

Jaypee Business School
A Constituent of Jaypee Institute of Information Technology (Deemed University)
A-10, Sector 62, NOIDA, 201 309 India www.jbs.ac.in
BBA (2020-2023) Course Outline
Semester II

Course Title: Financial Management
Course Code: 19B11BAF12
Credits: 3, Nature: Core

Learning Facilitator: Dr Sweta Goel
Target learners: BBA (2020-23 Batch), Semester - IV
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%	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.

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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	<i>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.</i>	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. <i>Risk and return (including Capital Asset Pricing Model)</i>	Chapter 2 and 3	Unsolved problems: 3.7, 3.8, 3.16, 3.17, 3.18, 3.21, 3.22, 3.23 <i>Case Study: Sorbond Industry</i>
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 <i>Mini Case: 4.C.1</i>
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 <i>Case problem: The Acme Blivet Company</i>
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: Financing Decision, Cost of Capital and Capital Structure	Sources of long-term financing 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.	Chapter 11	Unsolved problems: 11.13, 11.14, 11.15, 11.18, 11.19 <i>Case problem: Silicon Wafer Company</i>
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 <i>Case Problem: Cographer Dictionary Co.</i>
33-42	Module 4:	Theories for Relevance and	Chapter	Unsolved problems:

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	Dividend Decisions	irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Dividend policies in practice.	29 and 30	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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19B11BGM16: RESEARCH METHODS WITH SPSS

Semester IV

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:	Dr. Sujata Kapoor
Target learners:	BBA (2019-22 Batch), Semester IV
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

BBA (2020-2023) Course Outline

Semester II

Phone: 0120 - 2594388 Ext 386

Email ID: sujata.kapoor@jiit.ac.in

1. Course Introduction

The course on Research Methods using SPSS provides an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. This course aims at helping them in understanding of the basic techniques and tools of business research.

2. Course Objective

The learning objective of this course are:

- To understand the terminology, importance and techniques of business research
- To give hands-on experience and learning in research methods using SPSS
- To inculcate the analytical abilities and research skills among the students
- To interpret statistical results meaningfully, and present research report precisely

3. Course Outcome

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

CO Code	CO Description	Blooms Taxonomy Level	PO1	PO2	PO3	PO4	PO5
C116.1	Demonstrate understanding of range of research methods	2	3	2	1	1	3
C116.2	Identify which statistical method is appropriate in a given situation	3	3	2	2	1	2
C116.3	Analyse datasets using SPSS	4	3	2	2	1	2
C116.4	Interpret the results of statistical analyses	5	3	3	3	3	2
C116	Average		3	2	2	2	2

4. Pedagogy

The course will involve a healthy balance of classroom discussion and problem solving which will generally include a mixture of lectures, case study, and class room activity.

5. Text Book

- Research Methods for Business—A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pvt. Ltd.

6. Additional Readings and References:

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Semester II

- Business Research Methods, Donald R Cooper and Pamela S Schindler, 9/e, Tata McGraw-Hill Publishing Company Limited.
- Business Research Methods 8e, Zikmund- Babin-Carr- Adhikari-Griffin-Cengage learning.
- Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House.
- Research Methodology – Methods & Techniques, C.R. Kothari, Vishwa prakashan.

7. Evaluation Details:

Sl.No.	Component	Weightage(%)	Tentative week of completion
1	Assignments	10%	5/10
2	Research Project	15%	8
3	T1	20%	6
4	T2	20%	11
5	T3	35%	16

7.1 Assignments (10%)

Each student has to submit an assignment individually given by the faculty based on the topics discussed in the class.

7.2 Research Project (20%)

Each student needs to identify a research project, latest by the second week of the course. Course coordinator will facilitate in guiding for selection of project. Each student has to prepare a project report based on application of concepts learnt in the course. Details of contents and deadline for submission of group project report will be declared by the faculty in the class. The data to be procured from Ace Kp database.

7.3 T1 (20%)

T1 Exam will be based on class discussion, lectures, powerpoints and assigned chapters in the textbook. The Test will be an open book test.

7.4 T2 (20%)

T2 will be at the end of the trimester and will cover the entire course. The Test will be an open book test.

7.5 T3 (35%)

T3 will be at the end of the trimester and will cover the entire course. The Test will be an open book test.

