


COURSE OUTLINES
MBA SEM 1
2021OODSEM 2021-22



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

18M11BAF11: ACCOUNTING FOR MANAGERS

MBA Semester-I
Odd Semester (MBA 2021-2023)
August-December, 2021

Course Outline

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

Course Credit:	3
Learning Facilitator:	Dr. Priyanka Tandon Mr. Sunil Bhatia
Target learners:	MBA (2021-23 Batch), Odd Semester I
Faculty Office:	Arya Bhatt Bhawan II (3rd Floor), Room No. 8
Meeting Time:	By Appointment
Phone:	0120 - 2400974 Ext 473
Email ID:	guest14.jbs@mail.jiit.ac.in priyanka.tandon@jiit.ac.in

1. Course Introduction

Financial Accounting encompasses the systematic recording of financial business transactions for different users and stakeholders. With complex business environment, enormous legal compliances, global business transactions and scientific comparisons it is of utmost importance that proper accounting records are kept on day to day basis to derive best final results in the form of profit and loss account, balance sheet, cash flow statement, etc.

For any business manager it is equally important to understand broad features of accounting and accounting systems so that while taking business decisions for their work areas, they may visualize the financial impact also.

2. Course Objective

The learning objective of this course:

- Learn accounting process with accounting principles and concepts and accounting standards.
- Learn ultimate outcome of financial accounting in the form of profit & loss account, balance sheet and cash flow statement with supporting notes/ statements and reports.
- Learn usage of this financial information by various stakeholders in the form of ratios and comparative analysis.

3. Course Outcome

At the end of this course, students will:

CO Code	Description	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C101.1	Remember and understand the accounting fundamentals and process	2	3	2	1	3			1	3	3
C101.2	Apply these fundamentals and process to work out the end result of business operations through financial statements	3	3	3	3	3	2	2	3	3	3
C101.3	Analyze these financial statements to know business efficiency, profitability and financial position	4	3	3	3	2	2		3	3	3
C101.4	Evaluate financial information for usage in future planning and optimizing profitability	5	3	3	3	3	2	2	3	1	3
Average			3	3	3	3	2	2	3	3	3

4. Pedagogy

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

5. Text Book:

- Accounting and Finance for Non-Finance Managers By Jai Kumar Batra, Sage Publishing, latest edition

6. Additional Readings and References:

- a. Financial Accounting for Management by H V Shankaranarayana and H R Ramnath; Cengage Learning
- b. Essentials of Financial Accounting by Ashish K Bhattacharya; PHI Learning
- c. Financial Accounting for Management, an analytical perspective, Ambrish Gupta, 6th edition
- d. Accounting for Management by Dr S.N.Maheshwari, S.K.Maheshwari and Sharad K. Maheshwari, Vikas Publishing

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Quiz	10%	4,9
2	Individual / Project	15%	12
3	Term 1 Test	20%	5
4	Term 2 Test	20%	10
5	End Term Test	35%	15

7.1 Quiz (10%)

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

7.2 Individual /Group Project (15%)

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

7.3 Term 1 Test (20%)

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

7.4 Term 2 Test (20%)

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

7.5 End Term Test (35%)

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

8. Session Plan:

Session	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1,2,3	Introduction to financial accounting	Need for accounting of financial business transactions, basic accounting concepts and conventions, result of financial accounting, usage of financial information	Text Book Chapters 1,2,5	Study of annual report as advised by instructor
4,5,6,7	Accounting Principles and basic concepts and conventions-detailing	Various accounting principles like accrual, going concern, realization, conservatism, cost, separate entity. Terminology of various heads of profit & loss account and balance sheet	Text book Chapter 2	Accounting principles explained in above annual report
8,9,10,11,12	Source documents and recording financial transactions in primary and secondary books of accounts	Source documents explained, entries in journal and ledger accounts and balancing of ledger accounts	Text Book Chapters 2,6,7	Module 5 and activity 12, 13, 14 book chapter 2 pages 64, 67-70 and chapter 6 activity 8-18 pages 196-202, activity 20 pages

				205-208 illustration 1 on pages 213-219 corporate report study continues
13,14,15, 16,17,18	Scrutiny of accounts, adjustments, bank reconciliation statement, depreciation and inventory valuation	Rectification and adjustment entries, scrutiny of ledger accounts, bank reconciliation statement preparation, causes of discrepancy explained	Text Book Chapters 8,9,10	Text book Chapter 8 activity 3,4,5 pages 293- 296; chapter 9 activity 9, 10 pages 344-345;; illustration 4,5 pages 389-390
19,20,21, 22	Trial balance, adjustment entries and revised trial balance	Trial balance preparation with ledger balances, scrutiny of trial balance, adjustment entries and revised trial balance explained	Text Book Chapter 10	chapter 10 activity 7-13 pages 369-372 <u>Video on Financial Acct.</u>
23,24,25, 26,27,28, 29,30	Accounting standards, final accounts, corporate accounts introduction	Preparation of financial statements for sole proprietary concern and for joint stock companies, accounting standards, contents of corporate report explained	Text Book Chapter 4,11,12	Text book CHAPTER 11 Q 7 page 465 <u>Video</u> Case study discussion on balance sheet
31,32,33, 34,35,36	Corporate final accounts, consolidated accounts	Corporate final accounts preparation, its form, board report, auditors report, notes to accounts, consolidated accounts	Text Book Chapter 12	Text book Q 3 page 536 Corporate report discussion
37,38,39, 40	Cash Flow Statement	Cash flow statement and its importance explained, preparation of cash flow statement	Text Book Chapter 24	Illustration 1-3, 5 pages 1049-1052 <u>Video</u>
41, 42	Analysis of financial statements	Financial ratios explained, their importance and calculation method	Text Book Chapter 23	Instructor video Activity 14-18 pages 1003-1006



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18M11BHR11: Organizational Behavior

MBA Semester-I Course Outline September- 2021 – Dec 2021

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

Course Credit:	3
Learning Facilitator:	Prof Renu Luthra
Target learners:	MBA (2021-23 Batch), Semester-I
Learning Days:	As per time schedule
Learning time:	As per time schedule
Learning Rooms:	As per time schedule
Faculty Office:	Arya Bhatt Bhawan II, IV Floor
Meeting Time:	on Days other than sessions between 3-5pm
Phone:	0120 - 259483
Email ID:	renu.luthra@jiit.ac.in

1. Course Introduction

An organization, like human being continuously adapts itself to changes in the competitive environment. Its effectiveness depends on the motivation and behavior of the workforce. To capitalize on the capabilities of the workforce, it must have appropriate incentives, develop effective teams, design an attractive job environment, and manage the dynamics of organizational change. By understanding the principles of organizational behavior, the students would acquire a deeper knowledge of how they relate to other members of the organization, organization system and organization culture. This course is designed to enhance the understanding of students regarding organizational processes, their impact on individual performance and organization effectiveness. The sessions would be interactive using a combination of lectures, individual and group discussions, presentations and introspection.

2. Course Objective

This course's objective is to:

- Familiarize students with the fundamentals of Organization Behavior and enhance their appreciation of these concepts and the application to various Organizational management processes.
- To understand how individual, group and organizational behavior effect Individual and organizational outcomes.
- To develop their understanding, abilities and skills to manage stress and enhance their wellbeing in an organization.

