COURSE STRUCTURE FOR BBA

THIRD SEMESTER

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| A. | |  |  | THEORY | | | | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  | CODE | |  |  |  | THEORY |  | CONTACTS | | |  |  |
| SL. |  |  |  |  |  |  |  |  |  | (PERIODS/WEEK) | | | | CREDITS |
| NO. |  |  |  |  |  |  |  |  | L | T | P |  | TOT |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  | AL |  |
| 1 |  | BBM 304 | | |  |  | Principles of Calculus | | 3 | 1 |  |  | 4 | 4 |
|  |  |  |  | |  |  |  | |  |  |  |  |  |  |
| 2 |  | BBA 301 | | |  |  | Strategic Management | | 3 | 1 |  |  | 4 | 4 |
|  |  |  |  | |  |  |  | |  |  |  |  |  |  |
| 3 |  | BBA 303 | | |  |  | Financial Management | | 3 | 1 |  |  | 4 | 4 |
|  |  |  |  | |  |  |  | |  |  |  |  |  |  |
| 4 |  | BBA 304 | | |  |  | Marketing Management | | 3 | 1 |  |  | 4 | 4 |
|  |  |  |  | |  |  |  | |  |  |  |  |  |  |
| 5 |  | BBA 305 | | |  |  | Micro and Macro Economic | | 3 | 1 |  |  | 4 | 4 |
|  |  |  |  |  |  |  | System | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  | Total of Theory |  |  |  |  | 20 | 20 |
|  | | | | | | | | |  |  |  |  |  |  |
| B. SESSIONALS | | | | | | | | |  |  |  |  |  |  |
| 1 |  | BBA 396 | | |  |  | Minor Project on Finance | |  |  |  |  | 6 | 4 |
|  |  |  | | |  |  |  | |  |  |  |  |  |  |
| 2 |  | BBA 397 | | |  |  | Seminar of Assigned Topic on | |  |  | 3 |  | 3 | 2 |
|  |  |  |  |  |  |  | Marketing | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  | Total of sessional |  |  |  |  | 9 | 6 |
|  |  |  |  |  |  | | | |  |  |  |  |  |  |
|  |  |  |  |  | Total of Semester | | | |  |  | 29 |  |  | 26 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course:** Principles of Calculus

**Course Code:** BBM 304

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:** Understand the relationship between the derivative and the definite integral as expressed in both parts of the Fundamental Theorem of Calculus.

**Course Outcome:**

1) Apply knowledge of motion, forces, energy, and circular motion to explain natural processes and related technological advances.  
2) Use an understanding of calculus along with physical principles to effectively solve problems encountered in everyday life, further study in science, and in the professional world.  
3) Design experiments and acquire data in order to explore physical principles, effectively communicate results, and critically evaluate related scientific studies.

**Note:Only Algebraic Functions to be considered.**

**Unit I 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.

**Unit II 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

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: Strategic Management**

**Course Code: BBA301**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:**

This is a comprehensive integrated course which focuses on formulation and implementation of organizational strategy. This course deals with 'big picture' of organizations.

**Course Outcome:**

At the end of this course, the students are able to:

1. Explain the Strategic drivers and obstacles affecting industries and companies.

**Unit I Strategic Management**: 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.

‘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.

**Unit II Corporate Level Strategic Alternatives:** Strategy Formulation; Situational Analysis; Stability

Strategies; Growth Strategies; Retrenchment Strategies; Combination Strategy / Portfolio

Restructuring.

Business Unit Strategic Alternatives: Generic Strategies; offensive Strategies and Competitive

Advantages; Defensive Strategies and Competitive Advantages; 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. **Red Ocean Strategy**: Introduction of Red ocean strategy, Advantage and dis advantage of Red ocean Strategy, Compete in existing market, how to beat the competition in market, difference between value-cost and Trade –off.

**Unit III Strategy Implementation:** Organizational Structure- Analyzing Strategic changes; Managing Strategic change; Issue in Strategy Implementation; Organizational structure; Approaches to Organizational structure; Matching structure and Strategy; Assessment of Organizational structure. Perspective on the methods of organizing. **Blue Ocean Strategy**: Difference between blue Ocean & Red Ocean Strategies, principles of Blue Ocean Strategy, Strategy canvas & value Curves, Four Action Framework

**Unit IV Strategy Implementation:** Behavioral 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.

|  |
| --- |
| **Unit V Strategy Evaluation and Control**: Process of strategic control; Reluctance to use Strategic Control; Information for Strategic control; Successful Maintenance of Strategic control. Strategic Management and Global Market: - Content of Global Business strategy Formulation; Implementation in the Global Areas. |
|  |

**Text Books:**

Books:

1. Strategic Management, V.S.P Rao, EXCEL BOOKS

2.Strategic Management, Thompson, TMH

3. Strategic Management,S.K.Sarrangi,EPH.

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

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: Financial Management**

**Course Code: BBA303**

**L-T Scheme: 3-1 Course Credits: 4**

**Course 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.

**Course 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.

**Unit I Financial Management the conceptual foundations:** Finance function in Business; scope andobjectives; relations of finance with other Business functions.Statement of changes in financial position; financial statement analysis.

