



COURSE OUTLINES
BBA SEM 6
2022EVENSEM 2021-22



19B12BGE19: Understanding Constitution of India.....	3
20B11BGM32: Disaster Management	7
20B11BGM33: Digital Business Transactions.....	11
20B11BOM13: Supply Chain Management	15
20B12BAF12: Personal Finance.....	20
20B12BAF13: Financial Derivatives and Risk Management.....	24
20B12BBA11 Data Management using R.....	28
20B12BBA14: Business Applications of Artificial Intelligence	31
20B12BHR11: Training and Development	35
20B12BHR16: HR Analytics	39
20B12BMM13: Advertising and Sales Management	43
20B12BMM14: International Marketing.....	49



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

19B12BGE19: Understanding Constitution of India

BBA 2019-22 Batch; Semester VI
Feb – May, 2022

Course Outline

Course Code	:	19B12BGE19
Course Title	:	Understanding Constitution of India
Course Credit	:	2
Session Duration	:	50 Minutes
Name of the Faculty	:	Dr. Niti Mittal
Email ID	:	niti.mittal@mail.jiit.ac.in

1. Course Introduction

The Constitution of India is the supreme law of the land. It is not only a legal document but it also reflects social, political and economic perspectives of the Indian society. It reflects India's legacy of diversity. The Constitution reflects the ideals of the freedom struggle. The Indian Constitution is not a static document, it has been amended several times which reflect social, political and economic developments since 1950.

2. Course Objectives

This course intends to make students aware of the various provisions of the Indian Constitution. The broad objectives of this course are to familiarize students with:

- Demonstrate an understanding of the historical inheritances and institutional legacies of Indian Constitution
- Assess the nature of the Indian constitution and its applicability in the study of politics in India.
- Assess the devolution of powers and authority of governance of the Union government and the local government
- Demonstrate an understanding of the powers and functions of the Indian executive, legislature and judiciary

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
C175.1	Demonstrate an understanding of the historical inheritances and institutional legacies of Indian Constitution	2			1		3
C175.2	Assess the nature of the Indian constitution and its applicability in the study of politics in India.	5			1		3
C175.3	Assess the devolution of powers and authority of governance of the Union government and the local government	5			1		3
C175.4	Demonstrate an understanding of the powers and functions of the Indian executive, legislature and judiciary	2			1		3
	Average				1		3

4. Text Book:

Basu, D.D. (2018). *Introduction to the Constitution of India*. Nagpur: Lexis Nexis

5. Additional Readings and References:

- Austin, G. (1996). *The Indian Constitution: Corner Stone of a Nation*. Oxford: Oxford University Press
- Bakshi, P.M.(2015). *The Constitution of India*. Delhi: Universal Law Pub. Co. Pvt. Lt
- Bhuyan, D. (2016). *Constitutional Government and Democracy in India*. Cuttack:Kitab Mahal..
- Busi, S.N. (2016). *Dr. B. R. Ambedkar framing of Indian Constitution*. Hyderabad:Ava Publishers
- Jayal, N.G. & Mehta, P.B. (eds.)(2010). *The Oxford Companion to Politics in India*. New Delhi: Oxford University Press.
- Constitution series by Rajya Sabha Television and discussion on Indian Constitution by Rajya Sabha Television

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. 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 (20%)

Students have to make a group of 5 or 6 students of their class and submit a report on a case study related to the provisions of the Indian Constitution. 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 along with videos related to the modules. The students must come to class fully prepared having read the text materials and case studies indicated in the session plan. The course coordinator will provide adequate guidance for individual and group work.

8. Session Plan:

S. No.	Topics	Chapter/ Readings	Cases/Activities/Exercises
1-2	<ul style="list-style-type: none"> History of Making of the Indian Constitution History Drafting Committee-Composition & Working 	Chapter 1-2	Case study
3-4	<ul style="list-style-type: none"> Philosophy of the India Constitution: Preamble 	Chapter 3-4	Case study

	<ul style="list-style-type: none"> • Salient Features 		
5-9	<ul style="list-style-type: none"> • Fundamental Rights and Directive Principles Right to Equality • Right to Freedom • Right against Exploitation • Right to Freedom of Religion • Cultural and Educational Rights • Right to Constitutional Remedies • Directive Principles of State Policy • Conflict between DPSP and FR • Fundamental Duties 	Chapter 7-9	Case study
10-17	<ul style="list-style-type: none"> • Organs of Governance Parliament- Composition, Qualifications & and Disqualification, Powers and Functions • Executive- President, Governor, Council of Ministers • Judiciary-Appointment and Transfer of Judges, Qualifications, Power and Functions 	Chapter 17, 22, 20,26,30	Case study
18-25	<ul style="list-style-type: none"> • Local Administration District's Administration head: Role and Importance • Municipalities: Introduction, Mayor and role of Elected Representative, CEO of Municipal Corporation • Panchayati raj: Introduction, PRI: Zila Panchayat. • Elected officials and their roles, CEO Zila Panchayat: Position and role • Block level: Organizational Hierarchy (Different departments) • Village level: Role of Elected and Appointed officials • Importance of Grass root democracy 	Chapter 38, 39	Case study
26-28	<ul style="list-style-type: none"> • • Election Commission: Role and Functioning 	Chapter 42	Case study

Date: February 12, 2022
Mittal

Course Coordinator: Dr. Niti



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20B11BGM32: Disaster Management

BBA 2019-2022 Batch; Semester VI (Feb to May, 2022)

Course Outline

Course Code: 20B11BGM32

Course Title: Disaster Management

Course Credit: 03 (1L + 2T)

Session Duration: 60 Minutes

Name of the Faculty: Dr. Sweta Goel

Email ID: sweta.goel@jiit.ac.in

1. Course Introduction

Disaster Management course provides detailed knowledge to students on disaster preparedness, reducing the effect and rehabilitation. This course provides learners with a regional, national and international perspective on disaster management. Students who are good at problem-solving and having a logical and innovative bent of mind are well suited for this course.

2. Course Objectives

The course is intended to provide a general concept in the dimensions of disasters caused by nature beyond human control as well as the disasters and environmental hazards induced by human activities with emphasis on disaster preparedness, response and recovery.

3. Course Outcome

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

- Understanding the causes and impact of disasters.
- Analyze the impact of disasters on development.
- Evaluate the effectiveness of disaster relief measures.

CO Code	CO	BTL Level	PO1	PO2	PO3	PO4	PO5
C126.1	Understanding the causes and impact of disasters.	2	3	3	3	2	3
C126.2	Identify the impact of disasters on development.	3	3	3	3	3	3
C126.3	Evaluate the effectiveness of disaster relief measures.	4	3	3	3	3	3
	Average		3	3	3	3	3

4. Text Book:

Dr. Mrinalini Pandey Disaster Management Wiley India Pvt. Ltd.

5. Additional Readings and References:

Ibrahim Mohamed Shaluf, (2007) "Disaster types", Disaster Prevention and Management: An International Journal, Vol. 16 Issue: 5, pp.704-717, <https://doi.org/10.1108/0965356071083701>

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	Teacher's Assessment [Quiz, Assignments and Presentation]	25%	To be communicated In class

6.1. 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.

6.2. T3 End-Term Exam (35%)

End-Term Exam will be at the end of the trimester and will cover the entire course. This will also be a 'closed book' test 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.

6.3. Teacher's Assessment (25%)

Each student must appear in the quiz, submit assignments and give presentations which will be held in one of the classroom sessions after T1 and T2.

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 coordinator will provide adequate guidance for individual and group work.