3. Course Outcomes

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

NBA Code	Course Outcomes	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C104.1	Understand impact of work environment variables on behaviour in organizations	2	3	2	1	1	1			2	3
C104.2	Identify individual and group characteristics and appreciate the link contributing to the emergence of Organizational Behaviour and culture	2	3	3	3	2	3				3
C104.3	Apply techniques in managing self and others in the organization.	3	3	3	3	2	3	3			
C104	Average		3.00	2.67	2.33	1.67	2.33	3.00	###	2.00	3.00

4. Pedagogy

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

5. Text Book:

- Nelson L., John Quick., Khandelwal, P. – ORGB -Organizational Behaviour, Cengage Learning – 3rd Ed.

6. Additional Readings and References:

- Robbins, S.P., Judge, T.A., and Vohra. N., “Organizational Behaviour”, Pearson Education, 16th Edition.
- Griffin, R. W. and Moorhead-“Managing Organizational Behaviour”, (10th ed.) Cengage Learning
- Luthans, Fred, - Organizational Behaviour (Mc Graw Hill,) 1998, New Delhi.
- Jerald Greenberg.-“Behaviour in Organizations”, 2012(10th ed.) PHI Learning
- Robbins, Judge, Vohra,” Organizational Behavior”, (14th ed.), Pearson.

SWAYAM

Portal:

https://swayam.gov.in/nd1_noc20_mg51/preview

or

https://swayam.gov.in/nd1_noc20_mg51/preview

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Assignment	10%	2-8
2	Quiz	15%	3, 8 & 12
3	T-1	20%	4
4	T-2 Test	20%	10
5	End Term Test	35%	14

7.1 Assignment (10%)

The students will read Case studies / situations, analyze and prepare a write-up mentioning the problems and proposed solution in the case / situations.

7.2 Quiz (15%)

The students would be taking a quiz in class that will reflect the understanding of the concepts covered during the course.

7.3 T-1-Test (20%)

T-1-Test will be based on class discussion, lectures, power points and assigned chapters in the textbook. This will be a 'closed book' objective / short / descriptive questions based test on concepts and application. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

7.3 T - 2-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 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 semester and will cover the entire course. This will also be a 'closed book' exam based on conceptual and application based real life questions/ problem(s)/ Case(s). No class notes, textbook, or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

8. Session Plan:

Session .No	Lecture Topics	Text Book Chapter/ Readings	Cases/Activities/ Exercises
1-3	<p><u>Organization Behavior- Introduction & Challenges</u></p> <ul style="list-style-type: none"> Organizational Behavior – Overview & Meaning Evolution of Management thought: Scientific, Administrative , and Human Resource Management Types of individual behavior in Organizations Technological changes and organizational Behavior The new age manager and Organization Behavior Challenges & Opportunities for OB 	<p>## chapter – 1</p> <p>Nelson & Quick – ORGB</p> <p>Jerald Greenberg.-“Behavior in Organizations”, 2012(10th ed.) Chapter 1.</p> <p>Moorhead & Griffin - Managing Organizational Behavior”,(10th ed.) Cengage Learning ,Chapter 1</p>	
4-5	<p><u>Workforce Diversity</u></p> <ul style="list-style-type: none"> Nature of workforce Diversity Biographical characteristics and abilities Implementing diversity management strategies workforce Diversity and Globalization Implications for Managers Changing expectations and engaging a diversified workforce Abilities and intelligence at work The role of disabilities in the workplace What it takes to succeed: Skill types & determinants 	<p>## chapter- 2</p> <p>Nelson & Quick, ORGB – chapter- 2</p> <p>Jerald Greenberg.-“Behavior in Organizations”, 2012(10th ed.) Chapter 4.</p> <p>Moorhead & Griffin - Managing Organizational Behavior”,(10th ed.) Cengage Learning ,Chapter 2</p>	<p><i>Exercise: What about you: What do you know about harassment?</i></p>
6-7	<p><u>Making Sense of the world : Perception and Learning</u></p> <ul style="list-style-type: none"> Social perception and social identity 	<p>## chapter- 3 and 6</p> <p>Nelson & Quick – ORGB–</p> <p>Jerald Greenberg.-“Behavior in</p>	<p><i>Exercise: What about you? Are you high on Self-Monitor?</i></p>

	<ul style="list-style-type: none"> • Perceptual Biases: Systematic errors in perceiving others. • Attribution theory & Stereotyping • Impression Management • Classical & Operant Conditioning • Organizational practices using reward and punishment • Essentials of learning organizations. 	Organizations”, 2012(10 th ed.) Chapter 3 Moorhead & Griffin - Managing Organizational Behavior”,(10 th ed.) Cengage Learning ,Chapter 3	
8-10	<p><u>Individual Differences: Personality & Values</u></p> <ul style="list-style-type: none"> • Personality determinants-Nature v/s nurture • Self Concept - the “I” in self evaluation • Positive and negative affectivity • Major work related aspects of personality • Terminal , instrumental & generational values • Linking individual values to workplace: Person job fit/ person organizational fit • Global implications and value systems 	## chapter-3 Nelson & Quick – ORGB Jerald Greenberg.-“Behavior in Organizations”, 2012(10 th ed.) Chapter 4	<i>Exercise: MBTI personality test.</i>
11-12	<p><u>Individual Differences: Emotions and Stress</u></p> <ul style="list-style-type: none"> • Understanding the nature of Emotions and Moods • Emotional intelligence at work • Application of emotions and moods in individual and organizational behavior • Nature and types of stressors • Physiological and psychological conception of stress • Stress Management and interventions in the workplace • Coping and well being • Work life Balance 	## Chapter – 4 and 7 Nelson & Quick – ORGB– Jerald Greenberg.-“Behavior in Organizations”, 2012(10 th ed.) Chapter 5.	<i>Self Assessment What is my emotional intelligence score?</i>
13-14	<p><u>Individual Differences: Work related Attitudes and Job Satisfaction</u></p> <ul style="list-style-type: none"> • Components of attitude • Major Job Attitudes: Prejudice, Job Satisfaction and Organizational Commitment • Meaning of job satisfaction • Factors causing job satisfaction • Outcomes of job satisfaction and dissatisfaction 	## chapter- 4 Nelson & Quick – ORGB Jerald Greenberg.-“Behavior in Organizations”, 2012(10 th ed.) Chapter 6.	<i>Exercise : What are the most important factors to your job attitude</i>
15-17	<p><u>Foundations of Employee Motivation</u></p> <ul style="list-style-type: none"> • Individual motives, drives and needs • Content and Process Theories of motivation • Motivation through Rewards and recognition • Performance enhancement by motivating • Motivating for organizational fit. 	## chapter- 5 Nelson & Quick – ORGB– Jerald Greenberg.-“Behavior in Organizations”, 2012(10 th ed.) Chapter 7	<i>Case: The Dabbawalas of Mumbai- Kumar, Margulis & Motwani</i>
18-20	<p><u>Group Dynamics and Work Teams</u></p> <ul style="list-style-type: none"> • Types of Groups and its formation • Group Function, Members role, hill interaction matrix, model of group systems 	## Chapt 7 Nelson & Quick – ORGB	Case Study

