


COURSE OUTLINES
BBA SEM 1
2021OODSEM 2021-22



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A-10, Sector 62, NOIDA, 201 307, INDIA, www.jbs.ac.in

19B11BAE11: Business Communication
BBA Semester 1
September 2021 – December 2021
Course Outline

Course Credit	:	3
Learning Facilitator	:	Dr. Archana Shrivastava
Target learners	:	BBA (2021-24 Batch), Semester-I
Learning Days	:	As per schedule
Learning time	:	As per schedule Learning Rooms
Course Introduction	:	As per schedule

1. Course Introduction

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

2. Course Objectives

The objectives of the course are to make the students gain the following:

Understand the importance of communication in business

Improve overall communication skills

Gain expertise in technology-based media for communication effectiveness

Impart situation-specific communication skills

3. Course Outcomes

CO CODE	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C151.1	Understand the principles of effective communication.	BTL2	3	3	3	3	3
C151.2	Make use of principles and techniques for effective verbal and non-verbal communication.	BTL3	3	3	3	3	3
C151.3	Develop resume, reports, proposals and business plans.	BTL6	3	3	3	3	3
	Average		3	3	3	3	3

4. Pedagogy

The course will be taught through interactive lectures and class exercises.

5. Text Book

Adopted Text: Carol M. Lehman, Debbie D. Dufrene, Mala Sinha, **BCOM**, Cengage Learning

6. Additional Readings and References

- Payal Mehra, Business Communication for Managers, 4th Impression, 2014, Pearson
- Kristen Bell DeTienne, Guide to Electronic Communication, 2011, Pearson
- William, Krisan, Logan, Merrier, Communicating in Business, 8th Edition, Cengage Learning

7. Evaluation Details

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Teacher's Assessment	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

8. Session Plan

Session 1-6	Introduction to Business Communication Communication: definition, nature, and importance to the manager, Communication process and its elements means of communication and methods, Barriers to communication	Business Communication for Managers Payal Mehra, Pearson Chapter 1-4 (M. Naval) Chapter 1 (Lehman et al) Introspect and Express Yourself!!! Activity: Students Make their own video Case Study: <i>Barriers to Communication</i>
Session 6-12	Oral Communication Oral Communication: Speeches for different occasions, guide lines, listening (problems and guide lines).	Business Communication Lesikar, Flatley, Rentz and Pandey, McGrawHill Case Study: <i>Pinnacle Technologies</i> Activity: Talk to me!!!
Session 13-18	Designing and Delivering Presentations Interview: Process, Problem guidelines, group discussions, conference, Responsibility of chairman and participants	Business Communication Shalini Kalia, Shailja Agarwal Wiley India Exercise: <i>Presentation on a Contemporary Business Topic</i> Activity on Group Discussion
Session 19-24	Listening Skills, Designing and Delivering Presentations.	Business Communication Lesikar, Flatley, Rentz and Pandey, McGrawHill Exercise: <i>Listening</i>

Session 25-30	Written Communication Written Communication: essentials of good business letters/ email, Types of business letters business correspondence.	Business Communication Lesikar, Flatley, Rentz and Pandey, McGrawHill Chapter 6 (Lehman et al) <i>Exercise: Writing and Communicating</i> <i>Activity: Every News is Good News!!!</i>
Session 26-31	Grammar, Mechanics and Usage Communicating Electronically, Situation Specific Communication: Employment, Business Plans and Proposal, Reports	BCOM Lehman, Dufrene, Sinha Cengage Learning <i>Exercise: Communication on Website</i> <i>Activity: Write an email!!!</i> Case: pg. 395 Text Book (Pre-read)
Session 32-36	Non Verbal communication Types and its uses and importance in business communication	Business Communication Lesikar, Flatley, Rentz and Pandey, McGrawHill <i>Exercise: Talking with your face</i>
Session 37-39	Negotiation	Business Communication Lesikar, Flatley, Rentz and Pandey, McGrawHill <i>Role Play: Negotiation Skills</i>
Session 40-45	Conflict Resolution	Business Communication Lesikar, Flatley, Rentz and Pandey, McGrawHill <i>Case Study: Conflict Resolution</i>

Course Coordinator: Dr. Archana Shrivastava



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19B11BAF11: Financial Accounting **Odd Semester 2021** **July-December, 2021**

