

## **Course Outline for Semester III, MBA 2019-21**

1. Total Number of Courses being offered:8
2. Course Coordinator who has not submitted the same:2
3. Course Name for which it has not been submitted: Oral and Written Communication, Computer Tools and Programming
4. Name of Module Coordinator: Prof. Ajit Kumar

## **Jaypee Business School**

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### **19B11BAF13: Cost and Management Accounting**

#### **BBA-Semester– III (2019-2022)**

#### **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: 3

Learning Facilitator: Dr Sweta Goel

Target learners: BBA (2020-23 Batch), Semester -III

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](mailto:sweta.goel@jiit.ac.in)

#### **1. Course Introduction**

The course aims at giving an overview of the various aspects of the cost and management accounting. It will also familiarize the students with various concepts and methods involved in cost ascertainment systems, and use of costing data for planning, decision making and control.

#### **2. Course Objectives**

- To understand the terminology, importance and scope of cost and management accounting
- To acquaint students with the basic and advance concepts of cost and management accounting and various methods involved in cost ascertainment systems

- To familiarize students with the cost and management accounting tools and techniques that provides the basis for making sound financial decisions

### 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
<b>C110.1</b>	Understand concepts of cost and management accounting.	2	3	3	2	2	2
<b>C110.2</b>	Utilize the concepts of cost and management accounting for organizational decisions.	3	3	3	2	2	2
<b>C110.3</b>	Appraise management accounting tools and techniques to solve complex management problems	5	3	3	3	3	2
<b>C110</b>	<b>Average</b>		<b>3.00</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>

### 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:

“Management Accounting: Text, Problems and Cases” by Khan and Jain, Mc Graw Hill Education

### 6. Additional Readings and References:

- “Cost and Management Accounting” by S.N. Maheshwari- Sultan Chand & Sons
- “Management and Cost Accounting” by colin Drury, 6e Cengage Publication

### 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 <sup>th</sup> Week
3	T2	20%	8 <sup>th</sup> Week
4	T3	35%	14 <sup>th</sup> 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: Introduction to Cost and Management Accounting	Meaning, Nature and Scope of Management Accounting, Management Accounting vs. Financial Accounting, Relationship between Cost Accounting and Management Accounting, Meaning and Scope of Cost Accounting, Objectives and limitations of Cost Accounting, Cost Accounting Verses Financial Accounting, Elements of Cost: Material, labour and other expenses	Chapter 1	Review questions and cases
7-11	Module 1: Introduction to Cost	Classification of Costs, Types of costing, Methods of costing, Cost Ascertainment,	Chapter 1	Review questions and cases

	and Management Accounting	Concept of Cost Sheet, Cost sheet: features and format		
12-18	Module 2: Cost Volume Profit (CVP) Analysis	Introduction to Cost Volume Profit Analysis, Break Even Point, Contribution, Profit Volume Ratio, Margin of safety	Chapter 16	Unsolved problems: 2, 11 - 13.  Case problem: 16.1
19-22	Module 2: Cost Volume Profit (CVP) Analysis	Break even Analysis, Algebraic Method, Graphical Presentation, Break - even Application, Relevant Costs and Decision Making	Chapter 16	Unsolved problems: 15-21  Case problem: 16.3
23-28	Module 3: Budgets and Budgetary Control	Budgets and Budgetary control, Concept of planning process, Concept of Budget and its purpose	Chapter 17	Solved problems: 1-6
29-32	Module 3: Budgets and Budgetary Control	Types of Budgets: operating and financial budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget	Chapter 17	Unsolved problems: 13-16  Case problem: 17.1
33-42	Module 4: Standard Costing and Variance Analysis	Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material, Labour, Overhead and Sales variances. Introduction to Target Costing, Life Cycle Costing, Quality Costing, and Activity based Costing.	Chapter 18 and 19	Solved problems: 2-4 (chapter 18)  Solved problems: 4-10 (chapter 19)
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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### **19B11BGM20: Entrepreneurial Development**

