


COURSE OUTLINES
BBA SEM 3
2021OODSEM 2021-22



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

19B11BAF13: COST AND MANAGEMENT ACCOUNTING BBA-Semester– 3 (2020-23 Batch)

Course Outline

Course Credit	:	4
Learning Facilitator	:	Mr. S. Balasubramaniam
Target learners	:	BBA (2020-23 Batch), Semester 3
Faculty Office	:	Arya Bhatt Bhawan II, Fourth Floor
PHONE	:	0120 - 2400974 EXT 482
EMAIL ID	:	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
C110.1	Understand concepts of cost and management accounting.	2	3	3	2	2	2
C110.2	Utilize the concepts of cost and management accounting for organizational decisions.	3	3	3	2	2	2
C110.3	Appraise management accounting tools and techniques to solve complex management problems	5	3	3	3	3	2
C110	Average		3.00	3.00	2.00	2.00	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:

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

6. Additional Readings and References:

- a. “Cost and Management Accounting” by S.N. Maheshwari- Sultan Chand & Sons
- b. “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 th Week
3	T2	20%	8 th Week
4	T3	35%	14 th Week

7.1 Quiz

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

7.2 Assignments

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

7.3 Term 1 Test (20%)

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

7.4 Term 2 Test (20%)

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

7.5 End Term Test (35%)

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

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

8. Session Plan

Session	Name of the module	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC /Online resources/Videos
1-6	Module 1: 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 and its managerial implications, 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 case study
7-11	Module 1: Introduction to Cost and Management Accounting	Classification of Costs, Types of costing, Methods of costing, Cost Ascertainment, Concept of Cost Sheet, Cost sheet: features and format	Chapter 1	Review questions and case lets
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) Case let

Course Coordinator: Dr. Sweta Goel Date: October, 2021



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19B11BGM20: Entrepreneurial Development

BBA III Semester Odd Semester, 2021

Course Outline

Course Credit	:	3
Learning Facilitator	:	Dr. S. Suresh
Target learners	:	BBA Summer Semester
Learning Days	:	As per time schedule
Learning time	:	As per time schedule
Learning Rooms	:	As per time schedule
Faculty Office	:	Arya Bhatt Bhawan II, Fourth Floor
Meeting Time	:	Tuesday and Thursday between 3-5pm
Phone	:	0120 - 2400974 Ext 484
Email ID	:	s.suresh@jiit.ac.in

1. Course Introduction

This course aims to provide students with an understanding of entrepreneurship and introduces the role of the entrepreneur, innovation in the entrepreneurial process. 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 commercialising their own innovations or of others, and those who advise entrepreneurs or engage in policy making in the entrepreneurship area.

2. Course Objective

To familiarize the participants with the basic concepts, tools, techniques and skills required to have an understanding of the Entrepreneurial Process and Innovation.

3. Course Outcomes

CODE	COURSE OBJECTIVES	BLOOM'S LEVEL
C111.1	Understand the basics aspects of establishing new business in competitive environment.	2
C111.2	Apply the basic understanding of entrepreneurship to the existing business ventures.	3
C111.3	Evaluate entrepreneurship opportunities in the environment.	5

4. Pedagogy

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

5. Text Book

Introduction to Entrepreneurship, Donald F Kuratko, 8E

6. Additional Readings and References

- Fundamentals of Entrepreneurship, O.P. Gupta
- Entrepreneurship Development, D. Keswani, N. Vivek
- Entrepreneurial Development, S. S. Khanka

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative date of completion
1	Quiz	10%	15/09/2021
2	Project	15%	30/10/2021
3	T1-Test	20%	As per Schedule
4	T2-Test	20%	As per Schedule
5	End Term Test	40%	As per Schedule

7.1 Quizzes (10%)

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

7.2 Project (15%)

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

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' exam based 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 based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' exam based 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 Exam (35%) End Term Exam will be at the end of the trimester and will cover the entire course. This will also be a 'closed book' exam based on conceptual and application based real life questions/ problem(s)/ Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

