

Course Title : Management Information System

Code No. : MGT 161

Area of Study: Core

Credit 3

Purbanchal University

BBA VI Semester

LH: 36

Course Objectives

The course aims at providing students with the knowledge of different types of information systems and primarily focuses on how to use computer information systems and information technologies to revitalize business processes, improve managerial decision making, and gain a competitive edge in business.

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Unit 1: Information Systems in Global Business Today **LH 6**

Definition of Information system, Definition of management information system, Role of Information systems in business today, Globalization challenges and opportunities, The emerging digital firm, Strategic business objectives of information systems, Business perspective of information system

Unit 2: Global E-Business and Collaboration **LH 6**

Business processes and information systems, Types of information systems, Systems for linking the enterprise systems for collaboration and team work, The information systems function in business

Unit 3: Information Systems Organization and Strategy **LH 7**

Organizations and information systems, Impacts of information systems on organizations and business firms, Using information systems to achieve competitive advantage, Business value chain model, Case Study

Unit 4: Information Technology Infrastructure **LH 7**

IT infrastructure, Infrastructure components, Contemporary hardware platform trends, Contemporary software platform trends, Management issues

Unit 5: Decision Support System (DSS) **LH 3**

Definition of decision support systems, Components of DSS, Applications of DSS, Functions of DSS

Unit 6: Executive Information System (EIS) and Business Information System **LH 4**
Definition of EIS, Characteristics of EIS, Functional information systems, Marketing information systems, Manufacturing Information Systems, Finance and Accounting Information Systems

Unit 7: Securing Information Systems **LH 3**
System vulnerability and abuse, Technologies and tools for protecting information resources

Recommended Books:

1. Kenneth C. Loudon/ Jane P. Laudon, "Management Information Systems, Managing the Digital Firm", Twelfth Edition, Pearson.
2. Uma G. Gupta, "Management Information Systems, A Managerial Perspective", Tenth Edition, West Publishing Company.

Course Title-Public Finance

Code: MGT 162

Area of Study: Core

Credit: 3

Course Objective:

This course aims to provide analytical skill in the government finance of a country, help to understand the approach of government's economic activities and discuss the role of government to influence overall economic performance in a country.

Unit 1: An Introduction to public finance LH 2

Concept, Scope, Role in developing economics

Unit 2: Public Revenue LH 7

Meaning, Need, Sources, Principles of Public revenue Taxation: A major source of public revenue, Concept of tax , Characteristics of good tax system, Cannons of taxation, Theories or principles of taxation (benefit principle and ability to pay principle), Objective of taxation in developing countries (Growth , equity, stabilization); Types of taxes

Unit 3: Public Expenditure LH 7

Meaning and aim of public expenditure, Cannons of public expenditure, Effect of public expenditure (on production, distribution, economic stability, economic growth), Role in developing countries, Principle of maximum social advantage

Unit 4: Public Debt LH 6

Concept, objectives, Importance, Sources, Effects, Meaning of burden and incidence of public debt, Redemption ,Concept of public debt management and its objectives

Unit 5: Fiscal Policy LH 7

Concept, Objectives, Instruments, Fiscal policy for - inflation, Economic stability and economic growth, Role of fiscal policy, Concepts of compensatory, anti-inflationary and counter – cyclical fiscal policy

Unit 6: Public Budget LH 7

Meaning and purpose, Concept of deficit budget and its role as an instrument for resource mobilization, Implications of foreign aid in deficit budgeting, Concept of zero – based Budgeting (ZBB).

Recommended Readings:-

1. Sundharam , K.P. M . and Andley K.K., Public Finance Theory and Practice, S.chand & Co., New Delhi
2. Singh, S.K. , Public Finance in Theory & Practice, S.Chand & Co , New Delhi
3. Lekhi, R.K. , Public Finance , Kalyani Publication, New Delhi
4. Vaish, M.C. , Money , Banking , Trade & Public Finance , Wiley Eastern Ltd . , New Delhi
5. Bhatia , H.L. , Public Finance , Vikash Publishing House , New Delhi.
6. Due & Friendler , Government Finance : Economics of the public sector : Illinois

, Richard D . Irwin, USA.

Purbanchal University

BBA VI Semester

LH: 36

Course Title : Total Quality Management

Code No. : MGT 163

Area of Study: Core

Credit 3

Course objectives

This course will enable the students to understand the Total Quality Management concept, principles and practices and help to develop an insight and understanding of Total Quality Management.

Unit: 1 Introduction to Quality and Quality management

LH 8

Concept of quality, Competitiveness and Customers, Understanding and building the quality chains, Managing quality, Quality starts with understanding the needs, Quality in all functions

Unit 2: Conceptual Frameworks for Total Quality Management (TQM)

LH 12

Early TQM Frameworks and Concepts: Deming's fourteen points, Juran's ten steps, Corsby's four absolute and fourteen steps to manage improvement, Feigenbaum's approach to total quality control, Concept on Kaizen's tools—PDCA, 5s, 7 wastes, 7 old and new quality tools, 5 whys, value stream mapping, Workstation improvement and success stories, Shigeo Shingo's approach—Zero quality control, Just-In-Time(JIT), and Single Minute Exchange of Dies (SMED), Garvin's eight quality dimensions, Ishikawa (Fishbone) diagram, Taguchi's philosophy to quality, The common causes of TQM failures (Concepts Only)

Unit 3: TQM Tools

LH 9

Benchmarking—Definition, concept, benefits, elements, reason for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD)—House of Quality, QFD Process, Benefits, Taguchi Quality Loss function, Total Productive Maintenance (TPM)—Concept, Improvement needs.

