



**COURSE OUTLINES**  
**BBA SEM 2**  
**2022EVENSEM 2021-22**



## Contents

<b>19B12BGE17: Theatre and Performance</b> .....	3
<b>20B11BGM30: Business Statistics and Analytics</b> .....	7
<b>19B15BSE11: Introduction to Spreadsheets</b> .....	12
<b>19B11BAF12: Financial Management</b> .....	16
<b>19B11BGM24: Technology Governance and Business Ethics</b> .....	21
<b>19B11BMM11: Marketing Management</b> .....	25
<b>19B11BHR11: Organizational Behaviour</b> .....	30



### Jaypee Business School

A Constituent of Jaypee Institute of Information Technology  
(Declared Deemed to be University u/s 3 of UGC Act)  
A-10, Sector 62, NOIDA, 201 309, INDIA, www.jbs.ac.in

**19B12BGE17: Theatre and Performance**  
**BBA Batch 2021-2024, Semester –II February-May, 2022**

## Course Outline

---

<b>Course Code</b>	:	<b>19B12BGE17</b>
<b>Course Title</b>	:	<b>Theatre and Performance</b>
<b>Name of the Faculty</b>	:	<b>Ms. Gargi Malkani</b>
<b>Session Duration</b>	:	<b>60 Minutes</b>
<b>Email ID</b>	:	<b>gargimalkani@gmail.com</b>

### 1. Course Introduction

The course proposes that Theatre and Performance studies are not two separate fields of study but exist in an intricate symbiosis to complement one another. The discipline opens up avenues for interdisciplinary exchange to equip scholars with observation and social skills necessary in their everyday life. This course introduces the scholars to Natya Shastra and various other aspects of theatre which will give them a glimpse of the origin and development of performing arts in India.

### 2. Course Objective

To understand the dynamics of individual, their interpersonal interaction and communication in an everyday setting in order to extend their problem-solving abilities.

### 3. Course Outcome

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

CO Code	CO	Blooms Taxonomy Level	PO1	PO2	PO3	PO4	PO5
C173.1	Demonstrate problem solving ability and effective life skills through theatre performances.	2	1	1	3	2	3
C173.2	Apply skills of listening, articulation, awareness and collaboration through performance.	3	2	2	3	2	3
C173.3	Design and present an original performance alone or in group.	6	2	2	3	2	3
C173	Average		2	2	3	2	3

#### 4. Text Book

- Natyashastra, tr. By Adya Rangacharya, New Delhi: Munshiram Manoharlal, 1996.
- Michael Holt, Stage Design and Property, Oxford: Phaidon 1986

#### 5. Additional Readings and References:

- Michael Holt, Costume and Make-up, Oxford: Phaidon 1988
- Eric Bentley – The Theory of Modern Stage: An Introduction to Modern Theatre and Drama

#### 6. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Participation/ Activity	10%	5
2	Project/Practical Presentation	15%	5-6
3	T1	20%	3
4	T2	20%	4
4	T3	35%	6

##### 6.1 Participation/Class Activity (10%)

Students will be evaluated on the basis of their participation in class activities and tasks. The evaluation will be conducted at the end of 4<sup>th</sup> and 8<sup>th</sup> week.

##### 6.2 Individual /Group Project (15%)

Students will have to present an improvised piece as a part of their group project that will assess their problem solving and presentation abilities.

##### 6.3 T1 Exam (20%)

T1 Exam will be based on class discussion, lectures, reading and articles. This will be a 'closed book' objective and subjective questions-based exam. 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 T2 Exam (20%)

A practical based examination where each student would be performing on a devised piece or theme chosen by them based on a concept/activity discussed in class.

##### 6.5 End Term Exam (35%)

End Term Exam will be at the end of the trimester and will cover the entire course. This will also be a 'closed book' test. 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 problem solving which will generally include a mix of lectures, group work, improvisations, practical tasks and class room activity.

## 8. Session Plan:

Session	Title of the Module	Topics of the Module
1-4	Introduction to Theatre	History of theatre: role of theatre in human culture with special reference to India, Forms and Elements of Theatre:
5-10	Forms and Elements of Theatre	Classical (Sanskrit Theatre), Traditional and Folk Theatres, Modern Theatre. Types of theatre: dance, musical, puppet, mime, mask, etc.
11-14	Theatre Architecture and Stage Craft	Types of stages: proscenium, thrust, round, open, etc. Stage and its requirements—set, properties, costume, make-up, lighting, etc.
15-18	Voice and Speech	Voice and Speech- knowledge of pitch, volume, projection, resonance, humming exercises  <b>Activity 1: Every Student will introduce themselves in a dramatized way exploring the ideas of voice and speech.</b>  <b>Activity 2: Improvising voice and speech using the ‘navrasa’ theory. Trying to say a dialogue in different emotions.</b>  <b>Activity 3: Creating a Soundscape</b>  <b>Activity 4: Improvising a Story. One student starts with a sentence and other students join in by adding another sentence to build a story.</b>
19-24	Movement and Improvisation	Movement- Body and Mind coordination exercises, working on posture and body language Role play—developing characters, developing relations with other characters, improvisation and devising.  <b>Activity 1: Exploring Neutral Bodies, mirroring exercise, exploring walks and body language to build a character.</b>  <b>Activity 2: Interacting with other characters in space (here online) trying to build a story by using improvisation as a devise.</b>

25-30	Arts Management	Planning, Execution, ego management. Writing Projects- reviewing any current production; writing a sample 'theatre review' of any production. <b>Activity 1: Thinking of a hypothetical Arts event. Students plan in detail the artist line up, back stage and production work, social media marketing etc. (Group Activity)</b>
-------	-----------------	---

**Course Coordinator: Dr. Mitushi Singh**

**Date: February 3<sup>rd</sup>, 2022**



**Jaypee Business School**  
**A Constituent of Jaypee Institute of Information Technology**  
**(Declared Deemed to be University u/s 3 of UGC Act)**  
**A-10, Sector 62, NOIDA, 201 307, INDIA, [www.jbs.ac.in](http://www.jbs.ac.in)**

## **20B11BGM30: Business Statistics and Analytics**

**BBA Batch 2021-24 Batch; Semester II Feb – May 2022**

### **Course Outline**

<b>Course Code</b>	:	<b>20B11BGM30</b>
<b>Course Title</b>	:	<b>Business Statistics and Analytics</b>
<b>Session Duration</b>	:	<b>60 Minutes</b>
<b>Name of the Faculty</b>	:	<b>Dr. Shakshi Singhal</b>
<b>Phone</b>	:	<b>0120 – 2594473</b>
<b>Email ID</b>	:	<b><a href="mailto:shakshi.singhal@mail.jiit.ac.in">shakshi.singhal@mail.jiit.ac.in</a></b>

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

Statistics is how we gather, analyze, and interpret data. This course teaches statistical thinking concepts that are essential for learning from data and communicating insights. It also familiarizes the students with various analytical tools that can be used for effective decision making.