8. Session Plan

S. No.	Topic	Textbook Chapter	Exercise
1to3	INTRODUCTION TO ENTREPRENEURSHIP <ul style="list-style-type: none"> Historical development of Entrepreneurship Major schools of Entrepreneurial thought Approaches to the Study of Entrepreneurship Illustration of today's Entrepreneurial Environment 	Chapter 1	Case Study
4to6	INDIVIDUAL ENTREPRENEURIAL MIND-SET <ul style="list-style-type: none"> Profiling the entrepreneurial mind-set Different types of risk entrepreneurs face Major causes of stress for these individuals and the ways they can handle stress Entrepreneurial Motivation 	Chapter 2	Discussion on Successful Entrepreneurs
7&9	CORPORATE ENTREPRENEURIAL MIND-SET <ul style="list-style-type: none"> Defining "Corporate Entrepreneurship" Corporate obstacles preventing innovation Corporate Entrepreneurial strategy Methods of developing managers for corporate entrepreneurship 	Chapter 3	Case Study
10&12	THE SOCIAL AND ETHICAL PERSPECTIVES OF ENTREPRENEURSHIP <ul style="list-style-type: none"> Concept of "Social Entrepreneurship" Challenges of Social Enterprise Ethics in a conceptual framework for a dynamic environment Entrepreneurial ethical leadership 	Chapter 4	Discussion on Ethics and Entrepreneurship
13&15	CREATIVITY AND INNOVATION <ul style="list-style-type: none"> Opportunity identification process illustrate the sources of innovative ideas for entrepreneurs Role of creativity and major components of the creative process Developing personal creativity 	Chapter 5	Case Study
16&18	METHODS TO INITIATE VENTURES <ul style="list-style-type: none"> Major pathways and structures for entrepreneurial ventures. Factors involved in creating a new venture Elements involved in acquiring an established venture Franchise and its structure 	Chapter 6	Discussion on Finance and Entrepreneurship
22&24	SEARCH FOR ENTREPRENEURIAL VENTURES <ul style="list-style-type: none"> Debt and equity as methods of financing Commercial loans and public stock offerings as sources of capital Private placements as an opportunity for equity capital Market for venture capital 	Chapter 8	Discussion on Funding of new ventures
25&27	ASSESSMENT OF ENTREPRENEURIAL OPPORTUNITIES <ul style="list-style-type: none"> Challenge of new-venture start-ups Critical factors involved in new-venture development Factors that underlie venture success Evaluation process 	Chapter 9	Case Study
28&30	MARKETING ASPECTS OF NEW VENTURES <ul style="list-style-type: none"> Marketing research for new ventures Digital marketing for entrepreneurial firms Marketing concept: philosophy, segmentation, and consumer orientation Areas vital to a marketing plan 	Chapter 10	Discussion on Marketing and Entrepreneurship

31&33	FINANCIAL STATEMENTS IN NEW VENTURES <ul style="list-style-type: none"> Principal financial statements needed for any entrepreneurial venture Preparing an operating budget Nature of cash flow 	Chapter 11	Case Study
	<ul style="list-style-type: none"> Capital budgeting for decision-making process 		
34 &36	BUSINESS PLAN PREPARATION FOR NEW VENTURES <ul style="list-style-type: none"> Defining a Business Plan Planning pitfalls that plague new ventures Coordinating the business plan segments Recommendations by venture capital experts 	Chapter 12	Discussion on New Business Plans
37&39	STRATEGIC GROWTH IN ENTREPRENEURSHIP <ul style="list-style-type: none"> Strategic planning for an entrepreneurial venture Benefits of strategic planning Five stages of a typical venture life cycle Elements involved with an entrepreneurial firm 	Chapter 13	Case Study
40&41	VALUATION CHALLENGE OF ENTREPRENEURSHIP <ul style="list-style-type: none"> Importance of valuation Underlying issues involved in the acquisition process To present the major points to consider when establishing a firm's value To highlight the available methods of valuing a venture 	Chapter 14	Discussion on Ethics and Entrepreneurship
42	HARVEST OF A NEW VENTURE <ul style="list-style-type: none"> Concept of "harvest" as a plan for the future. Key factors in the management succession of a venture. Potential impact of recent legislation on family business succession Ways to develop a succession strategy 	Chapter 15	Case Study
43	ENTREPRENEURSHIP: THE INDIA WAY <ul style="list-style-type: none"> Perspective on Indian Entrepreneurs and Entrepreneurship Highlights of Business Persons making a Global Highlights Modern Entrepreneurs in Different Sectors Institutions involved in Developing Entrepreneurs 	Chapter 16	Case Study
44	TECHNOLOGICAL CHANGES AND ENTREPRENEURSHIP <ul style="list-style-type: none"> Importance of Technology in Entrepreneurship Application of Technology in Entrepreneurship Role of Technology in Social Entrepreneurship 	Online Sources	Industry Examples
45	INTERNATIONAL ENTREPRENEURSHIP <ul style="list-style-type: none"> Opportunities in International Entrepreneurship Characteristics of International Entrepreneurship International Entrepreneurship in Post Covid World 	Online Sources	Industry Examples