Unit 4: Six Sigma

LH 7

Concept, Features of Six Sigma, Goals of Six Sigma, DMAIC, Six Sigma implementation, Lean Sigma— Five Lean tools and principles to integrate into Six Sigma

Recommended Books:

- Oakland, J.S. (1989), Total Quality Management, 2nd ed. Oxford: Butterworth, Heineman Ltd., London.
- Basterfield H. Dale et. al. (2001), Total Quality Management, Pearson Education, New Delhi.
- Logothitis N. (1992), Managing for Total Quality, Prentice Hall of India, New Delhi.
- Charantimath, Poornima M.(2006), Total Quality Management, Pearson Education.
- James R.Evans & William M.Lindsay, (2002), The Management and Control of Quality, (5th Edition), South-Western: Thomson Learning.
- Sharma D. D.(2000), Total Quality Management- Principles, practice and cases, Sultan Chand & Sons, New Delhi.
- Janakiraman, B. and Gopal, R.K (2006), - Total Quality Management – Text and Cases, Prentice Hall (India) Pvt. Ltd., New Delhi.

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BBA VI Semester

LH: 36

Course Title : Tourism Management

Code No. : MGT 164

Area of Study: Core

Credit : 3

Course Objectives

This course provides framework and conceptual understanding of tourism and makes understand the various elements of Tourism Management. This course also provides knowledge of various organizations of tourism.

Unit 1: Tourism Concepts

Definitions and historical development of tourism, Distinction between Tourist – Traveler – Visitor – Excursionist; Types and forms of Tourism; Tourism System: Nature, Characteristics; Components of tourism and its characteristics

Unit 2: Domestic and International tourism

Domestic tourism: features, pattern of growth, profile; International tourism: Generating and Destination regions; Pattern of growth and Profile.

Unit 3: Tourism Demand and Supply

Introduction to Tourism Demand; Determinants of tourism demands; Motivation and tourism demand; Measuring the tourism demand. Tourism Statistics (National, Regional and Global); Major tourism markets of Nepal, Emerging trends and new thrust areas of Nepalese tourism

Unit 4:

National Tourism Institutions and organizations and its role in promoting: Public Sector (NTC, NTB, Ministry of Culture and Tourism); Private sector (HAN, NATTA, TAAN, TURGAN, NARA, NMA)

International tourism institutions and organizations and their role in promoting international movement-UNWTO, WTTC, TAAI, IATO, IATA, ITC, PATA, UFTAA, ASTA

References:

- Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
- P.C. Sinha, Tourism Management. Anmol Publication
- Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA
- Burkart and Medlik, Tourism: Past, Present and Future, Heinmann, London
- Satyal Y.R., Tourism in Nepal: A profile, North Publishing House, Varanasi, India

Course Title : Entrepreneurship Development

Code No. : MGT 165

Area of Study: Core

Credit 3

Course objectives

The aim of this course is to provide the students the concepts of entrepreneurship. It also aims to make them aware of developing a business plan to successfully establish and manage a small business firm.

Unit 1: Introduction to Entrepreneurship

LH 6

Defining entrepreneur and entrepreneurship; Characteristics/Qualities of individual entrepreneur; Importance of entrepreneurship; Small business venture and entrepreneurship; Obstacles in women entrepreneurship; Entrepreneurship and economic Development; Entrepreneurial motivation – motivating factors; McClelland’s Acquired Needs Theory

Unit 2: Entrepreneurial Process and Intrapreneurship

LH 8

Critical Factors for starting new enterprise – Personal attributes, Environmental factors, Other sociological factors; Entrepreneurial process – Identifying and evaluating opportunities, Developing business plan, Determining the resource requirement, Managing the enterprise; ; Concept of Intrapreneurship and its growing importance; Distinction between entrepreneurs and intrapreneur

Unit 3: Creative Process for Business Ideas

LH 7

Creative process – Nature of creative process; Sources of new ideas – Consumers, Existing companies, Distribution channels, Research and development; Methods of generating ideas – Focus groups, Brainstorming

Unit 4: Business Planning Process

LH 8

The Planning process; Critical components of the Business Plan – Industry, Customer, and Competitor analysis, Company and product description, Marketing plan, Operations plan, Financial plan, Critical risks

Organizational challenges during growth; Entrepreneurial skills and strategies – Record- keeping and Financial control, Inventory control, Human resources, Marketing skills, Strategic planning

skills

Unit 5: Overview of Social Entrepreneurship

LH 7

Defining social entrepreneurship; Categorization of social entrepreneurial organizations – Imitative Non-profit organizations, Innovative Non-profit organizations, Hybrids, For-profit organizations; Dimensions of social entrepreneurship; Approaches to social entrepreneurship

Suggested Readings:

Robert D. Hisrich and Michael P. Peters, **Entrepreneurship**, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, India

William Bygrave and Andrew Zacharakis (2011), **Entrepreneurship**, Second Edition, John Wiley & Sons, Inc., New York