



# **JK Lakshmipat University**

Near Mahindra SEZ, P.O. Mahapura, Ajmer Road, Jaipur – 302026

Ph: 91-141-7107500/503

## **INSTITUTE OF MANAGEMENT**

**BBA+MBA (5 Years)**  
**(Dual Degree Programme)**

**Batch 2016-21**  
**1<sup>st</sup>- 6<sup>th</sup> Semesters**

**Detailed Syllabus**  
**&**  
**Scheme of Examination**

*Asrar Nani*

(Approved by Academic Council in its 9<sup>th</sup> Meeting held on December 17, 2016)

**Proposed Curriculum for BBA+MBA (Dual Degree) Programme (2016-21 Batch)**

S. No.	Semester	Course Code	Course Title	Credits	Page Number
<b>Year 1 Semester I</b>					
1	First	GN13	Foundation of Management	3	7
2	First	AC04	Financial Accounting	3	12
3	First	QT04	Fundamentals of Statistics	3	18
4	First	LS02	English Language Skills	3	22
5	First	GN14	Micro Economics	3	26
6	First	HR10	Introduction to Social Psychology	3	32
7	First	LS05	Basic Communication Skills	1	36
8	First	GN29	Comprehensive Viva (CV)	1	37
<b>Year 1 Semester II</b>					
9	Second	AC05	Cost Accounting	3	39
10	Second	LS03	Business Communication	3	45
11	Second	QT09	Fundamentals of Mathematics	3	49
12	Second	IT10	Computer Applications in Business	3	53
13	Second	GN15	Macro Economics	3	58
14	Second	GN12	Environmental Studies	3	65
15	Second	LS06	Oral Communication Skills	1	69
16	Second	GN30	Comprehensive Viva (CV)	1	70
<b>Year 2 Semester III</b>					
17	Third	HR11	Managing Human Resources	3	72
18	Third	AC06	Management Accounting	3	77
19	Third	QT06	Business Statistics	3	83
20	Third	IT13	Excel for Business Decision	3	87
21	Third	MK08	Marketing Process and Elements	3	91
22	Third	HR14	Introduction to Organization Behavior	3	96
23	Third	LS07	Written Communication Skills	1	101
24	Third	GN31	Comprehensive Viva (CV)	1	102

Year 2 Semester IV					
25	Fourth	IT12	Information System Fundamentals	3	104
26	Fourth	FN08	Business Finance	3	109
27	Fourth	QT07	Research Methods	3	113
28	Fourth	MK09	Advertising and Sales Management	3	118
29	Fourth	GN16	Indian Economy	3	123
30	Fourth	OM08	Operations Management	3	128
31	Fourth	LS08	Business Etiquettes	1	133
32	Fourth	GN32	Comprehensive Viva (CV)	1	134
Year 3 Semester V					
33	Fifth	HR13	Ethics And Human Values	3	136
34	Fifth	AC07	Direct Tax Laws & Practice	3	140
35	Fifth	GN19	Company and Other Laws	3	144
36	Fifth	OM09	Quality Management	3	149
37	Fifth	MK10	Understanding Consumer Behaviour	3	153
38	Fifth	GN24	Summer Internship Project	3	159
39	Fifth	GN33	Comprehensive Viva (CV)	1	159
Year 3 Semester VI					
40	Sixth	GN17	Entrepreneurship	3	161
41	Sixth	FN09	Indian Financial System	3	168
42	Sixth	HR14	Organizational Change	3	171
43	Sixth	MK11	Brand Management	3	176
44	Sixth	LS04	Foreign Language	3	180
45	Sixth	GN26	Managing Social Projects	3	182
46	Sixth	GN34	Comprehensive Viva (CV)	1	182

Note: The curriculum for Semesters VII, VIII, IX and X of this programme will be the same as offered in MBA (Full Time) programme of the University.

### Note:

1. The Comprehensive Viva exam will be conducted at the end of each Semester which will cover the full syllabus taught during the respective semester.
2. GN26 Managing Social Project would be offered during the final year of the BBA program.

### AREA CODES

CODE	AREA	CODE	AREA	CODE	AREA
FN	FINANCE	AC	ACCOUNTING	MK	MARKETING
HR	HUMAN RESOURCES	IT	INFORMATION TECHNOLOGY	GN	GENERAL MANAGEMENT
QT	QUANTITATIVE TECHNIQUES	OM	OPERATIONS MANAGEMENT	LS	LANGUAGE SKILLS

### CREDIT ARITHMETICS

SEMESTER	CREDITS	YEAR	CREDITS	TOTAL CREDITS
Semester I	20	Year I	40	118
Semester II	20			
Semester III	20	Year II	40	
Semester IV	20			
Semester V	19	Year II	38	
Semester VI	19			

### STRUCTURE OF QUESTION PAPER / EXAM

Depending on the Practical Content of the Paper, Faculty may go in for Theory/Numerical/Case based Pen-Paper Exam, Lab based Practical Exam, Open Book Exam, etc.

In case of the Pen-Paper Exam, the question paper will comprise of two sections, A and B. Section A will be of 30 marks and section B will be of 20 marks. Section A will have 5 conceptual questions out of which a student will be required to attempt any 3 questions. Section B will have Application oriented Questions / Case Study / Practical problems and will be compulsory.

### EXAMINATION SCHEME

The following scheme is applicable to the classroom taught subjects of 3 credit each:

Sr. No.	Evaluation Component	Duration	Marks (100) (%)
1.	Mid Term Exam	2 hours	20%
2.	End Term Exam	3 hours	50%
3.	Continuous Evaluation (Quizzes, Assignments, Presentations, Class Participation, etc)	-	30%

NOTE: For the 1 or 2 credit courses, viz., LS05, LS06, LS07, LS08, GN24, GN26, GN29, GN30, GN31, GN32, GN33, GN34 etc., the evaluation would be conducted by the Institute of Management and reported to the University for incorporation in the result.



### UNIVERSITY GRADING SCHEME FOR IM

- (i) The minimum pass marks will be 40. The award of grades based on absolute marks out of 100 shall be based on the marks distribution as given in Table 1 below:

**Table 1: Grades according to absolute marks**

S. No.	Marks	Grade	Marks	Interval
1	$90 \leq$	O	$\leq 100$	
2	$81.5 \leq$	A+	$< 90$	8.5
3	$73 \leq$	A	$< 81.5$	8.5
4	$64.5 \leq$	B+	$< 73$	8.5
5	$56 \leq$	B	$< 64.5$	8.5
6	$47.5 \leq$	C	$< 56$	8.5
7	$40 \leq$	P	$< 47.5$	7.5
8		F	$< 40$	

- (ii) The cut-off marks for grade B shall not be less than 50% and for grade B+, it should not be less than 55% under the relative grading system.
- (iii) The Grading Scheme to be followed in all programmes/branches of the University having an appearing strength of 25 or more students in the end term examination of the course shall be Relative Grading Scheme. The relative grading is based on the statistical method with marginal adjustment for natural cut off. The mean and the standard deviation ( $\sigma$ ) of marks obtained for all the students in a course shall be calculated and the grades shall be awarded to a student depending upon the marks and the mean and the standard deviation as per Table 2 given below:

**Table 2: Relative Grades according to Normal Distribution**

Lower Range	Grade	Upper Range
$\text{Mean} + 1.50 \Phi \leq$	O	
$\text{Mean} + 1.00 \Phi \leq$	A+	$< \text{Mean} + 1.50 \Phi$
$\text{Mean} + 0.50 \Phi \leq$	A	$< \text{Mean} + 1.00 \Phi$
$\text{Mean} \leq$	B+	$< \text{Mean} + 0.50 \Phi$
$\text{Mean} - 0.50 \Phi \leq$	B	$< \text{Mean}$
$\text{Mean} - 1.00 \Phi \leq$	C	$< \text{Mean} - 0.50 \Phi$
$\text{Mean} - 1.50 \Phi \leq$	P	$< \text{Mean} - 1.00 \Phi$
	F	$< \text{Mean} - 1.50 \Phi$

4. Schermerhron, J. R. (2009). *Introduction to Management, 10/e*. New Delhi: Wiley India.
5. Stoner, J. A. F., & Freeman, R. E. (2015). *Management, 6/e*. New Delhi: Prentice Hall of India.

### TEACHING METHODOLOGY/PEDAGOGY:

The course will involve more of interactive sessions and open discussions within the class. The students are expected to come prepared to the class and actively participate in classroom discussions. The knowledge is incomplete without its practical application. Therefore at the end of each chapter students would be required to solve the real life cases considering the theories taught in the class as the guidelines. The students are expected to come prepared on prior concepts before starting the fresh ones and regular reading of the newspaper. The relevance will be further strengthened through assignments. These assignments will be discussed in class rooms through presentations and discussions. Assignments and reading material will be put across through respective official email IDs. Surprise test and quizzes can be the part of the course work to check the attentiveness of the students and their regularity.

### CLASS CONDUCTING POLICIES, ACADEMIC INTEGRITY AND REGULATIONS:

Discipline and preliminary preparations always result in better delivery of the faculty as well as better understanding of the concepts to the students. This course requires regular study and logical mindset. Conceptual clarity is utmost important in this area for the proper application of those in business decision. Please ensure the following things during the course delivery:

- Students must attend 75% of the total classes conducted for the course in the semester.
- Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
- Class starts with a quick revision of the previous session along with a quiz.
- Students should come up with the basic preparation of the chapter from text book scheduled for the day.
- Students are ready with their queries for discussion in the class room.
- Assignment and cases are to be submitted on the due dates only.
- Students are responsible for all lecture notes and material given out in class. If he/she misses class, then make sure that he/she will get the notes and assignments from another student.
- Students will not be allowed to enter the class beyond 5 minutes pass the class scheduled time.
- Usage of cellular or Mobile phone are not allowed in the class room.

## LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Deal with Vouchers, and able to enter the financial transactions in various books of accounts.
2. Prepare various financial statements such as Balance sheet, Income Statement and Cash Flow Statement etc.
3. Analyze and interpret the accounting facts and figures for various business decisions making.

## COURSE OUTLINE (TENTATIVE SESSION PLAN):

Chapter/Session/ Theory or Practical			TOPIC	Reading Materials
C1	S1	T	The financial Accounting Framework The Need for Information and Users of Accounting Information, Accounting and its relation with other subjects	Ch.1(TB)
C1	S2	T	Basis, Function, Branches, Uses or Advantages of Accounting	Ch.1(TB)
C2	S3	T	Basic Assumptions, GAAP, Concepts, Conventions, and Accounting Standard in India	Ch.2(TB)
C2	S4	T	Accounting Standard in India Contents of Balance	Ch.2(TB)
C3	S5	P	Accounting Process, Rules of debit and credit, Principles of Double Entry System of Accounting	Ch.3(TB)
C4	S6	T	Objectively verifiable Evidence, Receipts, Payment Vouchers, Journal Voucher	Ch.4(TB)
C3	S7	P	Recording in the Books of Journal	Ch.3(TB)
	S8		Discussion of Practical Assignment	
	S9		<b>Class Test/Quiz/presentation-1</b>	
C3	S10	T	Classifying the transactions, Recording process in the books of Ledger	Ch.3(TB)
C3	S11	P	Case Discussion & Review Assignment	

C6	S12	T	Trial Balance and Errors, Methods of Preparing Trail Balance	Ch.6(TB)
C6	S12	P	Review of Practical Assignment	
	S13		<b>Class Test/Quiz/presentation-2</b>	
C5	S14	P	Introducing and Preparing Subsidiary Books	Ch.5(TB)
C5	S15	P	Review of Practical Assignment	
C5	S16	P	Introducing Cash Books and preparing Cash books	Ch.5(TB)
	S17	P	Review of Practical Assignment	
	S18		<b>REVIEW and RECAP Before MID TERM EXAM</b>	
	S19-S20		<b>MID TERM EXAMINATION</b>	
	S21		Discussing the Mid- term Paper and student performance	
C5	S22	T	Bank Re-Conciliation Statement, Cause of disagreement between cash book and pass book	Ch.5(TB)
C5	S23	P	Preparation of BRS with favorable and unfavorable balance of cash book and pass book	Ch.5(TB)
	S24		Review of Practical Assignment	
	S25		<b>Workshop on Understanding Banks Ledger Balances, Types of Accounts, and other Loan products</b>	
C7	S26	T	Depreciation- Reserve and Provisions	Ch.7(TB)
C7	S27	P	Meaning, Causes, Need, and methods of providing Depreciation	Ch.7(TB)
C7	S28	P	Practical aspects of Depreciation Accounting	Ch.7(TB)

	S29		Review of Practical Assignment	
C8	S30	T	Final Account of Trading Concerns	Ch.8(TB)
C8	S31	T	Revenue Expenditure and Capital Expenditure	Ch.8(TB)
	S32		<b>Class Test/Quiz/presentation-3</b>	
C8	S33	P	Preparation of Trading Accounts	Ch.8(TB)
C8	S34	P	Preparation of Profit & Loss Account	Ch.8(TB)
C8	S35	P	Preparation of Balance Sheet	Ch.8(TB)
C8	S36	P	Practical aspects of Preparation of Final Accounts	Ch.8(TB)
C8	S37	P	Final Accounts with adjustments	Ch.8(TB)
C8	S38	P	Final Accounts with adjustments	Ch.8(TB)
	S39	P	Discussion on Learning Outcomes from the Course	
	S40	P	<b>FINAL REVIEW AND RECAP</b>	

TB= Text Book

T= Theory session in Lecturer Mode through PPT.

P= Practical sessions meant for Case analysis, exercises, class test, class presentation, Assignment  
Check and review of progress.

### TEXT BOOK AND ADDITIONAL READING MATERIAL:

- Goyal, V.K. & Goyal, Ruchi. (2016). *Financial Accounting*. New Delhi: PHI Learning Pvt. Ltd.

### ADDITIONAL READING MATERIAL:

- Khatri K D. (2012). *Financial Accounting*. New Delhi: Mc Graw Hill Education Pvt. Ltd.
- Gabriel, J. S. & Marcus, A. (2014). *Financial Accounting, 3/e*. New Delhi: Mc Graw Hill Education Pvt. Ltd.

3. Gupta, A. (2011). *Financial Accounting for Management*. New Delhi: Pearson Education.
4. Rajasekaran V., & Lalitha, R. (2009). *Financial Accounting*. New Delhi: Pearson Education.
5. Tulsian, P.C. (2014). *Financial Accounting, 4/e*. New Delhi: Pearson Education.

### TEACHING METHODOLOGY/ PEDAGOGY:

The course will be covered within 40 sessions includes Class room lecture, Practical exercises & Case analysis & discussion. The students will be given practical assignments (individually) for hands on practice and submission, and case studies in (Groups) for presentation.

### CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switch off or on airplane mode. Usage of mobile in the class is strictly prohibited.

The above mentioned guidelines are required to be follow strictly, failing to which adversely impact your learning as well your grade.

### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
Class Participation and Class Attendance	10%
Assignment Report and Presentation	10%
Quiz and Class Test	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

## **BACHELOR OF BUSINESS ADMINISTRATION**

### **QT04**

## **FUNDAMENTALS OF STATISTICS**

### **COURSE OUTLINE**

### **SEMESTER I, 2016-17**

#### **INSTRUCTOR DETAILS**

NAME: DR. GANESH DASH

E-Mail: [ganeshdash@jkl.u.edu.in](mailto:ganeshdash@jkl.u.edu.in)

OFFICE: Room# 226(2<sup>nd</sup> FLOOR, IM BLOCK)

OFFICE TEL: 0141-7107554

L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

#### **COURSE DESCRIPTION:**

In the ancient times Statistics was regarded only as the science of statecraft and was used to collect information relating to crimes, military strength, population, wealth, etc., for devising military and fiscal policies. But today, Statistics is not merely a by-product of the administrative set-up of the State but it embrace all science-social, physical and is finding numerous application in various diversified fields such as agriculture industry, sociology, biometry, planning, economics, business, management, insurance and aiding, and so on. Statistics (theory and methods) is used extensively by the government business or management, organizations in planning future programmers and formulating policy decision. It is rather impossible to think of any sphere of human activity where Statistics dose not creep in. In fact, to a very striking degree, the modern culture has become a statistical culture and there is no ground for misgivings regarding the practical radical realization of the dream of H.G. Wells, "Statistical thinking will one day be as necessary for effective citizenship as the ability to read and write". The subject of Statistics has acquired tremendous progress in the recent past so much so that an elementary knowledge of Statistical methods has become a part of the general education in the curricula of many academic and professional courses.

#### **COURSE OBJECTIVES:**

To enable students to

- Understand the basics of statistics
- Understand the calculation of descriptive statistics
- Understand the various measures of central tendency and dispersion
- Understand and have clarity on correlation and regression.



## LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

- Understand the importance of statistics for managers,
- Present data in various forms,
- Compute various statistics and draw inferences from them,
- Use MS-Excel/ SPSS for performing statistical data analysis.

## COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic	Readings	
		Text Book (TB)	Ch
1	Introduction to Statistics: Importance	TB	Ch-1
2-3	Scales of Data, Data Classification and Presentation	TB	Ch-2
4	Frequency Distribution	TB	Ch-3,4
5	Measures of Central Tendency: Measures and Applications, Prerequisites for an ideal measure	TB	Ch-5
6-9	Mathematical Averages (Arithmetic Mean, Geometric Mean, Harmonic Mean), Positional Averages (Median and Mode), Partition Values (quartiles, deciles, percentiles)	TB	Ch-5
10	Recapitulation of concepts covered so far and numerical examples (Practice on SPSS/ Excel)		
11	Dispersion and its measures, Properties of a good measure	TB	Ch-6
12-15	Range, Interquartile range, standard deviation, variance, coefficient of variation	TB	Ch-6
16	Measures of skewness and kurtosis	TB	Ch-7
17	Exploratory Data Analysis: Five-number summary	TB	
18-19	Box plots, Descriptive Statistics.	TB	
20	Recapitulation of concepts covered so far and numerical examples (Practice on SPSS/ Excel)	Quiz 1	
MID TERM			
21-22	Index Numbers: Concept, Types, Unweighted and Weighted Aggregates Index	TB	Ch-10
23-24	Average of Relatives Method, Quantity and Value Indices	TB	Ch-10
25	Linear Correlation and Regression Analysis	TB	Ch-8
25	Scatter Plot, Covariance	TB	Ch-8
26-28	Pearson's Correlation Coefficient, Spearman's rank correlation	TB	Ch-8

29-32	Fitting line to sample data, Sum of squares, Regression assumptions, Test model reliability	TB	Ch-9
33-38	Recapitulation of concepts covered so far and numerical examples (Extensive Practice on SPSS/ Excel)	Quiz 2	
39	Group Presentation/ Live Project	To be notified	
40	Group Presentation/ Live Project	To be notified	
END TERM			

**List of Cases/ Examples:** The case studies (practice on SPSS/ Excel) will be selected according to the global trends at the time of the scheduled sessions. For case studies, please go through the books mentioned in this session plan.

#### TEXT BOOK AND ADDITIONAL READING MATERIALS:

- Gupta, S.C. (2016). *Fundamentals of Statistics*. Mumbai: Himalaya Publication House.

#### ADDITIONAL READING MATERIALS:

- Sharma, J.K. (2014). *Fundamentals of Business Statistics, 2/e*. New Delhi: Vikas
- Bajpai, N. (2013). *Business Statistics, 2/e*. New Delhi: Pearson

#### TEACHING METHODOLOGY/ PEDAGOGY:

Class sessions comprise a mixture of lectures (includes use of audio-visuals), interactive discussions, group presentations and special problem solving sessions. Being a practical subject with lot of emphasis on numerical problems and solutions, it has many prerequisites expected from students. Every teaching week will contain of three lessons, the first two outline the application of various concepts and theories of statistics to managerial issues and concerns through lectures and interactive discussions, whereas the third one is devoted to presenting cases/numerical problems, use of computers in addition to solving latest real life problems. The relevance will be further strengthened through assignments. These assignments will be discussed in class rooms through presentations and discussions. Assignments and reading material will be put across through respective official email IDs. Surprise tests and quizzes can be the part of the course work to check the attentiveness of the students and their regularity.

#### CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

- Students must attend 75% of the total classes conducted for the course in the semester.
- Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.

3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switched off or on airplane mode. Usage of mobile in the class is strictly prohibited.

### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality and due attention is must in the classes.

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
Class Participation and Attendance	10%
Assignment Report and Presentation	10%
Quiz and Subject Awareness	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION**  
**LS02**  
**ENGLISH LANGUAGE SKILLS**  
**COURSE OUTLINE**  
**SEMESTER I, 2016-17**

**INSTRUCTOR DETAILS**

NAME: Dr. POONAM VYAS

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OFFICE TEL: 0141-7107586

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

This is a core course mandatory for all the management students. It will help the students to communicate in English with ease and confidence by developing their four macro skills of language learning such as Listening, Speaking, Reading and Writing. Apart from this, various sub- skills of language such as vocabulary building, grammar will also be developed in students by giving them rigorous training to build their overall communication skills.

**COURSE OBJECTIVE:**

Overall objective of this course is to help the students to communicate in English and make them ready to face the challenges of professional world in terms of both oral and written communication. The other objectives are:

- To improve students' vocabulary, grammar, and reading skills through in-class learning activities and self-study.
- To sharpen students' essay writing skills and train them to write clearly, coherently, and cohesively.
- To understand paragraph writing process, practice different rhetorical modes, and review grammar and sentence patterns.
- To improve students' oral communication skills.

