Jaypee Business School

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A-10, Sector 62, NOIDA, 201 309, INDIA, www.jbs.ac.in

19B11BHR11: Organizational Behaviour
Semester II
January 18– May 20, 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. The same will be communicated in the class in advance.

Course Credit:	**3**
Learning Facilitator:	**Dr. Mitushi Singh**
Target learners:	**BBA (2020-23 Batch) Semester II**
Learning Days:	**As per time schedule**
Learning time:	**As per time schedule**
Learning Rooms:	**As per time schedule**
Faculty Office:	**Arya Bhatt Bhawan,III Floor**
Meeting Time:	**By Appointment**
Phone:	**9953939404**
Email ID:	**mitushi.singh@jiit.ac.in**

1. **Course Introduction:**

People behave differently in different situations. It is important to understand the causes behind behavior of people. Behavior is influenced by oneself, others as well as leaders in organization. Further it is equally important to understand the problems and difficulties in making changes in ones behavior based on culture and also changes as a result of organizational environment.

2. **Course Objective:** – Understanding the dynamics of individual and interpersonal interaction in organisational settings. Develop student's insight for personal and interpersonal growth, as well as, group formation, functions, and their organizational dynamics for effective management.

3. **Course Outcome:**
At the end of the course, the student will be able to:

Course Outcomes	PO1	PO2	P03	PO4	PO5
Understand the individual variables and group dynamics and their impact on behaviour of employees.	2	3	2	3	2

Apply behaviour management models for managing self and others in the organization.	3	3	3	3	2
Analyze the impact of individual and group behaviour on organizational culture and employee performance	4	3	3	2	2
Average		**3**	**3**	**3**	**2**

4. **Pedagogy**
   The course will involve classroom discussion, experiential activities and examples from actual organizations to illustrate how systems are implemented.

5. **Text Book: Recommended Books/ Text**
   Stephen P. Robbins,**Timothy A Judge, Essentials of Organizational Behavior,** 14th Edition, Pearson Education.

6. **Additional Reading and books:**
   a. McShane S.L., Glinow M.A.V. & Sharma R.R., **Organizational Behavior**, 10th Edition, TMH.
   b. Forsyth D. R., **Group Dynamics,** 8th EditionThomson Leaning.

7. **MOOC Registrations:** Swayam Portal– Organizational Behavior
   Begins – 13-Jan-2021
   Duration- 8 weeks

8. 1 - **Evaluation Details:**

Sl. No.	Component	Weightage (%)	Tentative date of completion
1	Assignments	10%	**(14/02/2021)**
2	Quiz	15%	**(05/03/2021)**
3	T1 and T2 Test	20% + 20%	**04/04/2021**
4	End Term Test	35%	15/05/2021

8.2 Assignments (10%)
There will be small cases given to the students within the class for analysis. The analysis test will be conducted at the above mentioned dates.

8.3 Quizzes (15%)
Quiz will be administered on all the chapters covered from the text book thrice during the semester.

8.4 T1 and T2 Test (20%+20%)
T1 and 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.

8.5 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	Topic	Issues to be discussed	Readings	Case/Assignments
1-3	**Introduction to OB**	Definition & goals of organizational behavior.	Chapter-1	

4-5	**Attitudes & job-satisfaction**	ABC model, cognitive dissonance theory, job satisfaction and productivity.	Chapter-2 Pg. 47-59	Brain Teasers
6-7	**Perception & individual decision making**	Factors influencing perception, Attribution theory, shortcuts, decision making models & ethics	Chapter-5 Pg.95 - 112	Video case: The eye of the beholder
8-9	**Personality and Values**	Determinants of personality, trait and type approaches, Types of values, values across cultures	Chapter-4 Pg. 47-68	Exercise: The Narmada River
10	**Emotions**	Emotions, emotional intelligence & job performance	Chapter 3 Pg. 69-76	PT Inventory
11-13	**Motivation: theories & implications**	Basic motivation process & theories of motivation, MBO, employee recognition and involvement programs	Chapter-7 & 8 Pg. 130 - 149	**Case:** Kalinga Fero Alloys
14-15	**Interpersonal interaction**	Transactional – analysis	Rm. Pg. 46	Exercise: Johari window
16	**Group dynamics & formation**	Classification of groups, stages of development and group structure	Chapter 10 Rm. Pg. 182-199	The sad saga of the Sastri hall hostel kitchen.
17-19	**Group influence & performance**	Sources of influence, group decision making, group & task performance;	Chapter 10 Pg.84-88 Rm.	How can decision making be improved?
20-22	**Team effectiveness**	Transition from Group to teams, Team dynamics, effectiveness model, & cohesiveness, Creative Effective teams	Chapter –11	Tower building exercise.
23-24	**Conflict & negotiation**	Transitions in conflict thought, conflict management techniques & negotiation process	Chapter – 14	Role-play
25-27	**Issues in leadership**	Leadership theories & contemporary issues	Chapter -12	Case: leadership style. Rm. 89-92
28-29	**Power & politics**	Types of power, power in groups: coalitions	Chapter-13	Rm. 95-98
30-34	**Organizational Processes**	Organizational structure & design	Chapter-15	**Case: The ABB way**
35-40	**Organizational culture & change**	Functions and components of OC, Managing change through organizational development & contemporary issues	Chapter-17	**Video Case:** Peacock in the land of penguins.
40-42	**Organizational dynamics**	Valuing Diversity, Emerging trends in OB	Chapter 7, Reading material	**A corporate marriage made in heaven (not!)**