21-22	<p style="text-align: center;"><u>Decision making</u></p> <ul style="list-style-type: none"> • Rational Choice Paradigm of Decision Making • Bounded Rationality in decision making • The link between individual perception and decision Making • Influences on decision making : Individual differences and organizational constraints • Role of ethics in decision making • Group Think, Group Decision Making, Group Polarization emotional style of group relations 	<p>## chapter-10 Nelson & Quick – ORGB Jerald Greenberg.-“Behavior in Organizations”, 2012(10th ed.) Chapter 10</p>	<p><i>Exercise: Creative or logical Problem solving: What is your preference?</i></p>
23-24	<p style="text-align: center;"><u>Leadership - Issues and Prospects</u></p> <ul style="list-style-type: none"> • Types of Leadership • Approaches to Leadership 	<p>##Chapter 12 Nelson & Quick – ORGB–</p>	<p>Leadership attributes (Exercise) Leadership (Video) Case Study</p>
25-26	<p style="text-align: center;"><u>Organizational Power, Conflict & Politics</u></p> <ul style="list-style-type: none"> • Power, bases of Power, political perspective, how to protect self-interest & conflict process 	<p>##Chapter 11 and 13 Nelson & Quick – ORGB–</p>	<p>Understanding Power dynamics (E), Delegate power or keep it close (C),</p>
27-28	<p style="text-align: center;"><u>Organizational Structure -</u></p> <ul style="list-style-type: none"> • Types of Structure • Design Options • Organizational Forms 	<p>## Chapter 15 Nelson & Quick – ORGB</p>	
29	<p style="text-align: center;"><u>Organizational Culture</u></p> <ul style="list-style-type: none"> • Culture defined, • Types of culture, • Influence of culture 	<p>## Chapt 16 Nelson & Quick – ORGB–</p>	
30	<p style="text-align: center;"><u>Organizational Development & Change</u></p> <ul style="list-style-type: none"> • What is OD? Types of Change; OD Interventions 	<p>##Chapt 17 Nelson & Quick – ORGB–</p>	<p>Change Video</p>

Course Coordinator: Prof Renu Luthra

Date: August 25, 2021



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20B11BMM11: Marketing Management

MBA Odd Semester August-December, 2021

Course Outline

Course Credit	:	4
Learning Facilitator	:	Dr. S. Suresh
Target learners	:	MBA (2021-23 Batch), Odd Semester
Meeting Time	:	Tuesday and Thursday between 3-5pm
Phone	:	0120 - 2400974 Ext 484
Email ID	:	s.suresh@jiit.ac.in

1. Course Introduction

This course covers the fundamental principles of marketing and their application. Knowledge and skills related to product management, brand management, pricing strategies, marketing communications and distribution strategies are part of the course. Segmentation, positioning and targeting are also covered with relevant industry illustrations. Depending upon the topic case studies and role plays have been used along with the lectures.

2. Course Objective

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

3. Course Outcomes

CO Code	CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C108.1	Understand the concepts of Marketing Management.	3	2	2	2	1		1	2
C108.2	Apply Marketing concepts for Business Management.	3	3	3	3	2	2	2	3
C108.3	Analyze Marketing environment and challenges	3	3	3	3	3	2	2	1
C108.4	Develop Marketing Strategies using various Marketing Techniques.	3	3	3	3	3	2	3	3
C108.5	Evaluate Marketing Plans	3	3		2	3	2	2	3
C108	Average	3.0	3.0	3.0	3.0	2.0	2.0	2.0	2.0

4. Pedagogy

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

5. Text Book

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

6. Additional Readings and References

Marketing Management, Ramaswamy and Namakumari, Sage Publications

Marketing Management, Kumar A, Meenakshi N, 2nd edition, Vikas

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

Strategic Brand Management, Kevin Lane Keller, Pearson Education

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

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

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative date of completion
1	Quiz	10%	16/09/2021
2	Project	15%	30/10/2021
3	T1-Test	20%	As per Schedule
4	T2-Test	20%	As per Schedule
5	End Term Test	40%	As per Schedule

7.1 Quizzes (10%)

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

7.2 Project (10%)

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

7.3 T1-Exam (20%)

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

7.4 T2-Exam (20%)

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

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

8. Session Plan

Sessions	Topics	Readings / Reference	Text Book Cases No / Assignments
1-5	Introduction to Marketing Management Value and Scope of Marketing Needs Wants Demands Marketing Mix Segmentation, Positioning and Targeting	Chapter 1 Text Book	Case (i) Nike (Page 28) (ii) Harley Davidson (Page 98)
6-10	Marketing Concepts Production Concept Product Concept Selling Concept Marketing Concept Holistic Marketing Concept 4 Ps of Marketing 4 As of Marketing	Chapter 1 Text Book	Case (i) Ferrero (Page 131) (ii) Intuit (Page 162)
11-15	Analysing External Factors Influencing Consumer Behaviour Internal Factors influencing Consumer Behaviour 5 Stage Process of Consumer Decision Process Analysing Business Markets Conducting Marketing Research	Chapter 6,7,8	Case (i) Ikea (Page 196) (ii) L'Oreal (Page 262)
16-20	Building Strong Brands Segmenting Consumer Markets Market Targeting Developing Positioning Creating Brand Equity Addressing Competition	Text Book Chapter 9,10,11,12	Positioning and Branding for a Small Business (315)
21-25	Product Management Product classification Product Differentiation Nature of Services Managing Service Quality Introducing New Products	Text Book Chapter 13 to 15	Case (i) Nivea (Page 426) (ii) Apple (Page 495)
26-30	Pricing Strategies and Programs Pricing in a Digital World Consumer Psychology and Pricing Setting the Price Adapting the Price Responding to Price Changes	Text Book Chapter 17	Case (i) eBay (Page 530) (ii) Air Arabia (Page 532)
31-35	Designing Integrated Marketing	Text Book	Case (i) Gillette (Page 596)

	Communications Digital Communications Personal Communication		
36- 39	Sales and Distribution Sales Management Role of Marketing Channels Channel Management Decisions Retailing and Wholesaling M Commerce	Text Book Text Book Chapter 21, 22	Case (i) Amazon.com (Page 680) (ii) Zara (Page 713)
40-41	Holistic Marketing Organization Holistic Marketing Concept Internal Marketing Socially Responsible Marketing Marketing Implementation and Control Future of Marketing	Text Book Chapter 23	Case (i) Starbucks (Page 747)
42-44	Data Analysis Natural Language Processing Media Buying Automated Decision Making	Online Sources	Case: Automated Decision Making
45	Conversational Marketing Relevance of Conversational Marketing Applications of Conversational Marketing	Online Sources	Discussion on Conversational Marketing
	Communications Managing Integrated Marketing	Chapter 17,18.19,20	(ii) Facebook (Page 616)

Course Coordinator: Dr. S. Suresh

Date: August, 2021



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21M11BIS12: Digital Transformation in Business

MBA Semester I

August – December, 2021

Course Outline

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

Course Credit:	3
Learning Facilitator:	Dr. Charu Sijoria
Faculty Office:	Arya Bhatt Bhawan II, 3rd Floor
Meeting Time:	By Appointment
Phone:	0120 - 2594481 Ext 481
Email ID:	charu.sijoria@jiit.ac.in

1. Course Introduction

Undertaking a digital transformation exercise effectively requires an understanding of the business organization, management and information technology. The overall objective of this course is to expose the student to the full range of management issues raised by information technology. Along with an overview of the conceptual foundations, the course deals with MIS applications and covers specific types of information systems, viz. DSS, EIS, Expert Systems, and Office Automation.