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

- This course aims at providing students with introduction to business statistics and its application in the workplace.
- To make students analyze statistical data, draw conclusions, and make predictions of the future.

#### **3. Course Outcome**

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

- Understand the basic concepts of business statistics and Analytics.
- Apply concepts and methods of statistics to solve business problems.
- Analyze statistical data to make decisions.

CO Code	CO	BTL Level	PO1	PO2	PO3	PO4	PO5
C133.1	Understand the basic concepts of business statistics and Analytics	2	3	2	1	1	2
C133.2	Apply concepts and methods of statistics to solve business problems	3	2	3	1	1	2
C133.3	Analyze statistical data to make decision	4	2	3	1	1	2
C133	<b>Average</b>		<b>2.3</b>	<b>2.7</b>	<b>1.0</b>	<b>1.0</b>	<b>2.0</b>

#### 4. Text Books

1. Bruce L. Bowerman, Anne Drougas, and William Duckworth (2018). Business Statistics and Analytics in Practice. McGraw-Hill Higher Education (Eight Edition).
2. David M. Levine, David F. Stephan, and Kathryn A. Szabat (2017). Statistics for Managers using Microsoft Excel, Pearson (Eight Edition).

#### 5. Additional Readings and References:

1. Ken Black (2019). Business Statistics: for Contemporary Decision Making. John Wiley & Sons (Tenth Edition).
2. Levin, R. and Rubin, D. (2017). Statistics for Management, Pearson (Eight Edition).
3. Robert Stine and Dean Foster. (2014). Statistics for Business: Decision making and Analysis, Pearson (Third Edition).
4. Naval Bajpai (2009). Business Statistics, Pearson Education (Second Edition)
5. Nagarajan Chandrasekaran and M. Umaparvathi (2016). Statistics for Management. PHI Learning Pvt. Ltd.
6. Amir D Aczel, Jayavel Sounderpandian, P Saravanan and Rohit Joshi (2017). Complete Business Statistics, McGraw Hill (Seventh Edition).

#### MOOC Registrations:

Business Statistics by Prof. Mukesh Kumar Barua, IIT Roorkee

**Swayam/nptel registration link:** [https://onlinecourses.nptel.ac.in/noc22\\_mg25/preview](https://onlinecourses.nptel.ac.in/noc22_mg25/preview)

Duration: 12 weeks

Start Date: 24 Jan 2022

End Date: 15 Apr 2022

#### 6. Evaluation Details

S. No.	Component	Weightage (%)	Tentative week of completion
1	Quiz (TA)	5%	Continuous Evaluation
2	Presentations/Assignments (TA)	10%	Continuous Evaluation
3	Group Project (TA)	10%	After T2
4	T1 Exam	20%	As per Academic calendar
5	T2 Exam	20%	As per Academic calendar
6	End Term Exam	35%	As per Academic calendar

\*Teacher's Assessment

##### 6.1. Quiz and Class Discussion & Participation (5%)

There will be surprise quizzes during the term. The quiz will be a closed book and it covers pre-reads and self-learning topics. The quizzes will be considered for the purpose of evaluation against the teacher's assessment component. Every student must actively participate in the business case discussions during the classes.



## 6.2. Presentations/Assignments (10%)

Students are required to work on different topics from time to time, which will be given by the learning facilitator to each student in the class. Details of contents and deadline for submission of assignments and presentation dates will be declared by the course coordinator in the class.

## 6.3. Group Project (10%)

Students have to make a group of 5 or 6 students of their class and submit a Business Case based Research Project to identify the future business performance based on the past data. The report needs to be presented in front of the class in a Flip Class mode, as per the scheduled (to be circulated)

## 6.4. T1 Exam (20%)

The T1 Exam will be based on class discussion, lectures, power points and assigned chapters 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.

## 6.5. T2 Exam (20%)

The 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.

## 6.6. End Term Exam (35%)

The 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.

## 7. Pedagogy

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

## 8. Session Plan

Session	Session Topic	Sub-Topics to be covered	Text book chapter	Cases/Exercises
1-5	Introduction to Business Statistics and Analytics	<ul style="list-style-type: none"><li>Defining Data and Variables</li><li>Collecting Data: Populations &amp; Samples,</li></ul>	1	<i>CardioGood Fitness: A Business Case to understand Data and Variables (Source: Text book 2, Pg. 43-44)</i>

