



Jaypee Business School

A Constituent of Jaypee Institute of Information Technology
(Declared Deemed to be University u/s 3 of
UGC Act) A-10, Sector 62, NOIDA, 201 307,
INDIA, www.jbs.ac.in

19B11BGM11: Principles of Management

Semester I

Aug 14 – Dec 31, 2019

Course Outline

The course outline is a dynamic document. Hence, the learning facilitator may change the document, if needed, in order to enhance the learning output and the same will be communicated in the class in advance.

Course	Credit:
4	
Learning Facilitator:	
Target learners:	BBA (2019-22 Batch),
Semester-II Learning Days:	As per time schedule
Learning time: schedule	As per time
Learning Rooms: schedule	As per time
Faculty Office: 4th Floor	Arya Bhatt Bhawan II,
Meeting Time: between 3-5pm	Wednesday and Friday
Course Coordinator	Dr Shantanu kumar Biswas.
Phone:	
Email	ID:
shantanuk.biswas@jiit.ac.in	

1. Course Objective

- The basic objective of this course is to provide an understanding of basic concepts,

principles
and practices of Management.

- Inculcate the ability to apply multifunctional approach to organizational objective.
- Provide students tools and techniques to be used in the performance of the managerial job.
- Enable the students to analyze and understand the environment of the organization.

2. COURSE OUTCOME:

CO CODE	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C102.1	Define and understand the role of Management in an Organization	BTL2	3	1	1	2	3
C102.2	Apply fundamental concepts, functions and Principles of Management.	BTL3	3	3	3	2	2
C102.3	Analyse application of management knowledge to diagnose and solve organizational problems.	BTL4	3	3	3	2	2
C102	AVERAGE		3	2.333333	2.333333	2	2.333333

3. Pedagogy

Use of Multimedia(Power point presentations, Audio visuals),Group activities, Group discussion, Quizzes, Role plays and Guest lecture.

Outside classroom: Industry visit, Live project, Internships, Research based projects.

4. Text Book:

V S P Rao and V Harikrishna ----Management-Text and cases. Excel publication.
Harold,Koonz & Weirich :Management. Tata Mcgrw Hill.

5. Additional Readings and References:

Tripathy P C &P N Reddy--Principles of Management. Himalaya Publishers.

6. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Teachers Assessment	25%	12
2	T1	20%	6
3	T2	20%	10
4	T3	35%	14

7.1 Case study

Analysis (10%)

There will be small cases given to the students within the class for analysis. The analysis will be conducted at the end of 12th week.

7.2 Class room presentation, project work (10%)

7.3 Quiz: Class quiz based on course curriculum will be conducted .(5%)

7.4 - T1 Test (20%)

On completion of about six weeks classroom teaching students will have to appear for examination. Evaluation will be out of 20 marks with understanding and remembering level conceptual questions and analysis of case lets.

7.5 T 2 Exam (20%)

Term 2 Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and problem solving questions based exam on concepts and application. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

7.6 T3 - End Term Exam (35%)

End Term Exam will be at the end of the semester and will cover the entire course. This will also be a 'closed book' exam based on conceptual and application based real life questions/ problem(s)/ Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

8. Session Plan:

Sessions / Page No.	Theme of the day	Lecture Topic	Textbook/Chapter	Cases/Activities/Exercises/MOOC/Online resources/Videos
1-10	Management Roles, Functions and skills.	Characteristics of management ,importance, Mgt v/s Admn, Principles of Management. Classical, scientific,	Ch 1-3	Case 1Naughty Rule

		bureaucratic, modern approach.		
11-20	Planning and Forecasting.	Approaches to planning, principles & importance and forms of planning. Planning and forecasting. Techniques and selecting forecasting methods.	Ch 5-7	Case 2: Punjab machine tools corporation.
21-30	Organizational design and process.	Organization structure, need and importance. Line and staff orgn, Delegation of authority, span of mgt. Centralization and decentralization.	Ch 11-17	Case 3: The National sales manager
31-40	Staffing.	Elements of staffing, Human resource planning, job analysis. Attracting & developing human resources .Appraising and maintaining human resource.	Ch 18-20	Case 4-Policies and performance appraisal.
41-48	Controlling.	Nature and Process of Controlling, Types and techniques of control. Behavioral aspects of control .Communication network in Orgn.	Ch 25-27	Case 7: Bon-ton Stores: Selection isn't a beauty pageant.
49-56	Leading and Coordinating	Nature and Process of Leading and Controlling	Ch 28-30	Case 8: XYZ Limited



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19B11BAF11: FINANCIAL ACCOUNTING

Semester I

August 14 – December 14, 2019

Course Outline

The course outline is a dynamic document. Hence, the learning facilitator may change the document, if needed, in order to enhance the learning output and the same will be communicated in the class in advance.