2. Course Objectives

This course intends to make students aware of the concepts and application of Information technology and Systems. The broad objectives of this course are to familiarize students with:

- Develop a digital transformation framework for an organization as the blueprint for transformation.
- Imbibe digital culture that brings together new technologies and business processes.
- Use intelligent automation to improve process efficiency.
- Data Communication, the internet , e-commerce and global information systems.
- Emerging Trends in Information Systems.

3. Course Outcome

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

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C104.1: Understand the role of digital transformations in organizations for business strategy and competitive advantage.	3	2	2	2	1	1	1	1	3

C104.2: Apply digital transformations in different functional areas of the organization.	3	3	3	3	3	1	3	1	3
C104.3: Analyze issues relating to digital transformations in business.	3	3	3	2	2	1	1	1	1
C104s.4: Evaluate the issues related to managing Enterprise Systems and global information systems and aligning the transformations with future technological developments.	3	3	3	3	3	1	3	1	2

4. Pedagogy

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

5. Text Book:

Ramesh Behl, James O'Brien, George Marakas, **Management Information Systems (11e)**, , McGrawHill.

6. Additional Readings and References:

- Management Information Systems, Laudon and Laudon, 15th Edition, Pearson
- Banerjee, P. (2017). Digital Transformation: Opportunities to Create New Business Models. Siliconindia, 20(10), 50–52.
- Management Information Systems, 6th Edition by Paige Baltzan McGraw hill
- IT for Management, Ramesh Behl McGrawHill
- The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing, 2016

7. Evaluation Details:

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

7.1 Quiz (10%)

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

7.2 Individual /Group Project (15%)

Students have to make a group of 3 or 4 students of their class and need to identify a research project, latest by the second week of the course. Course coordinator will facilitate in guiding for selection of project. Each group has to prepare a project report/white paper based on application of concepts learned in the course. Details of contents and deadline for submission of group project report will be declared by the course coordinator in the class.

7.3 T1 Exam (20%)

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

7.4 T2 Exam (20%)

T2 Exam will be based on class discussion, lectures, power points, practical illustration and assigned chapters in the textbook. This will also be a 'closed book' test based on conceptual and application based real life questions/ problem(s)/ Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the test. Any violation will result in disciplinary action.

7.5 End Term Exam (35%)

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

8. Session Plan:

Session	Theme of the day	Lecture Topics	Chapter/ Readings	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-5	The Basics of Digital Transformation	<ul style="list-style-type: none">• Digital Transformations: An overview• Digital Transformations in Daily Life• Trends in Digital Transformations• The Role of transformations in Business• Domains of Digital Transformation• Build Platforms, Not Just Products• Overview of Emerging Technologies	Chapter 1	Article: What is Digital Transformations?? A necessary disruption.
6-10	Digital Transformation - Definition and Core Concepts	<ul style="list-style-type: none">• System Concepts: A Foundation• What Is a System? Components of Information Systems• Information System Resources• Information System Activities• Recognizing Information Systems	Chapter 1	Class Discussion
11-16	Types of Information Systems	<ul style="list-style-type: none">• Types of Information Systems• Operations Support Systems• Management Support Systems• Other Classifications of Information Systems• AI	Chapter 1 & 6	Case Study: Role of IT in small business success Source: Textbook
17-25	Intelligent Information Systems	<ul style="list-style-type: none">• How Technology Changes Business• Decision Support System, DSS Components• Online Analytical Processing, OLAP Examples• Using Decision Support Systems, What-If Analysis, Sensitivity Analysis, Goal-Seeking Analysis• Executive Information Systems, Features of an EIS, Enterprise Portals and Decision Support	Chapter 6	Activity: Presentations on different types of Information Systems.

		<ul style="list-style-type: none"> Enterprise Information Portals Knowledge Management Systems AI, Expert Systems , VR, RFID, QR Codes, Neural Networks Technologies Aiding Digital Transformation 		
26-32	Database Systems, Data Warehouse and Data Mart	<ul style="list-style-type: none"> Process, communicate, and store digital information Database management system Database Structures Types of Databases Data Warehouses, Data Marts and Data Mining Big Data 	Chapter 8	Activity: Consider any organization and analyze how its database is being maintained.
33-38	Business Applications: E-Commerce & E-Governance	<ul style="list-style-type: none"> e-Commerce Fundamentals Introduction to e-Commerce, The Scope of e-Commerce e-Commerce Technologies, Categories of e-Commerce Electronic Payment Processes e-Commerce applications and issues Secure Electronic Payments Digital Wallets and Digital Payment Systems 	Chapter 5	Case Study: Sony, 1-800-Flowers, Starbucks, and Others: Social Networks, Mobile Phones, and the Future of Shopping. Source: Textbook
39-42	Digital transformation in selected industry sectors	<ul style="list-style-type: none"> Digital Transformation in Telecom Industry Salesforce Automation Human Resource Information System Green and Sustainable IT 	Chapter 8	Activity: Consider any organization and analyze how it has transformed digitally to support its business operations.

Course Coordinator: Dr. Charu Sijoria

Date: August 31, 2021



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17M11BES11: Effective Self Management

MBA Semester I

September- December 2021

Course Outline

This course teaches effective self-management principles and practices that increase a student's success in academic, personal and professional life. The course is designed to provide students with new insights, methodologies and practical strategies to achieve optimum levels of productivity in the ever-dynamic environment. Drawing from cognitive, affective, and behavioral theories in management and psychology, students examine the factors which make them introspect; set goals and plan action; manage self with respect to time; build self-confidence and augment positive professional and social attitudes and help them deal with others in order to develop self-regulation strategies for maximizing the effectiveness of their efforts.

Course Credit:	3
Learning Facilitator:	Dr Sujata Kapoor
Target learners:	MBA (2021-23 Batch), Semester-I
Faculty Office:	AryaBhatt Bhawan II, IVFloor
Meeting Time:	By appointment
Phone:	0120 - 2594388 Ext 476
Email ID:	sujata.kapoor@jiit.ac.in

1. Course Introduction

In business, everyone is a manager. Before people rise to manage projects, teams, and companies, they manage themselves. Self-management is the act of managing the resources one has under one's personal control: one's personality, goals, time, image and networks.

2. Course Objective

The purpose of this course is to provide all interested students with an opportunity to learn and adopt the knowledge, skills, motivation and behaviors that will enhance their success in learning and in life. The objective is to change what you notice and think about yourself; how you apprehend the world around you; and to also enrich you with skills that help you navigate through the challenging world.

3. Course Outcome

After completion of the course the students will be able to:

CO Code	Co description	BTL level	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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C106.1	Comprehend and summarise concepts of managing self.	2	3	2	1	3	1	1	1	1	3
C106.2	Apply concepts of self management for developing self.	3	3	3	3	3	3	1	1	1	3
C106.3	Develop skills for effective self management.	6	3	3	3	3	3	1	1	3	3
C106	Average		3.00	2.67	2.33	3.00	2.33	1.00	1.00	1.67	3.00

4. Pedagogy

The course will involve a healthy balance of classroom discussion and experiential activities, psychometric tests, introspective quizzes, group discussions; videos, all of which will focus on practical exercises with a tinge of lecture sessions.

5. Readings and References

- The 7 Habits of Highly Effective People: By Stephen R. Covey
- Who Moved My Cheese?: By Dr. Spencer Johnson
- First Things First: By Stephen R. Covey
- Lean In: Women, Work, and the Will to Lead: By Sheryl Sandberg
- Secrets to Success: Robin Sharma

6. Evaluation Details:

There will be continuous evaluation spread across the trimester.

