

Purbanchal University
BBA VI Semester
LH: 48

Course Title : Total Quality Management
Course Code : CO 361
Area of Study : Core
Credit Hour : 3

Course objectives

The main objective of this course is to provide basic concept of Total Quality Management to the students and also make them aware about the application of tools and techniques for managing quality problems.

Unit: 1 Introduction to Total Quality Management

LH 6

Introduction to Quality: Quality from the Consumer's Perspective, Quality from the Producer's Perspective, Factors Affecting Quality; Total Quality Management: Introduction and Principles of TQM, Framework of TQM, Competitiveness and Customers, Understanding and building the quality chains, Quality in all functions, causes of TQM failure.

Unit 2: Philosophies in Total Quality Management

LH 12

Quality Gurus' Approach to Quality: The Deming Philosophy, Juran vision: The Juran Trilogy and Juran's 10 Points for Quality Improvement, Feigenbaum, Crosby: Zero Defects programme, Kaizen tools : PDCA or storyboards , 5S , Seven wastes, 7 old and new quality tools, 5 Whys, Value stream mapping, Shigeo Shingo approach: Zero quality control (Poka-Yoke), Just In Time (JIT), Single Minute Exchange of Dies (SMED), Ishikawa: Plan-Do-Check-Act model, Quality Circles, Ishikawa (Fishbone) Diagram, Taguchi Philosophy: Taguchi loss function, Robust Design.

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Unit 3: Tools and Techniques in TQM

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Quality Function Deployment (QFD): Introduction, QFD teams and Process, Building House of Quality.

Failure Mode and Effect Analysis (EMEA): Theory of Preventive Maintenance (Bathtub curve), FMEA process, Calculation of Risk Priority Number (RPN).

Design of Experiments (DOE): Introduction, Methods of Experimentation: Trial and error, Full factorial, Fractional factorial

Benchmarking and Change Management: Introduction, Reasons for benchmarking, benefits, types of benchmarking and process of benchmarking, Role of benchmarking in change, choosing benchmarking driven change activities, Framework for organizational change.

Total Productive Maintenance: Introduction, Objectives of TPM and Eight Pillars of TPM.

Unit 4: Performance Measurement in TQM

LH 6

Performance measurement: Importance of measurement, elements of a good performance measurement, Types of measurement: Effectiveness, Efficiency, Value added (ROVA), Cost of Quality: Process model for quality costing, Performance measurement framework.

Unit 5: Six Sigma and lean management

LH 6

Concept and Features of Six Sigma, Goals of Six Sigma, DMAIC process, Lean six sigma: Five Lean tools and principles to integrate into Six Sigma.

Unit 6: Quality Management System

LH 6

ISO 9000:2000: Norms and principles of ISO 9000, ISO 9000 series of Standards, Requirements of ISO 9001, ISO 14000: ISO 14000 series Standards, Requirements of ISO 14001, Benefits of



ISO certification, Sector Specific Standards: AS9100, ISO/TS 16949, TL 9000, ISI Certification, Nepal Bureau of Standards & Metrology (NBS): Introduction and Procedure for NS certification.

Suggested readings:

1. Oakland, J.S. (2014), Total Quality Management and Operational Excellence, 4th edition, Taylor & Francis Group, London.
2. Besterfield H. Dale et. al. (2015), Total Quality Management, 4th edition, Prentice Hall Publishing House.
3. Janakiraman, B. and Gopal, R.K (2015), - Total Quality Management – Text and Cases, PHI Learning Private Limited, Delhi.
4. Charantimath M. Poornima (2022), Total Quality Management, 4th edition, Pearson India Education Services Pvt. Ltd.

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Course Title : Research Methodology and Report Writing
Course Code : CO 362
Area of Study : Core
Credit Hour : 3

Course Objectives:

This course aims to introduce the students to basic concepts of business research and its methods. It also intends to provide knowledge pertaining to research based report writing.