Course Credit:	3
Learning Facilitator:	Prof. Gopal Krishna Agarwal
Target learners:	BBA (2019-22 Batch), Semester I
Learning Days:	As per time schedule
Learning time:	As per time schedule
Learning Rooms:	As per time schedule
Faculty Office:	Arya Bhatt Bhawan II, 3rd Floor
Meeting Time:	By Appointment
Phone:	0120 - 2400974 Ext 475
Email ID:	gk.agarwal@jiit.ac.in

1. Course Introduction

Financial Accounting encompasses the systematic recording of financial business transactions for different users and stakeholders. With complex business environment, enormous legal compliances, global business transactions and scientific comparisons it is of utmost importance that proper accounting records are kept on day to day basis to derive best final results in the form of profit and loss account, balance sheet, cash flow statement, etc.

For any business manager it is equally important to understand broad features of accounting and accounting systems so that while taking business decisions for their work areas, they may visualize the financial impact also.

2. Course Objective

The learning objective of this course:

- Learn accounting process with accounting principles and concepts and accounting standards.
- Learn ultimate outcome of financial accounting in the form of profit & loss account, balance sheet and cash flow statement with supporting notes/ statements and reports.
- Learn usage of this financial information by various stakeholders in the form of ratios and comparative analysis.

3. Course Outcome

At the end of this course, students will:

CO Code	Description	BTL	PO1	PO2	PO3	PO4	PO5
1	Remember and understand the accounting fundamentals and process	2	1	1	1	1	3
2	Apply these fundamentals and process to work out the end result of business operations through financial statements	3	3	1	1	1	3
3	Analyze these financial statements to know business efficiency, profitability and financial position	4	2	3	1	2	3
4	Evaluate financial information for usage in future planning and optimizing profitability	5	3	3	1	1	3
	Average		2.25	2	1	1.25	3

4. Pedagogy

The course will involve a healthy balance of classroom discussion and experiential activities which will generally include a mixture of lectures and case analysis.

5. Text Book: Financial Accounting for BBA; by Dr. S N Maheshwari, S K Maheshwari and Sharad K Maheshwari; Vikas Publishing House

6. Additional Readings and References:

- Financial Accounting for Management by H V Shankaranarayana and H R Ramnath; Cengage Learning
- Essentials of Financial Accounting by Ashish K Bhattacharya; PHI Learning

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Quiz	10%	4,9
2	Individual / Project	15%	12
3	Term 1 Test	20%	5
4	Term 2 Test	20%	10

5	End Term Test	35%	15
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7.1 Quiz (10%)

There will be two class quizzes/tests of 10 marks each. The average of quizzes/test will be considered for the purpose of evaluation against teacher's assessment component. The quizzes/test will be conducted at the end of 4th and 9th week.

7.2 Individual /Group Project (15%)

Students have to make a group of 5 or 6 students of their class and need to identify a case representing a balance sheet, latest by the second week of the course. Course coordinator will facilitate in guiding for selection of project. Each group has to prepare a project report based on application of concepts learned in the course. Details of contents and deadline for submission of group project report will be declared by the course coordinator in the class.

7.3 Term 1 Test (20%)

Term 1 Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and problem solving questions based exam on concepts and application. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

7.4 Term 1 Test (20%)

Term 2 Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and problem solving questions based exam on concepts and application. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

7.5 End Term Test (35%)

End Term Test will be at the end of the semester and will cover the entire course. This will also be a 'closed book' test based on conceptual and application based real life questions/ problem(s)/ Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the test. Any violation will result in disciplinary action.