		<p>Data Sources</p> <ul style="list-style-type: none"> <li>● Basic concepts of Business Analytics</li> <li>● Scales of Measurement</li> </ul>		
6-9	Descriptive Statistics and Analytics: Tabular & Graphical Methods	<ul style="list-style-type: none"> <li>● Summarizing Data using Frequency Distributions</li> <li>● Qualitative Data Graphs: Pie charts and bar charts</li> <li>● Quantitative Data Graphs: Histograms, Frequency Polygons, Ogives, and Stem-and-Leaf Plots</li> <li>● Examine the relationship between variables using Contingency Tables</li> </ul>	2	<p><i>The e-billing case: Reducing Bill Payment Times</i> (Organizing and Visualizing the Data) (Source: Text book 1, Pg. 61)</p> <p>Graphical Descriptive Analytics (Waterfall, Treemaps, Sparklines) using Microsoft Excel (Text book 1, Pg. 91-94)</p>
10-15	Descriptive Statistics and Analytics: Numerical Methods	<ul style="list-style-type: none"> <li>● Measures of Central Tendency: Mean, Median Mode</li> <li>● Measures of Variability: Range, Variation and Standard Deviation</li> </ul>	3	<p><i>The Car Mileage Case: Estimating Mileage</i> (Summarizing the data using descriptive Statistics) (Source: Text Book 1, Pg-133)</p>
16-22	Probability Theory	<ul style="list-style-type: none"> <li>● Fundamental Concepts of Probability and Events</li> <li>● Laws of Probability</li> <li>● Conditional Probability and Independence</li> </ul>	4	<p><i>The Crystal Cable Case: Market Penetration</i> (Source: Text book 1, Page-226)</p>
23-30	Fundamental of Hypothesis Testing: One-Sample Tests	<ul style="list-style-type: none"> <li>● Introduction to Hypothesis</li> <li>● Hypothesis Testing Procedure</li> <li>● <i>t</i>-test of Hypothesis for the Mean</li> <li>● <i>z</i>-test of Hypothesis for the Proportion</li> </ul>	10	<p><i>The Trash Bag Case: Testing an Advertising Clam</i> (Construction of Hypothesis) (Source: Text book 1, Page-435)</p> <p><i>Commercial Loan Case: More Debt-to Equity Ratio</i> (Statistical Inference and Practical Importance) (Source: Text book 1, Page-451)</p>
31-34	Hypothesis Testing: Two-Sample Tests	<ul style="list-style-type: none"> <li>● Statistical Inference based on Two Samples</li> <li>● <i>t</i>-test of Hypothesis for the Means of Two Populations</li> <li>● <i>z</i>-test for the Difference between Two Proportions</li> </ul>	11	<p><i>The Jar Fill Case: Comparing Process Consistencies</i> (comparing two population variance) (Source: Text book 1, Pg. 502)</p>

		<ul style="list-style-type: none"> <li>● <i>F</i>-test for the Ratio of Two Proportions</li> </ul>		
35-37	Hypothesis Testing for categorical data	<ul style="list-style-type: none"> <li>● Chi-square test for the difference between two proportions</li> <li>● Chi-square test for differences among more than two proportions</li> </ul>	13	<i>The Microwave Oven Case: Studying Consumer Preferences</i> (Source: Text book 1, Pg. 557)
38-42	Correlation and Regression Analysis	<ul style="list-style-type: none"> <li>● Coefficient of Determination and Correlation</li> <li>● Simple Linear Regression Model</li> <li>● Least Square Point Estimate</li> </ul>	14	<i>The Tasty Sub Shop Case: Predicting Yearly Revenue for a Potential Restaurant Site and Least Square Estimate</i> (Source: Text book 1, Pg. 582)

**Course Coordinator: Dr. Shakshi Singhal**

**Date: February 1, 2022**



## Jaypee Business School

A Constituent of Jaypee Institute of Information Technology  
(Declared Deemed to be University u/s 3 of UGC Act)  
A-10, Sector 62, NOIDA, 201 307, INDIA, [www.jbs.ac.in](http://www.jbs.ac.in)

### **19B15BSE11: Introduction to Spreadsheets** **BBA Batch 2021-2024, Semester –II February -May 2022**

#### **Course Outline**

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

<b>Course Code</b>	:	19B15BSE11
<b>Course Title</b>	:	Introduction to Spreadsheets
<b>Course Credit</b>	:	4
<b>Session Duration</b>	:	60 Minutes
<b>Name of the Faculty</b>	:	<b>Dr. Mansi Khurana</b>
<b>Email ID</b>	:	<a href="mailto:mansi.khurana@mail.jiit.ac.in">mansi.khurana@mail.jiit.ac.in</a>

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

Microsoft Excel Spreadsheet software has become an integral part of most organizations across the world. It is used for various purposes by business establishments, hence it becomes extremely important for B school students to get well versed with the functionalities of MS Excel and how they would be able to make use of it at their work place in various day to day tasks.

#### **2. 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.

#### **3. Course Outcome**

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

- Remember the specific commands and shortcuts in excel.
- Understand the role of spreadsheet applications to collect, organize, manage and present information.
- Apply the features/functions available in the spreadsheet software.

CO CODE	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C181.1	Remember the specific commands and shortcuts in excel.	BTL1	3	3	1	1	3
C181.2	Understand the role of spreadsheet applications to collect, organize, manage and present information.	BTL2	3	3	2	1	3
C181.3	Apply the features / functions available in the spreadsheet software.	BTL3	3	3	2	1	3
C181	<b>AVERAGE</b>		<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>3</b>

#### 4. Text Book:

- Frye, Curtis. (2016). Microsoft Office 2016 Step by Step. Microsoft Press, Washington.
- Lambert, Joan; Frye, Curtis. (2016). Microsoft Office 2016 Step by Step. Microsoft Press, Washington.
- Cox, Joyce | Frye, Curtis Lambert, Steve Preppernau, Joan Murray, Katherine, Eastern Economy Edition, New Delhi: PHI

#### 5. Additional Readings and References:

- Parsons, June Jamrich, (2016) New perspectives Microsoft office 365 and Excel 2016: Comprehensive, New Delhi Cengage Learning
- Bluttman, Ken, Kapil, Kanwal N, (2016) Microsoft excel formulas and functions for dummies, 4<sup>th</sup> Ed. Wiley, New Delhi
- Gross, Debra, (2014), Succeeding in business with Microsoft Excel 2013: a problem solving approach, New Delhi Cengage Learning

#### 6. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Quiz (TA)	10%	Continuous Evaluation
2	Group Project (TA)	15%	After T2
2	T1	20%	As per schedule
3	T2	20%	As per schedule
4	T3	35%	As per schedule

#### 6.1 Quiz (10%)

There will be two class quizzes/tests of 10 marks each. The average of two quizzes will be considered for the purpose of evaluation against teacher's assessment component.

## 6.2 Group Project (15%)

Students will be asked to make a group of 4-5 students of their class and need to identify a dataset, latest by the second week of the course. Course coordinator will facilitate in guiding for selection of Data. 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.

