UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Product Management** Subject Code: **BBA E601A**
Year: **3RD Year** Semester**: VI**

UNITS	TOPICS	HRS
1	Product Planning and Development:Meaning and role-objectives of product management product innovation-strategy and policy-product planning-components of product planning. Product life cycle theory: -various stages in product life cycle-Management of product life cycle- planned obsolescence	**9L**
2	Development of New Product-Need for new product-stages in new product development. The role of Research and Development department in developing new product launching of new-products. Test marketing-need, objectives importance and the method of conduct test marketing.	**9L**
3	Product line planning-consumer and industrial goods-New product failures and reasons organizational control of new product functions.	**8L**
4	Product strategies-product mix decisions-product additions, deletions product diversification- branding-labeling-packing standardization-product positioning.	**7L**
5	Marketing Research for new products. New Product Strategies: Pricing new products-distribution logistics for new products-New product promotion.	**8L**

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Programming Techniques and Networking   Subject Code-BBAE601E

Year: 3rd Year   Semester: Sixth

Module Number	Topics	Number of Lectures
1	**Data Communication Fundamentals:**	**10L**
	1. Layered Network Architecture; Data and Signal; Guided Transmission Media; Unguided Transmission Media; Transmission Impairments and Channel Capacity; Transmission of Digital Signal; Analog Data to Analog Signal; Digital Data to Analog Signal; Multiplexing of Signals: The telephone system and DSL technology; Cable MODEM and SONET	10
2	**Data Link control:**	**6L**
	1. Interfacing to the media and synchronization; Error Detection and Correction; Flow and Error control; Data Link Control.	10
3	**Switching Communication Networks:**	**8L**
	1. Circuit switching; Packet switching; Routing in packet switched networks; Congestion control in packet switched networks; X.25; Frame Relay; Asynchronous Transfer Mode Switching (ATM).	8
4	**Broadcast communication networks:**	**10L**
	1. Network Topology; Medium Access Control Techniques; IEEE CSMA/CD based LANs; IEEE Ring LANs; High Speed LANs – Token Ring Based; High Speed LANs – CSMA/CD based; Wireless LANs; Bluetooth; Cellular Telephone Networks; Satellite Networks.	10
5	**Internetworking:**	**6L**
	1. Internetworking Devices; Internet Protocols; TCP/IP; Transport and Application layer protocols. Network Security: Cryptography; Secured Communication; Firewalls.	6
Total Number Of Hours = 40		

Assignments:

Module-1:
1. Write down the functions of OSI Layers
2. What will be SNR value in case of noiseless channel?
3. Define Bandwidth? Create the relationship between Bit Rate and Baud Rate?
4. Write down the names of network impairments?
5. Write down the features and basic components of a computer network
6. What kind of topology is well suited for university or college environment?
7. Why we need layered architecture?
8. What will be the channel capacity of a noisy channel having SNR value= 20dB and Bandwidth=3 KHz?

Module-2:
1. What is the significance of sequence number in Stop & Wait ARQ protocol?
2. Discuss Stop & Wait ARQ with 010101 bit sequence?
3. In Selective-Repeat ARQ, sender window size $>$ 2m–1." Is it correct? Justify.
4. Suppose a sender is using sliding window protocol of window size 15. What will be the window status for the following occurrence? Sender has sent packets 0 to 11 and has received NAK 6.
5. Define ALOHA? Differentiate between Pure and Slotted ALOHA.

Module-3:
1. Differentiate between circuit switching and packet switching.
2. Write short notes on the following topic:
   A. Frame Relay
   B. X.25
   C. ATM
3. Why packet switching is connection less?

Module-4:
1. Discuss CSMA/CA with the help of a flowchart.
2. Why CSMA/CD is not implemented in WLAN?
3. Describe 802.3 header formats. Why padding is required?
4. Describe Bluetooth Architecture.
5. Differentiate between Token Ring and Token Bus.

Module-5:
1. What is distance vector routing protocol? What is the difference between RIP and EGP?
2. Distinguish between gateway and bridge. What is transparent bridge?
3. A network has subnet mask 255.255.255.224 Determine the maximum or number of Host in this network. Also determine the broadcast address of this network.
4. Compare IPv4 and IPv6
5. What is the purpose of subnetting? Find the netid and the host id of the following IP address
   A. 192.167.78.1
   B. 10.10.10.10
   C. 189.32.1.34
6. What is CIDR? Define NAT with proper example?

