

Course Code	Course name	Course Abbreviation	Credits	Faculty name
18M11BAF11	Accounting for Managers	AFM	3	Prof. G K Agarwal
20M11BMM11	Marketing Management	MM	3	Dr. S. Suresh
20M11BES11	Effective Self Management	ESM	3	Dr. Sujata Kapoor
20M11BGM11	Economics for Business and Government	EBG	3	Dr. Sweta Goel
17M11BIS11	Management Information System	MIS	3	Dr. Vishal Gupta
20M11BHR11	Organizational Behaviour	OB	3	Prof. Rajnish K Misra

1. Total Number of Courses being offered: Six
2. Course Coordinator who has not submitted the same: All submitted
3. Course Name for which it has not been submitted: All submitted
4. Name of Module Coordinator: Vishal Gupta



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17M11BAF11: ACCOUNTING FOR MANAGERS

Semester I

September 01, 2020 – January 31, 2021

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:	MBA (2020-22 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	PO6	PO7	PO8	PO9
C101.1	Remember and understand the accounting fundamentals and process	2	3	2	1	3			1	3	3
C101.2	Apply these fundamentals and process to work out the end result of business operations through financial statements	3	3	3	3	3	2	2	3	3	3
C101.3	Analyze these financial statements to know business efficiency, profitability and financial position	4	3	3	3	2	2		3	3	3
C101.4	Evaluate financial information for usage in future planning and optimizing profitability	5	3	3	3	3	2	2	3	1	3
Average			3	3	3	3	2	2	3	3	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: Accounting and Finance for Non Finance Managers By Jai Kumar Batra, Sage Publishing, latest edition

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
- Financial Accounting for Management, an analytical perspective, Ambrish Gupta, 6th edition
- Accounting for Management by Dr S.N.Maheshwari, S.K.Maheshwari and Sharad K. Maheshwari, Vikas Publishing

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

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 2 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.

3. 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 1,2,5	Study of annual report as advised by instructor
4,5,6,7	Accounting Principles and basic concepts and conventions-detailing	Various accounting principles like accrual, going concern, realization, conservatism, cost, separate entity. Terminology of various heads of profit & loss account and balance sheet	Text book Chapter 2	Accounting 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 2,6,7	Module 5 and activity 12, 13, 14 book chapter 2 pages 64, 67-70 and chapter 6 activity 8-18 pages 196-202, activity 20 pages 205-208 illustration 1 on pages 213-219 corporate report study continues
13,14,15, 16,17,18	Scrutiny of accounts, adjustments, bank	Rectification and adjustment entries, scrutiny of ledger	Text Book Chapters 8,9,10	Text book Chapter 8

	reconciliation statement, depreciation and inventory valuation	accounts, bank reconciliation statement preparation, causes of discrepancy explained		activity 3,4,5 pages 293-296; chapter 9 activity 9, 10 pages 344-345; illustration 4,5 pages 389-390	Course Coordinator : Prof. Gopal Krishna Agarwal Date: July 14, 2020
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 Chapter 10	chapter 10 activity 7-13 pages 369-372 <u>Video on Financial Acct.</u>	
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 4,11,12	Text book CHAPTER 11 Q 7 page 465 <u>Video</u> Case study discussion on balance sheet	
31,32,33, 34,35,36	Corporate final accounts, consolidated accounts	Corporate final accounts preparation, its form, board report, auditors report, notes to accounts, consolidated accounts	Text Book Chapter 12	Text book Q 3 page 536 Corporate report discussion	
37,38,39, 40	Cash Flow Statement	Cash flow statement and its importance explained, preparation of cash flow statement	Text Book Chapter 24	Illustration 1-3, 5 pages 1049-1052 <u>Video</u>	
41, 42	Analysis of financial statements	Financial ratios explained, their importance and calculation method	Text Book Chapter 23	Instructor video Activity 14-18 pages 1003-1006	



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20M11BMM11: Marketing Management Semester I August – December, 2020

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. S. Suresh
Target learners	:	MBA (2020-22 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, Fourth Floor
Meeting Time	:	Tuesday and Thursday between 3-5pm
Phone	:	0120 - 2400974 Ext 484
Email ID	:	s.suresh@jiit.ac.in

1. Course Introduction

This course covers the fundamental principles of marketing and their application. Knowledge and skills related to product management, brand management, pricing strategies, marketing communications and distribution strategies are part of the course. Segmentation, positioning and targeting are also covered with relevant industry illustrations. Depending upon the topic case studies and role plays have been used along with the lectures.

2. Course Objective

To familiarize the participants with the basic concepts, tools, techniques and skills required to have an understanding of the marketing process in order to become effective marketing managers.