Course Outline

Course Credit:	4
Learning Facilitator:	Dr. Priyanka Tandon
Target learners:	BBA (2021-24 Batch)
Faculty Office:	Arya Bhatt Bhawan II, Third Floor (Room No. 8)
Meeting Time:	Thursday and Saturday between 3-5pm
Phone:	0120 - 2400974 Ext 473
Email ID:	priyanka.tandon@jiit.ac.in

1. Course Introduction

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

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

2. Course Objective

The learning objective of this course:

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

3. Course Outcome

After successful completion of this course students should be to:

CO Code	Course Outcome	PO1	PO2	PO3	PO4	PO5
C102.1	Understand the principles of accounting.	3	3	2	2	2
C102.2	Apply Accounting process and Rules in preparation of different Kinds of Accounts.	3	3	2	2	2

C102.3	Prepare financial statement of business.	3	3	3	2	2
Average		3	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, class Discussion, research Project and case analysis.

5. Text Book:

- A Textbook of Accounting for management (Fourth ed.) by S.N.Maheshwari, S.K.Maheshwari and Sharad K. Maheshwari, Vikas Publishing.
- Basic financial accounting by Bhushan Kumar Goyal (8 ed.), Taxmann (Volume I & II).
- Accounting and Finance for Non-finance Managers by Batra, Sage Publications

6. Additional Readings and References:

- Financial accounting by P. C. Tulsian, Pearson education.
- Financial Accounting for Management, an analytical perspective, Ambrish Gupta, 6th edition. Pearson education.
- Financial accounting & Analysis by Narendra. L. Ahuja and Varun Dawar, Taxmann Publications.

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Deadlines
7.1	T1 Exam	20%	As per Academic Calendar
7.2	T2 Exam	20%	As per Academic Calendar
7.3	End Term Exam	35%	As per Academic Calendar
7.4	Minor Project	15%	Continuous Evaluation
7.5	Assignments	5%	Continuous Evaluation
7.6	Quiz	5%	Continuous Evaluation

*** Timely submission of the project is student's responsibility. Failing which entire team will be awarded zero. The learning facilitator will not remind about the same.**

7.1 Minor Project (15%)

To make the subject application based and to give students the feel of real-life situations any one company will be assigned by the learning facilitator to students to work. Students are required to work on that company as per the directions (from time to time depending upon the topics) of the learning facilitator.

A detailed report will be submitted to the learning facilitator **on or before October 10, 2021**. There will be five members in each team. The detail regarding the project will be announced in the class in different phases as and when required.

Minor Project details:

Collect the financial statements of any one company from Banking sector and IT sector. Read the information in the reports including director's report and the chairman's statement and provide the brief about the company and also comment on both firm's objectives and financial goals.

Further, collect the financial data of the company, perform financial analysis and comment on following:

1. Compare the liquidity position of the company.

2. Compare the profitability position of the company.
3. Comment on the turnover of the companies

7.2 Assignments (5%)

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.

7.3 Quiz (5%)

A surprise quiz of not more than 15 minutes will be given during the term. The quiz will be closed book and it covers pre reads, self learning topics, market happenings. This quiz will not be onerous if you have prepared well for class.

7.4 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.

7.5 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.

7.6 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.

7.7: MOOCs:

Students can register to the following MOOCs available for continuous learning:

<https://www.edx.org/course/accounting-and-finance> (IIM Ahmedabad).

https://onlinecourses.swayam2.ac.in/nou21_cm09/preview

8. Session Plan:

Session	Session Theme	Topic Coverage	Text Book Chapter	Cases/Activities/ Exercises
1-3	Introduction to financial accounting	Need for accounting of financial business transactions, basic accounting concepts and conventions, result of financial accounting, usage of financial information	Chapter-1 (Section 1)	Review exercises
4-6	Accounting Principles and basic concepts and conventions-detailing	Various accounting principles like accrual, going concern, realization, conservatism, cost, separate entity. Terminology of various heads of profit & loss account and balance sheet	Chapter-2 (Section 1)	Quiz