**LEARNING OUTCOMES:**

Upon completion of the course, students will be able to:

- To improve the language proficiency in English.
- To strengthen the skills required to speak with confidence

- To read with comprehension, and to write with clarity and precision.

### COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic/Sub Topic	Session Details
1-5	Communication: An overview; Importance, Types and Barriers.	Text Book : Chapter 1
6 -8	Vocabulary Extension: Roots, Prefixes and Suffixes, Synonyms, Antonyms, Homophones, one word substitution, learning words through situations.	Text Book : Chapter 8
9 - 11	Basics of English Grammar: Noun, Pronouns, Verbs, Adverbs, Adjectives, Conjunctions, Prepositions, Articles.	Text Book: Chapter 2
12-16	Applied Grammar and Usage: Tense, Voice, Narration, Non-Finite Verbs, Moods of Verbs, Clauses, Tag Questions.	Text Book: Chapter 3
17-18	Common Errors: Maintaining Subject-Verb Concord and Placing Dangling Modifiers Appropriately, Parallelism.	Text Book: Chapter 4
19- 20	Indian English vs Standard English Usage	Text book: Chapter 6
21-22	Listening Skills: Listening/hearing, types of listening, effective listening	Text Book: Chapter 9
23-26	Phonetics and Spoken English: Sounds of English, Word Stress, Weak Forms, Sentence Stress, and Intonation.	Text Book: Chapter 7
27-29	Reading Comprehension: Skimming, Scanning, Intensive, Extensive Reading Skills, Informative Passages, Analytical Passages, Point of View Passages, Narrative Passages, Abstract Passages, and Literary Passages.	Text Book: Chapter 18
30-32	Paragraph Writing: Definition, Expansion, Emphasis, Comparison and Contrast	Text Book: Chapter 20
33-35	Art of condensation: Abstract, Summary, Précis.	Text Book: Chapter 19
36-38	Essay Writing: Types and Techniques	Text Book: Chapter 21
39-40	Wrap-up	

Note: After the completion of each topic a student presentation will be scheduled during the next session. Minor modifications & alteration might be required, depending on the composition & progress of the class.

### TEXT BOOK AND ADDITIONAL READING MATERIALS:

- Kumar, S. & Lata, P. (2015). *Communication Skills*. New Delhi: OUP.

### ADDITIONAL READING MATERIAL:

1. Raman, M., & Sharma, S. (2011). *Technical Communication: Principles and Practice*, 2/e. New Delhi: OUP.
2. Mohan, K., & Raman, M. (2000). *Effective English Communication*. New Delhi: Tata-McGraw Hill.
3. Raman, M., & Singh, N.P. (2014). *Speaking English Effectively*. New Delhi: Macmillan.
4. Sasikumar, V., & Dhamija, P.V. (2007). *Spoken English: A Self-learning Guide to Conversation Practice*. New Delhi: Tata-McGraw Hill.
5. Kaul, A. (2010). *Business Communication*, 2/e. New Delhi: PHI.
6. Thorpe, E., & Thorpe, S. (2008). *Objective English*, 2/e. New Delhi: Pearson Education.

### TEACHING METHODOLOGY/PEDAGOGY:

The course will involve interactive sessions and open discussions within the class. The students are expected to come prepared to the class and actively participate in classroom discussions. Regular assignments will be given in the class to strengthen the concepts taught in the classroom. These assignments will be discussed in class rooms through presentations and discussions. Assignments and reading material will be put across through respective official email IDs. Surprise test and quizzes can be the part of the course work to check the attentiveness of the students and their regularity.

### Major activities during the class:

1. Improving oral and written *communication* skills by involving students in different classroom communicative activities.
2. Video sessions related to different oral communication activities.
3. Assignments and presentations on assigned topics.

### CLASS CONDUCTING POLICIES, ACADEMIC INTEGRITY AND REGULATIONS:

Discipline and preliminary preparations always result in better delivery of the faculty as well as better understanding of the concepts to the students. This course requires regular study and class room participation. Conceptual clarity is utmost important in this area to face the challenge of

professional world in terms of oral and written Communication. Ensure the following things during the course delivery:

- Students must attend 75% of the total classes conducted for the course in the semester.
- Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
- Class starts with a quick revision of the previous session along with a quiz.
- Students should come up with the basic preparation of the chapter from text book scheduled for the day.
- Students are ready with their queries for discussion in the class room.
- Assignments are to be submitted on the due dates only.
- Students are responsible for all lecture notes and material given out in class. If he/she misses class, then make sure that he/she will get the notes and assignments from another student.
- Students will not be allowed to enter the class beyond 5 minutes pass the class scheduled time.
- Usage of cellular or Mobile phone are not allowed in the class room.

#### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

#### OUTCOME ASSESSMENT & GRADING:

Assessment Components	% Weightage
Mid Term Exams	20%
End Term Exams	50%
Quiz and Assignment	10%
Class Presentations	10%
Class Participation and Case Study Discussion	10%
Grand Total	100%

#### Grading

Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION**  
**GN14**  
**MICRO ECONOMICS**  
**COURSE OUTLINE**  
**SEMESTER I, 2016-17**

**INSTRUCTOR DETAILS**

NAME: Dr. SHEETAL MUNDRA

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OFFICE: Room# 207(2<sup>nd</sup> FLOOR, IM BLOCK)

OFFICE TEL: 0141-7107562

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Economics is the study of the way people and societies use limited resources in decision making. Economics as a subject is traditionally branched into microeconomics and macroeconomics based on unit of decision making. Micro economics focuses on the individual decision making units such as the customer and producer, which constitute two forces of supply and demand in the market. The world economies are becoming increasing market oriented and has faced many financial crises in the last decades. Thus, understanding about the truths of economics has become even vital in the affairs of people and nations. This course equips the students with the knowledge of the basic concepts of micro economics and enables them to understand the recent trends and tendencies in business environment at micro level and help them in efficient decision making. A microeconomics course has several common objectives that contribute to a student's learning in a business, finance or economics program.

**COURSE OBJECTIVES:**

1. To familiarize the students with economics concepts, theories and their application in the solution to management problems and the economic problems in their day to day life.
2. To make them understand the two market forces, demand side and supply side of the market and determination of market equilibrium.
3. To familiarize the students with the theory of production, theory of cost and, price and output determination in different market structures.
4. To enable them in to apply their understanding to contemporary economics issues and become familiar with some major economic debates.



## LEARNING OUTCOMES:

Upon completion of the course, students will be able to:

- Understand the fundamental economic concepts, tools and techniques of economic analysis and its applications in business world.
- Recognize and interpret a Demand Curve and a Supply Curve in the market, and should be able to identify the underlying determinants of each.
- Develop understanding about various production functions, cost concepts, revenue concepts and determination of break-even quantity.
- Understand the correlation between business costs, pricing and profit.
- Formulate the sales, output, pricing and market strategies against the dynamic business environment in different market structures.

## COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session	Topics	Session Details	
1	Definition of Business Economics, and Fundamental Concepts, Definition of Business Economics, Difference between Business Economics and Economics	Chapter 1	Videos, Discussion, Examples from one's own life
2	Contribution and Application of Business Economics to Business, Some fundamentals concepts used in Business Decision.	Chapter 1	Discussion, numerical
3	Cardinal Utility Approach	Chapter 4	Examples and Discussion
4	Diminishing Marginal Utility	Chapter 4	Real world Examples, Discussion and case lets
5	<b>Assignment and Presentation</b>		
6	Law of Equi-Marginal Utility	Chapter 4	Numerical, case lets
7	Ordinal Utility Approach	Chapter 4	Examples and Discussion

8-9	Marginal Rate of Substitution, Budget Line and Consumer Equilibrium,	Chapter 4	Numerical, Examples and Discussion
10	Concept of Consumer Surplus	Chapter 4	Examples and Discussion
11	<b>Assignment and Presentation</b>		
12	Theory of Demand, Determinants of Demand	Chapter 3	Examples, Video, Numerical and Discussion
13	Law of Demand	Chapter 3	Case study: The law of demand in city of Gujrat
14	Change in Quantity Demanded Vs Change in Demand,	Chapter 3	Case let
15	Elasticity of Demand	Chapter 5	Numerical and Discussion
16	Types and Measurements of Elasticity of demands	Chapter 5	Derivations and Discussion
17	Factors Affecting Elasticity of Demand, Importance of the Elasticity of Demand	Chapter 5	Real World Examples and Discussion
18	Law of Supply, Determinants of Supply	Chapter 3	Examples and Discussion
19	Market Equilibrium.	Chapter 3	Examples and Discussion
20	<b>Assignment and Presentation</b>		
21	Meaning and Concept of Production, Factors of Production and Production Function, Fixed and Variable Factors	Chapter 7	Examples and Discussion
22-23	Law of Variable Proportion	Chapter 7	Examples and Discussion
24	Law of Returns to Scale	Chapter 7	Examples and Discussion

25	Economics and Diseconomies of Scale	Chapter 7	Real World Examples and Discussion
26	<b>Assignment and Presentation</b>		
27	Cost Concepts	Chapter 8	Examples and Discussion
28-29	Cost Function, Short Run and Long Run Cost Functions	Chapter 8	Examples and Discussion
30-31	Concepts of Revenue, Relationship of AR, MR and Price Elasticity	Chapter 8	Numerical, Examples and Discussion
32	Break even Analysis	Chapter 8	Numerical
33	<b>Assignment and Presentation</b>		
34	Price Determination under Perfect Competition	Chapter 9	Examples and Discussion
35	Pricing Under Monopoly	Chapter 9	Real World Examples and Discussion
36	Price Discrimination	Chapter 9	Real World Examples and Discussion
37	Pricing Under Monopolistic Competition	Chapter 9	Real World Examples and Discussion
38	Pricing Under Oligopoly	Chapter 9	Real World Examples and Discussion
39-40	<b>Wrap-up</b>		

Note: After the completion of each topic a student presentation will be scheduled during the next session. Minor modifications & alteration might be required, depending on the composition & progress of the class

### TEXT BOOK AND ADDITIONAL READING MATERIALS:

- Dwivedi, D. N. (2015). *Essentials of Business Economics*. New Delhi: Vikas Publishing House Pvt. Ltd.

#### **ADDITIONAL READING MATERIAL:**

1. Dominick, S. (2011). *Micro Economics: Theory and Application*. Oxford (Schaum Series).
2. Ahuja, H.L. (2014). *Principles of Economics*. New Delhi: S. Chand & Company Pvt. Ltd.
3. Chrystal, L. (2011). *Economics, Eleventh Edition*. New Delhi: Oxford University Press.
4. Paul, A. S., & William, D. N. (2009). *Economics, 18e.* New Delhi: McGraw Hill Education.
5. Mankiw (2012). *Principles of Micro Economics*. New Delhi: CENGAGE Learning
6. [www.economist.com](http://www.economist.com)

Note: Latest edition of the readings will be used.

#### **TEACHING METHODOLOGY/PEDAGOGY:**

The course is practical oriented and directly concerned with everyone at self, society and global level. The basic understanding of concepts is prerequisite for building the foundation for any managerial / leadership role. The course will be conducted by delivering intensive conceptual knowledge through theory, interaction and discussion. These concepts will be further filled up through practical problems/ real life examples and numerical. The relevance will be further strengthened through assignments. These assignments will be discussed in class rooms through presentations and discussions. The students are expected to come prepared on prior concepts before starting the fresh ones and regular reading of the newspaper. Assignments and reading material will be put across through respective official email IDs. Surprise test and Quizzes can be the part of the course work to check the attentiveness of the students and their regularity.

#### **Major activities during the class:**

1. Concepts are supported by practical examples, numerical.
2. Regular News Updates and integration with the concepts.
3. Economic Dictionary (concept is supported by real life examples).
4. Assignments and presentations on course topics, current economic issues and events.

#### **CLASS CONDUCTING POLICIES, ACADEMIC INTEGRITY AND REGULATIONS:**

Discipline and preliminary preparations always result in better delivery of the faculty as well as better understanding of the concepts to the students. This course requires regular study and logical mindset. Conceptual clarity is utmost important in this area for the proper application of those in business decision. Please ensure the following things during the course delivery:

- Students must attend 75% of the total classes conducted for the course in the semester.

- Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
- Class starts with a quick revision of the previous session along with a quiz.
- Students should come up with the basic preparation of the chapter from text book scheduled for the day.
- Students should be ready with their queries for discussion in the class room.
- Assignment and cases are to be submitted on the due dates only.
- Students are responsible for all lecture notes and material given out in class. If he/she misses class, then make sure that he/she will get the notes and assignments from another student.
- Usage of cellular or Mobile phone are not allowed in the class room.

### Intellectual Integrity and Honesty

‘Plagiarism’ in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

### OUTCOME ASSESSMENT & GRADING:

Assessment Components	% Weightage
Mid Term Exams	20%
End Term Exams	50%
Economics’ Dictionary and Assignments on course topic	10%
Quiz/ test and presentations on current economic trends and event (Group Activity)	10%
Participation in class discussion and regularity in class	10%
Grand Total	100%

### Grading

Grading system will be followed as per the University norms.

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**BACHELOR OF BUSINESS ADMINISTRATION**  
**HR10**  
**INTRODUCTION TO SOCIAL PSYCHOLOGY**  
**COURSE OUTLINE**  
**SEMESTER I, 2016-17**

**INSTRUCTOR DETAILS**

Name: DR. RICHA MISHRA

E-Mail: [richamishra@jklu.edu.in](mailto:richamishra@jklu.edu.in)

Office: Room# 228(2<sup>nd</sup> FLOOR, IM BLOCK)

OFFICE TEL: 0141-7107553

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L-T-P: 3-0-0

Course Credit: 3

Session Duration : 60 Minutes

**COURSE DESCRIPTION:**

This introduction to social psychology will provide an overview of many of the fascinating topics that social psychologists study, including attitudes, aggression, altruism, attraction, authority, attachment, advertising, anonymity, and attributions, as well as some topics that start with other letters of the alphabet, such as conformity, persuasion, interdependence, stereotypes, gender roles, prejudice, cognitive biases, and peace.

**COURSE OBJECTIVES:**

- To provide a basic understanding of how social psychologists think about and study human behavior;
- To provide the tools to understand and critically examine psychological research;
- To provide an introduction to and general survey of many of the theories and principles that underlies social psychology.
- To encourage reflection about the application of social psychological research and how it might be used to solve real-world problems and even help understand situations we actually encounter in everyday life.

**LEARNING OUTCOMES:**

By the end of the course:

1. The student should be able to understand how feelings influence many aspects of cognition and how cognition shape moods and feelings.
2. He/she should be able to draw how basic mechanisms influence the formulation of social judgments.

3. He/she should be able to understand how to determine the causes of other's behaviours by inferring from other's traits, motives and intentions by observing their behavior.

**COURSE OUTLINE (TENTATIVE SESSION PLAN):**

Session No.	Topics to be covered in the course	READINGS
Week 1 (S1-3)	Introduction to Social Psychology Concept and theories of Social Psychology. Social Psychology and Human Values.	Chapter 1 of the textbook
Week 2 (S4-6)	Self-concept: Self-schemas, Self-reference effect, Self-esteem, Perceived Self Control	Chapter 2 of the textbook
Week-3 (S7-9)	Perceiving, Judging and explaining Social world: Attribution Theory, Constructing Our Social Worlds	Chapter 3 of the textbook
Week-4 (S10-12)	Behavior and Attitudes: Psychological functions of Attitudes, Cognitive dissonance theory, Self-perception theory, Theory of Planned Behavior.	Chapter 4 of the textbook
Week-5 (S13-14)	Genes, culture and gender: Social Norms and rule breaking, Social role theory.	Chapter 5 of the textbook
Week-5 (S15)	<b>QUIZ</b>	
Week-6 (S16-17)	Conformity and Obedience: Sherif's studies of norm formation, Asch's studies of group pressure, Milgram's obedience experiments, Factors leading to conformity	Chapter 6 of the textbook
Week-6 (S-18)	<b>REVIEW AND RECAP</b>	
	<b>MID TERM EXAM</b>	
Week- 7 (S19-21)	Persuasion and Group Influences: Meaning, Central and Peripheral route to persuasion, The Elements of Persuasion, Resistance to persuasion, Social Facilitation, Social Loafing, Group Polarization, Group Think	Chapter 7and 8 of the textbook
Week-8 (S22-24)	Prejudice and Aggression: The Nature, Power and sources of Prejudice, Theories of Aggression, Influences of Aggression, Catharsis.	Chapter 9and 10 of the textbook

Week -9 (S25-27)	Attraction and Intimacy: Liking and Loving Others ,Theories of interpersonal attraction, Love and attachments, detachment process	Chapter 11 of the textbook
Week-10 (S28-30)	Prosocial Behavior: Helping others/Altruism, Social Exchange and Social Norms, Traits of helper	Chapter 12 of the textbook
Week-11 (S31-33)	Conflict and peacemaking: Nature and causes of conflict, Social Dilemmas, Resolving Social Dilemmas, Factors leading to peace.	Chapter 13 of the textbook
Week-12 (S34-36)	<ul style="list-style-type: none"> <li>Applying Social Psychology: Job Satisfaction, OCB, Leadership influence in group setting</li> </ul>	Chapter 12 of “Social Psychology” by Baron, Byrne and Bharadwaj (Pg-416-440)
Week-13 (S37)	<b>QUIZ-II</b>	
Week 13-14 (38-40)	Presentation, Discussion and Q&A	TBA*

### TEXT BOOK & ADDITIONAL READING MATERIALS:

- Robert, A. B. & Byrne, D. (2015). *Social Psychology*. New Delhi: Pearson.

### ADDITIONAL READING MATERIAL:

1. Aronson, E., Wilson, T. D., & Akert, R. M. (2015). *Social Psychology*, 7/e. Upper Saddle River, NJ: Prentice Hall.
2. Baumeister, R. F., & Bushman, B. J. (2015). *Social Psychology and Human Nature*, 2/e. Belmont, CA: Thomson/Wadsworth.
3. Crisp, R. J., & Turner, R. N. (2014). *Essential Social Psychology*, 2/e. Thousand Oaks, CA: Sage Publications.
4. <http://www.socialpsychology.org>
5. [http://www.psychologicalscience.org/journals/pspi/4\\_1.html](http://www.psychologicalscience.org/journals/pspi/4_1.html)

### TEACHING METHODOLOGY/PEDAGOGY:

- Lectures
- In-class experiential exercises
- Assignments
- Case discussion & analysis



## CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switched off or on airplane mode. Usage of mobile in the class is strictly prohibited.

### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality and due attention is must in the classes.

### OUTCOME ASSESSMENT & GRADING:

Component	Weightage
Assignment and Class Presentation	20%
Quiz	10%
Midterm examination	20%
End term examination	50 %
Grand Total	100%

### Grading

Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION**  
**LS05**  
**BASIC COMMUNICATION SKILLS**  
**COURSE OUTLINE**  
**SEMESTER I (SOFT SKILLS PAPER), 2016-17**

*This is the first in a series of Four Soft Skills paper. The Syllabus of Soft Skills is divided into Four Modules to be engaged by External Industry Expert / Soft Skills Trainer for at least 10 Hours per Semester. It is preferred that Expert may take up to Two Hours per Week. However, in exceptional Cases where the Expert is available for short duration, the same may be concentrated in a higher number of Hours per week.*

L-T-P : 2-0-0 (Max. Sessions – 10)

COURSE CREDITS : 1

SESSION DURATION: 60 MINUTES

**Module I:**

**Basic Communication Skills:** Understanding of Communication Process Model, Channels and Barriers in Communication. Adopting a simple, concise and direct language. Identifying basic communication principles.

**Application of Communication Model:** Setting clear goals for clear communication, initiating communication, avoiding communication breakdown, taking personal responsibility and translating across Communication Styles (after identifying four communication styles). Importance of Listening for improved understanding.

**LEARNING OUTCOMES:**

Upon completion of the course, the student is expected to:

1. Identify and react accordingly on one-way and two-way communication scenarios.
2. Define the communication style followed by him / her.

3. Demonstrate active-listening skills.
4. Deal with challenging emotions.
5. Overcome cross-cultural barriers.
6. Recognize filters in himself / herself and others.
7. Express the Anger constructively.
8. Use grammatically correct language.
9. Speak impromptu on any business topic / current affairs.
10. Work effectively in diverse teams (As a part of Course activities and role plays).

#### READING MATERIALS:

- Mukherjee, H.S. (2013). *Business Communication: Connecting at Work*. New Delhi: Oxford Publishing.
- Butterfield, J. (2012). *Soft Skills for Everyone*. New Delhi: Cengage Learning.
- Booher, D. (2012). *Communicate with confidence! How to say it right the first time and every time*. New Delhi: Tata McGraw Hill.

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### BACHELOR OF BUSINESS ADMINISTRATION GN29 COMPREHENSIVE VIVA - I SEMESTER I, 2016-17

The first Comprehensive Viva exam would be conducted at the end of Semester 1 and will cover the full syllabus taught during the semester.

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COURSE CREDITS : 1

# **BBA BATCH 2016-19**

## **1<sup>ST</sup> YEAR**

## **2<sup>ND</sup> SEMESTER**

## **DECEMBER, 2016 – APRIL, 2017**

**BACHELOR OF BUSINESS ADMINISTRATION**  
**AC05**  
**COST ACCOUNTING**  
**COURSE OUTLINE**  
**SEMESTER II, 2016-17**

**INSTRUCTOR DETAILS**

NAME: PROF. LOKANATH MISHRA

EMAIL: [lokanathmishra@jklu.edu.in](mailto:lokanathmishra@jklu.edu.in)

OFFICE: ROOM NO. 206 (IM BLOCK, 2<sup>nd</sup> FLOOR)

OFFICE TEL: 0141- 7107535

L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Cost Accounting is a mandatory course for the student of B.Com (H), aimed to equip students on various aspects of cost ascertainment and cost control techniques. The subject explains the concept and role of cost accounting in the business management of manufacturing and service sector companies. The subject helps the students in defining cost and their impact on the value creation in the firm.