3. Course Outcomes

Course Name & Code	CO Code	CO	Blooms Taxonomy Level	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
20M11BGM11 Marketing Management	C108.1	Understand the concepts of Marketing Management.	2	3	2	2	2	1		1	2
	C108.2	Apply Marketing concepts for Business Management.	3	3	3	3	3	2	2	2	3
	C108.3	Analyze Marketing environment and challenges	4	3	3	3	3	3	2	2	1
	C108.4	Develop Marketing Strategies using various Marketing Techniques.	6	3	3	3	3	3	2	3	3
	C108.5	Evaluate Marketing Plans	5	3	3	3	2	3	2	2	3
	C108	Average		3.0	3.0	3.0	3.0	2.0	2.0	2.0	2.0

4. Pedagogy

The course will be taught through interactive lectures and case discussions.

5. Text Book

Marketing Management, Philip Kotler, Kevin Lane Keller. Published by Pearson, 15th edition, 2019

6. Additional Readings and References

Marketing Management, Ramaswamy and Namakumari, Sage Publications
 Marketing Management, Kumar A, Meenakshi N, 2nd edition, Vikas Publications
 Positioning: The Battle For Your Mind, Al Ries, Tata McGraw Hill
 Strategic Brand Management, Kevin Lane Keller, Pearson Education
 Consumer Behavior, Del I Hawkins, David L Mothersbaugh, Amit Mookerjee, Tata McGraw Hill
 Sales and Distribution Management, Tapan K. Panda, Sunil Sahadev, Oxford University Press.

7. MOOC Registrations:

Swayam Portal– Introduction to Marketing Essentials
 Prof. Zillur Rahman, IIT Roorkee
 Course Beginning Date: 20th July 2020
 Enrollment Ends: 27th July
 Duration- 8 weeks
 Exam Date: 27th September

8. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative date of completion
1	Case study Analysis	5%	(16/08/2020) (30/09/2020)
2	Quiz	10%	(16/08/2020) (31/12/2020)
3	Project	10%	30/12/2020
3	T1-Test	20%	As per Schedule
4	T2-Test	20%	As per Schedule
5	End Term Test	40%	As per Schedule

8.3 Case study Analysis (5%)

There will be small cases given to the students within the class for analysis. The analysis test will be conducted at the end of 5th week.

8.4 Quizzes (10%)

Quiz will be administered on all pre announced chapters covered from the text book thrice during the term.

8.5 Project (10%)

Project will be assigned to a small group of students. Students will have to choose a project in consultation with the instructor.

8.6 T1-Exam (20%)

T1-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.

8.7 T2-Exam (20%)

T2-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.

8.8 End Term Exam (35%) End Term Exam will be at the end of the trimester 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.

9. Session Plan

Sessions	Topics	Readings / Reference (chapters to be discussed)	Text Book Cases No / Assignments
1-5	Introduction to Marketing Management Value and Scope of Marketing Core Concepts of Marketing Marketing Tasks Marketing Strategies and Plans Customer Relationships	Chapter 1,2,3 Text Book	Case (i) Nike (Page 28) (ii) Harley Davidson (Page 98)
6-10	Marketing Insights Marketing Intelligence System Macro-environment Forecasting and Demand Management Marketing Research Process Marketing Productivity	Chapter 4,5 Text Book	Case (i) Ferrero (Page 131) (ii) Intuit (Page 162)
11-15	Analysing Markets External Factors Influencing Consumer Behaviour Internal Factors influencing Consumer Behaviour 5 Stage Process of Consumer Decision Process Analysing Business Markets Marketing to Global Markets	Chapter 6, 7, 8	Case (i) Ikea (Page 196) (ii) L'Oreal (Page 262)
16-20	Brand Management Identifying Market Segments Market Targeting Developing Positioning Creating Brand Equity Addressing Competition	Text Book Chapter 9,10,11,12	Case Nappa Dori: Crafting the Branding Strategy Harvard Case
21-25	Product Management Product classification Product Mix and Product Lines Characteristics of Services Services Management Introducing New Products	Text Book Chapter 13 to 15	Case (i) Nivea (Page 426) (ii) Apple (Page 495)
26-30	Pricing Strategies and Programs Pricing in a Digital World Consumer Psychology and Pricing Setting the Price Adapting the Price Responding to Price Changes	Text Book Chapter 17	Case (i) eBay (Page 530) (ii) Air Arabia (Page 532)
31-35	Designing Integrated Marketing Communications Managing Integrated Marketing Communications Mass Communications Digital Communications Personal Communication	Text Book Chapter 17,18,19,20	Case (i) Gillette (Page 596) (ii) Facebook (Page 616)

36- 40	Marketing Channels Role of Marketing Channels Channel Design Decisions Channel Management Decisions Retailing and Wholesaling M Commerce	Text Book Text Book Chapter 21, 22	Case (i) Amazon.com (Page 680) (ii) Zara (Page 713)
41-45	Holistic Marketing Organization Holistic Marketing Concept Internal Marketing Socially Responsible Marketing Marketing Implementation and Control Future of Marketing	Text Book Chapter 23	Case (i) Starbucks (Page 747) (ii) Virgin Group (Page 749)

Course Coordinator: Dr. S. Suresh

Date: June, 2020



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17M11BES11: Effective Self Management **Semester I** **August –December 2020**

Course Outline

This course teaches effective self-management principles and practices that increase a student's success in academic, personal and professional life. The course is designed to provide students with new insights, methodologies and practical strategies to achieve optimum levels of productivity in the ever-dynamic environment. Drawing from cognitive, affective, and behavioral theories in management and psychology, students examine the factors which make them introspect; set goals and plan action; manage self with respect to time; build self-confidence and augment positive professional and social attitudes and help them deal with others in order to develop self-regulation strategies for maximizing the effectiveness of their efforts.

