

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **STRATEGIC MANAGEMENT**
Year: **2nd Year**

Subject Code: **BBA-301**
Semester: **3rd**

Module Number	Topics	Number of Lectures
1	Chapter 1: Nature of Business Policy and Strategic Management	10L
	1. An Introduction, Evolution of Business Policy and Strategic Management as a field of study. Nature of Business Policy and Strategic Management; Definition of terms related to Strategic Management, Strategic Management Process, The Strategist, The general Management function, Strategic change and Decision Making, The Nature of strategic change; Creative Problem Analysis; Strategic Decision Making; Strategic Management and Strategic Decisions.	6L
	2. Organization Appraisal: Strengths and Weaknesses Analysis; Competitive strengths Assessment; Corporate Capability Factors; Diagnosing Corporate Capabilities. Organization Direction, Mission and Objectives: Vision, Mission, Business Definition, and Objectives.	4L
2	Chapter 2: Corporate Level Strategic Alternatives	9L
	1. Strategy Formulation; Situational Analysis; Stability Strategies; Growth Strategies; Retrenchment Strategies; Combination Strategy / Portfolio Restructuring.	3L
	2. Business Unit Strategic Alternatives: Generic Strategies; offensive Strategies and Competitive Advantages; Defensive Strategies and Competitive Advantages	3L
3. Functional Strategies; Integrating Functional Areas; Marketing Strategy to situation. Strategic Analysis and choice: Criteria for Evaluating Strategic Alternatives; Input stage selection of the Matrix; The Decision Stage.	3L	
3	Chapter 3: Strategy Implementation	7L
	1. Organizational Structure- Analyzing Strategic changes; Managing Strategic change; Issue in Strategy Implementation	3L
	2. Approaches to Organizational structure; Matching structure and Strategy; Assessment of Organizational structure. Perspective on the methods of organizing	4L
4	Chapter 4: Organizational change and Development	6L
	Behavioural Issues; Leadership; Corporate Culture Values; Power Social responsibilities; Ethics, Organizational change and Development, Strategy Implementation: Functional Issues; Operational / Production Policies; Marketing Policies; Financial Policies; Human Resource Policies.	6L
5	Chapter 5: Strategy Evaluation and Control	5L
	1. Process of strategic control; Reluctance to use Strategic Control; Information for Strategic control; Successful Maintenance of Strategic control.	3L
	2. Strategic Management and Global Market: - Content of Global Business strategy Formulation; Implementation in the Global Areas.	2L
Total Number Of Hours = 37L		

Assignment:

Module-1.

1. Answer the following questions:

- (a) What do understand by business strategy?
- (b) State the strength-weakness analysis.

Module-2.

- 1. (i) What is strategy formulation?
- (ii) Write about portfolio restructuring.

Module-3.

- 1. (a) What is strategy implementation?
- (b) State strategic change

Module-4.

- 1. (a) What is leadership?
- (b) Write about organizational ethics.
- (c) What is organizational change?

Module-5.

- 1. (a) What is strategic control?
- (b) How strategic management and global market is related?

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Financial Management
Year: 2ND Year

Subject Code: **BBA303**
Semester: 3RD

Module Number	Topics	Number of Lectures
1	Financial Management the conceptual foundations: Finance function in Business; scope and objectives; relations of finance with other Business functions. Statement of changes in financial position; financial statement analysis.	12L
2	Capital Budgeting: Significance – different techniques- traditional and discounted cash flow techniques- Merits and limitations. Instrument of Finance: Equity and preference shares; Debenture; Convertible Debentures; Relative merits and limitations.	9L
3	Analysis of risk and uncertainty. Cost of capital: Cost of debt-cost of preference share capital- Aggregate weighted average cost of capital. Capital Structure: Optimum capital structure-determinants, financial leverage- concept measurement and significance.	14L
4	Sources of Finance: Long term finance-Short term finance, financial institutions- IDBI, IFC, ICICI, Commercial Banks.	4L
5	Working Capital Management: Cash, securities, receivable and inventory Management Dividend policy and decisions: Influencing factors-forms of dividend. Mergers and Acquisitions Lease Financing.	3L
Total Number Of Hours = 42 L		

Prof DR Preeti Sharma

Faculty In-Charge

HOD, Management Dept

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Marketing Management**
Year: **2ND Year**

Subject Code: **BBA304**
Semester: **3RD**

Units	Topics	Number of Lectures
1	Introduction: Definition, nature, scope and importance of Marketing- approaches to the study of marketing; marketing and economic development- traditional and modern concepts of marketing. Marketing functions: Selling, buying, transportation, storage, finance, risks, grading and standardization and Information; features and characteristics of markets; market segmentation. Consumer and marketing: Consumer behavior and motivation-stages and participation in buying process.	12L
2	Product: Classification of products industrial vs. consumer goods; product line; product additions and deletion; New Product development.	9L
3	Pricing: Pricing objectives- basic price concepts-price determination factors influencing pricing policy-methods of pricing- pricing policies and strategies. Channels of distribution: Need for marketing specialists- types of marketing channels- selection of channels.	14L
4	Promotion: Nature and importance of promotion-promotional methods- advertising – advertising copy-evaluation of advertising-personal selling-sales promotion. Marketing Research: Importance-types and techniques of organizing marketing research.	4L
5	Developing Marketing Strategy: Differentiating and positioning the market offering tools for competitive differentiation developing a positioning strategy. Marketing Organizations: marketing performance and central, Global marketing; Customer service; Rural marketing.	3L
Total Number Of Hours = 42 L		

Prof DR Preeti Sharma

Faculty In-Charge

HOD, Management Dept

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Micro and Macro Economic System**
Year: **2ND Year**

Subject Code: **BBA305**
Semester: **3RD**

Units	Topics	Number of Lectures
1	Micro Economic Theory: Theory of demand. Theory of production and cost: Price determination under different market structures such as competition, monopoly, and oligopoly. Theory of income distribution; Principles of welfare economics.	15L
2	Macro Economic Theory: Working out of the macroeconomic System; Concepts such as national income and product. Theory of income determination. The economic role of Government; Fiscal policy. Monetary policy and banking System; Economic growth; Unemployment; Inflation; Balance of payments. International Trade	18L
Total Number Of Hours = 33 L		

Prof DR Preeti Sharma

Faculty In-Charge

HOD, Management Dept