Sl.No.	Component	Weightage (%)	Tentative week of completion
1	Assignments/ exercises/ Activities	25%	Across the term
3	T1 Test	20%	4
4	T2 test	20%	7
5	T3 Test	35%	11

6.1 Assignments (25%)(Building Life skills)

Each student must submit an assignment individually given by the faculty based on the topics discussed in the class. These will be self reflective assignments. Marks will be awarded for class participation and participation in activities.

6.2 Midterm (40%)

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.

6.3 Endterm Test (35%)

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

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

7. Session Plan:

Number of hours	Theme	Coverage	Cases/Activities/ Exercises
8	Knowing Self	<ul style="list-style-type: none"> Life Facets; Identifying Your Functioning Individuality Identifying your personality 	Know Thyself Exercises Life Facets; How grown up are you? Functioning Individuality The Big Five Personality Test (Who am I?)
8	Setting Career Goals; Action Planning & Motivating Self	<ul style="list-style-type: none"> Identifying Personal values and Mission Statement Figuring out Goals Writing SMART goals SWOT Analysis Mapping goals with skills and knowledge Developing an Action Plan Reviewing Progress 	From Think to Do: Goal Setting and Action Planning Activity: Goal Setting Exercises Video: Nick Vujicic: How to convert your weaknesses into strengths Test: The Self –leadership test (Can I motivate myself?)
8	Managing Self	<ul style="list-style-type: none"> Time Management Creating To-do Lists Scheduling Ending Procrastination Handling Stress 	Assessing your Time Management Skills Exercise: 168 hours per week: A self-analysis Activity: Arrange the Cards Activity: Long lost friend The Stress Test (Work-Life Balance)
3	Building Self Confidence EI Skills	<ul style="list-style-type: none"> Building blocks of Self-confidence Acquiring requisite knowledge Being open to experiment and experience Inculcating reading habits; exchanging notes; discussing ideas v/s people; developing hobbies Dealing with peers, seniors and juniors Professional relationships 	Exercise: Where have you been? Ted Talk: Chip Conley (What makes Life Worthwhile?) EI Assessment Assertiveness Exercise
3	Learning Attitude & Styles	<ul style="list-style-type: none"> Openness to learning Flexibility of thoughts Not being opinionated Being aware 	Inspirational Video Activity: The Learning Type Test (How do I learn best?)

Course Coordinator: Dr. Sujata Kapoor

Date: August 27, 2021



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20M11BAF12: Corporate Finance

MBA SEM 1 (Odd Semester 2021)

August – December, 2021

Course Outline

Course Credit:	3
Learning Facilitator:	Dr. Priyanka Tandon
Target learners:	MBA (2021-23 Batch)
Faculty Office:	Arya Bhatt Bhawan II, Third floor (Room No. 8)
Meeting Time:	Monday and Thursday between 3-5pm
Phone:	0120 - 2400974 Ext 473
Email ID:	priyanka.tandon@jiit.ac.in

4. Course Introduction

This course deals with the theory and practice of corporate finance. This course exposes the participants to various methods used by finance managers in solving practical problems. It formalizes real world situations by using models and techniques suggested by the theory. The analytical processes utilized in financial decision-making will be examined and applied to business finance problems. At the end of the course, the participant should be able to perform moderately sophisticated applications of financial analysis and management.

2. Course Objective

- To understand why companies and financial markets behave the way they do.
- To provide the overview of corporate finance for financial analysis and decision making. and
- To build the foundation in finance which will be useful for doing advance studies in finance

3. Course Outcome

After successful completion of this course students should be to:

CO Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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C106.1	Understand different forms of business and finance functions. (BTL-2)	3	2	1	1			1		3
C106.2	Apply concepts of investment, financing, liquidity and dividend functions. (BTL-3)	3	3	3	1	3		2		3
C106.3	Analyse proposals and plans to make financial decisions. (BTL-4)	3	3	3	2	3		2		1
C106.4	Evaluate proposals and plans to make financial decisions. (BTL-5)	3	3	3	3	3	3	3	3	1
Average		3	3	3	2	3	3	2	3	2

4. Pedagogy

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

5. Text Book:

- Financial Management by I M Pandey, published by Vikas Publishing House, 12th Edition.

6. Additional Readings and References:

- Corporate Finance by Stephen A Ross, Randolph W Westerfield, Jeffrey Jaffe and Ram Kumar Kakani published by Tata Mcgraw Hill, Eleventh Edition.
- Financial Management – Comprehensive Text Book with Case Studies by Ravi M. Kishore, Taxmann, Latest Edition.

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Deadlines
7.1	T1 Exam	20%	As per Academic Calendar
7.2	T2 Exam	20%	As per Academic Calendar
7.3	End Term Exam	35%	As per Academic Calendar
7.4	Minor Project	15%	Continuous Evaluation
7.5	Assignments	5%	Continuous Evaluation
7.6	Quiz	5%	Continuous Evaluation

*** Timely submission of the project is student's responsibility. Failing which entire team will be awarded zero. The learning facilitator will not remind about the same.**

7.1 Minor Project (10%)

To make the subject application based and to give students the feel of real-life situations any one company will be assigned by the learning facilitator to students to work. Students are required to work on that company as per the directions (from time to time depending upon the topics) of the learning facilitator. A detailed report will be submitted to the learning facilitator **on or before October 10, 2021**. There will be five members in each team. The detail regarding the project will be announced in the class in different phases as and when required.

Minor Project details:

Provide a brief about S& P BSE SENSEX (inception and constituents). Select the annual report of any two companies each from banking sector and pharmaceutical sector which are included in BSE Sensex. Read the information in the report's including director's report and the chairman's statement and provide the brief about the company and also comment on both firm's objectives and financial goals.

Further, collect monthly closing share price data for last 36 months for BSE SENSEX and all the two selected companies. Calculate the share return (ignore dividends) for each company and BSE SENSEX. Compare the return and risk of the companies using average return and standard deviation respectively.

- a) Calculate beta for all three companies.
- b) Comment why do you think betas of these three companies differ?

7.2 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.

7.3 Quiz (15%)

A surprise quiz of not more than 15 minutes will be given during the term. The quiz will be closed book and it covers pre reads, self learning topics, market happenings. This quiz will not be onerous if you have prepared well for class.

7.4 T-1 Exam (20%)

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

7.5 T-2 Exam (20%)

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

7.6 End Term Exam (35%)

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

8. Session Plan:

Session	Session Theme	Topic Coverage	Chapter	Cases/Activities/ Exercises
1-3	Introduction to Corporate Finance	Corporate Finance, Corporate Firm, Role of Finance Manager, Objective of Financial Management, Interface of Financial Management with Other Functional Areas.	1	Discussion on https://www.youtube.com/watch?v=nsV461Ylr6c