Course Credit:	3
Learning Facilitator:	Dr Sujata Kapoor
Target learners:	MBA (2020-22 Batch), Semester-I
Learning Days:	As per weekly timetable
Learning time:	As per time schedule
Learning Rooms:	As per time schedule
Faculty Office:	AryaBhatt Bhawan II, IVFloor
Meeting Time:	By appointment
Phone:	0120 - 2594388 Ext 476
Email ID:	sujata.kapoor@jiit.ac.in

2. Course Introduction

In business, everyone is a manager. Before people rise to manage projects, teams, and companies, they manage themselves. Self-management is the act of managing the resources one has under one's personal control: one's personality, goals, time, image and networks.

2. Course Objective

The purpose of this course is to provide all interested students with an opportunity to learn and adopt the knowledge, skills, motivation and behaviors that will enhance their success in learning and in life. The objective is to change what you notice and think about yourself; how you apprehend the world around you; and to also enrich you with skills that help you navigate through the challenging world.

3. Course Outcome

After completion of the course the students will be able to:

CO Code	Co description	BTL level	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C106.1	Comprehend and summarise concepts of managing self.	2	3	2	1	3	1	1	1	1	3
C106.2	Apply concepts of self management for developing self.	3	3	3	3	3	3	1	1	1	3
C106.3	Develop skills for effective self management.	6	3	3	3	3	3	1	1	3	3
C106	Average		3.00	2.67	2.33	3.00	2.33	1.00	1.00	1.67	3.00

4. Pedagogy

The course will involve a healthy balance of classroom discussion and experiential activities, psychometric tests, introspective quizzes, group discussions; videos, all of which will focus on practical exercises with a tinge of lecture sessions.

5. Readings and References

- The 7 Habits of Highly Effective People: By Stephen R. Covey
- Who Moved My Cheese?: By Dr. Spencer Johnson
- First Things First: By Stephen R. Covey
- Lean In: Women, Work, and the Will to Lead: By Sheryl Sandberg
- Secrets to Success: Robin Sharma

6. Evaluation Details:

There will be continuous evaluation spread across the trimester.

Sl.No.	Component	Weightage (%)	Tentative week of completion
1	Assignments/ exercises/ Activities	25%	Across the term
3	T1 Test	20%	4
4	T2 test	20%	7
5	T3 Test	35%	11

6.1 Assignments (25%)

Each student must submit an assignment individually given by the faculty based on the topics discussed in the class. These will be self reflective assignments. Marks will be awarded for class participation and participation in activities.

6.2 T1 and T 2 (40%)

T1 and T2 Exam will be based on class discussion, lectures, powerpoints 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.

6.3 T3 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.

7. Session Plan:

Number of sessions	Theme	Coverage	Cases/Activities/ Exercises
1-3	Knowing Self	<ul style="list-style-type: none"> • Life Facets; Identifying Your Functioning Individuality • Identifying your personality 	Know Thyself Exercises Life Facets; How grown up are you? Functioning Individuality The Big Five Personality Test (Who am I?)
4-5	Setting Career Goals; Action Planning & Motivating Self	<ul style="list-style-type: none"> • Identifying Personal values and Mission Statement • Figuring out Goals • Writing SMART goals • SWOT Analysis • Mapping goals with skills and knowledge • Developing an Action Plan • Reviewing Progress 	From Think to Do: Goal Setting and Action Planning Activity: Goal Setting Exercises Video: Nick Vujicic: How to convert your weaknesses into strengths Test: The Self –leadership test (Can I motivate myself?)
6-7	Managing Self	<ul style="list-style-type: none"> • Time Management • Creating To-do Lists • Scheduling • Ending Procrastination • Handling Stress 	Assessing your Time Management Skills Exercise: 168 hours per week: A self-analysis Activity: Arrange the Cards Activity: Long lost friend The Stress Test (Work-Life Balance)

8-9	Building Self Confidence EI Skills	<ul style="list-style-type: none"> • Building blocks of Self-confidence • Acquiring requisite knowledge • Being open to experiment and experience • Inculcating reading habits; exchanging notes; discussing ideas v/s people; developing hobbies • Dealing with peers, seniors and juniors • Professional relationships 	<p>Exercise: Where have you been? Ted Talk: Chip Conley (What makes Life Worthwhile?) EI Assessment Assertiveness Exercise</p>
10	Learning Attitude & Styles	<ul style="list-style-type: none"> • Openness to learning • Flexibility of thoughts • Not being opinionated • Being aware 	<p>Inspirational Video Activity: The Learning Type Test (How do I learn best?)</p>

Course Coordinator: Dr. Sujata Kapoor

Date: June 27, 2020

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20M11BEC11: ECONOMICS FOR BUSINESS AND GOVERNMENT
MBA-Semester– I (2020-2022)

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 class environment but will communicate the changes in the class and in advance.