Course Title: Financial Management
Course Code: 19B11BAF12

Learning Facilitator: Dr Sweta Goel
Target learners: BBA (2020-23 Batch), Semester - II
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
PHONE: 0120 - 2400974 EXT 482
EMAIL ID: sweta.goel@jiit.ac.in

1. Course Introduction:

This course deals with the theory and practice of financial management. This course exposes the participants to various methods used by finance managers in solving practical problems. It formalizes real world situations by using models and techniques suggested by the theory.

2. Course Objectives
- To familiarize the students with the principles and practices of financial management.
- Understand different forms of business, finance and finance functions.
- Apply concepts of investment, financing and dividend functions.
- Analyse proposals and plans to make financial decisions.

3. Course Outcomes
At the end of the course, the students will be able to:

CO Code	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C121.1	Understand different forms of business, finance and finance functions.	2	3	2	1	1	3
C121.2	Apply concepts of investment, financing and dividend functions.	3	3	3	3	2	3
C121.3	Analyse proposals and plans to make financial decisions.	4	3	3	3	3	3
Average			**3.00**	**2.67**	**2.33**	**2.00**	**3.00**

4. Pedagogy:

The course is divided into four 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:

"Financial Management- Text, Problems and Cases" by M.Y. Khan and P.K. Jain, 8E, Publisher-McGraw Hill

6. Additional Readings and References:

a. **"Financial Management"** by R.Shrivastava and A.Misra 2e, Publisher- Oxford.
b. **"Fundamentals of Financial Management"** by Van Horne, 13E, Publisher- Pearson.

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%	4th Week
3	T2	20%	8th Week
4	T3	35%	14th Week

7.1 Quiz

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

7.2 Assignments

Students would be evaluated on their understanding of the concepts discussed in the classand 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 chaptersin 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. Anyviolation 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. Anyviolation 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 'closedbook' 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 willresult in disciplinary action.

8. Session Plan

Session	Name of the module	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC /Online resources/Videos
1-3	Module 1: **Introduction To Financial Management**	*Nature, scope and objective of Financial Management, Time value of money*: Present value and Future Value of single amount and a series of cash flows.	Chapter 1 and 2	Unsolved problems: 2.4, 2.9, 2.10, 2.11, 2.12
4-6	Module 1: **Introduction To Financial Management**	Annuity: Present value and future value of Annuity. *Risk and return* (including Capital Asset Pricing Model)	Chapter 2 and 3	Unsolved problems: 3.7, 3.8, 3.16, 3.17, 3.18, 3.21, 3.22, 3.23 *Case Study: Sorbond Industry*
7-11	Module 1: **Introduction To Financial Management**	Valuation of long-term securities.	Chapter 4	Unsolved problems: 4.4, 4.5, 4.10, 4.11, 4.14 *Mini Case: 4.C.1*
12-18	Module 2: **Investment Decision**	Capital Budgeting: Estimation and Techniques. Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index.	Chapter 9	Unsolved problems: 9.6, 9.12, 9.13, 9.14 *Case problem: The Acme Blivet Company*
19-22	Module 2: **Investment Decision**	Risk in Capital budgeting – Certainty Equivalent Approach and Risk-Adjusted Discount Rate.	Chapter 12	Unsolved problems: 12.5, 12.6, 12.13, 12.14, 12.16
23-28	Module 3:	Sources of long-term financing	Chapter	Unsolved problems:

	Financing Decision, Cost of Capital and Capital Structure	Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital.	11	11.13, 11.14, 11.15, 11.18, 11.19 *Case problem: Silicon Wafer Company*	
29-32	Module 3: **Financing Decision Cost of Capital and Financing Decision**	Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage	Chapter 19	Unsolved problems: 19.4, 19.13, 19.14, 19.15, 19.16 *Case Problem: Cographer Dictionary Co.*	
33-42	Module 4: **Dividend Decisions**	Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Dividend policies in practice.	Chapter 29 and 30	Unsolved problems: 29.3, 29.4, 29.5, 29.11, 29.12, 29.14, 30.2, 30.3, 30.10	
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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19B11BMM11: Marketing Management
BBA Even Semester
January – May, 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	:	4
Learning Facilitator	:	Dr. S. Suresh
Target learners	:	BBA (2020-23 Batch), Even Semester

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

CO Code	CO	Blooms Taxonomy Level	PO1	PO2	PO3	PO4	PO5
C107.1	Understand the basic concepts of marketing management.	2	3	3	2	2	2
C107.2	Apply marketing principles for making marketing mix decisions.	3	3	3	3	2	1
C107.3	Analyse the impact of dynamic business scenario on marketing decision.	4	3	3	3	2	1
C107	Average		3	3	3	2	1

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. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative date of completion
1	Quiz	10%	**16/02/2021**
2	Project	15%	**30/03/2021**
3	T1-Test	20%	**As per Schedule**
4	T2-Test	20%	**As per Schedule**
5	End Term Test	40%	**As per Schedule**

7.1 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.

7.2 Quizzes (10%)
Quiz will be administered on all pre announced chapters covered from the text book thrice during the term.

7.3 Project (10%)
Project will be assigned to a small group of students. Students will have to choose a project in consultation with the instructor.

7.4 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.

7.5 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.

7.6 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.

8. 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 Needs Wants Demands Marketing Mix Segmentation, Positioning and Targeting	Chapter 1 Text Book	Case (i)Nike (Page 28) (ii) Harley Davidson (Page 98)
6-10	**Marketing Concepts** Production Concept Product Concept Selling Concept Marketing Concept Holistic Marketing Concept 4 Ps of Marketing 4 As of Marketing	Chapter 1 Text Book	Case (i)Ferrero (Page 131) (ii) Intuit (Page 162)
11-15	**Analyzing Markets** External Factors Influencing Consumer Behaviour Internal Factors influencing Consumer Behavior 5 Stage Process of Consumer Decision Process Analyzing Business Markets Conducting Marketing Research	Chapter 6, 7, 8	Case (i)Ikea (Page 196) (ii) L'Oreal (Page 262)
16-20	**Building Strong Brands** Segmenting Consumer Markets Market Targeting Developing Positioning Creating Brand Equity Addressing Competition	Text Book Chapter 9,10,11,12	Positioning and Branding for a Small Business (315)
21-25	**Product Management** Product classification Product Differentiation Nature of Services Managing Service Quality 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	**Sales and Distribution** Sales Management Role of Marketing Channels 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: January, 2021

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19B21BGM13: Business Statistics and Analytics
Semester II

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 (42 hours)**
Course Coordinator   **Prof. Ajit Kumar**
Target learners: **BBA (2020-22 Batch), Semester-II**
Learning Days: **As per time schedule**

Learning time: **As per time schedule**
Learning Rooms: **As per time schedule**
Faculty Office: **Arya Bhatt Bhawan II, 4thFloor**
Email ID: ajit.kumar@jiit.ac.in

Course Description:

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.

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.

Course Outcomes

After this course, students will be able to:

COURSE OUTCOMES		COGNITIVE LEVEL
C133.1	Understand the basic concepts of business statistics.	Understand Level(Level 2)
C133.2	Apply concepts and methods of statistics for business problems.	Apply Level (Level 3)
C133.3	Analyze statistical data to make decisions.	Analyze Level (Level 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.