Contents:

Unit 1: Introduction to Research **LH 5**

Meaning and definition of research; Research as a scientific method; Characteristics of research; Types of research – Pure, Applied, Descriptive, Exploratory, Explanatory, Evaluation and Correlational research; Quantitative and qualitative research approaches; Significance of research in business studies

Unit 2: Literature review and Formulation of Research Problem **LH 6**

Selection of research topics, Review of literature and its importance, Literature review process, Research gap; Defining research problem, selecting the research problem; Criteria of a good research problem; Statement of problem, Statement of objectives and research questions, Formulating research hypothesis

Unit 3: Research Design **LH 5**

Meaning of research design; Need of research design; Elements of research design; Types of research design – Historical, Descriptive, Case studies, Causal research

Unit 4: Variables and their Measurement **LH 5**

Types of variables – Quantitative and Categorical variable; Dependent, Independent and Intervening variables; Levels of measurement – Nominal, Ordinal, Interval and Ratio scales; Attitude measurement – Likert-scale; Concept of Reliability and Validity test.

Unit 5: Sampling and Data Collection **LH 8**

Meaning and needs for sampling; Types of sampling – Probability (Simple random sampling, Stratified, Systematic, and Cluster) and Non-probability (Judgmental, Quota, and Convenience



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sampling); Sampling and Non-sampling Errors; Primary and Secondary Data; Tools of data collection – Questionnaire/Interview schedule (structured and semi-structured), Checklist, Questionnaire design; Techniques of data collection – Interview, Survey, and Observation; Data collection using internet based tools and techniques.

Unit 6: Data Analysis and Presentation

LH 10

Descriptive statistics: One way tabulation of data (Univariate frequency distribution), Data presentation using various types of charts and graph; Use of percentage, ratio, central tendency measures (mean, median, mode) and variation measures (standard deviation and variance) in different types of data; Testing of Hypothesis: Types of hypotheses (Null and Alternate hypothesis, Research hypothesis), Steps of testing a hypothesis, Concept of Type I and Type II errors and Level of significance, Concept of One-tailed and Two-tailed tests in hypothesis testing of mean and proportions; Differences between Parametric and Non-parametric tests; Concepts of Chi-square test, Z-test and t-test (non-numerical).

Unit 7: Research Proposal and Research Report

LH 5

Research proposal – Necessity of research proposal; Components of a typical research proposal (cover page, main body, annex)

Research Report – Essentials of a good research report; Contents of a research report– Preliminary pages, Main body and Annex; Citation and Referencing in APA style (7th edition), Chapter plan of a report

Unit 8: Ethical issues in Research

LH 4

Defining the ethics in research, ethical issues in the overall research process, ethical issues in data collection, ethical issues in data analysis and reporting, research ethics codes and guidelines.

Recommended Readings

Wolff, H. K. and P. R. Pant. (2009). *Social Science Research and Thesis Writing, 5th Edition*, Kathmandu, Nepal: Buddha Academic Publishers and Distributors Pvt. Ltd.

Kothari, C.R. (2009). *Research Methodology: Methods and Techniques, Second Revised Edition*. New Delhi, India: New Age International (P) Ltd.

Zikmund, W. G., B. J. Babin, M. Griffin and J. C. Carr. (2009). *Business Research Methods, 8th Edition*. South-Western Cengage Learning.



Course Title : Corporate Governance
Course Code : CO 363
Area of Study : Core
Credit Hour : 2

Course objectives

This course aims to provide an in-depth understanding of corporate governance, its frameworks, principles, and practices. It explores how governance affects organizational performance, ethical decision-making, and stakeholder relations. It introduces the students to the global standards and practices, and challenges during implementation.

Contents

Unit 1: Introduction to Corporate Governance LH 4

Definition, importance, and scope of corporate governance, Historical evolution of corporate governance, Key stakeholders in corporate governance, Governance failures and their impacts

Unit 2: Theories of Corporate Governance LH 6

Agency Theory and its implications, Stewardship theory, Stakeholder Theory and its application, Resource Dependence Theory

Unit 3: Governance Structures and Boards LH 4

Roles and responsibilities of the board of directors, Board structures and their variations, Role of the board in strategic oversight, Board composition, diversity, and independence, Board evaluation and effectiveness

Unit 4: Executive Leadership and Management Accountability LH 6

Role of executives in corporate governance, Ethical leadership and decision-making, Performance measurement and accountability mechanisms, Succession planning for executives, Executive compensation and its impact on governance

Unit 5: Ethics and Corporate Social Responsibility LH 4

Ethical decision-making in corporations, Corporate social responsibility (CSR) and sustainability, Ethical dilemmas and Role of ethics in corporate governance.



