


COURSE OUTLINES
BBA SEM V
2021OODSEM 2021-22



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19B11BAF16: Financial Institutions and Markets
BBA SEM V (2019-22 Batch)

Course Outline

Course Credit:	3
Learning Facilitator:	Dr. Sweta Goel
Target learners:	BBA Sem 5 (2019-22 Batch)
Faculty Office:	Arya Bhatt Bhawan II, 3rd Floor
Phone:	0120 - 2400974 Ext 428
Email ID:	sweta.goel@jiit.ac.in

1. Course Introduction

This course is about the organizations, operations and growth of Indian financial system. A Finance student often finds that monetary and financial policies can be understood much better and they can be analyzed more realistically by obtaining a good understanding of the actual functioning of the various parts of the financial system. This course is to provide such an understanding of the working of the financial markets and institutions primarily in India.

2. Course Objective

- To explain the financial sector in India which has changed and developed tremendously since the beginning of economic planning
- To give a complete understanding about the functioning of banking, non-banking financial institutions as well as markets.
- To understand and analyze short term and long term financial instruments and financial services in all their major aspects.

3. Course Outcomes

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

CO Code	Description	BTL	PO1	PO 2	PO 3	PO 4	PO 5
C125.1	Understand Indian financial system and its functioning	2	3	2	2		3
C125.2	Identify various players and instruments of financial system	3	3	3	2		3
C125.3	Analyze best intermediary and instrument for efficient financial transaction among asset, agents and institutions.	4	3	3	2	2	3
C125	Average		3	2	2	2	3

4. Pedagogy

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

5. Text Book:

Indian Financial System- Bharati V. Pathak; Publisher Pearson, 5e

6. Additional Readings and References:

Financial Institutions and Markets – LM Bhole and Mahakud; Publisher Tata McGraw Hill 5th edition

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Teacher's Assessment (TA)	25%	Quiz, test assignments, class participation etc.
2	T1	20%	4 th
3	T2	20%	8 th
4	T3	35%	14 th

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
1-2	Module 1: Introduction to financial system	The nature and role of financial system.	1,2	Class Discussion
3-10	Module 1: Introduction to financial system	Components of formal financial system, reforms in financial system	2, 3	Class Discussion
11-16	Module 2: Debt Financial Market	Introduction to money market, money market instruments.	4	Class Discussion
17-21	Module 2: Debt Financial Market	Introduction to debt market, link between the Money Market and the Monetary Policy in India	10	Class Discussion
22-27	Module 3: The Capital Market	History of Indian Capital Market, Capital Market Scams, Reforms in Capital Market	5	Class Discussion
28-32	Module 3: The Capital Market	Primary and Secondary Market, Instruments of Capital Market	6, 8	Class Discussion
33-37	Module 4: Indian Financial Institutions	Development Financial Institutions, Banking Institutions, Non-Banking Financial Companies, Mutual Funds and Insurance	12, 13, 15, 16	HBS: Mergers of Equals...
38-42	Module 4: Indian Financial Institutions	Financial Regulation: Securities and Exchange Board of India, Reserve Bank of India	24	Class Discussion and presentations

Course Coordinator: Dr. Sweta Goel**Date: September 1, 2021**



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19B15BSE13: Tally ERP

BBA 2019-22 Batch; Semester V (July – Aug, 2021)

Course Outline

Course Code:	19B15BSE13
Course Title:	Tally ERP
Course Credit:	3 (2L+2P)
Session Duration:	60 Minutes
Learning Facilitator:	Dr. A K Tiwari
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor
Email ID:	<u>ktawadhesh@gmail.com</u>

1. Course Introduction

Tally is powerful accounting software, which is driven by a technology called concurrent multi-lingual accelerated technology engine. Tally provides comprehensive solution around accounting principles, inventory and data integrity. Tally also has feature encompassing global business.

Tally accounting software is capable of undertaking financial analysis and financial management. It provides information around receivables turnover, cash flow statement, activity consolidation and even branch accounting.

2. Course Objective

Tally ERP. It is very popular accounting software which indeed helps a small and medium business.

It has all functions of accounting taxation and payroll that a particularly mid-sized business need.

Tally is not just an accounting software, after becoming ERP it has much more widened and in great extent.

It helps to learn computerized accounts. These will enhance the learning in the core papers of Business Accounting and Financial Management.

3. Course Outcomes

After this course, students will be able to

- Understand Tally ERP software package.
- Apply financial knowledge to create journal entries, ledgers, P&L and Balance sheets
- Analyze report prepared through Tally ERP software.

CO-PO and CO-PSO Mapping:

CO Code	COs	PO1	PO2	PO3	PO4	PO5
C185.1	Understand Tally ERP software package.	2		2		3
C185.2	Apply financial knowledge to create journal entries, ledgers, P&L and Balance sheets	3	3	3		3
C185.3	Analyze report prepared through Tally ERP software.	2	3	3		3

Average	2.00	3.00	3.00		3.00
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4. Text Book

Official Guide to Financial Accounting Using Tally.Erp 9 With GST Paperback, Tally Education Pvt. Ltd.

- Tally.ERP9 with GST, Vishnu priya Singh, Computech Publications Ltd.

5. Additional Readings and References

- Tally ERP 9 Notes – From Basics to Practical
- TALLY ERP 9 TRAINING GUIDE- 4th E by Asok K. Nadhani, BPB Publications
- Training Material & Tally Model Company, Macp.Gov.In

6. Evaluation Components:

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

7.1 T1 & T2 (40%)

T1 & T2 exams will be based on class discussion, lectures, power points and practical classes 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.

7.2 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 by using software. 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 will involve a healthy balance of classroom discussion and practical problems with assignments.

8. Teaching Plan

Session No.	Theme of the day	Topics	Cases/Activities Exercises/MO O
1 -4 (2L + 2P)	Overview of Financial Accounting Software Package, Understanding the linkages of various functions in an ERP Package	<ul style="list-style-type: none"> • An overview of different version of Tally Software 	Online Resources
5-8 (2L + 2P)	Accounting Software Package: Understanding the facilities provided by the Accounting Software Package. Understanding user interface. Customizing software features to suit the users' requirements.	<ul style="list-style-type: none"> • Tally ERP: Installation and Activation • Setting Features and Configure Tally ERP • Enable company features and invoicing Features 	Exercise & Online Resources
9-12 (2L + 2P)	Creating a new company for the purpose of starting computerized accounting,	<ul style="list-style-type: none"> • Company set up and enable features and configurations 	Exercise & Activities
13-14	Modifying an existing	<ul style="list-style-type: none"> • Altering, Deleting and shutting a 	Exercise

(1L + 1P)	company.	company	
15-22 (4L + 4P)	Creating the required accounts and ledgers including Stock/inventory	<ul style="list-style-type: none"> • Creating Ledgers and Group • Ledger introduction and Creation • Ledger alternation and deletion • Creating stock group and units 	Exercise
23-26 (2L + 2P)	linking to appropriate class, viz., Assets, Liabilities, Revenues, Gains, Expenses, and Losses.	<ul style="list-style-type: none"> • Classification of Ledgers and stock • Inventory info configuration 	Exercise
27-46 (10L + 10P)	Passing accounting entries for different types of business transactions.	<ul style="list-style-type: none"> • Accounting Vouchers Configuration • Creation of Sales Vouchers • Creation of Purchase Vouchers • Creation of Contra Vouchers • Creation of Payment Vouchers • Creation of Receipt Vouchers • Creation of journal Vouchers • Creation Debit Note • Creation Credit Note 	Exercise & Case Study
47-50 (2L + 2P)	Correcting incorrect accounting entries.	<ul style="list-style-type: none"> • Alteration, Deletion of Vouchers 	Exercise
51-56 (3L + 3P)	Generating and understanding various reports, viz., Cash Book, Ledger Accounts, Trial Balance, Profit & Loss Account, and Balance Sheet.	<ul style="list-style-type: none"> • Display Vouchers, Financial statements (Balance Sheets and Statement of P/L) • Display Cash Flow Statement • Printing Financial Statements, Trial balance, 	Exercise & Case Study

Date: August 28th, 2021
Tiwari

Course Coordinator: Dr. A K



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20B11BGM31: Introduction to Business Verticals
BBA 2019-22 Batch, Semester V
September - December, 2021

Course Outline

Course Code:	20B11BGM31
Course Title:	Introduction to Business Verticals
Course Credit:	3
Session Duration:	60 minutes
Learning Facilitator:	Dr. Shakshi Singhal
Target learners	BBA (2019-22 Batch), Semester V
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor
Email ID:	<u>shakshi.singhal@jiit.ac.in</u>

1. Course Introduction

Understanding of various sectors of businesses is important for all business students. Understanding of various sectors, its market potential, growth prospective, competition landscape, relevant regulations and challenges are key for successful business operations.

2. Course Objective

The learning objectives of this course are:

- Learn various ways of classification of the business sectors and their contribution to the GDP and employment.
- Learn details of five sectors such as market potential, growth prospective, competition landscape, relevant regulations and challenges
- Compare various sectors and understand the interrelationship among the sectors.

3. Course Outcome

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

C122.1: Understand different industry verticals, their evolution and growth.

C122.2: Apply management concepts to identify financial and market position.

C122.3: Compare different competitors in the industry and their future prospects.

