



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

BBA+Ph.D- IV SEMESTER (20-23)

BBAI 401 MANAGEMENT INFORMATION SYSTEM

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI 401	Management Information System	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To learn the design, development and security of Management Information Systems
2. To understand the various ethical and social issues in using Information Systems
3. To gain knowledge in various Decision Support Systems
4. To learn the major importance of Information Systems in doing Business effectively



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COURSE CONTENT

Unit I: Introduction

1. Definition of Management Information System
2. MIS support for planning, organizing and controlling
3. Structure of MIS – Information for decision making.

Unit II: System

1. Concept of System
2. Characteristics of System
3. Systems classification
4. Categories of Information Systems
5. Strategic information system and competitive advantage

Unit III: MIS Applications

1. Management Reporting Systems (MRS)
2. Decision Support Systems (DSS)
3. Office Information Systems (OIS) – including video conferencing and e-mail
4. Knowledge Based Systems

Unit IV: Development of MIS

1. The role of Strategic Planning and Strategic IS Planning (SISP) in identifying MIS requirements, and the MIS role in supporting Strategic Planning/SISP.
2. Managing MIS projects: Project management methodologies, MIS feasibility study, Assessment of economic, technical, social and political issues from an MIS perspective, Cost-Benefit Analysis
3. Overall approaches to MIS development: traditional vs. other approaches such as evolutionary and phased.
4. Techniques and methodologies for supporting MIS development

Unit V: Recent Trends and their Impact on MIS

1. Developments in hardware, software, Internet and communications capabilities and their implication for MIS
2. Trends in management and organizations, for example the possible movement towards flexible, virtual organizations and the role of MIS may have in this scenario
3. MIS and mobile computing
4. MIS and social media



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Suggested Readings

1. Kenneth C. Laudon and Jane P. Laudon (2012). *Essentials of Management Information Systems*. Tenth Edition, Pearson Prentice-Hall, New Delhi.
2. Terry Lucey(2005). *Management Information Systems*. Ninth Edition, Thompson, India
3. McNurlin, Sprague and Bui (2013). *Information Systems Management in Practice*. Eighth Edition, Prentice Hall, India
4. Efraim Turban, Jay Aronson and Tin-PengLiang(2010). *Decision Support Systems and Intelligent Systems*. Ninth International Edition, Pearson Prentice- Hall, India.
5. Effy Oz (2008). *Management Information Systems*. Fourth International Student Edition, Thomson.



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BBAI 402 FINANCIAL MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI 402	Financial Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of this course is to help the student acquire the basic knowledge of interpretations of financial statement and methods for efficient management of funds of an entity with special reference to corporate form of business organization

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 24 Marks and consist of three questions, out of which student will be required to attempt any two questions. Section B will comprise of five questions, out of which student will be required to attempt any three cases / problems worth 36 marks.

Course Outcomes

1. Understand the role and importance of a financial manager
2. Identify and evaluate the alternative sources of business finance
3. Discuss and apply working capital management techniques
4. Understand the factors influencing cost of capital and calculating cost.
5. To take decisions on capital structure and evaluate the financial viability of investments



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COURSE CONTENT

Unit I: Introduction

1. Concept, Nature, Scope of Financial Management
2. Function and Objectives of Financial Management.
3. Basic Financial Decisions: Investment, Financing and Dividend Decisions.

Unit II: Analysis and Interpretation of financial tools

1. Liquidity, Profitability, Solvency and Efficiency through learning computation
2. Analysis and interpretation of various tools of financial analysis
3. Preparation of Fund Flow Statement as per Accounting Standard and its Analysis

Unit III: Leverage Analysis

1. Developing the Concept of Leverage in Finance.
2. Computation and inferences of Degree of Operating Leverage,
3. Financial Leverage and Combined Leverage.

Unit IV: Capital Budgeting

1. Concept and Computation of Time Value of Money
2. Pay Back Period (PBP)
3. Net Present Value (NPV)
4. Average Rate of Return
5. Internal Rate of Return (Only Simple Problems)

Unit V: Management of Working Capital

1. Concepts, components, Determinants and need of Working Capital.
2. Computation of Working Capital for a Company

Suggested Readings

1. Chandra, Prasanna (2008), *Financial Management: "Theory and Practice"*, Tata McGraw-Hill Education, Latest edition
2. Khan M Y & Jain P K (2011), *Financial Management: Text, "Problems Cases"*, Tata McGraw - Hill Education, Latest edition
3. Pandey I.M.(2015), *Financial Management*, Vikas Publication House, Latest edition
4. Brigham (2013), *Fundamentals of Financial Management*, engage Learning, Latest edition
5. Bose Chandra (2009), *Fundamentals of Financial Management*, PHI, Latest edition, Latest edition



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BBAI403 RESEARCH METHODS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI 403	Research Methods	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

1. To help students to understand research practice, research cycle in general through critical examination of methods associated with decision-making, critical thinking, and ethical judgment.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To help students develop a thorough understanding of the fundamental theoretical ideas and logic of research.
2. To help students develop a thorough understanding of the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period

COURSE CONTENT

Unit I: Introduction

1. Research – Meaning, Scope and Significance
2. Types of Research
3. Research process
4. Characteristics of good research



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Unit II: Research Design

1. Variables and Types of Variables
2. Hypotheses –meaning, types, Hypotheses Formulation
3. Features of good Research design
4. Types of Research Design