**Unit II Capital Budgeting:** Significance – different techniques- traditional and discounted cash flow t techniques- Merits and limitations.

Instrument of Finance: Equity and preference shares; Debenture; Convertible Debentures;

Relative merits and limitations.

**Unit III 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.

**Unit IVSources of Finance:** Long term finance-Short term finance, financial institutions- IDBI, IFC,ICICI, Commercial Banks.

**Unit V Working Capital Management:** Cash, securities, receivable and inventory Management

Dividend policy and decisions: Influencing factors-forms of dividend.

Mergers and Acquisitions

Lease Financing.

**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

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: Marketing Management**

**Course Code: BBA304**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:**

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. 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 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.

**Unit I 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.

**Unit II Product:** Classification of products industrial vs. consumer goods; product line; product additions and deletion; New Product development.

**Unit III 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.

**Unit IV Promotion:** Nature and importance of promotion-promotional methods- advertising – advertisingcopy-evaluation of advertising-personal selling-sales promotion.Marketing Research: Importance-types and techniques of organizing marketing research.

**Unit V 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.

.

**Reference:**

1. Blois - Textbook of Marketing, OUP

2. Etzel, M.J.,Walker, B.W. &W.J. Stanton - Marketing; TMH Grewal, D. & Levy, M. -

Marketing ; TMH

3. Kotler, P., Keller, K., Koshy, A. & Jha, M. - MarketingManagement; 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 - MarketingManagement;McMillan

8. Saxena, R. - MarketingManagement; TMH Zikmund & Amico - Marketing; John

Wiley & Sons

**UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

**Course Description**

**Title of Course: Micro and Macro Economic System**

**Course Code: BBA305**

**L-T Scheme: 3-1 Course Credits: 4**

**Course Objectives:**

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. 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 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.

**Unit I 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.

**Unit II 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

.

Books:

1.Modern Economic Theory, Sampat Mukherjee, New Age International

2.Economics, Samuelson, TMH, 17th Ed.

COURSE STRUCTURE FOR BBA

FOURTH SEMESTER

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | A. | |  |  | THEORY | | | | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | CODE | |  |  |  | THEORY |  |  | CONTACTS | | |  |  |
|  | SL. |  |  |  |  |  |  |  |  |  |  | (PERIODS/WEEK) | | | | CREDITS |
|  | NO. |  |  |  |  |  |  |  |  |  | L | T | P |  | TOT |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | AL |  |
|  | 1 |  | BBA 401 | | |  |  | Human Resource Management | |  | 3 | 1 |  |  | 4 | 4 |
|  |  |  |  |  | |  |  |  | |  |  |  |  |  |  |  |
|  | 2 |  | BBA 402 | | |  |  | Business Law | |  | 3 | 1 |  |  | 4 | 4 |
|  |  |  |  |  | |  |  |  | |  |  |  |  |  |  |  |
|  | 3 |  | BBA 403 | | |  |  | Elements of Entrepreneurship | |  | 3 | 1 |  |  | 4 | 4 |
|  |  |  |  |  | |  |  |  | | |  |  |  |  |  |  |
|  | 3 |  | BBM 404 | | |  |  | Management Information Systems | | | 3 | 1 |  |  | 4 | 4 |
|  |  |  |  |  | |  |  |  | |  |  |  |  |  |  |  |
|  | 3 |  | BBH 402 | | |  |  | Values & Ethics of Profession | |  | 3 |  |  |  | 3 | 3 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  | Total of Theory |  |  |  |  |  | 19 | 19 |
|  |  | | | | | | | | |  |  |  |  |  |  |  |
|  | B. SESSIONALS | | | | | | | | |  |  |  |  |  |  |  |
|  | 1 |  | BBA 497 | | |  |  | Seminar on Assigned topics in E- | | |  |  | 3 |  | 3 | 2 |
|  |  |  |  |  |  |  |  | Commerce | |  |  |  |  |  |  |  |
|  | 2 |  | BBA 496 | | |  |  | Minor Project on Market Research | | |  |  |  |  | 3 | 3 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  | Total of sessional |  |  |  |  |  | 6 | 5 |
|  |  |  |  |  |  |  | | | |  |  |  |  |  |  |  |
|  |  |  |  |  |  | Total of Semester | | | |  |  |  | 28 |  |  | 24 |
|  |  | | | | | | | | |  |  | | | | |  |

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Human Resource Management**

**Course Code: BBA 401**

**L-T Scheme: 3L+1T**

**Course Credits: 4**

**Course Objectives**: The objective of this course is to give students the knowledge, understanding and key skills that are required by today's HR professionals and to enable students to effectively contribute to dynamic organizations. Students will also gain an understanding of key terms, theories/concepts and practices within the field of human resource management. Students shall learn to Identify and analyze the problems in the field of HRM and be able to provide innovative solutions. They shall be able to identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace.