**COURSE OBJECTIVES:**

This Course would help student to

1. State and evaluate choices between alternative product costing systems and methods in a cost-benefit context.
2. To develop an understanding of students to utilize cost data in planning and control.

**LEARNING OUTCOMES:**

Upon completion of the course, students are expected to be able to:

1. Calculate cost unit/batch/ process/ product/ segment wise.
2. Select the cost according to their impact on business.
3. Use various cost control techniques to minimize the material, labor and overhead costs.

**COURSE OUTLINE (TENTATIVE SESSION PLAN):**

Chapter/Session/ Theory or Practical			TOPIC	Reading Materials
C1	S1	T	Introduction to costing, Definition, Meaning, Scope and Objective of Cost Accounting, Costing as an Aid to Management	Ch.1(TB)
C1	S2	T	Importance, advantages, limitation of cost accounting	Ch.1(TB)
C2	S3	T	Comparing Financial Accounting, Cost Accounting and Management Accounting.	Ch.2(TB)
C2	S4	T	Introduction to cost centre, cost unit, type of costs, cost and expenses, Element of cost, classification of cost, Need for Classification	Ch.2(TB)
C3	S5	T	Introduction to Method of costing, Batch costing, process costing, contract costing Job Costing, Various techniques of recording costing data	Ch.3(TB)
C4	S6	P	Preparation of Cost Sheet, format and practical exercise to calculate the cost per unit and total cost	Ch.4(TB)
C3	S7	P	Discussion of Practical Assignment	Ch.3(TB)
	S8	P	Discussion of Practical Assignment	
	S9		<b>Class Test/Quiz/presentation-1</b>	
C3	S10	T	Material Accounting, Purchase Function, Centralized and Decentralized Purchase System, Purchase Procedure,	Ch.3(TB)
C3	S11	T	Storing of materials; ABC Analysis, VED Analysis, EOQ, Perpetual Inventory System, JIT Inventory	
C6	S12	P	Practical on fixation of various levels of material, calculation of EOQ,	Ch.6(TB)
C6	S12	P	Valuation of Issue of material , LIFO, FIFO, Average Method	

	S13		<b>Class Test/Quiz/presentation-2</b>	
C5	S14	P	Review of Practical Assignment	Ch.5(TB)
C5	S15	P	Review of Practical Assignment	
C5	S16	T	Labor Cost Management: Types labor, accounting treatment of labor cost, Ideal time, overtime, adjustment,	Ch.5(TB)
	S17	T	Labor turnover, cause of labor turnover, Time study, motion study, fixation of standard time	
	S18		<b>REVIEW and RECAP Before MID TERM EXAM</b>	
	S19-S20		<b>MID TERM EXAMINATION</b>	
	S21		Discussing the Mid- term Paper and student performance	
C5	S22	T	Remuneration and incentive plans, labour bonus system	Ch.5(TB)
C5	S23	P	Practical on calculation of labour cost, under time rate, piece rate, and other bonus plan system	Ch.5(TB)
	S24	P	Review of Practical Assignment	
	S25	P	Review of Practical Assignment	
C7	S26	T	Field Study/ Project on contemporary labor payment practice ( Group wise projects)	Ch.7(TB)
C7	S27	P	Project Report Presentation- Group wise	Ch.7(TB)
C7	S28	P	Overhead cost Management: Introduction to overhead components in cost structure, types of overheads,	Ch.7(TB)
	S29	P	Overhead cost allocation, apportionment and absorption of factory overheads. Accounting treatment of under and over absorption of overheads	
C8	S30	P	Primary and Secondary Distribution summary of overhead costs	Ch.8(TB)

C8	S31	P	Machine hour rate method of calculating overhead cost	Ch.8(TB)
	S32		<b>Class Test/Quiz/presentation-3</b>	
C8	S33	P	Review of Practical assignment on overhead	Ch.8(TB)
C8	S34	P	Review of Practical assignment on overhead	Ch.8(TB)
C8	S35	P	Review of Practical assignment on overhead	Ch.8(TB)
C8	S36	P	Case study analysis	Ch.8(TB)
C8	S37	P	Case study analysis	Ch.8(TB)
C8	S38	P	Case study analysis	Ch.8(TB)
	S39	P	Discussion on Learning Outcomes from the Course	
	S40	P	<b>FINAL REVIEW AND RECAP</b>	

TB= Text Book



T= Theory session in Lecturer Mode through PPT.

P= Practical sessions meant for Case analysis, exercises, class test, class presentation, Assignment  
Check and review of progress.

### TEXT BOOK AND ADDITIONAL READING MATERIAL:

- Bhattacharya, Ashish K. (2016). *Principles and Practice of Cost Accounting*, 3/e. New Delhi: PHI Learning Pvt. Ltd.

### ADDITIONAL READING MATERIAL:

1. Khan, M. Y. & Jain, P. K. (2015). *Cost Accounting*. New Delhi: Tata McGraw Hill Publication.
2. Arora, M.N. (2014). *A Text Book of Cost and Management Accounting*, 8/e. New Delhi: Vikas Publication.
3. Jain, S.P., & Narang, K.L. (2014). *Cost Accounting*. New Delhi: Kalyani Publishers.
4. Pillai, R.S.N., & Bagavathi, V. (2009). *Cost Accounting*. New Delhi: S. Chand and Company Ltd.
5. Banerjee, Bhabtosh (2013). *Cost Accounting: Theory and Practice*, 12/e.. New Delhi, PHI Learning Pvt. Ltd.

### TEACHING METHODOLOGY/ PEDAGOGY:

The course will be covered within 40 sessions includes Class room lecture, Practical exercises & Case analysis & discussion. The students will be given practical assignments (individually) for hands on practice and submission, and case studies in (Groups) for presentation.

### CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.

5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switch off or on airplane mode. Usage of mobile in the class is strictly prohibited.

The above mentioned guidelines are required to be follow strictly, failing to which adversely impact your learning as well your grade.

### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
Class Participation and Class Attendance	10%
Assignment Report and Presentation	10%
Quiz and Class Test	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION  
LS03  
BUSINESS COMMUNICATIONS  
COURSE OUTLINE  
SEMESTER II, 2016-17**

**INSTRUCTOR DETAILS**

NAME: Dr. UPASANA SINGH  
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L-T-P: 3-0-0  
COURSE CREDITS: 3  
SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

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Peter Drucker, the management guru, had this to say about business communication courses in general, "... they (business communication courses) teach the one thing that is perhaps the most valuable for the future employee to know ... This one basic skill is the ability to organize and express ideas in writing and in speaking ... The letter, the report, or memorandum, the 'ten-minute' presentation' to a committee are basic tools of an employee." In a knowledge-based economy, the ability to communicate information in clear and concise terms is becoming more important and more critical to the career of young graduates. Business Communication course is intended to meet the demand for graduates who are trained to communicate effectively in business settings.

### **COURSE OBJECTIVES:**

To enable Students to

1. Gain a general understanding of communication as a process.
2. Become more effective meeting participants and to ensure more productive meetings.
3. Learn to pay attention to the writer's objectives, the reader's needs, the reader-writer relationship and the context.
4. Develop better reading skills.
5. To become more effective confident speakers and deliver persuasive presentations.

### **LEARNING OUTCOMES:**

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

- understand the fundamental principles of effective business communication;
- apply the critical and creative thinking abilities necessary for effective communication in today's business world;
- organize and express ideas in writing and speaking to produce messages suitably tailored for the topic, objective, audience, communication medium and context; and
- demonstrate clarity, precision, conciseness and coherence in your use of language.

### **COURSE OUTLINE (TENTATIVE SESSION PLAN):**

Session	Topic	Readings
1-2	Essentials of Communication: Definition, Types, Purpose	Text Book Chapter -1
3-4	Importance, Process, Features, Role creative thinking and emotions in communication,	Text Book Chapter-1
5	Barriers to communications	Text Book Chapter 1

6-7	Classroom Exercise and Activity	
8-9	Developing Listening skills: Listening Vs. Hearing, Advantages, process, Types	Text Book Chapter 9
9-10	Barrier to effective listening, steps to active listening, Techniques to effective listening.	Text Book Chapter 9
11	Classroom exercise	
15-16	Importance of Non-Verbal Communication: Body language Eye contact, Facial Expressions, Gestures, Posture, Proxemics, Paralinguistic feature.	Text book Chapter- 10
17-18	Class room exercises and activity	
19	Recapitulation	
20	Quiz	
<b>MID TERM EXAMINATION</b>		
21-22	Importance of Paralinguistic Features: Voice, Volume, Pitch, Intonation, Pauses, Rate, Vocalized Pauses and Vocal Cues.	Text Book Chapter 10
23	Developing Speaking Skills: Public speaking, Choosing and appropriate pattern and method,	Text Book Chapter 12
24-26	Group Discussion- Purpose, Difference between GD and Debate, Opening and Ending a GD.	Text Book Chapter 12
27	Class room exercise	
29	Personality Traits to be Evaluated, dynamics of Group Behaviour	Group Communication Exercise
30	<b>Case Analysis</b>	
31	Presentation Skills: Combating Nervousness and Stage Fright, Beginning and Ending of a Presentation,	Text Book Chapter 11
32	Dynamics of Team Presentations, Using Slides and Audio-Visual Aids.	Text Book Chapter 11
33-35	Exercise on presentation Skills	
36	Reading Skills: Need, benefit& speed of reading, Steps to effective reading,	Text Book Chapter 8
37	Overcoming obstacles, Types.	Text Book Chapter 8
38	Improving Writing skills: Types of written messages, Importance keeping audience in mind,	Ref. Book 1. Chapter 6
39	Characteristics of good writing, Planning and execution of message	Ref. Book 1 Chapter 7

40	Quiz	
END TERM EXAMINATION		

**TEXT BOOK AND ADDITIONAL READING MATERIAL:**

- Kumar, S. & Lata, P. (2015). *Communication Skills*. New Delhi: Oxford University Press

**ADDITIONAL READING MATERIAL:**

1. Mukerjee, H. S. (2013). *Business Communication: Connecting at Work*. New Delhi: Oxford University Press.
2. Raman, M., & Sharma, S. (2011). *Technical Communication: Principles and Practice, 2/e*. New Delhi: OUP.
3. Sasikumar, V., & Dhamija, P.V. (2007). *Spoken English: A Self-learning Guide to Conversation Practice*. New Delhi: Tata-McGraw Hill.
4. Kaul, A. (2010). *Business Communication, 2/e*. New Delhi: PHI.

**TEACHING METHODOLOGY/ PEDAGOGY:**

This is mainly a classroom-based course. Topics will be covered through class room exercises case study debate and discussions that will give students more practical inputs. Students are encouraged to use their textbook as a tool to help themselves to respond to the case study assignments. The instructor will aim to keep the course material interactive and varied. In order to cater to a variety of learners, lectures using video, print visuals, audio, and culminating with group work will be employed along with student-led seminars.

**CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:**

Success in this course depends on attendance. It is your responsibility to take notes, to obtain missed assignments, announcements or material handouts for any classes you have missed. The learning in the class greatly depends upon the discussion which revolve round the course. The students will be required to indulge more in discussion and debate to get into the depth of the topic. The role of the teacher in the classroom will be to facilitate and encourage students and hone their capabilities to be the future manager. Students are required to attempt the class assignments with utmost honesty. Plagiarized or copied assignment and default in submissions on due dates will lead to loss of internal assessment grade. Students must come prepared with the cases, reading materials given. Use of mobiles and laptops during class hours are strictly not allowed. Students found using any such gadgets will be expelled from the class. As students perform specific tasks, they must show the instructor and the class that they are thinking like a business communication professional and improving their understanding of the discipline.

## OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage	Efforts Category
<b>Continuous Assessment</b>	<b>30%</b>	Individual
Class Participation	10%	
Presentation	10%	
Quiz and Assignments	10%	
<b>Mid-term Examination</b>	<b>20%</b>	Individual
<b>End-term Examination</b>	<b>50%</b>	Individual
<b>Grand Total:</b>	<b>100%</b>	

**Grading:** Grading system will be followed as per the University norms.

## BACHELOR OF BUSINESS ADMINISTRATION QT09 FUNDAMENTALS OF MATHEMATICS COURSE OUTLINE SEMESTER II, 2016-17

### INSTRUCTOR DETAILS

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OFFICE TEL: 0141-7107539

L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Fundamentals of Mathematics is a compulsory course for BBA students. Mathematics is useful for deeper understanding of various functional areas of management and it plays a significant role in solving practical business problems. Keeping this in mind, this course is designed to equip the students with the essential skills that are required for thorough understanding of various applications of mathematics in business. Students are expected to understand and apply these mathematical skills in the context of solving business problems.

**COURSE OBJECTIVES:**

The course aims to achieve the following objectives:

- To familiarize the students with the basic mathematical concepts
- To demonstrate the relevance of mathematics in various functional areas of management
- To help students understand the role of mathematics in solving practical business problems
- To highlight some important business applications of mathematics
- To enable students to apply their knowledge of mathematics to find solutions to business problems

**LEARNING OUTCOMES:**

After completion of the course, the student will be able to

- Demonstrate an understanding of basic mathematical skills
- Assess the role and significance of mathematics in solving practical business problems
- Outline the applications of mathematics in various functional areas of management
- Specify the key applications of mathematics in business
- Apply the knowledge of mathematics to solve the problems of the practical world of business

**COURSE OUTLINE (TENTATIVE SESSION PLAN):**

Session No.	Topic	Readings	
1-2	Role and significance of mathematics in solving business problems		
3-4	Pre-requisite: basics of mathematics	Text book	Ch. 1



5-7	Progressions	Text book Case	Ch. 3
8-11	Sets	Text book Case	Ch. 2
12	Revision		
13	Quiz 1		
14-16	Functions and graphs	Text book	Ch. 3, 4
17-19	Limits and continuity of functions	Text book	Ch. 3, 4
20	Revision		
	MID TERM EXAM		
21-24	Differentiation concepts	Text book	Ch. 5
25-28	Applications of derivatives	Text book	Ch. 6
29	Integration	Text book	Ch. 16
30	Applications of integration	Text book	Ch. 16
31	Revision		
32	Quiz 2		
33-37	Determinants and matrices	Text book	Ch. 8
38-39	Project presentations		
40	Revision		
	END TERM EXAM		

### TEXT BOOK AND ADDITIONAL READING MATERIAL:

- Hoy, M., Livernois, J., McKenna C., & Stengos, T. (2011). *Mathematics for Economics*, 3e, Prentice Hall, New Delhi.

### ADDITIONAL READING MATERIAL:

- Sharma, J.K. (2011). *Mathematics for Management and Computer Applications*, 3/e. New Delhi: Galgotia Publication
- Ghosh, R. K., & Saha, S. (2007). *Business Mathematics and Statistics*, 9/e. Central Book Agency, Kolkata.
- Saha, S. (2000). *Business Mathematics and Quantitative Techniques*. Central Book Agency, Kolkata.
- Bradley, T., & Patton, P. (2010). *Essential Mathematics for Economics and Business*, 2/e. Wiley Publication.
- Mittal, P.K., Sathyaprasad, B.K., & Rao, M.K. (2009). *Mathematics & Statistics for Management*. Himalaya Publishing House.

**TEACHING METHODOLOGY/ PEDAGOGY:**

To ensure that the students are able to understand and apply the concepts, the teaching methodology of the course is based on a mix of lectures, cases, tutorials, and project work.

**CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:**

In addition to fulfilling the University requirement of attendance, students are expected to actively participate in the classroom discussions, debates, assignments and projects. This is essential to facilitate peer learning process and help students develop their skills and capabilities. Towards this end, students must go through the required readings before coming to the class. To minimize distractions, use of mobiles and laptops is prohibited in the classroom. Students are required to be punctual in attending classes and they must strive to meet the deadlines set for various assignments. Late submissions of assignments will not be permitted.

**Academic Honesty**

Plagiarism is strictly unacceptable. Cheating during examinations or plagiarism in assignments will lead to strict disciplinary action.

**OUTCOME ASSESSMENT AND GRADING:**

The criteria for assess the learning outcomes of this course are as follows:

Assessment Criteria	Percentage
Class Participation	10%
Quizzes	10%
Project	10%
Mid-term Examination	20%
End term Examination	50%
Grand Total:	100%

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION  
IT10  
COMPUTER APPLICATIONS IN BUSINESS  
COURSE OUTLINE  
SEMESTER II, 2016-17**

**INSTRUCTOR DETAILS**

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

## COURSE DESCRIPTION

Computer proficiency and use of other information technology (IT) tools have become an integral part of a business manager's toolkit in present times. Irrespective of the nature of business or functional area, a manager is expected to understand and develop proficiency in utilizing these technologies for enhancing workplace effectiveness and efficiency. The present course provides foundation concepts of computers and IT and at the same time develops hands-on skills in using basic workplace automation software, such as word processors, spreadsheets and presentation software. Students will be able to learn about the important aspects relating to information technology work environment, communication and teamwork. They will be exposed to the basics of computer hardware components, operating systems and peripheral devices and then move on to see how all these come into play when they begin to work with various office automation software. After successfully completing the course, they will be able to create professional documents and presentations using MS-Word, MS-Excel, and MS-Power Point software. Developing business relevant spreadsheet skills will remain one of the thrust areas of the course. The course flow will be guided by a tentative session plan which will always remain open to modifications as the class proceeds.

## COURSE OBJECTIVES

- Help students understand basic taxonomy of computers and other peripherals.
- Enable students to learn and use office automation software to create professional text documents, spreadsheets and presentations.
- Develop basic data analysis and charting skills using spreadsheet software.
- Understand business applications of contemporary information technologies.

## LEARNING OUTCOMES

Upon successful completion, the student should be able to:

- i. Understand the basic taxonomy of computers and its associated peripherals.
- ii. Work with basic computer software like MS-Windows, MS-Office and create professional documents under these applications.
- iii. Understand the use of Internet services from a business perspective.
- iv. Be aware of contemporary information technologies and their business applications.

## COURSE OUTLINE (TENTATIVE SESSION PLAN)

Week/ Session	Topic	Readings/References
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Week 1 (1-3)	Computer Fundamentals: Hardware & Software; Programming Languages and Language Processors	Text Book	Chapters 1,3,4,11, 13
Week 2 (4-6)	Evolution of Computers; Operating System Fundamentals: Classification and Functions of Operating Systems, Introduction to popular operating systems	Text Book (Chapters 2,14) Video Lectures (Links TBA)	
Week 3 (7-9)	MS-Word: Ribbon Layout, Creating, Editing and Formatting Text Documents, Spelling & Grammar Check, Page Setup	Reference Links (TBA)/Online Tutorials	
Week 4-5 (10-15)	Working with Tables and Pictures in Word Documents, Headers & Footers, Table of Contents, Document Review, Mail Merging	Reference Links (TBA)/Online Tutorials	

Week 6-7 (16-21)	MS-Power Point: Creating Slide Shows, Adding audio-video clips and animation, importing objects, creating slide masters, using narration, Slide Handouts, Presentation design guidelines and pitfalls	Reference Links (TBA)/ Online Tutorials
Week 8-9 (22-27)	MS Excel (Creating, Formatting & linking spreadsheets)	Reference Links (TBA)/Online Tutorials
Week 10-12 (28-36)	MS Excel (Using Formulas & Mathematical/Statistical/Financial Functions, Charting, Data Validation and Data Analysis, Conditional Formatting, Goal Seek Analysis, Lookup Functions, Pivot Tables and Pivot Charts)	Reference Links (TBA)/Online Tutorials
Week 13 (37-39)	Computer Networks and Internet Fundamentals, Contemporary IT tools and their applications in Business	Text Book (Chapters 21,24)/ Reference Links (TBA)
Week 14 (40)	<b>FINAL REVIEW AND RECAP</b>	

*Note: Session Plan is tentative and may require adjustments depending on the progress of class.*

### READING MATERIAL

- Leon, A. and Leon, M. (2015). *Fundamentals of Information Technology*. New Delhi, Vikas Publishing.
- Saxena, S. (2015). *A First Course in Computers (Based on Windows 8 and MS Office 2013)*. New Delhi, Vikas Publishing.

The first title shall be used as the Text book. Links of supplementary readings and exercises shall be made available during the classes.

## TEACHING METHODOLOGY/PEDAGOGY

The course is highly practical in nature and will involve more of interactive and participative sessions. Students will be required to do several class exercises from time to time on their laptops/computer labs. This emphasizes that learning by doing will be the underlying principle throughout the course. Surprise quizzes and exercises may also be conducted at times. Therefore students are expected to have all lessons prepared on the dates indicated, to come to the class with the required materials, to take notes, and to read the assignments by the dates due. Assignments turned in late will not be entertained. Students will also be provided links to various e-resources that they are expected to view/download at their own leisure. However, it is expected that they view/download the material and progress as soon as they are made available.

## CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS

Classes shall be conducted as per the notified time table. Looking at the highly practical and hands-on nature of the course, a high degree of student involvement in the classroom would be a prerequisite for achieving the course objectives. Please do not hesitate in asking questions or clearing doubts during the sessions. I would be happy to handle the queries during the session itself. It is highly recommended to practice the skills acquired else you will not be able to remember them. Though there will be space for informal exchanges once in a while but Classroom decorum shall need to be maintained under all circumstances. Regularity and punctuality in attending the classes can never be over emphasized. There will be no make up for any of the missed/late assignment/quizzes/presentation. All of you will be observed and assessed on these as well.

## OUTCOME ASSESSMENT AND GRADING

Though there will be some pen and paper quizzes as part of the evaluation during the term, major emphasis will be on the extent of achievement of learning outcomes of the course. There will be regular assignments, presentation and hands-on exercises to ensure the same and students shall be assessed on all of these. These components shall make up for 30 % of the evaluation while mid-term and end-term examinations shall constitute 20% and 50% respectively. Grading scheme shall be applicable as per the University's norms.

Assessment Criteria	Weightage
<b>Continuous Assessment</b>	<b>30 %</b>
Attendance & Participation	10%
Quiz, Assignments, Presentations	10%
Hands-On Skill Test	10%
<b>Mid Term Examination</b>	<b>20 %</b>
<b>End Term Examination</b>	<b>50 %</b>
<b>TOTAL</b>	<b>100 %</b>

**Grading:** Grading system will be followed as per the University norms.



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**BACHELOR OF BUSINESS ADMINISTRATION**  
**GN15**  
**MACRO ECONOMICS**  
**COURSE OUTLINE**  
**SEMESTER II, 2016-17**

**INSTRUCTOR DETAILS**

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION**

Economics is the study of the way people and societies use limited resources in decision making. Economics as a subject is traditionally branched into microeconomics and macroeconomics based on unit of decision making. The basic objectives of the course entitled Introduction of Macro Economics is to introduce and equip the students with some basic concepts used in Macro Economic analysis, also gives the students an overview of major macroeconomics issues that constitutes the subject matter of Macro Economics. The importance of macroeconomics as a subject of study has increased immensely over the past two decades due to the persistence of macroeconomics problems such as achieving and maintaining a reasonably high growth rate, preventing growth of unemployment and promotion of employment, restricting inflation to a desirable rate, and stabilizing the financial market. This course helps the students in understanding the regular uptrend and downturn in the economy and enables them to do appropriate business decision.

**COURSE OBJECTIVES**

1. To equip them with some basic concepts of macroeconomic analysis and their interplay for understanding the macroeconomic environment like Aggregate Demand and Aggregate Supply, Consumption, Saving, Investment, Money, MEC and Multiplier.
2. To provide students an understanding of circular flow of national income and the theories of Income determination in simple economy model.

3. To give insights of the major macroeconomic issues as economic growth, monetary theory, government debt, inflation, unemployment, exchange rate and business cycle etc.
4. To provide an understanding that how government policies, such as change in interest rate and bank rate affects the consumption and saving behavior of the people and the economy as a whole and how it will affect the industries.
5. To enable the students to do appropriate business decision regarding the current and future business environment.

## COURSE LEARNING OUTCOMES

Upon completion of the course, students will be able to:

1. The student should be able to understand the different concepts, tools and techniques of macroeconomic analysis.
2. Develops understanding about the various macroeconomic variables and their interdependence and interrelation with each other like income, saving, consumption, investment, rate of interest, MEC and multiplier etc.
3. Enables the students to understand the basic problems of an economy which have been faced by the countries and policy makers over time like achieving high rate of growth, controlling inflation, preventing business cycles and solving problems of unemployment and poverty.
4. Enable the students to do appropriate business decision regarding the current and future business environment and creating safeguards against any unfavorable conditions in business.

## COURSE OUTLINE (TENTATIVE SESSION PLAN)

Session	Topic	Session Details	
1-1	Meaning, Micro Economics Vs Macro Economics, Significance, limitations, Few Concepts used in Macro Economics	Text Book, Chapter- 1	Examples and Discussion
2-2	Circular Flow of Income and Expenditure in Two sector economy.	Text Book, Chapter-3	Videos, Discussion and Examples
3-3	Circular Flow of Income and Expenditure in Three and Four sector economy.	Text Book, Chapter-3	Discussion and Examples

4-4	<b>Presentation on Major withdrawals and injections in Indian economy.</b>		
5-6	National Income, Concepts and Definition,  Methods of Measurement of National Income,	Text Book, Chapter-4	Numerical, Examples and Discussion
7-7	<b>Numerical on National income &amp; Discussion on the different concepts of National income in India and their relevance</b>		
8-9	Classical Model of Income Determination	Text Book, Chapter- 5	Examples and Discussion
10-11	Keynesian Theory of Income Determination-A Simple Economy Model	Text Book, Chapter- 6	Examples and Discussion
12-12	<b>Presentations and discussion on the last one year major macroeconomic issues based on the assignment of collection the news from the newspaper and magazines.</b>		
13-13	Income Determination in Closed Economy and open economy	Text Book, Chapter- 7	Examples and Discussion
14-15	Multiplier , types and significance, The Paradox of Thrift and the Multiplier	Text Book, Chapter- 6	Examples, Numerical and Discussion
16-16	<b>Presentation on importance of the Foreign Direct investment in Indian economy</b>		
17-17	Money, kinds of Money and Functions of Money	<b>Text Book, Chapter- 11</b>	Videos, Discussion, Examples

18-18	<b>Prepare an assignment on the different forms of currency in Indian economy and its future</b>		
19-19	Supply of Money	<b>Text Book, Chapter-12</b>	Discussion, Examples, Numerical
20-20	Demand for Money	<b>Reference Book</b>	Discussion, Examples
21-22	The Classical Theory of Money and Interest(Cambridge's)	<b>Text Book, Chapter-13</b>	Discussion, Examples
23-23	Theory of Money and Interest(Keynesian)	<b>Text Book, Chapter-14</b>	Discussion, Examples
24-24	Comparison between Keynesian and Cambridge's Theory of Interest and Money.	<b>Text Book, Chapter-14</b>	Discussion, Examples
25-26	Introduction of IS-LM Model in Two Sector Model , Derivation of IS and LM curve	Text Book, Chapter-16	Discussion
27-27	General Equilibrium Determination with the help of IS-LM Curve , Shifts in IS-LM Curve,	Text Book, Chapter-16	Discussion
28-29	Inflation; Meaning, Measures, Control Measures	Text Book, Chapter-23 & 24	Video, Numerical, Examples and Discussion, case let
30-30	<b>Presentation and discussion on the present inflationary trends in India</b>		
31-32	Monetary and Fiscal policy- Objectives and Instruments.	Text Book, Chapter-30 & 31	Discussion, Examples case let

33	<b>Presentation on the current Monetary and Fiscal measures taken by Gov. and their effects in Indian economy</b>		
34-34	Inflation and rate of Employment, Kinds of unemployment, Phillips Curve	Text book, Chapter-25	Examples and Discussion
35-36	Balance of Payment, Meaning, Accounts of BOP, Disequilibrium of BOP	Text book, Chapter-27	Video, Numerical, Examples and Discussion
37-38	Exchange Rate-Fixed and Flexible, Determination of Exchange Rate, Purchasing Power Parity	Text book, Chapter-26	Video, Numerical, Examples and Discussion, case let
39-39	<b>Presentation on the current trade deficit and exchange reserve in India and impact of it on Indian Growth</b>		
40-40	<b>Wrap up</b>		

Note: After the completion of each topic a student presentation will be scheduled during the next session. Minor modifications & alteration might be required, depending on the composition & progress of the class

### TEXT BOOK AND ADDITIONAL READING MATERIALS

- Dwivedi, D. N. (2015). *Macroeconomics: Theory and Policy*. New Delhi: Vikas Publishing House Pvt. Ltd.

### Additional Reading Material

- Mankiw, G. N. (2012). *Principles of Macro Economics*. New Delhi: CENGAGE Learning
- Ahuja, H.L. (2015). *Principles of Economics*. New Delhi: S. Chand & Company Pvt. Ltd.
- Chrystal, L. (2015). *Economics*. New Delhi: Oxford University Press.
- Shapiro, E. (2013). *Macroeconomic Analysis*. New Delhi: Galgotia Publications.
- Jain, T. R. (2015). *Macroeconomics: for BBA*. New Delhi: V K Publications.

- [www.economist.com](http://www.economist.com)

Note: Latest edition of the readings will be used.

## TEACHING METHODOLOGY/PEDAGOGY

The course is practical oriented and directly concerned with macro environment, which surrounds us. The basic understanding of concepts is prerequisite for building the foundation for any managerial / leadership role. The course will be conducted by delivering intensive conceptual knowledge through theory, interaction and discussion. These concepts will be further filled up through real problems, current economic issues and numerical. The relevance will be further strengthened through assignments. These assignments will be discussed in class rooms through presentations and discussions. The students are expected to come prepared on prior concepts before starting the fresh ones and regular reading of the newspaper. Assignments and reading material will be put across through respective official email IDs. Surprise test and Quizzes can be the part of the course work to check the attentiveness of the students and their regularity.

### Major activities during the class:

1. Concepts are supported by practical examples, numerical.
2. Regular News Updates and integration with the concepts.
3. Economic Dictionary (concept is supported by real life examples).
4. Assignments and presentations on course topics, current economic issues and events.

## CLASS CONDUCTING POLICIES, ACADEMIC INTEGRITY AND REGULATIONS

Discipline and preliminary preparations always result in better delivery of the faculty as well as better understanding of the concepts to the students. This course requires regular study and logical mindset. Conceptual clarity is utmost important in this area for the proper application of those in business decision. Please ensure the following things during the course delivery:

- Students must attend 75% of the total classes conducted for the course in the semester.
- Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
- Class starts with a quick revision of the previous session along with a quiz.
- Students should come up with the basic preparation of the chapter from text book scheduled for the day.
- Students should be ready with their queries for discussion in the class room.
- Assignment and cases are to be submitted on the due dates only.

- Students are responsible for all lecture notes and material given out in class. If he/she misses class, then make sure that he/she will get the notes and assignments from another student.
- Usage of cellular or Mobile phone are not allowed in the class room.

### **Intellectual Integrity and Honesty**

‘Plagiarism’ in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

### **OUTCOME ASSESSMENT & GRADING**

Assessment Components	% Weightage
Mid Term Exams	20%
End Term Exams	50%
Economics’ Dictionary and Assignments on course topic	10%
Quiz/ test and presentations on current economic trends and event (Group Activity)	10%
Participation in class discussion and regularity in class	10%
Grand Total	100%

### **Grading**

Grading system will be followed as per the University norms.

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**BACHELOR OF BUSINESS ADMINISTRATION**  
**GN12**  
**ENVIRONMENTAL STUDIES**  
**COURSE OUTLINE**  
**SEMESTER II, 2016-17**

**INSTRUCTOR DETAILS**

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:** The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forest, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. The United Nations Conference on Environment and Development held in Rio de Janeiro in 1992 and world Summit on Sustainable Development at Johannesburg in 2002 have drawn the attention of people around the globe to the deteriorating condition of our environment. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important.

In spite of the deteriorating status of the environment, study of environment have so far not received adequate attention in our academic programmes. Recognizing this, the Hon'ble Supreme Court directed the UGC to introduce a basic course on environment at every level in college education. Accordingly, the matter was considered by UGC and it was decided that a six months compulsory core module course in environmental studies may be prepared and compulsorily implemented in all the University/Colleges of India. The experts committee appointed by the UGC has looked into all the pertinent questions, issues and other relevant matters. This was followed by framing of the core module syllabus for environmental studies for undergraduate courses of all branches of Higher Education. We are deeply conscious that there are bound to be gaps between the ideal and real. Genuine endeavour is required to minimize the gaps by intellectual and material inputs. The success of this course will depend on the initiative and drive of the teachers and the receptive students.



## COURSE OBJECTIVES:

To enable students

- To understand Multidisciplinary nature of environmental studies
- To understand the concept of Natural Resources : Renewable and non-renewable resources
- To understand Biodiversity and its conservation
- To have clarity on Environmental Pollution.
- To have a better idea on the concept of Social Issues and the Environment.

## COURSE LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Acquire awareness about one's well-being in the context of social and natural environment.
2. Understand individual role in pollution prevention and its importance
3. Explores important aspects of one's socio-civic environment and comprehends their working.
4. Understands and interprets the spatial and interactive relationship between man and his environment.

## COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic	Readings	
1	Multidisciplinary nature of environmental studies	TB	U-1
2-5	Definition, scope and importance, Need for public awareness.	TB	U-1
6	Natural Resources	TB	U-2
7-12	Renewable and non-renewable resources, Natural resources and associated problems, Water resources, Mineral resources, Food resources, Energy resources	TB	U-2
13	Ecosystems	TB	U-3
14-17	Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Ecological succession, Food chains, food webs and ecological pyramids.	TB	U-3
18-20	Recapitulation of concepts covered so far and field work	Quiz 1	
MID TERM			
21	Environmental Pollution	TB	U-5
22-29	Definition, Cause, effects and control measures of Air pollution, Water pollution, Soil pollution, Noise pollution, Thermal pollution, Solid waste Management: Causes, effects and control measures of urban and industrial wastes.	TB	U-5
30	Social Issues and the Environment	TB	U-6
31-35	From Unsustainable to Sustainable development, urban	TB	U-6

	problems related to energy, Water conservation, Resettlement and rehabilitation of people; its problems and concerns, Climate change, global warming, acid rain, ozone layer depletion		
36-38	Recapitulation of concepts covered so far and field work	Quiz 2	
39	Group Presentation/ Live Project	To be notified	
40	Group Presentation/ Live Project	To be notified	
END TERM			

**List of Cases/ Examples/ Field Works:** The case studies will be selected according to the global trends at the time of the scheduled sessions. For case studies, please go through the books mentioned in this session plan.

**TEXT BOOK:**

- Erach, B. (2013). *Text Book of Environmental Studies for Undergraduate Courses (2/e)*. New Delhi: University Press India (Pvt.) Ltd. (TB)

**ADDITIONAL READING MATERIALS:**

- Shukla, A., Singh, R., & Kumar, A. (2014). *Environmental Science, Fundamental, Ethics and Laws*. New Delhi: I K International Publishing House Pvt. Ltd.
- Agarwal, K.C. (2010). *Environmental Biology*. Bikaner: Nidi Publ. Ltd.
- Sharma B.K. (2001). *Environmental Chemistry*. Meerut: Goel Publ. House.

**TEACHING METHODOLOGY/ PEDAGOGY:**

Class sessions comprise a mixture of lectures (includes use of audio-visuals), interactive discussions, group presentations and special presentation sessions. Being a practical subject with lot of emphasis on real life situations, it has many prerequisites expected from students. Every teaching week will contain of three lessons, the first two outline the application of various concepts and theories of environmental studies to managerial issues and concerns through lectures and interactive discussions, whereas the third one is devoted to presenting cases/field works in addition to solving latest real life problems. The relevance will be further strengthened through assignments. These assignments will be discussed in class rooms through presentations and discussions. Assignments and reading material will be put across through respective official email IDs. Surprise tests and quizzes can be the part of the course work to check the attentiveness of the students and their regularity.

**CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:**

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switched off or on airplane mode. Usage of mobile in the class is strictly prohibited.

#### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality and due attention is must in the classes.

#### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
Class Participation and Attendance	10%
Assignment Report and Presentation	10%
Quiz and Subject Awareness	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

## BACHELOR OF BUSINESS ADMINISTRATION

**LS06**  
**ORAL COMMUNICATION SKILLS**  
**COURSE OUTLINE**  
**SEMESTER II (SOFT SKILLS PAPER), 2016-17**

*This is the second in a series of Four Soft Skills paper. The Syllabus of Soft Skills is divided into Four Modules to be engaged by External Industry Expert / Soft Skills Trainer for atleast 10 Hours per Semester. It is preferred that Expert may take upto Two Hours per Week. However, in exceptional Cases where the Expert is available for short duration, the same may be concentrated in a higher number of Hours per week.*

L-T-P : 2-0-0 (Max. Sessions – 10)

COURSE CREDITS : 1

SESSION DURATION: 60 MINUTES

**Module II:**

**Verbal Communication Enhancement:** Pronunciation and Accent Neutralization, Inter and Intra personal Communication, Behavioral aspect of Communication and its implementation, Removing Stage fear, Ability to speak and analyze instantaneously (Business Extempore).

**Listening for Improved Understanding:** Tools for active listening and Interpreting Non-Verbal Cues such as Intonation, rate of speech, volume, gestures, facial expressions, posture, dress and eye contact.

**LEARNING OUTCOMES:**

Upon completion of the course, the student is expected to:

1. Identify and react accordingly on one-way and two-way communication scenarios.
2. Define the communication style followed by him / her.
3. Demonstrate active-listening skills
4. Deal with challenging emotions
5. Overcome cross-cultural barriers
6. Recognize filters in himself / herself and others.
7. Express the Anger constructively.
8. Use grammatically correct language.
9. Speak impromptu on any business topic / current affairs.
10. Work effectively in diverse teams (As a part of Course activities and role plays).

### READING MATERIALS:

- Mukherjee, H.S. (2013). *Business Communication: Connecting at Work*. New Delhi: Oxford Publishing.
- Butterfield, J. (2012). *Soft Skills for Everyone*. New Delhi: Cengage Learning.
- Booher, D. (2012). *Communicate with confidence! How to say it right the first time and every time*. New Delhi: Tata McGraw Hill.

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## BACHELOR OF BUSINESS ADMINISTRATION GN30 COMPREHENSIVE VIVA - II SEMESTER II, 2016-17

The second Comprehensive Viva exam would be conducted at the end of Semester 2 and will cover the full syllabus taught during the semester. The evaluation is to be done situation based and problem solving oriented. A student appearing for CV can be presented with a situation requiring managerial intervention (from the areas he/she has studied in the semester) and his/her response evaluated.

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COURSE CREDITS : 1

**BBA BATCH 2016-19**

**2<sup>ND</sup> YEAR**

**3<sup>RD</sup> SEMESTER**

**JULY, 2017 – DECEMBER, 2017**

**BACHELOR OF BUSINESS ADMINISTRATION**  
**HR11**  
**HUMAN RESOURCE MANAGEMENT**  
**COURSE OUTLINE**  
**SEMESTER III, 2017-18**

**INSTRUCTOR DETAILS**

NAME: Dr. UPASANA SINGH

E-Mail: [upasanasingh@jkl.edu.in](mailto:upasanasingh@jkl.edu.in)

OFFICE: Room# 221(2<sup>nd</sup> FLOOR, IM BLOCK)

OFFICE TEL: 0141-7107549

L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Many managers and organizations now recognize that a critical source of competitive advantage often comes not from having the most ingenious product design, the best marketing strategy, or the most state-of-the-art production technology, but rather from having an effective system for obtaining, mobilizing, and managing the organization's human assets. A number of recent developments, including demographic changes in the labour force, increased global competition, experiments with new organizational arrangements, and public policy attention to work force issues have made human resource management increasingly important for organizations.

Although many managers and organizations recognize the importance of managing the work force effectively and even "know" what effective approaches are, it is remarkable how frequently firms fail to implement effective human resource management analysis and practices. Therefore, this course has two central themes: (1) How to think systematically and strategically about aspects of managing the organization's human assets, and (2) What really needs to be done to implement these policies and to achieve competitive advantage through people. The intent of the course is both to impart knowledge as well as to stimulate discussion about the values and beliefs that stand in the way of implementing this knowledge.

**COURSE OBJECTIVES**

To enable Students to

1. Prepare students to gain knowledge in the field of human resource management.
2. Enabling them to understand the human resource functions and practices for improved performance in organizations

3. The course also provides an overall understanding and assist students in recognizing the strong integration of HRM function with other organizational functions. structure, and culture.
4. A section on ethics in HRM is also included to ensure conceptual understanding, need and in delivering all HR functions.
5. Determine the most effective HR action to be taken in specific situations.

## LEARNING OUTCOMES

After the successful completion of this course, the students will have:

1. Knowledge and understanding of: Primary HRM Framework, role of HRM and its concepts.
2. Understanding and functional knowledge of the processes such as recruitment and selection, Job analysis and design, HR planning, Performance appraisals and career planning, E- HRM and HR accounting,
3. Will be able to correlate the relevance of each HR function with organizational performance.
4. Knowledge of the best practices of business ethical standards and organizational code of conduct.

## COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic	Readings	
1-2	Introduction to HRM: Meaning, Scope, Function and Importance HR Manager – role, qualification and qualities,	Text book	Ch-1
3-4	Evolution and development of HRM HRM: impact of internal & external business environment.	Text book	Ch-2
5-7	HR Planning: Concept, importance, and process.	Text book	Ch-5
8-10	Job Analysis and Design: Job Analysis Job Description and Job Specification, Job Design	Text book	Ch-4 & Ch-13



11-13	Human Resource Procurement: Recruitment, Selection, Placement and Induction	Text book	Ch-6&7
14-16	Career planning and development: meaning and steps Career objectives and career path, succession planning.	Text book	Ch-11
17	Training Vs Development, Importance of T&D.		
18-19	Methods and Techniques in T&D		
20	Case analysis		
21-22	HRD: concept, scope, need and Objectives HRD framework: techniques and outcomes.	Text book	Ch-12
23.	Quiz		
<b>MID TERM</b>			
24-25	Job Evaluation: objectives principle and procedure.	Text book	Ch-14
26-27	Performance measurement & appraisal: meaning, need purpose and process, essentials of good PA systems.	Text book	Ch-15
28-29	Compensation: Nature of Compensation. Objective of compensation planning,	Text book	Ch-16
30-31	Components of pay structure in India Factors influencing compensation levels, wage policy, executive compensation.	Text book	Ch-16
32	Case Analysis		
33- 34	Absenteeism and turnover: meaning, types, causes, computation, & measures of minimization	Additional Reading Material	
35-37	HR Accounting & Audit: Importance, Need, objectives, approaches and process.	Text book	Ch-27 &28

38	Ethics in HRM: Meaning, Ethics, Fair Treatment, and Justice, Areas of HRM ethics	Additional Reading Material	
39	Presentation		
40	Presentation		
<b>END TERM</b>			

### TEXT BOOK:

- Rao, V.S.P. (2013). *Human Resource Management, Text and Cases*. New Delhi: Excel Books.