CO Code	Cos	PO1	PO2	PO3	PO4	PO5
C103.1:	Understand different industry verticals, their evolution and growth.	3		3	3	3
C103.2:	Apply management concepts to identify financial and market position.	3	3	3	3	3

C103.3:	Compare different competitors in the industry and their future prospects.	3	3	3	3	3
Average		3	3	3	3	3

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. Course will be taught through 42 lectures.

5. Suggested Readings:

Exploratory approach. Various business magazines, newspaper, industry reports, corporate websites.

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 Quiz

There will be surprise quizzes during the term. The quiz will be closed book and it covers pre reads and self-learning topics. The quizzes will be considered for the purpose of evaluation against teacher's assessment component.

7.2 Presentations and Assignments

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. The students will be assigned a specific organization and in relation with the organization, students will connect various aspects of the industry sector. Details of contents and deadline for submission of assignments and presentation dates will be declared by the course coordinator in the class.

7.3 T1 Exam

T1 Exam will be based on class discussion, lectures, power points and assigned topics in the textbook. This will be a 'closed book' objective/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

Mid-Term Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. 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.

7.5 End Term Exam

End Term Exam will be at the end of the summer 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.

1. Session Plan:

Session	Topic	Activities
Week 1	Overview and Introduction of the course	Classroom activities, report reading and discussion
Week 2	Understanding how to use SWOT for Industry Analysis	Examples and class exercises
Week 3	Understanding how to use PESTLE for Industry Analysis	Examples and class exercises
Week 4	Understanding how to use Porter's 5 force model for Industry Analysis	Examples and class exercises
Week 5-6	<ul style="list-style-type: none">• Identification of key companies in a chosen sector in Delhi NCR• Identification of market players (Small, Medium, Large in terms of turnover and market share)	Class Exercise, Secondary Data Analysis
Week 7-8	Identification of key persons for personal interaction and preparation for the interaction.	Field Study
Week 8-9	<ul style="list-style-type: none">• Identification of key drivers' major factors pertaining to the industry• Critical success factors• Key drivers of success	Secondary and primary data study
Week 10-11	Understanding the Customers of the Industry (Market Segment, B2B, B2C)	Secondary and primary data study
Week 12	Preparation for final presentation	Class exercises and Q/A
Week 13-14	Capstone Presentation	Preparing a Pitch Deck for Investors to attract investment into the sector.

Course Coordinator: Dr. Shakshi Singhal

Date: September 1, 2021



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20B11BMM13: MARKETING ANALYTICS
Semester V
August-December 2021

Course Outline

Course Credit:	3
Learning Facilitator:	Dr. Charu Sijoria
Target learners:	BBA (2019-22 Batch), Semester V
Meeting Time:	By Appointment
Phone:	0120 - 2594481 Ext 481
Email ID:	charu.sijoria@jiit.ac.in

9. Course Introduction

Marketing analytics is the practice of managing, measuring, and analyzing marketing performance of a firm to maximize its effectiveness and optimize return on investment (ROI). It monitors campaigns and their outcomes, enabling a firm to use its resources in the most effective way.

10. Course Objective

The learning objective of this course:

- To learn the benefits of using a systematic and analytical approach to marketing decision-making.
- To develop knowledge of various analytical tools and techniques for better decision making.

11. Course Outcome

At the end of this course, students will:

CO	PO1	PO2	PO3	PO4	PO5
C124.1: Understand the basics of marketing analytics.	3	1	1	2	3
C124.2: Apply data analytics techniques to solve marketing problems.	3	3	3	2	3
C124.3: Analyse the consumer behaviour through data analytics.	3	3	3	2	3

4. Pedagogy

The course will involve a healthy balance of classroom discussion and experiential activities, which will generally include a mixture of lectures, case study discussion and hands-on learning of marketing analytics tools.

5. Text Book

Moutusy Maity & Pavankumar Gurazada (2021). Marketing Analytics- For Strategic Decision Making. Oxford University Press: New Delhi.

6. Additional Readings and References:

- Mike Grigsby (2015). Marketing Analytics: A Practical Guide to Real Marketing Science. Kogan Page.
- Wayne L. Winston (2014). Marketing Analytics: Data-Driven Techniques with Microsoft Excel. Wiley.

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Quiz (TA)	10%	6-12-16
2	Project/ Assignment (TA)	15%	10-15
3	T1 Exam	20%	7
4	T2 Exam	20%	13
5	End Term Exam	35%	19

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 Individual /Group Project (15%)

Students have to make a group of 3 or 4 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/white paper 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, practical illustration 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, practical illustration and assigned chapters in the textbook. 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.

7.5 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 real life questions/ problem(s)/ Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the test. Any violation will result in disciplinary action.

8. Session Plan:

Session	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-5	Marketing Analytics and Marketing Research	Introduction to Marketing Analytics Introduction to Marketing Research Difference between Marketing Analytics and Marketing Research	1	Case Study: Market Research by HPCL and MART.
6-10	Marketing Analytics: Data including Web Analytics	Data Collection Methods Summarizing Marketing Data Web analytics metrics and KPIs	2	Activity: Collecting data from e commerce sites about online reviews.
11-18 (7 P)	Descriptive Analysis	Statistical functions to summarize marketing data	3	Lab Sessions: Hands-on exercises using SPSS.

		Basic principles of statistical plots (bar charts, histograms, scatter plots)		
19-24 (7 P)	Understanding the Consumer and Customer	Assessing customer preference Customer Acquisition and Retention Customer Lifetime Value Market Forecasting Regression and Correlation Factor Analysis Cluster Analysis	9,10	Lab Sessions: Hands-on exercises using SPSS.
25-26 (7 P)	Marketing Research Tools	Introduction to Marketing Research Tools Need and Usage of MR Tools Google Analytics Google Trends	8	Lab Sessions: Hands-on exercises.
27-28 (7 P)	Internet and Social Media Analytics	Collecting and Understanding Social Media Data Analyzing Social Network Data Social Media Analytics Tools	11,12	Lab Sessions: Hands-on exercises.

Course Coordinator: Dr. Charu Sijoria

Date: August 30, 2021



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20B12BAF15: Working Capital Management

September 2021 – December 2021, Semester V

Course Outline

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

Course Credit:	3
Learning Facilitator:	Dr. S C Bansal
Target learners:	BBA (2020-23 Batch), Semester-V
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:	Wednesday and Friday between 3-5pm
Phone:	0120 - 2400974 Ext 479

1. Course Introduction

The major objective of this course is to understand and apply the principles and techniques of managing working capital or short-term corporation finance. We will examine the key components of working capital, including cash, inventory, receivables, and payables. The focus will be on financial decision making with regard to working capital issues, the objective being to maximize shareholder wealth. We will also spend some time on short-term survival and liquidity aspects of corporate finance. Both lectures and case studies will be used to explore these topics.

2. Course Objective

- To understand and apply the principles and techniques of managing working capital or short-term corporation finance.

3. Course Outcome

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

CO Code	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C153.4.1	Understand the concept and need of working capital.	2	3	2	2	2	3
C153.4.2	Apply various techniques for management of Working Capital	3	3	3	2	2	3
C153.4.3	Analyze the Management of Cash, Receivables, Payables and Inventory.	4	3	3	3	2	3

C153.4	Average		3.00	3.00	2.00	2.00	3.00
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4. Pedagogy

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

5. Text Book:

- V. K. Bhalla, Working Capital Management, S. Chand & Company Pvt. Ltd. New Delhi.

6. Additional Readings and References:

- Pandey, I.M. Financial Management. Vikas Publications.
- Brigham and Houston, Fundamentals of Financial Management, Cengage Learning

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Deadlines (Tentative Dates)
1	Assignments Case Analysis	15%	Continuous Evaluation
2	Quiz/ Class Participation	10%	During 8th Teaching Week of the semester
3	T-1 Test	20%	As per Academic Calendar
4	T-2 Test	20%	As per Academic Calendar
5	End Term Exam	35%	As per Academic Calendar

7.1 Assignments/ Case Analysis: (15%)

Assignments/ Case analysis is intended to improve students' performance of identifying, analyzing and solving business problems. Given emphasis on cases, students will be given various situations (of 15 marks) to analyze comprehensively and submit the same to the learning facilitator by the deadline announced by the learning facilitator. The detail regarding the situation will be announced in the class.

7.2. Quiz/ Class Participation (10%)

A 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. The tentative date of the quiz will be the 5th teaching week of the semester.