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8. Session Plan:

Session (No. of Hours)	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
3	Introduction to Research	<ul style="list-style-type: none"> • Meaning and Objectives of Research. • Types of Research • Concepts in Research: Variables, Qualitative and Quantitative Research. • Characteristics of Good Research. 	1, 2	Class Discussion
4	The Research Process	<ul style="list-style-type: none"> • Stages in research process • Hypothesis: Meaning, Nature, Significance, Development 	3, 4,5	1. Class Discussion 2. Exercises related to some interesting issues and problems using SPSS
5	Research Design	<ul style="list-style-type: none"> • Research Design: Exploratory, Descriptive, Causal. • Measurement of Variables • Operational Definitions and Scales 	5, 6	<ul style="list-style-type: none"> • Class Discussion • Case Study • Problems/examples
5	Methods of data collection	<ul style="list-style-type: none"> • Reliability and Validity- concept and analysis • Sources of Data- Primary, Secondary • Data Collection Methods- <ul style="list-style-type: none"> ○ Interviews ○ Observational Surveys ○ Questionnaire Construction: Guidelines 	7, 8	<ul style="list-style-type: none"> • Class Discussion • Assignment/ Exercise: Constructing a Questionnaire.
5	Sampling	<ul style="list-style-type: none"> • Sampling parameters • Sampling techniques • Determination of sample size 	10	<ul style="list-style-type: none"> • Class Discussion • Practice problems
10	Data Analysis	<ul style="list-style-type: none"> • Processing of Data: (i) Editing, (ii) Coding, (iii) Tabulation • Testing of Hypothesis Concept and Problems • Analysis of Data: Meaning, Purpose and Types. • Interpretation of Data: Essentials, Importance and Significance 	11, 12	<ul style="list-style-type: none"> • Introduction to Statistical tool (SPSS) • Practice of various tests in SPSS • Data analysis using SPSS
5	Qualitative Data Analysis	<ul style="list-style-type: none"> • Qualitative data collection methods • Techniques of analyzing qualitative data • Reliability and validity • Analysis 	13	<ul style="list-style-type: none"> • Activity: based on Interview of clients/customer/respondents

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5	Research Report Writing	<ul style="list-style-type: none">• Report Writing: Meaning, purpose, and importance• Types of Reports• Contents of Report• Steps in Writing a Report• Ethics and Research.	14	<ul style="list-style-type: none">• Class Discussion• Exercises
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Course Coordinator: Dr. Sujata Kapoor

Date: January 10, 2021

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19B11BGM17: BUSINESS & CORPORATE LAWS

Jan.18- May20, 2021

(16 Weeks)

Online on Google Meet

Course Outline

Course Credit: 3

Learning Facilitator: GOPAL KRISHNA AGARWAL

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Target learners:	BBA STUDENTS
Learning Days:	As per time schedule
Learning time:	As per time schedule
Learning Rooms:	As per time schedule
Faculty Office:	Arya Bhatt Bhawan II
Meeting Time:	By Appointment
Phone:	0120 - 2400974 Ext 475
Email ID:	gk.agarwal@jiit.ac.in

1. Course Introduction

Businesses operate within the framework of various commercial and business laws. Breaching these laws attract heavy penalties both financial and others which affects the bottom line, the reputation and working atmosphere of an organization. Business managers are supposed to be handy with the basics as well as advanced business law provisions to run business smoothly. They also need to know the alarmingly increased complexities of legal provisions to be fair to themselves as well as the other parties. Starting a business, competing with others, protecting consumer interests, e-commerce legal complications, negotiable instruments characteristics, legality in selling the goods, agency provisions, contractual obligations, corporate laws are some of the issues which are going to be addressed in this paper so that students may be abreast of latest legal provisions of business world to start a business and run it or serve a business smoothly within the framework of law.

2. Course Objective

The purpose of the delivery of this course is to make students knowledgeable of the provisions of various laws and their applicability to various businesses and the companies in particular as well as to business transactions. Further, within the framework of legal provisions the objective is also to make the students learn how to plan and run various business activities which may be allowable in the interest of business environment. Day

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today business transactions also attract various business laws which are also important to be learnt for smooth business operations.