8. Session Plan:

Session No.	Theme	Topics	Readings/ Text Book	Cases/ Exercises/ MOOC/Online resources
1-2	Understanding disasters	Understanding disasters What is Disaster, Disaster Criteria, Types of Disasters, Natural disasters, Natural phenomena beneath earth's surface, Man-made disaster, Socio-technical, Warfare, Hybrid disaster, Causes and Effects of the disasters with examples.	Ch. 1	Ibrahim Mohamed Shaluf, (2007) "Disaster types"
3-5	Risk Assessment and Vulnerability Analysis	Risk Assessment and Vulnerability Analysis Concept of Risk, Determination of risk (Hazard Analysis and Vulnerability Analysis), Risk Mapping and Risk Reduction, Capacity and Vulnerability (CAV): Concept and Types, Process of Vulnerability Analysis, Vulnerability Reduction	Ch. 2	Risk Assessment & Disaster Management Plan – Ameya town homes
6-8	Disaster Preparedness	Disaster Preparedness and Response Concept and Principles, 3 A's of Disaster Preparedness, Steps of Disaster Preparedness, Contingency Planning; Prediction, Early Warnings	Ch. 4	Case Study

09-10	Disaster Response	<p>and Safety Measures of Disaster, Role of Information, Education, Communication and Training, Role of Government, International and NGO Bodies.</p> <p>Concept and Methods, Disaster Response Planning, Communication, Participation and Activation of Emergency Preparedness Plan, Search, Rescue and Evacuation and Migration, Role of Government, International and NGO Bodies, Relief and Recovery, Response to Different Disasters.</p>	Ch.5	
11-12	Disaster Logistics	<p>Disaster Logistics, Rehabilitation, Reconstruction and Recovery</p> <p>Disaster logistics Concept and its Stakeholders, Challenges to Disaster Logistics.</p>	Ch.6 Ch. 8 Ch.9	GFDRR Case Study: Haiti Earthquake 2010- Recovery from a Mega Disaster
13-14	Rehabilitation, Reconstruction and Recovery	<p>Reconstruction and Rehabilitation as a means of Development, Damage Assessment, Participative, Social and Economic Rehabilitation, Post Disaster Effects and Remedial Measures, Restoration of Livelihood Options and Creation of Long Term Job Opportunities, Recovery and Safe Development, Sanitation and Hygiene, Education and Awareness, Elements of Recovery, Long Term Counter Disaster Planning</p>		<p>Adaptive strategies and transformation for community recovery-</p> <p>A Case Study of Villages in Hinthada, Ayeyarwady Region, Myanmar</p>

Tutorials: Twenty-eight tutorial sessions will be held during the course delivery.

Date: February 02, 2022

Course Coordinator: Dr. Sweta Goel



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20B11BGM33: Digital Business Transactions

BBA 2019-2022 Batch, Semester VI, (February to May 2022)

Course Outline

Course Code	:	20B11BGM33
Course Title	:	Digital Business Transactions
Course Credit	:	3 (2L+1T)
Session Duration	:	50 Minutes
Name of the Faculty	:	Dr. Ridhima Bhanot Sharma
Email ID	:	ridhima.sharma@jiit.ac.in

1. Course Introduction:

This course is focused on latest trends in digital innovation related to business transactions; how it appears, how it can be managed and how organization can exploit the digital innovations related to business transactions as a competitive advantage. Digital innovation is not only restricted to technical ideas, but also to the larger landscape of commercial viability. In today's rapidly changing technological landscape, organization must invest in the right technologies to remain relevant in the business. Understand the role and impacts of digital innovation and technical changes in business transactions context.

This course is an attempt at providing foundational knowledge associated in the domain of International Business environment. It has the basic and holistic coverage of topics needed to provide students with an in-depth understanding of the global practices across the spectrum of business fields.

2. Course Objective:

The objective of this course is to make the student:

Understand the role and impacts of digital innovation and technical changes in business transactions context.

- Know about the key technological disruptions that are happening now and how it can revolutionize the entire business transactions landscape and be ahead in the game.
- To develop acumen to exploit all these technological developments for competitiveness in business transactions.

3. Course Outcome:

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

CO-Code	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5

C129.1	Understand recent technological advancements and their impact on reshaping the businesses transactions.	2	3	3	3	2	2
C129.2	Apply emerging technologies related to business transactions into real life business situations.	3	3	3	3	2	2
C129.3	Analyze how digitalization of business transactions benefits various organizations.	4	3	3	3	2	2
C129	Average		3.00	3.00	3.00	2.00	2.00

4. Text Book: Recommended Books/ Text

FinTech Future: The Digital DNA of Finance by Sanjay Phadke (Sage Publishing)

5. Additional Reading and books:

- Change in Change in mindset: Regulation 1.0 to 2.0 (KYC to KYD)
- Use Case of AI in Smart Regulation and Fraud Detection
- Legal and Regulatory Implications of Cryptocurrencies
- Data is the New Oil: Risk of Breach
- Cybersecurity Industry Update

MOOC Registrations: Swayam Portal–

Introduction to Fintech (www.edx.org) [Enrollment Open]

6. . Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative Week of completion
1	Class Participation and Case Study Analysis	10%	All weeks
2	Quiz	5%	After T1
3	Presentations	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 Quizzes (5%)

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

6.2 Project (10%) -Case Study Analysis and Presentation: Self Learning Activity related to Presentations based on recent developments of FinTech, Budget, Payment Systems etc.

Students were asked to present the Case Studies along with the concepts understood from the case study. The modules contained an Opening Case that set the tone for the module to come and closing case that tested the concepts covered in the module. This helped students to solve real-life problems related to Digital Business Transactions. The students were asked to relate Caselets to the happenings in the current pandemic world and relate their learning to real life.

6.3 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.

6.4 T2-Exam (20%)

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

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' 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 classroom discussion, experiential activities examples from actual organizations and tutorials to illustrate how systems are implemented.

8. Session Plan

Sessions	Topics	Readings / Reference (chapters to be discussed)	Text book Cases No / Assignments
1-3	Introduction to E-Commerce & Technological Infrastructure	Chapter 1 & 2- Prescribed Textbook	In Class Discussion
4-6	E-Commerce Applications	Chapter 4 to 6 - Prescribed Textbook	Case: Revolut
7-10	E-Payment Systems: Types, Risks and Security Requirements	Reference Paper - A Review of E-Payment Systems in E-Commerce	Case: Aadhaar & Alibaba
11-13	Digital Payment Ecosystem I: <ul style="list-style-type: none">Digital Wallets & Social Network Based Innovations	Article Discussion	Case: Credit Karma

14-16	<p>Digital Payment Ecosystem II</p> <ul style="list-style-type: none"> • Credit Card Networks • Advantage & Inefficiencies 	Chapter 3 Prescribed Textbook	Case: Digibank
17-19	<p>Digital Payment Ecosystem III</p> <ul style="list-style-type: none"> • Digital Cash & Smart Money 	Reference Article	Article Discussion: Change in Change in mindset: Regulation 1.0 to 2.0 (KYC to KYD)
20-22	Payment Technologies in Emerging Markets : M-Pesa & Paytech in India	Industry Showcase	Use Case of AI in Smart Regulation and Fraud Detection
23-25	An Introduction to Digital Currencies : Crypto & Blockchain	Reference Article	Industry Showcase : Legal and Regulatory Implications of Cryptocurrencies + Tutorial
26-28	Protocols for Security: Transaction Processing Control & Management Issues	Reference Article	Data is the New Oil: Risk of Breach Tutorial - Industry Showcase : Cybersecurity Industry Update

Course Coordinator: Dr. Ridhima Bhanot Sharma

Date: Feb 2,2022



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20B11BOM13: Supply Chain Management

BBA 2019 - 2022 Batch; Semester VI (Feb – May, 2022)

Course Outline

Course Code:	20B11BOM13
Course Title:	Supply Chain Management
Course Credit:	4 (3L+1T)
Session Duration:	60 minutes
Learning Facilitator:	Dr. Shakshi Singhal
Target learners:	BBA (2019-22 Batch), Semester VI
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor
Phone:	0120 – 2594473
Email ID:	shakshi.singhal@mail.jiit.ac.in

1. Course Introduction

In recent years, it has been realized that substantial market benefits and cost savings can be achieved by effective planning and management of the supply chains. This course seeks to provide the key concepts and solutions in the design, operation, control and management of supply chains as integrated systems. It explores operational linkages and inter-functional coordination issues across the chain.

2. Course Objectives

- To develop understanding of various components of an integrated supply chain.
- To impart knowledge of concepts and approaches of supply chain management for business operations.
- To develop an understanding for the use of information technology in supply chain decisions.
- To highlight how the supply chain can make a significant contribution to business results and how to cope up with uncertainties in the supply chain.