Unit III: Measurement and Scaling Techniques

1. Measurement – meaning, need, errors in measurement
2. Types of scales
3. Sampling : Concept, Types of Sampling Techniques

Unit IV: Data Collection

1. Data Vs Information, Types of data
2. Methods of data collection
3. Constructing questionnaire
4. Data processing – Coding, Editing and Tabulation of data

Unit V: Data Analysis and Report Writing

1. Hypothesis Testing
2. Parametric and Non Parametric Tests (z, t, chi-square)
3. Report writing- significance and steps
4. Layout of report – types of reports , Precautions while writing report

Suggested Readings

1. Kothari, C.R.(Latest Edition). *Research Methodology: Methods and Techniques*. New Age publication, Latest edition
2. Zikmund, W. (Latest Edition). *Business Research Methods*.Cengage Learning India, Latest edition
3. Rao, K.V. (Latest Edition). *Research Methodology in Commerce and Management*. Sterling Publishers, Latest edition
4. Bhadarkar and Wilkinson (Latest Edition).*Methodology & Techniques of Social Research*. Himalaya Publishing House, 2003, Latest edition



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BBAI404 ORGANIZATIONAL BEHAVIOR

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI 404	Organizational Behavior	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to familiarize the students with Organisational, Group and Individual Behaviour. The course also educates the students the concept and theories of Motivation, Leadership and Teamwork.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To describe human behavior and that of others in an organizational setting.
2. To examine important aspects of group/team processes and manage them.
3. To demonstrate ability to manage, lead and work with other people in the organization.

Unit I: Introduction to Organizational Behavior (OB)

1. Definition, Contributing Disciplines to the OB field,
2. Need and Importance of OB
3. Framework of Organizational Behaviour
4. Challenges and Opportunities for OB



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Unit II: Personality, Perception and Learning

1. Personality - Concept, Determinants, Personality Traits (MBTI & Big Five); Major Personality Attributes Influencing OB.
2. Perception – Definition Factors Affecting Perception, Errors in Perception
3. Learning - Concept, and Process
4. Personality – Types, Factors Affecting Personality

Unit III: Motivation

1. Concept, Process and Importance
2. Theories : Process and Content Theories
3. Applications to Management

Unit IV: Leadership

1. Leadership – Meaning – Importance
2. Role and functions of a leader
3. Leadership Approaches and styles
4. Leaders Vs Managers

Unit V: Group Behavior

1. Definition and classification of Groups
2. Process of Group Formation
3. Teams Vs Groups
4. Group decision making
5. Conflict Resolution Techniques

Suggested Readings

1. Stephens, R., Judge, T. and Sanghi, S. (2011). *Organizational Behavior*. Pearson Education India, Latest Edition.
2. Newstorm, J. (2007). *Positive Organizational Behavior*. Sage Publications, 12 Edition.
3. Hitt, Millar, Colella (2006). *Organizational Behavior: A Strategic Approach*. John Wiley and Sons, Latest Edition.
4. Dwivedi R. S. (2001). *Human Relations and Organizational Behavior: A Global Perspective*. Macmillan, Latest Edition.
5. Greenberg, J. and Baron, R. (2008). *Behavior in Organizations*. Pearson Prentice Hall,



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BBAI405 OPERATIONS MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI 405	Operations Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

This course is aimed at introducing students with the basic concepts, theories and practices of production and operations functions. It focuses on the problems that frequently confront production/operations managers.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

After successfully completing the course, a student would be able to appreciate various key functions of managing operations, as well as develop basic skills for major decision areas in Operations Management.

Unit I: Introduction

1. Concept of Production/ Manufacturing
2. Operation as a system
3. Scope and Objectives of Operations Management
4. Basic differences between Manufacturing and Service operations

Unit II: Facilities Location

1. Importance of location decision and needs for it



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2. Factors affecting plant Location decision
3. Basic location decision models – Break-Even Method, Factor Rating Method, Weighted Factor Rating Method, Load Distance Method, Centre of Gravity Model

Unit III: Facilities Layout

1. Introduction to Production Systems - Job Shop Production, Batch Production, Mass Production, Continuous Production and Flexible Manufacturing System
2. Concept and objectives of layout
3. Principles of Plant Layout
4. Basic classification of Layouts – Process Layout, Product Layout, Layout by Fixed Position, Group Layout/ Cellular Manufacturing

Unit IV: Materials Management

1. Materials and the importance of it's Management.
2. Objectives and Scope/ Functions of Material Management
3. Inventory Control – Objectives and Basic Techniques (ABC, VED and FSN), EOQ Model
4. Concept and fundamentals of Material requirement planning (MRP)
5. Overview of Stores Management: Objectives and Functions.

Unit V: Quality Control

1. Definition of Quality
2. Concepts of Acceptance Sampling and Process Control
3. Statistical Process Control
4. Control Charts: Control Limits, Central Tendency and Dispersion, \bar{X} chart and r-chart.

Suggested Readings

1. Chary, S.N (2012). *Production and Operations Management*. McGraw Hills Education Pvt. Ltd., 5th edition
2. Kumar, S. and Suresh, N. (2009). *Operations Management*. New Age International Publishers
3. Ashwathappa, K (2007). *Production and Operation Management*. Himalaya Publishing, Latest edition
4. Paneerselvam, R. (2013). *Production and Operations Management*. PHI Learning Private limited, Latest edition