3. Course Outcome

After this course, students will:

Course Name & Code	CO Code	CO	Blooms Taxonomy Level	PO1	PO2	PO3	PO4	PO5
LEGAL ASPECTS OF BUSINESS: 19B11BGM17	C120.1	Interpret business and commercial laws	2	3	1	3	1	3
	C120.2	Apply business and commercial laws in business activities	3	3	3	3	2	3
	C120.3	Examine business problems in legal context	4	3	3	3	2	1
	C120	Average		3	2	3	2	2

4. Pedagogy

The course will involve a healthy balance of classroom discussion on business and corporate laws with legal pronouncements by various learned courts. This will be supplemented by the current information through latest reported cases to learn the law in current business environment.

5. Text Book:

Business Legislation for Management ; MC Kuchhal& Vivek Kuchhal

Vikas Publishing; 5th edition

6. Additional Readings and References:

1. Mercantile Law by S S Gulshan, Publisher Excel Books, New Delhi, latest edition
2. Taxmann's Corporate Laws, latest edition

7. Evaluation Details:

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Sl. No.	Component	Weightage (%)	Tentative week of completion with tentative dates
1	Quiz and assignment	15% (5+10)	Assignment by 5 th week and quiz by 11 th week
2	Teacher's Assessment Based on presentations	10%	Individual/ group presentation to be made by each student on a topic to be assigned by the faculty to be completed by 17 th week
3	T1	20%	6
4	T2	20%	12
4	End Term	35%	19

7.1 Quiz and assignment (15%)

An assignment shall be given which shall be completed by 5th week. There will be a quiz to be conducted in 11th week of the course.

7.2 Teacher's Internal Assessment (10%)

A topic will be assigned to each student on which he/ she will have to make presentation based on PPTs to be prepared by him/ her.

7.3 T1 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 and legal issues-based exam on concepts and application. No class notes, textbook or help-sheets would be in possession of the students and they will not illegally access it through any other media during the exam. Any violation will attract disciplinary action. This will be conducted immediately after completion of 4th week of study.

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7.4 T2 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 and legal issues-based exam on concepts and application. No class notes, textbook or help-sheets would be in possession of the students and they will not illegally access it through any other media during the exam. Any violation will attract disciplinary action. This will be conducted immediately after completion of 4th week of study

7.5 End Term Test (35%)

End Term Test will be at the end of the 8th week of the study 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 would be in possession of the students and they will not illegally access it through any other media during the exam. Any violation will attract disciplinary action.

8. Session Plan:

Session	Session Theme	Topic Coverage	Text Book Chapter/page	Cases/Activities/ Exercises
1-3	Introduction	Meaning and nature of law, why and how law, brief introduction of various laws and their relevance to the study of management course	Lecture notes Ref. books	Lecture delivery And discussion
4, 5, 6, 7	Contract Act	Nature, Kinds and Essentials of a contract	3-45	Lecture delivery
8,9	Contract Act	Void contracts, discharge of contracts and remedies for breach of contracts	46-74	Lecture delivery, class discussion, exercises from book

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10, 11, 12, 13, 14, 15	Indemnity, Guarantee, Bailment, Pledge and Agency	Legal provisions of contracts of indemnity, guarantee, bailment, pledge and agency	82-106	Lecture delivery, class discussion, Exercises from book
16, 17	Negotiable Instrument Act	Nature, kinds and parties to negotiable instruments, negotiation and endorsement, dishonor and discharge, bouncing of instruments	230-261	Lecture delivery, class discussion, exercises from the book
18,19,20	Sale of Goods Act	General principles, conditions and warranties, transfer of property and title in goods, performance of contract, rights of unpaid seller	126-183	Lecture delivery, class discussion, exercises from the book
20,21	Limited Liability Partnership Act	Nature, incorporation, partners and their relation, contribution, assignment and transfer of partnership rights	160-212	Lecture delivery, class discussion, exercises from the book
22,23,24,25, 26, 27, 28	Companies Act	Definition, kinds, formation, issue of shares and share capital, management meetings	355-504	Lecture delivery, class discussion, exercises from the book
29, 30	Companies Act	Winding up of companies	562-572	Lecture delivery, class discussion, exercises from the book

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32, 33, 34	Competition Act	Prohibition of competitive agreements, dominant positions, regulation of combination, competition Commission and penalties	632-655	Lecture delivery, class discussion, exercises from the book
35, 36	RTI	Right to information and obligation of public authorities, penal provisions	Class notes	Lecture delivery, class discussion, exercises from the book
37,38,39,40	Insolvency and Bankruptcy Code 2016	Law, applicability and its importance for business	video	Lecture delivery, class discussion Live case discussed
41, 42	Consumer Protection Law	Law, applicability and its importance for business	298-323	Class discussion

Course Coordinator: Prof. G.K. Agarwal

Date: January 17, 2021

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19B11BOM13: Quantitative Methods in Business Management

Semester IV

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

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Semester II

Phone:

Email ID: Priyatanwar2911@gmail.com

1. Course Introduction

Today's business environment is characterized by the term VUCA – Volatile, Uncertain, Complex and Ambiguous.