3. Course Outcome

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

- Understand key concepts, theories, models and tools used in supply chain management in both manufacturing and service sectors.
- Apply key concepts, theories, models and tools used in supply chain management into real life business situations.
- Analyse specific supply chain management related business issues and devise a strategy and action plans.

CO Code	CO	BTL Level	PO1	PO2	PO3	PO4	PO5
C127.1	Understand key concepts, theories, models and tools used in supply chain management in both manufacturing and service sectors.	2	3	2	2	2	3
C127.2	Apply key concepts, theories, models and tools used in supply chain management into real life business situations.	3	3	3	3	3	3
C127.3	Analyse specific supply chain management related business issues and devise a strategy and action plans.	4	3	3	3	3	3
C127	Average		3	2.7	2.7	2.7	3

4. .Text Books

1. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi (2021), Designing & Managing the Supply Chain: the Concepts, Strategies and Case Studies, McGraw Hill Higher Education (Fourth Edition)
2. Chopra Sunil, Meindl Peter (2013), Supply Chain Management- Strategy, Planning and Operation”, Pearson Education (Fifth Edition)
3. Janat Shah (2016), Supply Chain Management - Text and Cases, Pearson Education (Second Edition)

5. Additional Readings and References:

1. F. R. Jacobs and R. B. Chase (2021). Operations and Supply Chain Management. New York, NY: McGraw-Hill/Irwin.
2. Ivanov, D., Tsipoulaidis, A., & Schönberger, J. (2016). Global Supply Chain and Operations Management: A Decision-Oriented introduction to the Creation of Value, Springer (Second Edition)
3. Donald Bowersox and David Closs and M. Bixby Cooper (2020) Supply Chain Logistic Management, McGraw Hill Higher Education (Fifth Edition)
4. Sunil Sharma (2010), Supply Chain Management: Concepts, Practices and Implementation, Oxford University Press (First Edition)
5. Wang, H. F., & Gupta, S. M. (2011). Green supply chain management: product life cycle approach. USA: McGraw Hill Professional.

MOOC Registration: https://onlinecourses.nptel.ac.in/noc22_mg14/preview

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 3-4 students of their class and choose an industry for industry-level supply chain strategy and performance analysis. 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 lecture, classroom activities and business case discussions on each module. The course will also comprise business article discussions on Supply Chain Management to have the awareness on the recent trends and future prospects of this area. The course also includes a group project. The course coordinator will provide adequate guidance for individual and group work

7. Session Plan

Session	Session Topic	Sub-Topics to be covered	Text book chapter	Cases/Exercises/Activities
1-6	Introduction to Supply Chain Management	<ul style="list-style-type: none"> • The Basics Concepts and Objectives of Supply Chain • The Evolution of Supply Chain Management • The Importance of Supply Chain Decisions • Decision Phases in a Supply Chain 	1	<p><i>Amazon: Online Service</i></p> <p>(Design, Planning, and Operation phases in E-business)</p> <p>(Source: Textbook 2, Pg. 16)</p> <p><i>Asian Paints: India's Best Supply Chain</i> https://www.forbes.com/sites/stevebanker/2021/05/29/indias-best-supply-chain/?sh=7cb876206ead</p>
7-12	Supply Chain Strategy and Performance	<ul style="list-style-type: none"> • Keys Issues in Supply Chain Management • Value Creation through Supply Chain • SCM as a tool to Gain Competitive Advantage • Drivers of Supply Chain Performance • Framework for Structuring Drivers 	2, 3 (Textbook 2)	<p><i>Kurlon Limited: largest manufacturer of mattresses in India</i> (To understand the performance and issues of Supply Chain Management)</p> <p>(Source: Textbook 3, Pg. 353)</p>
13-18	Supply Chain Integration	<ul style="list-style-type: none"> • Bullwhip Effect: Demand Volatility and Information Distortions • Information Sharing and Incentives • Push, Pull, and Push-Pull Systems • The Impact of Lead Time • Demand-Driven Strategies • The Impact of Internet on Supply Chain Strategies 	5, 6	<p><i>Dell Inc.: Improving the Flexibility of the Desktop PC Supply Chain</i></p> <p>(Source: Textbook 1, Pg. 163)</p> <p><i>Understanding the Gartner Top 25 Supply Chains 2021</i> https://www.scdigest.com/fIRSTthoughts/21-05-27_Gartner_Top_25_Supply_Chains_2021.php?cid=18727</p>
19-24	Procurement and Outsourcing Strategies	<ul style="list-style-type: none"> • Outsourcing Benefits and Risks • Inbound and Outbound Logistics • Make Versus Buy: The Strategic Approach • Procurement Strategies • E-procurement 	9	<p><i>Zara Procurement and Outsourcing Strategies</i></p> <p>(Source: Textbook 1, Page 231)</p>
25-30	Managing Inventories	<ul style="list-style-type: none"> • Types of Inventory • Inventory-related Costs 	10, 11	<p><i>Delivery Strategy at MoonChem – A Manufacturer</i></p>

	and Distribution Strategies	<ul style="list-style-type: none"> ● Economic Lot Size Model ● Managing Safety Stock ● Transshipment 	(Textbook 2)	of Specialty Chemicals (Source: Textbook 2, Pg. 311)
31-36	Information Technology in a Supply Chain	<ul style="list-style-type: none"> ● The Role of IT in Supply Chain ● The Supply Chain IT Framework ● Customer Relationship Management ● Internal Supply Chain Management ● Supplier Relationship Management 	16	<p>Gray H. Anthes, "Supply Chain Whirl", <i>Computer World</i>, 2005</p> <p><i>2022 Global Supply Chain : Four Trends that will shape the future</i></p> <p>(https://www.forbes.com/sites/sap/2022/01/19/2022-global-supply-chains-four-trends-that-will-shape-the-future/?sh=14ba03e23ef4)</p>
37-42	Contemporary Issues in SCM*	<ul style="list-style-type: none"> ● Reverse Supply Chain ● Closed Loop Supply Chain ● Sustainability in Supply Chain ● Supplier Selection Analytics 	14 (Textbook 3)	<p>Class Discussion on:</p> <ul style="list-style-type: none"> ● Walmart's Green Supply Chain Management Initiatives ● Green House Gas (GHG) Emissions: Role of Transport sector ● Govindan, K., Soleimani, H., & Kannan, D. (2015). Reverse logistics and closed-loop supply chain: A comprehensive review to explore the future. <i>European journal of operational research</i>, 240(3), 603-626.

*Additional E-resources on Contemporary Issues in SCM will be provided

Session Plan also includes 14 Tutorials

Course Coordinator: Dr. Shakshi Singhal

Date: February 1, 2022



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

20B12BAF12: Personal Finance

BBA 2019-22 Batch; Semester V I FEBRUARY- MAY, 2022

Course Outline

Course Code	:	20B12BAF12
Course Title	:	Personal Finance
Course Credit	:	04 (3L + 1T)
Session Duration	:	60 Minutes
Name of the Faculty	:	Mr. Sunil Bhatia
Email ID:	:	sunil.bhatia@mail.jiit.ac.in

1. Course Introduction

Personal financial planning plays a vital role in everyone's life. Financial planning is both art and science. A need is felt for a detailed exposition of both theory and the practice of personal financial management. Conceptual clarity is an important ingredient in facilitating the correct investment decisions. Understanding how financial planning impacts the personal wealth of person is a key to achieving financial goals. Financial planners are playing a critical role in the rapidly developing society of our Country.

2. Course Objective

The learning objectives of this course are as follows:

- To describe key financial concepts
- To identify appropriate financial planning methodologies to allow them to communicate different personal financial alternatives and select between alternatives.

3. Course Outcome

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

CO Code	Description	BTL Level	PO1	PO2	PO3	PO4	PO5
C 153.2.1	Understand concepts and importance of personal finance	2	3	2	2	1	2
C 153.2.2	Apply the steps involved in developing a personal financial plan	3	3	2	2	1	2

C 153.2.3	Evaluate different financial proposal available for personal finance	4	3	2	2	1	2
	Average		3	2	2	1	2

4. Text Book: Sid Mitra, Shailendra Kumar Rai, Anandi P .Sahu, Harry Starn Jr, “Financial Planning Theory and Practice”, Sage Publishers.