8. Session Plan:

Session	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1,2,3	Introduction to financial accounting	Need for accounting of financial business transactions, basic accounting concepts and conventions, result of financial accounting, usage of financial information	Text Book Chapters 1,2,3	Study of annual report as advised by instructor
4,5,6,7	Accounting Principles and	Various accounting principles	Text book	Accounting

	basic terms in accounting.	like accrual, going concern, realization, conservatism, cost, separate entity. Terminology of various heads of profit & loss account and balance sheet	Chapter 2, 8	principles explained in above annual report
8,9,10,11,12	Source documents and recording financial transactions in primary and secondary books of accounts	Source documents explained, entries in journal and ledger accounts and balancing of ledger accounts	Text Book Chapters 4,5,6	Illustrations 4.5, 4.6, 4.7 of text book pages pages 1.70 to 1.75 and Illustrations 5.2 and 5.3 on text book pages 1.83 to 1.89 Study of corporate report continues
13,14,15,16,17,18	Scrutiny of accounts, adjustments, bank reconciliation statement, depreciation and inventory valuation	Rectification and adjustment entries, scrutiny of ledger accounts, bank reconciliation statement preparation, causes of discrepancy explained	Text Book Chapters 7, 10, 11, 16	Text book illustrations 7.1 and 7.2 on pages 1.131 to 1.133 And Illustrations 10.1, 10.2, 10.3 on pages 1.226 to 1.230
19,20,21,22	Trial balance, adjustment entries and revised trial balance	Trial balance preparation with ledger balances, scrutiny of trial balance, adjustment entries and revised trial balance explained	Text Book Chapters 5, 10	Text book Illustration 5.3 pages 1.89-1.90
23,24,25,26,27,28,29,30	Accounting standards, final accounts, corporate accounts introduction	Preparation of financial statements for sole proprietary concern and for joint stock companies, accounting standards, contents of corporate report explained	Text Book Chapter 2,9	Text book illustrations 9.9 and 9.10 on pages 1.172-1.175
31,32,33,34	Corporate final accounts,	Corporate final accounts	Text Book Chapters ii- 1to4	Text book

,35,36	consolidated accounts	preparation, its form, board report, auditors report, notes to accounts, consolidated accounts		illustration 4.10 pages 2.202 to 2.205
37,38,39,40	Cash Flow Statement	Cash flow statement and its importance explained, preparation of cash flow statement	Class notes	Instructor class notes
41, 42	Analysis of financial statements	Financial ratios explained, their importance and calculation method	Class notes	Instructor notes

Course Coordinator: Prof. Gopal Krishna Agarwal

Date: August 14, 2019

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19B11BGM12: Managerial Economics Semester I 2019

Course Outline

The course outline is a dynamic document. Hence, the learning facilitator may change the document, if needed, in order to enhance the learning output and the same will be communicated in the class in advance.

Course Credit:	3
Learning Facilitator:	Dr. Moonis Shakeel
Target learners:	BBA (2019-22 Batch), Semester I
Learning Days:	As per time schedule
Learning time:	As per time schedule
Learning Rooms:	As per time schedule
Faculty Office:	Arya Bhatt Bhawan II, 3rd Floor
Meeting Time:	By Appointment
Phone:	0120 - 2400974 Ext 482
Email ID:	<u>moonis.shakeel@jiit.ac.in</u>

2. Course Introduction

The course aims at enabling students to relate the issues of how to develop a strategy, which is in line with developments in the external environment. The aim is to emphasize on developing an ability in the student to appreciate the linkages between macro environment changes and micro level decision-making, as a manager and as a consumer. This course focuses on macroeconomic concepts and policies to provide the theoretical base. It then takes the student on the path of linking economic theory with business strategy.

2. Course Objective

The learning objective of this course:

- d. is to understand the national income accounts and its various components.
- e. to know and understand about the various economic indicators and their impact on economy
- f. to learn, apply and analyze various macroeconomic theories and models..