7.3 T-1 Exam (20%)

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

7.4 T-2 Exam (20%)

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

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' 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:

Session	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises

1-3	Introduction	Introduction to Working Capital Management, Concepts of Working Capital, Importance of Working Capital Management, The Need of Working Capital, Factors Determining Working Capital.	1 and 3	Discussion
4-7	Levels of Working Capital Investment	Profitability Vs Risk Tradeoff for Alternative Levels of Working Capital Investment, Optimum Level of Working Capital Investment, Cost of Short-term Vs Long-Term Debt, Risk of Long-Term Vs Short-Term Debt, Overall Working Capital Strategies	3	Case: Premier Manufacturing Company.
8-12	Inventory Management	Function of Inventory, Types of Inventory, Motives for Holding Inventory, Cost of Holding Inventories, Determining the Type of Control Required, Inventory Control Models	14	Chapter End Problems
13-17	Accounts Payable	Trade Credit, Accrued Expenses and Deferred Income, Commercial Paper, Bank Credit Arrangements, Unsecured Borrowing, Secured Borrowing, Commercial Finance Companies, Factoring	13	Case let: 1. Gurudev Manufacturing Company 2. Tully Appliances
18-22	Receivable Management: Trade Credit	Conceptual Framework, Motives of Receivables, Factors in Determining Receivables Policy, Determining the Appropriate Receivables Policy, Analysis of Credit Standards, Analysis of Credit Terms, Seasonal Factors, Assessing Risk in Terms of Sale.	10	Case: Bharat Consumer Product
23-27	Receivable Management: Credit Granting Decisions	Sources of Credit Information, Credit Analysis and Decision	11	Chapter End Problems
28-36	Collections and Disbursements	Motives for Holding Cash and Marketable Securities, Factors Determining the Cash Balance, The Cash System, Objectives of A Collection System, Types of Collection Systems. Designing and Managing A Disbursement System, Types of Disbursements Decisions, Disbursement Tools	4 and 6	Chapter End Problems
37-42	Forecasting Cash Flows	Need to focus on Cash, Methods of Financial Forecasting, Forecasting Collections from Accounts Receivable, Hedging Cash Balance Uncertainties	7	Chapter End Problems

Course Coordinator: Dr S C Bansal

Date: September 1, 2021



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20B12BAF16: Investment Management

Odd Semester 2021
September – December, 2021

Course Outline

Course Credit:	3
Learning Facilitator:	Dr. Priyanka Tandon /Mr. Sunil Bhatia
Target learners:	BBA (2019-22 Batch), Odd Semester
Faculty Office:	Arya Bhatt Bhawan II, Fourth Floor
Meeting Time:	Wednesday and Friday between 3-5pm
Phone:	0120 - 2400974 Ext 474
Email ID:	priyanka.tandon@jiit.ac.in

1. Course Introduction

The course describes techniques, vehicles and strategies for planning, implementing and overseeing the optimal allocation of the funds of an individual investor or an institution in the rapidly changing investment environment.

2. Course Objective

The purpose of this course is to help you learn how to manage your own money and that of your clients. To accomplish this purpose, you need to learn about the investment alternatives that are available today and, what is more important, to develop a way of analyzing and thinking about investments that will remain with you in the years ahead when new and different investment opportunities become available.

3. Course Outcome

After successful completion of this course students should be to:

CO Code	Course Outcome	PO1	PO2	PO3	PO4	PO5
C153.6.1	Explain various concepts related to the financial markets.	2	3	2	2	2
C153.6.2	Apply concepts of “portfolio theory” for the determination of risk return trade-off and selection of best portfolio from the feasible investment portfolios.	3	3	3	2	2
C153.6.3	Evaluate securities under consideration and assess the portfolio performance using standard finance models.	5	3	3	2	2
Average		3.00	3.00	2.00	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, Class Discussion and Research Project.

5. Text Book:

- Prasanna Chandra, Investment Analysis and Portfolio Management, Tata McGraw-Hill, New Delhi. Paperback

6. Additional Readings and References:

- Bodie Zvi, Kane Alex, Marcus J. Alan, Mohanty Pitabas, (2018) Investments, 10th edition, Tata McGraw Hill.
- Fisher E. Donald, Jordan J. Ronald, (2018), Security Analysis and Portfolio Management, 7th edition Pearson Education

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	Quiz/ Assignments	10%	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 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.

7.2 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.

7.3 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.

7.4 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 November 20, 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.

7.5 Quiz/ Assignments (10%)

Learning facilitator may give various assignments and/ or can also conduct quiz(s) during the semester. 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. Assignments will be related to various topics and may be given from time to time.

8. Session Plan:

Session	Session Theme	Topic Coverage	Text Book Chapter	In-class Exercise
1 - 6	Introduction: Different Investment Alternatives	<ul style="list-style-type: none"> Non-marketable Financial Assets Money Market Instruments Bonds or Fixed Income Securities Equity Shares Mutual Fund Schemes Financial Derivatives Life Insurance Real Assets 	2	Discussion
7 - 12	Portfolio Theory: The Benefits Of Diversification	<ul style="list-style-type: none"> Portfolio Return and Risk Measurement of Comovements in Security Returns Calculation of Portfolio Risk Efficient Frontier Optimal Portfolio Riskless Lending and Borrowing The Single Index Model 	7	Discussion, PP: 1, 2, 6

13 - 18	Capital Asset Pricing And Arbitrage Pricing Theory: The Risk Reward Relationship	<ul style="list-style-type: none"> • Basic Assumptions • Capital Market Line • Security Market Line • Inputs Required for CAPM • Arbitrage Pricing Theory 	8	Case Discussion
19 - 22	Efficient Market Hypothesis: The Collective Wisdom	<ul style="list-style-type: none"> • Random Walk • What is an Efficient Market • Empirical Evidence: Weak-form, Semi-strong Form and Strong-form Efficient Market Hypothesis • What is the Verdict 	9	Discussion
23 - 26	Bond Prices and Yields Figuring Out The Assured Returns	<ul style="list-style-type: none"> • Bond Prices • Bond Yields • Risks in Bonds • Rating of Bonds • The Yield Curve • Determinants of Interest Rates 	11	PP: 2, 3, Case
27 - 30	Bond Portfolio Management: The Passive and Active Stances	<ul style="list-style-type: none"> • Interest Rate Sensitivity • Duration • Convexity • Passive Strategies • Immunisation: A Hybrid strategy • Active Strategies 	12	Discussion PP: 1,2 & 7
31 - 33	Industry Analysis	<ul style="list-style-type: none"> • Sensitivity to the Business Cycle • Industry Life Cycle Analysis • Study of The Structure and Characteristics of an Industry • Profit Potential of Industries: Porter Model • 	14	Discussion
34 - 37	Technical Analysis The Visual Clue	<ul style="list-style-type: none"> • What Is Technical Analysis • Charting Techniques • Technical Indicators • Testing Technical Trading Rules • Evaluation of Technical Analysis 	16	Discussion
38 - 42	Portfolio Management Framework The Grand Design	<ul style="list-style-type: none"> • Specification of Investment Objectives and Constraints • Choice of Asset Mix • Formulation of Portfolio Strategy 	21	Discussion

Course Coordinators: Mr. Sunil Bhatia and Dr. Priyanka Tandon
Date: August 28, 2021



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20B12BBA12: Data Management and Analysis using Python

September-December, 2021, Semester V

Course Outline

Course Credit:	4
Learning Facilitator:	Prof. Ajit Kumar
Target learners:	BBA (2019-22 Batch), Semester-V
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor
Phone:	9920367565
Email ID:	ajit.kumar@jiit.ac.in

1. Course Objective

The aim of this course is to provide a comprehensive understanding of the personal computing environment, the software application tools including spreadsheets and their applications in business processes through concept development and hands-on lab sessions.

2. COURSE OUTCOME:

CO CODE	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C158.2.1	understand the nuances of data manipulation, visualization and analysis	BTL2	2	1	1	1	1
C158.2.2	Utilise different packages in Python software for data manipulation, visualization and analysis	BTL3	2	1	1	1	2
C158.2.3	Create reports, dashboards etc using Python to communicate with the different stakeholders.	BTL6	2	2	2	1	2
C158.2	AVERAGE		2.00	1.00	1.00	1.00	2.00

3. Pedagogy

The course is divided into modules which together provide various dimensions of use of information for analysis and decision making across an organization. Problem solving is an important pedagogical tool used for this course. Course will be taught through 42 lectures and 14 tutorials.

4. Text Book:

- Wes McKinney (2015), Python for Data Analysis, O'Reilly Media, Inc.

5. Additional Readings and References:

Online sources for tutorial sessions

6. Evaluation Details:

Sl.	Component	Weightage (%)	Tentative week of completion
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No.			
1	Teachers Assessment	25%	14
2	T1	20%	4
3	T2	20%	8
4	T3	35%	14

6.1. Teacher assessment (25%)

There will be project submission and presentation, where students need to solve business problems using python software

6.2. 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.

6.3. 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.

6.4. 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.

7. Session Plan:

Sessio ns	Unit	Lecture Topic	Textbook/ Chapter	Cases/Activities/ Exercises/MOOO C/Online resources/Videos
1-8	Unit 1	Python Language Basics, Built-in Data Structures, Functions, and Files, Functions	Chapters 1,2	Exercise on Python Software
9-19	Unit 2	ndarrays, Indexing and Slicing, Transposing Arrays and Swapping Axes, Series, DataFrame, Index Objects	Chapters 3,4, 5	Exercise on Python Software
20-31	Unit 3	Data Wrangling: Clean, Transform, Merge, Reshape, Data Aggregation and Group Operations, Plotting and Visualization	Chapters 6, 9	Exercise on Python Software ACTIVITY: Visualization of business datasets
32-42	Unit 4	Interfacing Between pandas and Model Code, Creating Model Descriptions with Patsy, Introduction to statsmodels, Estimating Linear Models	Chapters 10	Exercise on Python Software ACTIVITY: Project work and presentation

Course Coordinator: Prof. Ajit Kumar

Date: September 1, 2021



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20B12BBA13: DATA VISUALIZATION

Semester V

August-December 2021

Course Outline

Course Credit:	3
Learning Facilitator:	Dr. Charu Sijoria
Meeting Time:	By Appointment
Phone:	0120 - 2594481 Ext 481
Email ID:	charu.sijoria@jiit.ac.in

1. Course Introduction

There is a huge opportunity to find and share the insights contained in data. This course helps in how to use Tableau Software to convert raw data into compelling data visualizations that provide insight or allow viewers to explore the data for themselves.