				(In Flip class mode)
4-5	Equity, Debt and Money Market Instruments.	Overview of financial markets, Sources of financing: Ordinary shares or equity, Right issue of equity shares, Preference shares, Debentures, Term loans and Money market instruments	20	Discussion on https://www.youtube.com/watch?v=P_bqDgkZmuY https://www.nseindia.com/education/resources/download/FIMMDA.pdf (In Flip class mode)
6-10	Time Value of Money	Introduction to the concept of time value, Future Value of A Single Cash Flow, Future Value Multiple Flows, Future Value Annuity, Present Value of A Single Cash Flow, Present Value of uneven Multiple Flows, Present Value Annuity	2	Calculation of time value of money using Excel
11-15	Risk and Return	The concepts of return, measuring the rate of return- risk, Risk and expected and Return Concepts, Sources of Risk, Portfolios and risk, the Capital Asset Pricing Model (CAPM)	4 and 5	Return estimation of HLL co. ltd.
16-20	Investment Decision: Capital Investment Appraisal	Need for Capital Investment Appraisal, Investment Appraisal Techniques	8	Case for Calmex company (I.M. Pandey, page-188)
21-30	Financing Decision: Cost of Capital and Capital Structure	Meaning of cost of capital, Cost of different sources of finance, Calculation of weighted Average Cost of Capital, Leverage: Financial and Operating Leverage, Capital Structure theories: Traditional approach, NOI and NI approach, MM hypothesis with and without taxes.	9, 14 and 15	9-1 to 9-12 (Ross, pp 451-455) Case for Hindustan Unilever Ltd Page 438 (I. M. Pandey)
31-35	Working Capital Management	Principles of working capital management, credit management Inventory management, Receivables management, Cash Management.	27, 28, 29 30 and 31	Case: Relax Pharma Ltd.
36-42	Dividend Decision: Dividend and Other Payouts	Meaning and Determinants of Dividend Policy, Dividend Policies, Dividend Relevance Model, Dividend Irrelevance Theory	17 and 18	Dividend policy analysis: case of Great eastern Shipping Co. Ltd (I.M. Pandey, page 502)

Dr. Priyanka Tandon

Date: September, 2021



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20M11BECM11: Economics for Business and Government

Odd Semester 2021
August – December, 2021

Course Outline

Course Credit:	3
Learning Facilitator:	Dr. Navneet Gera Dr. Priyanka Tandon
Target learners:	MBA (2021-23 Batch)
Faculty Office:	Arya Bhatt Bhawan II, Third floor (Room No. 8)
Meeting Time:	Monday and Thursday between 3-5pm
Phone:	0120 - 2400974 Ext 473
Email ID:	priyanka.tandon@jiit.ac.in

5. Course Introduction

Economics is concerned with the application of economic principles and methodologies to business decision problems, both at micro and macro level. In this course, students will increase their understanding of economics and learn a variety of techniques that will allow them to solve business problems.

2. Course Objective

- To use managerial economics concepts in business decision-making
- To comprehend economic models for business decision-making
- The aim is to emphasize on developing an ability in the student to appreciate the linkages between macro environment changes and micro level decision-making, as a manager and as a consumer.
- To relate the economic concepts to Economic news

3. Course Outcome

After successful completion of this course students should be to:

CO Code	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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C108.1	Understand basic concepts of economics for business and government (BTL-2)	3	2	2	1	1	2	1	1	3
C108.2	Make use of the concepts related to managerial economics for business decision (BTL-3)	3	3	3	1	2	2	2	3	3
C108.3	Analyse micro and macroeconomic environment for business and government (BTL-4)	3	3	3	2	2	2	3	3	3
C108.4	Evaluate firm level and government level policies and their impact on business decisions (BTL-5)	3	3	3	3	3	3	3	3	3
Average		3	3	3	2	3	3	2	3	2

4. Pedagogy

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

5. Text Book:

- Macroeconomics by BURDA and WYPLOSZ, 6th Edition, Oxford publisher

6. Additional Readings and References:

- Managerial Economics by Salvatore and Rastogi - 9E, Publisher-Oxford
- Managerial Economics by Vanita Agarwal, Pearson Publications

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Deadlines
7.1	Teacher's Assessment (TA)	25%	Quiz, Test, Assignments, Class Participations etc.
7.2	T1	20%	4 th Week
7.3	T2	20%	8 th Week
7.4	T3	35%	12 th Week

7.1 Quiz -10 Marks

There will be one quiz of 10 marks. Marks of quiz will be considered for the purpose of evaluation against teacher's assessment component. The quizzes/test will be conducted at the end of 4th week.

Assignments /Case Study /ppt-discussion-15 Marks

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

7.2 Term 1 Test (20%)

Term 1 Exam will be based on **assignment/case study**. Students shall be asked to submit assignment virtually using google class. No class notes, textbook or help-sheets should be in

your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

7.3 Term 2 Test (20%)

Term 2 Exam will be based on class discussion, lectures, power points and assigned chapters in the textbook. 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 Quiz (35%)

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

8. Session Plan:

Session	Name of the module	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC /Online resources/Videos
1-3	Module 1: Fundamentals of Economics	Economics -Basic problems of economics, Micro and Macroeconomics, Factors of Production -Managerial Economics - Nature and Scope, Role of Managerial Economist	Chapter 1, 2 and 3 (Salvatore and Rastogi)	Unsolved problems: End of Chapter Assignment- managerial decision making -Recall
4-6	Module 1: Fundamentals of Economics	Introduction, Market demand and Supply, Market Equilibrium, analysis of Market demand-schedule and curve and its managerial challenges	Chapter 1, 2 and 3 (Salvatore and Rastogi)	Unsolved problems: 4-11 (chapter 2) Unsolved problems: 2-6 (chapter 3) Case problem -1 (chapter 2 and 3) Assignment- managerial decision making
7-10	Module 1: Fundamentals of Economics	Economic concept of elasticity, price, income and cross elasticity of demand, elasticity in managerial decision making	Chapter 1, 2 and 3 (Salvatore and Rastogi)	Unsolved problems: 4-11 (chapter 2) Unsolved problems: 2-6 (chapter 3) Practical questions (chapter 2 and 3) Assignment- managerial decision making
11-15	Module 1: Fundamentals of Economics	Cost: Short-run and long-run cost curves,	Chapter 7 and 8 (Salvatore and Rastogi)	Unsolved problems: 4-10 (chapter 7) Unsolved problems: 12-16 (chapter 8) Case problem set: B (Chapter 8)

16-20	Module 1: Fundamentals of Economics	Production: Law of diminishing returns, returns to scale, Producer equilibrium		
20-25	Module 2: Concept of National Income and Unemployment	Introduction to Macro Economics: National Income Aggregates, GNP, GDP, national income, personal income, National Income Account, Measurement of national Income: concept and problems.	Chapter 16 (Vanita Agarwal)	Review questions (chapter 16) Problems and case study
26-30	Module 3: The Role of Government and Central Bank in the Economy	Balance of payment, Current account, Capital account, Official international reserve account, disequilibrium in the balance of payments	Chapter 24 (Vanita Agarwal)	Review questions and case study (chapter 24) HBS: "Remaking Singapore" Michael E. Porter, Boon Siong Neo, Christian H.M. Ketels
31-34	Module 4: The Role of Government and Central Bank in the Economy	Monetary Policy: concept, instruments, development in India and its limitations.	Chapter 25 (Vanita Agarwal)	Review questions (chapter 25)
35-40	Module 4: The Role of Government and Central Bank in the Economy	Fiscal policy: meaning, instruments and limitations, full employment budget surplus, crowding out and its importance		HBS: "Fiscal Reforms and Abandonment of Mines" Ujjwal Tah and Rajalaxmi Kamath
41-42	Module 1-4	Revision, doubt clearing,	All syllabus	Doubt clearing, practice problem, revision

Course Coordinator: Dr. Navneet Gera

Date: September, 2021



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20M11BGM11- Business Statistics and Analytics using Excel Spreadsheet

MBA 2021-23 Batch, Semester I

July – August, 2021

Course Code:	20M11BGM11
Course Title:	Business Statistics and Analytics using Excel Spreadsheet
Course Credit:	3
Session Duration:	60 minutes
Learning Facilitator:	Dr. Shakshi Singhal
Target learners:	MBA (2021-23 Batch), Semester I
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor
Phone:	0120 – 2594473
Email ID:	shakshi.singhal@mail.jiit.ac.in

6. Course Introduction

Statistics is how we gather, analyze, and interpret data. This course aims at providing students with introduction to business statistics and its application in the workplace. This course develops statistical thinking among the students that is essential for better decision making and solving critical managerial problems.