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR
Lecture-wise Plan
Subject Name: Programming Techniques and Networking   Subject Code-BBAE601E
Year: 3rd Year   Semester: Sixth

7. Write the differences between ARP and RARP?
8. Write the differences between TCP and UDP?
9. Differentiate Leaky Bucket Algorithm from Token Bucket Algorithm.
10. Why IP address is 32 Bit? How we need so many addresses? Compare IP address, Mac Address, Port address and Socket address?
11. Define Count to infinity problem? Which routing algorithm faces this problem?
12. Write the short notes on the following
    A. DNS
    B. FTP
    C. EMAIL
    D. MIME
    E. POP3
    F. SMTP
13. How are 'iterative query resolution and 'recursive query resolution different from each other in the context of DNS?
14. What do you understand by data privacy? How can authentication, integrity and non-repudiation be implemented by Digital Signature?
15. Define Firewall? Discuss all types of Firewall.

UNIVERSITY OF ENGINEERING & MANAGEMENT,JAIPUR
Lecture-wise Plan

Subject Name: Software Engineering & Data Models   **Subject Code- BBA E602E**
Year: 3rd Year   **Semester: Sixth**

Module Number	Topics	Number of Lectures
1	**Module I**	**8L**
	1. Overview of System Analysis & Design, Business System Concept, System Development Life Cycle, Waterfall Model , Spiral Model, Feasibility Analysis, Technical Feasibility, Cost-Benefit Analysis, COCOMO model.	8
2	**Module II**	**7L**
	1. System Requirement Specification – DFD, Data Dictionary, ER diagram, Process Organization & Interactions.	3
	2. System Design – Problem Partitioning, Top-Down andBottom-Up design; Decision tree, decision table and structured English; Functional vs.	4
3	Module III	**8L**
	1. Coding & Documentation - Structured Programming, OO Programming, Information Hiding, Reuse, System	2
	1. Testing – Levels of Testing, Integration Testing, Test case Specification, Reliability Assessment. , Validation & Verification Metrics, Monitoring & Control.	6
4	**Module IV**	**12L**
	1. Software Project Management – Project Scheduling, Staffing, Software Configuration Management, Quality Assurance, Project Monitoring.	7
	2. CASE TOOLS: Concepts, use and application.	5
5	**Module V**	**6L**
	1. Characteristic of softwaremaintenance , Types of software maintenance, Software reverse engineering, Basic issues in any reuse of program, CASE TOOLS: Concepts, use and application	6
Total Number Of Hours = 41		

Faculty In-Charge   HOD, CSE Dept.

Assignment:

Module-I:
1. What are the difference between Waterfall Model and Spiral Model? What do you mean by Feasibility Analysis?
2. Explain Cost- Benefit Analysis, COCOMO model

Module-II:
1. What do you mean by System Requirement Specification?
2. Write short note on the followings:
   DFD
   Data Dictionary
   ER diagram
   Process Organization & Interactions

Module-III:
1. Explain the different levels of Testing. What is Integration Testing?
2. What do you mean by Reliability Assessment?

Module-IV:
1. How Software Project Management is done? What are the steps?
2. How the quality of any product should be assured?

Module-V:
1. What are the basic issues in any reuse of program?
2. Explain the differ types of software maintenance.

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Advertising & Sales Promotion (Marketing Stream)** Subject Code: **BBA E602A**
Year: **3RD Year**   Semester**: VI**

UNITS	TOPICS	HRS
1	Advertising: Objectives, task and process, market segmentation and target audience – image analysis. Assessing communication objectives, Message design. Personal and non-personal communication. Channel.	**14L**
2	Mass media, selection, planning and scheduling, Integrated programme and budget planning Implementing the programme coordination and control, Advertising agencies, organization and operation.	**11L**
3	Sales promotion :Introduction, correlation between promotion expenditure & sales generation. Pull-Push strategy. Elements of promotion mix, a planning framework of promotion strategy. Decision sequence analysis for promotional planning, Managing Sales promotion, Managing consumer promotions Managing Trade promotion, Managing sales force promotion, Managing promotion in service marketing. Measuring performance of sales promotion. Public Relation. Role of Public Relations.	**15L**

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR
Lecture-wise Plan

Subject Name: Labour Law   Subject Code: BBA E602D
Year: 3rd YEAR   Semester: Sixth