2. Course Objective

The learning objective of this course:

- Generate ways of communicating with data.
- Understand the components involved in visualization.
- Build dashboards to combine several visualizations.

3. Course Outcome

At the end of this course, students will:

CO	PO 1	PO 2	PO 3	PO 4	PO 5
C158.3.1: Understand the ways in which different types of data can be visualized.	3	1	2	1	3
C158.3.2: Make use of DV softwares functions to make charts and graphs.	3	3	3	1	3
C158.3.3: Create reports, dashboards etc using DV softwares to communicate to all stakeholders.	3	3	3	1	3

4. Pedagogy

The course will involve a healthy balance of classroom discussion and experiential activities, which will generally include a mixture of lectures and hands-on learning.

5. Text Book

- Communicating Data with Tableau, Ben Jones, O'reilly, 2014

6. Additional Readings and References:

- <https://www.tableau.com>

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Quiz (TA)	10%	6-12-16
2	Project/ Assignment (TA)	15%	10-15
3	T1 Exam	20%	7
4	T2 Exam	20%	13
5	End Term Exam	35%	19

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 Individual /Group Project (15%)

Students have to make a group of 3 or 4 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/white paper 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, practical illustration 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, practical illustration and assigned chapters in the textbook. 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.

7.5 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 real life questions/ problem(s)/ Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the test. Any violation will result in disciplinary action.

8. Session Plan:

Session	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-4	Communicating Data	A Step in the Process Model of Communication Types of Communication Problems Principles of Communicating Data	1	Article: What is Data Visualization? Source: https://www.tableau.com/learn/articles/data-visualization
5-8	Introduction to Tableau	Using Tableau Connecting to Data	2	https://www.tableau.com/learn/training
9-13	How Much and How Many	Communicating "How Much" Communicating "How Many"	3	https://www.tableau.com/learn/training
14-17	Ratios	Types of Ratios Calculating and Visualizing Ratios	4	https://www.tableau.com/learn/whitepapers
18-21	Proportions and Percentages	Types of Comparisons Part-to-Whole Current-to-Historical Actual-to-Target	5	https://www.tableau.com/learn/whitepapers
22-24	Mean and Median	Normal Distribution Box Plots Visualizing Outliers	6	https://www.tableau.com/learn/whitepapers
25-27	Variation	Visualizing Variation Variation Over Time	7	https://www.tableau.com/learn/whitepapers
28-31	Multiple Quantities	Scatter plots Stacked Bars Regression and Trend Lines	8	https://www.tableau.com/learn/whitepapers
32-37	Changes Over Time	The Origin of Time Charts The Line Chart The Dual-Axis Line Chart The Connected Scatter plot	9	Tableau News/Blog: Diversity & inclusion, data analytics, and marketing. Source: https://www.tableau.com/about/blog/2021/6/diversity-inclusion-data-analytics-and-marketing-come-together-in-renee-macleods-new-role

38-39	Maps and Location	Circle Maps Filled Maps Maps with Shapes Maps Showing Paths Plotting Map Shapes Using Axes	10,11	https://www.tableau.com/learn/whitepapers
40-42	Dashboards	Types of Dashboards Building an Exploratory Dashboard Building an Explanatory Dashboard Animating Dashboards Showing Multiple Tabs Adding Navigation with Filters	12,13	Exercise: Creating Dashboards and writing white paper.

Course Coordinator: Dr. Charu Sijoria

Date: August 27, 2021



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20B12BHR14: Recruitment and Selection

Semester III

August 2021 – December 2021

Course Outline

Course Credit:	4
Target learners:	BBA (2019-22 Batch), Semester-III
Faculty Office:	Arya Bhatt Bhawan II, IIIrdFloor
Meeting Time:	Monday and Friday between 3-4 pm
Course Facilitator:	Dr Mitushi Singh
Email	mitushi.singh@jiit.ac.in

1. Course Introduction

Acquisition of right talent is a major challenge for all organizations. Recruitment lends itself as a potential source of competitive advantage for an organization. Identifying the right selection tools that are effectively designed to clearly isolate suitable candidates for a job is a challenge. For any HR Manager it is important to understand the process of selection to help organization avoid costs associated with wrong selection.

2. Course Objective

- Identify the process to attract highly qualified and competent people.
- Ensure that the selected candidates stay longer with the company.
- Help the organization create more culturally diverse workforce.
-

3. Course Outcome

After this course, students will:

- Understand the fundamentals of recruitment process.
- Identify the factors governing recruitment and selection.
- Analyse the factors affecting the selection process.

Course Outcomes	PO1	PO2	PO3	PO4	PO5
Understand the fundamentals of recruitment process	3	1	2	2	3
Identify the factors governing recruitment and selection	3	3	3	3	2
Analyse the factors affecting the selection process.	3	3	3	3	3
Average	3	2	3	3	1

4. Pedagogy

The course will be covered through class interactions guided by the course facilitator. The students are expected to be actively participative in the class activities and provide inputs for a better steering of the syllabus.

5. Text Book:

- K. Aswathappa (2017). Human Resource Management-Text and Cases, New Delhi: McGraw Hill.
- Heneman, Herbert G. III & Timothy A. Judge, Staffing Organizations, McGraw-Hill/Irwin, latest edition.
- Human Resource Selection, Robert D. Gatewood and Hubert S. I, South western Cengage Learning, Mason, Ohio, 2001.
- Staffing Organization, Herbert G. Heneman III, Timothy A. Judge, 5th Edition, McGraw Hill International.

6. Additional Readings

- Recruitment and Selection, Elearn, Revised Edition, Routledge, 2009, ISBN: 1136369317, 9781136369315.
- Employee Selection, Lilly M Berry, 1 edition, Cengage Learning, 2002, ISBN 13-978- 0534580957.
- Online Recruiting and Selection: Innovations in Talent Acquisition, Douglas H. Reynolds, John A. Weiner, John Wiley & Sons, 2009, ISBN: 1444315951, 9781444315950.
- Effective Recruitment and Selection Practices, R. L. Compton, William J. Morrissey, Alan R. Nankervis, Bill Morrissey, CCH Australia Limited, 2009, ISBN: 1921485779, 9781921485770

7. Evaluation Details:

Assignment2:

The students will be assigned a specific Case Study on undertaking recruitment for an organization and will be required to present their work with their understanding and assessment as advised by the instructor.

- Students need to identify two jobs in the college and need to do job analysis for those positions using any of the job analysis methods.
- In teams students can be asked to give presentations about various types of jobs (regular, temporary, full time, part time, apprentice, contractual, and outsourcing) in different industries along with its advantages and disadvantages.
- In Teams, select and analyze any two of the Job postings advertisements in Newspapers to know more about job description and job specification mentioned in each advertisement for every post.
- Obtain online access to the resume data base of Naukri.com or Monsterindia.com for a week give at least four Job Descriptions and specification to each student, to search and download from the data base at least five resumes for each positions.
- Students can identify 4 or 5 jobs of their interest and can create Advertisements for the same imagining that they are Proprietors of the companies and hiring for these positions.
- Debate on Advantages and disadvantages of hiring external and Internal for the selected jobs like Police Constable, Doctor, CEO, Mechanical Engineer, Professor etc.,
- Role play: Students can do the role play for the entire process of hiring and selecting 3 or 4 selected roles in a specific industry

Evaluation Components:

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

7.1 Case Studies (10%)

There will be case assignment developed based on issues related with subject and related

7.2 Research Project (20%)

Students have to divide themselves in groups of two. They need to identify a research project on the industry of their preference, latest by the second week of the course. Course coordinator will facilitate in guiding the selection of project. Each group has to prepare a project report based on applicability of concepts learned in the course in current scenario. Details of contents and deadline for submission of group project report will be declared by the course facilitator 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 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.

7.5 End Term Exam(35%)

End Term Exam 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:

Session	Session theme	Coverage	Recommended reading	Class Exercise
1-6	Course Orientation and Introduction to Recruitment and Selection	Understand the nature and competitive advantages of recruitment	Part 1/chapter 1	Class discussion
7-12		Factors impact recruitment and recruitment process.		
13-15		Identify the sources of external and internal recruitment and their respective merits and demerits.		
16-18	Foundations of Recruitment and Selection	Evaluation and control of recruitment process	Chapter 3 & 4/part 2	Student presentations
19-22		Alternatives to recruitment. Understand selection and how it is a source of competitive advantage		
23-24		Selection process and environmental factors affecting selection. Selection methodologies		
25-26	Job Analysis and Competency Models	Job offer, contract of employment	chapter 7 & 8	Case analysis
27-33		Assessment centres, barriers to effective selection. Evaluation of selection process		
34-37		Competency based hiring techniques. Training interviewers. Placement and related problems		
38-41	Screening the candidates	Design proposal for internal job posting portal for employees	Chapter 9 & Reading material	Class debate
42		Design template for on-line internal job posting. Design behavioral questionnaire for interview		

Learning Facilitator:

Dr.Mitushi Singh



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20B12BHR15: Cross Cultural Management

Semester V

September – December 2021

Course Outline

Course Credit:	4
Learning Facilitator:	Prof. Ajay Kumar Sahoo (Visiting Faculty)
Target learners:	BBA (2019-22Batch), Semester-V
Faculty Office:	Arya Bhatt Bhawan II, 4thFloor
Meeting Time:	By Appointment

1. Course Introduction

Cross-cultural management became a possibility with the opening of the work and trade opportunities across the globe. But to do so the students must be aware of the diversity in culture throws up problems to customize your product and services to meet the expectations of the customers (both employers and customers). This course familiarizes students what needs to be done to become successful.