### ADDITIONAL READING MATERIALS:

- Rao, P.S (2009). *Personnel and Human Resource Management Text and Cases*. Mumbai: Himalaya Publishing House.
- Aswathappa, K. (2008). *Human Resource Management Text and Cases*. New Delhi: Tata McGraw.
- Ivansevich, J. M. (2010). *Human Resource Management*. New Delhi: Tata McGraw Hill.
- Bernardi. *Human Resource Management, 4e*. New Delhi: Tata McGraw Hill.

### TEACHING METHODOLOGY/ PEDAGOGY:

To enhance the understanding and application of human resource management the course will be a mix of lecture, case study discussion and role play. Practical assignment on companies will be the essential parts of this course. It will require students to identify HR issues related with an organization and give a first-hand understanding about the shifting trends in HR practices by the firm in recent times.

### CLASS CONDUCT POLICY AND ACADEMIC INTEGRITY:

Classroom attendance and participation are course necessities. The learning in the class greatly depends upon the discussion which revolve round the course. The students will be required to indulge more in discussion and debate to get into the depth of the topic. The role of the teacher in the classroom will be to facilitate and encourage students and hone their capabilities to be the future manager. Students' ability to think critically, and analyze the business problem with 360 degree approach is what the course intends to develop therefore students are required to attempt the class assignments with utmost honesty. Plagiarized or copied assignment and default in submissions on due dates will lead to loss of internal assessment grade. Students must come prepared with the cases, reading materials given. Use of mobiles and laptops during class hours are strictly not allowed. Students found using any such gadgets will be expelled from the class.

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
Class Participation and Attendance	10%
Assignment Report and Presentation	10%
Quiz and Subject Awareness	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

## BACHELOR OF BUSINESS ADMINISTRATION AC06 MANAGEMENT ACCOUNTING

## **COURSE OUTLINE SEMESTER III, 2017-18**

### **INSTRUCTOR DETAILS**

NAME: PROF. LOKANATH MISHRA

EMAIL: [lokanathmishra@jklu.edu.in](mailto:lokanathmishra@jklu.edu.in)

OFFICE: ROOM NO. 206 (IM BLOCK, 2<sup>nd</sup> FLOOR)

OFFICE TEL: 0141- 7107535

L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

### **COURSE DESCRIPTION:**

The large scale industrial production has resulted in widening the area of managerial supervision. The management has to depend upon accounting information for taking various strategic decisions. Management accounting, in the present day, has become an integral part of business. It helps management in planning, coordinating, communicating and controlling. The areas covered in this subject is very wide and includes the tools and techniques for analysis and interpretation of financial statements and also covers management reporting, effects of price level changes etc.

### **COURSE OBJECTIVES:**

This Course would help student to

1. Recognize the importance of management accounting in an organization and how it can be used within the context of the other functions of the company.
2. Name the main tools and techniques specific to management accounting.
3. Identify the characteristics and behavior of different types of costs and analyses decisions that influence these costs.
4. Use cost/volume/profit analysis to determine the break-even point, the safety margin and potential profit in a given situation.
5. Recognize the importance of activity-based costing in the evaluation of organizational performance.
6. Have a clear mental picture of management control mechanisms and understand their importance and limits.
7. Apply cash management after preparing and analyzing a cash budget.

### **LEARNING OUTCOMES:**

Upon completion of the course, students are expected to be able to:

1. Analyze and interpret the financial statements for managerial decision making.

2. Prepare Cash, sales and other functional budgets.
3. Make cost, volume and profit analysis and suggest the breakeven points and managerial decision on the basis of contribution factors.
4. Find and control cost through standard costing and variance analysis.

**COURSE OUTLINE (TENTATIVE SESSION PLAN):**

Chapter/Session/ Theory or Practical			TOPIC	Reading Materials
C1	S1	T	Definition, Meaning, Scope and Objective of Cost Accounting, Costing as an Aid to Management,	Ch.1(TB)
C1	S2	T	Relationship between financial accounting and Management Accounting, Cost Accounting and Management Accounting, Need and Importance of Management Accounting.	Ch.1(TB)
C2	S3	T	Meaning, Nature, Objective, Anatomy of Financial Statements	Ch.2(TB)
C2	S4	T	Form and Contents of Balance sheet and Income Statement, Characteristics of Ideal Financial Statements	Ch.2(TB)
C3	S5	P	Types of Financial Analysis, External Analysis, Internal Analysis, Horizontal and Vertical Analysis	Ch.3(TB)
C4	S6	P	Comparative Statement, Common-Size Statement, Trend Analysis	Ch.3(TB)
C3	S7	P	Practical Assignment Review	Ch.3(TB)
	S8	P	Practical Assignment Review	Ch.3(TB)
	S9		Ratio Analysis: Ratios for analyzing short term financial position	Ch.4(TB)
C3	S10	T	<b>Class Test/Quiz/presentation-1</b>	
C3	S11	P	Ratios for analyzing Long term financial position	Ch.4(TB)
C6	S12	T	Ratios for analyzing profitability and market valuation ratios	Ch.4(TB)

C6	S12	P	Review of Practical Assignment	Ch.4(TB)
	S13		Review of Practical Assignment	Ch.4(TB)
C5	S14	P	Review of Practical Assignment	Ch.4(TB)
C5	S15	P	<b>Class Test/Quiz/presentation-2</b>	
C5	S16	P	Cash flow statemtn: need, objective, forms, types of activities	Ch.6(TB)
	S17	P	Practical exercise on cash flow statement	Ch.6(TB)
	S18		<b>REVIEW and RECAP Before MID TERM EXAM</b>	
	S19-S20		<b>MID TERM EXAMINATION</b>	
	S21		Discussing the Mid- term Paper and student performance	
C5	S22	T	Cost behaviour, fixed cost, Variable Cost, Semi-Variable cost,	Ch.7(TB)
C5	S23	P	Advantages of Classifying into Fixed and Variable	Ch.7(TB)
	S24		Review of Practical Assignment	
	S25		Marginal Costing and Break Even Analysis	Ch.8(TB)
C7	S26	T	Practical case based analysis under Break even analysis	Ch.8(TB)
C7	S27	P	Review of Practical Assignment	Ch.8(TB)
C7	S28	P	Review of Practical Assignment	Ch.8(TB)
	S29		Review of Practical Assignment	
C8	S30	T	Standard Cost and Costing, Objective, Advantages, Limitation, Diff. between Standard cost and Budgetary Control	Ch.12(TB)

C8	S31	T	Types of Budget, process in preparation of budgets	Ch.10(TB)
	S32		<b>Class Test/Quiz/presentation-3</b>	
C8	S33	P	Preparation of Cash budget, Sales budget, production budget etc.	Ch.10(TB)
C8	S34	P	Review of Practical Assignment	Ch.10(TB)
C8	S35	P	Type of standard, Setting of Standard, Direct Material variance	Ch.12(TB)
C8	S36	P	Labour Variances	Ch.12(TB)
C8	S37	P	Overhead Variances.	Ch.12(TB)
C8	S38	P	Review of Practical Assignment	Ch.12(TB)
	S39	P	Discussion on Learning Outcomes from the Course	
	S40	P	<b>FINAL REVIEW AND RECAP</b>	

TB= Text Book

T= Theory session in Lecturer Mode through PPT.

P= Practical sessions meant for Case analysis, exercises, class test, class presentation, Assignment Check and review of progress.

#### TEXT BOOK AND ADDITIONAL READING MATERIAL:

- Gupta, S. K., & Sharma, R. K. (2016). *Management Accounting: Principles and Practice, 14/e*, New Delhi: Kalyani Publishers.

#### ADDITIONAL READING MATERIAL:

- Shah, P. (2014). *Management Accounting*. New Delhi: Oxford Publication
- Gupta, A. (2013). *Financial Accounting for Management: An Analytical Perspective*. New Delhi, Pearson.
- Robert, A. N., Hawkins, D. F., & Merchant, K. A. (2010). *Accounting: Text and Cases, 12/e*. New Delhi, Tata McGraw Hill.
- Bhattacharyya, S. K. & Dearden, J. (2009). *Accounting for Management: Text & Cases*. New Delhi: Vikas Publishing.

### TEACHING METHODOLOGY/ PEDAGOGY:

The course will be covered within 40 sessions includes Class room lecture, Practical exercises & Case analysis & discussion. The students will be given practical assignments (individually) for hands on practice and submission, and case studies in (Groups) for presentation.

### CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switch off or on airplane mode. Usage of mobile in the class is strictly prohibited.

The above mentioned guidelines are required to be follow strictly, failing to which adversely impact your learning as well your grade.

#### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
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<b>Continuous Assessment</b>	<b>30%</b>
Class Participation and Class Attendance	10%
Assignment Report and Presentation	10%
Quiz and Class Test	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION**  
**QT06**  
**BUSINESS STATISTICS**  
**COURSE OUTLINE**

## SEMESTER III, 2017-18

### INSTRUCTOR DETAILS

NAME: Dr. Ganesh Dash

E-Mail: [ganeshdash@jklu.edu.in](mailto:ganeshdash@jklu.edu.in)

OFFICE: Room# 226(2<sup>nd</sup> FLOOR, IM BLOCK)

OFFICE TEL: 0141-7107554

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

### COURSE DESCRIPTION:

The subject of Statistics has acquired tremendous progress in the recent past so much so that an elementary knowledge of Statistical methods has become a part of the general education in the curricula of many academic and professional courses. This course aims to provide students with a sound understanding of theoretical statistical principles as well as advanced practical skills in the application of statistics. The course assumes no prior knowledge of statistics and beginning with elementary concepts develops to consider advanced concepts such as multivariate regression and time series analysis as well as decision theory. Modelling and analysis is frequently placed within a business context, with roughly equal emphasis on theory and its application.

### COURSE OBJECTIVES:

To enable students

- To understand the basics of business statistics
- To understand the concept of probability
- To understand the time series analysis
- To have clarity on decision theory.
- To have a better idea on the concept of hypotheses.

### COURSE LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Understand the use of probability theory in decision making,
2. Understand the use of sampling for describing population,
3. Formulate hypotheses, compute various statistics and draw inferences from them,
4. Use MS-Excel/SPSS for performing statistical data analysis.

### COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic	Readings	
1	Probability & Probability Distributions	TB	Ch-12
2-3	Concept of Probability, Laws of Probability, Baye's Theorem,	TB	Ch-12
4-5	Probability Distributions, Random Variable and Expected Value, Discrete and Continuous Probability Distributions (Binomial, Poisson, Normal), Checking for Normality	TB	Ch-13,14
6	Sampling Distributions and Estimating	TB	Ch-15
7-9	Sample and Sampling terminology, Sampling Distributions, Standard Error, Point and Interval Estimates, Confidence Intervals	TB	Ch-15
10	Recapitulation of concepts covered so far and numerical examples (Practice on SPSS/ Excel)		
11	Introduction to Parametric and Non-Parametric Hypothesis Testing	TB	Ch-16
12-13	Hypothesis Statements, One and Two Sample Tests, Significance level, One and Two Tail tests,	TB	Ch-16
14-18	Choosing an appropriate test, T-test, Z-test, F test, Chi-square	TB	Ch-17, 18,19,23
19-20	Recapitulation of concepts covered so far and numerical examples (Practice on SPSS/ Excel)	Quiz 1	
MID TERM			
21-24	Non-Parametric tests	TB	Ch-26
25-30	Time Series: Variations in Time Series, Trend Analysis, Cyclical Variation, Seasonal Variation, Irregular Variation, Forecasting	TB	Ch-11
31-35	Decision Theory: Solving decision analysis problems, Decision under uncertainty, Decision Tree Analysis	TB	Ch-25
36-38	Recapitulation of concepts covered so far and numerical examples (Extensive Practice on SPSS/ Excel)	Quiz 2	
39	Group Presentation/ Live Project	To be notified	
40	Group Presentation/ Live Project	To be notified	

**List of Cases/ Examples:** The case studies (practice on SPSS/ Excel) will be selected according to the global trends at the time of the scheduled sessions. For case studies, please go through the books mentioned in this session plan.

**TEXT BOOK:**

- Gupta, S.C. (2016). *Fundamentals of Statistics*, 7/e. Mumbai: Himalaya. (TB)

**ADDITIONAL READING MATERIALS:**

1. Sharma, J.K. (2014). *Fundamentals of Business Statistics*, 2/e. New Delhi: Vikas. (Ref1)
2. Bajpai, N. (2013). *Business Statistics*, 2/e. New Delhi: Pearson. (Ref2)
3. Anderson, D.R., Sweeny, D.J., & Williams, T.A. (2015). *Statistics for Business and Economics*, 12/e. New Delhi: Cengage. (Ref3)

**TEACHING METHODOLOGY/ PEDAGOGY:**

Class sessions comprise a mixture of lectures (includes use of audio-visuals), interactive discussions, group presentations and special problem solving sessions. Being a practical subject with lot of emphasis on numerical problems and solutions, it has many prerequisites expected from students. Every teaching week will contain of three lessons, the first two outline the application of various concepts and theories of advanced business statistics to managerial issues and concerns through lectures and interactive discussions, whereas the third one is devoted to presenting cases/numerical problems, use of computers in addition to solving latest real life problems. The relevance will be further strengthened through assignments. These assignments will be discussed in class rooms through presentations and discussions. Assignments and reading material will be put across through respective official email IDs. Surprise tests and quizzes can be the part of the course work to check the attentiveness of the students and their regularity.

**CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:**

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switched off or on airplane mode. Usage of mobile in the class is strictly prohibited.

### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality and due attention is must in the classes.

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
Class Participation and Attendance	10%
Assignment Report and Presentation	10%
Quiz and Subject Awareness	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

## BACHELOR OF BUSINESS ADMINISTRATION IT13 EXCEL FOR BUSINESS DECISIONS

## **COURSE OUTLINE SEMESTER III, 2017-18**

### **INSTRUCTOR DETAILS**

Name: Dr. ASHWINI SHARMA

E-Mail: ashwinisharma@jklu.edu.in

Office: Room # 227 (IM Block, II Floor)

Office Tel: 0141-7107533

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

### **COURSE DESCRIPTION**

Spreadsheet skills are an integral part of a business manager's toolkit in present times. Irrespective of the area of specialization, a manager is expected to have basic numeracy skills and be proficient in using spreadsheet software, such as Excel, to analyze business data/ solve business problems. The present course is aimed at developing Excel skills of participants so that they can create and share some useful workbooks in different domains. It will also help them in developing their analytical and problem solving skills thereby enhancing their employability. The course begins with a refresher module on key numeracy skills and the Excel environment. Ability to create and format worksheets, use simple formulas and visualize data with the help of charting capabilities available in Excel will be the pre-requisites for taking this course. The course then builds upon these skills to develop worksheets which are actually used in business organizations, in various functional areas, such as Accounting and Finance, Sales and Marketing, etc. Besides this, the course is also going to help the participants in developing their domain-independent data analysis skills. Participants will also be exposed to some of the Excel Add-ins/tool packs that will take their spreadsheet skills to the next level. The course flow will be guided by a tentative session plan which will always remain open to modifications as the class proceeds.

### **COURSE OBJECTIVES**

- Develop proficiency in basic numeracy skills.
- Ability to use Excel for creating user-friendly and professional worksheets.
- Understand the use of Excel in analyzing real-life business data.
- Appreciate the use of spreadsheet skills in different functional areas, such as Accounting and Finance, Sales and Marketing etc.
- Understand the business applications of Excel Add-ins, like Analysis ToolPak and Solver.

## LEARNING OUTCOMES

Upon successful completion, the student should be able to:

- Create professional-looking worksheets using Excel.
- Summarize data spread across several worksheets/workbooks.
- Create pivot tables and pivot charts for analyzing data.
- Develop proficiency in intermediate and advanced features of Excel, such as Customization, Goal Seek Analysis, What-if scenarios, Formula Auditing, Multi-level and Custom Sorting/Filtering of data, Lookup Procedures, Range-Names etc.
- Using built-in function libraries and creating user defined functions.
- Understand the use of Excel Add-ins like Analysis ToolPak and Solver Add-in.

## COURSE OUTLINE (TENTATIVE SESSION PLAN)

Week/ Session	Topic
Week 1-2 (1-6)	Familiarizing with Excel Environment (Ribbon Layout and Changed Excel Environment (Excel 2007 onwards). Hands-on skills for basic Excel Skills (Data Entry, Basic Formatting, Row/Col insert/delete, Formulas and Expressions, Absolute and Relative Cell Referencing)
Week 3-4 (7-12)	Working with Different types of Data, Charting in Excel
Week 5-6 (13-18)	Working with Pivot Tables, Pivot Charts, Lookup Functions, Conditional Formatting, Goal-seek Analysis, What-if Scenarios, Formula Auditing, Custom Sorting, Auto Outline
Week 7-8 (19-24)	Using Excel for Statistical Decision Making
Week 9-10 (25-30)	Using Excel for Prediction and Forecasting Problems
Week 11-13 (31-39)	Simple and Compound Interest Calculations, Annuity, Calculations involving Time Value of Money, Cost of Mortgage, Amortization Charts
Week 14 (40)	<b>Final Review and Recap</b>

*Note: Session Plan is tentative and may require adjustments depending on the progress of class.*

## READING MATERIAL

- Saxena, Sanjay (2015). A First Course in Computers (Based on Windows 8 and MS Office 2013). New Delhi, Vikas Publishing.

- Davis & Pecar (Latest Edition). Business Statistics using Excel. South Asia Edition, UK: Oxford University Press.
- Carlberg, C. (Latest Edition). Statistical Analysis: Microsoft Excel 2013, New Delhi: Pearson.

The above references are indicative only. Due to the nature of the course, majority of course readings and other material shall be used from online resources. Links of supplementary readings and other such resources shall be made available during the classes.

### **TEACHING METHODOLOGY/PEDAGOGY:**

The course is highly practical in nature and will involve more of interactive and participative sessions. Students will be required to do several class exercises from time to time on their laptops/computer labs. This emphasizes that learning by doing will be the underlying principle throughout the course. Surprise quizzes and exercises may also be conducted at times. Therefore students are expected to have all lessons prepared on the dates indicated, to come to the class with the required materials, to take notes, and to read the assignments by the dates due. Assignments turned in late will not be entertained. Students will also be provided links to various e-resources that they are expected to view/download at their own leisure. However, it is expected that they view/download the material and progress as soon as they are made available.

### **CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS**

Classes shall be conducted as per the notified time table. Looking at the highly practical and hands-on nature of the course, a high degree of student involvement in the classroom would be a prerequisite for achieving the course objectives. Please do not hesitate in asking questions or clearing doubts during the sessions. I would be happy to handle the queries during the session itself. It is highly recommended to practice the skills acquired else you will not be able to remember them. Though there will be space for informal exchanges once in a while but Classroom decorum shall need to be maintained under all circumstances. Regularity and punctuality in attending the classes can never be over emphasized. There will be no make up for any of the missed/late assignment/quizzes/presentation. All of you will be observed and assessed on these as well.

### **OUTCOME ASSESSMENT AND GRADING**

Though there will be some pen and paper quizzes as part of the evaluation during the term, major emphasis will be on the extent of achievement of learning outcomes of the course. There will be regular assignments, presentation and hands-on exercises to ensure the same and students shall be assessed on all of these. These components shall make up for 30 % of the evaluation while mid-term and end-term examinations shall constitute 20% and 50% respectively. Both mid-term



and end-term examinations will be practical in nature and shall be done in a lab-setting. Grading scheme shall be applicable as per the University's norms.

Assessment Criteria	Weightage
<b>Continuous Assessment</b>	<b>30 %</b>
Attendance & Participation	10%
Quiz, Assignments, Presentations	10%
Hands-On Skill Test	10%
<b>Mid Term Practical Examination</b>	<b>20 %</b>
<b>End Term Practical Examination</b>	<b>50 %</b>
<b>TOTAL</b>	<b>100 %</b>

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION**  
**MK08**  
**MARKETING PROCESS AND ELEMENTS**  
**COURSE OUTLINE**  
**SEMESTER III, 2017-2018**

**INSTRUCTOR DETAILS**

NAME: DR. PUNAM MISHRA

EMAIL: [punammishra@jkl.u.edu.in](mailto:punammishra@jkl.u.edu.in)

OFFICE: ROOM NO. 218 (2<sup>nd</sup> FLOOR IM BLOCK, JKL U)

OFFICE TEL: 0141- 7107545

L-T-P : 3-0-0

COURSE CREDITS : 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Marketing is a value-enhancing function that identifies opportunities, develops markets, and builds brands. Consequently, good marketing enables companies to charge price premiums, sustain competitive advantage and maintain long-run profitability. The course is designed to provide an understanding of modern marketing concepts, tools, and techniques, and help students to develop abilities and skills required for the performance of marketing functions. This course focuses on the major decisions faced by marketing managers in their efforts to harmonize the organization's objectives, capabilities, and resources with marketplace needs and opportunities.