3. Course Outcome

At the end of this course, students will:

CO	CO Code	Blooms Taxonomy Level	PO1	PO2	PO3	PO4	PO5
Define the concepts and theories related to managerial economics.	C103.1	BTL-1	3	2	1	1	3
Understand the concepts of managerial economics.	C103.2	BTL-2	3	2	3	1	3
Make use of economic models for firm-level decision making.	C103.3	BTL-3	3	3	3	1	3
Examine managerial decision making in light of economic models and theories	C103.4	BTL-4	3	3	3	1	3

4. Pedagogy

The course will involve a healthy balance of classroom discussion and experiential activities, which will generally include a mixture of lectures and case analysis.

5. Text Book

Macroeconomic Policy Environment by Shyamal Roy, Publisher McGraw Hill.

6. Additional Readings and References:

- Macroeconomic Essentials by Peter Kennedy, Publisher PHI.
- Business/Financial Newspapers

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Quiz	15%	6-8
2	Project/Assignment	15%	9
3	Mid Term Test	30%	6
4	End Term Test	40%	11

7.1 Quiz (15%)

There will be one class quiz/test of 15 marks. The quiz/test will be conducted as a surprise quiz.

7.2 Individual /Group Project (15%)

Students have to make a group of 5 or 6 students of their class and need to identify a research project, latest by the second week of the course. Course coordinator will facilitate in guiding for selection of project. Each group has to prepare a project report based on application of concepts learned in the course. Details of contents and deadline for submission of group project report will be declared by the course coordinator in the class.

7.3 Mid Term Test (30%)

Mid-Term Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and problem solving questions based exam on concepts and application. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

7.4 End Term Test (40%)

End Term Test will be at the end of the trimester and will cover the entire course. This will also be a 'closed book' test based on conceptual and application based real life questions/ problem(s)/ Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the test. Any violation will result in disciplinary action.

8. Session Plan:

31-34	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-2	Introduction to economics	Positive and Normative Economics Equilibrium Vs disequilibrium	Text book Ch. 1	Discussion
3-7	Theory of Demand and Supply	Defining demand and supply Market equilibrium Elasticity	Text book Ch. 3 and Ch. 4	Case Study Pg. 51, Pg. 75
8-10	Consumer Behaviour	Indifference Curve Budget Line Consumer Equilibrium	Text book Ch. 5	Case Study Pg. 92
11-13	Theory of Cost	Short-run cost curves Long-run cost curves	Text book Ch. 6	Exercise
14-18	Theory of Production	Short-run production function Returns to Scale	Text book Ch. 6	Exercise
19-21	Supply, demand and government policies	Controls and Prices Taxes Subsidies	Text book Ch. 8	Case Study Pg. 175
21-26	Market Structures	Perfect Competition Monopoly Monopolistic Competition Oligopoly	Text book Ch. 13, Ch. 14, Ch. 15, Ch. 16	Case Study Pg. 266, Pg. 294, Pg. 319, Pg. 141
27-30	Public Goods	Kinds of public goods Common Resources	Text book Ch. 10	Case Study Pg. 204
31-34	Market failure and Externalities	Market failure Externalities Externalities and Inefficiency	Text book Ch. 11	Case Study Pg. 225
35-38	Information and Behavioural Economics	Principal and Agent Asymmetric Information	Text book Ch. 12	Case Study Pg. 247
39-42	Factor Markets	Marginal Product Theory of Distribution Demand for Labor Supply of Labor	Text book Ch. 17	Case Study Pg. 352

Course Coordinator: Dr. Moonis Shakeel

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19B21BGM13: Statistics for Business Decisions

BBA 2019-22 Batch

July-December, 2019 (Semester I)

Course Outline

The course outline is a dynamic document. Hence, the learning facilitator may change the document, if needed, in order to enhance the learning output and the same will be communicated in the class in advance.

Course Title	Statistics for Business Decisions
Course Code	19B21BGM13
Course Credit	4
Target learners	BBA (2019-22 Batch), Semester-I
Learning Facilitator	Dr. Charu Sijoria
Email id	charu.sijoria@jiit.ac.in

1. Course Introduction

Statistics is how we gather, analyze, and interpret data. This course teaches statistical thinking concepts that are essential for learning from data and communicating insights. It also familiarizes the students with various Statistical Data Analysis tools that can be used for effective decision making.

2. Course Objectives

- This course aims at providing students with introduction to business statistics and its application in the workplace.
- To make students analyze statistical data, draw conclusions, and make predictions of the future.