5. Additional Readings and References:

1. Arthur J Keown, “Personal Finance”, Pearson Publishers
2. Jack R Kapoor, Les R Dlabay, Robert J Huges, Melissa M Hart, “Personal Finance”, Mcgraw Hill

6. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Term 1	20%	As per Schedule
2	Term 2	20%	As per Schedule
3	Term 3	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%)

To make the subject application based and to give students the feel of real life situations, topics for the project will be assigned by the learning facilitator to students to work. Students are required to work on the projects as per the directions (from time to time depending upon the topics) of the learning facilitator. A detailed report will be submitted to the learning facilitator on or before **May 1, 2022**. There will be five members in each team. The detail regarding the project will be announced in the class in different phases as and when required.

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 financial planning. The course coordinator will provide adequate guidance for individual and group work.

8. Session Plan:

Session	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-2	Personal finance Planning Process	Structure of engagement, Qualitative & Quantitative collection of data, Analysis of Financial data, Monitor & review of plan	Text Book Chapter 2	Case Study - Kulkarnis, Text Book page (23)
3-6	Time value of Money	Simple Interest, future value & present value- fixed sum & Annuity, present value of perpetuity, nominal vs effective interest rate.	Text book Chapter 3	Case Study- Client Ramesh – Investment Analysis & portfolio Management by Prasanna Chandra page (5.34)
6-9	Investment products and Markets	Fixed income investments, preferred stocks, Mutual Funds, Traditional Index Funds, Annuity & life Investment Products, Sophisticated investment products, Market benchmarks.	Text Book Chapter 8	Case study- college graduate Reference book No 1 page (463)
10-13	Investment Management – concepts & Strategies	Fixed Income Securities, Equity securities, investment planning strategies	Text Book Chapter 9, 10	Case study- Real world investment plan. Text book page (296)
13-17	Life Insurance : structure, concepts & planning strategies	Theory of risk transfer, basic types of life insurance policies, client goals, policy and insurance company selection, capital maximization strategy	Text Book Chapter 4	Life insurance needs – A Real-World example Text Book (97)
17-20	Cash Management, savings, debt planning	Net Worth planning, goal setting, Effective saving strategies, sources of credit, effective interest rate, burden of debt.	Text Book Chapter 6	Illustrations & Problems solving

20-31	Retirement planning	Retirement Budget, Qualified plans, retirement income, planning considerations.	Text Book Chapter 14	Illustrations on Retirement planning
32-42	Tax Planning	Basic tax structure, Computation of taxable income and tax, Deductions, tax planning	Text Book Chapter 11	Illustrations & Problems solving

Forteen tutorial sessions will be held during the course delivery.

Course Coordinator: Sunil Bhatia

Date: February 1, 2022



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20B12BAF13: Financial Derivatives and Risk Management

BBA 2019-2022 Batch; Semester VI (Feb to May, 2022)

Course Outline

Course Code: 20B12BAF13

Course Title: Financial Derivatives and Risk Management

Course Credit: 04 (3L + 1T)

Session Duration: 60 Minutes

Name of the Faculty: Dr. Sweta Goel

Email ID: sweta.goel@jiit.ac.in

1. Course Introduction

Derivatives are important not only to manage risks that corporations have already taken, but they also enable firms to change what they do, to think of new profitable strategies. Many different types of forward contracts, swaps, options, and other derivatives are regularly traded by financial institutions, fund managers, and corporate treasurers in the over-the-counter market. This course is designed to acquaint students with derivative securities, markets, pricing of derivative instruments, risk measurement and management.

2. Course Objectives

- To provide an understanding of the fundamental tools those are commonly used for pricing and hedging futures and options.
- To study some applications those use the basic tools to manage financial risks.

3. Course Outcome

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

CO Code	CO	BTL Level	PO1	PO2	PO3	PO4	PO5
C153.3.1	Understand different financial derivatives and their uses	2	3	3	3	3	3
C153.3.2	Discover the pricing of financial derivatives.	4	3	3	3	3	3
C153.3.3	Evaluate hedging/ arbitraging Strategies using financial derivatives.	5	3	3	3	3	3
C153.3	Average		3	3	3	3	3

4. Text Book:

John C Hull & Sankarshan Basu, Options, Futures & Other Derivatives, Tenth Edition, Pearson Publishing, New Delhi, ISBN 978-0-13-447208-9.

5. Additional Readings and References:

- Rangrajan K. Sundram & Sanjiv R. Das, Derivatives Principles and Practice, Mcgraw Hill Education (India) Private Limited, New Delhi.
- Risk Management and Derivatives by Rene M. Stulz published by Cengage Learning

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	Teacher's Assessment [Quiz, Assignments and Presentation]	25%	To be communicated In class

6.1. 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.

6.2. T3 End-Term Exam (35%)

End-Term Exam will be at the end of the trimester and will cover the entire course. This will also be a 'closed book' test 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.

6.3. Teacher's Assessment (25%)

Each student must appear in the quiz, submit assignments and give presentations which will be held in one of the classroom sessions after T1 and T2.

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 coordinator will provide adequate guidance for individual and group work.

8. Session Plan:

Session	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises
1-5	Introduction to Derivatives	Exchange-traded markets, Over-the-counter markets, Forward Contract, Futures Contracts, Options, and Types of Traders.	1	Article: The Basics of Financial Derivatives
6-12	Mechanics of Futures Markets	Specification of a Futures Contract, Convergence of Futures prices to spot price, Daily Settlement and Margins, Newspaper Quotes, Delivery, Types of Traders and Orders, Regulation and Accounting and Tax	2	Case Study: Discussion on the 'Rogue Trader'.
13-17	Interest rate	Types of rates, Measuring Interest Rates, Zero Rates, Bond Pricing, Determining Treasury Zero Rates, Forward Rates, Forward Rate Agreements	4	Problems: 4.1, 4.3, 4.4, 4.5, 4.10 & 4.13
18-21	Pricing of Forwards & Futures	Investment Assets Vs. Consumption Assets, Short Selling, Assumptions and Notation, Forward Price for an Investment Asset, Known Income, Valuing Forward Contracts, Futures Prices of Stock Indices, Futures on Commodities	5	Problems: 5.2, 5.4, 5.9, 5.11
22-26	Interest Rate Futures	Day count and Quotation Conventions. Treasury Bond	6	Problems: 6.1, 6.2

		Futures, Eurodollar Futures, Strategies using Futures.		
27-31	Swaps	Mechanics of Interest Rate swaps, Day Count Issues, Confirmations, Determining the LIBOR / swap zero rates.	7	Problems: 7.1, 7.9 Article: Intro. to Derivative Instruments
32-36	Mechanics of Options Markets	Types of Options, Option Position, Underlying assets, Specification of Stock options, Trading, Commissions.	9	Problems: 8.1, 8.2, 8.6, 8.7, 8.8
37-42	Properties of Stock Options and trading strategies	Factors affecting Option Prices, Assumptions and Notation, Upper and lower bounds for option prices, Put-Call Parity, Early Exercise and Effect of Dividends	10	Discussion

Tutorials: 14 tutorial sessions will be held during the course delivery.

Date: February 02, 2022
Goel

Course Coordinator: Dr. Sweta



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20B12BBA11 Data Management using R

BBA 2021-24 Batch; Semester VI (Feb – May, 2022)

Course Outline

Course Credit:	3 (42 hours)
Course Coordinator	Prof. Ajit Kumar
Target learners:	BBA (2019-2022 Batch), Semester-VI
Learning Days:	As per time schedule
Learning time:	As per time schedule
Learning Rooms:	As per time schedule
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor
Email ID:	ajit.kumar@jiit.ac.in

1. Course Introduction

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 Objectives

This course will provide a foundation in the area of data science and business analytics based on data curation and statistical analysis. The broad objectives of this course are to familiarize students with:

- The primary goal of this course is for students to learn data analysis concepts and techniques that facilitate making decisions from a rich data set.
- It will help students understand how to use data analysis tools, and especially, provide an opportunity to utilize an open-source data analysis tool, R, for data manipulation, analysis, and visualization.

