



COURSE OUTLINES
BBA SEM 4
2022EVENSEM 2021-22



19B11BGM16: Research Methods with SPSS.....	3
19B11BOM13: Quantitative Methods in Business Management.....	8
20B11BGM34- New Government Initiatives in Business	13
20B11BOM12 : Operations Management	19
20B11BGM35 : Data Insights with Dashboards	24
19B11BGM17: LEGAL ASPECTS OF BUSINESS	28



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

19B11BGM16: Research Methods with SPSS
BBA 2020-23 Batch; Semester IV (Feb – May, 2022)

Course Outline

Course Code	:	19B11BGM16
Course Title	:	Research Methods with SPSS
Course Credit	:	03
Session Duration	:	60 Minutes
Name of the Faculty	:	Dr. Garima Srivastav
Email ID	:	garima.srivastav@jiit.ac.in

1. Course Introduction

The course on Research Methods provides a systematic investigation to solve managerial problems in Business organizations. The course aims at helping upcoming managers to learn how to do business research while highlighting on problem solving approaches. The approach of the course balances the fundamental qualitative methodologies and theoretical structures with practical applications of qualitative and quantitative techniques to help students become more familiar with the discipline and to understand research methods and design.

Course Objectives

- To develop an appreciation of research process from problem identification to interpretation of results.
- To design effective research studies.
- To interpret statistical results, use statistical information meaningfully.

2. 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
C116.1	Understand the basic concepts of business research and its process.	2	2	3	2	1	1
C116.2	Apply various concepts and approaches of business research.	3	3	3	2	2	1
C116.3	Analyse the research articles based on the standard methodology of business research.	4	4	3	2	2	1
C116	Average		3	3	3	2	1

4. Text Book:

1. Naresh Malhotra and Satya Bhushan Dash-Marketing research-Pearson publication 7 edition

5. Additional Readings and References:

2. Uma Sekaran and Roger Bougie (2016). *Research Methods for Business: A Skill Building Approach (7th ed.)*. West Sussex, UK: Wiley
3. C.R. Kothari, Gaurav Garg (2019). *Research Methodology: Methods and Techniques (4th ed.)*. New Delhi, New Age International Publishers.

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, MOOCS courses and Research Project	25%	Continuous

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 Class Participation, MOOCS and Research Project (25%)

- Students are required to actively participate in the class during the discussion question and research problem solving.

- Students are also advised to complete online certification course of their choice relevant to the subject. Students can take up any one course from the following platform of their choices which shall be relevant to the subject-**NPTEL, Course Era, Edx.**
- Students have to make a group of 5 or 6 students of their class and submit a Research report based on the given objective to the respective group. The report needs to be presented in front of the class in a Flip Class mode, as per the scheduled (to be circulated)

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 Latest research reports. The course coordinator will provide adequate guidance for individual and group work.

8. Session Plan:

S. No.	Topics	Chapter/ Readings	Cases/Activities/Exercises/Links
1-3	Introduction to Research, Types of research, Research Process. <ul style="list-style-type: none"> • Basics of Marketing research and its need, • Types of Research, Process of Research, 	Chapter 1,2,3	Video Case- https://www.youtube.com/watch?v=UbnEvdI3YGs Discussion based on Pew Research survey report 1 Smartphone Ownership Is Growing Rapidly Around the World, but Not Always Equally https://www.pewresearch.org/global/2019/02/05/smartphone-ownership-is-growing-rapidly-around-the-world-but-not-always-equally/ Video Case- Accenture: The Accent Is in the Name.
4-10	Research design, Investigation types, Unit of Analysis, Cross sectional vs longitudinal studies	Chapter 4,5,6	Article-Why Messaging Is the Future of Market Research