Evaluation:

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

Session Plan:

S. No.	Topics	No. of sessions in Hour
1	Introduction: Data Measurement, Frequency Distribution	2
2	Graphical Presentation of Data	3

3	Descriptive Statistics: Measures of Central Tendency, Measures of Dispersion	4
4	Correlation Analysis: Types of correlation, Methods of simple correlation- Scatter diagram	4
5	Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient,	4
6	Regression Analysis, Regression vs. Correlation, Linear Regression, Regression lines	4
7	Probability Distribution: Fundamental Concepts of Probability,	3
8	Laws of Probability	6
9	Hypothesis testing: Types of Hypothesis	4
10	Parametric Tests (t-test, z-test, F-test)	4
11	Non-Parametric Test (Chi-square test,Sign test)	4
	Total	**42**

Recommended Text Book
1. Business Statistics, Naval Bajpai, Pearson Education

Additional Readings and References
1. Complete Business Statistics, Aczel Amir D and JayavelSounderpandian, McGraw Hill
2. Statistics for Management, N. Chandrasekaran and M. Umaparvathi, PHI Learning
3. Business Statistics, David M. Levine, Kathryn A. Szabat, David F. Stephan, and P. K. Viswanathan, Pearson Education

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BBA 2020-23 Course Description

Course Title: Technology, Governance and Business Ethics
Course Code: 20B11BGM26   **Credits: 3**
Nature: Core

Technology , Governance and Business Ethics
Semester II
January – May, 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. Gobinda Gopal Mitra**
Target learners: **BBA (2020-23 Batch), Semester II**
Learning Days: **As per time schedule**
Learning time: **As per time schedule**
Learning Rooms: **As per time schedule**
Faculty Office: **Arya Bhatt Bhawan II, 4th Floor**
Meeting Time: **By Appointment**
Phone: **0120 - 2400974 Ext. 479**
Email ID: **gg.mitra@jiit.ac.in**

1. **Course Introduction**

   Governance has emerged as an important academic discipline. Governance and Ethics brings together an interdisciplinary approach to the management, ethics and corporate social responsibility. The course aims at enhancing awareness of ethical issues connected with international corporate decision-making and provides students with business strategies and frameworks that assist in the analysis and resolution of ethical problems.

2. Course Objective

The learning objective of this course:
   a. Learn various aspects of Governance – both Government and Business.
   b. Learn usage of Technology in ultimate outcome of financial accounting in the form of profit & loss account, balance sheet and cash flow statement with supporting notes/ statements and reports.
   c. Learn Ethics for practice in social and business Fields.

3. Course Outcome

At the end of this course, students willbe able to
   • Understand the concepts of e-governance and its importance and usability for Digital India
   • Apply the IT knowledge and tools for facilitating e-governance
   • Analyse ethical issues regarding the use of information technologies in business.
   •

CO Code	Description	BTL	PO1	PO2	PO3	PO4	PO5
1	Remember and understand the fundamentals of Technology, Governance and Ethical practices business life.	3	1	1	1	1	3

2	Apply Technology and Ethics in Governance	3	3	1	1	1	3
3	Analyze the result of usage of Technology and Ethics in Corporate Governance	3	2	3	1	2	3
4	Evaluate the benefits of Usage of Technology and ethical practices in efficient Governance in the overall goal achievement of the business and optimizing profitability	3	3	3	1	1	3
Average		**3**	**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:** Information Technology for Managers, 1st Edition George Reynolds, Cengage Learning

6. Additional Readings and References:

- Management Information Systems 11e, Ramesh Behl, James O'Brien, George M., McGrawHill

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 2Test	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 violation of service rules, latest by the sixth 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.

7.5End 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
1-12	Introduction to Governance, Information Technology and e-Governance	What is Governance? General Introduction about the importance and usability, Evaluate the key differences between traditional governance models and IT governance models and the impact it has on society	Instructor notes, Text Book Chapter	To be given by the instructor
13-22	How usage of Technology changed the Governance in the Country	Relation of Technology and Governance; How Information Technology and the Internet Have Changed the World; E-Frameworks; Digital India	Text-Book Chapter	To be given by the instructor
23-32		Governance Models; Different Uses and the Governance Analytical Framework, Approach to IT	Text Book Chapter	To be given by the instructor

33-42	Understanding Ethics in life and its applicability and usage in IT environment	Introduction to Ethics & its role in technology environment; AITP standards of Professional conduct, Ethical responsibilities of IT Professionals, privacy issues, health issues	Text Book Chapter	To be given by the instructor
		governance COBIT (Control Objectives for Information and related Technology), Smart Governance, Models of Smart Governance		