3. Course Outcome

After this course, students will be able to -

CO Code	CO	BTL Level	PO1	PO2	PO3	PO4	PO5
C158.1.1	understand the nuances of data manipulation, visualization and analysis	BTL2	2	1	1	1	1

C158.1.2	Utilise different packages using R language for data manipulation, visualization and analysis	BTL3	2	1	1	1	2
C158.1.3	Create reports, dashboards etc using R to communicate with the different stakeholders.	BTL6	2	2	2	1	2
C158.1	Average		2	1	1	1	2

4. Text Book:

1. R for Data Science, Wickham and Grolemund, O'reilly, 2017

5. Additional Readings and References:

1. R in Action, Kabacoff, Manning, 2015

6. Evaluation Details:

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

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 (25%)

Students have to make a group of 5 or 6 students of their class and submit a report on data management practices of a company. The report needs to be presented in front of the class in a Flip Class mode, as per the schedule (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 a dataset. The course coordinator will provide adequate guidance for individual and group work.

8. Session Plan:

Session No.	Theme of the day	Topics	Readings	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1 - 4	Introduction	Data Management Data Import	Ch. 1	Activities: Recent developments in Data Management
5-10	Basic components	Data Structures/Creation	Chap 2	Exercise: Transforming Your Data with dplyr
11-14	Preparation	Data Transformation	Chap 3	Exercise: Test for missing values
15-18	Visualization	Data Visualization with ggplot2	Chap 4	Exercise: Graphics using R
19-22	Initiating analysis	Exploratory Data Analysis	Chap 5	Exercise: Call Center Dataset
23-26	Advanced concepts	Pipes with magrittr	Chap 6	Project work
27-30		Functions How and why to use functions, applications	Chap 7	Exercise: Purchase Orders dataset
31-36		Iteration with purr Introduction of purr package	Chap 8	Project work using Kaggle dataset
37-40	Model building	Modelling Data modelling	Chap 9	
41-42	Reporting	Communication Report, dashboards, customization of reports	Chap 10	

Date: February 2, 2022

Course Coordinator: Prof. Ajit Kumar



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20B12BBA14: Business Applications of Artificial Intelligence

BBA 2019-22 Batch; Semester VI (Feb – May, 2022)

Course Outline

Course Code:	20B12BBA14
Course Title:	Business Application of Artificial Intelligence
Course Credit:	3 (42 hours)
Session Duration:	60 Hours
Course Coordinator	Dr. Anuja Arora
Email ID:	anuja.arora@jiit.ac.in

1. Course Introduction

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 Objectives

This course will provide a foundation in the area of artificial intelligence and its usage to support business applications based on fundamental data mining and machine learning concepts. The broad objectives of this course are to familiarize students with:

- The primary goal of this course is to build a theoretical foundation in students to get to know the requirement of artificial intelligence in business applications
- The course is designed to help them to understand exploratory data analysis and implement predictive models for business applications.

3. Course Outcome

After this course, students will be able to -

CO Code	CO	BTL Level	PO1	PO2	PO3	PO4	PO5
C158.4.1	Understand the introductory knowledge on Artificial Intelligence and process	BTL2	2	3	1	1	1
C158.4.2	Apply these fundamentals and process to work out the	BTL3	2	3	2	2	2

	end results of business operations through AI						
C158.4.3	Evaluate Artificial Intelligence with Machine Learning for usage in future planning and optimizing profitability	BTL5	1	3	1	2	2
C158.4	Average		2	3	1	2	2

4. Text Book:

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). Multivariate data analysis (Vol. 6).

5. Additional Readings and References:

- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). Multivariate data analysis (Vol. 6).
- Arnold, T., Kane, M., & Lewis, B. W. (2019). A computational approach to statistical learning. CRC Press.
- Gutierrez, D. D. (2015). Machine learning and data science: an introduction to statistical learning methods with R. Technics Publications.

6. Evaluation Details:

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

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 (25%)

Students have to make a group of 3 or 4 students of their class and submit a report on artificial intelligence provided solution for chosen business application of a company. The report needs to be presented in front of the class, as per the schedule (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 a dataset. The course coordinator will provide adequate guidance for individual and group work.

8. Session Plan:

Session No.	Theme of the day	Topics	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1 – 2	Introduction	Introduction to Artificial Intelligence, Business Applications, Need of AI and its role in handling issues in business applications	Activity: Theoretical Assignment
3-5	Data	About Data, Data Type, Data in Business Applications, Unstructured and structured Data, data archives, Independent & dependent Data	Assignment: Finding Suitable data from existing Data archive Project on Business application using AI
6-8	Statistical methods to solve business problems	Data Characteristics, Data Measures of Central tendency, Measures of Data dispersion, normal distribution	Exercise: Apply statistical measures in Python and Excel experiments Apply statistical measures on your chosen project
9-10	Effective Data Visualization	Data Visualization, About Matplot Lib and seaborn library, Bar Graph, Scatter Plot, Line chart, Pie Chart, etc.	Exercise: Exercise in Python Visualization of Data on your chosen project
11-14	Data Relationship Analysis	About Parametric and Non-Parametric Tests, Chi-square test, Pearson correlation Analysis, Covariance Analysis,	Assignment: Solve relationship analysis questions

		Degree of freedom	Data Relationship Analysis of chosen project Data
15-17	Time Series Data Modeling	Time Series Data Modeling	Assignment: Handling Time Series Data
		Moving Average, Weighted Moving Average, Exponential Smoothing for forecast analysis	
17-19	Machine Learning for Forecasting and trends	Introduction to supervised and Unsupervised Learning. Supervised Learning techniques, About Regression and Classification	Practice Assignment Project Mid Evaluation
19-24	Machine Learning for Forecasting and trends	Linear Regression	Exercise: Python Implementation of various Regression Models for Business Applications
		Multiple Linear Regression	
		Polynomial Regression	
25-28		Example problems	Machine Learning Model applicability discussion on student project
		Ridge Regression	
		Lasso Regression	
	Regression diagnostics		
29-30	Performance Evaluation	Accuracy, Precision, Recall, F- Measure	Exercise Experiments
31-33	Survey and Experiment results Analysis	ANOVA Test	Assignment: Apply ANOVA Test
34-40	Classification and clustering	About Classification and Clustering K-means	Exercise Experiments
		Hierarchical	Final Project Evaluation
		SVM	

Date: Feb 1, 2022

Course Coordinator: Dr. Anuja Arora



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20B12BHR11: Training and Development

BBA 2019-2022 Batch; Semester VI (Feb – May, 2022)

Course Outline

Course Code	:	20B12BHR11
Course Title	:	Training and Development
Course Credit	:	4 (3L+1T)
Session Duration	:	60 Minutes
Name of the Faculty	:	Dr. Shivani Kapoor
Email ID:		shivani.kapoor@jiit.ac.in

1. **Course Introduction:** Business today must compete in the global marketplace, and the diversity of the work force continues to increase. As a result, companies need to train employees to work with persons from different cultures for learning to occur. Training has moved from an emphasis on a one-time event to the creation of conditions for learning that can occur through collaboration, online learning, traditional classroom learning, or a combination of methods.

2. **Course Objective:** –

- This course will enable the students to understand and design training and development systems.
- The course will equip them to run the training establishment and also to become an effective trainer

3. **Course Outcome:**

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

Course Outcomes	PO1	PO2	PO3	PO4	PO5
Understand the concept and need of training and development	3	1	3	2	1
Analyse training and development methodologies and training need	3	1	3	2	1
Evaluate the methods of training and measuring training effectiveness	3	1	3	2	1
Average	3	1	3	2	1

4. Text Books :

Text Book: Raymond Noe & Kodwani (2013). Training and Development. Tata McGraw Hill

5. Recommended Books : Lynton,R.P & Pareek U (2015). :Training for organization transformation. Sage Publication.

6. MOOC Registrations: <https://www.udemy.com/course/designing-a-learning-strategy-to-power-digital-transformations/>

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative date of completion
1	Assignments/ Presentation	15%	8/05/2022
2	Quiz	10%	Will be done thrice
3	T1 and T2 Test	20% + 20%	On scheduled dates
4	End Term Test	35%	On scheduled dates

7.1 Assignments / Presentation (15%)

Select a company and study what and how they are implementing the various activities mentioned in the course outline.

7.2 Quizzes (10%)

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

7.3 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.