## 6.3 Term 1 Exam (20%)

Term1 Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and problem-solving questions-based exam on concepts and application. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

## 6.4 Term 2 Exam (20%)

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

## 6.5 End Term Exam (35%)

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

## 7. Pedagogy

The course will be a good mix of lectures and hands on training on Excel Software. Course will be taught through 28 lectures and 28 practical sessions.

## 8. Session Plan

Session s	Lecture Topic	Cha pter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-3	Introduction to Spreadsheets and Excel, Concept of worksheets and workbooks, working with multiple worksheets and multiple workbooks	1, 2	Exercise on Excel using Merge Cells workbook
4-7	Creating and Manipulating Data, Converting Text to Columns, Formatting Data and	3, 4, 5	Exercise on Excel using Limit Data workbook (page 152)

	Content, Data Validation		
8-14	Creating and Modifying Formulas, Sorting, Grouping, and Filtering Cells, Presenting Data Visually. Pivot Tables, Functions – Vlookup, Hlookup, Conditional Formatting.	6, 10	Exercise on Excel using Build Formulas workbook (page 106)  <a href="https://www.linkedin.com/learning/excel-pivottables-real-world-case-studies">https://www.linkedin.com/learning/excel-pivottables-real-world-case-studies</a>
15-18	Creating charts and graphics: Choosing a chart type, understanding data points and data series, editing and formatting chart elements.	9	Exercise on Excel using Customize Charts workbook
19-21	Working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions.	15	Exercise on Excel using Audit Formulas workbook  <b>Activity:</b> Specific commands and shortcuts in excel.
22-26	Solving financial and mathematical problems using Excel, using formulae and functions: Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors. Excel Solver, Scenario Analysis	7, 8	Exercise on Excel using Lookup Data workbook
27-28	Implementing file level security and protecting data within the worksheet.	14	Exercise on Excel using Protect Workbooks

**Course Coordinator: Dr Mansi Khurana**

**Date: 01, February 2022**



## Jaypee Business School

A Constituent of Jaypee Institute of Information Technology  
(Declared Deemed to be University u/s 3 of UGC Act)  
A-10, Sector 62, NOIDA, 201 307, INDIA, [www.jbs.ac.in](http://www.jbs.ac.in)

### **19B11BAF12: Financial Management** **BBA 2021-24 Batch; Semester II Feb – May, 2022**

## Course Outline

<b>Course Code</b>	:	<b>19B11BAF12</b>
<b>Course Title</b>	:	<b>Financial Management</b>
<b>Session Duration</b>	:	<b>50 Minutes</b>
<b>Name of the Faculty</b>	:	<b>Dr. Priyanka Tandon</b>
<b>Email ID</b>	:	<a href="mailto:priyanka.tandon@jiit.ac.in">priyanka.tandon@jiit.ac.in</a>

### 1. Course Introduction

This course deals with the theory and practice of corporate finance. The course will help the students in understanding the basic fundamentals and tools/techniques of corporate financial management. It formalizes real world situations by using models and techniques suggested by the theory. The analytical processes utilized in financial decision-making will be examined and applied to real life business finance problems. At the end of the course, the participant should be able to perform moderately sophisticated applications of financial analysis and management.

### 2. Course Objectives

The learning objective of this course:

- Understand different forms of Business organizations and finance functions.
- Understanding of equity and bond valuation models.
- Apply concepts of investing, dividend and financing functions.
- Applying above all concepts using Ms. Excel.
- Analyze the real-life case studies and suggest making financial decisions.

### 3. Course Outcome

At the end of the course, the students shall develop the knowledge and skills to be able to

CO Code	CO	BTL Level	PO1	PO2	PO3	PO4	PO5
---------	----	-----------	-----	-----	-----	-----	-----



C121.1	Understand different forms of Business, finance and finance functions.	2	3	3		2	3
C121.2	Apply concepts of investing, dividend and finance functions.	3	3	3	1	3	3
C121.3	Analyze proposal and plan to make financial decisions	4	3	3	2	3	1
<b>C121</b>	<b>Average</b>		<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

#### 4. Text Book:

- Financial Management by I M Pandey, Pearson Education (12<sup>th</sup> Ed.)

#### 5. Additional Readings and References:

- Corporate Finance by Stephen A Ross, Randolph W Westerfield, Jeffrey Jaffe and Ram Kumar Kakani published by Tata Mcgraw Hill, Eleventh Edition.
- Basic Financial Management by Surendra Singh (Phi Learning)
- Principles of Corporate Finance by Brealey, Myers, Allen and Mohanty, TataMcgraw Hill Publications (12 Ed.)
- Financial Management – Comprehensive Text Book with Case Studies by Ravi M. Kishore, Taxmann, Latest Edition.
- Financial Management: Theory and Practice by Prasanna Chandra, TataMcgraw Hill (10 ed.)

#### 6. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	T1	20%	As per schedule
2	T2	20%	As per schedule
3	T3	35%	As per schedule
4	Class Participation	5%	Continuous
5	Project and presentation	20%	7

##### 6.1 T1 & T2 (40%)

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

##### 6.2 Research Project - Field-Work Report (20%)

Students have to make a group of 5 or 6 students of their class and submit a report on the topic given. The report needs to be presented in front of the class in a Flip Class mode, as per the schedule (to be circulated). The details of the project are as follows:

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

Further collect the data on stock market price of both the companies for the last 5 years (monthly basis) and market price of index (either Sensex or Nifty). Compute the average return of the and Beta of the company. Comment on riskiness of the stock.

- Submit the detailed case analysis report of AMAN Limited (Case to be given during the class).

### 6.3 End-Term Exam - T3 (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. Pedagogy

The course will involve a healthy balance of lecture and classroom discussion and case discussions on each module. The students must come to class fully prepared having read the text materials and case studies indicated in the session plan. The course also includes group project on service organization. The course coordinator will provide adequate guidance for individual and group work.