	<ul style="list-style-type: none"> • Research Design- Exploratory, Descriptive, Causal • Research Methodology and Methods of Investigation • Definition and types of Units of Analysis • Definition Differences and uses of Cross sectional and longitudinal studies 		https://www.entrepreneur.com/article/332354 Case-Airbnb celebrates Olympic spirit in virtual festival https://www.campaignlive.co.uk/article/airbnb-celebrates-olympic-spirit-virtual-festival/1689707
11-16	Measurement of variables and methods of data collection, Data collection sources, Sampling Process. <ul style="list-style-type: none"> • Types of measurement of scale, classification of scales, Comparative scales • Sampling and sample size determination. 	Chapter 8,9,10,11	Video cases-Marriott: Marketing Research Leads to Expanded Offerings. Video Case-Key Tactics When Advertising to Mothers https://www.youtube.com/watch?v=p3WRWLstmw
17-24	Data analysis methods (Qualitative and Quantitative), Coding and data entry, Testing reliability and validity of data, Research Report Writing. <ul style="list-style-type: none"> • Primary and secondary data collection methods-classification of data, Methods of Data Collection. • Distinguishing between quantitative and qualitative data methods, • Questionnaire designing: determining type of question, criteria for question designing, questionnaire structure. • Data entry and coding • Reliability and Validity Testing (SPSS) 	Chapter 13,14	Discussion based on and practice exercise from Research paper-IJBM research paper Emerald ABDC –A http://dx.doi.org/10.1108/IJBM-03-2015-0030 Discussion based on Pew research survey report 2 Internet Connectivity Seen as Having Positive Impact on Life in Sub-Saharan Africa https://www.pewresearch.org/global/2018/10/09/internet-connectivity-seen-as-having-positive-impact-on-life-in-sub-saharan-africa/ <u>Questionnaire designing-Practice Exercises</u> http://www.pewresearch.org/methodology/u-s-survey-research/questionnaire-design/
25-28	Research Report Writing.	Chapter 13,14	Discussion based on and practice exercise from Research paper- CHB (ELSEVIER) research Paper ABDC-A category http://dx.doi.org/10.1016/j.chb.2017.03.009 Discussion based on Pew research survey

			report 3-A Sampling of Public Opinion in India https://www.pewresearch.org/global/2019/03/25/a-sampling-of-public-opinion-in-india/Case-Motorola: Projecting the Moto Lifestyle
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(It is a 3 credit course: 2 Lectures+2 Tutorial= 28L+28T)

Date: January 31, 2022

Srivastav

Course Coordinator: Dr. Garima



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19B11BOM13: Quantitative Methods in Business Management **BBA 2020-23 Batch; Semester IV (Feb – May, 2022)** **Semester IV**

Course Outline

Course Credit:	3
Learning Facilitator:	Dr. Nisha Shukla
Target learners:	BBA (2019-22 Batch), Semester-IV
Faculty Office:	Arya Bhatt Bhawan I, 1st Floor
Meeting Time:	By Appointment
Phone:	7895070587
Email ID:	nisha.shukla@jiit.ac.in

1. Course Introduction

Today's business environment is characterized by the term VUCA – Volatile, Uncertain, Complex and Ambiguous. However, business cannot run without planning for the future; many decisions have to be made today to prepare the organization for tomorrow. In this course, we will learn how to make business decisions under various circumstances and what method is more appropriate for a particular situation. 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.

2. Course Objective

The learning objective of this course are:

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

3. Course Outcome

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

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

4. Pedagogy

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

5. Text Book

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

6. Additional Readings and References:

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

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Quiz (TA)	10%	4-9-16
2	Assignment (TA)	15%	12-15
3	T1 Exam	20%	5
4	T2 Exam	20%	10
5	End Term Exam	35%	18

7.1 Quiz (10%)

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

7.2 Assignment (15%)

Students have to submit an assignment given by the course coordinator. Details of completion and deadline for submission of assignment will be declared by the course coordinator in the class.

7.3 T1 Exam (20%)

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

7.4 T2 Exam (20%)

T2 Exam will be at the mid of the semester and will cover the course declared by the teacher in the class. This will also be a 'closed book' test based on conceptual and application-based problems. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the test. Any violation will result in disciplinary action.

