

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR
Course Description

Title of Course: Managerial Economics

Course Code: BBA401

L-T Scheme: 3-1

Course Credits: 4

Introduction:

The course is designed to introduce students with the 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.

Objectives:

The objectives of this course will be to emphasize on application of basic economics principles and topics such as demand analysis, forecasting, cost analysis, production and pricing under different market situations and pricing practices etc.

Learning Outcome:

At the end of the course students are able to:

1. Acquire basic concepts on managerial economics, both theory and application.
2. Apply quantitative techniques in analyzing the managerial economic problem in order to arrive at an appropriate solution
3. Exhibit appropriate managerial decisions under .given resource constraints and objectives of the firm

Course content:

Unit I :Introduction: Objectives, scope & applications of Managerial Economics-

Unit II Demand Analysis:

Unit III : Production function: Competition analysis:

Unit IV : Product Decisions: Pricing decisions

Unit V :Business Cycles: Bank & Financial Institutions:International trade

Text Books:

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Course Description

1) Samulelson and Nordhaus (2013), Micro Economics, 19TH Edition,McGrawHill. Chapter 1-14

2) Atmanand (2012), Managerial Economics, 2ndEdition, Excel Books. Chapter 7-21

Reference Books:

1) Truett, Lila J. Truett, Dale B. (2004), Managerial economics: analysts, problems, cases, 8th Edition., John Wiley and Sons, New Jersey

2) D.N. Dwivedi (2008), Managerial Economics, P' Edition,Vikas Publishing House, Noida.

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Course Description

Title of Course: BUSINESS LAWS

Course Code: BBA402

L-T Scheme: 4-1

Course Credits: 4

Introduction:

This course introduces the position of laws of the land and their effects on society or public and how they affect the business scenario. During the study of this unit, student would come to know about the position of laws of the land and their effects on society or public and how they affect the business scenario. On completion of the module students will be able to: Analyze sets of facts presented in the form of problem questions, identify and examine the relevant law and provide answers on the application of the law to the facts.

Objectives:

The objective of this course is to familiarize the students with the basics of legal environment of business with a stress on application of law on business transaction with reference to the case laws.

Learning Outcomes:

Present and critically discuss the content of legal rules, answer essay questions on the evolution of the law of contract and assess the state of the law. students shall be able to understand Definitions of certain terms. Meaning of contract of sale. Distinctions of sale from other similar contracts. Formalities of contract of sale. Subject matter of contract of sale. Ascertainment of price for the contract of sale. Stipulation as to time etc.

Knowledge:

1. Present and critically discuss the content of legal rules, answer essay questions on the evolution of the law of contract and assess the state of the law. students shall be able to understand Definitions of certain terms

Application:

1. Application of law on business transaction with reference to the case laws.

Course Contents:

Unit 1: Concept of Law, Indian Contract Act, 1872

Unit 2: Negotiable Instruments Act, 1881

Unit 3: Sale of Goods Act, 1930, Companies Act, 1956

Unit 4: Consumer Protection Act, 1986

Unit 5: Laws relating to - Patents, Trade marks, Competition, Copyright, Packaging

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Course Description

Text Books

1. Business law for Managers by PK Goel Part-I Chapter 1 Pp 1-6
2. Business law by KR Bulchandani Part-I Topic-1 Chapter 1 Pp 9-12, Chapter 2 PP13-14, Chapter 5 Pp 30-41, Chapter 6 PP51-56, Chapter 8 Pp 73-80, Chapter 11 Pp97-108, Chapter 14 Pp 129-135
3. Business law by KR Bulchandani Part-I Topic-2 Chapter1 Pp 145-156, Chapter3 Pp 178-201, Topic-4 Chapter 1 Pp 263-265, Chapter 2 PP266-288, Chapter 3 Pp 291-301, Chapter 5 PP319-326, Chapter 8 PP336-345, Business law by KR Bulchandani Part-I Topic-3 Chapter 1 Pp 211-213, Chapter 3 PP222-227, Chapter 4 Pp 230-237, Chapter 6 PP247-251, Chapter 7 PP255-260
4. Business law by KR Bulchandani Part-II Topic-1 Chapter 1 Pp 349-375, Chapter 2 PP382-398, Chapter 4 Pp 414- 420, Chapter 5 Pp 429-450, Topic-2 Chapter 5 Pp 507-516, Business law for Managers by PK Goel Part-VI Chapter 9 Sec 14 Pp 232-237
5. Business law by KR Bulchandani, Part-II, Topic-4 Chapter 1 Pp 622-636
6. Business law by KR Bulchandani, Part-II, Topic-4 Chapter 3 Pp641-665