Course Credit: 4

Learning Facilitator: Dr Sweta Goel

Target learners: MBA (2020-22 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, Fourth Floor

Meeting Time: By Appointment

PHONE: 0120 - 2400974 EXT 482

EMAIL ID: sweta.goel@jiit.ac.in

1. Course Introduction

Economics is concerned with the application of economic principles and methodologies to business decision problems, both at micro and macro level. In this course, students will increase their understanding of economics and learn a variety of techniques that will allow them to solve business problems.

2. Course Objectives

- To use managerial economics concepts in business decision-making
- To build economic models for business decision-making
- 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.
- To relate the economic concepts to Economic news

3. Course Outcomes (CO)

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

CO Code	Description	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C109.1	Understand basic concepts of economics for business and government	2	3	2	2	1	1	2	1	1	3
C109.2	Make use of the concepts related to managerial economics for business decision	3	3	3	3	1	2	2	2	3	3

C109.3	Analyse micro and macroeconomic environment for business and Government	4	3	3	3	2	2	2	3	3	3
C109.4	Evaluate firm level and government level policies and their impact on business decisions	5	3	3	3	3	3	3	3	3	3
C109	Average		3.0	3.0	3.0	2.0	2.0	2.0	2.0	3.0	3.0

4. Pedagogy:

The course is divided into modules which together provide various dimensions of use of information for analysis and decision making across an organization. Case analysis is an important pedagogical tool used for this course.

5. Text Book:

- Managerial Economics by Salvatore and Rastogi - 9E, Publisher-Oxford
- Managerial Economics by Vanita Agarwal, Pearson Publications

6. Additional Readings and References:

- Macroeconomics by BURDA and WYPLOSZ, 6th Edition, Oxford publisher
- Richard T. Froyen, Macroeconomics: Theory and Policies, 8e, Pearson Education Limited

7. Evaluation Components:

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

7.1 Quiz

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 Assignments

Students would be evaluated on their understanding of the concepts discussed in the class and the applications in real world.

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 2 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	Name of the module	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC /Online resources/Videos
1-6	Module 1: Fundamentals of Economics	Introduction, Market demand and Supply, Market Equilibrium, Supply, Demand, and price: The Managerial Challenges, The economic concept of elasticity, The price, income and cross elasticity of demand, Other elasticity measures, elasticity of supply.	Chapter 1, 2 and 3 (Salvatore and Rastogi)	Unsolved problems: 4-11 (chapter 2) Unsolved problems: 2-6 (chapter 3) Case problem set: A (chapter 2 and 3)
7-12	Module 1: Fundamentals of Economics	Cost: Short-run and long-run cost curves, Production: Law of diminishing returns, returns to scale, Producer equilibrium, Algebraic forms of production function	Chapter 7 and 8 (Salvatore and Rastogi)	Unsolved problems: 4-10 (chapter 7) Unsolved problems: 12-16 (chapter 8) Case problem set: B (Chapter 8)
13-18	Module 2: Concept of National Income and Unemployment	Introduction to Macro Economics: concept and need, National Income Aggregates, GNP, GDP, national income, personal income, National Income Account, Measurement of national Income: concept and problems.	Chapter 16 (Vanita Agarwal)	Review questions (chapter 16)
19-24	Module 3: Aggregate Demand and Aggregate Supply	Stocks and Flows, Equilibrium and Disequilibrium, Statics, Dynamics and Comparative Statics, Partial Equilibrium and General Equilibrium, Say's Law	Chapter 17 and 18 (Vanita Agarwal)	Review questions (chapter 17)
25-31	Module 3:	Output and Employment in	Chapter 17	Review questions

	Aggregate Demand and Aggregate Supply	Classical Model, Production Function, Labour Market in Classical Theory, Demand for Labour, Supply for Labour, Determination of Employment, Real Wage Rate and Output, A Criticism to Classical Model	and 18 (Vanita Agarwal)	(chapter 17 and 18)
32-36	Module 4: The Role of Government and Central Bank in the Economy	Balance of payment, Current account, Capital account, Official international reserve account, disequilibrium in the balance of payments	Chapter 24 (Vanita Agarwal)	Review questions and case study (chapter 24) HBS: "Remaking Singapore" Michael E. Porter, Boon Siong Neo, Christian H.M. Ketels
37-42	Module 4: The Role of Government and Central Bank in the Economy	Monetary Policy: concept, instruments, development in India and its limitations. Fiscal policy: meaning, instruments and limitations, full employment budget surplus, crowding out and its importance	Chapter 25 (Vanita Agarwal)	Review questions (chapter 25) HBS: "Fiscal Reforms and Abandonment of Mines" Ujjwal Tah and Rajalaxmi Kamath
43-45	Module 1-4	Revision, doubt clearing, presentations.	All syllabus	Doubt clearing, practice problem, revision and presentations.