2. Course Outcomes

After this course, students will:

S.No	Description	Cognitive Level (Blooms Taxonomy)
1	Understand the cross-cultural issues and challenges in global organizations	Understand Level(Level 2)
2	Apply the concepts for better management of the organizations.	Evaluate Level (Level 3)
3.	Analyze and evaluate the global organizations and their challenges to make them effective.	Evaluate Level (Level 4)

CO Code	CO	Blooms Taxonomy Level	PO1	PO2	PO3	PO4	PO5
C159.5.1	Understand the cross-cultural issues and challenges in global organizations	2	3	2	2	2	3
C159.5.2	Apply the concepts of cross-cultural management.	3	3	3	2	2	3
C159.5.3	Analyze organizations and their challenges to make them effective	4	3	3	2	2	3
C159.5	Average		3.00	3.00	2.00	2.00	3.00

3. Learning Outcome

The learning objectives of this course are as follows:

- Understand fundamentals of cross-cultural communication
- Understand cultural challenges in Managing people in organizations
- Appreciate different negotiating styles used in different cultures
- Understand global relevance of motivation and leadership theories and their application in different national cultures

4. Pedagogy

The course will involve a healthy balance of classroom discussion and case discussions which will generally include a mixture of lectures and discussions.

5. Text Book:

1. International Human Resource Management: K. Ashwathapa, McGraw Hill Publication.
2. Cross Cultural Management : Concepts and Cases, Shobhana Madhavan, Oxford, ISBN 978-0-19-945830-1

6. Additional Readings and References:

1. Revitalize Your Corporate Culture - Franklin C. Ashby - Phi, Delhi.
2. International Management: Managing Across Borders And Cultures, Helen Deresky - Pearson Education.
3. The Secret Of A Winning Culture - John Childress and Larry E. Senn - PHI, Delhi.

7. Evaluation Details:

Sl. No.	Component	Weightage (%)
1	Presentations	10%
2	Assignments	15%
3	T1 Test	20%
	T2 Test	20%
4	End Term Test	35%

7.1 Presentations (10%)

There will be one Presentation exercise of 10 marks. The material required will be handed out by the Course Instructor.

7.2 Assignments (Individual/Group) (15%)

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 Test (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 Test (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 End Term Test (35%)

End Term Test 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.

8. Session Plan: (40 sessions)

Session	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises
1-7	Introduction: Culture and Business Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stake-holders [managers, employees, share holders, suppliers, customers and others] – An Analytical frame work		Classroom discussion
8-14	Globalizing Business: Culture and Global Management - Global Business Scenario and Role of Culture- A Frame work for Analysis;		Classroom discussion
15-21	Communicating Across cultures:		Classroom

	Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High Performance Winning Teams and Cultures; Culture Implications for Team Building		discussion
22-28	Culture and HRM practices: Global Human Resources Management - Staffing and Training for Global Operations – Expatriate - Developing a Global Management Cadre. Retention strategies.		Classroom discussion
29-35	Negotiating Across cultures: Cross Culture – Negotiation & Decision Making - Process of Negotiation and Needed Skills & Knowledge Base – Over view with two illustrations from multi cultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.	CCM – Chapter 5	Classroom discussion
36-40	Global Human Resources Management: Staffing and Training for Global Operations – Expatriate - Developing a Global Management Cadre. Retention strategies. Corporate Culture - The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.	CCM – Chapter 6	Classroom discussion

Course Coordinator: Prof. Ajay Kumar Sahoo (Visiting Faculty)



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20B12BMM11: CONSUMER BEHAVIOR

BBA 2020-22 Batch; Semester V
July -December, 2021

Course Code:	20B12BMM11
Course Title:	CONSUMER BEHAVIOR
Course Credit:	3
Session Duration:	60 Minutes
Learning Facilitator:	Dr. Garima Srivastav
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor
Email ID:	garima.srivastav@mail.jiit.ac.in

1. Course Introduction:

Organizations need to focus on learning key concepts and skills related to the influences on consumer behaviour and the consumer decision making process.

2. Course Objectives

- To provide an understanding of factors influencing Consumer behaviour
- To help understand the Consumer decision making process
- To appreciate the impact of consumer behaviour on Marketing Decisions

3. Course Outcomes

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

- Understand the basic concepts of consumer behaviour.
- Apply concepts of consumer behaviour for solving marketing problems.
- Analyze situations related to consumer decision making and consumption processes.
-

CO-PO and CO-PO Mapping:

CO Code	Cos	PO1	PO2	PO3	PO4	PO5
C151.1.1	Understand the basic concepts of consumer behaviour.	3	2	2	3	3
C151.1.2	Apply concepts of consumer behaviour for solving marketing problems	3	3	3	3	3
C151.1.3	Analyse situations related to consumer decision making and consumption processes	3	3	3	3	3
C151.1	Average	3.00	3.00	3.00	3.00	3.00

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:

6.

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

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.

Presentation, Assignments, Class Participations etc. (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 presentation and communication skills using Flip Class mode
3. Each students needs to take part in class discussion from the topic ranging from syllabus & current affairs

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. Session Plan

Ses sion No.	Theme of the day	Topics	Readings	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-5	Consumer Behaviour and Marketing Strategy, Demographic and Social stratification	Introduction to Consumer Behavior. Definition of consumer behavior, The Marketing Concept, Concept of Segmentation, Targeting and Positioning.	Consumer Behaviour- Insights from Indian Market, Ramanuj Majumdar, Prentice Hall of India, 2010 edition, Chapter 12 Consumer Behaviour- Building Marketing Strategy, Del I. Hawkins, David L Mothersbaugh, Amit Mukherjee, McGraw Hill Consumer Behaviour, Roger D. Blackwell, Paul W. Miniard, James F. Engel, 10th edition, 2007 reprint, Chapter 11	Develop profiles for different segments of products of Hotels , Banks , FMCG , Telecom instruments , education , Pharma , media Understand importance of mapping consumer behaviour . Developing ability to identify consumers for different segments
6-10	Motivation and Emotions, Personality,	The Dynamics of Motivation, Needs and Goals , Emotion and marketing	Consumer Behaviour- Insights from Indian Market, Ramanuj Majumdar,	Discussion, case analysis and research papers, Role plays

	Self-Concept and Life Cycle	Strategy Personality traits and CB, Theories of self-concept, Customer Life cycle	Prentice Hall of India, 2010 edition, Chapter 6 Consumer Behaviour-Building Marketing Strategy, Del I. Hawkins, David L Mothersbaugh, Amit Mukherjee, McGraw Hill	https://positivepsychology.com/self-concept/
11-15	Perception, Consumer Learning	Consumer Perception; Concept of Perception; Perceptual Selection Consumer Learning Theories	Consumer Behaviour- Insights from Indian Market, Ramanuj Majumdar, Prentice Hall of India, 2010 edition, Chapter 3 Consumer Behaviour, Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, Pearson Education, 10th edition, 2010, Chapter. 6	Students to visit the websites of the following and describe the firms efforts to foster brand communities – Harley Davidson, Macintosh, Suzuki India
	Influencing attitudes, Influence of culture, Household and family influences	Consumer Attitude formation and change; Family and its life cycle and social class standing, cultural influence on consumer behavior, Cross-Cultural Consumer Behavior.	Consumer Behaviour-Building Marketing Strategy, Del I. Hawkins, David L Mothersbaugh, Amit Mukherjee, McGraw Hill Consumer Behaviour- Insights from Indian Market, Ramanuj Majumdar, Prentice Hall of India, 2010 edition, Chapter 4	Multi attribute attitude model to be used by the students to assess around 10 of their classmates' attitude towards fast food restaurant brands.

Date:27 August , 2021

Course Coordinator: Dr. Garima Srivastav



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20B12BMM15: Customer Relationship Management BBA Sem V (2019-22 Batch)

Course Code : Customer Relationship Management: 20B12BMM15
Course Title : **Customer Relationship management**
Course Credit : **3**
Name of the Faculty : Dr. Garima Srivastav
Email ID : garima.srivastav@jiit.ac.in

1. Course Overview

This Customer Relationship Management course will introduce the different facets of CRM and identify who the customers really are. It will also analyze the key components of CRM and explore how it can be integrated within an organization. As with many significant undertakings, undergoing a Customer Relationship Management review (even simply considering its implementation) requires learners to analyze technical and complicated systems. This course sorts through a myriad of information and brings you the basics you need to make a decision about the need for CRM, its benefits, and how to coordinate the base requirements for a CRM undertaking.