### MOOCs

- Financial Management for Managers [https://onlinecourses.nptel.ac.in/noc22\\_mg08/preview](https://onlinecourses.nptel.ac.in/noc22_mg08/preview)

### 8. Session Plan:

S. No.	Topics	Chapter/ Reading s	Cases/Activities/Exercises
1-3	<b>Introduction to Financial Management</b> <ul style="list-style-type: none"> <li>● Overview of Financial Management</li> <li>● Forms of business organization</li> <li>● Goals/Objective of financial management</li> <li>● Risk-return Trade-Off</li> <li>● Agency Problem</li> <li>● Relationship of finance to Economics and Accounting</li> </ul>	Chapter 1	Case 1: The Anand Nagar Electricity Limited (Page 8)
4-10	<b>The Financial System and Sources of Finance</b> <ul style="list-style-type: none"> <li>● Functions of financial system</li> <li>● Financial assets, Financial markets and Financial intermediaries</li> <li>● Sources of finance: Long-term and Short-term</li> </ul>	Chapter 2	Case 2: PTR ltd
11-13	<b>Time Value of Money</b> <ul style="list-style-type: none"> <li>● Future value of Lumpsum</li> <li>● Present value of Lumpsum</li> <li>● Future value of annuity</li> <li>● Present value of annuity</li> <li>● Present value of perpetuity</li> </ul> <b>Valuation of Bond and Equity</b>	Chapter 3	Case 3: Divya hand tools Pvt ltd (Page 48)  Practical exercises on time value of money  Case 4: Shyamulu Rao's Investment Decision

			Case 5: Hitech Chem Limited
14-16	<b>Risk and Return</b> <ul style="list-style-type: none"> <li>● Historical and Average return</li> <li>● Expected return and return and risk on single asset</li> <li>● Risk and return on portfolio</li> <li>● Measurement of market risk (Beta)</li> <li>● Efficient frontier, Security market line and Capital market line</li> <li>● CAPM model</li> <li>● Arbitrage Pricing Model and Multi-Factor Model</li> </ul>	Chapter 11	Case 6: Return calculation of TATA MOTORS, HERO MOTOR, HUL and NIFTY  Case 7: NTPC, ESCORTS and MRF Ltd.  Case 8: RADIANT SECURITIES case to be given in class
17-21	<b>Investment Decisions</b> <ul style="list-style-type: none"> <li>● Overview</li> <li>● Cash flow estimation</li> <li>● Payback Period Method,</li> <li>● Accounting Rate of Return,</li> <li>● Net Present Value (NPV),</li> <li>● Net Terminal Value,</li> <li>● Internal Rate of Return (IRR),</li> <li>● Profitability Index,</li> <li>● Capital budgeting under Risk – Certainty Equivalent Approach and Risk-Adjusted Discount Rate.</li> </ul>	Chapter 8	Case 9: Petropull Company Calmex Co. (Page 210)  Some exercises on project evaluation and appraisal.
22-35	<b>Financing Decision</b> <ul style="list-style-type: none"> <li>● Cost of Capital and Financing Decision</li> <li>● Estimation of components of cost of capital.</li> <li>● Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital,</li> <li>● Weighted Average cost of capital (WACC) and Marginal cost of capital.</li> <li>● Financial Leverage and Operating Leverage,</li> <li>● EBIT-EPS analysis and ROI and ROE Analysis, Financial distress</li> <li>● Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage. Determinants of capital structure</li> </ul>	Chapter 7	Case 10: Hindustan Unilever Ltd Capital Structure (Page 438)  Case 11: Samrudh Co. Ltd (Page 437)  Case 12: Solidaire Infrastructure company (Page 242)  Case 13: Central equipment ltd. (Page 386)
36-40	<b>Dividend Decision</b> <ul style="list-style-type: none"> <li>● Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Dividend policies in</li> </ul>	Chapter 5	Case 14: Great Eastern Co. Ltd (Page 502). Case 13: A. C Company Ltd (Page 528)

	practice.		
41-42	<b>Contemporary issues in Finance:</b> <ul style="list-style-type: none"> <li>• Green Financing</li> <li>• Challenges in the area of green finance.</li> <li>• Role of IT in finance</li> </ul>	Study material	<ul style="list-style-type: none"> <li>• Lindenberg, N. (2014). Definition of green finance.</li> <li>• Wang, Y., &amp; Zhi, Q. (2016). The role of green finance in environmental protection: Two aspects of market mechanism and policies. <i>Energy Procedia, 104</i>, 311-316.</li> <li>• Reserve Bank of India Report</li> </ul>

**Date: February 01, 2022**

**Course Coordinator: Dr. Priyanka Tandon**



## Jaypee Business School

A Constituent of Jaypee Institute of Information Technology  
(Declared Deemed to be University u/s 3 of UGC Act)  
A-10, Sector 62, NOIDA, 201 307, INDIA, [www.jbs.ac.in](http://www.jbs.ac.in)

### **19B11BGM24: Technology Governance and Business Ethics** **BBA Batch 2021-2024, Semester –II February -May 2022**

#### **Course Outline**

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

<b>Course Code</b>	:	19B11BGM24
<b>Course Title</b>	:	Technology, Governance and Business Ethics
<b>Session Duration</b>	:	50 Minutes
<b>Name of the Faculty</b>	:	<b>Dr. Mitushi Singh</b>
<b>Email ID</b>	:	<a href="mailto:mitushi.singh@jiit.ac.in">mitushi.singh@jiit.ac.in</a>

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

Governance has emerged as an important academic discipline. Governance and Ethics brings together an interdisciplinary approach to the management, ethics and corporate social responsibility. The course aims at enhancing awareness of ethical issues connected with international corporate decision-making and provides students with business strategies and frameworks that assist in the analysis and resolution of ethical problems.

#### **2. Course Objective**

The learning objective of this course:

- Learn various aspects of Governance – both Government and Business.
- Learn usage of Technology in ultimate outcome of financial accounting in the form of profit & loss account, balance sheet and cash flow statement with supporting notes/ statements and reports.
- Learn Ethics for practice in social and business Fields.