Course Coordinator: Dr. Sweta Goel



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17M11BIS11 : Management Information Systems

Semester I

August – December, 2020

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:	MBA (2020-22 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

1. Course Introduction

Developing and using Management Information Systems (MIS) effectively requires an understanding of the business organization, management and information technology. The overall objective of this course is to expose the student to the full range of management issues raised by information technology. After an overview of the conceptual foundations underlying all information systems, the course deals with MIS applications and covers specific types of information systems including decision support systems, executive information systems, expert systems, and office automation. MIS applications development is discussed, encompassing information resource planning, systems analysis, design, and implementation. The course covers the management, control and security of MIS resources, and societal and international issues. Students will gain an understanding of business concepts and develop skills in solving management problems using software.

2. Course Objectives

This course intends to make students aware of the concepts and application of Information technology and Systems. The broad objectives of this course are to familiarize students with:

- Fundamentals of Information Systems
- To understand the support of information system in key business functions.
- Data Communication , the internet , e-commerce and global information systems
- IS Development , Enterprise Systems
- Emerging Trends in Information Systems

3. Course Outcome

At the end of the course, the students shall develop the knowledge and skills to be able to

CO Code	CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C106.1	Understand the role of MIS in organizations for business strategy and competitive advantage	3	2	2	2	1	1	1	1	3
C106.2	Apply MIS use in functional areas, MSS and Intelligent Information Systems.	3	3	3	3	3	1	3	1	3
C106.3	Analyze issues relating to MIS management including system development and implementation and its impact on workplace, ethics and security	3	3	2	2	2	1	1	1	1
C106.4	Evaluate the issues related to managing Enterprise Systems and global information systems and aligning MIS with future technological developments of the information age.	3	3	3	3	3	1	3	1	1
C106	Average	3	2.75	2.5	2.5	2.25	1	2	1	2

4. Text Book:

Core Textbook

Management Information Systems 11e

Ramesh Behl, James O'Brien, George Marakas, McGrawHill, 786 pages

5. Additional Readings and References:

- Management Information Systems, Laudon and Laudon, 15th Edition, Pearson
- Management Information Systems, 6th Edition by Paige Baltzan McGraw hill
- IT for Management, Ramesh Behl McGrawHill

Additional Case Studies:

- How Toyota turns workers into problem solvers
- IT in IT – Income Tax Department
- The Silo lives!
- Unilever – a Case Study
- Open to Collaboration – Yes Bank
- Passage to Rural India – ICICI Bank
- Ready, Set, Go – Hyundai India

- Pumping IT up – HPCL
- Tearing Inventory down – HT Media
- Harvesting IT benefits – IFFCO
- Weathering Heights – HCC
- IT on Wheels – Maruti Udyog
- Creaming the Markets – Emami
- Creating a Shopper’s Paradise – Shopper’s Stop
- Dial IT for Integration – Bharti Airtel
- Insuring against Paper Pushing – HDFC Standard Life Insurance
- On the Right Track – Indian Railways
- Cures on a large Scale – Max Healthcare
- On e-wings and a network – Indian Airforce
- Customer Relationship Magic – Airtel
- Perfecting Its run up – ITC
- Making Way for new Technologies – Pantaloon Retail
- Innovation on Track – CRIS
- Hit the Suite Spot – Taj Group
- No more Queues – e-Seva

6. Evaluation Details:

S. No.	Components	Weightage(%)	Tentative Week
1	T1	20	As per schedule
2	Quiz	10	4-6
3	T2	20	As per schedule
4	Field-Work Report& Presentation	15	8-10
5	T3(End-Term Exam)	35	As per schedule
Total		100	

6.1 Quiz on topics covered (10%)

Each student must appear in the quiz component which will be held in one of the classroom session after mid-term.

6.2 T1 & T2 (40%)

T1 and T2 exams 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 test on concepts and application. 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.

6.3 Field-Work Report (15%)

The following are required in field-work

1. Each student has to submit a project report on MIS activities of different organizations - preparation of report using MS Word latest by week 10.
2. Presentation on the prepared report in class room to enhance presentation and communication skills using Flip Class mode.

6.4 T3 End-Term Exam (35%)

End-Term Exam 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.

7. Pedagogy

1. The course will involve a healthy balance of classroom discussion and experiential activities which will generally include a mixture of lectures and Research Project.
2. Papers will also be assigned during the semester, and instructor notes will be available.
3. Internet Sites

The following sites are very good gateways into the mass of resources available relating to Information Systems concepts and implementation issues.