7.5 End Term Exam (35%)

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

8. Session Plan:

Session	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-2	Introduction of QTBM	Definition, Importance and Limitation, Matrices, Basic Operations on matrices	1,2,3 of Schaum's Outline of Matrix Operations	Practice: Problems on operations on matrices.
3-5	Determinants	Determinant, elementary Transformations	5 of Schaum's Outline of Matrix Operations	Practice: Problems on calculation of elementary operations.
6-9	Linear Equations	Adjoint of a matrix,	4 of Schaum's Outline of	Practice : Problems on calculation of Linear

		cofactors, Inverse of a matrix using elementary operations, Solution of linear equations using inverse of a matrix.	Matrix Operations	equations.
10-12	Mathematical Model	Introduction, Building a mathematical model, verifying and Refining a model.	3 (Quantitative techniques in Management)	Class Discussion: physical model v/s mathematical model.
13-15	Linear Programming	Concept and Assumptions Usage in Business Decision Making, Linear Programming Problem: Formulation	4 (Quantitative techniques in Management)	Activity : Go to any nutrition center which sells health-food. Bring into play the applications of LP in formation and building.
16-20	Methods to solve Programming	Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality; Concept, Significance, Usage & Application in Business Decision Making.	5 (Quantitative techniques in Management)	Activity: Visit to your nearest fast moving consumer goods manufacturing company like LG, Samsung, Videocon, Onida etc. and apply the concept of assignment model to increase its produce line.
21-26	Game Theory	Two-person Zero-sum Game, Pure Strategies , Game with Saddle Point, Mixed Strategies ,Games without Saddle Point, Dominance Property, Solving LP Model Games.	14(Quantitative techniques in Management)	Exercise: Apply the game theory approach of two television vendor line LG & Samsung for their advertising strategy.
27-30	Simulation	Advantages and Disadvantages of Simulation, Monte Carlo Simulation, Simulation of Demand Forecasting Problem.	15(Quantitative techniques in Management)	Exercise: In the corporate the top Bosses use to take major decisions apply the Simulation techniques in designing

				and performing organizations take an industry like Reliance, Tata, Infosys to support your answer.
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Course Coordinator: Dr. Nisha Shukla

Date: 17.01.2022



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20B11BGM34- New Government Initiatives in Business BBA 2020-23 Batch; Semester IV (Feb – May, 2022)

Course Code	:	20B11BGM34
Course Title	:	New Government Initiatives in Business
Course Credit	:	3
Session Duration	:	60 Minutes
Name of the Faculty	:	Dr. Divya Goel
Email ID	:	divya.goel@jiit.ac.in

1. Course Introduction:

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

2. Course Objective:

The objective of this course is to make the student:

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

3. Course Outcome: The present course will substantiate the following learning outcomes for the students.

CO-Code	CO	BT L	PO 1	PO 2	PO 3	PO 4	PO 5
C118.1	Understand initiatives started by government to assist businesses	2	2	2	3	3	3

C118.2	Apply knowledge about government initiatives for upliftment of Businesses	3	3	3	3	3	3
C118.3	Analyze the government initiatives and their impact on businesses	4	3	3	3	3	3
C118	Average		3	3	3	3	3

4. Readings:

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

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

<https://www.skillindia.gov.in> <http://www.smartcities.gov.in> <http://www.amrut.gov.in>

<http://sagarmala.gov.in>

5. Evaluation Details:

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

5.1 Assignments (5%)

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

5.2 Presentations (20%)

Students are required to work on different topics which will be given by the learning facilitator to each group in the class from time to time. Detailed report and presentations will be made by the students. There will be two to four members in each team. The detail regarding the project will be announced in the class.

5.3 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.

5.4 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.

5.5 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.

6. 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.

7. Session Plan

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

12-13	Electrical Machinery: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/electrical-machinery
14	Electronic Systems: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/electronic-systems
15	Food Processing: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/food-processing
16	IT and BPM: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/it-and-bpm
17-18	Leather: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/leather
19-20	Media and Entertainment: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/media-and-entertainment
21	Mining: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/mining
22	Oil and Gas: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/oil-and-gas
23	Pharmaceuticals: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/pharmaceuticals
24	Ports and Shipping: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/ports
25	Railways: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/railways
26	Renewable Energy: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/renewable-energy
27	Road and Highways: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/roads-and-highways
28	Space: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/space