3. Learning Outcomes

At the end of the course, students will be able to

- Understand the basic concepts of business statistics.
- Apply concepts and methods of statistics to solve business problems.
- Analyze statistical models to make decisions.
- Create statistical models for business problems.

4. Pedagogy

The course will involve a healthy balance of classroom discussion and experiential activities which will generally include a mixture of lectures and business cases discussion.

5. Text Book

Business Statistics, Naval Bajpai, Pearson Education

Additional Readings and References:

- Complete Business Statistics, Aczel Amir D and Jayavel Sounderpandian, McGraw Hill
- Statistics for Management, N. Chandrasekaran and M. Umaparvathi, PHI Learning
- Business Statistics, David M. Levine, Kathryn A. Szabat, David F. Stephan, and P. K. Viswanathan, Pearson Education

6. Evaluation Details

Component	Weightage
Teacher's Assessment	25%
T1 Exam	20%
T2 Exam	20%
T3 Exam	35%

7. Session Plan

Session	Session Topic	Sub-Topics to be covered	Text book chapter
1-4	Introduction to Statistics	Basic Statistical Concepts Data Measurement	1

5-6	Charts and Graphs	Frequency Distribution Graphical Presentation of Data	2
7-15	Descriptive Statistical Analysis	Measures of Central Tendency, Measures of Dispersion	3,4
16-20	Correlation and Regression Analysis	Types Analysis Significance Test Regression Model Statistical Inference	14,15
21-23	Probability Theory	Fundamental Concepts of Probability Laws of Probability	5
24-29	Probability Distribution	Introduction Probability Distribution and its types	6,7
30-32	Sampling Theory and Distribution	Significance of Sampling Sampling Techniques Sampling Errors	8
33-34	Hypothesis Testing	Introduction to Hypothesis Types of Hypothesis	9
35-39	Hypothesis Testing for single and two populations	Parametric Tests (t-test, z-test, F-test) Analysis of Variance	10,11,12
40-42	Hypothesis Testing for categorical data	Chi-square test	13

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19B12BGE12: India's Diversity and Business
BBA 2019-22 Batch
August-December, 2019 (Semester I)

Course Outline

The course outline is a dynamic document. Hence, the learning facilitator may change the document, if needed, in order to enhance the learning output and the same will be communicated in the class in advance.

Course Credit:	3
Learning Facilitator:	Dr. Vishal Gupta
Target learners:	BBA (2019-22 Batch), Semester-I
Learning Days:	As per time schedule
Learning time:	As per time schedule
Learning Rooms:	As per time schedule
Faculty Office:	Arya Bhatt Bhawan II, 3rd Floor
Meeting Time:	By Appointment
Phone:	0120 - 2400974 Ext 486
Email ID:	vishal.gupta@jiit.ac.in

Course Introduction

Diversity management is a combination of two different words 'diversity' and 'management', where, diversity is differences of human beings' age, nature, language, gender, income status, marital status, etc. while management is work of planning, organizing, directing, coordinating and controlling the management functions. In a layman language, diversity management is a process of managing individuals with diverse qualities at a common place. In other words, it can also be defined as the process of understanding the differences in a business organization for effective management.

2. Course Objective

The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business. This course will help students learn the India's diversity and its implications for business.

3. Course Outcomes

After this course, students will be able to:

CO Code	Course Outcome	Blooms Taxonomy Level	PO1	PO2	PO3	PO4	PO5
C106.1	Understand and appreciate India's diversity.	BTL-2	3	2	2	1	3
C106.2	Identify the importance of a diverse workforce and strategies to promote diversity	BTL-3	3	3	3	2	3
C106.3	Draw inference about India's diversity and its implications for the business.	BTL-4	3	3	3	3	3
C106	Average		3	2.67	2.67	2	3

4. Pedagogy

The course will involve a healthy balance of classroom discussion, and experiential activities which will generally include a mixture of lectures and business cases discussion and projects.

Interactive Classes: Classes of this course will be interactive so that students can correlate the theories with practical examples for better understanding.

Team Activities: Students will also be getting the chance to work in teams wherein they learn to work and adapt with diverse workforce while working on specified assignments.