<http://www.cio.in>

<https://www.dqindia.com/>

<http://www.ittoolbox.com>

<http://www.bitpipe.com>

<http://www.computerworld.com>

8. Session Plan:

Session	Theme of the day	Lecture Topics	Chapter/ Readings	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-2	<u>Information Systems Overview</u>	<ul style="list-style-type: none"> • Information Systems in Daily Life • The Fundamental Roles of 'IS' in Business • Trends in Information Systems • The Role of e-Business in Business 	Chapter 1	Case 1. eCourier pg. no. 4 Case2. Cablecom pg. no. 5 <i>Newspaper Article : Microsoft & other tech companies wage war on disease-carrying mosquitoes (TOI)</i>
3-4	<u>Foundation concepts: The components of information systems</u>	<ul style="list-style-type: none"> • System Concepts: A Foundation • What Is a System? Components of Information Systems • Information System Resources • Information System Activities • Recognizing Information Systems 	Chapter 1	Case 3. Digital Disruption pg. no. 46
5-6	<u>Types of Information Systems</u>	<ul style="list-style-type: none"> • Types of Information Systems • Operations Support Systems • Management Support Systems • Other Classifications of Information Systems 	Chapter 1 & 6	Case 4. Spark Batteries Ltdpg. no. 52 Application exercises
7-9	<u>Intelligent Information Systems</u>	<ul style="list-style-type: none"> • Decision Support Systems , DSS Components • Online Analytical Processing , OLAP Examples • Using Decision Support Systems , 	Chapter 6	Case 5. Indian Distributors Ltd.pg. no. 334

		<p>What-If Analysis, Sensitivity Analysis, Goal-Seeking Analysis</p> <ul style="list-style-type: none"> • Executive Information Systems , Features of an EIS, Enterprise Portals and Decision Support • Enterprise Information Portals • Knowledge Management Systems • AI, Expert Systems , VR, RFID, QR Codes, Neural Networks 		
10-11	<u>Security, Ethical and Societal Challenges of IT</u>	<ul style="list-style-type: none"> • Ethical Responsibility of Business Professionals • Technology Ethics • Ethical Guidelines • Computer Crime Hacking and Cracking • Cyber-Theft , Cyber-terrorism , Unauthorized Use at Work , Software Piracy , Theft of Intellectual Property , Computer Viruses and Worms , Adware and Spyware • Cyber Security and Cryptography 	Chapter 11	<p>Case 6. Ethics, Moral Dilemmas, and Tough Decisions: The Many Challenges of Working in IT pg. no. 689</p> <p><i>Newspaper Article :</i> <i>Digitization push has raised cyber crime risks: IIT study</i> <i>Newspaper Article: Cyber attacks becoming more sophisticated, brazen</i></p>
12-13	<u>Database Systems, Data Warehouse and Data Mart</u>	<ul style="list-style-type: none"> • Database management system • Database Structures • Types of Databases • Data Warehouses, Data Marts and Data Mining • Big Data 	Chapter 8	<p>Case 7. Applebee's, Travelocity, and Others: Data Mining for Business Decisions</p> <p><i>Newspaper Article : Not just friends, taxmen too checking out FB holiday pics</i></p>
14-15	<u>Managing Enterprise Systems And Global Information Systems</u>	<ul style="list-style-type: none"> • Managing at the enterprise level • Customer Relationship Management: the Business focus • Enterprise Resource Planning: the Business Backbone • Supply Chain Management: the Business network 	Chapter 4	<p>Case 8. NetSuite Inc., Berlin Packaging, Churchill Downs, and Others: The Secret to CRM is in the Data pg. no. 195</p>
16-17	<u>Business Applications: E-Commerce & E- Governance</u>	<ul style="list-style-type: none"> • e-Commerce Fundamentals • Introduction to e-Commerce, The Scope of e-Commerce • e-Commerce Technologies, Categories of e-Commerce • Electronic Payment Processes • e-Commerce applications and issues 	Chapter 5	<p>Case 9. LinkedIn, Umbria, Mattel, and Others: Driving the "Buzz" on the Web pg. no. 219</p>
18-20	<u>Developing IS Solutions</u>	<ul style="list-style-type: none"> • Systems Analysis and Design • The Systems Development Life Cycle • Feasibility Studies, Systems Analysis, Organizational Analysis, Analysis of the Present System, Functional Requirements Analysis 	Chapter 10	<p>Case 10. JetBlue Airways, WestJet Airlines, and Others: The Difficult Path to Software Upgrades pg. no. 586</p>

		<p>and Determination</p> <ul style="list-style-type: none">• System Development Methodologies , Waterfall Model, Prototyping, Incremental, Spiral, Rapid Application Development (RAD), Agile Method• Implementing Information Technology• End-User Resistance and Involvement, Change Management		
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Course Coordinator: Dr. Vishal Gupta

Date: June25, 2020



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18M11BHR11: Organizational Behavior

Semester-I

Course Outline

September- 2020 - Jan 2021

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. Rajnish Kumar Misra
Target learners:	MBA (2020-22 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, IV Floor
Meeting Time:	on Days other than sessions between 3-5pm
Phone:	0120 - 2594471
Email ID:	rajnish.misra@jiit.ac.in

1. Course Introduction

An organization, like human being continuously adapts itself to changes in the competitive environment. Its effectiveness depends on the motivation and behavior of the workforce. To capitalize on the capabilities of the workforce, it must have appropriate incentives, develop effective teams, design an attractive job environment, and manage the dynamics of organizational change. By understanding the principles of organizational behavior, the students would acquire a deeper knowledge of how they relate to other members of the organization, organization system and organization culture. This course is designed to enhance the understanding of students regarding organizational processes, their impact on individual performance and organization effectiveness. The sessions would be interactive using a combination of lectures, individual and group discussions, presentations and introspection.