Course Coordinator: Prof. Gobinda Gopal Mitra
Date: January 29,2021

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20B11BGM22: Business Mathematics
Semester II

January 2021-May 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:	**Anjali Wadhwa/ Kajol Maheshwari**

Target learners:	**BBA (2020-23 Batch), Semester-II**				
Learning Days:	**As per time schedule**				
Learning time:	**As per time schedule**				
Learning Rooms:	**As per time schedule**				
Faculty Office:	**Arya Bhatt Bhawan II, 4th Floor**				
Meeting Time:	**By Appointment**				
Phone:	**9466575032/ 7088432424**				
Email ID:	**anjali.wadhwa11@gmail.com/kajolm.maths@gmail.com**				

2. Course Introduction

Mathematics is an important part of managing business. Business mathematics is used by commercial enterprises to record and manage business operations. Understanding business mathematics is important to maintain profitable operations and accurate keeping of records.

3. Course Objective

The learning objectives of this course are:

- To provide students with reinforcement of mathematical computations.
- To make students understand how to process and interpret information to arrive at logical conclusions to common business mathematics problems.

4. Course Outcome

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

CO	PO1	PO2	PO3	PO4	PO5
C130.1: Understand the basic concepts of business mathematics.	3	1	1	2	1
C130.2: Make use of mathematics techniques to compute and solve business mathematics problems.	3	3	1	2	1
C130.3: Evaluate the results of mathematical calculations to make business decisions.	3	3	2	3	2

5. Pedagogy

Thecoursewillinvolveahealthybalanceofclassroomdiscussionandexperientialactivitieswhichwillgenerally includeamixtureoflectures and case-lets discussions.

6. Text Book

Garry Clendenen and Stanley A Slazman (2015). Business Mathematics, Thirteen edition, Delhi: Pearson Education.

7. Additional Readings and References

Padmalochan, Hazarika, (2017). Business Mathematics, Delhi: S. Chand.
James E. Deitz, James L. Southam, (2008). Contemporary Business Mathematics for Colleges, 15th edition.
F. Ernest Jerome, Jackie Shemko, (2017). Fundamentals of Business Mathematics in Canada.

8. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Quiz (TA)	10%	4-9-16
2	Assignment (TA)	15%	12-15
3	T1 Exam	20%	5
4	T2 Exam	20%	10
5	End Term Exam	35%	18

7.1 Quiz (10%)
There will be two class quizzes/tests of 10 marks each. The best of two quizzes/test will be considered for the purpose of evaluation against teacher's assessment component.

7.2 Assignment (15%)
Students have to submit an assignment given by the course coordinator. Details of completion and deadline for submission of assignment will be declared by the course coordinator in the class.

7.3 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.

7.4 T2 Exam (20%)
T2 Exam will be at the mid of the semester and will cover the course declared by the teacher in the class. This will also be a 'closed book' test based on conceptual and application-based problems. 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.

7.5 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' test based on conceptual and application-based questions. 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
1-5	Understand the basics of Number System and Fractions,	Explain the Number System, Fractions, Addition, Subtraction, Multiplication and Division of Fractions	1,2	https://www.khanacademy.org/math/cc-seventh-grade-

	Percentages	Conversion of Decimals into Fractions and vice-versa Conversion of Fraction into Percentages, Increase and Decrease Problems		math/cc-7th-fractions-decimals
6-10	Introduction to Equations and Formulas and Simple Graphs.	Solving and Application of Equations, Business Formulas, Ratio and Proportions Basic Graphs	3,4,16	https://study.com/academy/lesson/how-to-write-equations-formulas.html
11-15	Applications of basic mathematics of Selling and Buying	Invoices Trade, Series and Single Discounts Cash Discounts Markups and Markdown Turnover and Valuation of Inventory	7,8	Case Study: George Foreman Case Study: Markdown- Reducing Prices to Move Merchandise Source: Text Book
16-20	Simple Interest and Compound Interest	Basics of Simple Interest, Evaluation of Principal, Rate and Time Details of Discount Notes Basics of Compound Interest Present and Future Value	9,10	Activity: Consider any bank and study its interest rates, use these interest rates to calculate interest and total receivable amount on a Fixed Deposit after 3 years.
21-26	Business and Consumer Loans and Annuity	Understand the different types of Business and Consumer Loans Annuities and Retirement Accounts Present Value and Payments of an Annuities	11,12	Exercise: Practice Problems on calculation of Annuity funds
27-30	Stocks and Bonds	Stocks and Mutual Funds Bonds	11	https://zerodha.com/varsity/module/introduction-to-stock-markets/
31-34	Depreciation	Straight-Line Method Declining-Balance Method Sum of the Year's Digits Method Units-of-Production Method Modified Accelerated Cost Recovery System	14	Case Study on Depreciation (Source: https://cs.calvin.edu/activities/books/c++/intro/3e/WebItems/Ch07-Web/CaseStudy7.7.pdf)
35-42	Financial Statement and Ratios.	Analyzing the details of Income Statement Analyzing the details of Balance Sheet	15	Class Discussion Activity: To consider any business organization or firm and analyze its balance sheet and evaluate Ratios and draw