7-15	Recording of transactions in primary and secondary books	Journalizing, ledger posting and ledger balancing	Chapter-3 and 5 (Section 1)	Case: M/s Read and White
16-20	Trial balance, adjustment entries and revised trial balance	Trial balance preparation with ledger balances, scrutiny of trial balance, adjustment entries and revised trial balance explained	Chapter-5 (Section 1)	Solving practical problems
21-25	Bank reconciliation statement, rectification of errors and depreciation	Rectification and adjustment entries, scrutiny of ledger accounts, preparation of bank reconciliation statement, depreciation, provisions and reserves.	Chapter-9 and 10 Chapter 7 (Financial Accounting for BBA by Maheshwari)	Solving practical problems
26-32	Corporate final accounts, consolidated accounts	Corporate final accounts preparation, its form, board report, auditors report, notes to accounts, consolidated accounts	Chapter-8 (Section 1)	Preparation of Financial statement for M/S Shashi
33-35	Cash Flow Statement	Cash flow statement and its importance explained, preparation of cash flow statement	Chapter -3 (Section III)	Case: T Limited
36-40	Analysis of financial statements	Financial ratios explained, their importance and calculation method	Chapter -1 (Section III)	Case: Financial Analysis of Exponential Sports limited and Prospect Manufacturing company
41-42	Accounting Standards and recent contemporary issues in accounting	Accounting standards and convergence of accounting standards into International Financial reporting standards (IFRS). Human resource accounting, Green accounting, Social responsible accounting	Chapter -2 Chapter-5 (section-II) (Financial Accounting for BBA by Maheshwari)	Discussion/Guest Lecture

Course Coordinator: Dr. Priyanka Tandon

Date: September, 2021



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19B11BGM12: Managerial Economics BBA-Semester– I (2021-2024)

Course Outline

Course Credit	: 4
Learning Facilitator	: Dr Sweta Goel
Target learners	: BBA (2021-24 Batch), Semester - I
Faculty Office	: Arya Bhatt Bhawan II, Fourth Floor
Meeting Time	: By Appointment
PHONE	: 0120 - 2400974 EXT 482
EMAIL ID	: sweta.goel@jiit.ac.in

1. Course Introduction

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

2. Course Objectives

- To use managerial economics concepts in business decision-making
- To build economic models for business decision-making
- The aim is to emphasize on developing an ability in the student to appreciate the linkages between macro environment changes and micro level decision-making, as a manager and as a consumer.
- To relate the economic concepts to Economic news.

3. Course Outcomes (CO)

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

CO Code	Description	BTL	PO1	PO2	PO3	PO4	PO5
C131.1	Understand the basic concepts of economics.	2	3	3	2	3	2
C131.2	Apply the theories of economics to understand the business environment.	3	3	3	2	3	3
C131.3	Analyse applicability of concepts/theories/ models of economics in business.	4	3	3	2	3	2
C131	Average		3.00	3.00	2.00	3.00	2.00

4. Pedagogy:

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

5. Text Book:

“Managerial Economics by Salvatore and Rastogi” - 9E, Publisher-Oxford

6. Additional Readings and References:

- a. Mark Hirshey, Managerial Economics: An Integrative Approach, Cengage Learning, 2009
- b. Richard T. Froyen, Macroeconomics: Theory and Policies, 8e, Pearson Education Limited

7. Evaluation Components:

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

7.1 Quiz

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

7.2 Assignments

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

7.3 Term 1 Test (20%)

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

7.4 Term 2 Test (20%)

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

7.5 End Term Test (35%)

End Term Test will be at the end of the semester and will cover the entire course. This will also be a 'closed book' test based on conceptual and application based real life questions/ problem(s)/ Case(s).

No class notes, textbook or help-sheets should be in your possession or accessed illegally during the test. Any violation will result in disciplinary action.

