, Production of Maximum Output with a given level of Cost, Expansion Path, Finding the Long Run Cost Schedules from the Production Function,	4L
7	Law of supply, elasticity of supply, market equilibrium, changes in equilibrium.	2L
8	Managerial Decision Making under Alternative Market Structures (A) Characteristics of Perfect Competition, #Profit Maximisation in Competitive Markets, Output Decision in the Short Run, Shut Down Point, Short Run Supply for the Firm and Industry; Output Decision in the Long Run, Break Even Point, Long Run Supply for the Perfectly Competitive Industry, Profit Maximising Input Usage under Competitive Conditions;	3L
9	Profit Maximisation under Monopoly, Output and Pricing Decisions in the Short and Long Run, Short and long run equilibrium under monopolistic competition Interdependence of strategic decision making – oligopoly, Collusion – cartels, price leadership.	5L
10	Pricing Decisions Price Discrimination under Monopoly, Average Cost Pricing, Marginal cost pricing, Peak Load Pricing, Limit Pricing, Multiproduct Pricing, Transfer Pricing. (5L) Chapter 6: Externalities and Market Failure Understanding externalities and market failures, pricing under market failure	7L
Total Number Of Hours = 41 L		

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lesson Plan

Subject Name: Business Communication
Year: 1st Year

Subject Code-M102
Semester: First

Module Number	Topics	Number of Lectures
1	Introduction:	22L
	Principles of Communication – Definition, Purpose, Process, Types	4
	Verbal Communication – Target group profile, Barriers of Communication, Listening, Feedback Presentation Skills, Use of Aids, Public Speaking, Practice Presentation, Non Verbal Communication	6
	Written Communication – Stages of Writing, Composing Business Messages, Preparing Notes, Style, Punctuation, Using simple words, Proof Reading	6
	Report Writing – Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration	6
2	Business Communication:	16L
	Internal Communication – Circulars, Notices, Memos, Agenda and Minutes	5
	External Communication – Resume/CV, Using Facsimiles (Fax), Electronic Mail, Handling Mail	5
	Writing Business Letters – Formats, Styles Types – Request, Enquiry, Placing Order, Instruction, Action, Complaint, Adjustment, Sales, Reference, Good News & Bad News, Acknowledgement	6

Total Number Of Hours = 38

Faculty In-Charge

HOD, Humanities Dept.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Management Information Systems-I**
Year: 1st Year

Subject Code: **MB103**
Semester: **First**

Module Number	Topics	Number of Lectures
1	Management Information System (MIS):	6L
	1. Definition, Characteristics, Subsystems of MIS (Activity and Functional subsystems)	1L
	2. Structure of MIS; Reasons for failure of MIS.	1L
	3. Understanding Major Functional Systems: Marketing & Sales Systems, Finance & Accounting Systems, Manufacturing & Production Systems	2L
	4. Human Resource Systems, Inventory Systems; their sub systems, description and organizational levels.	2L
2	Decision Support Systems (DSS):	3L
	1. Definition, Relationship with MIS	1L
	2. Evolution of DSS, Characteristics, classification	1L
	3. Objectives, components, applications of DSS.	1L
3	ERP, CRM, SCM :	12L
	1. ERP (Enterprise Resource Planning): [a] Concepts of ERP, architecture of ERP, Generic modules of ERP, Applications of ERP, concept of XRP (extended ERP) [b] Features of commercial software like SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft	4L
	2. CRM (Customer Relationship Management): [a] Concepts of CRM, Features of CRM (acquisition and retention) [b] Features of commercial software like I2-Rhythm, SIEBEL	4L
	3. SCM (supply Chain Management): [a] Concepts of SCM, drivers of SCM, inbound & outbound [b] Definition, brief description and applicability of: eProcurement, eTailing, eLogistics, eCollaboration, eIntegration. Case studies for ERP, CRM, SCM	4L
4	Database Management Systems (DBMS):	4L+6P
	1. What is a DBMS. Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, 3-schema architecture, data independence.	2L