7.4 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 Employee training and development	What is training, designing effective training, the forces influencing working and learning	Chapter-1	
4-7	Strategic Training	The evolution of training role, the strategic T & D process, organizational characteristics the influence training, Models of organizing the Training department	Chapter-2	Case study: T & D help rubber Hit the road at Tires Plus How is HR changing at Fedex https://www.youtube.com/watch?v=2XyKMwef3g
8-11	Designing training Needs assessment process	Why is TNA necessary, who should participate in TNA, methods of TNA, competency models	Chapter-3	Activity https://www.youtube.com/watch?v=KGMiKgcWMBg
12-14	Learning: Theories and Program Design	What is learning, learning theories, learning Process- mental and physical, learning cycle, age influence	Chapter-4	Learning environment at Google
15-18	Transfer of training	Work environment characteristics that influence transfer, climate for transfer, Manager support, per support, the learning organization	Chapter -5	What are learning organizations https://www.youtube.com/watch?v=k1k2h1I2VO0 https://www.youtube.com/watch?v=40meQNZI3KU
19-22	Training Evaluation-	Determining whether outcomes are relevant, evaluation practices, Determining Return on Investment – cost and benefits	Chapter 6	Cisco strategy

23-25	Training and Development methods-	Presentation, Hands-on-methods, Group building methods	Chapter -7	Activity
26-29	E-learning and use of technology in training.	Technology influence on training and learning, online learnings, simulations, virtual world & reality	Chapter -8	Discussion on the Article https://hbr.org/2020/03/what-the-shift-to-virtual-learning-could-mean-for-the-future-of-higher-ed https://hbsp.harvard.edu/inspiring-minds/online-learning-can-still-be-social
30-32	Employee Development-	Approaches to ED and development planning process	Chapter -9	Randstad's mentoring program
33-36	Careers and Career Management	What is career, career stages, career management system	Chapter -11	Case : Managing careers helps Accenture reach out to its virtual work force
37-39	Special challenges in Career Management	Career paths, dual career, career portfolios, skill obsolescence	Chapter -12	Case Study
40-42	Future of Training and Development	Increased use of technologies for training delivery, Virtual work arrangements	Chapter -13	https://whatfix.com/blog/learning-development-trends/

Session plan also includes ten tutorial sessions

Date: 2 Feb, 2022

Kapoor

Course Coordinator: Dr. Shivani



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20B12BHR16: HR Analytics

BBA 2019-22 Batch; Semester VI (Feb to May, 2022)

Course Outline

Course Code:	20B12BHR16
Course Title:	HR Analytics
Course Credit:	3
Learning Facilitator:	Prof. Rajnish Kumar Misra
Phone:	0120 - 2400974 Ext 471
Email ID:	rajnish.misra@jiit.ac.in

1. Course Introduction

This course is designed to help students learn: the key concepts and measurement of HR Activities and how these measurement are utilized by HR team to become strategic partners in business decision-making.

2. Course Objective

The learning objectives of this course are as follows:

- the nature and types of HR decisions,
- Data and information required for making decisions,
- Using data to prepare decision models to solve problems.

3. Course Outcome

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

CO Code	Description	BTL	PO1	PO2	PO3	PO4	PO5
1	Human Resource decisions; nature and types	2	3	2	1		3
2	Collecting and organizing People Data	3	3	3	2		3
3	Conduct detailed problem analysis and assessments	4	3	3	2		3
Code	Average		3	3	2		3

4. Text Book:

- Selected Readings

5. Additional Readings and References:

- Predictive Analytics for Human Resources – Jac Fitz-Enz and John R. Mattox – Wiley Publishers
- The New HR Analytics: Predicting the Economic Value of Your Company’s Human Capital Investments: Predicting the Economic Value of Your Company’s Human Capital Investments - Jac Fitz-Enz - AMACON-2010.
- Investing in People: Financial Impact of HR Initiatives – W. Cascio and J. Boudreau, Pearson Education – 2011.
- Predictive HR Analytics: Mastering the HR Metric – Martin Edwards and Kirstin Edwards – Kogan Page – 2016

MOOC – Registration: https://onlinecourses.nptel.ac.in/noc22_mg11/preview

6. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Assignment	15%	2-6-8
2	Individual / Project	10%	9
3	T1 Term Test	20%	6
4	T2 Term Test	20%	11
5	End Term Test	35%	14

6.1 Assignment (15%)

There will be two /three case-based assignment of 10 marks each. The average of assignment will be considered for the purpose of evaluation against teacher’s assessment component. The assignment will be conducted at the end of 2nd, 6th and 8th week.

6.2 Individual /Group Project (10%)

Students have to make a group of 5 or 6 students of their class and need to identify a case representing a violation of service rules, latest by the second week of the course. Course coordinator will facilitate in guiding for selection of project. Each group has to prepare a project report based on application of concepts learned in the course. Details of contents and deadline for submission of group project report will be declared by the course coordinator in the class.

6.3 T1 Term Test (20%)

T1Term Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook upto T1 test. This will be a ‘closed book’ descriptive and problem-solving question-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 T2 Term Test (20%)

T2 Term Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook upto T2 test. This will be a 'closed book' descriptive and problem-solving question-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 Test (35%)

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

7. Pedagogy

The course will involve a healthy balance of classroom discussion and experiential activities, which will generally include a mixture of lectures, lab-based, case analysis presentation and flip class.

8. Session Plan:

Session	Theme of the day	Lecture Topic	Text Book Chapter / Readings	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-3	HR Analytics vs People Analytics vs Workforce Analytics	Business Analytics and its implications on Business and HR; HR as Business Partner	Readings 1: Evolution of Business Analytics, Readings 2:: Rise of HR Analytics	https://www.youtube.com/watch?v=vhkZL--5hEQ - Introduction to HR Analytics Prep Assignment 1: Search the internet and find out, what makes people happy in organization?
4-6	HR Audit, Measuring HR and Costing	Features of HR Audit, Key Performance Indicators	Readings 3: Applications of HR Analytics	Prep Assignment 2: Why do people leave the organization?
7-12	Research in HRM	Types of Research and Quantitative Methods, Research Design	Readings 4: What is HR Data? How do we identify it?	Exercise 1a: List the Variables that are related to each other in our day-to-day life?
13-14	HR Data	Nature and Types of HR Data.	Readings 5: What is HR Data? How do we identify it?	Exercise 1b: How these variables are related to each other?

14-16	HRIS and analytics	HR Databases and information system and decision	Readings 6: Creating HR Dashboards using Excel Reading 3: How and Why to Measure ROI -Preparing for ROI	https://www.youtube.com/watch?v=rsx43g7TB Exercise 2a. How we develop and organize HR data? What is HR Dashboard Using Excel
17-20	HR Measures	Identifying HR Metrics – establishing Relationships	Reading 7: How and Why to Measure ROI - HR costs and ROI Reading 8: How and Why to Measure ROI – Measuring Intangibles	Exercise 2b: Identifying Measures and data collection.
21-25	Conducting surveys	Collecting Data on HR Activities	Readings 9: Know Your Data Reading 10: How and Why to Measure ROI - Data Collection Issues	# Measurement of Metrics Exercise 3: Collecting Data
26-30	Analyzing Data	Techniques for Data Analysis	Slicing and Dicing of HR Data	Exercise 4: Analysis https://www.youtube.com/watch?v=ITELLvsbXiA
31-35	Data Visualization	Preparing Data Dashboards Using Excel	Readings 11 : Applications of Tableau in HR Data visualization Ref: Tableau Chapt 1& 2 Reading 12: How and Why to Measure ROI – Communicating and Using Evaluation Data	MS Excel HOW TO CREATE DASHBOARD Exercise 5: Develop Dashboards
36-40	Predictive Analytics - Using Statistical Analysis	Using Dashboards for prediction	Readings 12: HR Analytics Applications of Correlations and Linear Regressions Readings 13: HR Application Using Comparison of Means and Anova	Exercise 6: Presentation on how to use Dashboards.
41-42	HR Decision and Reporting	Decision making from analysis	HR Reports	https://www.youtube.com/watch?v=vhkZL--5hEQ

Course Coordinator: Prof. Rajnish Kumar Misra

Date: Feb 03, 2022



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

20B12BMM13: Advertising and Sales Management

BBA 2019-22 Batch; Semester VI (Feb to May, 2022)

Course Outline

Course Code	:	20B12BMM13
Course Title	:	Advertising and Sales Management
Course Credit	:	4 (3L+1T)
Session Duration	:	60 Minutes
Course Coordinator	:	Archana Shrivastava
Email ID	:	archana.shrivastava@jiit.ac.in

1. Course Introduction

Advertising is a pervasive presence in developed and developing economies, and an important, evolving part of organizations' marketing activities and integrated marketing communications programmes. The course aims to develop an understanding of advertising and sales promotion as elements of marketing communications, of how the advertising planning process is managed, and the various factors affecting decision-making in this area. Today, with the rise in competition among companies and industries, and where companies are looking forward to making the biggest profit and pitching their products to a different audience, the need for individuals with knowledge in advertising and marketing are largely in need and demand.