#### **3. Course Outcome**

The present course will substantiate the following learning outcomes for the students:

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

- Understand the concepts of e-governance and its importance and usability for Digital India
- Apply the IT knowledge and tools for facilitating e-governance
- Analyse ethical issues regarding the use of information technologies in business.

CO Code	Description	BTL	PO1	PO2	PO3	PO4	PO5
C108.1	Understand concepts and theories related corporate governance, business ethics and technology in business	2	3	2	2	2	3
C108.2	Apply Knowledge of Corporate Governance, Technology and Ethics in Business	3	3	3	2	2	3
C108.3	Analyze Business Activities keeping in mind knowledge learnt about the Technology, Corporate Governance and Ethics.	4	3	3	2	2	3
<b>Average</b>			<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>

#### 4. Text Book:

- Corporate Governance: Principles, Policies and Practices, E. K. Satheesh, K.P. Muraleedhran, A.C. Fernando, Pearson

#### 5. Additional Readings and References:

- Management Information Systems 11e, Ramesh Behl, James O'Brien, George M., McGrawHill
- Information Technology for Managers, 1st Edition George Reynolds, Cengage Learning

#### 6. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Case Study Discussion and Class Participation	15%	All throughout the course
2	Team Project and Presentation	10%	After T2
3	T1 Test	20%	As per schedule
4	T2 Test	20%	As per schedule
5	End Term Test	35%	As per schedule

##### 6.1 Case Study Discussion and Class Participation (15%)

There will be a case study discussion of 10marks. Each student must appear in the class participation and discussions component which will be held in the classes.

##### 6.2 Team Project and Presentation (10%)

##### 6.3 Term 1 Exam (20%)

Term1 Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and problem-solving questions-based exam on concepts and application. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

##### 6.4 Term 2 Exam (20%)

Term 2 Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and problem solving questions based exam on

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

### 6.5 End Term Exam (35%)

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

### 7. Pedagogy

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

### 8. Session Plan:

Session	Theme of the day	Lecture Topic	Reference/ Text Book Chapter	Cases/Activities/ Exercises
1-6	Introduction to Corporate Governance	<ul style="list-style-type: none"> <li>Introduction to Governance</li> <li>Characteristics of Company</li> <li>Types of Company</li> <li>Issues in Corporate Governance</li> <li>Historical Perspective</li> </ul>	Readings Chapter 1 and 2	Satyam Computers Scam Case(goog le) Case study 1
7-12	Theories and models of Corporate Governance	<ul style="list-style-type: none"> <li>Introduction</li> <li>Corporate Governance Mechanisms</li> <li>Models of Corporate Governance</li> <li>What is “Good Corporate Governance”</li> </ul>	Text-Book Chapter 3	Tata Steel Case Study 2
13-18	Initiatives in Corporate Governance: Global and National	<ul style="list-style-type: none"> <li>Introduction</li> <li>Corporate Governance Committees</li> <li>World Bank on Corporate Governance</li> <li>OECD Principles</li> <li>McKinsey survey on Corporate Governance</li> </ul>	Text-Book Chapter 4	Arthur Case Study 3
19-29	Share Holders and Other Stakeholders of the Company,	<ul style="list-style-type: none"> <li>Introduction</li> <li>Corporate Stake Holders</li> <li>Rights of Shareholders</li> <li>Corporate Governance and Employees, Customers, Institutional Investors, Creditors</li> </ul>	Text Book Chapter 6,7,8	ITC: Case study 4 Tussle of reliance Case Study 5

	Role of Board of Directors in Company	<ul style="list-style-type: none"> <li>• Board in Ensuring Corporate Governance</li> <li>• Governance Issues relating to the Board</li> <li>• The Role of Directors</li> </ul>		
30-37	Corporate Governance Business Ethics and understanding of Whistle Blowing Mechanism	<ul style="list-style-type: none"> <li>• Role of Government in Corporate Governance</li> <li>• Importance and Need for Business Ethics</li> <li>• Some Unethical Issues</li> <li>• Corporate Governance Ethics</li> <li>• Whistle Blowing In the Corporate Governance</li> <li>• The Whistle Blower</li> <li>• Process of Whistle Blowing</li> </ul>	Text Book Chapter 14, 11	Good CG TVS group: Case study 6
38-42	<b>AI in board room</b>	<ul style="list-style-type: none"> <li>•</li> </ul>	exasbusinesslaw.org/resources/texas-business-law-journal/volume-48-issue-no-1-spring-2019/2019-spring-tjbl-files/5-technology-and-corporate-governance.pdf <a href="https://www.diligent.com/insights/corporate-governance/achieving-strong-corporate-governance-through-technology/">https://www.diligent.com/insights/corporate-governance/achieving-strong-corporate-governance-through-technology/</a>	<p>Research Paper 1: The UnPredictible Impact of Technology on Corporate Governance Research Paper 2: Technology and Corporate Governance Blockchain, Crypto, and Artificial Intelligence Research Paper 3: Achieving Strong Corporate Governance Through Technology</p>

**Course Coordinator: Dr Mitushi Singh**

**Date: February 2022**





### Jaypee Business School

A Constituent of Jaypee Institute of Information Technology  
(Declared Deemed to be University u/s 3 of UGC Act)  
A-10, Sector 62, NOIDA, 201 307, INDIA, [www.jbs.ac.in](http://www.jbs.ac.in)

**19B11BMM11: Marketing Management**  
**BBA 2021-2024 Batch, Semester II (February to May 2022)**

## Course Outline

<b>Course Code</b>	:	<b>19B11BMM11</b>
<b>Course Title</b>	:	<b>Marketing Management</b>
<b>Course Credit</b>	:	<b>4</b>
<b>Session Duration</b>	:	<b>50 Minutes</b>
<b>Name of the Faculty</b>	:	<b>Dr. Ridhima Bhanot Sharma</b>
<b>Email ID</b>	:	<b><a href="mailto:ridhima.sharma@jiit.ac.in">ridhima.sharma@jiit.ac.in</a></b>

### 1. Course Introduction

This course covers the fundamental principles of marketing and their application. It will help the students read and interpret marketing terminologies and enable them to understand the marketing strategies being implemented in different corporate world. Marketing remains an essential and fundamental aspect of business management that managers in business houses/organizations are expected to master in today's competitive marketplace - whether it is a product /services/solution. This module deals with the fundamentals of marketing mix, 4 A's essential for success of a product, brand management, relationship management, customer acquisition, competitive marketing, In this course we walk the students through the 4 P's transition in the last decade for Big FMCG giants and how the discerning consumer in the digital economy who is far more informed will require ways for marketing products more innovatively. Also, the module will enable to understand the present Agile Marketing Environment and focus on Role of *Customer Insights* in having segmentation. Depending upon the topic case studies and role plays have been used along with the lectures.