	2. SQL: DDL & DML concepts, SQL commands [ANSI standard].	2L
5	Data Warehousing and Data Mining:	5L
	1. Concepts of Data warehousing, data mart, meta data, multidimensional modeling	1L
	2. Online Analytical Processing (OLAP), Online Transaction Processing (OLTP), Knowledge Management System (KMS), Active Knowledge Management Server (AKMS)	1L
	3. Features of commercial software like Informatica	1L
	4. Data mining concepts, knowledge discovery v. data mining, data mining applications.	1L
	5. Case studies on data warehousing / data mining	1L
6	Outsourcing	4L
	1. Concepts of BPO, KPO	1L
	2. Business Process Outsourcing: Concept & Application, Advantages & Disadvantages, Types of outsourcing	1L
	3. Resource Requirements, Technical framework of automated outsourcing.	1L
	4. Documentation: contracts, Service Level Agreements (SLA), Non-disclosure Agreements (NDA). Other Applications – Remote Transaction Processing.	1L
Total Number Of Hours = 34L+6P		

Faculty In-Charge

HOD, CSE Dept.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Organizational Behavior-I
Year: 1st Year

Subject Code-MB104
Semester: First

Module Number	Topics	Number of Lectures
1	Introduction:	23L
	1. Organizational Behaviour: Definition, Importance, Historical Background, Fundamental Concepts of OB, Challenges and Opportunities for OB.	2
	2. Personality and Attitudes: Meaning of personality, Personality Determinants and Traits, Development of Personality, Types of Attitudes, Job Satisfaction.	3
	3. Perception: Definition, Nature and Importance, Factors influencing Perception, Perceptual Selectivity, Link between Perception and Decision Making.	3
	4. Motivation: Definition, Theories of Motivation - Maslow's Hierarchy of Needs Theory, McGregor's Theory X & Y, Herzberg's Motivation-Hygiene Theory, Alderfer's ERG Theory, McClelland's Theory of Needs, Vroom's Expectancy Theory.	5
2	5. Group Behaviour: Characteristics of Group, Types of Groups, Stages of Group Development, Group Decision Making.	3
	6. Communication: Communication Process, Direction of Communication, Barriers to Effective Communication.	3
	7. Leadership: Definition, Importance, Theories of Leadership Styles.	4
Organizational Politics		
3.		10L
	8. Organizational Politics: Definition, Factors contributing to Political Behaviour.	2
	9. Conflict Management: Traditional vis-a-vis Modern View of Conflict, Functional and Dysfunctional Conflict, Conflict Process, Negotiation – Bargaining Strategies, Negotiation Process.	4
4	10. Organizational Design: Various Organizational Structures and their Effects on Human Behaviour, Concepts of Organizational Climate and Organizational Culture.	4
TOTAL		33L

Faculty In-Charge

HOD, Humanities Dept.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: QUANTITATIVE METHODS-1 Subject Code-MB-105

Year: 1stYear

Semester: First

Module Number	Topics	Number of Lectures (28L)
1.	Mathematics	
	Set theory – Concepts and business applications Functions –basicconcepts, different types and applications,Derivatives (single variable) –basic working rules; applications to optimization problems and curve sketching,Partial derivatives –basic working rules and applications to optimization	12
	Constrained optimization – use and interpretation of the Lagrange multiplier Fundamentals of convexity and concavity and idea about their usage Concept of integration and working rules; application to business and economic problemsMatrices and their applications	10
	Combinatorics – Principles of counting; Permutations and Combinations; Inclusion-Exclusion principle, Probability and its applications in business and economics	6
2.	Descriptive Statistics	12L
	Scope, functions and limitations of statistics Collection and presentation of data– Tabular and diagrammatic representation, Frequency distribution, relative frequency,cumulative frequency; Bar graphs and pie charts; Histogram, Ogive.	3
	Measures of Central tendency – Mean, Median, Mode, Percentiles, Quartiles Measures of Dispersion – Range, Interquartile range, Mean deviation, Mean Absolute deviation, Standard deviation, Variance, Coefficient of Variation.	5
	Measures of shape and relative location; Skewness and Kurtosis; Chebyshev's Theorem Simple correlation and regression analysis	4

Assignment:

Module-1:

1. In a class of 40 students, 12 enrolled for both English and German. 22 enrolled for German. If the students of the class enrolled for at least one of the two subjects, then how many students enrolled for only English and not German?
2. In a class of 100 students, 35 like science and 45 like math. 10 like both. How many like either of them and how many like neither?.
3. There are 30 students in a class. Among them, 8 students are learning both English and French. A total of 18 students are learning English. If every student is learning at least one language, how many students are learning French in total?
4. Among a group of students, 50 played cricket, 50 played hockey and 40 played volley ball. 5 played both cricket and hockey, 10 played both hockey and volley ball, 5 played cricket and

volley ball and 10 played all three. If every student played at least one game, find the number of students and how many played only cricket, only hockey and only volley ball?

Module-2:

1. The arithmetic mean of 10 items is 4 and the arithmetic mean of 5 items is 10. Find combined arithmetic mean.
2. In a moderately symmetrical series, what is relation between arithmetic mean, median and mode .
3. In a moderately skewed distribution, Mean = 45 and Median = 30, then calculate the value of mode.
4. The arithmetic mean and geometric mean of two observations are 4 and 8 respectively, then find the harmonic mean.
5. If all the values in a series are same, then what is the relation between mean mode and median.
6. If the arithmetic mean and harmonic mean of two positive numbers are 4 and 16, then calculate geometric mean.
7. If $x = 2, 4, 6, 8, 10, 12, 16, 19$ then find P_{27} and D_8 .
8. What is the relation between β_1 and β_2 .

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Fundamentals of Accounting**
Year: **1st Year**

Subject Code: **MB-106**
Semester: **1st**

Module Number	Topics	Number of Lectures
1 (Financial Accounting)	I. Introduction to Financial Accounting	10L
	1. Concepts – Conventions – Importance and scope.	4L
	2. Accounting Principles- Double entry system – Brief overview of accounting cycle	3L
	3. Introduction to Balance Sheet and Income Statement	3L
	II. Accounting for Fixed assets	4L
	1. Introduction – Valuation of Fixed assets	2L
	2. Principles and norms of standard accounting treatment (AS 10)	2L
	III. Depreciation	2L
	1. Methods – Accounting – Importance	2L
	IV. Revenue Recognition	4L
	1. Introduction -Definitions -Sale of Goods -Rendering of Services -The Use by Others of Enterprise Resources Yielding Interest-Royalties and Dividends	2L
	2. Effect of Uncertainties on Revenue Recognition - accounting standard (AS 9)	2L
	V. Provisions	2L
	1. Doubtful Debt – Bad Debt – Importance – Provisions – Reservations.	1L
	2. Accounting Treatments	1L
	VI. Financial Statements	2L
1. Introduction to Corporate Final Accounts as per Schedule VI of Companies Act 1956Income Statement.	1L	
2. Interpretation of Annual Reports.	1L	
2 (Cost accounting)	I. Cost Accounting	6L
	1. Key terms, cost concepts, classifications, total cost components.	2L
	2. Cost accounting and management accounting.	2L
	3. Cost accounting and financial accounting.	2L

	II. Elements of Cost	6L
	1. Materials (Purchasing, Storekeeping, Issue, Pricing & Control)	2L
	2. Labour (Costing & Control)	2L
	3. Overheads (Analysis, Distribution and Control, Treatment of Special Items).	2L
Total Number Of Hours = 36L		

Faculty In-Charge

HOD, MBA Dept.

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Indian Social Structure & Values and Ethics in Business**