Module Number	Topics	Number of Lectures	Text book/Ref Book and Chaper number
Module-I 20 L	**Legal Framework :** Evolution of Labour Laws in India	2L	Labour laws P.Saravanavel,R NagarajanPart II Chapter 17
	Laws regulating Establishment – Factories Act, 1948; Mines Act, 1952; Plantations Labour Act, 1951; Shops & Establishment Act	6L	IR & LL AM Sharma Chapter 24,19,20, Labour laws P.Saravanavel,R Nagarajan Chapter 8
	Laws relating to Remuneration – Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Bonus Act, 1965; Equal Remuneration Act, 1976	6L	Labour laws P.Saravanavel,R Nagarajan Chapter 1,9,2,3 IR & LL AM Sharma Appendix A Pp 362
	Case Laws on Remuneration	6L	
Module-II 20L	**Laws relating to Industrial Relations** – Industrial Disputes Act, 1947; Industrial Employment (Standing Orders) Act, 1946; Trade Unions Act, 1926	8L	IR & LL AM Sharma Chapter 25,26,32
	Laws relating to Social Security – 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	8L	IR & LL AM Sharma Chapter 33,22,21,27,30
	Case Laws on Industrial Disputes	4L	IR &LL AM Sharma Appendix E, Labour laws P.Saravanavel,R NagarajanPp 183-186
Total Number Of Hours = 40L			

Faculty In-Charge   HOD, MBA Dept.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Industrial Relations   Subject Code: BBA E602D

Year: 3rd Year   Semester: Sixth

Module Number	Topics	Number of Lectures	Text book/Ref Book and Chaper number
Module-I 1	1. **Industrial Relations** : Concept, to IR	1L	**Industrial relations and Labour laws by SC Srivastava Part-I Chapter 1 Pp 3-37** **HRM VSP RAO Chapter 26 Pp692-714&717 case study**
	2. Approaches	1L	
	3. Parties to IR	1L	
	4. System Model of IR	1L	
2	1. **Industrial Worker in India** : Rise of Industrial Workers,	1L	
	2. Problems of Industrial Workers (absenteeism, commitment, Work Ethics)Profile of Industrial Workers in India,	1L	
3	**Trade Unionism in India** : Origin, Growth, Structure and Management of Trade Unions, Recognitions,Leadership, Trade Unionisms, Employers' Organisations in India, Managerial Associations.	4L	**Industrial relations and Labour laws by SC Srivastava Part-II Chapter 2,3,4&9- Pp 43-69 Pp 132-142 Part-III Chapter 11,12- Pp 157-201** **HRM VSP RAO Chapter 19,20 Pp523-541 Chapter 25 Pp 659-680**
4	**Industrial Relations in India** : Labour Policy in Five Year Plans, Tripartism, Role of Government and State, Role of Management, Role of Trade Unions.	6L	
5	**Industrial Disputes :** Causes, Types, Trends and Settlement of Disputes (Internal Options, Third Party Machinery	4L	
Module-II 6	**Collective Bargaining** : Theories, Prerequisites, Process, Negotiating Skills and Strategies, Agreement –content, Validity, Implementation, Productivity Bargaining, Growth of Collective Bargaining in India.	4L	**Industrial relations and Labour laws by SC Srivastava Part-II Chapter 9&14- Pp 132-150 Pp 283-379 Chapter 26,27Pp 765-790**
7	**Workers' Participation in Management** : Concept, Purpose and Practices in other countries; Workers' Participation Schemes in India – Works Committee, Joint Management Council,	4L	

		Worker – Director, Shop Council and Joint Council, WPM, EPM; Problems and Prospects in India; Quality Circles – Concept and Practices in India.		**HRM VSP RAO Chapter 23 & 24Pp607-619 Pp 627-642**
8		**Labour Welfare and Industrial Relations** : Concept, Purpose, Statutory and Non-Statutory Provisions, ILO Conventions and its application in India, Workers' Education Programmes in India.	**4L**	**Industrial relations and Labour laws by SC Srivastava Part-III Chapter 17&18- Pp 517-616 HRM VSP RAO Chapter 26 case study**
9		**Employee Discipline** : Meaning Types, Misconduct, Disciplinary Action, Domestic Enquiry, Grievance Handling.	**4L**	
10		**Case Studies** - Wage Negotiation, Disciplinary Action, Industrial Disputes	**4L**	
Total Number Of Hours = 40L				

Faculty In-Charge

HOD, MBA Dept.