**BBA-Semester-I (2019-2022)**

**August 01 – October 20, 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.

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<b>Course Credit:</b>	<b>3</b>
<b>Learning Facilitator:</b>	<b>Prof. Gopal Krishna Agarwal</b>
<b>Target learners:</b>	<b>MBA (2019-21 Batch), Trimester-III</b>
<b>Learning Days:</b>	<b>As per time schedule</b>
<b>Learning time:</b>	<b>As per time schedule</b>
<b>Learning Rooms:</b>	<b>As per time schedule</b>
<b>Faculty Office:</b>	<b>Arya Bhatt Bhawan II, 3rd Floor</b>
<b>Meeting Time:</b>	<b>By Appointment</b>

**Phone:** 0120 - 2400974 Ext 475  
**Email ID:** [gk.agarwal@jiit.ac.in](mailto:gk.agarwal@jiit.ac.in)

### 1. Course Introduction

This course aims to provide students with an understanding of the nature of enterprise and entrepreneurship and introduces the role of the entrepreneur, innovation in the entrepreneurial process. It is not about small business or life style businesses but instead the development of growth-oriented businesses. Entrepreneurship is both a way of thinking and of doing. It involves "building something from nothing" and successful entrepreneurs know how to manage and mitigate uncertainty and risk. The course content is relevant to those individuals thinking about starting a business or who are already in business - large or small, those who are interested in commercializing their own innovations or of others, and those who advise entrepreneurs or engage in policy making in the entrepreneurship area.

### 2. Course Objective

The learning objective of this course:

- Know all about entrepreneur and entrepreneurial development and develop a plan for implementing entrepreneurial activities in a globalized and competitive environment being responsible for the social, ethical and culture issues.
- Identify the attitudes, values, characteristics, behavior, and processes associated with successful entrepreneurial behavior.
- Understand what is meant by entrepreneurship and innovation from both a theoretical and practical perspective.

### 3. Course Outcome

At the end of this course, students will:

CO Code	Description	BTL	PO1	PO2	PO3	PO4	PO5
C111.1	Understand the basic aspects of establishing new business in competitive environment	2	3	3	2	3	2
C111.2	Apply the basic understanding to examine the existing business ventures	3	3	3	2	3	2
C111.3	Examine various business considerations of different functional areas of business	4	3	3	2	3	2
	<b>Average</b>		<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

### 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:

Entrepreneurship Development, Dr. S.S.Khanka, S. Chand.

#### 6. Additional Readings and References:

- a. Entrepreneurship (Indian Edition) Mc Graw Hill Education

#### 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 4<sup>th</sup> and 9<sup>th</sup> week.

##### 7.2 Assignments/ Group Projects (15%)

Students have to make a group of 5 or 6 students of their class and need to identify a case on entrepreneurship, latest by the second week of starting of the course. Course coordinator will facilitate in guiding for selection of case study. Each group has to prepare a presentation as advised by course coordinator. Details of contents and deadline for submission of group case study 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 No.	Topics	Readings/ Chapter	Cases/Activities/ videos/ assignments/ Moocs/ Online resources
1-3	Introduction to Entrepreneurship, evolution, need for entrepreneur, types of entrepreneur, functions, qualities	Chapter 1 Prescribed Textbook	Interactive discussions on why one should become entrepreneur  Case of N R Narayanamurty on page 34 of text book to be discussed
4,5	Growth of entrepreneurship in India	Chapter 2 Prescribed Textbook	Discussion on case study of Jayabharti Vishwanath on page 48 of text book
6-7	Factors affecting entrepreneurship growth-economic and non-economic factors and government actions	Chapter 9 Prescribed Textbook	Interactive discussions on 'entrepreneurship does not emerge spontaneously'
8-9	Entrepreneurship motivation-motivational cycle, process, motivating factors, entrepreneurial motivating behaviour	Chapter 10 Prescribed Textbook	Case study on page 212 of text book to be discussed