Course Coordinator: Dr. S. Suresh

Date: October, 2021



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19B11BHR12: Human Resource Management
Semester III
September 2021– December 2021

Course Outline

Course Credit	:	4
Learning Facilitator	:	Prof. S. S. Khanka
Target learners	:	BBA (2020-23) BBA
Learning Days	:	As per schedule
Learning time	:	As per schedule
Learning Rooms	:	As per schedule
Faculty Office	:	Arya Bhatt Bhawan II, 3rd Floor
Meeting Time	:	Monday-Tuesday, 3-5 Pm
Course Coordinators	:	Prof. S. S. Khanka, Dr. Charu Sijoria, Dr. Shakshi Singhal
Phone	:	
Email ID	:	guest13.jbs@mail.jiit.ac.in charu.sijoria@mail.jiit.ac.in shakshi.singhal@mail.jiit.ac.in

1. Course Objective

- 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	AVERAGE		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. Text Book:

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. Additional Readings and References:

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 th Week
3	T2	20%	8 th Week
4	T3	35%	14 th 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 12th 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

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

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%)

The 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"> HRM functions and objectives, Personnel policies and principles Skills for HR professionals. 	Ch 1 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"> Integrating HR and business strategy. HR demands forecasting techniques. Job analysis and job design 	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"> Recruitment process-internal & external, Selection process and evaluation. Orientation program. 	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"> Training need assessment Process and techniques. Designing a training program 	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"> Design appraisal programme, Problems of rating, Performance management and challenges. 	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"> • Factors influencing compensation, • Nature of incentive payments, • Employee benefits and services. 	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"> • Separations, • workplace conflict 	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

Course Coordinator: Dr. Shakshi Singhal

Date: October, 2021



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20B11BGM26: Global Business Environment

BBA Semester III

August 2021 – December 2021

Course Outline

Course Credit:	3
Learning Facilitator:	Dr. Shriram A Purankar
Target learners:	BBA (2020-23 Batch), Semester-III
Faculty Office:	Arya Bhatt Bhawan II, IV Floor
Meeting Time:	By Appointment
Phone:	0120 - 2400974 Ext 474
Email ID:	shriram.purankar@jiit.ac.in

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 global business environment, 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
C112.1	Understand concepts of global business environment.	2	3	3	2	2	2
C112.2	Analyse the impact of political, socio-economic, technological and legal factors on global business ventures.	4	3	3	2	1	1
C112.3	Evaluate different foreign market entry strategies.	5	3	3	2	1	1
C112	Average		3.00	3.00	2.00	1.00	1.00

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

MOOC Registrations: Swayam Portal–

7. Evaluation Details:

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

7.1 Quizzes (5%)

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

7.2 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.