5. Recommended Text Books

The 99 Day Diversity Challenge: Creating an Inclusive Workplace", By Saundarya Rajesh, 2019, Sage

6. Additional Readings and References:

- "Management Techniques for a Diverse and Cross-Cultural Workforce" edited by Sharma, Naman, Singh, Vinod Kumar, Pathak, Swati, IGI Global, 2018
- Kaul, Vijay Kumar, Managing Diversity, in Business Organisation and Management, chapter 35, Pearson Education, 2012.
- Kaul, Vijay Kumar, 'Innovation Revolution: Harnessing India's Diversity' Yojana, November 2014, also available at SSRN , <http://ssrn.com/abstract=2517855>
- Kaul, Vijay Kumar, INDIA'S DIVERSITY AND GLOBALISATION: UNIFYING FORCES AND INNOVATION, Working paper in Social Sciences Research Network(SSRN) ,June 2014 <http://ssrn.com/abstract=2444668>
- Kaul, Vijay Kumar, INDIA'S DIVERSITY: FROM CONFLICT TO INNOVATION, Working paper in Social Sciences Research Network(SSRN) ,June 2014 <http://ssrn.com/abstract=2444099>
- Bhatt, B. L(1980)-" India and Indian Regions: A Critical Overview" in David E. Sopher 'An Exploration of India- Geographical Perspectives on Society and Culture'. Cornell. Pages- 35-61 for Socio cultural regions.
- Bill Aitken, Seven sacred rivers, Penguin Books, 1992
- Chakravarti AK (2004) Regional Preferences for Food: Some Aspects of Food Habit Patterns In India in Grover N and KN Singh (eds) 2004,Cultural Geography: Form and Process , Concept Publishers, Delhi (for regional specificity of food -Chap 23 pp 355 to 375) 68

- Fernando Martín-Alcazar, Pedro M. Romero-Fernández, Gonzalo Sánchez Gardey, Transforming Human Resource Management Systems to Cope with Diversity, Journal of Business Ethics, 2012, 107:511-531
- Gadgil and Guha Ecology and Equity: The use and abuse of nature in contemporary India. Penguin 1995 Gail Robinson and Kathleen Dechant, Building a business case for diversity, Academy of Management Executive 1997, Vol 11, No. 3
- Bose NK (1969) Unity in Indian Diversity in Desai AR (1969)
- Rural Sociology in India, reprinted 2009, Popular Prakashan, (for diversity as strength Part II chap 3 pp 134-136)
- Nehru J (1946) The Discovery of India, OUP, chaps 4-8
- Sopher, D.E-“The Geographical Patterning of Culture of India” in David E. Sopher ‘An Exploration of India- Geographical Perspectives on Society and Culture’. Cornell, pp 289-326.
- Thomas Kochan, KaterinaBezrukova, Robin Ely, et al, The EFFECTS OF DIVERSITY ON BUSINESS PERFORMANCE: REPORT OF THE DIVERSITY RESEARCH NETWORK, Human Resource Management, Spring 2003, Vol 42, No.1. pp3-21

7. Evaluation Details

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Teachers Assessment (TA)	25	Quiz , Test, Assignments, Class Participations
2	T1	20	4
3	T2	20	8
4	T3	35	14

8. Session Plan

S. No.	Session Topic	Sub-Topics	Text book	Cases/Activities
1-6	The Basics of Diversity	<ul style="list-style-type: none"> • Recognizing, Accommodating and valuing diversity • Challenges and dilemmas posed by diversity and drive for homogenization; • Sources of dilemma and tension—immigration, competition for limited resources • Diversity and Business 	Chapters 1, 2, 3, 4,5,7,8	Diversity in Infosys Diversity Game : Out of box Perspective https://youtu.be/bJL40JEvEKk
7-15	The dimensions of Diversity and Inclusion	<ul style="list-style-type: none"> • Diversity and Inclusion • Diversity in a VUCA world • D&I in SMEs • Diversity and Team Development 	Chapters 12, 13, 14, 16, 17,18, 33, 34, 37, 38, 39	Diversity in ONGC Diversity Game : Proverb Cards Diversity Game : The Herman Grid https://youtu.be/0Q1khjxamVs