10	Entrepreneurial competencies	Chapter 11 Prescribed Textbook	Class discussion
11-12-13-14-15	Entrepreneurial development programme-meaning, need, objectives, EDPs in India, course contents, phases of EDP, evaluation, problems	Chapter 12 Prescribed Textbook	Quiz <u>Video</u>
16-21	Forms of business ownership, micro and small enterprises, government initiative about start-ups and micro and small enterprises, schemes for budding entrepreneurs	Chapter 13, 18, 23 Prescribed Textbook	Assignment1-Group project on government initiatives and support for micro and small enterprises and start-ups
22-23	Opportunity identification and selection-idea generation, opportunity selection, environment dynamics and change	Chapter 14 Prescribed Textbook	Class discussion <u>Video</u>
24-25	Formulation of business plan-meaning, contents, significance, formulation	Chapter 15 Prescribed Textbook	Assignment2-Business plan preparation
26-27	Project appraisal-concept, methods	Chapter 16 Prescribed Textbook	Class discussions
28-33	Financing of enterprise-project cost, capital structure, funding from capital and loans, financial institutional assistance, venture capital assistance, government assistance	Chapter 17,19,20,21 Prescribed Textbook	Class discussion <u>Video</u>
34-36	Social responsibility of business-CSR-why and how?	Chapter 38 Prescribed Textbook	Study and presentation on CSR from corporate reports
37-42	Women entrepreneurship, rural entrepreneurship, social entrepreneurship, family business	Chapter 3,4,7,8 Prescribed Textbook	Class discussion

**Course Coordinator: Prof. G.K.Agarwal**

**Date: July 15<sup>th</sup>, 2020**



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## 20B11BGM27: Global Business Environment

### Semester III

August 2020 – January 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.

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<b>Course Credit:</b>	<b>3</b>
<b>Learning Facilitator:</b>	<b>Dr. Shriram A Purankar</b>
<b>Target learners:</b>	<b>BBA (2019-22 Batch), Semester-III</b>
<b>Learning Days:</b>	<b>As per time schedule</b>
<b>Learning time:</b>	<b>As per time schedule</b>
<b>Learning Rooms:</b>	<b>As per time schedule</b>
<b>Faculty Office:</b>	<b>Arya Bhatt Bhawan II, IV Floor</b>
<b>Meeting Time:</b>	<b>By Appointment</b>
<b>Phone:</b>	<b>0120 - 2400974 Ext 474</b>
<b>Email ID:</b>	<b><a href="mailto:shriram.purankar@jiit.ac.in">shriram.purankar@jiit.ac.in</a></b>

#### 1. Course Introduction:

Today's world's economy is increasingly global. As a result, demand continues to grow for individuals who understand the global context of business: from the logistics of international trade and cross-border investments to the cultural and ethical issues that are imbued in the

practice of business around the world. By studying international business, you will learn about world cultures and societies, and be challenged to approach issues from different perspectives. These skills are increasingly valuable to employers faced with the challenge of opening and integrating multiple markets and achieving cohesion and collegiality in increasingly diverse workforces.

This course is an attempt at providing foundational knowledge associated in the domain of International Business environment. It has the basic and holistic coverage of topics needed to provide students with an in-depth understanding of the global practices across the spectrum of business fields.

## 2. Course Objective:

The objective of this course is to make the student:

- To familiarise students with the concepts in global business environment.
- Understand the complex and changing environmental forces that impact international business, and how companies can effectively adapt to these forces.
- Discuss global issues in the context of global business that will allow students to gain deeper insights in world issues and will allow them to keep on top of issues that may affect them as individuals and as part of a larger entity.

## 3. Course Outcome:

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

CO-Code	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
<b>C112.1</b>	Understand concepts of global business environment.	2	3	3	2	2	2
<b>C112.2</b>	Analyse the impact of political, socio-economic, technological and legal factors on global business ventures.	4	3	3	2	1	1
<b>C112.3</b>	Evaluate different foreign market entry strategies.	5	3	3	2	1	1
<b>C112</b>	<b>Average</b>		<b>3.00</b>	<b>3.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.00</b>

## 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

Global Business – A South Asian Perspective, Mike W. Peng, Dheeraj Sharma, Publisher Cengage India, Print Version 2017 , ISBN 978-81-315-3313-0

**6. Additional Reading and books:**

International Business – Environments & Operations, Daniels, Radebaugh, Sullivan, Salwan Publisher Pearson, Print Version 2017 , ISBN 978-93-325-4822-0

International Business 5e, Francis Cherunilam, Publisher PHI, Print version 2010, ISBN 978-81-203-4214-9

**7. MOOC Registrations: Swayam Portal–**

**8. 1. Evaluation Details:**

Sl. No.	Component	Weightage (%)	Tentative Week of completion
1	Class Participation and Case Study Analysis	10%	All weeks
2	Quiz	5%	<b>After T1</b>
3	Project	10%	<b>After T2</b>
3	T1-Test	20%	
4	T2-Test	20%	
5	End Term Test	35%	

**8.3 Quizzes (5%)**

Quiz will be administered on all the chapters covered from the text book twice during the term.