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 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 Exam (35%)

End Term Exam will be at the end of the trimester and will cover the entire course. This will also be a ‘closed book’ exam based on conceptual and application based real life questions/ problem(s)/ Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

8. Session Plan

Sessions	Topics	Readings / Reference (chapters to be discussed)	Text book Cases No / Assignments
1-4	Globalizing Business <ul style="list-style-type: none"> Institution based view vs. resource based view What is globalization ? Globalization Debate 	Chapter Prescribed Textbook	1 Caselet1: Avon fights recession – One lipstick at a time Caselet2: GE innovates from Base of Pyramid
5-8	Understanding Politics Laws & Economics <ul style="list-style-type: none"> Explaining Institution based view Importance of understanding Political, Legal Systems and Economic Systems 	Chapter Prescribed Textbook	2 Caselet3: Adam Smith Vs. Deng Xioping Caselet4: Managing Political risk in the Middle East : A focus on Libya
9-12	Emphasizing Cultures, Ethics & Norms <ul style="list-style-type: none"> Understanding Informal Systems, culture, norms and ethics Ethical Challenges which businesses face 	Chapter Prescribed Textbook	3 Caselet5: Partying in Saudi Arabia Caselet6: Siemens Needs to Clean up around the Globe
13-16	Leveraging Resources & Capabilities <ul style="list-style-type: none"> Understanding resources capabilities and value chain VRIO Framework 	Chapter Prescribed Textbook	4 Caselet7: Saturna Capital: A leading company in Islamic finance Caselet8: Why Amazon Kindle cannot be made in US
17-20	Trading Internationally <ul style="list-style-type: none"> Why do nations trade? Theories of International Trade Realities of International Trade 	Chapter Prescribed Textbook	5 Caselet9: Why are German exports so competitive? Caselet10: Canada and US fight over PIGS
21-24	Investing Abroad directly <ul style="list-style-type: none"> Why do firms become MNEs by engaging in FDI ? Understanding Ownership 	Chapter Prescribed Textbook	6 Caselet11: South African firms invest abroad Caselet12: The fate of Opel

	<p>advantages, location advantages, Internalization advantages</p> <ul style="list-style-type: none"> • Realities of FDI 		
25-29	<p>Dealing with Foreign exchange</p> <ul style="list-style-type: none"> • Factors determining exchange rates • Evolution of International Monetary system • Strategic responses 	Chapter Prescribed Textbook	7 Caselet13: Strong Economies and Strong currencies in Latin America Caselet14: A weak dollar vs. a strong Yuan
30-33	<p>Capitalizing on Global and Regional Integration</p> <ul style="list-style-type: none"> • Integrating the Global Economy • Integrating regional economies <ul style="list-style-type: none"> ○ EU ○ NAFTA ○ ASEAN ○ APEC 	Chapter Prescribed Textbook	8 Caselet15: A day in European Business Caselet16: The Greek Tragedy
34-38	<p>Entering Foreign Markets</p> <ul style="list-style-type: none"> • Where, when and how to enter a foreign market 	Chapter Prescribed Textbook	10 Caselet17: Pearl river Goes Abroad: exports, green fields and acquisitions Caselet18: Enter the US by Bus
39-42	<p>Making Alliances and Acquisitions work</p> <ul style="list-style-type: none"> • How institutions and resources affect alliances and acquisition • Formation dissolution and performance of an alliance • Motives for acquisition • Performance of Acquisition 	Chapter Prescribed Textbook	11 Caselet19: Danone and Wahaha: from Allinace to Divorce Caselet20: Nomura Integrates Lehman Brothers in Asia and Europe

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 20th or the 21st 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.

Course Coordinator: Dr Shriram Purankar

Date: October, 2021



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20B11BGM27: Oral and Written Communication BBA Semester III August 2021 – December 2021

Course Outline

Course Credit	:	3
Learning Facilitator	:	Dr. Shivani Kapoor(VF)
Target learners	:	BBA (2020-23 Batch), Trimester-III
Faculty Office	:	Arya Bhatt Bhawan II, Third Floor
Meeting Time	:	
Phone	:	
Email ID	:	guest3.jbs@mail.jiit.ac.in

1. Course Introduction

This skill based, intensive and highly interactive course is designed to enable students to achieve excellence in business related written communication. The course covers fundamentals of written communication, written communication strategy, developing effective messages, writing reports, making proposals, making business plans, making 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

C152.1	Understand the principles of effective oral and written communication
C152.2	Apply necessary formats and procedures for business communication
C152.3	Analyse the context for effective communication
C152.4	Create Resume, reports, proposals, business letters and business plans