2. Course Objectives

At the end of this Customer Relationship Management course, Students will be able to:

- Demonstrate an understanding of the terms and benefits of CRM on a company's bottom line
- Analyze the different components of a CRM plan
- Develop a checklist for readiness and success in CRM
- Describe how CRM creates value for organizations and customers
- Consider developmental roles that have the greatest impact on CRM

3. Course outcome

- Understand the basics of Customer Relationship Management
- Apply the knowledge of CLV to maintain the retention
- Analyse the CRM projects for better results

CO-PO Mapping

CO Code	CO	BTL	PO1	PO2	PO3	PO4	PO5
C151.5.1	Understand the basics of Customer Relationship Management	2	3	2	3	3	3
C151.5.2	Apply the knowledge of CLV to maintain the retention	3	3	3	3	3	3
C151.5.3	Analyze the CRM projects for better results	4	3	3	3	3	3
C151.5	Average		3.00	3.00	3.00	3.00	3.00

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. Text Books:

1. Shainesh, G; Seth Jagdish N, Customer Relationship Management. (2016). A Strategic Perspective, Macmillan Publications. 2.Rai, Alok Kumar. (2013).
2. Customer Relationship Management: Concepts and Cases. PHI Suggested Readings: 1. Chaturvedi, Mukesh., Chaturvedi, Abhinav. (2005).
3. Customer Relationship Management, Excel Books. 2. Zikmund, William G.; Mcleod, Raymond ; Gilbert, Faye W. (2010).
4. Customer Relationship Management, Wiley. 3. Buttle, Francis, Maklan, Stan. (2015).
5. Customer Relationship Management: Concepts and Technologies, Routledge. 4. Greenberg, Paul (2010). CRM at the speed of light, Mc Graw Hill.

6. 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

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.

Presentation, Assignments, Class Participations, Quiz, etc. (25%)

The following are required in field-work

4. 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.
5. Presentation on the prepared report in class room to enhance presentation and communication skills using Flip Class mode
6. Each students needs to take part in class discussion from the topic ranging from syllabus & current affairs

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. Session Plan

Session No.	Theme of the day	Topics	Readings	Cases/Activities/ Exercises/MOOC/Online resources/Videos
12	Conceptual frame work of Customer Relationship and its Management .	Introduction to CRM: Definition and concepts of CR Components of CRM, 4 C's of Understanding the goal of CRM and Customer Touch Points. Objective of CRM Features and Functions of CRM.	Customer Relationship Management: Concepts and Technologies, Routledge. 4. Greenberg, Paul (2010). CRM at the speed of light, Mc Graw Hill. Chapter No. 1,2,3,4	https://www.businesmanagementideas.com/crm/customer-relationship-management/customer-relationship-management-crm-introduction-what-is-objectives-notes-

				examples/18371
14	Architecture of CRM-planning strategy & Process	Introduction and Objectives of The CRM cycle i.e., Assessment Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process CRM Process for Marketing CRM Affiliation in Retailing Social CRM	Customer Relationship Management: Concepts and Technologies, Routledge. 4. Greenberg, Paul (2010). CRM at the speed of light, Mc Graw Hill. Chapter No. 5,6,7	https://www.fibre2fashion.com/industry-article/2153/customer-relationship-management-architecture-and-its-framework https://theintactone.com/2020/12/02/the-crm-cycle-i-e-assessment-phase-planning-phase-the-executive-phase/ https://searchcustomerexperience.techtarget.com/definition/CRM-customer-relationship-management
16	Implementation of CRM	Choosing the right CRM, Framework for Implementation of CRM, Guidelines for CRM implementation, Customization.	Shainesh, G; Seth Jagdish N, Customer Relationship Management. (2016). A Strategic Perspective, Macmillan Publications. 2.Rai, Alok Kumar. (2013). Chapter No 8,9	https://www.discovercrm.com/crm-implementation-process.html
14	Use of E-Commerce in CRM & Concept of Loyalty at CRM	An Insight Into E-CRM, Need Basic Requirement of E CRM; Basic Concept of Loyalty in CRM; CRM models for customer Loyalty.	Customer Relationship Management, Wiley. 3. Buttle, Francis, Maklan, Stan. (2015). Chapter No 10,11,12	https://www.lucidchart.com/blog/crm-models

Date:27 August , 2021

Course Coordinator: Dr. Garima Srivastav



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15B11GE301: Environment Sciences

Semester V, September- December, 2021

Course Outline

Course Credit:	3
Learning Facilitator:	Prof. S Krishna Sundari
Target learners:	BBA (2019-22 Batch), Semester V
Meeting Time:	By Appointment
Phone:	9910345794
Email ID:	s.krishna.sundari@mail.jiit.ac.in

1. Course Introduction

Multidisciplinary nature of environment, Biodiversity, Natural resources, Energy consumption & Conservation; Significance of equitable sharing of resources, Role of Global Conventions, Environmental Laws & Regulations; Risks of Pollution, Hazards due to mismanagement of wastes including Electronic wastes, Radioactive materials; Importance of Urban planning, Environmental Impact assessment, Disaster management and Contingency Planning; Use of modern technologies such as Satellite Imaging and Remote sensing; Sustainability & Planned reversal of human destruction to environment, eco-consumerism, green technologies; Case studies in all above topics; Field Work on environmental aspects.

2. Course Objective

- To create awareness in students towards various resources available and the methods for sustainable utilization of the same.
- To appraise students on current environmental issues both at national and international level.
- To encourage students to think in environmentally appropriate manner and understand latest environmental technologies/projects across disciplines.

3. Course Outcome

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

CO Code	CO Description	Bloom s Taxonomy Level	PO1	PO2	PO3	PO4	PO5
C205.1	Explain different aspects of environment, ecosystem and associated concerns	Understand Level (C2)		1	2		2

C205.2	Identify various practices that can impact, pollute the environmental resources and their management	Apply Level (C3)		2	2	1	2
C205.3	Interpret Environmental Laws, regulations, sustainable techniques, solutions implemented for better environmental management	Understand Level (C2)	1	1	1	1	1
C205.4	Survey ground situation on specific environmental aspects, examine risks involved, make a field report and present the findings	Analyze Level (C4)	1	1	2		1

4. Pedagogy

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

5. Text Book

- Benny Joseph, 2005, Environmental Studies, Tata McGraw Hill, India
- Erach Bharucha, Textbook of Environmental Studies for UG Courses –, University Press

6. Additional Readings and References:

- Chiras D D.(Ed.). 2001. Environmental Science – Creating a sustainable future. 6thed. Jones & Barlett Publishers
- Journal: Down to Earth, published by Centre for Science and Environment, New Delhi
- Video links of environment topics shared by faculty

7. Evaluation Details:

Sl. No.	Component	Weightage	Tentative week of completion
1	Teacher's Assessment	25%	Assignments, Attendance, Class Participation, field work report.
2	T1	20%	4 th Week
3	T2	20%	8 th Week
4	T3	35%	14 th Week

7.1 Assignments, Attendance, Class Participations, field work report (25%)

Each student has to submit class works as assigned by the faculty based on the topics discussed in the class. The marks will be based on score obtained against respective submissions.

7.2 T1 & T2 (40%)

T1 & T2 exams will be based on class discussion, lectures, power points and practical classes 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.

7.3 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' test by using software. 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:

Module number	Theme of the day	Lecture Topic	Session(No . of Hours)
1	The Multidisciplinary nature of environment	Definition, scope and importance, Need for public awareness, Types of Ecosystems, Biomes, Ecosystem functioning, Biogeochemical cycles, Species and wild life diversity, Biodiversity hotspots, threats to biodiversity, Case studies.	4
2	Global environmental concerns	Critical issues of Global environmental concern (Urbanization, population growth, global warming, climate change, acid rain, ozone depletion etc.) and their roots in: cultural, social, political, commercial, industrial, territorial domains, Case studies.	3
3	Natural resources, Energy consumption & conservation, Global Conventions	Natural resources (Water, Land, Forests, Minerals), Renewable, & Non-renewable Energy resources, Equitable use of resources, Role of state, individuals in conservation of natural resources, Global Conventions on Energy, Kyoto protocol, Case studies.	5
4	Pollution, hazardous	Pollution (Air, Water, Land), sources, causes & effects,	5
	waste management	Electronic waste, risks, solid waste management, global agreements, Case studies.	
5	Environmental Impact assessment & Disaster management	Disaster Management and Contingency Planning, Sustainable building, Objectives of impact assessment, Study of impact parameters, Methods for impact identification, Case studies.	3
6	Sustainability	Definition, scope and importance, energy plantations, social forestry, Reduce, Re-use & Recycling, eco-consumerism, green technologies, eco-tourism, Case studies.	4
7	Environmental Laws & Regulations	Regulation of technology and innovation, Environmental Policies and laws, National Environmental Policy; Function of pollution control boards (SPCB and CPCB), their roles and responsibilities, Eco-mark Scheme, Environmental Ethics, Case studies.	2
8	Field Work	Visit to a local Urban/Rural/Industrial/Agricultural site Explore and document industries in local region and their impact, report water, air and land quality.	2
	Lecture hours		28
	Tutorials	For every 2 lecture hours, there will be 1 hour slot for tutorial	14
	Total Contact hours		42

Note: During tutorials, there will be class discussions, class assignments, subject video display, spot tests/quiz (optional), tutorial work sheets.