8. Session Plan

Session	Name of the module	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC /Online resources/Videos
1-3	Module 1: Fundamentals of Managerial Economics	Introduction, Demand theory, Individual demand, law of demand, demand schedule and curve, analysis of Market demand- schedule and curve, Market Supply, Market Equilibrium	Chapter 1 and 2	Unsolved problems: 1-6 (chapter 2) Case problems set: A
4-6	Module 1: Fundamentals of Managerial Economics	Adjustments to shifts in demand and supply, linear demand function, Managerial challenges for demand, supply and market equilibrium	Chapter 1 and 2	Unsolved problems: 9-16 (chapter 2) Spreadsheet problems: 1 and 2 (chapter 2) Case problem set: A
7-11	Module 1: Fundamentals of Managerial Economics	The economic concept of elasticity, price elasticity of demand, Income elasticity, cross elasticity of demand, elasticity in managerial decision making.	Chapter 3	Unsolved problems: 2-6 (chapter 3) Case problem set: A
12-18	Module 2: Production and Cost Analysis	Production function: one variable and two variable inputs, returns to scale: constant, increasing and decreasing, empirical production function and its application	Chapter 7	Unsolved problems: 1-10 (chapter 7) Spreadsheet problems: 1 and 2 (chapter 7) Case problem set and assignments
19-22	Module 2: Production and Cost Analysis	Producer equilibrium, Algebraic forms of production function, nature of cost, cost functions: short run and long run, learning curves, economies of scope	Chapter 7 and 8	Unsolved problems: 12-16 (chapter 8) Case problem set: B (Chapter 8)
23-28	Module 3: Market structure and managing in different types of markets.	Market structure, Introduction to different types of markets, perfect competition: short run and long run equilibrium, oligopoly: sources and measures	Chapter 9 and 10	Unsolved problems: 1-8 (chapter 9) Case problem set: B and C (Chapter 9)
29-32	Module 3: Market structure and managing in	Inside oligopoly: Cournot Model, Kinked Demand Curve Model, Cartels and Collusion, Stackelberg Oligopoly,	Chapter 10 and 11	Unsolved problems: 6-7 (chapter 10) Unsolved problems: 9-12 (chapter 11)

	different types of markets.	monopoly: short run equilibrium, price leadership, game theory and strategic behaviour, Prisoner's Delimma, Extensions of Game theory		Case problem set: B (Chapter 10) Case problem set: A (Chapter 11)
33-42	Module 4: Pricing practices for firms	Pricing of multiple products, price discrimination. Pricing in Practice: Cost-Plus Pricing, Optimal Mark up, Incremental Analysis	Chapter 12	Unsolved problems: 1-4 (chapter 12) Case problem set: A (Chapter 12) Presentations
43-45	Module 1-4	Revision, doubt clearing, presentations.	Whole syllabus	Doubt clearing, practice problem, revision and presentations.

Course Coordinator: Dr. Sweta Goel



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19B12BGE12: India's Diversity and Business

BBA 2021-23 Batch
July -December, 2021 (Semester I)

Course Outline

Course Credit	:	2
Learning Facilitator	:	Dr. Garima Srivastav
Target learners	:	BBA (2019-22 Batch), Semester-I
Faculty Office	:	Arya Bhatt Bhawan II, 3rd Floor
Meeting Time	:	By Appointment
Phone	:	0120 - 2400974 Ext 486
Email ID	:	garima.srivastav@jiit.ac.in

1. Course Introduction

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

2. Course Objective

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

3. Course Outcomes

After this course, students will be able to:

CO Code	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C172.1	Understand and appreciate India's diversity.	BTL-2	3	2	2	1	3
C172.2	Identify the importance of a diverse workforce and strategies to promote diversity	BTL-3	3	3	3	2	3

C172.3	Draw inference about India's diversity and its implications for the business.	BTL-4	3	3	3	3	3
C172	Average		3.00	3.00	3.00	2.00	3.00

4. Pedagogy

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

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

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

5. Recommended Text Books

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

6. Additional Readings and References:

“Management Techniques for a Diverse and Cross-Cultural Workforce” edited by Sharma, Naman, Singh, Vinod Kumar, Pathak, Swati, IGI Global, 2018

Kaul, Vijay Kumar, Managing Diversity, in Business Organisation and Management, chapter 35, Pearson Education, 2012.

Kaul, Vijay Kumar, ‘Innovation Revolution: Harnessing India’s Diversity’ Yojana, November 2014, also available at SSRN , <http://ssrn.com/abstract=2517855>

Kaul, Vijay Kumar, INDIA'S DIVERSITY AND GLOBALISATION: UNIFYING FORCES AND INNOVATION, Working paper in Social Sciences Research Network(SSRN) ,June 2014 <http://ssrn.com/abstract=2444668>

Kaul, Vijay Kumar, INDIA'S DIVERSITY: FROM CONFLICT TO INNOVATION, Working paper in Social Sciences Research Network(SSRN) ,June 2014 <http://ssrn.com/abstract=2444099>

7. Evaluation Details

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Teachers Assessment (TA)	25	Presentation, Assignments, Class Participations
2	Mid Semester	40	8
4	T3	35	14