3. Course Outcome

CO Code	CO	BTL	PO1	PO2	PO3	PO4	PO5
C152.1	Understand the principles of effective oral and written communication	2	1	1	3	1	3
C152.2	Apply necessary formats and procedures for business communication	3	1	1	3	1	3
C152.3	Analyse the context for effective communication	4	1	1	3	2	3
C152	Create Resume, reports, proposals, business letters and business plans	6	1	3	3	3	3

4. Pedagogy

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

5. Text Book

Payal Mehra, Business Communication for Managers, 4th Impression, 2014, Pearson

6. Additional Readings and References

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	Assignments	15%	Announced in Class***
2	TA	10%	Announced in Class***
3	T1 Test	20%	Announced in Class
4	T2 Test	20%	Announced in Class
5	T3 Test	35%	Announced in Class

Evaluation Scheme

***Evaluation

T1- Google quiz on theory 20 marks- the study material will be provided to the students and a test will be conducted on it. Help in assessing student's theoretical concepts.

T2 – Group Discussion 20 marks – mandatory for all the students to participate with the camera on, groups of 12 students will be made and each group get 15 min to discuss and 15 min feedback. Students will be assessed on initiation and conclusion skills and leadership, team building and interpersonal skills.

T3- Extempore 35 marks, 10 marks and 25 marks Personal Interview

Each student will be interviewed on behavioral questions. Candidates will be assessed on self-confidence, content, articulation, and overall communication skills.

TA - Video CV 10 marks

Assignments - Total 25 Students will be given assignment on report writing and submit

8. Session Plan

Session 1	Introduction to Business Communication <ul style="list-style-type: none"><input type="checkbox"/> Communication: definition, nature, and importance to the manager,<input type="checkbox"/> Communication process and its elements means of communication and methods,<input type="checkbox"/> Barriers to communication	Open discussion and a 20 marks Google Quiz
Session 2-8	Oral Communication <ul style="list-style-type: none"><input type="checkbox"/> Importance & benefits of confident reading and listening<input type="checkbox"/> Extempore<input type="checkbox"/> Discussions on current affairs and topics of social relevance<input type="checkbox"/> Voice modulations<input type="checkbox"/> Public speaking	Reading Newspapers/ articles Story Telling - Connect the Dots activity 3 min extempore Practice session

<p>Session 8- 20</p>	<p>Designing and Delivering Presentations</p> <p>Personal Interviews</p> <ul style="list-style-type: none"> <input type="checkbox"/> Self-Introduction <input type="checkbox"/> Personal Interview Techniques <input type="checkbox"/> Do's & Don'ts <input type="checkbox"/> Frequently asked questions & how to answer behavioral questions <p>Curriculum Vitae</p> <ul style="list-style-type: none"> <input type="checkbox"/> C.V Writing <input type="checkbox"/> Video C.V <input type="checkbox"/> Use of websites to make a visually appealing CV <p>Group Discussions</p> <ul style="list-style-type: none"> <input type="checkbox"/> Types of GD <input type="checkbox"/> GD tips <input type="checkbox"/> Cardinal sins of GD <input type="checkbox"/> Essential personality traits required to excel in GD 	<p>Elevators pitch One word introduction</p> <p>A compiled PI report of all students will be prepared</p> <p>Will give a format, the aspects to be covered in C.V.</p> <p>Current affairs Abstract topics Stress GD</p> <p>A compiled GD report of all students will be prepared</p> <p>Preparing students by conducting PI/ GD with instant feedback to eliminate the fear of speaking in a group and in front of the interviewer, to improve self-confidence, content, articulation, overall communication skills, and GD/ PI cracking skills. Initiation/conclusion skills and demonstration of leadership qualities</p>
<p>Session 21-27</p>	<p>Writing Skills</p> <ul style="list-style-type: none"> ➤ Create Resume ➤ Prepare reports, proposals, business letters and business plans 	<p>All the students will submit their C.V and assignments on report writing</p>
<p>Session 28-30</p>	<p>Non Verbal communication</p> <ul style="list-style-type: none"> <input type="checkbox"/> Body language <input type="checkbox"/> Etiquettes <input type="checkbox"/> How to participate in virtual meetings 	<p>Importance of body language in communication</p>