Course Coordinator: Dr. Sujata Kapoor

Date: September, 2021



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19B17BSE16: CORPORATE INTERNSHIP

BBA 2019-22 Batch; Semester V

July – Aug, 2021

Course Code:	19B17BSE16
Course Title:	CORPORATE INTERNSHIP
Course Credit:	4
Session Duration:	60 Minutes
Learning Facilitator:	Dr. Sujata Kapo
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor

1. OBJECTIVES

The purpose of Corporate Internship for 5 weeks is to connect theory and practice, obtain knowledge and awareness of the functioning of various departments of the corporate and its environment which is essential for the success of budding managers. The basic objectives of the Corporate Internship for the BBA students are:

- (i) To understand the business and competitive environment in which the organization is operating.
- (ii) To increase proficiency in specific business disciplines; such as Human Resource Management, Operations Management, Marketing, Finance and Business Laws.
- (iii) To improve business skills in communication, technology, quantitative reasoning and team work.
- (iv) To develop an understanding of ethical work practices and imbibe professional demeanor.

2. GUIDELINES FOR CORPORATE INTERNSHIP

- (i) Each student will fill the **Corporate Internship Form(Form-1)** and submit the same complete in all respect to respective faculty mentor by 2nd June'21.
- (ii) After joining the internship, each student will fill the **Joining Report Performa(Form-2)** and send a scanned copy of the form complete in all respect to his/her faculty mentor within two days of joining.
- (iii) During internship, each student will remain in touch with his/ her faculty mentor through e-mail/ messaging/ personal meetings for his/ her guidance and to update him about the progress.
- (iv) Progress of the internship will be monitored through two reviews. The first review will be conducted at the end of second week and the second review will be conducted at the end of fourth week of the Internship.

First Review:

Each student will be required to send a one-page report containing complete profile of the company in which internship is being carried out, the objectives of his/ her study and review of the work done till the end of 2nd week to the faculty mentor within three days of the completion of first 2 weeks.

For other students first review will comprise of a one-two page report on,

1. Sector/Industry considered for study.
2. Specific organization/company chosen for study.
3. Description of the topic chosen for the study.

Second Review:

On completion of 4 weeks, each student will submit a one-page report of the entire work done during internship to the faculty mentor within 3 days of completion of 4 weeks.

- (v) Each student will maintain a training diary in a format to be provided by Head-Training & Placement. Student will be required to submit the diary to the faculty mentor along with the internship report.
- (vi) After completion of the internship, students will be required to write a project report of not more than 50-60 pages in a format given at **sl. no. 4**.

3. CORPORATE INTERNSHIP COMPONENTS

The Corporate Internship will cover following three components:

- a. Detailed study of the organization,
- b. Financial Analysis, and
- c. Detailed Study of the Project given by the company

a. Detailed study of the organization

While preparing the Corporate Internship Report, following points are to be covered under the detailed study of the organization:

- General Study of the organization
- Business Activities of the organization
- SWOT analysis of the organization
- Organizational Structure
- Marketing Mix

b. Financial Analysis

Analysis of financial statements will cover calculation of at least two financial ratios under each head:

- Profitability ratio
- Liquidity ratio
- Efficiency ratio
- Leverage ratio

c. Detailed Study of the Project given by the company

Project Description

The student is required to describe in detail the nature of the work or the nature of the project or projects, which he/she has carried out, emphasizing as much as possible on the management aspects of the work. The goals for the project, the methods used to approach the project, and the accomplishments should be described. No proprietary information of the company should be disclosed.

In case any student is not able to arrange corporate internship, he/she may choose any project in consultation with their faculty supervisor.

4. STRUCTURE OF THE REPORT OF THE CORPORATE INTERNSHIP

Final report of the internship should be structured as follows:

- (i) Cover page (Annexure-I)
- (ii) Self Certificate
- (iii) Certificate from the organization
- (iv) Turnitin plagiarism report from LRC (Annexure-II)

- (v) Acknowledgement
- (vi) Table of Contents
- (vii) Executive Summary(one page)
- (viii) Detailed study of the organization (10-15 pages)
- (ix) Financial Analysis (5-6 pages)
- (x) Detailed Study of the Project given by the company/assigned by the faculty supervisor(15-20 pages)
- (xi) Conclusion & Recommendations (4-6 pages)
- (xii) Key Learning's from the Internship (1-2 pages)
- (xiii) References(including web references)(1-2 pages)
- (xiv) Annexure(s) if any

5. SUBMISSION OF CORPORATE INTERNSHIP REPORT

- (i) Each student will submit a soft copy of the report prepared in the format at sl. no. 4 above to the faculty mentor by 18th July'21.
- (ii) Students will be then required to get the plagiarism check done at LRC.
- (iii) Students will be required to collect plagiarism report from LRC after paying the prescribed fee of plagiarism check and submit the report to the faculty mentor.
- (iv) Only after satisfactory plagiarism report(**similarity index \leq 10%**), faculty mentor will allow students to proceed to step (v). In case plagiarism report is not satisfactory, student will be required to re-write the report and submit the same for plagiarism check again following the same steps as above.
- (v) Only those students will be allowed to take presentation/ Final Viva who submit final soft copy of their reports along with satisfactory plagiarism report at least two days prior to the date of presentation/ final viva.
- (vi) The student shall submit hard bound copy of the internship report along with a CD (soft copy) to faculty mentor once the college reopens.
- (vii) Faculty mentor thereafter will submit the reports as well as CD's to the LRC.

6. INSTRUCTIONS

Read and follow the instructions carefully:

- (i) Know your JBS faculty supervisor from the list given with this document.
- (ii) Prepare your "Corporate Internship Report" according to format mentioned above. Use font type as Times New Roman, 12 font size and 1.5 lines spacing only. The complete report should be of approximately 50-60 pages.
- (iii) For all the queries related to "Corporate Internship" you should contact respective JBS faculty supervisor.

7. EVALUATION OF CORPORATE INTERNSHIP

Evaluation of the corporate internship shall be as follows:		
a)	Day to day work to be awarded by faculty mentor	10 marks
b)	Day to day work to be awarded by corporate mentor	25 marks
c)	Project Report	30 marks
d)	End semester evaluation by a panel of examiners i) Presentation (15 marks), and ii) Viva (20 marks)	35 marks

	<i>Note: Presentation/viva dates will be communicated later.</i>	
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Marks for each component will be given as per the following classification:	
Level	Out of 20
Below Average	Less than 9
Fair	10-12
Good	13-15
Very Good/Excellent	16-18
Outstanding*	19-20
*Only in case the report/ project work is exceptionally outstanding and is among the best 5 per cent category.	

Warning: Plagiarism may invite the cancellation of marks for the report



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CORPORATE INTERNSHIP FORM

(Submit this form to respective programme chairperson)

1. Name of the student	
2. Enrollment Number	
3. Name of the Organization of corporate internship	
4. Postal Address	
5. Date of Joining	
6. Expected Date of Completion	
7. Your Contact details during the corporate internship	
7.1 e-mail	
7.2 Mobile No	
7.3 Alternate Contact Number	
7.4 Address	

(Signature of the Student)

Name and Signature of the Faculty Mentor

Date:

Date:



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JOINING REPORT OF CORPORATE INTERNSHIP

(Send a duly completed scanned copy to faculty mentor)

1. Name of the student	
2. Enrollment Number	
3. Date of Joining	
4. Organization name	
5. Location	
6. Name of the Corporate Supervisor with contact address and mobile number and email id:	
7. Functional Area/ Specialization	
8. Proposed Topic of Internship Project	

Note –All 8 points are mandatory to be filled by the student

(Signature of the Student)

Date:

Name and Signature of the Corporate Mentor

Date:



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Title

Corporate Internship Report

Internship Report submitted as a partial requirement for the award of the threeyear
Bachelor of Business Administration Programme
BBA 2019-22

Name:

(Name of Organization, location)

Corporate Internship Supervisor

Name:

JBS-Faculty Supervisor:

Start Date for Internship:

End Date for Internship:

Report Date:

Annexure-IV

Learning Resource Centre
JIIT NOIDA
Turnitin Report

Date:

Dear Sir,

Kindly allow me to avail Turnitin software facility.

Name of the Student/Scholar:

Enrolment:Class Ph D/ MBA / M Tech/ B Tech/BBA

Name of the Supervisor:

Title of the Project Report/Thesis/Dissertation/Paper:

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For Accounts Department:

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19B17BSE17: Integrated Research Project

BBA 2019-22 Batch; Semester V
July – Aug, 2021

Course Code:	19B17BSE17
Course Title:	Integrated Research Project
Course Credit:	3
Session Duration:	60 Minutes
Learning Facilitator:	Dr. Sujata Kapoor
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor

1. Course Introduction:

Integrated Research Project will provide students with an opportunity to become fully engaged with their research discipline. With guidance from an academic supervisor, students will get the opportunity to both develop a research question and then to formulate the means to undertake independent research to answer that question. This requires the ability to generate hypotheses and then test them through data generation or collection based on appropriate methodologies (usually prescribed but may be student-led within guidelines) and to critically evaluate and synthesize/ analyze this data to address the original hypothesis. These results are then presented in a report that outlines the context of the research, the approaches taken, conclusions made and future work, including the potential applications of the research findings.

2. Course Objectives:

On completion of this course, students should be able to:

Demonstrate the ability to plan, execute and report on an interdisciplinary research investigation either based on their own experimental data, other available data or on published literature.

3. Pedagogy:

This course will be conducted in four stages:

Stage I: Deciding on the research topic in consultation with the academic supervisor assigned by the university.

Stage 2: Preparation of synopsis and submission to the assigned mentor/ academic supervisor

Stage 3: Formulating hypothesis/Data collection/ analysis in line with the Research topic assigned.