				conclusions regarding the profitability status of the business.

Course Coordinator: Anjali Wadhwa/ Kajol Maheshwari

Date: 16.01.2021

Detailed Syllabus

Lecture-wise Breakup

Course Code	**15B1NHS433**	**Semester** EVEN **(specify Odd/Even)**	**Semester** Ⅱ **Session** 2020 -2021 Month Jan 2021- June2021
Course Name	**INTRODUCTION TO SOCIOLOGY**		
Credits	**3(3-0-0)**	**Contact Hours**	3

Faculty (Names)	**Coordinator(s)**	Ms Shikha Kumari
	Teacher(s) (Alphabetically)	Ms Shikha Kumari

COURSE OUTCOMES		COGNITIVE LEVELS
C206-7.1	Demonstrate an understanding of sociological perspectives and concepts.	Remembering (C1)
C206-7.2	Explain the concept of social stratification and types of stratification as class, caste and gender.	Understanding (C2)
C206-7.3	Apply the major sociological perspectives, social concepts and methods in the systematic study of society	Applying(C3)
C206-7.4	Analyze the relevance of various social Institutions and how it shapes and influences social interactions.	Analyzing (C4)

Module No.	Title of the Module	Topics in the Module	No. of Lectures for the module
1.	Introduction	Emergence of Sociology- forces and historical background, nature and scope, relationship with other social sciences, difference between common sense and sociology, Major sociological perspective and methods, the sociological imagination	8
2.	Basic Concepts of Sociology	Society, Culture, Groups, sub-groups, Communities, Association, Organization, social interaction and social structure: status and role	8
3.	Social stratification	Stratification-concept, theories and type. Basis of stratification caste, class, gender and race, status and Roles	8

4.	Sociology of Institutions	Kinship, Family ,Religion, Education &Economy in Society	6
5.	Process of Change and Mobility	Concept, theories and Agents of Social Change, Process of Social Change in Indian Society: Sanskritization, Westernization, Modernization, Urbanization	6
6.	Politics and Society	Power, Elite, Bureaucracy, Pressure groups, Political parties, nation, state and civil society, protest, agitation and Social Movements	6
		Total number of Lectures	**42**

Evaluation Criteria

Components	Maximum Marks
T1	20
T2	20 (Project based)
End Semester Examination	35
TA	25 (Presentation, assignment, quiz and tutorial participation)
Total	**100**

Recommended Reading material: Author(s), Title, Edition, Publisher, Year of Publication etc. (Text books, Reference Books, Journals, Reports, Websites etc. in the IEEE format)

1	Johnson, Harry M. *Sociology: a systematic introduction*. Routledge, 2013.
2	Rawat, H. K. *Sociology: basic concepts.* Rawat Publications, 2007.
3	Macionis, John J. *Society: the basics.* Pearson/Prentice Hall, 2009.
4	C. Wright. And Mills, *The Sociological Imagination*, Oxford: Oxford University Press, 1959.
5	Peter L Berger, *The Social Construction of Reality: a Treatise in the Sociology of Knowledge. Garden City,* New York: Anchor, 1966.
6	Conley and Dalton, *You May Ask Yourself: An Introduction to Thinking Like a Sociologist*, 2nd Ed, W. W. Norton & Company New York, 2011. ISBN: 0393935175 or 978-0393935172
7	Ballentine and Roberts, *Our Social World: Introduction to Sociology*, 4th Edition, Sage. 2013.
8	Robert Parkinand Linda Stone, (ed.). *Kinship and Family: An Anthropological Reader*, U.S.A.: Blackwell, 2000, selected chapters