### 2. Course Objective

To familiarize the participants with the basic concepts, tools, techniques and skills required to having an understanding of the marketing process in order to become effective marketing managers.

### 3. Course Outcomes

CO Code	CO	BTL	PO1	PO2	PO3	PO4	PO5
C107.1	Understand the basic concepts of	2	3	3	2	2	2

	marketing management.						
<b>C107.2</b>	Apply marketing principles for making marketing mix decisions.	3	3	3	3	2	1
<b>C107.3</b>	Analyse the impact of dynamic business scenario on marketing decision.	4	3	3	3	2	1
<b>C107</b>	<b>Average</b>		<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>

#### 4. Text Book

*Marketing Management, Philip Kotler, Kevin Lane Keller. Published by Pearson, 15th edition, 2019*

#### 5. Additional Readings and References

Marketing Management, Ramaswamy and Namakumari, Sage Publications

Marketing Management, Kumar A, Meenakshi N, 2<sup>nd</sup> edition, Vikas Publications

Positioning: The Battle For Your Mind, Al Ries, Tata McGraw Hill

Strategic Brand Management, Kevin Lane Keller, Pearson Education

Consumer Behavior, Del I Hawkins, David L Mothersbaugh, Amit Mookerjee, Tata McGraw Hill

Sales and Distribution Management, Tapan K. Panda, Sunil Sahadev, Oxford University Press.

#### 6. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative date of completion
1	Quiz & Case Study Analysis	15%	<b>16/03/2022</b>
2	Project	10%	<b>15/04/2022</b>
3	T1-Test	20%	<b>As per Schedule</b>
4	T2-Test	20%	<b>As per Schedule</b>
5	End Term Test	35%	<b>As per Schedule</b>

##### 6.1 Case study Analysis (5%)

There will be small cases given to the students within the class for analysis. The analysis test will be conducted at the end of 5th week.

##### 6.2 Quizzes (10%)

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

##### 6.3 Project (10%)

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

#### 6.4 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.

#### 6.5 T2-Exam (20%)

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

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

### 7. Pedagogy

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

### 8. Session Plan

Sessions	Topics	Readings / Reference (Chapters to be discussed)	Text Book Cases No / Assignments
1-5	<b>Introduction to Marketing Management</b> Value and Scope of Marketing Needs Wants Demands Marketing Mix Segmentation, Positioning and Targeting	Chapter 1 Text Book	Case: Godrej Chotukool
6-10	<b>Marketing Concepts</b> Production Concept Product Concept Selling Concept Marketing Concept Marketing Environment	Chapter 1 Text Book	Case: Nestle Maggie

11-18	<b>Analyzing Markets &amp; Consumer</b> External Factors Influencing Consumer Behaviour Internal Factors influencing Consumer Behavior 5 Stage Process of Consumer Decision Process Analyzing Business Markets Conducting Marketing Research	Chapter 6, 7, 8	Case (i) Ikea (Page 196) (ii) L'Oreal (Page 262)  <a href="http://www.ramabijapurkar.com/consumer-trends/251-indians-are-pragmatic-value-seekers">http://www.ramabijapurkar.com/consumer-trends/251-indians-are-pragmatic-value-seekers</a>  <a href="http://www.ramabijapurkar.com/consumer-trends/250-the-context-and-contours-of-consumer-behaviour-in-new-india">http://www.ramabijapurkar.com/consumer-trends/250-the-context-and-contours-of-consumer-behaviour-in-new-india</a>
19-22	<b>Building Strong Brands</b> Segmenting Consumer Markets Market Targeting Developing Positioning Creating Brand Equity Addressing Competition	Text Book Chapter 9,10,11,12	Positioning and Branding for a Small Business (315)  Dabur Caselet: 'Dabur over the years: The Dabur case study'
23-26	<b>Product Management</b> Product classification Product Differentiation Nature of Services Managing Service Quality Introducing New Products	Text Book Chapter 13 to 15	Case (i) Nivea (Page 426) (ii) Apple (Page 495)
27-32	<b>Pricing Strategies and Programs</b> Pricing in a Digital World Consumer Psychology and Pricing Setting the Price Adapting the Price Responding to Price Changes	Text Book Chapter 17	Case (i) eBay (Page 530) (ii) Air Arabia (Page 532) (iii) Dominos – Build Your Own Pizza
33-38	<b>Designing Integrated Marketing Communications</b> Managing Integrated Marketing Communications Mass Communications Digital Communications	Text Book Chapter 17,18,19,20	Case (i) Gillette (Page 596) (ii) Facebook (Page 616)

	Personal Communication		
39- 42	<b>Sales and Distribution</b> Sales Management Role of Marketing Channels Channel Management Decisions Retailing and Wholesaling M Commerce	Text Book Text Book Chapter 21, 22	Case (i) Amazon.com (Page 680) (ii) Zara (Page 713)
43-48	<b>Analyzing Competition</b> Threats and Opportunities for Marketing in New Economy Marketing metrics for performance monitoring of marketing programmes.	Reference Links	Case: Mercedes in India Market OR Cornitos bets big on Nachos
49-52	<b>Holistic Marketing Organization</b> Holistic Marketing Concept Internal Marketing Integrated Marketing	Text Book Chapter 23	Case (i) Starbucks (Page 747) (ii) Virgin Group (Page 749)  Case study: Incredible Shrinking Potato Chip Package,
53-56	<b>Marketing Ethics &amp; Social Responsibility</b> Socially Responsible Marketing Marketing Implementation and Control Future of Marketing	Text Book Chapter 21	Case study on Life Insurance <a href="http://public.tepper.cmu.edu/ethics/AA/mktg04-case.pdf">http://public.tepper.cmu.edu/ethics/AA/mktg04-case.pdf</a>