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Unit 6: Global Governance Practices and Challenges

LH 8

Governance practices in Asia, Africa, and Latin America, Comparative analysis of global governance models, International standards (e.g., OECD Guidelines), Challenges in implementing global governance standards, Impact of technology on governance – Digital transformation and cyber security

Future trends and challenges in corporate governance – Sustainability and climate change considerations, evolving regulatory landscapes

Reference:

Tricker, R. I. (2019). Corporate Governance: Principles, Policies, and Practices. Oxford University Press.



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Course Title : Social Media Marketing
Course Code : CO 364
Area of Study : Core
Credit Hour : 2

Course Objectives:

This course aims to equip students with a comprehensive understanding of social media marketing, including platform strategies, content creation, audience engagement, branding, analytics, automation, and the integration of AI-driven tools to enhance marketing effectiveness and future adaptability.

Contents:

Unit 1: Introduction

LH 5

- Meaning of Marketing and Social Media
- Purpose of Social Media Marketing
- Types of Social Media Websites
- Meaning of Mobile Social Media
- Major Social Media Platforms: Facebook/Reels, TikTok, Instagram, X (formerly Twitter), YouTube, Pinterest, WhatsApp & Telegram, LinkedIn
- Common Steps for Marketing on Major Social Media Platforms

Unit 2: Blogging, Social Media Engagement, and Social Media Target Audience

LH 4

- Meaning and Types of Blogs
- Blogging Platforms and Recommendations
- Meaning and Essentials of Social Media Engagement
- Understanding the Target Audience through Social Media Insights
- Use of URL Shortening Services to Track Audience and Analyze Sales



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Unit 3: Social Media Content Sharing, Bookmarking and Approaches

LH 4

- Sharing Content on Social Media
- Social Bookmarking Websites: Purpose and Popular Platforms
- Approaches to Social Media Marketing
- Pros and Cons of Social Media

Unit 4: Social Media Strategy, Marketing Tips, and Promotion Techniques

LH 5

- Social Media Strategy: Goals, Planning, Strategies, Monitoring, and Analysis
- Tips for Effective Social Media Marketing: Customization, Optimization, Guidelines, and Evaluation.
- Using Social Media for Promotion: Paid Advertising and Other Methods
- Best Practices for Promotion on Social Media

Unit 5: Social Media ROI, Branding, Relationship Building, and SEO Impact

LH 5

- Measuring Social Media ROI: Metrics, Goal Setting, Quantitative & Qualitative Analysis
- Social Media for Branding: Personal & Business Branding
- Establishing Relationships via Social Media: B2C, B2B, Customer Service, and Community Building
- Social Media and SEO: Ranking, Traffic Growth, and Digital Presence

Unit 6: Social Media Management Tools, Analytics, Automation, and Marketing Integration

LH 5

- Tools for Social Media: Planning, Management, and Monitoring
- Social Analytics: Facebook Insights, Google Business Insights, Google Analytics, and Performance Metrics
- Social Media Automation: Meaning, Tools, Benefits, and Drawbacks
- Social Media Integration with Content, Email, and Search Engine Marketing

Unit 7: Artificial Intelligence in Social Media Marketing (Recent Trends & Future Outlook)

LH 4

- Role of AI in Social Media Marketing
- AI-Powered Content Creation and Personalization
- AI Chatbots and Customer Interaction



- Predictive Analytics and Consumer Behavior Insights
- AI in Ad Targeting and Campaign Optimization
- Ethical Considerations and Challenges of AI in Social Media
- Future of AI in Social Media Marketing

Text Book

eMarketing Institute. (2018). *Social media marketing: Social media marketing fundamentals.*
eMarketing Institute. www.emarketinginstitute.org

Reference Books

Kotler, P., Hollensen, S., & Opresnik, M. O. (2019). *Social media marketing: A practitioner guide* (3rd ed.). Opresnik Management Consulting. <https://doi.org/10.17967/1576X> (eBook).