29	Textiles and Garments: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/textiles-and-garments
30	Thermal Power: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/thermal-power
31	Tourism and Hospitality: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/tourism-and-hospitality
32	Wellness: Brief About The Sector, Why This Sector, FDI Policy, Sector Policy, Financial Support, Investment Opportunities.	https://www.makeinindia.com/sector/wellness
33	Digital India: About DI, DI Initiatives, DI Ecosystem,	https://digitalindia.gov.in/
34-35	Startup India: About SI, Resources, Network, Schemes and Policies, Programs.	https://www.startupindia.gov.in/
36-37	Skill India	https://skillindia.nsdcindia.org/
38	Smart City AMRUT Initiative	http://amrut.gov.in/content/
39	SAGARMALA	http://sagarmala.gov.in/
40-41	Atmanirbhar Bharat Scheme	https://aatmanirbharbharat.mgov.in/ https://transformingindia.mgov.in/wp-content/uploads/2020/05/AtmaNirbhar-Bharat-Abhiyan_English-min.pdf https://transformingindia.mgov.in/wp-content/uploads/2020/05/AtmaNirbharBharatPackage_14May-min.pdf https://transformingindia.mgov.in/wp-content/uploads/2020/05/AtmaNirbharDesh_15May-min.pdf https://transformingindia.mgov.in/wp-content/uploads/2020/05/A

		atmaNirbharEconomy_16May_v3-min.pdf https://transformingindia.mygov.in/wp-content/uploads/2020/05/AtmaNirbharApnaBharat_17May_Final-min.pdf
42	International Solar Alliance	https://isolaralliance.org/

Course Coordinator: Dr. Divya Goel

Date: February , 2022



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20B11BOM12 : Operations Management

BBA 2020-23 Batch; Semester IV (Feb to May, 2022)

Course Outline

Course Code	:	20B11BOM12
Course Title	:	Operations Management
Course Credit	:	3L
Session Duration	:	60 Minutes
Name of the Faculty	:	Dr. Ruby Sengar Malhotra and Dr. Praveen C. Srivastava
Email ID	:	ruby.sengar@jiit.ac.in and praveen@pnpcconsultants.net

1. Course Introduction

Any business is about delivering a product or service to the customer. Operations play a crucial role in producing the product effectively and efficiently and also to deliver the product to the end customer and providing necessary services to delight the customer. Operations Management is principally about the design and management of the processes, resources and control systems required, to deliver goods and services at the desired level of quality, and cost effectively.

2. Course Objectives

- This course will familiarize students with the processes those transforms variety of inputs into products.
- The course will help in developing both quantitative and quantitative skills for managing operating systems.
- This course will make students analyze business processes to uncover problems and improvement opportunities.

3. Course Outcomes

After this course, students will be able-

- Understand the concepts and techniques of operations Management.
- Apply acquired knowledge and techniques to solve operational issues in manufacturing and services.

CO-PO and CO-PO Mapping:

CO Code	COs	BTL	PO 1	PO 2	PO 3	PO 4	PO 5
C117.1	Understand the concepts and techniques of operations Management.	2	3	1	2	2	3
C117.2	Apply acquired knowledge and techniques to solve operational issues in manufacturing and services.	3	3	3	3	3	3
C117	Average		3	2	3	3	3

4. Text Book:

- William J Stevenson: Operations Management, Tata McGraw Hill Companies, New Delhi.

5. Additional Readings and References:

- J K Sharma: Operations Research – Theory and Applications, Trinity publisher

6. Evaluation Details

S. No.	Components	Weightage(%)	Tentative Week
1	T1	20	As per schedule
2	Quiz	10	After T1 exam
3	T2	20	As per schedule
4	Project and Presentation (including Class Participation)	15	Before end-term exam
5	T3 (End-Term Exam)	35	As per schedule
Total		100	

6.1 Quiz on topics covered (10%)

Each student must appear in the quiz component which will be held in one of the classroom sessions after T1.

6.2 T1 & T2 (40%)

T1 & T2 exams will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and problem-solving

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

6.3 Project and Presentation (15%)

Students have to make a groups in 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 the project. Each group has to prepare a project report based on application of concepts learned in the course. Details of content and deadline for submission of group project report will be communicated by the course coordinator. Project presentation by students and class participation will also be evaluated under this head.

6.4 T3 End-Term Exam (35%)

The End-Term Exam 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 lecture, classroom discussion and case discussions on each module. The course includes a group project. The course coordinator will provide adequate guidance for individual and group work.