Course Coordinator: Dr. Shivani Kapoor

Date: August 30, 2021



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20B11BMM12: Social Media and Digital Marketing BBA Semester III August 2021 – December 2021

Course Outline

Course Credit	:	3
Learning Facilitator	:	Dr. Archana Shrivastava
Target learners	:	BBA (2020-23 Batch), Trimester-III
Faculty Office	:	Arya Bhatt Bhawan II, Third Floor
Meeting Time	:	
Phone	:	
Email ID	:	archana.shrivastava@mail.jiit.ac.in

1.Course Introduction

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.

2.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

3.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.

CO Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C153.14.1	3	1	1	1					3

C153.14.2	3	2	3	3		2			
C153.14.3	3	3	3	3			2	3	3
C153.14.4	3	3	3	3			2	3	3
Avg.	3	2	3	3		2	2	3	3

4.Recommended Text Books

1. **SOCIAL MEDIA MARKETING, 2E, Barker, Cengage Publishers**
2. Social Media Marketing The Next Generation of Business Engagement -Dav e 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.

5.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. Students will be encouraged to do MOOC courses and acquire certificates.

6.Evaluation Components:

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

7. Session Plans

S. No.	Topics	No. of sessions	Readings	Case Studies
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	4	8, 9, 10	British Petroleum Runs the social media Gauntlet

	Marketing on Photo Sharing Sites			
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, White Papers, And E-Books		11	Inspired Marketing LLC generates Sales from Webinars
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
	Total	42		

Course Coordinator: Dr. Archana Shrivastava

Date: October, 2021



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20B12BBA13: Business Analytics Semester III

Course Outline

Course Credit:	3 (42 hours)
Course Coordinator	Prof. Ajit Kumar
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, 4th Floor
Email ID:	ajit.kumar@jiit.ac.in

1.Course Description:

The field of Business Analytics advances with new IT tools and its applications are driving today's business, where corporates are trying to understand their customers and their own business processes in a novel way. The digital transformation in business domain has been creating enormous amount of data and hence new business analytics models find their applications in solving business problems.

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

After this course, students will be able to:

COURSE OUTCOMES		COGNITIVE LEVEL
C133.1	Understand the basics of Business Analytics.	Understand Level (Level 2)
C133.2	Apply Business Analytics techniques to business management functions.	Apply Level (Level 3)
C133.3	Analyse the business data for developing suitable business plans.	Analyze Level (Level 4)

4. Pedagogy:

The course will involve a good balance of classroom discussion, exercises and experiential activities which will generally include a mixture of lectures, exercises and case analysis.

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

6. Recommended Text Books

1. Business Analytics, 2nd Edition by James R. Evans, Pearson Publishers, 2016
2. Business Analytics: Text and Cases by Tanushri Banerjee & Arindam Banerjee, Sage Publications, 2019.

7. Session Plan:

Session No.	Theme of the day	Topics	Readings	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1 - 4	Introduction	Introduction to Business Analytics	Ch. 1	Activity: understanding data for decisions
5-10	Basic components of business Analytics	Business Analytics for business decision-making	Chap 2	Exercise: using Excel for decision-making
11-14	Preparation of dataset	Basics of Business Analytics Models	Chap 3	Quiz in class
15-18	Initiating analysis	Descriptive Business Analytics	Chap 4	Quiz in class
19-22	Visualization	Exploring Business Data	Chap 5	Exercise: Creating of insightful graphs
23-26	Advanced concepts Model building	Predictive Analytics -1	Chap 6	Group Assignments
27-30		Predictive Analytics -2	Chap 7	Group presentations
31-36		Prescriptive Analytics -1	Chap 8	
37-40		Prescriptive Analytics -2	Chap 9	
41-42	Recent developments	Current advances in the field of Business Analytics	Chap 10	Case: Tata Motors

Course Coordinator: Prof. Ajit Kumar

Date: October, 2021



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19B15BSE14: Computing Tools and Programming

BBA 2020-22 Batch; Semester III

July – Dec, 2021

Course Outline

Course Credit:	3
Learning Facilitator:	Dr. Manju
Target learners:	BBA ,Semester - III
Faculty Office:	Cabin-241, Arya Bhatt Bhawan III, 2nd Floor
Meeting Time:	By Appointment
Email ID:	manju@jiit.ac.in

1.