**COURSE OBJECTIVES:**

The course is designed to make students able to:

- Understand the concept of marketing in theory and practice.
- Evaluate the environment of marketing and develop a feasible marketing plan (process)
- Understand and apply the STP of marketing (Segmentation, Targeting, Positioning)
- Have an elementary knowledge of consumer behavior and marketing research
- Understand and apply the concept of marketing strategy formulation and implementation

## LEARNING OUTCOMES:

By the end of the course the student would be able to:

- Define, explain, and describe the common terminology, theories, and concepts associated with marketing management.
- Critically analyze marketing management issues and develop practical solutions to problems.
- Identify and explain the various forces in the macro-environment and how these affect marketing management.
- Describe the marketing research process.
- Compare and contrast the various brand positioning strategies.

## COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic/s	Readings
1-2	Defining Marketing, Understanding the Marketplace and Customer Needs, Creating and Capturing Customer Value	Text Book: Chapter 1
3	Designing a Customer-Driven Marketing Strategy	Text Book : Chapter 1 Case : Maruti Suzuki
4-6	Company and Marketing Strategy, Partnering to Build Customer Relationship, Managing the Marketing Effort	Text Book : Chapter 2 Case: Tata Nano
7-9	Analyzing the Marketing Environment: Company's Microenvironment and Macro environment, Responding to the Marketing Environment	Text Book : Chapter 3 Case: Starbucks: Selling Coffee in the Land of Tea
10	<b>Revision Session and Quiz</b>	Session no. 1-9

11-13	Managing Marketing Information to Gain Customer Insights, Marketing Research, Analyzing and Using Marketing Information	Text Book : Chapter 4
14-16	Consumer Markets and Consumer Buyer Behavior, Factors Affecting Consumer Behavior, Types of Buying Decision Behavior, The Buying Decision Process	Text Book : Chapter 5 Case: Videocon Industries
17	<b>Class Test</b>	Session no. 1-16
18- 19	Business Markets and Business Buying Behavior	Text Book : Chapter 6
20-22	Market Segmentation, Targeting, and Positioning	Text Book : Chapter 7 Case: Zee Telefilms Ltd.
23-25	Defining Product, Services, and Brands: Building Customer Value, Branding Strategy: Building Strong Brands	Text Book : Chapter 8 Case: Garnier Fructis Fortifying Shampoo and Oil
26	<b>Revision Session and Quiz</b>	Session no. 16-24
27-29	New- Product Development Strategy and The New-Product Development Process	Text Book : Chapter 9
30-31	Product- Life Cycle Strategies	Text Book : Chapter 9 Case: Kellogg's Special K
32-34	Pricing: Understanding and Capturing Customer Value	Text Book : Chapter 10 Case: iPhone

35-37	Pricing Strategies: New- Product Pricing Strategies, Product-Mix Pricing Strategies, Price-Adjustment Strategies	Text Book : Chapter 11 Case: Akash Tablet
38	<b>Class Test</b>	Session no. 18-37
39-40	<b>Student Presentations</b>	Student presentations (to be announced during session no. 6-9)

### TEXT BOOK AND ADDITIONAL READING MATERIALS:

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing: A South Asian Perspective*. New Delhi: Pearson Education.

### ADDITIONAL READING MATERIAL:

1. Lamb, W. C., Hair, F. J., Sharam, D., & McDaniel, C. (2012). *MKTG A South-Asian Perspective*. New Delhi: Cengage Learning Pvt. Ltd.
2. Panda, T. K. (2009). *Marketing Management*. New Delhi: Excel Books.
3. Ramaswamy, V. S., & Namakumari, S. (2013). *Marketing Management: Global Perspective, Indian Context*. New Delhi: Macmillan (India) Limited.
4. Saxena, R. (2014). *Marketing Management*. New Delhi: McGraw-Hill Education.
5. Shahjahan, S. (2011). *Applied Case Studies in Marketing*. New Delhi: Primus Books.

### TEACHING METHODOLOGY/ PEDAGOGY:

The scope of the course involves strategic and tactical aspects of marketing decisions by applying working knowledge and analytical skills to evaluate marketing scenarios. The course sessions will include: lectures , A/V-augmented presentations (text-based and other topically related slides and relevant audio/video/web resources), written and oral classroom exercises applying course concepts, small group and classroom discussions, case studies, student presentations of individual and group assignments based on course units, with emphasis on engaging students in learning by doing.

### CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.

2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switch off or on airplane mode. Usage of mobile in the class is strictly prohibited.

The above mentioned guidelines are required to be follow strictly, failing to which adversely impact your learning as well your grade.

### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage	Efforts Category
<b>Continuous Assessment</b>	<b>30%</b>	Individual
Class Participation	10%	
Presentation	10%	
Quiz and Assignments	10%	
<b>Mid-term Examination</b>	<b>20%</b>	Individual
<b>End-term Examination</b>	<b>50%</b>	Individual
<b>Grand Total:</b>	<b>100%</b>	

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION  
HR17  
INTRODUCTION TO ORGANIZATION BEHAVIOR  
COURSE OUTLINE  
SEMESTER III, 2017-2018**

**INSTRUCTOR DETAILS**

Name: Dr. Richa Mishra

E-Mail: [richamishra@jklu.edu.in](mailto:richamishra@jklu.edu.in)

Office: Room# 228

L-T-P: 3-0-0

Course Credit: 3

Session Duration : 60 Minutes

**COURSE DESCRIPTION:**

People in organizations don't always behave the way we think they will. As a result, our ability to understand, explain, and predict human behavior within organizations is a rare and valuable skill whether you are a new employee, a middle manager, or a top level executive. This course is designed to expose students to important theories and conceptual models for analyzing, understanding, and managing human behavior within organizations. In this paper, students will study a wide range of organizational situations and examples of human behavior, and connect them to foundational theories and effective practical management methods.

**COURSE OBJECTIVES:**

The major objective of this course is to provide students with a better understanding of behavioral processes and thereby enable them to function more effectively in their present or future roles as managers of human resources. Specific learning objectives for this course are as follows:

1. To provide a basic knowledge of main ideas and key theories relating to organizational behavior.
2. To develop an understanding of these and of related ideas and concepts.
3. To develop skills in diagnosis and problem solving by applying the learned material to given situations.

**COURSE LEARNING OUTCOMES:**

After completing this course, students should be able to:

1. Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.

2. Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.
3. Understand the organizational system, including organizational structures, culture, human resources, and change.

### TENTATIVE SESSION PLAN

Session No.	Topics to be covered in the course	CASE/READINGS
Week 1 (S1-3)	<ul style="list-style-type: none"> <li>• Eras of Organization Behavior (Pre Scientific, Behavioral, classical and modern)</li> <li>• Emerging Issues in OB</li> <li>• Roles of Managers</li> </ul>	Chapter one of the text book
Week 2 (S4-6)	<ul style="list-style-type: none"> <li>• Perception-Introduction and importance of understanding perception.</li> <li>• Perceptual process</li> <li>• Perceptual Organization</li> <li>• Attribution process</li> </ul>	Chapter three of the text book
Week-3 (S7-9)	<ul style="list-style-type: none"> <li>• Introduction to personality</li> <li>• Psychological Contract</li> <li>• Formation of personality</li> <li>• Theories of personality (Catell's 16 PF, Big five, Jungian Framework)</li> </ul>	Chapter two of the text book Exercise-How to rate your Self Esteem
Week-4 (S10-12)	<ul style="list-style-type: none"> <li>• Various approaches to the concept of learning</li> <li>• Individual difference in learning abilities on the basis of behavioral style</li> <li>• Reinforcements and their impact on the learning</li> </ul>	Chapter four of the text book Exercise-Reflections on the learning styles.
Week-5 (S13-14)	<ul style="list-style-type: none"> <li>• Meaning and type of Motivation</li> <li>• Theories of work motivation (Maslow, Herzberg, Mc Gregor, Vroom and Porter Lawler)</li> </ul>	Chapter six of the text book Exercise- Measuring your Equity Sensitivity
Week-5 (S15)	<b>QUIZ-1</b>	
Week-6 (S16-17)	<ul style="list-style-type: none"> <li>• Meaning and concept of stress.</li> <li>• GAS (Hans Syle)</li> <li>• Constructive and Destructive Stress</li> <li>• Life stressors, Organizational Factors environmental stressors</li> <li>• Individual coping strategies.</li> <li>• Organizational Coping Strategies</li> </ul>	Chapter seven of the text book Exercise- Managing Executive Stress: An approach to self-Development



Week-6 (S-18)	<b>REVIEW AND RECAP</b>	
	<b>MID TERM EXAM</b>	
Week- 7 (S19-21)	<ul style="list-style-type: none"> <li>• Concept of group</li> <li>• Types of Group</li> <li>• Functions of group</li> <li>• Models of group Development</li> <li>• Group dynamics(group norms, group roles and group cohesiveness)</li> <li>• Threats of group effectiveness</li> </ul>	Chapter seven of the text book
Week-8 (S22-24)	<ul style="list-style-type: none"> <li>• Meaning of leadership</li> <li>• Difference between leadership and management</li> <li>• Perspective on leadership (Trait, Behavioral)</li> <li>• Difference between transactional and transformational leadership</li> </ul>	Chapter ten of the text book Exercise- your Leadership Potential
Week -9 (S25-27)	<ul style="list-style-type: none"> <li>• Concept of conflict</li> <li>• Stages of conflict</li> <li>• Types of conflict(Intrapersonal, Interpersonal, Intergroup, Intragroup, Inter organizational)</li> <li>• Sources of Conflict</li> <li>• Strategies for Managing Conflict</li> </ul>	Chapter eleven of the text book Exercise-Assessing your conflict resolution skills
Week-10 (S28-30)	<ul style="list-style-type: none"> <li>• Introduction to Decision Making</li> <li>• Steps and types of Managerial Decision Making</li> <li>• Models of Decision Making</li> <li>• Individuals and group Decision Making</li> </ul>	Chapter twelve of the text book Exercise-What is your personal decision Making Style
Week-11 (S31-33)	<ul style="list-style-type: none"> <li>• Convergent Thinking –Divergent Thinking and Generation of Creative Ideas?</li> <li>• Role of creativity and innovation in organizations</li> <li>• Dynamics that underlie creative thinking</li> <li>• Convergent Thinking –Divergent Thinking and Generation of Creative Ideas</li> <li>• Innovation Circle</li> <li>• Techniques of Creative Problem Solving,</li> <li>•</li> </ul>	Handouts
Week-12 (S34-35)	<ul style="list-style-type: none"> <li>• Six Thinking Hats(Edward De Bono)</li> <li>• Organizational factors contributing in creativity and innovation</li> <li>• Revision of the concepts</li> </ul>	
Week-12 (S36)	<b>QUIZ-II</b>	

Week 13 (37-40)	Presentation, Discussion and Q&A	
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### TEXT BOOK & ADDITIONAL READING MATERIALS:

- Singh, K. (2015). *Organizational Behaviour: Text and Cases*. New Delhi: Pearson Education Pvt. Ltd.

#### Additional Readings:

- Luthans, F. (2011). *Organizational Behavior : An Evidence-Based Approach 12<sup>th</sup> edition*. McGraw-Hill Education (India).
- Robbins, S. P. Judge, T.A., Vohra, N. (2013). *Organizational behavior, 15<sup>th</sup> edition*. Pearson Education India.

### COURSE PEDAGOGY:

- Lectures
- In-class experiential exercises
- Group assignments
- Case discussion & analysis
- Psychometric tools

### CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS

#### Class Attendance

- Attendance will be taken at the beginning of each class
- Students must show up at their group(s) presentation(s)
- Note: Regardless of attendance, projects and homework assignments must be turned in no later than the due date

#### Cheating.

Cheating on assignments, participation exercises, papers, examinations and other academic works including sharing information on participation exercises between sections is a clear violation of the code. All written requirements should reflect your own effort. Revealing the contents of a participation exercise to students that are enrolled in a subsequent course/section that is held on the same day or a latter term is prohibited.

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
Class Participation and Attendance	10%
Assignment Report and Presentation	10%
Quiz and Subject Awareness	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

**BACHLER OF BUSINESS ADMINISTRATION**  
**LS07**  
**WRITTEN COMMUNICATION SKILLS**  
**COURSE OUTLINE**  
**SEMESTER III (SOFT SKILLS PAPER), 2017-18**

*This is the third in a series of Four Soft Skills paper. The Syllabus of Soft Skills is divided into Four Modules to be engaged by External Industry Expert / Soft Skills Trainer for atleast 10 Hours per Semester. It is preferred that Expert may take upto Two Hours per Week. However, in exceptional Cases where the Expert is available for short duration, the same may be concentrated in a higher number of Hours per week.*

L-T-P : 2-0-0 (Max. Sessions – 10)

COURSE CREDITS : 1

SESSION DURATION: 60 MINUTES

**Module III:**

**Written Communication:** Writing effective emails, preparing powerful presentations and writing Business Reports.

**English Grammar Capsule:** Noun, Preposition, Conjunction, Pronoun, Verb, Tenses, Modifiers and Prepositional Phrases and their implementation.

**Enhancing Conversational Skills:** Improving Verbal English through practice exercises comprising of day to day conversational situations. Practice exercises to strengthen lexical / structural knowledge of English.

**LEARNING OUTCOMES:**

Upon completion of the course, the student is expected to:

1. Identify and react accordingly on one-way and two-way communication scenarios.
2. Define the communication style followed by him / her.
3. Demonstrate active-listening skills
4. Deal with challenging emotions
5. Overcome cross-cultural barriers
6. Recognize filters in himself / herself and others.

7. Express the Anger constructively.
8. Use grammatically correct language.
9. Speak impromptu on any business topic / current affairs.
10. Work effectively in diverse teams (As a part of Course activities and role plays).

#### READING MATERIALS:

- Mukherjee, H.S. (2013). *Business Communication: Connecting at Work*. New Delhi: Oxford Publishing.
- Butterfield, J. (2012). *Soft Skills for Everyone*. New Delhi: Cengage Learning.
- Booher, D. (2012). *Communicate with confidence! How to say it right the first time and every time*. New Delhi: Tata McGraw Hill.

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### BACHELOR OF BUSINESS ADMINISTRATION GN31 COMPREHENSIVE VIVA - III SEMESTER III, 2016-17

The third Comprehensive Viva exam would be conducted at the end of Semester 3 and will cover the full syllabus taught during the semester. The evaluation is to be done situation based and problem solving oriented. A student appearing for CV can be presented with a situation requiring managerial intervention (from the areas he/she has studied in the semester) and his/her response evaluated.

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COURSE CREDITS : 1

**BBA BATCH 2016-19**

**2<sup>ND</sup> YEAR**

**4<sup>TH</sup> SEMESTER**

**DECEMBER, 2017 – APRIL, 2018**

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**BACHELOR OF BUSINESS ADMINISTRATION**  
**IT12**  
**INFORMATION SYSTEM FUNDAMENTALS**  
**COURSE OUTLINE**  
**SEMESTER IV, 2017-18**

**INSTRUCTOR DETAILS**

Name: Dr. Ashwini Sharma

E-Mail: ashwinisharma@jklu.edu.in

Office: Room # 227 (IM Block, II Floor)

Office Tel: 533

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION**

The challenges posed by ever-increasing complexity of business environment coupled with the evolution and advancement of information systems has enhanced the capability of information systems to cope up with the business challenges. In view of these, there is a growing need for guidance on concept, issues and strategies for understanding, developing and managing information systems in organizations. The present course responds to this need among budding managers in understanding what information systems are and how they fit in the current organizational setup. The present course is aimed at providing the participants with a firm foundation in the field of information systems. Information systems are imperative for modern day organizations, irrespective of their nature of operations. The course begins by introducing the participants to the conceptual framework of information systems and then builds upon the support provided by information systems in managerial activities. It also acquaints the participants to the information technology concepts that are essential for a clear understanding of computer based information systems. At the end, the system development process is presented which educates the students about the various phases in the information system development life cycle.

**COURSE OBJECTIVES**

- Help students understand basic terminology of information systems.
- Appreciate the role of information systems in business organizations.
- Understand the socio-technical approach to design and implementation of information systems.

- Expose students to the contemporary information system applications.

## LEARNING OUTCOMES

Upon successful completion, the student should be able to:

- Understand the fundamental concepts of information systems.
- Develop an insight into systems approach as a problem solving approach.
- Appreciate the evolving role of information systems in organizations.
- Discuss the social and ethical issues associated with information system discipline
- Be aware of contemporary information system applications and technologies.

## SESSION PLAN

Week	Session	Topic	Readings
W1	S1-S3	Introduction to the course - MIS Concept - Role of MIS - Strategic Objectives	- Text: Ch 1
W2	S4	Perspectives on Information Systems - IS Dimensions - Socio-technical approach to Information Systems	- Text: Ch 1
	S5-S6	Types of Information Systems	- Text: Ch 1
W3	S7-S9	Information Systems and Business Organizations - Features of Organizations - IS Impact on Organizations	- Text: Ch 2-3
W4	S10-S12	Information System for Competitive Advantage - Porter's Competitive Forces Model - Business Value Chain - Management Issues	- Text: Ch 3
W5	S13	Ethical and Social Issues in Information Systems - Moral Dimensions - Technology Trends	- Text: Ch 17
	S14-S15	Ethics in Information Society - Ethical Analysis and Principles	- Text: Ch 17



		- Quality of Life and Health Issues	
W6	S16-S18	IT Infrastructure and Emerging Technologies - Components of IT Infrastructure - Emerging Hardware and Software Trends	- Text: Ch 4-6
W7	S19-S21	Databases and Information Management - Databases, Data Warehouses, Data Mart, Data Mining, OLAP	- Text: Ch 5
W8	S22-S24	IS Security - Vulnerability - Hackers and Computer Crime - Business Value of Security and Control - Tools for protecting Information Resources	- Text: Ch 16
W9	S25-S27	E-Commerce and E-Business, Enterprise Applications - ERP, SCM, CRM	- Text: Ch 7-8
W10	S28-30	Information Systems for Decision Making	- Text: Ch 9
W11/12	S31-36	Building & Maintaining Information Systems - Systems Development and Organizational Change - Role of Users - System Development Approaches	- Text: Ch 10-15
W13/14	S37-S40	Presentation of Group Assignments/Review & Feedback	

*Note: Session Plan is tentative and may require adjustments depending on the progress of class.*

#### TEXT BOOK AND READING MATERIAL

- Goyal, D.P. (Latest Edition). *Management Information Systems: Managerial Perspectives*. Noida: Vikas Publishing.
- Laudon, K.C. & Laudon, J.P. (Latest Edition). *Management Information Systems: Managing the Digital Firm*. New Delhi: Pearson.

- O'Brien, J.A. (Latest Edition). *Introduction to Information Systems*. New Delhi: McGraw Hill Education.

The first title shall be used as the Text book. Links of online material and exercises shall be made available during the classes.

## TEACHING METHODOLOGY

The course is a mix of foundational concepts and relevant practical exercises that cut across functional areas. The course starts with introducing fundamental information system concepts and then highlights the significance and role of computer based information systems operating in modern day business organizations. Case studies of how organizations have been impacted by successful implementation of information systems shall be discussed to gain real-life insights about the course. As the course advances, students will be exposed to evolving role of information systems that will provide an opportunity to discuss the future trends. The course then moves on to explain social and ethical issues that confronts the information system managers and discusses alternative strategies to resolve them. The students are also exposed to various information system security threats and strategies to protect vulnerable information resources. At the end of the course, various information system development approaches are discussed and a contrast is drawn between these approaches, highlighting the merits and limitations of each. The course will also provide opportunities to understand the objectives and working of contemporary information system applications, such as ERP, SCM and CRM. All concepts will be discussed with practical orientation and students will be assessed for their understanding through assignments, exercises and quizzes. As the subsequent sessions will be built upon the previous ones, regularity and punctuality will be critically essential. Students will be required to revise the concepts regularly to maintain the flow of delivery. Students will also be provided links to various e-resources that they are expected to view/download at their own leisure. However, it is expected that they view/download the material and progress as soon as they are made available.

## CLASS CONDUCTING POLICIES, ACADEMIC INTEGRITY AND REGULATIONS

Classes shall be conducted as per the notified time table. Looking at the nature of the course, a high degree of student involvement in the classroom would be a prerequisite for achieving the course objectives. Please do not hesitate in asking questions or clearing doubts during the sessions. I would be happy to handle the queries during the session itself. It is highly recommended to carry out the online assignments/tasks on time else you will not be able to cope up with the pace of the class. Though there will be space for informal exchanges once in a while but Classroom decorum shall need to be maintained under all circumstances. Regularity and punctuality in attending the classes can never be over emphasized. There will be no make up for

any of the missed/late assignment/quizzes/presentation. All of you will be observed and assessed on these as well.

## **OUTCOME ASSESSMENT AND GRADING**

Though there will be pen and paper quizzes as part of the evaluation during the term, major emphasis will be on the extent of achievement of learning outcomes of the course. There will be regular assignments, presentation and hands-on exercises to ensure the same and students shall be assessed on all of these. These components shall make up for 30% of the evaluation while mid-term and end-term examinations shall constitute 20% and 50% respectively. Grading scheme shall be applicable as per the University's norms.