References

1. K. R. Bulchandani : Business Law, Himalaya Publishing

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Course Description

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Course Description

Title of Course: Elements of Entrepreneurship

Course Code: BBA403

L-T Scheme: 3-1

Course Credits: 4

Introduction:

The Course introduces emergence of entrepreneurial classes-theories of entrepreneurship-role of socio-economic environment-characteristics of entrepreneur-leadership, risk taking, decision-making & business planning. 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.

Objectives:

The objective of the course is to familiarize with the students with the concepts, develop entrepreneurial talents and generate innovative business ideas in emerging industrial scenario.

Learning Outcome:

The student will be able to

1. Learn the basic processes involved in starting or managing new ventures
2. Understand methods to develop business plans for entrepreneurial ventures
3. Apply the entrepreneurship knowledge to a new or existing company
4. Identify the financial assistance available to MSME

Course Content:

Unit I : Introduction: Definition of entrepreneurship

Unit II :Promotion of a venture:

Unit III : Entrepreneurial Behaviour:

Unit IV : Entrepreneurial Development Programme

Unit V : Role of Entrepreneur

Text Books:

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Course Description

- 1) Francis Cherunilam (2010), Business Environment: Text & Cases, Himalaya Publishing House.
- 2) Griffin, Ricky W. and Pustay Michael W (1999), Business: A Managerial Perspective, Addison Wesley, Readings.
- 3) Vasant Desai (2012), The Dynamics of Entrepreneurship Development and Management, Himalaya Publishing House.

Reference Books:

- 1) K Aswathappa (2011), Essentials of Business Environment, Himalaya Publishing House.
- 2) Czinkota, Michael R (1999), Business, The Dryden Press, Fortworth.
- 3) Bennet, Roger (1999), Business, Financial Times, Pitman Publishing, London.
- 4) Danoes, John O. and Radebaugh, Lee H. (1998), Business: Environment & Operations, 8th Edition, Addison Wesley,

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Course Description

Title of Course: Management Information Systems

Course Code: BBM404

L-T Scheme: 3-1

Course Credits: 4

Course Description & Goals:

This course helps students see the connection between information systems (IS) and business performance. The use of information and communication technologies (ICT) by individuals and organizations dominates the business world. There is a fundamental change going on in the way that organizations run businesses and interact with each other. New types of infrastructure and applications are developed and utilized such as ERP (enterprise resource planning), IOS (inter-organizational systems), RFID (radio frequency identification), CRM (customer relationship management), to name a few.

The aim of the course is to enable students to assess the opportunities and problems that managers in a wide range of organizations face as they attempt to use these IT applications to add value to their businesses. It also aims to help students understand transformational changes within and across industries. These changes have strategic implications for many businesses.

Learning Outcomes:

Knowledge:

At the end of the course, you will be able to:

1. Explain basic concepts for IT/IS management
2. Discuss organizational, business and strategic issues surrounding IT/IS, and
3. Analyze and evaluate uses of strategic IT/IS in practice.

Course Contents:

Unit 1: Management Information System (MIS): Definition, Characteristics, Subsystems of MIS (Activity and Functional subsystems), Structure of MIS; Reasons for failure of MIS. Understanding Major Functional Systems: Marketing & Sales Systems, Finance & Accounting Systems, Manufacturing & Production Systems, Human Resource Systems, Inventory Systems; their sub systems, description and organizational levels.