8. Session Plan:

Session No.	Theme of the day	Topics	Readings Text Book 1	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-7	Introduction to Operations Management	Operations System, Frame work of managing operations, Transformation and value adding services, Environment of Operations; Production, Planning and Control, Characteristics of operations manager, Challenges faced by Operations manager	Chapter 1	Case: Hazel Reading: Agility Creates a Competitive Edge MOOC (Swayam Course): Operations Management by B. Mahadevan (IIMB) Operations Management - Course (swayam2.ac.in)
8-14	Facility Locations, Layout and	Capacity planning, Process for capacity planning, Predicting capacity planning	Chapter 6 and 8	Readings: Foxconn Shifts Its Focus to Automation; A Safe Hospital Room of the

	Processes	for future, Evaluation of alternate capacity, Generation of capacity plan, Concept of factory layout, Types of layout		Future; Designing Supermarkets Case: Hello Walmart?
15-21	Demand and Inventory Management	SCM- Inventory Management, Types of Inventory, Demand management in SCM, Model of SCM Demand management, Understanding of Global supply chain, Operations Management in supply chain	Chapter 3 and 11	Case: Demand management in SCM Readings: ABCs of ERP; Gazing at the Crystal Ball HBR Article: Inventory management in the age of Big Data
22-28	Operations Research	Definition and scope of operations research (OR), OR model, Solving the OR model, art of modeling, phases of OR study. Transportation model and its types, Network techniques- CPN & PERT Chart, Inventory Model- EOQ, Queuing systems, Simulation methods and their importance	Chapter 8S and 11	Case: Airbus Research Paper: Transportation Model - an overview
29-35	Supply Chain Management	Components of SCM , Major obstacle and common problem, SCM strategies, Responsibility of SCM and Ops Manger, SCM network, IT in SCM, Connection between Logistic, operations and supply chain	Chapter 15	Case: Amazon; MasterTag Readings: At 3M a Long Road Became a Shorter Road, E-Procurement at IBM, Rise of the 3PL, Clicks or Bricks, or Both? HBR Article: Global supply chains in a post-pandemic world
36-42	Project Management	Basic concepts, classification,	Chapter 17	Case: The Mexican Crazy Quilt

		Characteristics of project, Project life cycle, Tools & Techniques of project management, project organization, Selection of technology, material input and utilities; Plant capacity, location & site, machinery and equipment; structures and civil work, environmental aspects; project charts and layouts.		HBR Article: The four phases of Project Management
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Date: 31st January, 2022

Course Coordinators: Dr. Ruby Sengar Malhotra and Dr. Praveen C. Srivastava



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

20B11BGM35 : Data Insights with Dashboards

BBA 2020-23 Batch; Semester IV (Feb to May, 2022)

Course Outline

Course Code	:	20B11BGM35
Course Title	:	Data Insights with Dashboards
Course Credit	:	3
Session Duration	:	60 Minutes
Name of the Faculty	:	Dr. Amanpreet Kaur, Dr. Niyati Aggrawal
Email ID	:	amanpreet.kaur@jiit.ac.in , niyati.aggrwal@jiit.ac.in

1. Course Introduction:

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

2. Course Objective:

The objective of this course is to make the student:

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

3. Course Outcome:

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

CO-Code	CO	BT L	PO 1	PO 2	PO 3	PO 4	PO 5
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C184.1	Understand various ways in which data can be visualized.	2	2	2	3	3	3
C184.2	Make use of the features of the software to make relevant charts for disseminating the information.	3	3	3	3	3	3
C184.3	Examine the relationships that exist among business variables to draw inferences.	2	3	3	2	2	3
C184.4	Create reports, dashboards to communicate with the outside world.	2	3	3	2	2	3
C184	Average	3	3	3	3	3	3

4. Text Book:

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

5. Additional Readings:

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

6. Evaluation Details:

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

6.1 Assignments (10%)

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

6.2 Project (15%)

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

6.3 T-1 Exam (20%)

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

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

6.4 T-2 Exam (20%)

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

6.5 End Term Exam (35%)

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

7. 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.

8. Session Plan

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

19-20	Case Study: Interactive Sales Dashboard
21-22	Case Study: Interactive Dashboard using Hyperlinks
22-24	Case Study: Customer Service Dashboard using Excel
24-26	Case Study: Project Status Dashboard
26-28	Case Study: Healthcare Dashboard

Date: January 31, 2022
Aggrawal

Course Coordinator: Dr. Amanpreet Kaur/ Dr. Niyati



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19B11BGM17: LEGAL ASPECTS OF BUSINESS

BBA 2020- 23 Batch; Semester IV
(February 2022 – May 2022)

Course Outline

Course Code	:	19B11BGM17
Course Title	:	LEGAL ASPECTS OF BUSINESS
Course Credit	:	3
Session Duration	:	60 Minutes
Name of the Faculty	:	Dr. V.K.Wadhwa
Email ID	:	wadhwa.v.k@gmail.com

1. Course Introduction

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

2. Course Objective

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

allowable in the interest of business environment. Day today business transactions also attract various business laws which are also important to be learnt for smooth business operations.