**Course Coordinator: Dr. Ridhima Bhanot Sharma**



### Jaypee Business School

A Constituent of Jaypee Institute of Information Technology  
(Declared Deemed to be University u/s 3 of UGC Act)  
A-10, Sector 62, NOIDA, 201 307, INDIA, [www.jbs.ac.in](http://www.jbs.ac.in)

### 19B11BHR11: Organizational Behaviour BBA 2021-24 Batch; Semester II (Feb – May, 2022)

#### Course Outline

Course Code	:	19B11BHR11
Course Title	:	Organizational Behaviour
Course Credit	:	3L
Session Duration	:	60 Minutes
Name of the Faculty	:	Dr. Renu Luthra and Dr. Shivani Kapoor
Email ID	:	renu.luthra@jiit.ac.in, shivani.kapoor@jiit.ac.in

#### 1. Course Introduction:

People behave differently in different situations. It is important to understand the causes behind behavior of people. Behavior is influenced by oneself, others as well as leaders in organization. Further it is equally important to understand the problems and difficulties in making changes in ones behavior based on culture and also changes as a result of organizational environment.

**2. Course Objective:** – Understanding the dynamics of individual and interpersonal interaction in organisational settings. Develop student's insight for personal and interpersonal growth, as well as, group formation, functions, and their organizational dynamics for effective management.

#### 3. Course Outcome:

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

Course Outcomes	PO1	PO2	PO3	PO4	PO5
Understand the individual variables and group dynamics and their impact on behaviour of employees.	2	3	2	3	2
Apply behaviour management models for managing self and others in the organization.	3	3	3	3	2
Analyse the impact of individual and group behaviour on organizational culture and employee performance	4	3	3	2	2
<b>Average</b>		<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>

#### 4. Text Book: Recommended Books/ Text

Stephen P. Robbins, T A Judge, Neharika Vohra, **Essentials of Organizational Behavior**, 16<sup>th</sup> Edition, Pearson Education.

## 5. Additional Reading and books:

- McShane S.L., Glinow M.A.V. & Sharma R.R., **Organizational Behavior**, 10<sup>th</sup> Edition, TMH.
- Forsyth D. R., **Group Dynamics**, 8<sup>th</sup> Edition Thomson Learning.

## 6. MOOC Registrations: Swayam Portal– Organizational Behavior

[https://onlinecourses.nptel.ac.in/noc22\\_hs02/preview](https://onlinecourses.nptel.ac.in/noc22_hs02/preview)

[https://onlinecourses.nptel.ac.in/noc22\\_hs02/preview](https://onlinecourses.nptel.ac.in/noc22_hs02/preview)

## 7. 7.1 - Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative date of completion
1	Assignments/ Presentation	15%	8/03/2022 till 15/04/2022
2	Quiz	10%	30/3/2022
3	T1 and T2 Test	20% + 20%	As per schedule
4	End Term Test	35%	As per schedule

### 7.2 Assignments / Presentation (15%)

There will be small cases given to the students within the class for analysis. The analysis test will be conducted at the above-mentioned dates.

### 7.3 Quizzes (10%)

Quiz will be administered on all the chapters covered from the text book thrice during the semester.

### 7.4 T1 and T2 Test (20%+20%)

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

### 7.5 End Term Exam (35%)

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

## 8. Pedagogy

The course will involve classroom discussion, experiential activities and examples from actual organizations to illustrate how systems are implemented.

## 9. Session Plan

Sessions	Topic	Issues to be discussed	Readings	Case/Assignments
1-3	Introduction to OB	Definition & goals of organizational behavior	Chapter-1	Activity on Self awareness
4-7	Attitudes & job-satisfaction	ABC model, cognitive dissonance theory, job satisfaction and productivity.	Chapter-3	Brain Teasers  Video : 10 ways to improve your attitude

8-12	Perception & individual decision making	Factors influencing perception, Attribution theory, shortcuts, decision making models & ethics	Chapter-6	Video case: The eye of the beholder  Case Study - Conflicting Perceptions Activity : 4-step guide to find how you are perceived at work  <a href="https://onlinecourses.nptel.ac.in/noc22_hs02/preview">https://onlinecourses.nptel.ac.in/noc22_hs02/preview</a>
13-17	Personality and Values	Determinants of personality, trait and type approaches, Types of values, values across cultures	Chapter-5	Exercise: The Narmada River Video: Big Five Personality Traits <a href="https://www.udemy.com/course/understanding-personality-types-at-work/">https://www.udemy.com/course/understanding-personality-types-at-work/</a>
18-22	Motivation: theories & implications	Basic motivation process & theories of motivation, MBO, employee recognition and involvement programs	Chapter-7 & 8	<b>Case:</b> Kalinga Fero Alloys  Video : Intrinsic and Extrinsic Motivation
23-25	Group dynamics & formation	Classification of groups, stages of development and group structure	Chapter 9& 10	The sad saga of the Sastri hall hostel kitchen.
26-29	Group influence & performance	Sources of influence, group decision making, group & task performance;	Chapter 9 & 10	How can decision making be improved?
30-34	Team effectiveness	Transition from Group to teams, Team dynamics, effectiveness model, & cohesiveness, Creative Effective teams	Chapter –9 &10	Team building exercise.
35-37	Conflict & negotiation	Transitions in conflict thought, conflict management techniques & negotiation process	Chapter – 14	Role-play activity on Negotiation Process and conflict management techniques
37-40	Issues in leadership	What is leadership, leadership theories & contemporary issues	Chapter -12	Case: leadership style Rm. 89-92
41	Organizational culture	Nature and Types of Culture	Chapter 16	Lonely Employees Case Incident
42	Organizational dynamics	Valuing Diversity, Emerging trends in OB	Chapter 2	Accenture Vaahini

Date: Feb , 2022

Course Coordinator: Prof. Renu Luthra and Dr. Shivani Kapoor