2. Course Objectives

This course offers students a chance to develop their knowledge and skills in all aspects of advertising and sales promotion. Enabling students to develop and plan advertising campaigns in conjunction with other marketing activities such as sales and promotion.

The objectives for this course:

- Students should be familiar with an advertising knowledge and should be able to apply its concepts to real life situation.
- Students should be able to create and evaluate effective advertising and sales strategies and tactics.

- The emphasis will be on understanding customer motivations, crafting effective messages, making efficient use of media, and understanding metrics.
- It champions the importance of weaving together all marketing activities into one clear message and voice, and helps students understand how communications are produced and transmitted.

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
C151.3	Understand the roles which advertising and sales promotion can play in the contemporary marketing mix and marketing environment	2	3	1	1	1	1
C151.4	Apply effective advertising strategies and sales promotions	4	3	3	3	2	2
C151.5	Evaluate advertising effects from different managerial and critical perspectives.	5	3	3	2	2	2
Cxx	Average		2	2	2	2	2

4. Text Book:

- Advertising & Promotion: George E. Belch, THM
- Advertising and Promotion- An Integrated Marketing Communication approach, Shimp, Cengage

5. Additional Readings and References:

- What Sticks: Why Some Ideas Survive and Others Die – Chip Heath & Dan Heath
- Contagious - Jonah Berger
- Advertising Age Magazine - <http://adage.com>
- Adweek Magazine – <http://www.adweek.co>
- <https://www.adforum.com/case-studies>
- Advertising & Sales Promotion, SHHKazmi, Satish Batra, Excel.
- Advertising Management with integrated Brand Promotion, O’Guinn, Allen, Semenik, Cengage.
- Advertising Management, Jethwaney, Jain, Oxford.
- Contemporary Advertising, Arens, TMH.
- Advertising, Sales and Promotion Management, S.A.Chunawalla, Himalaya.
- Sengupta, Subroto: Brand Positioning, Strategies for Competitive Advantages, Tata McGraw Hill

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	2.5%	Continuous
5	Project and presentation	15%	After T2
6	Inbound Sales Course: Get Certified in Inbound Sales	2.5%	By the end of T1

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 Project (15%)

Students have to make a group of 5 or 6 students of their class.

- A. Each group will be developing a complete advertising campaign for a 6- month to 1- year period for a product / brand of your choice. The campaign should serve as an advertising plan and should include identification of the target audience, objectives, and selection of appropriate media, creative work, budgets, advertising calendars, and methods for monitoring progress.

The creative work should include at least one (1) example of a print advertisement, one (1) television commercial, and one (1) radio spot. Your print advertisement can be any size at or above a ¼ page of a standard-size magazine. The layouts can be rough, but should be as realistic as possible. The television commercial should contain a minimum of 5 storyboard frames. Place the copy below the frames, and include a script complete with any visual or sound effects. The radio spot should be for a 60-second commercial, and should contain a script complete with sound effects (optional).

The deliverable for advertising campaign will be presentation/competition of print advertisement, television commercial, and radio spot in the class. Under faculty guidance, students will share their work on various social media platforms for example on You Tube channel. The campaign should be documented/ typed with references.

- B. The group will also present a complete promotional plan for a brand, which will include business objectives, target market analysis and selection, creative brief, storyboarded creative tactics with concept testing, media plan, and metrics.

The deliverable will be a 10-15 minute PPT pitch (for the promotional plan) in class. More details will follow.

6.2 Inbound Sales Course: Get Certified in Inbound Sales (5%)

Students will be encouraged to acquire certification from <https://academy.hubspot.com> in Inbound Sales.

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

Various skills are necessary and needed for pursuing a course and career in advertising. Communication skills, creativity, analytical skills and problem-solving skills are the most important skill sets required in advertising. In view of the above, this course will involve a healthy mix of class activities, videos, case discussions, project work, practical exercises, supplemented by the use of appropriate support materials. Active engagement with the subject material enhances learning and many of the learning strategies used promote this. 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 group work.

8. Session Plan:

S. No.	Topics	Chapter/ Readings	Cases/Activities/Exercises
4 Sessions 1-4	Advertising - an introduction- Origin and Development - Definition and Classification	Chapter 9 (Advertising and Promotion- An Integrated Marketing Communication approach, Shimp, Cengag)	Activity- Visit Jobsites and understand the profiles and skill sets required The Story of "Mad Man," the "Elvis of Advertising" (The Story of "Mad Man," the "Elvis of Advertising" 181- • Advertising and Promotion- An Integrated Marketing Communication approach, Shimp, Cengag)
4 Sessions 5-8	Planning Framework - Organising Framework – Advertiser and the Advertising Agency interface Strategic Advertising Decisions Strategic Advertising Decision,	Chapter 9 (Advertising and Promotion- An Integrated Marketing Communication	Activity 1- Research some prominent advertising companies Activity2-Visit to an advertising agency/website and find out the following: · Organization Structure · Role of the following personnel's: · Account

	<p>Strategic Media Planning Setting Advertising Objective The Budget Decision Preparing the Product and Media Brief</p> <p>http://indiannewspapersociety.in/functions_ins.php</p>	<p>approach, Shimp, Cengag)</p> <p>indiannewspapersociety</p>	<p>Manager · Creative Manager · Media Manager · Client Servicing Manager Also find out as to how they maintain cordial relationship with their clients.</p> <p>Activity3-Visit any organization of your choice (but with an advertising department), interview the manager to find out as to what criteria's do they lay out in order to select an advertising agency</p> <p>.Case: Marriott International AUTHENTICALLY CONNECTING WITH GUESTS DURING COVID-19 https://www.epsilon.com/us/client-success/case-studies/marriott-international</p> <p>Case- Boswell Agency Issue: structuring of an advertising agency The Case for Investing in Advertising (Text and Cases Larry D. Kelley and Kim Bartel Sheehan page 19)</p>
4 Sessions 9-12	<p>Copy Decisions Visualization of Ad Layout Elements of Ad Copy Creation Principles of verbal versus visual thinker</p>	<p>Chapter 10 (Advertising and Promotion- An Integrated Marketing Communication approach, Shimp, Cengag)</p>	<p>Nickable case study - BHF</p> <p>Case Prime Media (Text and Cases Larry D. Kelley and Kim Bartel Sheehan page (35)</p>
4 Sessions 13-16	<p>Styles and Stages in advertising copy creation Copy (Pre-) Testing methods and measurements.</p>	<p>Chapter 11 (Advertising and Promotion- An Integrated Marketing Communication approach, Shimp, Cengag)</p>	<p>Activity- Write a Long copy on Raymond's suiting for the print media. · Write a Short copy for Amul Butter to be put on Hoardings around your city</p> <p>Case KMF Agency (Text and Cases Larry D. Kelley and Kim Bartel Sheehan page 46)</p>
4 Sessions 17-20	<p>Endorsers and Message Appeals in Advertising Advertising in the International Market-place - Advertising and Principles of Integrated Marketing Communication and Image Building.</p>	<p>Chapter 11</p>	<p>Activity- Pick 5 brands and analyze the choice of celebrity endorsement used. If you were to change that celebrity (for any 2 brands) who would be your ideal choice and why?</p> <p>Vide Video case- Singing the Auto Electric Mercedes and Isobar Hong Kong had a</p>