**8.4 Project (10%)**

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.

**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
1-4	<p>Globalizing Business</p> <ul style="list-style-type: none"> <li>• Institution based view vs. resource based view</li> <li>• What is globalization ?</li> <li>• Globalization Debate</li> </ul>	Chapter 1 Prescribed Textbook	<ul style="list-style-type: none"> <li>• Caselet1: Avon fights recession – One lipstick at a time</li> <li>• Caselet2: GE innovates from Base of Pyramid</li> </ul>
5-8	<p>Understanding Politics Laws &amp; Economics</p> <ul style="list-style-type: none"> <li>• Explaining Institution based view</li> <li>• Importance of understanding Political, Legal Systems and Economic Systems</li> </ul>	Chapter 2 Prescribed Textbook	<ul style="list-style-type: none"> <li>• Caselet3: Adam Smith Vs. Deng Xioping</li> <li>• Caselet4: Managing Political risk in the Middle East : A focus on Libya</li> </ul>
9-12	<p>Emphasizing Cultures, Ethics &amp; Norms</p> <ul style="list-style-type: none"> <li>• Understanding Informal Systems, culture, norms and ethics</li> <li>• Ethical Challenges which businesses face</li> </ul>	Chapter 3 Prescribed Textbook	<ul style="list-style-type: none"> <li>• Caselet5: Partying in Saudi Arabia</li> <li>• Caselet6: Siemens Needs to Clean up around the Globe</li> </ul>
13-16	<p>Leveraging Resources &amp; Capabilities</p> <ul style="list-style-type: none"> <li>• Understanding resources capabilities and value chain</li> <li>• VRIO Framework</li> </ul>	Chapter 4 Prescribed Textbook	<ul style="list-style-type: none"> <li>• Caselet7: Saturna Capital: A leading company in Islamic finance</li> <li>• Caselet8: Why</li> </ul>

			Amazon Kindle cannot be made in US
17-20	<p>Trading Internationally</p> <ul style="list-style-type: none"> <li>• Why do nations trade?</li> <li>• Theories of International Trade</li> <li>• Realities of International Trade</li> </ul>	Chapter 5 Prescribed Textbook	<ul style="list-style-type: none"> <li>• Caselet9: Why are German exports so competitive?</li> <li>• Caselet10: Canada and US fight over PIGS</li> </ul>
21-24	<p>Investing Abroad directly</p> <ul style="list-style-type: none"> <li>• Why do firms become MNEs by engaging in FDI ?</li> <li>• Understanding Ownership advantages, location advantages, Internalization advantages</li> <li>• Realities of FDI</li> </ul>	Chapter 6 Prescribed Textbook	<ul style="list-style-type: none"> <li>• Caselet11: South African firms invest abroad</li> <li>• Caselet12: The fate of Opel</li> </ul>
25-29	<p>Dealing with Foreign exchange</p> <ul style="list-style-type: none"> <li>• Factors determining exchange rates</li> <li>• Evolution of International Monetary system</li> <li>• Strategic responses</li> </ul>	Chapter 7 Prescribed Textbook	<ul style="list-style-type: none"> <li>• Caselet13: Strong Economies and Strong currencies in Latin America</li> <li>• Caselet14: A weak dollar vs. a strong Yuan</li> </ul>
30-33	<p>Capitalizing on Global and Regional Integration</p> <ul style="list-style-type: none"> <li>• Integrating the Global Economy</li> <li>• Integrating regional economies <ul style="list-style-type: none"> <li>○ EU</li> <li>○ NAFTA</li> </ul> </li> </ul>	Chapter 8 Prescribed Textbook	<ul style="list-style-type: none"> <li>• Caselet15: A day in European Business</li> <li>• Caselet16: The Greek Tragedy</li> </ul>