**BACHLOR OF BUSINESS ADMINISTRATION**  
**FN08**  
**BUSINESS FINANCE**  
**COURSE OUTLINE**  
**SEMESTER IV, 2017-18**

**INSTRUCTOR DETAILS**

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OFFICE TEL: 0141- 7107541

L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Business Finance is a basic core course offered to the students of Management and Commerce stream, to equip the students with the basic understanding of the financial concepts and identify its role in the business organizations. Finance is considered as life blood of any organization. Thus, understanding the basis behind financial decision making is necessary for any concerned student. The financial system of a country is made up of intermediaries, markets and instruments which provide the principal means for converting household savings into investments. Given its role in the allocation of resources, the efficient functioning of financial system is critical to a modern economy. A financial manager negotiates loans from financial intermediaries, raises resources in the financial markets, and invests surplus funds in financial instruments. Therefore, it is imperative for every individual to understand the basic financial terms and concepts to grasp the nuances of the financial world.

**COURSE OBJECTIVES:**

This Course would help student to

1. Understand the basic concepts and terms in finance.
2. Have a seamless transfer from Accounting to Finance role.
3. Learn the role of financial manager in view of other functional area managers.

4. Learn the techniques associated with time value of money and their applications in various aspects of financial management.
5. Understand the costs, structure, risks, allocations, sources and uses of finance.

### LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Understand the importance of financial management.
2. Learn project viability analysis.
3. Understand the cost involved in financing alternatives.
4. Understand the importance and dynamics of working capital.
5. Understand the dividend policies of organisations.

### COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic	Chapter in Text Book
1-4	<b>Financial Management - An Overview:</b> Financial Decisions, Goals of Financial Management, Fundamental Principle of Finance,	Ch. 1
4-6	Organization of Finance Function, Relationship of Finance to Economics and Accounting	Ch. 1
7-8	<b>Fundamental Valuation Concepts:</b> Time value of Money,	Ch. 8
9-10	Valuation of Securities,	Ch. 9
11	Risk and Return	Ch. 10
12-15	<b>Capital Budgeting:</b> Capital Budgeting Process, Non-Discounting cash flow techniques, Discounting cash flow techniques, Accept Reject Rules,	Ch. 11
15-20	<b>Cost of Capital:</b> Concept of Cost of Capital, Component of Cost of Capital and determining their proportions, Weighted Average Cost of Capital.	Ch. 14
20-24	<b>Capital Structure, Leverage and Dividend Policy:</b> Theories of Capital Structure, Net Income Approach, Traditional Approach, MM Hypothesis and Arbitrage, Designing Capital structure,	Ch. 15

25-28	Financial, Operating and Combined Leverage,	Ch. 16
28-30	Objectives of Dividend Policy, Determinants of Dividend policy, Practical Consideration In Dividend Policy, Types of dividend	Ch. 17
30-32	<b>Working Capital Management:</b> Principles and Concepts of Working Capital, Operating Cycle, Determinants Of Working Capital, Assessment of Working Capital Requirement	Ch. 22
33-34	Cash Management	Ch. 23
35	Receivables Management	Ch. 24
36	Inventory Management	Ch. 25
37	Financing of Working Capital.	Ch. 26
38-39	<b>Introduction to Financial functions in Spreadsheets</b>	Handouts
40	Review of Course	

### TEXT BOOK:

- Chandra, P. (2014). *Fundamentals of Financial Management*. 6/e. New Delhi: McGraw Hill Education (India) Private Limited.

### REFERENCE BOOKS:

- Pandey, I. M. (2015). *Financial Management*, 11/e. New Delhi: Vikas Publishing Private Limited.
- Khan, M.Y., & Jain, P.K. (2014). *Financial Management: Text, Problems and Cases*. 7/e. McGraw Hill Education (India) Private Limited.
- Horne, J. C. V. (2002). *Financial Management & Policy*, 12/e. New Delhi: Pearson.

### TEACHING METHODOLOGY/ PEDAGOGY:

The course will be covered within 40 sessions includes Class room lecture, Practical exercises & Case analysis & discussion. The students will be given practical assignments (individually) for hands on practice and submission, and case studies in (Groups) for presentation.

## CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switch off or on airplane mode. Usage of mobile in the class is strictly prohibited.

The above mentioned guidelines are required to be follow strictly, failing to which adversely impact your learning as well your grade.

### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

## OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
Class Participation and Class Attendance	10%
Assignment Report and Presentation	10%
Quiz and Class Test	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION**  
**QT07**  
**RESEARCH METHODS**  
**COURSE OUTLINE**  
**SEMESTER IV, 2017-18**

**INSTRUCTOR DETAILS**

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Office: Room# 228

L-T-P: 3-0-0

Course Credit: 3

Session Duration : 60 Minutes

**COURSE DESCRIPTION:**

Building on Principles of Research Design this course aims to extend and deepen the understanding of different research approaches and methodologies in order to prepare students for their own research projects in their business discipline. This course will assist students in identifying, discussing and formulating a research problem, in selecting and applying appropriate research approaches and methods of inquiry (both quantitative or qualitative), and in presenting their results. Successful completion of this course should be sufficient for students to undertake a research project.

**COURSE OBJECTIVES:**

- To explain how research contributes to business decisions and practices.
- To understand some basic concepts of research and its
- Methodologies
- To identify appropriate research topics
- To select and define appropriate research problem and parameters



- To prepare a project proposal (to undertake a project)
- To write a research report.

### COURSE LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Understand the importance of Research in Business and Industry,
2. Know different terminologies in Research,
3. Understand how to make a Research Design,
4. When, Where, Why and How to perform Research, and
5. To be able to analyze data and writing a report.

### TENTATIVE SESSION PLAN

Session No.	Topics to be covered in the course	READINGS
Week 1 (S1-3)	Introduction to business research methods – <ul style="list-style-type: none"> <li>• The role of research, research process overview</li> <li>• Types of Business Research</li> <li>• Scientific method- Steps in scientific research.</li> <li>• Ethics in research</li> </ul>	Chapter 1 of the textbook
Week 2 (S4-6)	Research Methods ,Research Problems and Hypothesis- <ul style="list-style-type: none"> <li>• Significance of Business research</li> <li>• Literature review: What is literature review?, Why the need for literature review?, How to carry out a literature review?</li> <li>• Defining the research problem, Formulation of the and types of research hypotheses, The importance of problems and hypotheses</li> <li>• Hypothesis testing</li> </ul>	Chapter 2 of the textbook
Week-3 (S7-9)	Business Research Design <ul style="list-style-type: none"> <li>• Conceptual frame work,</li> </ul>	Chapter 3 of the textbook

	types of Business research design	
Week-4 (S10-12)	<p>Methods and Techniques of Data Collection</p> <ul style="list-style-type: none"> <li>• Primary and Secondary data collection methods, qualitative methods of data collection, Survey methods of data collection.</li> <li>• Survey and Schedule methods of data collection</li> <li>• Sources of Secondary Data collection</li> </ul>	Chapter 4 of the textbook
Week-5 (S13-14)	<p>Sampling and Sampling Distribution</p> <ul style="list-style-type: none"> <li>• The nature of sampling, Probability sampling design, Nonprobability sampling design, Determination of sample size</li> </ul>	Chapter 5 of the textbook
Week-5 (S15)	<b>QUIZ I</b>	
Week-6 (S16-17)	<p>Attitude Measurement and scales</p> <ul style="list-style-type: none"> <li>• Concept of measurement— what is measured? Problems in measurement in research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio.</li> </ul>	Chapter 6 of the textbook
Week-6 (S-18)	<b>REVIEW AND RECAP</b>	
	<b>MID TERM EXAM</b>	
Week- 7 (S19-21)	<p>Questionnaire Design</p> <ul style="list-style-type: none"> <li>• Questionnaire designing – Reliability and Validity</li> </ul>	Chapter 7 of the textbook
Week-8 (S22-24)	<p>Data processing and Preliminary Analysis</p> <ul style="list-style-type: none"> <li>•</li> </ul>	Chapter 8 of the textbook
Week -9 (S25-27)	Statistical Analysis and Data Interpretation	Chapter 9 of the textbook

	<ul style="list-style-type: none"> <li>• Descriptive and inferential Statistics.</li> <li>• Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages)</li> <li>• Correlation</li> </ul>	
Week-10 (S28-30)	Introduction to Multivariate Analysis	Chapter 10 of the textbook
Week-11 (S31-33)	T –Test Chi-square test, and ANOVA	Chapter 11 of the textbook
Week-12 (S34-36)	Research Report and proposal Writing <ul style="list-style-type: none"> <li>• APA Format</li> <li>• Title page, Abstract, Introduction, Methodology, Results, Discussion, References, and Appendices</li> </ul>	Chapter 12 of the textbook
Week-13 (S37)	<b>QUIZ-II</b>	
Week 13-14 (37-40)	Research Proposal Presentation	

### TEXT BOOK & ADDITIONAL READING MATERIALS:

- Gupta S. L & Gupta H (2014). *Business Research Methods*. New Delhi: McGraw Hill Education

### Additional Readings:

1. Cooper, D.R., Schindler, P.S., & Sharma, J.K. (2012). *Business Research Methods, 11/e*. New Delhi: Tata McGraw-Hill.
2. Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2012), *Business Research Methods, 8/e*. New Delhi: Cengage Learning South Western.

### COURSE PEDAGOGY:

- Lectures
- In-class experiential exercises
- Assignments
- Live Projects

### CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS

### Class Attendance

- Attendance will be taken at the beginning of each class
- Students must show up at their presentation(s)
- Note: Regardless of attendance, projects and homework assignments must be submitted in no later than the due date

### Cheating

Cheating on assignments, participation exercises, papers, examinations and other academic works including sharing information on participation exercises between sections is a clear violation of the code. All written requirements should reflect your own effort. Revealing the contents of a participation exercise to students that are enrolled in a subsequent course/section that is held on the same day or a latter is prohibited.

### Details of Assignment:

1. Students need to submit a Research Proposal of 5-7 page document where they need spell out topic, provide a brief description of the literature review and theoretical framework, and explain your methodology. This will be completed in three parts. During the last week students will provide a PowerPoint presentation.

### EVALUATION COMPONENTS & WEIGHTAGE:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
<i>Class Participation and Attendance</i>	<i>10%</i>
<i>Assignment Report and Presentation</i>	<i>10%</i>
<i>Quiz and Subject Awareness</i>	<i>10%</i>
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION  
MK09  
ADVERTISING AND SALES MANAGEMENT  
COURSE OUTLINE  
SEMESTER IV, 2017-2018**

**INSTRUCTOR DETAILS**

NAME: DR. PUNAM MISHRA

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OFFICE TEL: 0141- 7107545

L-T-P : 3-0-0

COURSE CREDITS : 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Promotion and Sales are most often intended to be supporting components in a marketing mix. Promotion and Sales decisions must be integrated and coordinated with the rest of the marketing mix, particularly product/brand decisions, so that they may effectively support an entire marketing mix strategy. The course is designed to provide an understanding of various promotional tools used in the communication mix and modern sales management concepts, tools, and techniques. The course focuses on developing advertisement and sales management skills as required in the today's competitive industry.

**COURSE OBJECTIVES:**

The course is designed to make students able to:

- Understand the concept of marketing communication mix and sales management in theory and practice.

- Understand the role and configuration of the marketing communication mix and explains the main characteristics associated with the principal tools and media.
- Understand the fundamental principle of 'place' in the marketing mix and to management decisions concerning distribution channels, channel members, logistics management, retailing and wholesaling.
- Understand marketing strategy to achieve the long-term objectives have been critical for any firm in a competitive market situation.
- To develop the different analytical perspectives and management decision tools.

### LEARNING OUTCOMES:

By the end of the course the student would be able to:

- Understand fundamental and advanced concepts of marketing, including Knowledge of various functions like Channel Management, Marketing Communication etc. that a Marketing Manager performs.
- Develop analytical and conceptual abilities pertaining to marketing decisions;
- Understand strategic and tactical issues related to marketing and solve complex managerial problems.

### COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic/s	Readings
1-2	Marketing Channels: Supply Chains and the Value Delivery Network, the Nature and Importance of Marketing Channels	Text Book: Chapter 12
3-4	Channel Design Decisions, Channel Management Decisions	Text Book : Chapter 12 Case : Go Indigo
5-6	Retailing: Types of Retailers, Retailer Marketing Decisions, Future of Retailing	Text Book : Chapter 13 Case: Tanishq
7-8	Wholesaling: Types of Wholesalers, Wholesaler Marketing Decisions, Trends in Wholesaling	Text Book : Chapter 13

9	<b>Revision Session and Quiz</b>	Session no. 1-8
10-13	Communication Customer Value: The Promotion Mix, Integrated Marketing Communications, Steps in Developing Effective marketing Communication, Setting the Total promotional Budget and Mix	Text Book : Chapter 14 Case: Hero Motocorp
14-17	Advertising and Public Relations: Adverting Objectives, Setting the Advertising Budget, Developing Advertising Strategy, Evaluating Advertising Effectiveness and Return on Advertising Investment, The Role and Impact of Public Relations, Major Public Relations Tools	Text Book : Chapter 15 Case: Idea Cellular
18	<b>Class Test</b>	Session no. 1-17
19- 22	Personal Selling: Managing Sales Force, The Personal Selling Process and Sales Promotion	Text Book : Chapter 16 Case: Avon
23-26	Direct and Online Marketing: Building Direct Customer Relationships	Text Book : Chapter 17 Case: Facebook.
27	<b>Revision Session and Quiz</b>	Session no. 19-26
28-30	Creating Competitive Advantage: Analysis and Strategies	Text Book : Chapter 18 Case: Blackberry: lessons in Strategic Positioning
31-32	Global Marketing Environment, Deciding on the Global Marketing Program	Text Book : Chapter 19 Case: Amazon.com
33-35	Sustainable Marketing: Social Responsibility and Ethics, Business Actions towards Sustainable Marketing	Text Book : Chapter 20

		Case: iPhone
36-37	Rural Marketing- Decision to Enter Rural Markets, Approaches to Rural Marketing, Tools for Understanding Rural Markets	Text Book: Appendix 3 Case: Amul
38	<b>Class Test</b>	Session no. 19-37
39-40	<b>Student Presentations</b>	Student presentations (to be announced during session no. 6-9)

### TEXT BOOK AND ADDITIONAL READING MATERIALS:

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing: A South Asian Perspective*. New Delhi: Pearson Education.

### ADDITIONAL READING MATERIAL:

1. Lamb, W. C., Hair, F. J., Sharam, D., & McDaniel, C. (2012). *MKTG A South-Asian Perspective*. New Delhi: Cengage Learning Pvt. Ltd.
2. Panda, T. K. (2009). *Marketing Management*. New Delhi: Excel Books.
3. Ramaswamy, V. S., & Namakumari, S. (2013). *Marketing Management: Global Perspective, Indian Context*. New Delhi: Macmillan (India) Limited.
4. Saxena, R. (2014). *Marketing Management*. New Delhi: McGraw-Hill Education.
5. Shahjahan, S. (2011). *Applied Case Studies in Marketing*. New Delhi: Primus Books.

### TEACHING METHODOLOGY/ PEDAGOGY:

The scope of the course involves strategic and tactical aspects of marketing decisions by applying working knowledge and analytical skills to evaluate marketing scenarios. The course sessions will include: lectures , A/V-augmented presentations (text-based and other topically related slides and relevant audio/video/web resources), written and oral classroom exercises applying course concepts, small group and classroom discussions, case studies, student presentations of individual and group assignments based on course units, with emphasis on engaging students in learning by doing.

### CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:



1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switch off or on airplane mode. Usage of mobile in the class is strictly prohibited.

The above mentioned guidelines are required to be follow strictly, failing to which adversely impact your learning as well your grade.

### Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage	Efforts Category
<b>Continuous Assessment</b>	<b>30%</b>	Individual
Class Participation	10%	
Presentation	10%	
Quiz and Assignments	10%	
<b>Mid-term Examination</b>	<b>20%</b>	Individual
<b>End-term Examination</b>	<b>50%</b>	Individual
<b>Grand Total:</b>	<b>100%</b>	

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION  
GN16  
INDIAN ECONOMY  
COURSE OUTLINE  
SEMESTER IV, 2017-18**

**INSTRUCTOR DETAILS**

NAME: Dr. SHEETAL MUNDRA

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION**

The course begins with an introduction to India's economic structure and frameworks of India's economic development. This course presents the major issues in the Indian economy as they are related to economic development of India over a period of time. Our present economic ailments, poverty; inequality; unemployment; infrastructural bottlenecks; demographic issues, are those associated with or arising directly from the problems of economic growth. It is highly important that the Indian students at the undergraduate level understand and appreciate these problems. Using appropriate analytical frameworks, this course reviews major trends in economic indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm shifts and turning points.

**COURSE OBJECTIVES**

1. To give students a reasonable introduction to Indian economy. The course will concentrate on both the achievements and the issues of the economy.

2. To initiate among the students discussion on some of the key issues of Indian economy.
3. To make the students understand the macroeconomic challenges and policy management in India.
4. To exposes the students to the quantitative data on various economic aspects and policies in India.

### COURSE LEARNING OUTCOMES

Upon completion of the course, students will be able to:

1. This course will help in understanding the basic structure of Indian Economy and its development over a period of time and development in future.
2. Students have a better understanding of issues and problems faced by Indian Economy and the impact of policy changes to address them.
3. Students have better conceptual understanding off factors determining policy changes over a period of time in context of national and international environment, and economical issues faced by nation.
4. Exposure to Indian Economic Data
5. The students will, acquaint with a good understanding of the structure achievements issues and prospects of Indian economy.

### COURSE OUTLINE (TENTATIVE SESSION PLAN)

Session	Topic	Session Details
1-2	Concept of Economic Growth, Economic Development, Growth and Development, Concept of Underdevelopment	Text Book- Chapter 1 and Reference book
3-4	Concept and Measurement of HDI	Text Book- Chapter 5
5-6	Basic Characteristics of Indian Economy	Text Book- Chapter 1
7-7	Students Presentations & Assignments	
8-9	Population size, Growth Trends, Causes, Population and Economic Development, Demographic Dividend	Text Book- Chapter 4
10-11	Occupational structure, features of each sector, importance	Text Book- Chapter 6
12-13	Labour Force in India, Features, Trends and WPR in India.	Reference book

14-15	Employment, trends, quality of employment, employment and growth	Text Book- Chapter 25 and Reference Book
16-17	Unemployment, trends, types, reasons, effects	Text Book- Chapter 5
18-18	Students Presentations & Assignments	
19-21	Problems of Indian economy: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness	Text Book- Chapter 23, 26 & 28
22-23	Features of public sector, benefits, role of PSUs in India	Text Book- Chapter 12
24-25	Concept of privatization, evolution, rationale, demerits	Text Book- Chapter 15
26-26	Privatisation and Disinvestment, types, methods of disinvestment, merits and demerits	Text Book- Chapter 13
27-27	Students Presentations & Assignments: Salient features of the Relevant Union Budget	
28-29	Indian Economy & Foreign Trade, Value, Composition and Direction	Text Book- Chapter 44
30-31	Difference between Foreign Capital and Aid, Components, Need, trends, Policy and Foreign Aid in India	Text Book- Chapter 22
32-33	Exchange Rate, Policy, Reserves, Issue of Capital Account Convertibility, FERA and FEMA	Reference Book
34-35	Globalization and its impact on Indian Economy; Meaning, Policy and Effects	Reference Book
36-37	Features and Objective of Economic Planning in India, Rationale, Strategy of Planning, 12 <sup>th</sup> Five Year Plan	Text Book- Chapter 20

38-38	Students Presentations & Assignments	
39-40	Wrap-Up	

Note: Minor modifications & alteration might be required, depending on the composition & progress of the class

### TEXT BOOK AND ADDITIONAL READING MATERIALS

- Sundharam, K.P.M., Datt, G., & Mahajan, A. (2016). *Indian Economy*. New Delhi: Sultan Chand.

#### Additional Reading Material

1. Mishra, S.K., & Puri, V.K. (2016), *Indian Economy*. New Delhi: Himalaya Publishing House.
2. Dhingra (2007). *Indian Economy: Environment and Policy*. Lucknow: Sulabh Prakashan.
3. Kapila, U. (2016). *Indian Economy: Performance and Policies, 17/e*. New Delhi: Academic Foundation.
4. EPW, Various issues
5. Hindu Business Line, daily.

Note: Latest edition of the readings will be used.

### TEACHING METHODOLOGY/PEDAGOGY

The course is more analytical rather than descriptive that will give insight to the students in understanding the real issues, problems and nature of Indian Economy over a period of time. This course is more research based as require recent data and information. The students are expected to come prepared to the class and actively participate in classroom discussions for better understanding of the concepts and contemporary issues. The relevance will be further strengthened through assignments. These assignments will be discussed in class rooms through presentations and discussions. The students are expected to come prepared on prior concepts before starting the fresh ones and regular reading of the newspaper. Assignments and reading material will be put across through respective official email IDs. Surprise test and Quizzes can be the part of the course work to check the attentiveness of the students and their regularity.

#### Major activities during the class:

1. Regular News Updates, data collection and integration with the concepts.
2. Economic Dictionary (concept is supported by real life examples).