		<ul style="list-style-type: none"> • Diversity and Problem Solving • Diversity and Profitability 		
16-24	Demystifying Diversity in workplace	<ul style="list-style-type: none"> • Cognitive Diversity • Identity Diversity • Social Justice and Inclusion • Buddy System and Inclusion • ROI on diversity and Inclusion 	Chapters 44, 46, 47, 54, 57, 59	Diversity in Loreal https://youtu.be/WHHLJzNUjql
25-32	Diversity and Inclusion Vision	<ul style="list-style-type: none"> • Elements of an effective D & I plan • Self awareness and • Diversity sensitization • Equity and Equality • Inclusion and CSR • Work life balance 	Chapters 62, 76, 73, 74, 79, 93	Diversity at AVTAR Group https://youtu.be/qU_xk0WvkGY
33-42	Appreciating different diversities in India	<ul style="list-style-type: none"> • Regional bases of India's diversity: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions • Linkages between Diversity and India's Socio-economic challenges • Food insecurity, economic inequalities, Occupational Diversity 	Readings will be provided	https://youtu.be/DoeINytrHIA https://www.toppr.com/guides/civics/understanding-diversity/what-is-diversity/

Course Coordinator: Dr. Vishal Gupta

Date: August 14, 2019

Jaypee Business School

A Constituent of Jaypee Institute of Information Technology University

A-10, Sector 62

NOIDA, 201 309 India

19B21BAE11: BUSINESS COMMUNICATION

BBA 2019-22 Batch

August-December, 2019 (Semester I)

Course Outline

The course outline is a dynamic document. Hence, the learning facilitator may change the document, if needed, in order to enhance the learning output and the same will be communicated in the class in advance.

Course Credit	4
Learning Facilitator	Dr Arun Kumar Deshmukh
Target Learner	BBA (2019-22 Batch) Semester I
Learning Days	As Per the Time Schedule
Learning Time	As Per the Time Schedule
Learning Room	G13 (As Per the Time Schedule)
Faculty Office	Arya Bhatt Bhawan II, 3rd Floor
Meeting Time	By Appointment
Phone	+91-9005961539
Email id	arunk.deshmukh@jiit.ac.in

1. Course Introduction

This is an ability enhancement course designed to enable students to achieve excellence in business related verbal as well as written communication. The course covers fundamentals of verbal /written Communication and non verbal communication, written communication strategy, developing effective messages, writing reports, making proposals, making business plans, making best use of electronic media, making resumes and preparing for job interviews. The course integrates the best of traditional and modern media based written communication.

2. Course Objectives

- Understand the importance of communication in business
- Improve overall communication skills
- Gain expertise in technology based media for communication effectiveness
- Impart situation specific communication skills

3. Learning Outcomes

At the end of the course, students will be able to;

CO Code	Description	BTL	PO1	PO2	PO3	PO4	PO5
CO1	Understand the principles of effective communication	2	3	2	1	1	1
CO2	Make use of principles and techniques for effective verbal and non-verbal communication..	3	3	3	3	1	2
CO3	Develop resume, reports, proposals, and business plans..	6	3	3	3	1	1
Average			3.7	3.0	2.7	2.3	1.3

4. Pedagogy

The course will involve a healthy balance of classroom discussion, and experiential activities which will generally include a mixture of lectures and business cases discussion and projects.

5. Text Book

Nawal, Mallika, Business Communication, Cengage Learning

Additional Readings

Carol M. Lehman, Debbie D. Dufrene, Mala Sinha, BCOM, Cengage Learning
 Lesikar, Flatley, Rentz and Pandey , Business Communication, McGrawHill
 Merphy & Pack : Effective Business Communication Mc Graw Hill New York

6. Evaluation Details

Sl. No.	Component	Weightage = %	Tentative week of completion
1	Teacher's Assessment (TA)	25%	Quiz , Test, Assignments, Class Participations etc.
2	T1	20%	4 th Week
3	T2	20%	8 th Week
4	T3	35%	14 th Week

7. Session Plan

Session		Sub-Topics covered	Text book chapter	Cases/Activities/ Exercises
1-4	Establishing Framework for Business Communication and its	definition, nature, and purpose, communication process and its elements, Types and methods of communication, and barriers to	Chapter 1-4 (M. Naval) Chapter 1 (Lehman et	Introspect and Express Yourself!!! Activity:

	Fundamentals	communication. Communicating Within Organization External influences on business communication.	al)	Students Make their own video
5-6	Focusing on Interpersonal Communication	Communications Style or modes Interpersonal influence Listening as communication skill Effective Feedback and counseling	Chapter 5 and 16 (M. Naval) Chapter 2 (Lehman et al)	Activity: Talk to me!!!
7-8	Focusing on Group Communication	Group communication Group to Team Meeting Management	Chapter 16 and Chapter 9 (M. Naval) Chapter 2 (Lehman et al)	Activity: Group Discussion
9-12	Planning Written and Spoken Messages	Writing Preparation Process Letter Writing	Chapter 8 (M. Naval) Chapter 4 (Lehman et al)	Activity: Complain Letter
13-18	Communicating Electronically	Use of Technology electronic Mail, web page and voice and wireless communication Email Etiquette Email Structure and Style Email: Tone and Content Auto-response and Out of Office mails.	Chapter 14 (Mallika Naval) Chapter 5 (Lehman et al)	Activity: Write an email!!! Case: pg. 395 Text Book (Pre-read)
19-20	Preparing Good- and Neutral News Messages	Good News messages Routine Claims Routine Requests Routine and Procedural	Chapter 6 (Lehman et al)	Activity: Every News is Good News!!!

		Messages		
21-22	Preparing Bad News Messages	Choosing Apt Channel Developing a Bad News Message Refusing a Request Denying a Claim	Chapter 7 (Lehman et al)	Activity: Every News is NOT Good News!!!
23-24	Preparing Persuasive Messages	Persuasion Strategies Use of Inductive Approach Persuasive Requests	Chapter 8 (Lehman et al)	Case: Pear Music pg 188 (Lehman et al) Case 2: Down Home Restaurant (Lehman et al Text book) TED Talk: Look Deeper https://www.youtube.com/watch?v=aTgPJQ9Dy7Q
25-27	Understanding the Report Process and Research Methods	Characteristics of Reports Report Writing Process Proposal Writing and Types	Chapter 11 (M Naval) Chapter 10 (Lehman et al)	Activity: Writing Business Proposal
28-29	Managing Data and Using Graphics	Communicating quantitative Information using graphics Using Graphics in Texts	11	Exercise: Using Office and Excel for Report
30-33	Organizing and Preparing Reports and Proposals	Preliminary Parts Report Text Addenda Organizing formal Reports	12	Short Report
33-36	Designing and Delivering Business Presentation	Planning for Effective Business Presentation Organizing the Content Designing Compelling Presentation visuals Refining Your Delivery Special Presentation Situation	Chapter 13 (M. Naval) Chapter 13 (Lehman et al)	Activity: Group Presentations TED Talk: The Art of Presentation https://www.youtube.com/watch?v=Rjq-eKsq1Dw
37-39	Preparing	Preparing for Job Search	Chapter 10	Activity: Write

	Resumes and Application Messages	Identifying Potential Career Opportunities Planning a Targeted Resume Preparing Resumes Supplementing with Cover Letter and Applications	(M Naval) Chapter 14 (Lehman et al.)	you own Resume and Analyze it. MOOC lecture: Preparing video resume https://www.youtube.com/watch?v=gx52UXBa9E
40-41	Interviewing for Job and Preparing Employment Messages	Types of Employment Preparing for an Interview Practice for an Interview Conducting a Successful Interview Preparing Other Employment Messages	Chapter 19 (M. Naval) Chapter 15 (Lehman et al.)	Activity: Mock Interview TED Talk https://www.youtube.com/watch?v=WDOQBPYEaNs Winning an Interview Case: Lose the Loose Talk (pg 515, M. Naval)
42	Etiquette Advantage in business Communication	Importance of Etiquette Dressing and Grooming Norms of Business Dressing Business Meals Table Manners Wining Etiquette Gifting in Business	Chapter 20 (M Naval) Chapter 16 (M Naval)	Case: Etiquette: Strategy de Louis XIV (M. Naval text Book) TED Talk: https://www.youtube.com/watch?v=q0HzDxU6uro

Course Coordinator: Dr Arun Kumar Deshmukh

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