7. Course Objective

The learning objectives of this course are:

- To make students analyze statistical data, draw conclusions, and make predictions of the future.
- Understand the practical application of Descriptive and Inferential Statistics concepts and their applicability in real-world business problems.
- To introduce the concept of analytics and relevance of statistics in data analytics.
- To facilitate students to use computer software to perform statistical computations and analyses.

8. Course Outcome

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

C103.1: Understand the concepts of statistics and their usage in business.

C103.2: Make use of the various concepts and techniques in statistics to solve business problems.

C103.3: Analyze relationships between various business variables and concepts to draw inferences.

C103.4: Create various statistical models to apply to business problems using excel spreadsheet

CO-PO and CO-PSO Mapping:

CO Code	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C103.1:	Understand the concepts of statistics and their usage in business.	3	3	3	3	3				3
C103.2:	Make use of the various concepts and techniques in statistics to solve business problems.	3	3	3	3	3				3
C103.3:	Analyze relationships between various business variables and concepts to draw inferences.	3	3	3	3	3				3
C103.4:	Create various statistical models to apply to business problems using excel spreadsheet.	3	3	3	2	3				3
Average		3	3	3	3	3				3

4. Pedagogy

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

5. Suggested Books

- Ken Black (2019). *Business statistics: for contemporary decision making*. John Wiley & Sons (Tenth Edition).
- Levin, R. I. & Rubin, D. S. (2014). *Statistics for management*. Pearson Education India.

6. Additional Readings and References:

- Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2016). *Statistics for business & economics*. Cengage Learning.
- Stine, R., & Foster, D. (2011). *Statistics for Business: Decision Making and Analysis*, Pearson Education India.
- Bajpai, N. (2013). *Business Statistics* (2nd ed.). New Delhi: Pearson Education.

7. Evaluation Details:

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Quiz (TA)	10%	Continuous Evaluation
2	Presentations/Assignments (TA)	15%	Continuous Evaluation
3	T1 Exam	20%	As per Schedule

4	T2 Exam	20%	As per Schedule
5	End Term Exam	35%	As per Schedule

* TA: Teacher Assessment

7.1 Quiz (10%)

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

7.2 Presentations/Assignments (15%)

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.

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' objective/descriptive and problem-solving questions-based exam on concepts and application. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

7.4 T2 Exam (20%)

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

7.5 End Term Exam (35%)

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.

8. Session Plan:

Session	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-6	Introduction to Statistics	<ul style="list-style-type: none"> Basic Statistical Concepts Data Measurement Data Sources Frequency Distribution Data Exploration with Graphical Means 	1,2	Swayam Course registration link: https://swayam.gov.in/nd2_cec20_mg13/preview Exercise: Using Excel for Tabular and Graphical Presentations.
7-13	Descriptive	<ul style="list-style-type: none"> Measures of Location or Central 	3	Exercise: Hands-on

	Statistical Analysis	<ul style="list-style-type: none"> Tendency Measures of Variability or Dispersion 		<p>descriptive statistics analysis using EXCEL.</p> <p>Business Case: <i>Coca-Cola Goes Small in Russia</i> using the Computer on Pg. 89 of Business Statistics for Decision Making, Ken Black</p>
14-21	Probability Theory and Distribution	<ul style="list-style-type: none"> Fundamental Concepts of Probability Laws of Probability Probability Distribution Functions 	4, 5, 6	Activity: Application of Probability Theory in Business decision-making.
22-27	Sampling Theory and Distribution	<ul style="list-style-type: none"> Significance of Sampling Sampling Techniques Sampling Errors 	7	Case: Air Conditioner Industry in India: Systematic Replacement of the Unorganized Sector by Organized Sector. (Source: Business Statistics, Naval Bajpai, Page-279)
28-36	Hypothesis Testing	<ul style="list-style-type: none"> Introduction to Hypothesis Testing Hypothesis Testing Procedure Parametric Test Non-parametric Test 	8, 9	Practice Questions.
37-39	Correlation and Regression Analysis	<ul style="list-style-type: none"> Types Analysis Significance Test Interpretation 	12	Case: Delta Wire Uses Training as a Weapon (Source: Business Statistics for Decision Making, Ken Black, Page-513)
40-42	Business Forecasting and Time Series Analysis	<ul style="list-style-type: none"> Introduction to Forecasting Smoothing Techniques Naïve Forecasting Models Averaging Models 	15	<p>Exercise: Forecasting with Excel</p> <p>Activity: Analyze and Interpret Time Series Data of sales, price etc. for any business organization.</p>

Course Coordinator: Dr. Shakshi Singhal

Date: September 2, 2021



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20M11BGM32- Business History

MBA 2020-22 Batch; Semester II
July to December, 2021

Course Code:	20M11BGM32
Course Title:	Business History
Course Credit:	1
Session Duration:	60 Minutes
Learning Facilitator:	Dr. Garima Srivastav
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor
Email ID:	garima.srivastav@mail.jiit.ac.in

1. Course Introduction

This course will familiarize students with the modern history of the evolution of businesses in the Indian subcontinent during the twentieth century. It will discuss case studies of businesses and industries to highlight the multi-faceted history of entrepreneurship in India at the turn of the twentieth century.

It will also examine the history of major Indian industrial houses as well as the use of financial diplomacy as an instrument of India's foreign policy after 1947. The course will highlight the historical nature of policies that shaped Indian business cultures in the wider socio-political landscape.

2. Course Objective

The students to gain a better understanding of overall Business System through the following objectives

- To provide an in-depth knowledge about few leading Business Management thoughts and theories.
- To provide an in-depth knowledge about few great Business houses/Icons

3. Course Outcomes

The course is aimed to develop the knowledge and skill, required to understand;

CO-PO and CO-PSO Mapping:

CO Code	Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C110.1	Understand the emergence of Business and management thoughts and theories.									1
		2	2	2	1	1	1			
C110.2	Identify the values of prominent icons of business and society									3
		1	2	1	1		3		3	
C110.3	Examine the progression of industrialization from 1.0 onwards									3
		3	3	3	3	3	1	2	2	
C110	Average	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	2.00

4. Text Book

1. History of Indian Business , Dwijendra Tripathi,OUP,1ed

5. Additional Readings and References

1. The History Of Indian Business Series Editor Gurcharan Das, Tirthankar Roy, Penguin Books India- 2012.
2. Indian Railways, M.A Roa, National Book Trust, India 1999

6. Evaluation Details

S. No.	Components	Weightage(%)	Tentative Week
1	T1	20	As per schedule
2	Quiz	5	2-3
3	T2	20	As per schedule
4	Project & Presentation (Group assignment)	10	3-4
5	Class participation (individual)	10	During the classes
5	T3(End-Term Exam)	35	As per schedule
Total		100	

6.1 Quiz on topics covered (5%)

Each student must appear in the quiz component which will be held in one of the classroom session after mid-term.