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Sales and Distribution Management**   Subject Code: **BBA E603A**

Year: **3RD Year**   Semester: **VI**

Module Number	Topics	Number of Lectures
1	Organization framework of the field sales force: Types and methods of Field Sales Organization – carrier in Field Sales Management. Field Sales Manager – His tasks and responsibilities - Relation with sales man and relationship with the top management	**7**
2	Salesmanship: Definition- theoretical aspects of salesmanship-characteristics of successful salesman-selling systems and terms	9
3	Sales forecasting – Methods and procedural steps in sales forecasting Sales budgets – Purpose of sales budget, salesman expenses control, estimating the cost of distribution Allocation of field sales resources. Designing sales territories, procedure for designing – Determining manpower requirements, recruiting, methods and the selection system Sales Audit and Analysis – Control of sales efforts and costs. Sales quotas, types of sales quotas, its purpose and managerial evaluation.	8
4	DistributionManagement: Introduction: Role of distribution in marketing mix, Role and functions Transport and Handling: Economics of transportation, determining optimum mode of transport organization, machines, procedures and documentation.	**9**
5	Dealer Network: Role of middlemen/dealer in marketing and distribution Dealer function at wholesale and retail level. Strategic plan of network – location, selection. Appointment and Termination of dealers, Morale and Motivation. **Case Studies**.	**8**

Total Number Of Hours = 41 L

Prof DR Preeti Sharma   **Prof DR Preeti Sharma**

Faculty In-Charge   HOD, Management Dept

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Operations Research**   Subject Code: **BBA E603B**
Year: **3rd Year**   Semester: **Sixth**

Module Number	Topics	Number of Lectures
1	LINEAR PROGRAMMING a) Formulation of LP Models b) Graphical LP Solution c) Simplex Method d) Artificial Variables – Big M - Method and Two-phase Method e) Duality, Sensitivity Analysis, Shadow Price and their economic interpretation Software package to be used in (b), (c), (d) and (e) above.	**7**
2	TRANSPORTATION, TRANSHIPMENT AND ASSIGNMENT MODELS a) Construction of Transportation, Transshipment and Assignment Models b) The Transportation Algorithm c) The Hungarian Method for the Assignment Problem d) The Transshipment problem Software package to be used for implementing the algorithms.	9
3	GOAL PROGRAMMING a) Construction of Goal Programming Models b) Goal Programming Algorithms INTEGER LINEAR PROGRAMMING a) ILP Algorithms - Branch and Bound, Cutting Plane Algorithm	8
4	DECISION ANALYSIS a) Decision Making under Certainty – Analytic Hierarchy Process b) Decision Making under Risk and Uncertainty MARKOV PROCESSES AND MARKOV CHAINS a) State transition diagrams b) Calculation of the state of the system at any time period c) Calculation of the long-run system state (both for systems with and without absorbing states): Fundamental Matrix and associated	**9**

	calculations. Application models to be discussed in detail	
5	QUEUEING MODELS a) M/M/1 Queues and applications b) M/M/c and M/M/c/k Queues and their applications SIMULATION MODELS (Use of package) a) Construction of Simulation Models b) Generation of Random numbers from discrete distributions Application models to be discussed in detail	**8**
Total Number Of Hours = 41 L		

Prof DR Preeti Sharma

Faculty In-Charge   HOD, Management Dept

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Human Resources Development   Subject Code: BBA E603D

Year: 3rd Year   Semester: Sixth

Module Number	Topics	Number of Lectures	Text book/Ref Book and Chaper number
Module-I 20 hrs	**Human Resource Development** : Meaning, Scope and Purpose, HRD Process, Techniques of Assessment of HRD Needs – Organizational Analysis, Task Analysis, Individual Analysis	**6L**	**HRD PS RAO Chapter 1 Pp 1**-23, **HRD R KRISHANDEVANI Chapter 2, 4,5**
	Strategies of HRD: Organizational Development, Individual Development, Team Development, Organizational Culture Building	**4L**	**HRD PS RAO chapter 4, 5, PP 39**-45
	Individual Development through Training: Designing Training Programme; On-the-Job, Off-the-Job; Methods – Lecture, Case Analysis, Role Play, Games, Exercises; Role of Trainer, MDPs, Out-Bound Training.	**6L**	**HRD R Krishandevani Chapter 12,13,14,18 HRD PS RAO Chapter 4**
	Evaluation of Training : Need, Principles, Criteria, Technique of Evaluation, Impediments to EffectiveTraining, Improving Effectiveness of Training	**4L**	**HRD R Krishandevani Chapter 15, 16**
Module-II 20 hrs	IndividualDevelopmentthroughNon-Training-Job Redesign Programme; Job Enlargement, Job Enrichment, Job Rotation, Suggestion Schemes, Career Planning, Counselling	**6L**	**HRD R Krishandevani Chapter 7,8,9 and 10** **HRD PS Rao Chapter 6**
	Team Development Programmes – Methods and Schemes : Role of Staff and Line Managers in HRD, Quality Circle, Kaizen, Autonomous Small Group Activities	**4L**	
	Competency Management – Planning, Mapping, Measurement	**4L**	**HRD R Krishandevini Chapter 7,8**
	HRD Experiments and Cases – In India and Other Countries	**6L**	**HRD R Krishandevini Chapter 15**
Total Number Of Hours = 40L			