However, business cannot run without planning for the future; many decisions have to be made today to prepare

the organization for tomorrow. In this course, we will learn how to make business decisions under various

circumstances and what method is more appropriate for a particular situation.

2. Course Objective

The learning objective of this course are:

- Understand the concept of decision making in business in today's VUCA business environment.
- Understand various models the historic development and evolution of the area.
- Understand the concept of modeling in solving business problem and accordingly make business decision.

3. Course Outcome

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

CO	PO1	PO2	PO3	PO4	PO5
C119.1: Understand key concepts, theories, models and tools used in quantitative analysis.	2	2	1	1	2
C119.2: Apply the key concepts, theories, models and tools into real life business situations.	2	3	2	2	2
C119.3: Analyse specific business issue and devise a strategy and action plans	2	3	2	2	2

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-lets discussions.

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5. Text Book

- Quantitative techniques in Management by N D Vohra.
- Schaum's Outline of Matrix Operations by Richard Bronson.

6. Additional Readings and References:

- Garry Clendenen and Stanley A Slazman Business Mathematics, Thirteen edition
- R.S. Bhardwaj, Mathematics for Economics and Business
- Sharma, J.K., (2009) Operations Research: Problems & Solutions, 2nd edition, Macmillan India Ltd.
- Chhabra T.N. Quantitative Techniques in Management.
- Vishwanathan, P.K., (2008) Business Statistics and Applied Orientation, 1st edition, Pearson Education.
- Matrices and Linear algebra by Hans Schneider, George Phillip Barker.

7. 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

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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
1-2	Introduction of QTBM	Definition, Importance and Limitation, Matrices, Basic Operations on matrices	1,2,3 of Schaum's Outline of Matrix Operations	Practice: Problems on operations on matrices.
3-10	Determinants	Determinant, elementary Transformations	5 of Schaum's Outline of Matrix Operations	Practice: Problems on calculation of elementary operations.
11-16	Linear Equations	Adjoint of a matrix, cofactors, Inverse of a matrix using elementary operations, Solution of linear equations using inverse of a matrix.	4 of Schaum's Outline of Matrix Operations	Practice : Problems on calculation of Linear equations.
17-20	Mathematical Model	Introduction, Building a mathematical model,	3 (Quantitative techniques in Management)	Class Discussion: physical model v/s mathematical model.

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		verifying and Refining a model, DETERMINISTIC MODEL.		
21-24	Linear Programming	Concept and Assumptions Usage in Business Decision Making, Linear Programming Problem: Formulation	4 (Quantitative techniques in Management)	Activity : Go to any nutrition center which sells health-food. Bring into play the applications of LP in formation and building.
25-30	Methods to solve Programming	Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality; Concept, Significance, Usage & Application in Business Decision Making.	5 (Quantitative techniques in Management)	Activity: Visit to your nearest fast moving consumer goods manufacturing company like LG, Samsung, Videocon, Onida etc. and apply the concept of assignment model to increase its produce line.
31-37	Game Theory	Two-person Zero-sum Game, Pure Strategies , Game with Saddle Point, Mixed Strategies , Games without Saddle Point, Dominance Property, Solving LP Model Games.	14(Quantitative techniques in Management)	Exercise: Apply the game theory approach of two television vendor line LG & Samsung for their advertising strategy.
38-42	Simulation	Advantages and Disadvantages of Simulation, Monte Carlo Simulation, Simulation of Demand Forecasting Problem, Simulation of Queuing Problems, Simulation of Inventory Problems	15(Quantitative techniques in Management)	Exercise: In the corporate the top Bosses use to take major decisions apply the Simulation techniques in designing and performing organizations take an industry like Reliance, Tata, Infosys to support your answer.