2. Course Objective

This course's objective is to:

- Familiarize students with the fundamentals of Organization Behavior and enhance their appreciation of these concepts and the application to various Organizational management processes.
- To understand how individual, group and organizational behavior effect Individual and organizational outcomes.
- To develop their understanding, abilities and skills to manage stress and enhance their wellbeing in an organization.

3. Course Outcomes

The present course will substantiate the following outcomes for the students:

NBA Code	Course Outcomes	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C104.1	Understand impact of work environment variables on behaviour in organizations	2	3	2	1	1	1			2	3
C104.2	Identify individual and group characteristics and appreciate the link contributing to the emergence of Organizational Behaviour and culture	2	3	3	3	2	3				3
C104.3	Apply techniques in managing self and others in the organization.	3	3	3	3	2	3	3			
C104	Average		3.00	2.67	2.33	1.67	2.33	3.00	###	2.00	3.00

4. Pedagogy

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

5. Text Book:

- Nelson L., John Quick., Khandelwal, P. – ORGB -Organizational Behaviour, Cengage Learning – 3rd Ed.

6. Additional Readings and References:

- Robbins, S.P., Judge, T.A., and Vohra. N., “Organizational Behaviour”, Pearson Education, 16th Edition.
- Griffin, R. W. and Moorhead-“Managing Organizational Behaviour”,(10th ed.) Cengage Learning
- Luthans, Fred, - Organizational Behaviour (Mc Graw Hill,) 1998, New Delhi.
- Jerald Greenberg.-“Behaviour in Organizations”, 2012(10th ed.) PHI Learning
- Robbins, Judge,Vohra,“Organizational Behavior”,(14th ed.), Pearson.

SWAYAM Portal: https://swayam.gov.in/nd1_noc20_mg51/preview or https://swayam.gov.in/nd1_noc20_mg51/preview

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Assignment	10%	2-8
2	Quiz	15%	3, 8 & 12
3	T-1	20%	4
4	T-2 Test	20%	10
5	End Term Test	35%	14

7.1 Assignment (10%)

The students will read Case studies / situations, analyze and prepare a write-up mentioning the problems and proposed solution in the case / situations.

7.2 Quiz (15%)

The students would be taking a quiz in class that will reflect the understanding of the concepts covered during the course.

7.3 T-1-Test (20%)

T-1-Test will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' objective / short / descriptive questions based test 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.

7.3 T - 2-Test (20%)

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 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 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:

Session .No	Lecture Topics	Text Book Chapter/ Readings	Cases/Activities/Exercises
1-3	<p><u>Organization Behavior- Introduction & Challenges</u></p> <ul style="list-style-type: none"> • Organizational Behavior – Overview & Meaning • Evolution of Management thought: Scientific, Administrative , and Human Resource Management • Types of individual behavior in Organizations • Technological changes and organizational Behavior • The new age manager and Organization Behavior • Challenges & Opportunities for OB 	<p>## chapter – 1</p> <p>Nelson &Quick – ORGB</p> <p>Jerald Greenberg.-“Behavior in Organizations”, 2012(10th ed.) Chapter 1.</p> <p>Moorhead & Griffin - Managing Organizational Behavior”,(10th ed.)Cengage Learning ,Chapter 1</p>	<p><i>Exercise: What about You? Learning Style Preference.</i></p>
4-5	<p><u>Workforce Diversity</u></p> <ul style="list-style-type: none"> • Nature of workforce Diversity • Biographical characteristics and abilities • Implementing diversity management strategies • workforce Diversity and Globalization • Implications for Managers • Changing expectations and engaging a diversified workforce • Abilities and intelligence at work • The role of disabilities in the workplace • What it takes to succeed: Skill types & determinants 	<p>## chapter- 2</p> <p>Nelson &Quick, ORGB – chapter- 2</p> <p>Jerald Greenberg.-“Behavior in Organizations”, 2012(10th ed.) Chapter 4.</p> <p>Moorhead & Griffin - Managing Organizational Behavior”,(10th ed.)Cengage Learning ,Chapter 2</p>	<p><i>Exercise: What about you: What do you know about harassment?</i></p>
6-7	<p><u>Making Sense of the world : Perception and Learning</u></p> <ul style="list-style-type: none"> • Social perception and social identity • Perceptual Biases: Systematic errors in perceiving others. • Attribution theory & Stereotyping • Impression Management • Classical & Operant Conditioning • Organizational practices using reward and punishment • Essentials of learning organizations. 	<p>## chapter- 3 and 6</p> <p>Nelson &Quick – ORGB– Jerald Greenberg.-“Behavior in Organizations”, 2012(10th ed.) Chapter 3</p> <p>Moorhead & Griffin - Managing Organizational Behavior”,(10th ed.)Cengage Learning ,Chapter 3</p>	<p><i>Exercise: What about you? Are you high on Self-Monitor?</i></p>
8-10	<p><u>Individual Differences: Personality & Values</u></p> <ul style="list-style-type: none"> • Personality determinants-Nature v/s nurture • Self Concept - the “I” in self evaluation • Positive and negative affectivity • Major work related aspects of personality • Terminal , instrumental & generational values • Linking individual values to workplace: Person job fit/ person organizational fit • Global implications and value systems 	<p>## chapter-3</p> <p>Nelson &Quick – ORGB</p> <p>Jerald Greenberg.-“Behavior in Organizations”, 2012(10th ed.) Chapter 4</p>	<p><i>Exercise: MBTI personality test.</i></p>
11-12	<p><u>Individual Differences: Emotions and Stress</u></p>	<p>## Chapter – 4 and 7</p>	<p><i>Self Assessment</i></p>