	<ul style="list-style-type: none"> <li>○ ASEAN</li> <li>○ APEC</li> </ul>		
34-38	<p>Entering Foreign Markets</p> <ul style="list-style-type: none"> <li>• Where, when and how to enter a foreign market</li> </ul>	Chapter 10 Prescribed Textbook	<ul style="list-style-type: none"> <li>• Caselet17: Pearl river Goes Abroad: exports, green fields and acquisitions</li> <li>• Caselet18: Enter the US by Bus</li> </ul>
39-42	<p>Making Alliances and Acquisitions work</p> <ul style="list-style-type: none"> <li>• How institutions and resources affect alliances and acquisition</li> <li>• Formation dissolution and performance of an alliance</li> <li>• Motives for acquisition</li> <li>• Performance of Acquisition</li> </ul>	Chapter 11 Prescribed Textbook	<ul style="list-style-type: none"> <li>• Caselet19: Danone and Wahaha: from Allinace to Divorce</li> <li>• Caselet20: Nomura Integrates Lehman Brothers in Asia and Europe</li> </ul>

#### Assignment 1:

- Divide the class into groups of 5 or 6 students Roll number wise
- Study the Culture, Norms and Ethics pertaining to the Selected/Assigned Country
- Assume you a Firm based in India manufacturing a range of FMCG products
- Recommend some ways of entering into the assigned/selected country.
- Explain Product, Price, Promotion, Packaging, People, Process and Place decisions will you make in order to succeed in the assigned/selected country? While explaining your decisions to enter into the selected or Assigned country make sure you take the culture and consumer behavior into consideration.

#### Assignment 2:

- Divide the class into groups of 5 or 6 students Roll number wise
- Pick a Financial Crisis either from the 20<sup>th</sup> or the 21<sup>st</sup> century
- Prepare a ppt on the crisis explaining the reasons why it happened and the country/countries affected by it. Outline and explain in detail what the lessons from the crisis were for firms, government and society.



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### **19B11BHR12 : Human Resource Management**

#### **SemesterIII**

**September2020–January2021**

#### **CourseOutline**

Thecourseoutlineisadynamicdocument.Hence,thelearningfacilitatormaychangethedocument, ifneeded, toenhancethelearningoutputandthesamewillbecommunicatedintheclassin advance.

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CourseCredit	:	4
LearningFacilitator	:	Dr Mitushi Singh
Target learners	:	BBA (2019-22) BBA
Learning Days	:	As perschedule
Learning time	:	As perschedule
LearningRooms	:	As perschedule
FacultyOffice	:	Arya Bhatt BhawanII,3rd Floor
MeetingTime	:	Monday-Tuesday, 3-5Pm
Course Coordinators	:	Dr Mitushi Singh
Phone	:	
Email ID	:	<a href="mailto:mitushi.singh@jiit.ac.in">mitushi.singh@jiit.ac.in</a>

## 1. CourseObjective

- Understand the importance of managing employees in emerging contexts.
- Understand the concepts of HR planning, Job evaluation and compensation analysis.
- Understand the process of recruitment, selection, training and career development.

## 2. Course Outcome:

CO CODE	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C114.1	Understand the concepts of Human Resource Management.	BTL2	3	3	2	1	2
C114.2	Apply the concepts for effective management of people.	BTL3	3	3	2	1	2
C114.3	Analyze the challenges for better employee performance	BTL4	3	3	3	1	2
C114	<b>AVERAGE</b>		3	3	2	1	2

## 3. Pedagogy

The course is divided into modules which together provide various dimensions of HRM. Case analysis is an important pedagogical tool used for this course. The course will be taught through 42 lectures

## 4. TextBook:

1. K. Aswathappa:Human Resource Management, McGraw Hill
2. Basak, S. P. (2017). Human Resource Management: Text & Cases. New Delhi: Pearson
3. Rao, S. (2014). Essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.
4. Armstrong, M. (2010). Handbook of HRM Practice. USA: Kogan Page.
5. Dessler, G. (2010). Human Resource Management. New Delhi: Prentice-Hall.
6. Robbins, D. A. (2010). Fundamentals of Human Resource Management. New Delhi: Wiley.

## 5. AdditionalReadingsandReferences:

R. Wayne Mondy and Rober M. Noe (2017). Human Resource Management. Pearson.

## 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 <sup>th</sup> Week
3	T2	20%	8 <sup>th</sup> Week
4	T3	35%	14 <sup>th</sup> Week

### 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 the 12<sup>th</sup> week.

### 7.2 Classroom presentation, project work (10%)

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

### 7.4 - T1 Test (20%)

On completion of about six weeks of classroom teaching, students will have to appear for the examination. The evaluation will be out of 20 marks with understanding and remembering level conceptual questions and analysis of cases.