Course Coordinator: Priya Tanwar

Date: 16.01.2021

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20B11BGM30: Data Insights with Dashboards

BBA - Semester IV

January 18 – May 18, 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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Course Credit:	3
Learning Facilitator:	Mahendra Kumar Gurve
Target learners:	BBA (2019-22 Batch), Semester-IV
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:	By Appointment
Phone:	0120 - 2594474
Email ID:	mahendra.gurve@jiit.ac.in

1. Course Introduction:

This course is designed to introduce data visualization as an analytical tool, a medium of communication, and the basis for interactive information dashboards. Students will learn best practices in data visualization, sharpen analytical skills, and learn how to design dashboards for use by stakeholders.

2. Course Objective:

The objective of this course is to make the student:

- Understand various ways in which data can be visualized.
- Make use of the features of the software to make relevant charts for disseminating the information.
- Examine the relationships that exist among business variables to draw inferences.
- Create reports, dashboards to communicate with the outside world.

3. Course Outcome:

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

CO-Code	CO	BTL	PO1	PO2	PO3	PO4	PO5
C184.1	Understand various ways in which data can be visualized.	2	2	2	3	3	3

BBA (2020-2023) Course Outline

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C184.2	Make use of the features of the software to make relevant charts for disseminating the information.	3	3	3	3	3	3
C184.3	Examine the relationships that exist among business variables to draw inferences.	2	3	3	2	2	3
C184.4	Create reports, dashboards to communicate with the outside world.	2	3	3	2	2	3
C184	Average	3	3	3	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, Class Discussion and Research Project.

5. Additional Readings:

Excel Dashboards and Reports, 2nd Edition, Michael J. Alexander, John Walkenbach, Wiley.

Online Resources: <http://chandoo.org/>

6. 1. Evaluation Details:

Sl. No.	Component	Weightage (%)	Deadlines (Tentative Dates)
1	Assignments	10%	Continuous Evaluation
2	Project Report	15%	Continuous Evaluation
3	T-1 Test	20%	As per Academic Calendar

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4	T-2 Test	20%	As per Academic Calendar
5	End Term Exam	35%	As per Academic Calendar

6.1 Assignments (10%)

Students are required to work on different topics from time to time which will be given by the learning facilitator to each student in the class.

6.2 Project (15%)

Students are required to work on different topics which will be given by the learning facilitator to each group in the class. A detailed report will be submitted to the learning facilitator as per the instructions of the learning facilitator. There will be two members in each team. The detail regarding the project will be announced in the class.

6.3 T-1 Exam (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 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.

6.4 T-2 Exam (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 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.

6.5 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' 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.

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7. Session Plan

Sessions	Topics
1-2	Brief About data visualization, Why visualization, impact of data visualization. Data visualization process. Brief introduction to Dashboards, Dashboards examples and data exploration using dashboards.
3-6	Brief About Data, importance of data quality , fundamentals of data privacy , Data cleaning and preprocessing, Metrics Vs dimensions, Data types and defaults, Aliases and names.
7-9	Brief About Excel spreadsheet, perform basic spreadsheet tasks, such as viewing, entering and editing data, and moving, copying and filling data. Fundamentals of formulas and functions in excel.
10-15	Brief About Excel advance spreadsheet, Excel Charting for the Uninitiated,, Working with Chart Series, Formatting and Customizing Charts, Components That Show Trending, Components That Group Data, Components That Show Performance Against a Target, Using Pivot Tables, Using Pivot Charts, Adding Interactivity with Slicers.
16-18	<i>Brief about Dashboard development, Dashboard design principles, Dashboard interactivity, Creating Visualizations and Dashboards with Spreadsheets.</i>
19-20	Case Study: Interactive Sales Dashboard
21-22	Case Study: Interactive Dashboard using Hyperlinks
22-24	Case Study: Customer Service Dashboard using Excel

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24-26	Case Study: Project Status Dashboard
26-28	Case Study: Healthcare Dashboard



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20B11BGM34: New Government Initiatives in Business

BBA - Semester IV

January 18 – May 18, 2021

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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.Rahul Sharma
Target learners:	BBA (2019-22 Batch), Semester-IV
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:	By Appointment
Phone:	0120 - 2594474
Email ID:	rahul.sharma@jiit.ac.in

7. Course Introduction:

Government of India has taken many initiatives to promote businesses in India. This course aims to enable students to appreciate the role of new government initiatives for business. It shall focus on discussing government policies with respect to various sectors and schemes.

