

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Course Description

Title of Course: Strategic Management

Course Code: BBA 301

L-T Scheme: 3-1

Course Credits: 4

Introduction:

This course introduces the basic principles behind the business strategies and how business strategies activities are affecting those business processes. The Topics to be covered (tentatively) include:

- Nature of Business Policy and Strategic Management
- Strategic Management Process
- Corporate Level Strategic Alternatives
- Business Unit Strategic Alternatives
- Strategy Implementation
- Assessment of Organizational structure.
- Organizational change and Development
- Social responsibilities of business
- Strategy Evaluation and Control
- Strategic Management and Global Market

Objectives:

In this course we will study about the pattern of business strategies and its effect on our decisions. We will be familiarizing with the consequences of business strategies and measures to mitigate their harmful effects. We will learn about the different business related problems and the methods to solve those problems.

Learning Outcomes:

Knowledge:

1. To introduce the business strategies and problems related to the topic.
2. To know the strategic management process.
3. To enable the students to know the strategy implementation.
4. To familiarize with the strategy evaluation and control.

Application:

1. To understand the problems associated with the strategic environment of organization.
2. To familiarize with the different corporate level strategies of business.
3. To understand the organizational change and development process.
4. To understand and comply with the strategic management and global market.

Course Contents:

Unit 1: Nature of Business Policy and Strategic Management

Unit 2: Corporate Level Strategic Alternatives

Unit 3: Strategy Implementation

Unit 4: Corporate Culture

Unit 5: Strategy Evaluation and Control

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Text Books

1. Strategic Management, V.S.P Rao, EXCEL BOOKS
2. Strategic Management, Thompson, TMH
3. Strategic Management, S.K. Sarrangi, EPH.

Reference Books

1. Corporate Strategic Management., P.K.Gupta, EPH

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Course Description

Title of Course: Financial Management

Course Code: BBA-303

L-T Scheme: 3-1

Course Credits: 4

Introduction:

This course is designed to introduce you to the fundamental issues of financial management and to the quantitative techniques used to address them. We will consider questions of concern for both corporate financial managers and investments managers. When you have successfully completed this course, you will be able to:

- Describe and evaluate the basic features of financial markets
- Identify the basic components of nominal interest rates and use them to make expected return comparisons among assets
- Apply time value of money concepts to complex cash flow scenarios
- Price bonds and other fixed-income financial assets

Objectives:

To provides the basic concepts of financial management, time value of money, capital structure composition, cost of capital, long term investment decision, estimation of working capital requirements and dividend policy applied in practice.

Learning Outcome:

At the end of the course students are able to:

1. To understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
2. To understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
3. To know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.

Course content:

Unit I : Financial Management the conceptual foundations:

Unit II :Capital Budgeting: Instrument of Finance:

Unit III: Analysis of risk and uncertainty.

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Unit IV: Sources of Finance:

Unit V: Working Capital Management

Text Books:

1. Financial Management ,Prasanna Chandra, TMH
2. Working Capital Management and Control, Satish B.Mathur, New Age International
3. Accounting and Financial Management for MCA/MBA, Ramachandran, Scitech
4. Cases And Problems On financial Management ,A.P.Rao.EPH.

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Course Description

Title of Course: Marketing Management

Course Code: BBA 304

L-T Scheme: 3-1

Course Credits: 4

Introduction:

This course is designed to improve the student's understanding of the basic concepts of marketing management. Students will understand the function of marketing in a competitive, dynamic business.

Course Objectives:

Students will comprehend the key elements in developing a marketing strategy and planning a marketing program by covering topics such as customer segmentation, positioning, branding, consumer research, pricing, marketing communications, new product development, and channel strategy.

Course Outcome

At the end of the course students are able to:

1. Explain the role and functions of marketing in a range of organizations.
2. Exhibit the Skills of applying the introduced conceptual frameworks, theory and techniques to various marketing contexts.
3. Describe and analyze the marketing behavior of firms and consumers.

Unit I : Introduction: Definition, nature, scope and importance of Marketing-

Unit II : Product: Classification of products industrial vs. consumer goods;

Unit III: Pricing: Channels of distribution:

Unit IV: Promotion: Marketing Research:

Unit V: Developing Marketing Strategy: Marketing Organizations:

Text books:

1. Blois - Textbook of Marketing, OUP
2. Etzel, M.J., Walker, B.W. & W.J. Stanton - Marketing; TMH Grewal, D. & Levy, M. - Marketing ; TMH

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3. Kotler, P., Keller, K., Koshy, A. & Jha, M. - Marketing Management; Pearson
4. Kurtz, David L, Boone , Louis E - Principles of Marketing; Thomson
5. Lamb - Marketing 7th ed; Thomson Learning
6. Palmer - Principles of Marketing; OUP
7. Ramaswamy & Namakumari - Marketing Management; McMillan
8. Saxena, R. - Marketing Management; TMH Zikmund & Amico - Marketing; John Wiley & Sons

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Course Description

Title of Course: Micro & Macro Economic System

Course Code: BBA 305

L-T Scheme: 3-1

Course Credits: 4

Introduction:

This course is designed to improve the student's understanding of the basic concepts of Micro and Macro Economic System. Students will understand the function of economy in a competitive, dynamic business.

Objectives:

Students will comprehend the key elements in developing a strategy and planning a program by covering topics such as customer segmentation, positioning, branding, consumer research, pricing, marketing communications, new product development, and channel strategy.

Learning Outcome

At the end of the course student s are be able to:

1. Explain the role and functions of marketing in a range of organizations.
2. Exhibit the Skills of applying the introduced conceptual frameworks, theory and techniques to various marketing contexts.
3. Describe and analyze the marketing behavior of firms and consumers.

Course Content:

Unit I :Micro Economic Theory:

Unit II : Macro Economic Theory:

Text books:

- 1.Modern Economic Theory, Sampat Mukherjee, New Age International
- 2.Economics, Samuelson, TMH, 17th Ed.
- 3.Manual of Managerial Economics, A Singh,EPH.

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Course Description

Title of Course:Principles of Calculus

Course Code:BBM 304

L-T Scheme: 3-1

Course Credits: 4

Note: Only Algebraic Functions to be considered.

Differential Calculus: Functions, Limits, Continuity, Derivatives: derivatives of Elementary Functions, Product of Functions, Quotient of Functions, Higher Order Derivatives, Taylor's theorem, Maxima and Minima, Functions of several variables, Partial Derivatives, Lagrange's Multiplier Rules, Optimization, Differential Equations and Applications.

Integral Calculus: Integration of Elementary Functions, integration by parts; definite integrals, Applications,Reduction formula, Beta-Gamma functions, area, Double integral

Books:

1.Differential Calculus, H.S.Dhami, New Age International

2.Integral Calculus, H.S.Dhami, New Age International