### 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.	Chapter Names	Lecture Topic	Textbook/Chapter	Cases/Activities/Exercises/MOOC/Online resources/Videos
1-6	Introduction to HRM	<ul style="list-style-type: none"> <li>HRM functions and objectives,</li> <li>Personnel policies and principles</li> <li>Skills for HR professionals.</li> </ul>	Ch1 K. Aswathappa: Human Resource Management, McGraw Hill	Case 1: Enterprise Builds on People
7-12	Integrating HR and business strategy	<ul style="list-style-type: none"> <li>Integrating HR and business strategy.</li> <li>HR demand forecasting techniques.</li> <li>Job analysis and job design</li> </ul>	Ch 1 K. Aswathappa: Human Resource Management, McGraw Hill	Case 2- Conceptualize and get Sacked
13-18	Acquisition of Human Resources	<ul style="list-style-type: none"> <li>Recruitment process- internal &amp; external,</li> <li>Selection process and evaluation.</li> <li>Orientation program,.</li> </ul>	Ch-6 K. Aswathappa: Human Resource Management, McGraw Hill	Case 3-A tale of Twist and Turns
19-22	Training need	<ul style="list-style-type: none"> <li>Training need assessment</li> <li>Process and techniques.</li> <li>Designing a training program</li> </ul>	Ch-7 Principles of Human Resource Management, 16th International ed, George W. Bohlander; Scott Snell	Case 4- Backfire Surmise BNSF Railway: Training New Hires for Safety
23-28	Development of Human Resources	<ul style="list-style-type: none"> <li>Design appraisal programme,</li> <li>Problems of rating,</li> <li>Performance management and challenges.</li> </ul>	Ch-8 K. Aswathappa: Human Resource Management, McGraw Hill	Case 5- Not a Star Performance  MOOC on Performance Appraisal Methods.
29-32	Compensation & Benefits	<ul style="list-style-type: none"> <li>Factors influencing compensation,</li> <li>Nature of incentive payments,</li> <li>Employee benefits and services.</li> </ul>	Ch-11 K. Aswathappa: Human Resource Management, McGraw Hill	Case 6- Compensation Policy of Vynav. Impact assessment Exercise

33-38	Managing Issues in Human Resources	<ul style="list-style-type: none"> <li>• Separations,</li> <li>• workplace conflict</li> </ul>	Ch-15 K. Aswathappa: Human Resource Management, McGraw Hill	Case 7- Lakshmi Manufacturing Company
39-42	Employee Discipline	Discipline and its management	Ch-13 Principles of Human Resource Management, 16th International ed, George W. Bohlander; Scott Snell	Case 8- Discharged for Off Duty Behaviour.
43-45	Emerging Issues	Managing ethical issues in HRM.	Ch-15 Principles of Human Resource Management, 16th International ed, George W. Bohlander; Scott Snell	Case 9- Newell's Decision to Downsize: An Ethical Dilemma

## **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, 201 309, INDIA, [www.jbs.ac.in](http://www.jbs.ac.in)

### **19B12BGE13: Business Analytics**

#### **BBA-Semester– III (2019-2022)**

#### **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: 3

Learning Facilitator: Prof. Ajit Kumar

Target learners: BBA (2019-22 Batch), Semester -III

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 481

EMAIL ID: [ajit.kumar@jiit.ac.in](mailto:ajit.kumar@jiit.ac.in)

#### **1. Course Introduction**

The course aims at giving an overview of the various aspects of the cost and management accounting. It will also familiarize the students with various concepts and methods involved in cost ascertainment systems, and use of costing data for planning, decision making and control.

#### **2. Course Objectives**

- Recognising the ability of the Business Analytics models to increase efficiency of problem-solving skills of business managers
- Learning from the business data and analysing how the field of Business Analytics can benefit from recent developments of analytical tools
- Studying the usage of the Business Analytics models as problem-solving tool



- Appreciating how organisations can leverage the benefits of Business Analytics models for maximum benefit
- Embracing cutting edge business strategies based on novel insights from various types of business data

### 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
<b>C115.1</b>	Understand concepts of global business environment.	2	2	3	2	1	2
<b>C115.2</b>	Analyse the impact of political, socio-economic, technological and legal factors on global business ventures.	3	3	3	3	1	2
<b>C115.3</b>	Evaluate different foreign market entry strategies.	4	3	3	3	2	2
<b>C115</b>	<b>Average</b>		3	3	3	2	2