Stage 4: Submission of the Research project report as per the stipulated guidelines.

Assessment Tools:

- The assessment will be done based on following points:
- Uniqueness of the research topic selected and its contribution to the existing body of knowledge.
- Linkages of the research topic with other functional areas of management.
- Timely reporting/consulting the supervisor/mentor
- Practical implications of the research conducted
- Timely submission of the final research report.

Schedule for Integrated Research Project Completion

S. No.	Date	Activities to be Completed.
1	2 nd week of commencement of semester (September	Research progress stage-1 Initial discussions & finalization of topic, and title with

	10 th)	the Faculty supervisor
2	4 th week (September 24 th)	Research progress stage- 2 Research proposal/synopsis submission
3	6 th week (October 8th)	Research progress stage-3(Formulating hypothesis/Data collection/ analysis in line with the research topic assigned), Review Report submission
4	10 th week (November 5 th)	Preparing Final Draft as per stipulated guidelines
5	12 th week (November 20 th)	Final draft to be submitted to the faculty for review and suggestions
6	12 th week (November 23 rd)	Getting plagiarism test done after incorporating all the edits suggested by the faculty supervisor.
7	13 th week (November 30th)	Final submission of report
8	13 th -18 th December'21	Presentation and Viva

FORMAT FOR PROJECT REPORT PREPARATION

General guide lines and instructions on how to write a Project Report

- Students are required to work regularly with commitment and on given timeline. It is important to follow Project Report Activity Completion Schedule and avoid last minute's hustle.
- Students can contact to their respective Project guide / supervisor for any query.
- Students are required to consult their guide from time to time, as well as whenever necessary, carry out suggested changes by their guide and then proceed to next step. Due consideration will be given to this factor while awarding marks.

General framework of the research project

The following outline is only indicative of the overall structure of a research project. Students are required to adapt this framework depending on the need of a particular study they have carried out.

- Title Page
- Declaration
- Certificates (if any) Acknowledgements
- Abstract
- Table of Contents

- CHAPTER 1 Introduction
- CHAPTER 2 Literature Review
- CHAPTER 3 Methodologies
- CHAPTER 4 Findings and Analysis of Data
- CHAPTER 5 Conclusions, Implications, Limitations and Recommendations

- Bibliography
- Appendices

Word Length

The total length of the research project is 10,000-15,000 words (60-70 A-4 size pages).

Plagiarism

Plagiarism, that is, the willful representation of another person's work, without the acknowledgement or the deliberate and unacknowledged incorporation in a student's work of material derived from the work (published or otherwise) of another, is unacceptable and will incur the penalty of outright failure. A minimum acceptable plagiarism percentage is 30%

Planning Your Work

You are advised to begin working on your research project immediately after the briefing of the guidelines by the chairperson in the fifth term. You should see your supervisor on a regular basis - at least twice every week in the beginning. It is also advisable to start working as soon as possible. The reports should be based adequately on the use of

primary or secondary data. Students are advised to use basic or advanced statistical tests as delivered in Research methods with SPSS course in BBA IV semester for the data analysis. Use of excel and SPSS software is highly recommended for the data analysis and presentation of research findings.

The Role of Supervisor

- a) Suggest some contemporary areas of research and for consideration and where possible, any examples of current research relevant to the topic.
- b) Discuss possible directions for the study and advise on aims and objectives
- c) Examine written work and provide constructive criticism and feedback for further improvement
- d) Make student aware of inadequate progress or any other facts which could impede the completion of a successful piece of work.

Responsibilities of Students

- a) It is your responsibility to make appointments on a regular basis.
- b) Produce synopsis to your supervisor for constructive feedback
- c) Maintain consistent progress by following the schedule as advised
- c) Submit your written work in advance of your appointment so that your supervisor has time to give you feedback, and suggestions.
- d) Comply with the regulations as detailed in this document.

STRUCTURE OF THE RESEARCH PROPOSAL

The Research Proposal

The areas covered in the research proposal (synopsis) are presented below.

- Title Page
- Proposed Title
- Name of Student
- Course
- Supervisor's Name
- Introduction and Rationale for Research
- Explain why you think this is a valid research topic
- The Research Question/Problem/Topic or Hypothesis identify your area of research keeping it broad enough to embrace existing literature; but sufficiently narrow to allow a detailed investigation
- Research contribution to the field
- Research Aim and Objectives
- Proposed Research Methodology

INSTRUCTIONS FOR TYPING/PRINTING

The project report should be strictly prepared according to the following guidelines.

- **Finalization of the Project Report**
Student need to obtain approval from their respective guide before plagiarism test and after incorporating all the necessary changes go ahead with printing of the final project report.
- **Paper**
The size of the paper sheet: A4
Typing should be done on one side of the paper.
- **Font**
Type: New Times
Roman Size:12
- **LineSpacing**
Body of the text:1.5 lines
List of tables/graphs/charts/bibliography: Single Line
- **Alignment**
Title page : Centre
Chapter heading :
Centre Subheading :
Left
Body of Text: Justify
- **Margins**
At the binding edge(Left) : not less than 3 cm
Other margins (Right, Top, Bottom): not less than 2 cm.

- **Titles**
All titles and subtitles should be printed in BOLD.
All the Tables/Graphs/Charts/ should have appropriate titles.

- **Numbering of the Tables/Graphs/Charts**

Tables/Graphs/Charts should be numbered properly. Tables/Graphs/Charts must be followed by proper explanation and analysis.

- **Pagination**

- ✓ The title page should not carry any page number.
- ✓ For initial pages (i.e. from student's declaration to Executive summary) numbers should be given in small Roman Numbers. (Like i, ii,iii,ivetc,)
- ✓ Report should contain main page numbers (i.e.1, 2.....) after Executive Summary.
- ✓ Main page numbers should start from first page of Chapter 1 and will continue until last page of the report.
- ✓ Page numbers are to be given at the center and bottom of the page. Pages separating Chapters should not be numbered but be counted.

- **Binding of the report: Students need to get two hard bound copies and submit one to the supervisor for records. The faculty supervisor will after due evaluation submit report to the LRC**

Writing the Integrated Research Project Report

The project should comprise of the following:

- Font page/ Title page
- Student's Declaration
- Certificate from the Guide
- Acknowledgements
- Executive Summary
- Research problem, Hypothesis development, data collection, findings, analysis of the project undertaken (Refer to the Table of contents attached in the end for detailed components)
- List of Tables
- List of Charts
- List of Graphs

Title of the Integrated Project Report (14, Title Case, Bold)

Submitted in Partial Fulfillment for the Award of the Degree of Bachelor in Business Administration 2020-2021(14, Bold)

Under the Guidance of:(14, Bold)

Submitted By: (14,

Bold) Name of the Guide from Institute(14size)

Name of the Student

(14size)

Designation(14size)

University Enrollment No. (14size)

(Logo of college/university)

College name(14, Bold)

Affiliated to University name(14 size)

STUDENT DECLARATION

(On plain paper)

This is to certify that I have completed the “(title of the project)” under the guidance of “(name of the guide)” in partial fulfillment of the requirement for the award of Degree of Bachelor of Business Administration at(college name)..... This is an original piece of work & I have not submitted it earlier elsewhere.

Date:

Signature:

Place:

Name:

University Enrollment No.:

CERTIFICATE FROM THE INSTITUTE GUIDE

This is to certify that the Project titled “_____”is an academic work done by “_____” submitted in the partial fulfillment of the requirement for the award of the degree of Bachelor of Business Administration at (college name)..... under my guidance &direction.

To the best of my knowledge and belief the data & information presented by him/her in the project has not been submitted earlier.

Signature :

Name of the Faculty:

Designation :

TABLE OF CONTENTS

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CHAPTER 1 – INTRODUCTION

1.1 Introduction

CHAPTER 2 – SCOPE AND OBJECTIVE

2.1 Scope of the study

CHAPTER 3 – LITERATURE REVIEW

3.1 Introduction

CHAPTER 4 – RESEARCH METHODOLOGY

4.1 Research approach

4.2 Research Philosophy

4.3 Research design

4.4 Data collection

4.4.1 Types of Data

4.4.2 Methods of Data Collection

4.5 Problems faced

CHAPTER 5 – DATA ANALYSIS & INTERPRETATION

CHAPTER 6 – FINDINGS, CONCLUSIONS & RECOMMENDATIONS

6.1 Findings

6.2 Conclusion

6.3 Suggestion

CHAPTER 7 – LIMITATIONS AND SCOPE OF FUTURE RESEARCH

7.1 Limitation

7.2 Scope of Future Research

Bibliography

Appendix – Questionnaire

BIBLIOGRAPHY

All the references should be arranged in alphabetical order by name of the authors.

For books

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

Example:

Kothari, C.R. Research methodology, 3rd edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Max (Jr.) "Entrepreneurship : An Integrating Typology and Evaluation of the Empirical Research in the field", *Journal of Management*, Vol.13(2), 1967, pp 259-279.

Online published material on World Wide Web (Alphabetically arranged Webliography)

Evaluation Criteria for Integrated Research Project

Consultation with Faculty supervisor	10 marks
Synopsis submission	20 marks
Review report (work done so far)	10 marks
Final report submission	25 marks
End semester evaluation (Presentation and Viva)	35 marks
Total	100 marks