**Course Outcome**: During the study of this course, student would come to know about the theory and application of human resource management, the broad range of influences acting on human resource management, about the human resources planning and policies through its information system, training and development of human capital of the organization. This course emphasis on the knowledge of performance assessment methods, improvements and resultant in terms of employee service condition reviews. Compensation and workers participation in management including the discipline matters and strategic human resources management

**Unit 1 Introduction:** Human resources in Organizations, role of Human Resource Management; the historical background, personnel Management, Human Resource Development, Typical

Organizational set up of a Human Resource Management department.

**Unit 2 Human Resource Planning :** Supply and Demand Forecasting methods, Manpower Inventory, Career Planning, Succession Planning, Personnel Policy, Human Resource Information System (HRIS)

**Recruitment and Selection :** Process, Sources, Methods of selection, Interviewing Method, Skills and Errors

**Performance Appraisal Systems** : Purpose, Methods, Appraisal instruments, 3600 Appraisal HR Score Card, Errors in appraisal, Potential Appraisal, Appraisal Interview.

**Unit 3 Human Resource Development** : Policy and Programmes, Assessment of HRD Needs, HRD, Methods : Training and Non-Training.

**Compensation Management** : Wages - Concepts, Components; System of Wage Payment, Fringe Benefits, Retirement Benefit.

**Unit 4 Workers’ Participation in Management:** Concept, Practices and Prospects in India, Quality Circles and other Small Group Activities.

**Discipline Management** : Misconduct, Disciplinary action, Domestic Enquiry, Grievance Handling

**Unit 5 Strategic HRM :** Meaning, Strategic HRM vs Traditional HRM, SHRM Process, Nature of e-HRM, e- Recruitment & Selection, e-Performance Management, e-Learning

**Reference Books:**

Agarwala T. - Strategic Human Resource Management, OUP

Aswathappa, K. - Human Resource Management, Tata McGraw Hill

Jyothi P. & Venkatesh, D.N. - Human Resource ,Management,

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Business Law**

**Course Code: BBA 402**

**L-T Scheme: 3L+1T Course Credits: 4**

**Course 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.

**Course Outcome:** 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. 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.

**Unit-I Indian Contract Act, 1872:**

Contract & it’s essentials-classification of contracts-often & acceptance-capacity of parties to

contract-free consent-consideration-legality of object-agreement declared void-performance of contract-discharge of contract-remedies for breach of contract-special contracts-indemnity –

guarantee-bailment & pledge –agency.

**Unit-II Formation of contract of sale-goods** & their classification-conditions & warranties-transfer of property in goods-rights & duties of seller and buyer-performance of the contract of sale-unpaid seller & his rights-sale by auction-hire purchase agreement

**Unit-III Negotiable Instrument Act, 1881**:Definitions & features of negotiable instruments-promissory note-bill & exchange of cheque- holder and holder in due course-crossing of cheque, types of crossing-negotiation-dis- honor &discharge of negotiable instruments.

**Unit IV The Consumer Protection Act , 1986**:Salient features-definitions of consumers-grievance redressal machinery.Foreign Exchange Management Act , 2000:Definitions & major provisions.

**Unit V Company Act , 1956(2013):** Types of Companies promotion & incorporation-memorandum of association-articles of association-doctrine of ultra vires- prospects –share, share capital, members –transfer & transmission of shares-borrowing powers, debentures-meetings & resolution-accounts & audit.

**Reference Books:**

1. H.K. Saha Ray- Law of Contracts – Eastern Law Book House

2. P. P. S. Gogna : A Textbook of Business Law, S. Chand & Co.

3. Commercial Law- Bharat Law House, New Delhi

4. M. S. Pandit & S. Pandit : Business Law, Himalaya Publishing.

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

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

**Course Description**

**Title of Course: Elements of Entrepreneurship**

**Course Code: BBA 403**

**L-T Scheme: 3L+1T Course Credits: 4**

**Course 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.

**Course 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

**Unit I**  8 Hours

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.

**Unit II** 7 Hours

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.

**Unit III** 10 Hours

Entrepreneurial Behaviour: Innovation & entrepreneur –entrepreneurial behaviour & psychological theories.

**Unit IV**  10 Hours

Entrepreneurial Development Programme (EDP): EDPs & their role, relevance and achievements-role of Government in organizing EDPs-evolution of EDPs.

**Unit V**  10 Hours

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.

**Text Books:**

1) Francis Cherunilam (2010), Business Enviroment: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 ofthe 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.

[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 and 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.

**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