8.Session Plan

SS. No.	Session Topic	Sub-Topics	Text book	Cases/Activities
1-6	The Basics of Diversity	Recognizing, Accommodating and valuing diversity Challenges and dilemmas posed by diversity and drive for homogenization; Diversity and Business	Chapters 1, 2, 3,4,5,7,8	<i>Diversity in Infosys</i> <i>Diversity Game : Out of box Perspective</i> https://youtu.be/bJL40JEvEKk
7-15	The dimensions of Diversity and Inclusion	Diversity and Inclusion Diversity in a VUCA world Diversity and Team Development Diversity and Problem Solving Diversity and Profitability	Chapters 12, 13, 14, 16, 17,18, 33, 34, 37,38, 39	Diversity in ONGC Diversity Game : Proverb Cards Diversity Game : The Herman Grid https://youtu.be/0Q1khjxamVs
16-24	Demystifying Diversity in workplace	Cognitive Diversity Identity Diversity Social Justice and Inclusion Buddy System and Inclusion	Chapters 44, 46, 47, 54, 57, 59	Diversity in L'oreal https://youtu.be/WHHLJzNUjqI
25-32	Diversity and Inclusion Vision	Self awareness and Inclusion Diversity sensitization Equity and Equality Inclusion and CSR Work life balance	Chapters 62, 76, 73, 74, 79, 93	Diversity at AVTAR Group https://youtu.be/qU_xk0WvkGY
33-42	Appreciating different diversities in India	Regional bases of India's diversity: Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions Linkages between Diversity and India's Socio-economic challenges Food insecurity, economic inequalities, Occupational Diversity	Readings will be provided	https://youtu.be/DoeINytrHIA https://www.toppr.com/guides/civics/understanding-diversity/what-is-diversity/

Course Coordinator: Dr. Garima Srivastav

Date: September 14, 2021



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19B15BSE18: IT Tools for Business

BBA 2021-23 Batch, Semester I
September – December, 2021

Course Code:	19B15BSE18
Course Title:	IT Tools for Business
Course Credit:	3
Session Duration:	60 minutes
Learning Facilitator:	Dr. Shakshi Singhal
Target learners:	BBA (2021-23 Batch), Semester I
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor
Phone:	0120 – 2594473
Email ID:	<u>shakshi.singhal@mail.jiit.ac.in</u>

Course Introduction

The goal of this course is to present overview of Information Technology tools used in day to day use of computers and data base operations. The course also aims to make students MS-Office savvy which will help them to solve their day-to-day problems.

Course Objective

The learning objectives of this course are:

To enhance problem-solving skills with an aid of technology to collect, organize, and manage information.

To develop knowledge for understanding the role of computers and information technology in managing today's organization.

Course Outcome

After the successful completion of this course, students will be able to:

C187.1: Understand the basic IT tools to collect, organize, and manage information.

C187.2: Apply the knowledge of internet applications for end-user productivity.

C187.3: Create effective presentations by applying the knowledge of software tools.

CO Code	Cos	PO1	PO2	PO3	PO 4	PO 5
C187.1:	Understand the basic IT tools to collect, organize, and manage information.	3	3	2	2	2
C187.2:	Apply the knowledge of internet applications for end-user productivity.	3	3	2	3	3
C187.3:	Create effective presentations by applying the knowledge of software tools.	3	3	3	2	3
Average		3	3	2	2	2

4. Pedagogy

The course is divided into modules which together provide various dimensions of use of information technology for day to day work and understanding of available technologies for running business processes. Course will be taught through 56 lectures (including Theory and Lab sessions).

5. Text Book

ITL Educational Society, "Introduction to IT", Pearson Education, 2012.

Lambert, Joan (2016), Microsoft Word 2016 Step By Step, Eastern Economy Edition, New Delhi: PHI

Lambert, Joan (2016), Microsoft PowerPoint 2016 Step By Step, Eastern Economy Edition, New Delhi: PHI

6. Additional Readings and References:

Ronald J. Ebert & Ricky W. Griffin (2016), Business Essentials, Global Edition, 11th Edition

Turban, E., Volonino, L., & Wood, G. (2013). *Information Technology for management*. John Wiley & Sons.