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 & Presentation (10%)

The following are required in field-work

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

6.4 T3 End-Term Exam (35%)

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

6.5 Class participation (10%)

Each students will be evaluated on the basis of participation in the group discussion based on latest business news and current affair.

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 various topics. The course coordinator will provide adequate guidance for individual and group work.

8. Teaching Plan

Session No.	Theme of the day	Topics	Readings	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-5	Stages of evolution of Business and management thought and Theories	Need of management, management process ,Importance of management stages of the evolution of management thought, contribution of F.W Taylor , Henry Fayol ,Elton Mayo to management thought, The classical theory, The Behavioural theory, The modern theory of management	Discussion, case analysis and research papers	https://www.managementstudyhq.com/evolution-management-thought-theories.html https://core.ac.uk/download/pdf/234628188.pdf
6-10	Industrial Revolution 1,2,3 and 4	<p>Introduction and summary to Industrial Revolutions</p> <p>The arrival and Impact of the East India Company, 1700-1800-The East India Company. The World Most Powerful Corporation.</p> <p>Indian Railway:A Brief History-Changing Tracks- Re Investing the Spirit of Indian Railway By V Nilakant And S Ramnarayan - Harper Collins India (2009)</p> <p>Swadesi Movement- Imperialism and nationalist thought (A Case Study of Swadeshi Bengal)</p>	<p>Discussion, video case analysis.</p> <p>A Student Is Required to Read The Book And Comprehend the history of one of the most successful companies In Modern Times</p> <p>A student is required to read the book and comprehend the development of Indian Railways between 2004 - 2008.</p>	https://www.youtube.com/watch?v=xLhNP0qp38Q https://www.youtube.com/watch?v=6As8AlbKK5Q
11-15	<p>Life lessons of prominent icons like vivekanada , CK prahalad , Chanakya , Lee Iacoca Thomas Edison.</p> <p>Rise of Industrial Houses like:TATA,Birla,Tesla,Ford,Reliance.</p>	<p>Jewels in The Crown Ray Hulton-Elliott & Thompson Ltd. 2013.</p> <p>How Tata of India transformed Britain's Jaguar Land Rover.</p>	<p>Discussion, video case analysis.</p> <p>A student is required to read the book and comprehend the changeover through acquisition of various business houses like Tata,Birla,Tesla,Ford,Reliance.</p> <p>Students is required to discuss the prominent icons in the class as mentioned.</p>	https://economictimes.indiatimes.com/these-five-business-icons-got-fired-before-they-became-legends/articleshow/46549923.cms?from=mdr https://in.thehackerstreet.com/lessons-chanakya-niti/



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18M11BGM12: Business Communication

MBA SEM 1

September 2021 – December 2021

Course Outline

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

Course Credit	:	3
Learning Facilitator	:	Dr. Shivani Kapoor(VF)
Target learners	:	MBA (2021-23 Batch), Semester-I
Learning Days	:	As per time schedule
Learning time	:	As per time schedule
Learning Rooms	:	As per time schedule
Faculty Office	:	Arya Bhatt Bhawan II, Fourth Floor
Meeting Time	:	
Phone	:	
Email ID	:	guest3.jbs@mail.jiit.ac.in

1. Course Introduction

This skill based, intensive and highly interactive course is designed to enable students to achieve excellence in business related written communication. The course covers fundamentals of written communication, written communication strategy, developing effective messages, writing reports, making proposals, making business plans, making best use of electronic media, making resumes and preparing for job interviews. The course integrates the best of traditional and modern media based written communication.

2. Course Objectives

The objectives of the course are to make the students gain the following:

- Understand the importance of written communication in business
- Improve written communication skills

- Gain expertise in technology-based media for communication effectiveness
- Prepare proposals, reports and business plans
- Impart employment related communication skills

3. Course Outcome

Course Name & Code	CO Code	CO	BTL	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
Business Communication : 18M11B GM12	C105.1	Understand principles of effective communication.	2	3	2	3	3	3	3	2	1	3
	C105.2	Make effective use of Communication skills.	3	3	2	3	3	3	3	2	1	3
	C105.3	Create Resume, reports, proposals and business plans	6	3	2	3	3	3	3	2	1	3
	C105			3.0	2.0	3.0	3.0	3.0	3.0	2.0	1.0	3.0

4. Pedagogy

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

5. Text Book

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

6. Additional Readings and References

Kristen Bell DeTienne , Guide to Electronic Communication, 2011, Pearson

William, Krisan, Logan, Merrier, Communicating in Business, 8th Edition, Cengage Learning

7. Evaluation Details

Sl. No.	Component	Weightage (%)	Tentative week of completion
1	Assignments	15%	Announced in Class***
2	Project	10%	Announced in Class***
3	T1 Test	25%	Announced in Class
4	T2 Test	25%	Announced in Class
5	End Term Test	35%	Announced in Class

***Evaluation

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

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

T3- Extempore (10 marks) Personal Interview (25 marks) total 35 marks.

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

TA - Video CV 10 marks and video group presentation on learnings from the movie (the movie will be selected and preapproved by the faculty) 15 marks. Total 25

Session Plan

Session 1	Introduction to Business Communication <ul style="list-style-type: none"> ➤ Communication: definition, nature, and importance to the manager, ➤ Communication process and its elements means of communication and methods, ➤ Barriers to communication 	Open discussion and a 20 marks Google Quiz
Session 2-8	Oral Communication <ul style="list-style-type: none"> ➤ Importance & benefits of confident reading and listening ➤ Extempore ➤ Discussions on current affairs and topics of social relevance ➤ Voice modulations ➤ Public speaking 	Reading Newspapers/ articles Story Telling - Connect the Dots activity 3 min extempore Practice session
Session 8- 20	Designing and Delivering Presentations Personal Interviews <ul style="list-style-type: none"> ➤ Self-Introduction ➤ Personal Interview Techniques ➤ Do's & Don'ts ➤ Frequently asked questions & how to answer behavioral questions Curriculum Vitae <ul style="list-style-type: none"> ➤ C.V Writing ➤ Video C.V ➤ Use of websites to make a visually appealing CV Group Discussions <ul style="list-style-type: none"> ➤ Types of GD ➤ GD tips ➤ Cardinal sins of GD 	Elevators pitch One word introduction A compiled PI report of all students will be prepared Will give a format, the aspects to be covered in C.V.

	<ul style="list-style-type: none"> ➤ Essential personality traits required to excel in GD 	<p>Current affairs Abstract topics Stress GD</p> <p>A compiled GD report of all students will be prepared</p> <p>Preparing students by conducting PI/ GD with instant feedback to eliminate the fear of speaking in a group and in front of the interviewer, to improve self-confidence, content, articulation, overall communication skills, and GD/ PI cracking skills. Initiation/conclusion skills and demonstration of leadership qualities</p>
Session 21-27	<p>Presentation Skills and Listening Skills</p> <ul style="list-style-type: none"> ➤ How to make effective presentation ➤ Basics of power point presentation ➤ Presentation: preparation & delivery ➤ Listening & speaking ➤ Self-management 	All the students will prepare a presentation in small groups on topics pre-selected and approved by faculty
Session 28-30	<p>Non Verbal communication</p> <ul style="list-style-type: none"> ➤ Body language ➤ Etiquettes ➤ How to participate in virtual meetings 	Importance of body language in communication

Course Coordinator: Dr. Shivani Kapoor

Date: September 1, 2021