	<ul style="list-style-type: none"> Understanding the nature of Emotions and Moods Emotional intelligence at work Application of emotions and moods in individual and organizational behavior Nature and types of stressors Physiological and psychological conception of stress Stress Management and interventions in the workplace Coping and well being Work life Balance 	Nelson &Quick – ORGB– Jerald Greenberg.-“Behavior in Organizations”, 2012(10 th ed.) Chapter 5.	<i>What is my emotional intelligence score?</i>
13-14	<p><u>Individual Differences: Work related Attitudes and Job Satisfaction</u></p> <ul style="list-style-type: none"> Components of attitude Major Job Attitudes: Prejudice, Job Satisfaction and Organizational Commitment Meaning of job satisfaction Factors causing job satisfaction Outcomes of job satisfaction and dissatisfaction 	## chapter- 4 Nelson &Quick – ORGB Jerald Greenberg.-“Behavior in Organizations”, 2012(10 th ed.) Chapter 6.	<i>Exercise : What are the most important factors to your job attitude</i>
15-17	<p><u>Foundations of Employee Motivation</u></p> <ul style="list-style-type: none"> Individual motives, drives and needs Content and Process Theories of motivation Motivation through Rewards and recognition Performance enhancement by motivating Motivating for organizational fit. 	## chapter- 5 Nelson &Quick – ORGB– Jerald Greenberg.-“Behavior in Organizations”, 2012(10 th ed.) Chapter 7	<i>Case: The Dabbawalas of Mumbai- Kumar, Margulis & Motwani</i>
18-20	<p><u>Group Dynamics and Work Teams</u></p> <ul style="list-style-type: none"> Types of Groups and its formation Group Function, Members role, hill interaction matrix, model of group systems 	## Chapt 7 Nelson &Quick – ORGB	The Narmada River Story (E) Case Study
21-22	<p><u>Decision making</u></p> <ul style="list-style-type: none"> Rational Choice Paradigm of Decision Making Bounded Rationality in decision making The link between individual perception and decision Making Influences on decision making : Individual differences and organizational constraints Role of ethics in decision making Group Think, Group Decision Making, Group Polarization emotional style of group relations 	##chapter-10 Nelson &Quick – ORGB Jerald Greenberg.-“Behavior in Organizations”, 2012(10 th ed.) Chapter 10	<i>Exercise: Creative or logical Problem solving: What is your preference?</i>
23-24	<p><u>Leadership - Issues and Prospects</u></p> <ul style="list-style-type: none"> Types of Leadership Approaches to Leadership 	##Chapter 12 Nelson &Quick – ORGB–	Leadership attributes (Exercise) Leadership (Video) Case Study
25-26	<p><u>Organizational Power, Conflict & Politics</u></p> <ul style="list-style-type: none"> Power, bases of Power, political perspective, how to protect self-interest & conflict process 	##Chapter 11 and 13 Nelson &Quick – ORGB–	Understanding Power dynamics (E), Delegate power or keep it close (C), Ugly Orange (E)

27-28	<p style="text-align: center;"><u>Organizational Structure -</u></p> <ul style="list-style-type: none"> • Types of Structure • Design Options • Organizational Forms 	## Chapter 15 Nelson &Quick – ORGB	HBS Case : DRW Technologies
29	<p style="text-align: center;"><u>Organizational Culture</u></p> <ul style="list-style-type: none"> • Culture defined, • Types of culture, • Influence of culture 	## Chapt 16 Nelson &Quick – ORGB–	Peacock in the land of penguins (V)
30	<p style="text-align: center;"><u>Organizational Development & Change</u></p> <ul style="list-style-type: none"> • What is OD? Types of Change; OD Interventions 	##Chapt 17 Nelson &Quick – ORGB–	Change Video

Course Coordinator: Dr. Rajnish Kumar Misra

Date: June 25, 2020