			flash of inspiration when they used lightning and music to promote a new car. https://www.adforum.com/case-studies/singing-the-auto-electric Case-Is Celebrity Advertising Effective Case-Fido's Second Coming
4 Sessions 21-24	Digital Media: Online, Mobile, and App Advertising Search Engine Advertising, Display Advertising, Online Video Ads, Blogs and Podcasts, Behavioral Targeting, Programmatic Advertising, and Privacy Issues Measuring Online Ad Effectiveness	Chapter 13, 14	McDonald's IGNITING APPETITES & ENGAGEMENT WITH A STAR-STUDED, MULTICHANNEL CAMPAIGN https://www.epsilon.com/us/client-success/case-studies/mcdonalds Case- A Question of the Right Click A Saga of Hackneyed Efforts
4 Sessions 25-28	Direct Marketing, CRM, and Other Media Brand Placements, Yellow-Pages Advertising , Video-Game Advertising, Cinema Advertising	Chapter 15	Healthy World
4 Sessions 29-32	Media Planning and Analysis Media Decisions - Media Planning and Selection - Concepts of Reach, Frequency, Continuity, and Selectivity - Measures of Media Cost Efficiency – Media (Readership / Viewership) Research - The Internet as an Advertising Medium	Chapter 16	Relaunch of Frooti-The 'Digen Verma' Campaign Close –Up,
4 Sessions 33-36	Measuring Advertising Effectiveness - Control of Advertising by practitioners, media and the market -	Chapter 17	The soap market in India
4 Sessions 36-40	Sales Promotion - Rationale, Types - Consumer and Trade Promotions - Sales 2 Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues.	Chapter 18	Case - Good Brothers India Game- Pitch competitions, putting random objects or ideas in a hat and challenging students to pick one at random and brainstorm a pitch to work on their public speaking, persuasion, and brevity skills. Activity- Products will be given to the students, they will have to do sales promotion in the Business School

Total No. of Sessions-56 (42L+14T)

Date: February 08, 2022
Shrivastava

Course Coordinator: Dr. Archana



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

20B12BMM14: International Marketing

BBA 2020-23 Batch; Semester VI (Feb – May, 2022)

Course Outline

Course Code	:	20B12BMM14
Course Title	:	INTERNATIONAL MARKETING
Course Credit	:	4 (3L + 1T)
Session Duration	:	60 Minutes
Name of the Faculty	:	Dr. Garima Srivastav
Email ID	:	garima.srivastav@jiit.ac.in

1. Course Introduction

International Marketing is the process of planning and conducting transactions across borders to create exchanges that satisfy the objectives of individuals and organizations. This course provides students basic understanding today's globalize world in the different forms like Importance and challenges of international market, EPRG Framework, PESTEL, Foreign market entry strategies International Marketing Mix, Segmentation Targeting and position of international market, etc. for managing any business.

2. Course Objectives

- Understanding and analyzing environmental, procedural, institutional and decisional aspects of international marketing
- Getting familiar with international pricing, promotion and distribution management
- To familiarize students with the foreign market entry strategies

3. Course Outcome

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

CO Code	CO Description	BTL	PO1	PO2	PO3	PO4	PO5
C151.4.1	Understand the concepts related to trade theories, international legal, political, environmental, technological and cultural environment.	2	3	2	2	3	3
C151.4.2	Apply marketing concepts to international marketing efforts	3	3	3	3	3	3
C151.4.3	Analyze and select the best international market entry strategy	4	3	3	3	3	3
	Average		3	3	3	3	3

4. Text Book:

- Keegan Warren J-Global Marketing (9th ed. 2017) Pearson publication
- Nargundkar- InternationalMarketing (Excel Books)
- Cherunilam F - International Trade and Export Management (Himalaya, 2007)
- Sak Onkvisit & John J. Shaw (2004). *International Marketing (4th ed.)*. New York: Routledge

5. Additional Readings and References:

- Reji Ismail- Logistic Management (ExcelBooks)
- Dornier- Global Operation & Logistic Management (John Wiley)
- Khanna K K - Physical Distribution Management : Logistical Approach (Himalaya, 2007)

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
5	Class Participation Project, GD,MOOCS and presentation	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, GD, MOOCS and Project Presentation (25%)

- Students are required to take active participation in Class activity, GD, Discussion questions.
- Students are suggested to take up at least one **MOOC course certificate from any of the suggested platform like Udemy, Course Era, Edx, Canvas relevant to the subject.**
<https://www.coursera.org/learn/intro-international-marketing>,
<https://www.coursera.org/specializations/international-marketing>
- Students have to make a group of 5 or 6 students of their class and submit a report. 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 good balance of classroom discussion, exercises and experiential activities which will generally include a mixture of lectures, exercises and case analysis.

8. Session Plan:

S. No.	Topics	Chapter/ Readings	Cases/Activities/Exercises
1-5	<p>Nature of International Marketing, Introduction, Importance and Challenges – Nature, Importance and scope of International, Marketing, Domestic marketing vs. international marketing EPRG FRAMEWORK</p> <p>Trade Theories and Economic Cooperation <i>Basics and types of Trade theories and Economic Cooperation.</i></p>	Chapter 1,2,3	<p>Opening Case 1- Harley-Davidson motorcycles</p> <p>Case 2: A Long, Strange Trip: The Grateful Dead at 50. Practice Question and Video case-UK-based Burberry</p> <p>Activity-Students should be preparing or presenting their Cultural-Economic Analysis and Marketing Plan for their country and product as outlined</p>
6-10	<p>International Political Environment, International Legal Environment, International Cultural Environment Micro and Macro Environment PESTEL analysis Internal analysis of the environment and External analysis Environmental Scanning</p>	Chapter 4,5	<p>Case 3-Starbucks Video case 4-PESTEL analysis of Honda motors and Zara</p> <p>Article-Pew Research- https://www.pewresearch.org/global/2014/10/09/emerging-and-developing-economies-much-more-optimistic-than-rich-countries-about-the-future/</p>
11-15	<p>Foreign Market Entry Strategies, Product Strategies, Market entry strategies, Green Field Projects, Strategic Alliances</p>	Chapter 10	<p>Case 6- Hewlett-Packard and Disney Case 7-Google and Luxottica</p>
16-22	<p>Consumer Behavior in International Context Introduction to STP Process, Psychological and social dimensions.</p> <p>Product Strategies, International Product Policy and Planning Introduction International Product Life Cycle Standardization, product adaptations International Marketing Mix</p>	Chapter 7	<p>Video Case 5- Netflix Activity -Students will research and study various OTT platform and compare their STP strategies.</p> <p>Article-Pew research https://www.pewresearch.org/global/2018/09/26/2-trade-widely-seen-as-good/</p>
23-28	<p>Branding & Packaging Decisions, Branding decisions in international markets Marketing process Motivation for International Marketing, Labelling</p>	Chapter 10	<p>Case 8 and Discussion question on -The Cultural Context-Europe Says “No” to GMOs (PEST) Article-ET- https://economictimes.indiatimes.com/news/economy/foreign-trade/indias-international-trade-potential-areas-of-action-for-</p>

			budget- 2022/articleshow/89113081.c ms
29- 34	Physical Distribution and Documentation Designing a Marketing Channel System, identifying the Major Channel Alternatives	Chapter 12	Class Activity- Take a look at some of the foreign websites of Amazon.com and eBay. How do they differ from our “American” version?
35- 37	Promotion Strategies seven basic steps of promotion, promotional strategies in e-tailing, Sales promotional tools, Promotion Mix, Media planning and selection.	Chapter 6	Practice Question and discussion question on The Cultural Context-Products Star in Bond Films (Promotion) Video case 9 -Coke (African Perspective) Case 10- Gillette: One Global position
38- 40	Pricing Strategies- Basics of International Pricing, Requisite of Operating in International Market, necessary Pricing decisions, Price determination Counter Trade and Terms of Payment- Counter Trade Legal and Ethical issues	Chapter 11	Case 11- Colgate Palmolive Research Paper - https://www.jstor.org/stable/155075
41- 42	Financial Strategies- International Marketing Financial strategies -basics and types Foreign Exchange Issues- Purpose, types, Market	Chapter 15,16	Research Paper- https://www.sciencedirect.com/topics/economics-econometrics-and-finance/foreign-exchange-market

Total No. of Sessions-56 (42L+14T)

Date: January 31, 2022

Course Coordinator: Dr. Garima Srivastav