Subject Code: **MB107**

Year: **1st Year**

Semester: **1st**

Module Number	Topics	Number of Lectures
1	1.Nature and Types of Indian Society ,Demographic Profile (Population, Language, Religion, Culture), Agrarian Society, Industrial Society, Tribal Society.	4L
	2.Social Stratification - Caste System, Class Structure, Minority Groups, Scheduled Caste/Tribe, 1. Other Backward Communities, Weaker Sections	4L
	3.Socio-Economic Problems - Population, Poverty, Illiteracy, Unemployment, Child Labour, Alcoholism, Narcotic addiction, Occupational Disease, Malnutrition, Insurgency, Terrorism, Crime, Project Affected Persons.	4L
	4. Industrialism and Social Change -Effects on Community, Impact on Family Structure and Roles of Male & Female, Family Economy, Child Care, Aged in the Family, Quality of Life.	4L
	5. Social Integration - Constitutional Safeguards, Legal Approach, Inequality Removal Programmes, Voluntary Approach by NGOs, Role of Politicians, Role of Govt, Role of Business Houses, Rural Development Programmes, International Neighbours, Rehabilitation and Resettlement of Project Affected Persons.	4L
2	6. Values - Importance, Sources of Value Systems, Types, Values, Loyalty and Ethical Behaviour, Values across Cultures.	2L
	7. Business Ethics - Nature, Characteristics and Needs, Ethical Practices in Management.	2L
	8.Indian Values and Ethics - Respect for Elders, Hierarchy and Status, Need for Security, Non - Violence, Cooperation, Simple Living high Thinking, Rights and Duties, Ethics in Worklife, Attitudes and Beliefs.	6L
	9.Corporate Social Responsibility (CSR) - Obligations under Law, Environmental Protection, Fair Trade Practices, Health and Well-being of Under-privileged People, Social Welfare and Community Development Activities .	6L
	10. Ethics and Corporate Excellence - Code of Ethics in Business, Strategies of Organizational Culture Building, Customer Care, Care of the Employees as per Statutes.	4L
	TOTAL NO. OF HOURS = 40L	

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Business Law

Subject Code: MB108

Year: I

Semester: I

Module Number	Topics	Number of Lectures
Module -1 20 hrs	Chapter 1. Concept of Law	4L
	Society, State and Law	1L
	Society State and Law continue..	1L
	Enforceability of Law	1L
	Mercantile Law	1L
	Chapter 2. Indian Contract Act, 1872	6L
	Contract defined, Elements of valid contract	1L
	Classification of contracts, Offer and acceptance	1L
	Consideration, Capacity to contracts, Free consent, Legality of object and consideration	1L
	Illegal agreements, Termination of contracts	1L
	Termination of contracts, Breach of contract	1L
	Indemnity and guarantee, Laws of agency	1L
	Chapter 3. Negotiable Instruments Act, 1881	6L
	Definition and characteristics of different types of negotiable instruments	1L
	Characteristics of NI continue...	1L
	Parties to a negotiable instrument and their capacity	1L
	Dishonor of cheques, Discharge from Liability	1L
	Dishonor of cheques, Discharge from Liability continue.....	1L
	Crossing of cheques, Bank drafts and Banker's cheques	1L
	Chapter 4. Sale of Goods Act, 1930	4L
	Classification of goods	1L

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Business Law
Year: I

Subject Code: MB108
Semester: I

	Goods conditions & Warranties	1L
	Passing of ownership rights, Rights of an unpaid seller	1L
	Remedies for breach of Contract of Sale of Goods	1L
	Chapter 5. Companies Act, 1956	6L
	Nature and kinds of companies,	1L
	Formation, Memorandum, Articles, Prospectus of co.	1L
	<i>Formation of co. continue....</i>	1L
	Capital – shares, debentures, borrowing powers	1L
	Minimum subscription, Appointment of Directors	1L
	Winding up of companies	1L
	Chapter 6. Consumer Protection Act, 1986	4L
	Salient features and objectives of the Consumer Protection Act, 1986	1L
	Different Consumer redressal Forums	1L
	Composition and jurisdiction of district, state and National forum	1L
	Mode of complaints, Procedures for disposal of complaints, Penalty	1L
	Chapter 7. Laws relating to,	10L
	Patents	1L
	Trade marks	1L
	Competition	1L
	Copyright	1L

Module-II
20 hrs

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Business Law

Subject Code: MB108

Year: I

Semester: I

	Packaging	1L
	Fair Trade Practices	1L
	Shops and Establishments	1L
	Cyber Laws	1L
	Banking Regulation	1L
	Insurance Regulation	1L
Total Number Of Hours = 40L		

Assignments:

Module I: Case Laws on Negotiable instruments act and related judgements.

Module II: Case Laws on consumers and decision of tribunals