Unit 2: Decision Support Systems (DSS): Definition, Relationship with MIS, Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS.

Unit 3: ERP, CRM, SCM : 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.

CRM (Customer Relationship Management):

[a] Concepts of CRM, Features of CRM (acquisition and retention)

[b] Features of commercial software like I2-Rhythm, SIEBEL

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

Unit 4: Database Management Systems (DBMS) [e.g. MS-Access/ Oracle/ MS SQL Server / MySQL etc.]

[a] What is a DBMS. Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, 3-schema architecture, data independence.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Course Description

[b] SQL: DDL & DML concepts, SQL commands [ANSI standard].

Unit 5: Data Warehousing and Data Mining

Concepts of Data warehousing, data mart, meta data, multidimensional modeling, Online Analytical Processing (OLAP), Online Transaction Processing (OLTP), Knowledge Management System (KMS), Active Knowledge Management Server (AKMS) Features of commercial software like Informatica
Data mining concepts, knowledge discovery v. data mining, data mining applications.
Case studies on data warehousing / data mining

Unit 6: Outsourcing

Concepts of BPO, KPO
Business Process Outsourcing: Concept & Application, Advantages & Disadvantages, Types of outsourcing, Resource Requirements.
Technical framework of automated outsourcing.
Documentation: contracts, Service Level Agreements (SLA), Non-disclosure Agreements (NDA). Other Applications – Remote Transaction Processing.

Text Books

1. Dan W. Paterson, Introduction to Artificial Intelligence & Expert System, PHI./Pearson Education
2. Davis & Olson, Management Information System, Tata McGraw Hill
3. ISRD, Introduction to Database Management Systems, Tata McGraw Hill
4. Ivan Bayross : SQL & PL/SQL , BPB
5. Leon : ERP, Leon Tech Press
6. Loney & Koch: The Oracle 9i Complete Reference, Oracle Press
7. Mahadeo Jaiswal & Monica Mittal : Management Information Systems, OUP

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Course Description

Title of Course: Values & Ethics in Profession

Course Code: BBH402

L-T Scheme: 3L+1T

Course Credits: 3

Introduction:

This course teaches students the basic principles of Values and Ethics within profession. These deals mainly with

- Values in professional life
- Ethics in professional life
- Resources depletion
- Conservation of resources for future generations
- Technology transfer
- Eco friendly Technology
- Value crisis in society
- Present society without values and Ethics.

Objectives:

This course relates to the present world and teaches students the need and importance of values and the problems faced by the present society in terms of depletion of natural resources and how to control the same for the sake of future generations.

Learning Outcomes:

Knowledge:

1. Understand the present scenario of degradation of values and Ethics system
2. Depletion of resources and how to conserve them.
3. Club Of Rome and what all stalwarts have thought to improve the situation
4. Sustainable Development.
5. Value spectrum of a good life
6. Present societal changes in terms of values and ethics
7. What steps to be taken to improve value system?
8. How to avoid conflicts to have a peaceful job life.
- 9.

Course Contents:

Unit 1: Rapid Technological growth and depletion of resources, Reports of the Club of Rome. Limits of growth: Sustainable development Energy Crisis: Renewable Energy Resources Environmental degradation and pollution. co-friendly Technologies. Environmental Regulations, Environmental Ethics Appropriate Technology Movement of Schumacher; later developments Technology and developing notions. Problems of Technology transfer, Technology assessment impact analysis. Human Operator in Engineering projects and industries. Problems of man, machine, interaction, Impact of assembly line and automation. Human centered Technology.

Unit 2: Engineering profession: Ethical issues in Engineering practice, Conflicts between business demands and professional ideals. Social and ethical responsibilities of Technologists. Codes of professional ethics. Whistle blowing and beyond.

Unit 3: Values Crisis in contemporary society Nature of values: Value Spectrum Of good life 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 judgments; canons of ethics; ethics of virtue; ethics of duty; ethics of responsibility.

Books:

AN Tripathi ,Human values in the Engineering Profession, Monograph published byIIM,Calcutta1996