2. Course Introduction

This course provides knowledge to computing tools and programming languages in context of data visualization and analysis.

3. Course Objective

The aim of this course is to provide a comprehensive understanding data manipulation and analysis using different tools and programming languages.

3. COURSE OUTCOME:

CO-PO and CO-PSO Mapping:

CO CODE	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C183.1	Understand the basic structure of a programming language and concept of databases.	2	3	1	2	1	3
C183.2	Make use of tools like flow charts to express the algorithm.	3	3	3	3	2	3
C183.3	Create web pages using HTML.	6	2	3	3	2	3
C183			3	2	3	2	3

4. Text Book

4.1 Kirthi Raman, "Mastering Python Data Visualization"

4.2 Nield, Thomas. Getting Started with SQL: A Hands-on Approach for Beginners. " O'Reilly Media, Inc.", 2016.

4.3 Stephen Peplow, "Business statistics with Excel and Tableau: A hands-on guide with screencasts (Hands-on guides Book1)"

4.4 HTML: A Beginner's Guide, Fifth Edition Paperback – Illustrated, 16 May 2013 by Wendy Willard

5. Additional reading and references

5.1 Udemy course “Learning Python for Data Analysis and Visualization”

5.2 Coursera course

5.2.1 Data Visualization with Python

5.2.2 Excel Skills for Data Analytics and Visualization Specialization

6. Evaluation Details

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

6.1 Assignment on each topic covered (10%)

Each student will submit assignment weekly based on the topics covered in that week which will be uploaded in class work of the classroom.

6.2 T1 & T2 (40%)

T1 & T2 exams will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a ‘closed book’ descriptive and problem-solving questions based test on concepts and application. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the test. Any violation will result in disciplinary action

6.3 Presentation (25%)

The following are required in field-work

1. Students have to make a group of 5 or 6 students of their class and need to submit a brief write up of the topics earmarked to the concerned Group. Then each Group will have to submit the full detailed write up on the same topic during the 8th week of the trimester – II positively.
2. Presentation on the prepared report in class room to enhance hands on knowledge, presentation and communication skills using Flip Class mode

6.4 T3 End-Term Exam (35%)

End-Term Exam will be at the end of the trimester and will cover the entire course. This will also be a ‘closed book’ test based on conceptual and application based real life questions/ problem(s)/ Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the test. Any violation will result in disciplinary action.

7. Pedagogy

The course is divided into modules which together provide basic understanding of the computing tools and its processing. Basics of data functionality, various tools and programming languages and data base to manage and visualize data are the main component of the course. Hands on is an important pedagogical tool used for this course. It will involve a healthy balance of lecture and classroom discussion and case discussions on each module. The course also includes group presentation. The course coordinator will provide adequate guidance for individual and group work.

8. Teaching Plan:**9.**

Module#	Title of the Module	Session #	Topics to be Discussed
1	Introduction	1-2	Introduction to computing tools in context of data. Importance of data and its visualization.
2	MS - Excel	3-20	Basics of MS Excel Working with worksheets Functions in Excel Data filtering in excel Data Visualization: column chart, bar, scatter, line chart Pivot table Data validation Import in excel Shortcuts in excel
3	Python using flow charts	21-35	Anaconda setup Basics of Python Conditional statements Loops Algorithm design and flow chart design Importing in python Numpy Pandas Matplotlib Seaborn
4	DBMS- Mysql	36-42	Introduction to SQL, Learning Basic DDL Learning Basic DML commands Create, Alter, Drop, Truncate, View commands Insert, Select, Update, Delete commands.
5	HTML	43-56	Create pages using html tags

Course Coordinator: Dr. Manju, Dr. Adwitiya Sinha Date: October, 2021