3. Course Outcome

After this course, students will:

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

4. Text Book:

Business Legislation for Management ; MC Kuchhal & Vivek Kuchhal
Vikas Publishing; 5th edition

5. Additional Readings and References:

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

6. Evaluation Details:

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

6.1 Quiz and assignment (15%)

An assignment shall be given and there will be a quiz to be conducted in the course.

6.2 Teacher's Internal Assessment (10%)

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

6.3 T1 Test (20%)

Mid-Term Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and legal issues-based exam on concepts and application. No class notes, textbook or help-sheets would be in possession of the students and they will not illegally access it through any other media during the exam. Any violation will attract disciplinary action. This will be conducted immediately after completion of 4th week of study.

6.4 T2 Test (20%)

Mid-Term Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' descriptive and legal issues-based exam on concepts and application. No class notes, textbook or help-sheets would be in possession of the students and they will not illegally access it through any other media during the exam. Any violation will attract disciplinary action. This will be conducted immediately after completion of 4th week of study

6.5 End Term Test (35%)

End Term Test will be at the end of the 8th week of the study and will cover the entire course. This will also be a 'closed book' test based on conceptual and application based real life questions/ problem(s)/ Case(s). No class notes, textbook or help-sheets would be in possession of the students and they will not illegally access it through any other media during the exam. Any violation will attract disciplinary action.

7. Pedagogy

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

8. Session Plan:

Session	Session Theme	Topic Coverage	Text Book Chapter/page	Cases/Activities/ Exercises
1-3	Introduction	Meaning and nature of law, why and how law, brief introduction of various laws and their relevance to the study of	Lecture notes Ref. books	Lecture delivery And discussion

		management course		
4, 5, 6, 7	Contract Act	Nature, Kinds and Essentials of a contract	3-45	Lecture delivery
8,9	Contract Act	Void contracts, discharge of contracts and remedies for breach of contracts	46-74	Lecture delivery, class discussion, exercises from book
10, 11, 12, 13, 14, 15	Indemnity, Guarantee, Bailment, Pledge and Agency	Legal provisions of contracts of indemnity, guarantee, bailment, pledge and agency	82-106	Lecture delivery, class discussion, Exercises from book
16, 17	Negotiable Instrument Act	Nature, kinds and parties to negotiable instruments, negotiation and endorsement, dishonor and discharge, bouncing of instruments	230-261	Lecture delivery, class discussion, exercises from the book
18,19,20	Sale of Goods Act	General principles, conditions and warranties, transfer of property and title in goods, performance of contract, rights of unpaid seller	126-183	Lecture delivery, class discussion, exercises from the book
20,21	Limited Liability Partnership Act profession	Nature, incorporation, partners and their relation, contribution, assignment and transfer of partnership rights	160-212	Lecture delivery, class discussion, exercises from the book
22,23,24,25, 26, 27, 28	Companies Act	Definition, kinds, formation, issue of shares and share capital, management meetings	355-504	Lecture delivery, class discussion, exercises from the book
29, 30	Companies Act	Winding up of companies	562-572	Lecture delivery, class discussion, exercises from the book
32, 33, 34	Competition Act	Prohibition of competitive agreements, dominant positions, regulation of combination, competition	632-655	Lecture delivery, class discussion, exercises from the book

		Commission and penalties		
35, 36	RTI	Right to information and obligation of public authorities, penal provisions	Class notes	Lecture delivery, class discussion, exercises from the book
37,38,39,40	Insolvency and Bankruptcy Code 2016	Law, applicability and its importance for business	video	Lecture delivery, class discussion Live case discussed
41, 42	Consumer Protection Law	Law, applicability and its importance for business	298-323	Class discussion

Date: February 8, 2022
V.K.Wadhwa

Course Coordinator: Dr.