8. Course Objective:

The objective of this course is to make the student:

- To make students aware about various initiatives of government, this may help them in different businesses.
- To make students conscious of different facilities provided by the government for promoting various businesses.

9. Course Outcome:

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

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CO- Code	CO	BTL	PO1	PO2	PO3	PO4	PO5
C118.1	Understand initiatives started by government to assist businesses	2	2	2	3	3	3
C118.2	Apply knowledge about government initiatives for upliftment of businesses	3	3	3	3	3	3
C118	Average		3	3	3	3	3

10. Pedagogy

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

11. Additional Readings:

<https://www.makeinindia.com/home>

<https://www.makeinindia.com>

<http://www.digitalindia.gov.in>

<http://www.startupindia.gov.in>

<https://www.skillindia.gov.in>

<http://www.smartcities.gov.in>

<http://www.amrut.gov.in>

<http://sagarmala.gov.in>

12. 1. Evaluation Details:

Sl. No.	Component	Weightage (%)	Deadlines (Tentative Dates)
1	Assignments	10%	Continuous Evaluation
2	Project Report	15%	Continuous Evaluation
3	T-1 Test	20%	As per Academic Calendar
4	T-2 Test	20%	As per Academic Calendar
5	End Term Exam	35%	As per Academic Calendar

6.1 Assignments (10%)

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Students are required to work on different topics from time to time which will be given by the learning facilitator to each student in the class.

6.2 Project (15%)

Students are required to work on different topics which will be given by the learning facilitator to each group in the class. A detailed report will be submitted to the learning facilitator as per the instructions of the learning facilitator. There will be two members in each team. The detail regarding the project will be announced in the class.

6.3T-1 Exam (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 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.

6.4T-2 Exam (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 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.

6.5 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' 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.

7. Session Plan

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Sessions	Topics	Readings / Reference
1-2	Automobile Sector: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/automobiles
3-4	Automobile Component: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/automobile-components
5	Aviation Sector: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/aviation
6	Biotechnology: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/biotechnology
7	Chemicals: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/chemicals
8-9	Construction: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/construction
10-11	Defence Manufacturing: Brief About The Sector, Why This Sector, FDI Policy,	https://www.makeinindia.com/sector/defence-

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	Sector Policy, Financial Support, Investment Opportunities.	manufacturing
12-13	Electrical Machinery: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/electrical-machinery
14	Electronic Systems: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/electronic-systems
15	Food Processing: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/food-processing
16	IT and BPM: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/it-and-bpm
17	Leather: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/leather
19-20	Media and Entertainment: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/media-and-entertainment
21	Mining: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/mining

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22	Oil and Gas: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/oil-and-gas
23	Pharmaceuticals: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/pharmaceuticals
24	Ports and Shipping: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/ports
25	Railways: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/railways
26	Renewable Energy: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/renewable-energy
27	Road and Highways: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/roads-and-highways
28	Space: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/space

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29	Textiles and Garments: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/textiles-and-garments
30	Thermal Power: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/thermal-power
31	Tourism and Hospitality: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/tourism-and-hospitality
32	Wellness: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/wellness
33	Digital India: About DI, DI Initiatives, DI Ecosystem,	https://digitalindia.gov.in/
34-35	Startup India: About SI, Resources, Network, Schemes and Policies, Programs.	https://www.startupindia.gov.in/
36-37	Skill India	https://skillindia.nsdcindia.org/
38	Smart City AMRUT Initiative	http://amrut.gov.in/content/
39	SAGARMALA	http://sagarmala.gov.in/
40-41	Atmanirbhar Bharat Scheme	https://aatmanirbharbharat.mygov.in/ https://transformingindia.mygov.in/wp-content/uploads/2020/05/AatmaNirbhar-Bharat-Abhiyan_English-min.pdf

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		<p>https://transformingindia.mygov.in/wp-content/uploads/2020/05/AatmaNirbharBharatPackage_14May-min.pdf</p> <p>https://transformingindia.mygov.in/wp-content/uploads/2020/05/AatmaNirbharDesh_15May-min.pdf</p> <p>https://transformingindia.mygov.in/wp-content/uploads/2020/05/AatmaNirbharEconomy_16May_v3-min.pdf</p> <p>https://transformingindia.mygov.in/wp-content/uploads/2020/05/AatmaNirbharApnaBharat_17May_Final-min.pdf</p>
42	International Solar Alliance	<p>https://isolaralliance.org/</p>