Heggde, G., & Shainesh, G. (Eds.). (2018). *Social media marketing: Emerging concepts and applications.* Palgrave Macmillan. Springer Nature Singapore Pte Ltd.

Zarella, D. (2010). *The social media marketing book* (1st ed.). O'Reilly Media. Printed in Canada. Available online at <http://my.safaribooksonline.com>.



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Course Title : Management Information System
Course Code : IT 365
Area of Study : Core
Credit Hour : 3

Course Objectives:

This course aims to provide students with a comprehensive understanding of Management Information Systems (MIS) and their role in business operations and decision-making. It equips students with the knowledge and skills to analyze, and implement information systems that support business processes, and improve decision-making. Additionally, the course explores emerging trends in MIS and their impact on business and society.

Contents:

Unit 1: Introduction to Management Information Systems **LH 6**

- Definition, scope and Importance of MIS
- Components of MIS
- Roles of MIS in Decision-making : Strategic, Tactical and Operational Level
- MIS in Decision Making : The role of MIS in managerial decision-making Process

Unit 2: Information Systems and Business Operations **LH 7**

- Types of Information Systems: Transaction Processing Systems (TPS), Decision Support Systems (DSS), Executive Information Systems (EIS), and Expert Systems.
- Enterprise Systems: ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), SCM (Supply Chain Management).
- MIS for Functional Areas: Finance, HR, Marketing, Operations.
- Ethical Issues in IS Management: Security, Privacy, and Corporate Responsibility.

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

- Organizations and information systems
- Impacts of information systems on organizations
- Using information systems to achieve competitive advantage
- Business value chain model



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Unit 4: Information Technology Infrastructure

LH 7

- IT infrastructure components
- Contemporary hardware platform trends: Computer Network -LAN / MAN / WAN, Cloud Computing and Virtualization, Edge Computing , IoT , Autonomic Computing
- Contemporary software platform trends: Software as a Service, Low Code and No-Code Platform, Open-source and Customizable Software.
- Management issues

Unit 5: Decision Support Systems (DSS)

LH 5

- Introduction to DSS: Role in strategic decision- making
- Importance of DSS: Improves efficiency and accuracy in decision-making, Supports structured, semi-structured, and unstructured decisions, Enhances competitive advantage through data-driven insights.
- Components of DSS
- Applications and Functions of DSS
- Emerging Trends in DSS

Unit 6: Executive Information Systems (EIS) and Business Information Systems

LH 5

- Definition of EIS
- Characteristics and Functions of EIS (Strategic Decision Support , Risk Assessment and Mitigation, Performance Tracking and Benchmarking , Business Trend Predictions)
- Definition and Importance of BIS
- Components of BIS
- Emerging Trends in BIS

Unit 7: Securing Information Systems

LH 6

- Introduction to Information Security (Overview, Basic Security Principles: Confidentiality, Integrity and Availability, Importance of Securing Business data and digital assets)
- System vulnerability and abuse : Type of vulnerabilities in business network, software and hardware, basic social engineering threats, understanding the role of human error in security breach
- Technologies and tools for protecting information resources : Access Control Mechanism, Network Security basics, Data encryption
- Emerging Trends in Cyber Security



Unit 8: Emerging Trends in Information Systems

LH 5

- Definition and significance of emerging trends in information systems
- Latest trends in information systems
- Future directions of MIS
- The impact of emerging technologies on businesses and society

Reference Textbooks:

- **Kenneth C. Laudon & Jane P. Laudon** - *Management Information Systems: Managing the Digital Firm*
- **James A. O'Brien & George M. Marakas** - *Introduction to Information Systems*
- **Turban, Rainer & Potter** – *Introduction to Information Systems*



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