Faculty In-Charge   HOD, MBA Dept.

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Market Research & Consumer Behavior** Subject Code: **BBA E604A**

Year: **3RD Year** Semester: **VI**

UNITS	TOPICS	HRS
1	Marketing Research:Nature and scope of Marketing Research, Marketing Research as an aid to marketing decision making, Research designs, Exploratory, descriptive and conclusive.	**6L**
2	Marketing Research Procedure – Secondary and primary methods of data collection questionnaire construction procedure. Application of sampling techniques, analyzing and reporting of data. Application of Marketing Research – motivation, advertising, product & sales control	**11L**
3	Consumer Behavior: The role of consumer in marketing. Nature and characteristics of consumers with special reference to India. Meaning of consumer behavior, Models of consumer behavior, Market segmentation for understanding consumers. V), Stapel, considerations in developing scales, reliability and validity of scales	**6L**
4	Environmental influence on consumer: culture, social class, social groups. Family personal influence and opinion leadership. Individual determinants of consumer Behavior-- Motivation and Involvement Information processing. Learning personality and self-concept, Attitude theories and change.	8
5	Consumer decision process – problem recognition, search and evaluation, purchasing processes post purchase behavior. Consumerism; Industrial and domestic consumer characteristics. **Case Studies**	9

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **PROJECT MANAGEMENT** Subject Code: **BBA E604B**
Year: **3rd Year** Semester: **Sixth**

Module Number	Topics	Number of Lectures
1	**Project Planning :** Project Management scenario; Project Asset – issues & problems; Gantt Chart & LOB; Network Analysis; PERT / CPM, Resource Monitoring & Control. **Project Buying** : Projects Procurement Process, Life – cycle Costing, Project Cost Reduction methods, Project Stores, Organization & HRD issues, Computerization.	**2L** 5L 3L
2	**Investment Feasibility Studies** : Managing Project Resources Flow; Project Cost – Capital & Operating; Forecasting Income, Estimation of Investment & ROI, Project Evaluation, Financial Sources, Appraisal Process. **Issues in Project Management** : Project Audit, Project Monitoring & MIS, Cost Control, Real Time Planning, Intangibles. **Project Management :** Case Studies	**2L** 2L 2L
3	**Entrepreneurship** : Meaning & concept; psychological & social factors; conditions needed for entrepreneurship;role of government; qualities of a prospective entrepreneur. **Entrepreneurial Motivation** : McClelland's N-Ach theory; self – analysis, personal efficacy, culture & values, risk- taking behaviour, technology backup.	**2L** 4L
4	**Entrepreneurial Skills** : Creativity , problem solving, decision making, communication, leadership quality. **Information** : Assistance from different organizations in setting up a new venture; technology parks; industrial corporations; directorate of industries / cottage and small scale industries, SISI, Khadi & Village Industries Commission, DGS & DNSIC, DGFT, how to apply for assistance – procedure, forms, procedures for obtaining contract from Railways, Defence, P & T etc., SIDBI.	**4L** 4L
5	**Entrepreneurial Skills** : Creativity , problem solving,	**4L**

	decision making, communication, leadership quality.	2L
	Information : Assistance from different organizations in setting up a new venture; technology parks; industrial corporations; directorate of industries / cottage and small scale industries, SISI, Khadi & Village Industries Commission, DGS & DNSIC, DGFT, how to apply for assistance – procedure, forms, procedures for obtaining contract from Railways, Defence, P & T etc., SIDBI.	
	TOTAL NO. OF HOURS= 36L	

Faculty

Agniva Saha   Management Dept.