### 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:

Business Analytics, 2nd Edition by James R. Evans, Pearson Publishers, 2016

### 6. Additional Readings and References:

NA

### 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 <sup>th</sup> Week
3	T2	20%	8 <sup>th</sup> Week
4	T3	35%	14 <sup>th</sup> 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

S. No.	Topics	No. of sessions
1	Introduction to Business Analytics	6
2	Business Analytics for business decision-making	4
3	Basics of Business Analytics Models	4
4	Descriptive Business Analytics	4
5	Exploring Business Data	4
6	Predictive Analytics -1	4
7	Predictive Analytics -2	4
8	Prescriptive Analytics -1	4
9	Prescriptive Analytics -2	4
10	Current advances in the field of Business Analytics	4
	<b>Total</b>	<b>42</b>

Course Coordinator: Prof. Ajit Kumar

**Programme Name: BBA**

**Semester: III**

**Course Name & Code: Social Media And Digital Marketing: 20B11BMM12**

**Name of Course Coordinators: Dr. Archana Shrivastava**

In this rapidly growing media landscape, social media is an essential tool and fundamental skill in a multitude of industries. The correct amount of hands on practice and social media education can empower students with a competitive edge in their careers. This course will teach marketing students how to create and maintain a social media presence for business on various social media platforms. Students will learn to use social media and content marketing to grow their business and engage with customers.

#### **Course Objectives**

- Recognising the ability of the social media to increase efficiency in established marketing functions
- Learning how the field of Marketing can benefit from application of social media management.
- Appreciating how organisations can leverage the benefits of social media for maximum benefit
- Embracing bleeding edge business strategies that generate revenue while delivering customer value

#### **Course Outcomes**

- Understand how to use social media networks as tools for marketing.
- Apply digital marketing techniques to social media management.
- Analyse social media analytics.
- Develop social media marketing strategies.

#### **Course Contents**

<b>S. No.</b>	<b>Topics</b>	<b>No. of sessions</b>	<b>Readings</b>	<b>Case Studies</b>
1	Why Social Media? The Role of Social Media Marketing SMM Plan target market	4	Chapter 1,2,3	Jet Blue
2	Social Media Engagement ethics	4	Chapter 4	Kryptonite Bike Lock Fiasco
3	Fundamentals of Social Networks Marketing via Niche Networks	4	Chapter 5, 6, 7,	Lego's Market Segmentation Strategy
4	Social Media Tools & Applications Content Creation and Sharing: Blogging, Streaming Video, Podcasts And Webinars video marketing Marketing on Photo Sharing Sites	4	8, 9, 10	British Petroleum Runs the social media Gauntlet
5	Social Influence & Advertising Discussion, News, Social Bookmarking, and Q&A Sites	4	10	The Huffington post: How a single voice became many
6	Content Marketing: Publishing Articles,		11	Inspired Marketing LLC generates Sales from Webinars

	White Papers, And E-Books			
7	Mobile Marketing on Social Networks		12	Soroptimist International of Americas:Using white paper
8	Social Media Monitoring Social Media Analytics	4	13	Home Depot Shows you how
9	Personal branding through social media best practices Tools for Managing the Social Media Marketing Effort	4	14	Who are you with Nikon How Business Pioneer take advantage of Quora Anvil Media uses LinkedIn for brand building
10	Social Media Policies Social Media Marketing Plan	6	15	SAS social Media Analytics
	<b>Total</b>	<b>42</b>		

**Pedagogy:**

The course will involve a good balance of classroom discussion, exercises, experiential activities and real life project work which will generally include a mixture of lectures, exercises, case analysis and live projects.

**Evaluation Components:**

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

**Recommended Text Books**

1. **SOCIAL MEDIA MARKETING, 2E, Barker, Cengage Publishers**
2. Social Media Marketing The Next Generation of Business Engagement -Dave Evans with Jake McKee , Wiley Publishing
3. Social Media Marketing for Dummies by Shiv Singh, John Wiley & Sons Canada, Ltd.
4. E-Marketing, Judy Strauss, Adel El-Ansary, Raymond Frost, Pearson, 2008.