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Assignment/Presentations (TA)	10%	Continuous Evaluation
2	Lab Test (TA)	15%	Continuous Evaluation
3	T1 Exam	20%	As per schedule
4	T2 Exam	20%	As per schedule
5	End Term Exam	35%	As per schedule

* TA: Teacher Assessment

7.1. Lab Test (15%)

There will be lab-based tests where students need to solve business problems using spreadsheet software.

7.2 Assignments/Presentations (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. Details of contents and deadline for assignment submission and presentation dates will be declared by the course coordinator in the class.

7.3 T1 Test (20%)

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

7.4 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 an objective 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 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.	Unit	Lecture Topic	Textbook/Chapter	Cases/Activities/Exercises/ MOOC/Online resources/Videos
1-10	Unit 1	Interpreting and Understanding Information, The Role of manager's vis-à-vis IT, Managerial Issues related to IT, Using Technology to Transform the Organization, Information Technology Perspectives, Competitive advantage with IT.	Chapter 7 from ITL Educational Society, "Introduction to IT" Chapter 14 from Ebert & Griffin (2016), "Business Essentials"	Class Discussions and Case Studies Business Case: Building a Sustainable Big City with a Competitive Edge, Pg. 25 of Turban et al. (2013). <i>Information Technology for management</i> . John Wiley & Sons.
11-26	Unit 2	MS Office, Word Processing with Microsoft Word 2016, Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa. Spell check document using inbuilt and custom dictionaries, checking grammar and style, using thesaurus and finding and replacing text. Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography, Mail merge	Lambert (2016), Microsoft Word 2016 Step By Step	Lab Exercises on MS Word 2016
27-42	Unit 3	Basics of MS – PowerPoint 2016, Word Art and Shapes, Design and Layout, Slide Master, Handout Master, Notes Master, Background Styles and Graphics, Inserting Tables, Charts, Clip Art, Pictures, Animation and Custom Animation, Using Transitions and Motion paths.	Lambert (2016), Microsoft PowerPoint 2016 Step By Step	Exercise on PowerPoint 2016 Software
42-56	Unit 4	Introduction to Internet, Web Browsers, Electronic Mail, Outlook, GUI, Google Search Tricks and Techniques, Working with Google Services: Docs, Spreadsheet, presenter, sites, etc.		Exercise on Google Docs and Forms



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20B11BGM22: Business Mathematics

BBA Semester I

September 2021-January 2021

Course Outline

Course Credit:	3
Learning Facilitator:	BBA (2021-24 Batch), Semester-I
Faculty Office:	Arya Bhatt Bhawan I, 1st Floor
Meeting Time:	By Appointment
Phone:	7895070587/ 839373096
Email ID:	nisha.shukla@jiit.ac.in/ neha.singhal@jiit.ac.in

1. 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.

2. 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.

3. 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

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.

5. Text Book

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

6. 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.

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	Explain the Number System, Fractions, Addition, Subtraction, Multiplication and Division of	1, 2	https://www.khanacademy.org/math/cc-seventh-grade-math/cc-

	Fractions, Percentages	Fractions Conversion of Decimals into Fractions and vice-versa Conversion of Fraction into Percentages, Increase and Decrease Problems		7th-fractions-decimals
6-9	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
9-12	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
12-15	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.
15-19	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
19-20	Stocks and Bonds	Stocks and Mutual Funds Bonds	11	https://zerodha.com/var-sity/module/introduction-to-stock-markets/
20-28	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)
28-30	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.



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19B11BGM11: Principles of Business Management

BBA Semester I

September– December 2021

Course Outline

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

Course Credit	:	3
Learning Facilitator:		Dr Mitushi Singh
Target learners	:	BBA (2021-24) BBA
Faculty Office	:	Arya Bhatt Bhawan II, 3rd Floor
Meeting Time	:	3-5 pm
Course Coordinator	:	Dr Mitushi Singh
Phone:		
Email ID:		mitushi.singh@jiit.ac.in

1. Course Introduction

Principles and practices of management is an introductory course on management process from managers’

perspective. The course seeks to help students acquire the requisite knowledge, skills and abilities needed

to successfully manage the organization. The course examines the logic and working of organizations and

outlines the major functions of management.

2. Course Objective

The basic objective of this course is to provide an understanding of basic concepts, principles and practices of Management.

Inculcate the ability to apply a multifunctional approach to organizational objective.

Provide students with tools and techniques to be used in the performance of the managerial job.

