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.

**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.

**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.

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| **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. |
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**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.

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**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

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Books:

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

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