

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Managerial Economics-I**
Year: **2ND Year**

Subject Code: **BBA401**
Semester: **4TH**

Module Number	Topics	Number of Lectures
1	Introduction: Objectives, scope & applications of Managerial Economics- differences between Macroeconomics & Microeconomics – Economic analysis & business decisions. Cost Analysis: Basic Cost Concepts (explicit & implicit, private & Social, fixed & variable, average & marginal, short-run & long-run)-cost output relationship-cost & plant size-Break even analysis.	7L
2	Demand Analysis: Concept of demand-Law of demand-Determinants of demand-Elasticity of demand-Demand forecasting.	8L
3	Production function: Law of variable properties-Leontief Static Open Model (LSOM)- Economics of scale. Competition analysis: Types of competitive situations-state of equilibrium under perfect competition, monopoly, monopolistic competition	10L
4	Product Decisions: Concepts of product line & product mix-decisions on product addition/ deletion. Pricing decisions: Pricing under perfect competition, monopoly & monopolistic competition- price leadership. Profitability analysis: Application of capital budgeting techniques for decision making. National Income: Concepts & measurements.	10L
5	Business Cycles: Concepts-adjusting business plans to cyclical functions. Bank & Financial Institutions: Concepts—roles in the economy. International trade: Balance of payments, Globalization of Business, Government's role in the management of economy.	10L
Total Number Of Hours = 45 L		

Prof DR Preeti Sharma

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Faculty In-Charge

HOD, Management Dept

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Lecture-wise Plan

Subject Name: Business Law
Year: 2ND

Subject Code: BBA 402
Semester: 4TH

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

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Subject Name: Business Law
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	Remedies for breach of Contract of Sale of Goods	
Module-II 20 hrs 5 Companies Act, 1956	Nature and kinds of companies,	6L
	Formation, Memorandum, Articles, Prospectus of co.	
	<i>Formation of co. continue....</i>	
	Capital – shares, debentures, borrowing powers	
	Minimum subscription, Appointment of Directors	
	Winding up of companies	
6 Consumer Protection Act, 1986	Salient features and objectives of the Consumer Protection Act, 1986	4L
	Different Consumer redressal Forums	
	Composition and jurisdiction of district, state and National forum	
	Mode of complaints, Procedures for disposal of complaints, Penalty	
7 Laws relating to,	Patents	10L
	Trade marks	
	Competition	
	Copyright	
	Packaging	
	Fair Trade Practices	
	Shops and Establishments	
	Cyber Laws	

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Subject Name: Business Law

Year: 2ND

Subject Code: BBA 402

Semester: 4TH

	Banking Regulation	
	Insurance Regulation	
Total Number Of Hours = 40L		

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HOD, MBA Dept.

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Elements of Entrepreneurship**
Year: **2ND Year**

Subject Code: **BBA403**
Semester: **4TH**

Module Number	Topics	Number of Lectures
1	Introduction: Definition of entrepreneurship-emergence of entrepreneurial classes-theories of entrepreneurship-role of socio-economic environment-characteristics of entrepreneur-leadership, risk taking, decision-making & business planning.	8L
2	Promotion of a venture: Opportunity analysis-external environmental analysis (economic, social & technological)-competitive factors-legal requirements for establishment of a new unit & raising of funds-venture capital sources & documentation required.	7L
3	Entrepreneurial Behaviour: Innovation & entrepreneur – entrepreneurial behaviour & psychological theories.	10L
4	Entrepreneurial Development Programme (EDP): EDPs & their role, relevance and achievements-role of Government in organizing EDPs-evolution of EDPs.	10L
5	Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing economic growth, bringing about social stability & balanced regional development of industries-role in export promotion & import substitution , foreign earnings and augmenting & meeting local demand.	10L
Total Number Of Hours = 45 L		

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Lecture-wise Plan

Subject Name: **Management Information Systems**
Year: 2nd Year

Subject Code: **BBM404**
Semester: **Fourth**

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: Values and Ethics in Profession

Subject Code-BBH402

Year: 2nd Year

Semester: Fourth

Module Number	Topics	Number of Lectures
1	Introduction:	19L
	Rapid Technological growth and depletion of resources, Reports of the Club of Rome. Limits of growth: Sustainable development	3
	Energy Crisis: Renewable Energy Resources Environmental degradation and pollution. Eco-friendly Technologies. Environmental Regulations, Environmental Ethics	5
	Appropriate Technology Movement of Schumacher; later developments Technology and developing notions. Problems of Technology transfer, Technology assessment impact analysis.	6
	Human Operator in Engineering projects and industries. Problems of man, machine, interaction, Impact of assembly line and automation. Human centered Technology.	5
2	Ethics of Profession:	9L
	Engineering profession: Ethical issues in Engineering practice, Conflicts between business demands and professional ideals.	3
	Social and ethical responsibilities of Technologists. Codes of professional ethics. Whistle blowing and beyond.	6
Profession and Human Values		8L
3.	Values Crisis in contemporary society Nature of values: Value Spectrum of a good life	3
	Psychological values: Integrated personality; mental health Societal values: The modern search for a good society, justice, democracy, secularism, rule of law, values in Indian Constitution. Aesthetic values: Perception and enjoyment of beauty, simplicity, clarity Moral and ethical values: Nature of moral judgements; canons of ethics; ethics of virtue; ethics of duty; ethics of responsibility.	5