Enable the students to analyze and understand the environment of the organization.

3. COURSE OUTCOME:

CO CODE	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C101.1	Define and understand the role of Management	BTL2	3	1	1	2	3

	in an Organization						
C101.2	Apply fundamental concepts, functions and Principles of Management.	BTL3	3	3	3	2	2
C101.3	Analyse application of management knowledge to diagnose and solve organizational problems.	BTL4	3	3	3	2	2
C101	AVERAGE		3	2	2	2	2

4. Pedagogy

Use of Multimedia (Powerpoint presentations, Audiovisuals), Group activities, Group discussion, Quizzes, Role plays and Guest lecture.

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

5. Text Book:

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

6. Additional Readings and References:

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

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Assignment	10%	2, 4, 6, 12, 14
2	Group Presentations	10%	Every Week
3	Quizzes	10%	Alternate Week
4	T1 Test	20%	8
5	T2 Test	20%	8
	End Term Test	35%	16

7.1 Assignment (10%)

There will be assignments on every unit that will be given to the students within the class.

7.2 Group presentation, (10%)- Every week students will be giving the presentation in groups on various topics.

7.3 Quiz: Class quiz based on the course curriculum will be conducted (10%)

7.4 T1 Test (20%)

On completion of about eight weeks of classroom teaching, students will have to appear for the examination. The evaluation will be out of 30 marks with understanding and remembering level conceptual questions and analysis of case lets.

7.5 T2 Test(20%)

On completion of about eight weeks of classroom teaching, students will have to appear for the examination. The evaluation will be out of 30 marks with understanding and remembering level conceptual questions and analysis of case lets.

7.6 End Term test (35%)

End Term Exam will be at the end of the semester and will cover the entire course. This will also be a 'closed

book' exam based on conceptual and application-based real-life questions/ problem(s)/

Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

8. Session Plan:

Sessions / Page No.	Theme of the day	Lecture Topic	Textbook/ Chapter	Cases/Activities/ Exercises/MOOC/ Online resources /Videos
1-6	Management Roles, Functions and skills.	Characteristics of management, importance, Mgt v/s Admn, Principles of Management. Classical, scientific, bureaucratic, modern approach.	Ch 1-3	Rao VSP, Management Text and Cases Case 1Naughty Rule
7-12	Planning and Forecasting.	Planning functions of Mgt- Approaches to Planning, Elements of planning process and limitations. Role of Forecasting in planning, Techniques of forecasting	Ch 5-7	Rao VSP, Management Text and Cases Case 2: Punjab machine tools corporation
13-17	Organizational design and process	Organizing - nature, Process and Importance. Organisation chart, Span of management., Line and staff organization.	Ch 11-17	Rao VSP, Management Text and Cases Case 3: The National sales manager
18-22	Decision Making in Organizations	Delegation of authority, Form of delegation, Principles and barriers. Decision making in organization.	Ch-5	MGMT: A South-Asian Perspective, 1st Edition, Cengage Manas Ranjan Tripathy Case 4: <u>Shine Life Insurance</u>
23-27	Staffing.	Staffing: concept; Overview of manpower planning, Job design, Recruitment &selection.	Ch 18-20	MGMT: A South-Asian Perspective, 1st Edition, Cengage Case 5- Nuts and

				Bolts
28-32	Directing	Training & Development, Performance Appraisal. Directing: Concept, Direction and supervision		MGMT: A South- Asian Perspective, 1st Edition, Cengage Case 6-Policies and performance appraisal
33-38	Controlling.	Controlling: Concept & process. Types of control, Behavioural aspects of control, Controlling Techniques.	Ch 25-27	MGMT: A South- Asian Perspective, 1st Edition, Cengage Case 7: Bon-ton Stores: Selection isn't a beauty pageant.
39-42	Communication	Communication network in organization	Ch 28- 30	Case 8: XYZ Limited
43-45	Communication	Communication process & Barriers.		Doubt Sessions.

Course Coordinator:: Dr Mitushi Singh



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15B1NHS433: Introduction to Sociology

Semester 1

September 2021 – December 2021

Detailed Syllabus

Lecture-wise Breakup

Course Code	15B1NHS 433	Semester ODD (specify Odd/Even)	Semester I Session 2021 - 2022 Month Sept 2021- Dec2021	
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	8

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