3. Assignments and presentations on course topics, current Indian economic issues and events.

### **CLASS CONDUCTING POLICIES, ACADEMIC INTEGRITY AND REGULATIONS**

Discipline and preliminary preparations always result in better delivery of the faculty as well as better understanding of the concepts to the students. This course requires regular study and logical mindset. Conceptual clarity is utmost important in this area for the proper application of those in business decision. Please ensure the following things during the course delivery:

- Students must attend 75% of the total classes conducted for the course in the semester.
- Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
- Class starts with a quick revision of the previous session along with a quiz.
- Students should come up with the basic preparation of the chapter from text book scheduled for the day.
- Students should be ready with their queries for discussion in the class room.
- Assignment and cases are to be submitted on the due dates only.
- Students are responsible for all lecture notes and material given out in class. If he/she misses class, then make sure that he/she will get the notes and assignments from another student.
- Usage of cellular or Mobile phone are not allowed in the class room.

#### **Intellectual Integrity and Honesty**

‘Plagiarism’ in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

### **OUTCOME ASSESSMENT & GRADING**

Assessment Components	% Weightage
Mid Term Exams	20%
End Term Exams	50%
Economics’ Dictionary and Assignments on course topic	10%
Quiz/ test and presentations on Indian economic topics , and events	10%
Participation in class discussion and regularity	10%

in class	
Grand Total	100%

### Grading

Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION  
OM08  
OPERATIONS MANAGEMENT  
COURSE OUTLINE  
SEMESTER IV, 2017-18**

#### INSTRUCTOR DETAILS

NAME: DR. ANUPAM SAXENA

OFFICE: ROOM NO. 220(IM BLOCK, 2<sup>nd</sup> FLOOR)

OFFICE TEL: 0141- 7107548

L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

#### COURSE DESCRIPTION:

The objective of this course is to facilitate students in understanding the fundamental concepts of Operations Management (OM) and its role in attaining better supply chain performance across sectors. The course will cover major topics of OM from various dimensions.

This introductory course will also help students to understand the point of view of an entrepreneur and their operations related challenges through case studies, videos and field visit.

#### COURSE OBJECTIVES:

The course has following objectives:

1. To facilitate students in understanding the fundamental concepts of OM
2. To develop analysis of issues related to OM
3. To relate to the important concepts of OM across supply chains

## LEARNING OUTCOMES:

This course will help students to develop skills related to:

1. Develop analytical capabilities for OM problems
2. Apply production and operations strategies and principles for domestic and international business situations
3. The student will develop in-depth knowledge of theory involved in the Capacity Management, Inventory, and Scheduling
4. Upon successful completion of the course students should be able to comprehend the effectiveness of various elements of OM in an organization success

## COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session Number	Topics	Session Details
1-3	<b>Introduction to OM:</b> OM – Definition, Placement in the organization, Scope, Transformation processes, Current issues & trends in OM, Product management	<b>Readings:</b> Text Book, Chapter 1
4—6	<b>Operations Strategy and Competitiveness:</b> Centralized versus Decentralization, Relationship between business grand strategy and operations strategy, An introduction to Linear Programming	<b>Readings:</b> Text Book, Chapter 2 Caselet analysis
7-9	<b>Facility Layout:</b> Decision tree, Facility layout planning, Product & Process, Assignment model in layout planning	<b>Readings:</b> Text Book, Chapter 6 Caselet analysis
10-13	<b>JIT &amp; Lean Manufacturing:</b> Lean logic; The Toyota production system - Elimination of waste, Respect for people; Lean implementation requirement; Lean services	<b>Readings:</b> Text Book, Chapter 9 Caselet analysis
14-17	<b>Capacity Management:</b> Capacity planning concepts, Type of capacity, role of forecasting in capacity, Economies & diseconomies of scale, determining capacity requirements; using	<b>Readings:</b> Text Book, Chapter 6



	decision trees to evaluate capacity alternatives, In-class exercises	Caselet analysis
18	<b>Revision and Doubt Clarification session of Pre Mid Tern Course</b>	
19 & 20	Mid Term	
21-22	<b>Introduction to Quality Management:</b> Definition of quality (design & process quality), Quality management tools & techniques	<b>Readings:</b> Text Book, Chapter 14  Caselet analysis
23-24	<b>Inventory Management:</b> Use of Inventory, Role of functional department, Managing uncertainty, Basics of EOQ	<b>Readings:</b> Text Book, Chapter 8  Caselet analysis
25-26	<b>Facility Location:</b> Introduction, Factors affecting facility planning, Break even analysis, Separate facilities for different products and services, Geographical areas and processes	<b>Readings:</b> Text Book, Chapter 5  Caselet analysis
27-29	<b>Supply Chain Management:</b> Bullwhip effect, Latest technological trends in supply chain management, risks involved in supply chain management	<b>Readings:</b> Text Book, Chapter 9  Caselet analysis
30-31	<b>Demand Forecasting:</b> Qualitative & Quantitative methods of forecasting, forecasting errors	<b>Readings:</b> Text Book, Chapter 15  Caselet analysis
32-33	<b>Operations Scheduling:</b> Routing, Forward and Backward scheduling, sequencing and prioritizing, sequencing 2 jobs on n machines	<b>Readings:</b> Text Book, Chapter 13  Caselet analysis
34-35	<b>Service Operations Management:</b> Service scenario in India, strategies for service capacity planning, yield management	<b>Readings:</b> Text Book, Chapter 16

		Caselet analysis
36-40	Course review and Project presentation	

### Selective List of Caselets used

- Kishore Biyani & Big Bazaar
- Rover Honda
- BMW Rolls Royce
- Honda Mixed Model assembly line analysis
- Pantaloons
- Olivetti
- Tata Steels
- Indo Chem
- Air Traffic Forecasting by Airbus
- Narayan Hrudayalaya
- Made in China
- Pure for Sure
- Jet Airways

### **TEXT BOOK AND ADDITIONAL READING MATERIAL:**

Bedi, K. (2013). *Production and Operations Management*. New Delhi: Oxford University Press.

### **ADDITIONAL READING MATERIAL:**

1. Stevenson, W.J. (2009). *Operations Management, 9e*. New Delhi: Mc Graw Hill.
2. Russell, R.S. & Taylor, B.W. (2012). *Operations Management, 9e*. New Delhi: Wiley.

### **TEACHING METHODOLOGY/ PEDAGOGY:**

It will be through a mixture of lectures, case studies, discussions, assignments and in-class exercises which will cultivate a richer understanding of the subject. Groups of students each working as a team will analyse and present case studies and also prepare a Project.

### **CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:**

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.

### **OUTCOME ASSESSMENT AND GRADING:**

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
Class Participation	10%
Assignment Report and Presentation	10%
Final Project Report & Viva	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

**BACHLER OF BUSINESS ADMINISTRATION**  
**LS08**  
**BUSINESS ETIQUETTES**  
**COURSE OUTLINE**  
**SEMESTER IV (SOFT SKILLS PAPER), 2017-18**

*This is the fourth in a series of Four Soft Skills paper. The Syllabus of Soft Skills is divided into Four Modules to be engaged by External Industry Expert / Soft Skills Trainer for atleast 10 Hours per Semester. It is preferred that Expert may take upto Two Hours per Week. However, in exceptional Cases where the Expert is available for short duration, the same may be concentrated in a higher number of Hours per week.*

L-T-P : 2-0-0 (Max. Sessions – 10)

COURSE CREDITS : 1

SESSION DURATION: 60 MINUTES

**Module III:**

**Business Etiquette:** Art of effective networking and Introductions, Power of handshake, Business Card Protocol, Telephone, cell phone and email etiquette, Pre-meeting strategies, corporate Dressing, effective usage of gestures during communication in a formal environment and balancing between Speaking and Listening to arrive at an equilibrium, negotiations and conflict management.

**Achieving Genuine Communication:** Creating openness, matching body language to message, working constructively with emotions, dealing with anger and managing emotionally charged situations, Managing Cross Cultural Communication.

### LEARNING OUTCOMES:

Upon completion of the course, the student is expected to:

1. Identify and react accordingly on one-way and two-way communication scenarios.
2. Define the communication style followed by him / her.
3. Demonstrate active-listening skills
4. Deal with challenging emotions
5. Overcome cross-cultural barriers
6. Recognize filters in himself / herself and others.
7. Express the Anger constructively.
8. Use grammatically correct language.
9. Speak impromptu on any business topic / current affairs.
10. Work effectively in diverse teams (As a part of Course activities and role plays).

### READING MATERIAL:

- Mukherjee, H.S. (2013). *Business Communication: Connecting at Work*. New Delhi: Oxford Publishing.
- Butterfield, J. (2012). *Soft Skills for Everyone*. New Delhi: Cengage Learning.
- Booher, D. (2012). *Communicate with Confidence! How to Say it Right the First Time and Every Time*. New Delhi: Tata McGraw Hill.
- Sweeney, S. (2003). *English for Business Communication*. New Delhi: Cambridge University Press.

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## BACHELOR OF BUSINESS ADMINISTRATION GN32 COMPREHENSIVE VIVA - IV SEMESTER IV, 2017-18

The fourth Comprehensive Viva exam would be conducted at the end of Semester 4 and will cover the full syllabus taught during the semester. The evaluation is to be done situation based and problem solving oriented. A student appearing for CV can be presented with a situation requiring managerial intervention (from the areas he/she has studied in the semester) and his/her response evaluated.

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- COURSE CREDITS : 1



# **JK Lakshmipat University**

Near Mahindra SEZ, P.O. Mahapura, Ajmer Road, Jaipur – 302026

Ph: 91-141-7107500/503

## **INSTITUTE OF MANAGEMENT**

**BBA+MBA (5 Years)**  
**(Dual Degree Programme)**

**Batch 2016-21**  
**5<sup>th</sup> - 6<sup>th</sup> Semesters**

**Detailed Syllabus**  
**&**  
**Scheme of Examination**

*mu bhata 59*

**Proposed Curriculum (Year 3) for BBA+MBA (Dual Degree) Programme (2016-21 Batch)**

S. No.	Semester	Course Code	Course Title	Credits	Page Number
<b>Year 3 Semester V</b>					
1	Fifth	HR13	Ethics and Human Values	3	5
2	Fifth	AC07	Direct Tax Laws & Practice	3	7
3	Fifth	GN19	Company and Other Laws	3	9
4	Fifth	OM09	Quality Management	3	12
5	Fifth	MK10	Understanding Consumer Behaviour	3	15
6	Fifth	CCT507	Professional Communication	3	17
7	Fifth	GN24	Summer Internship Project	3	19
<b>Year 3 Semester VI</b>					
8	Sixth	GN17	Entrepreneurship	3	21
9	Sixth	FN09	Indian Financial System	3	23
10	Sixth	HR14	Organizational Change	3	25
11	Sixth	MK11	Brand Management	3	27
12	Sixth	LS04	Foreign Language	3	29
13	Sixth	CCT601	Personal Branding & Workplace Communication	2	31
14	Sixth	GN40	Sprints	2	33

Note: The curriculum for Semesters VII, VIII, IX and X of this programme will be the same as offered in MBA (Full Time) programme of the University.

**AREA CODES**

CODE	AREA	CODE	AREA	CODE	AREA
FN	FINANCE	AC	ACCOUNTING	MK	MARKETING
HR	HUMAN RESOURCES	IT	INFORMATION TECHNOLOGY	GN	GENERAL MANAGEMENT
LS	LANGUAGE SKILLS	CCT	COMMUNICATION AND CRITICAL THINKING		

### **CREDIT ARITHMETICS**

SEMESTER	CREDITS	YEAR	CREDITS
Semester V	21	Year	
Semester VI	19	III	40

### **STRUCTURE OF QUESTION PAPER / EXAM**

Depending on the Practical Content of the Paper, Faculty may go in for Theory/Numerical/Case based Pen-Paper Exam, Lab based Practical Exam, Open Book Exam, etc.

In case of the Pen-Paper Exam, the question paper will have theoretical or application oriented Questions / Case Study / Practical problems.

### **EXAMINATION SCHEME**

The following scheme is applicable to the classroom taught subjects:

Sr. No.	Evaluation Component	Duration	Marks (100) (%)
1.	Mid Term Exam-I	1.5 hours	20%
2.	Mid Term Exam-II	1.5 hours	20%
3.	End Term Exam	2 hours	40%
3.	Continuous Evaluation (Quizzes, Assignments, Presentations, Class Participation, etc)	-	20%



**BBA BATCH 2016-19**

**3<sup>RD</sup> YEAR**

**5<sup>TH</sup> SEMESTER**

**JULY, 2018 – DECEMBER, 2018**

**BACHELOR OF BUSINESS ADMINISTRATION**  
**HR13**  
**ETHICS AND HUMAN VALUES**  
**COURSE OUTLINE**  
**SEMESTER V, 2018-19**

**INSTRUCTOR DETAILS**

Name: Dr. Richa Mishra

E-Mail: [richamishra@jkl.u.edu.in](mailto:richamishra@jkl.u.edu.in)

Office: Room# 228

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L-T-P: 3-0-0

Course Credit: 3

Session Duration : 60 Minutes

**COURSE DESCRIPTION:**

This course is comprised of class discussions, cooperative learning activities, individual assignments, and class presentations. Professional codes of ethics and the concepts of values, boundaries, morals, and confidentiality within human services professions such as in health care, education, social work, mental health, law enforcement, and criminal justice will be explored. Students are expected to become familiar with the ethical decision-making process, and to apply these concepts in the class discussions.

**LEARNING OUTCOMES:**

Upon completion of the course, students are expected to be able to:

- To develop a functional awareness of individual ethical principles.
- To provide enhance problem-solving skills which reflect the application of ethics.
- To examine and practice the application of professional codes of ethics in hypothetical workplace situations.

**COURSE CONTENT:**

- Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Values,
- Role of family-society-educational institutions in inculcating values, ethics and private and public relationships.
- Theories of Ethics- Teleological, Deontological, Virtue Ethics, Conduct Ethics, Rights based, Utilitarianism, Hedonism, Egoism

- Development of Moral Reasoning: Lawrence Kohlberg: Kohlberg's Levels and Stages of Morality
- 3 Types of Judgments
- 3 Areas in Study of Ethics
  - i) Meta-Ethics/ Critical Ethics
  - ii) Applied Ethics
  - iii) Normative vs. Descriptive Ethics
- Preconditions for Ethical Scrutiny
  - i) Free Will
  - ii) Knowledge
  - iii) Voluntary Action
- Concept of decision-making, moral decision-making, importance of a model specific to ethics
- Significance of Professional code of conduct.

#### READING MATERIAL:

1. Venkatrao, V.(2014). *Ethics and Values -A Text-book for Under Graduate Students*. E -Book
2. Biswanth, G. (2010). *Ethics in Management and Indian Ethos*. Noida: Vikas Publishing House.
3. Nandagopal, R., & Sankar, A. (2011). *Indian Ethos and Values in Management*. New Delhi: Tata McGraw Hill
4. Fernando, A. C. (2009). *Business Ethics: An Indian Perspective*. New Delhi: Pearson
5. Nandagopal, R., & Sankar, A. (2011). *Indian Ethos and Values in Management*. New Delhi: Tata McGraw Hill
6. Gaur, R. R. , Sangal, R., Bagaria, G. P. (2009). *A Foundation Course in Human Values and Professional Ethics*. Excel Books

Note: Latest edition of the readings will be used

#### EVALUATION COMPONENTS & WEIGHTAGE:

Component	Weightage
Mid-term I/ Mid Term II	40%
Internal Components Assignment Class Participation etc.	20%
End Term Examination	40%

**Grading:** Grading system will be followed as per the University norms.

**BACHLOR OF BUSINESS ADMINISTRATION**  
**AC07**  
**DIRECT TAX LAWS AND PRACTICE**  
**COURSE OUTLINE**  
**SEMESTER V, 2018-19**

**INSTRUCTOR DETAILS**

NAME: MS. SARITA GUPTA

EMAIL: [sarita.gupta@jkl.edu.in](mailto:sarita.gupta@jkl.edu.in)

OFFICE: ROOM NO. 217 (IM BLOCK, 2<sup>nd</sup> FLOOR)

OFFICE TEL: 0141- 7107539

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Direct Tax Laws and Practice is a basic core course offered to the students of Business stream, with an aim to equip the students with the basic understanding of the direct tax laws concepts and identify its role in the economy. The course aims to develop the issues related to income taxation in accordance with the legislative provisions. It also aims to introduce students to the methodology of estimating and calculating accounting information and tax liability.

**COURSE OBJECTIVES:**

This course would help students to

1. Understand the basic concepts and terms of Direct Taxation.
2. Distinguish sources of income.
3. Distinguish between deductible & non-deductible expenses.
4. Apply the Tax code provisions.
5. Calculate tax liability for assesses and file tax return.

**LEARNING OUTCOMES:**

Upon completion of the course, students are expected to be able to:

1. Understand the basic concepts and definitions under the Income Tax Act, 1961 and acquire knowledge about computation of income under different heads of income of Income Tax Act, 1961.
2. To be able to acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax Deduction at Source, Tax Collection Authorities, etc.
3. To be able to prepare Tax filing statements and do planning for tax management.

### COURSE CONTENTS:

- **Unit 1:** Introduction to Indian Tax System, Distinction between direct & indirect tax, Income Tax Act 1961: Basic concepts & definitions i.e. Assessment year, Previous year, Persons, Assessee, Income, Gross total income, Total income & tax liability, Exemption vs. Deduction, Capital receipts vs. Revenue receipts, Capital expenditure vs. Revenue expenditure, Exempted Income, Agricultural income; Residential status of an assessee and tax incidence, Tax rates applicable for various assessee for current A.Y.
- **Unit 2:** Computation of an assessee income under various heads: Income from salary, Income from house property, Profits & gains from business or profession, Income from capital gains, Income from other sources.
- **Unit 3:** Chargeability of tax: Clubbing of income, deductions from total income u/s 80CCC to 80U, calculation of income tax of an individual keeping provision of surcharge, education cess and rebate u/s 87A.
- **Unit 4:** Payment, Advance payment of tax, Tax deduction or collection at source, Returns, Assessment procedure, PAN.
- **Unit 5:** Income tax authorities, Search, seizure and assessment, Appeals & Revision.

### REFERENCE BOOKS:

1. Singhanian, V.K. (2016). *Students Guide to Income Tax*. New Delhi: Taxman.
2. Singhanian, V.K. (2012). *Direct Taxes: Ready Recknor*. New Delhi: Taxman.
3. Ahuja, G., & Gupta, R. (2013). *Systematic Approach to Income Tax*. New Delhi: Bharat Law House Pvt. Ltd.
4. Prasad, B. (2012). *Income Tax Law and Practice*. New Delhi: Wiley Publication.
5. Mehrotra, H.C. (2006). *Income Tax Law and Accounts*. Agra: Sahitya Bhavan.
6. Pagare, D. (2007). *Income Tax Law and Practice*. New Delhi: Sultan Chand & Sons.
7. Chandra, M., & Shukla, D.C. (2006). *Income Tax Law & Practice*. New Delhi: Pragati Publications.

Note: Latest edition of the readings will be used

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Component	Weightage
Mid Term I	20%
Mid Term II	20%
End Term	40%
Continuous Evaluation (Internal Marks) Assignment, Case Study, Project Work	20%

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION  
GN19  
COMPANY AND OTHER LAWS  
COURSE OUTLINE  
SEMESTER V, 2018-19**

**INSTRUCTOR DETAILS**

NAME: Dr. KIRTI JAINANI

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OFFICE: ROOM NO. 220 (IM BLOCK, 2<sup>nd</sup> FLOOR)

OFFICE TEL: 0141- 7107548

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

With increasing complications in business, the managers must have basic knowledge of law being applied on the industry as well as awareness of different laws to deal any type of stakeholders and situation. This course is broadly covers Company Act 2013: Types of Companies and Its Characteristics: Definition of a Company, Characteristics, Lifting of Corporate Veil, Illegal Association, Different types of Companies, Public Companies, Private Companies, Foreign Company, Government Company, Limited, Unlimited, Holding and Subsidiary Companies, Memorandum of Association, Articles of Association and Prospectus its clauses, contents and procedure of Issues, Alterations etc, Share Capital, Company Meetings, management of the Companies, Composition of Board of Directors their appointment, duties, responsibilities and remunerations. Consumer Protection Act, 1986: Object, Extent and Coverage of the Act, Rights of Consumer, and Redressal machinery under the Act, Relief available to consumers, Procedure for filing the Appeal, and Power of Dispute Redressal Agencies and also Right to Information ACT 2005 and Information Technology Act 2000.

**COURSE OBJECTIVES:**

The main objective of the course is to prepare business students as architecture of business law strategy rather than simply middle level managers. The other objectives are:

1. To familiarize the students with company and other related laws to business environment.
2. To equip them with drafting company documents, statutory records and compliance with various Government agencies.
3. To strengthen the analytical and critical thinking skills of students and provide skills to predict the disputes, which may arise in business in context of law and thereafter

shaping real world business decisions.

### **COURSE LEARNING OUTCOMES:**

Upon completion of the course, students will be able to:

- Understand company registration process, forms and procedures.
- Understand the laws related to Company management, RTI and Information Technology.
- Consumer protection related practical cases.

### **COURSE OUTLINE (TENTATIVE SESSION PLAN):**

<b>Session No.</b>	<b>Topic/Sub Topic</b>
1	Companies Act 2013: Definition of a Company, Characteristics
2	Types of Companies: Public Companies, Private Companies
3	Foreign Company, Government Company, Limited, Unlimited, Holding and Subsidiary Companies.
4	Lifting of Corporate Veil, Illegal Association
5	Memorandum of Association, Articles of Association and Alterations etc.
6	Prospectus its clauses, contents and procedure of Issues
7	Share Capital
8	Company Meetings
9	Management of the Companies
10	Composition of Board of Directors their appointment
11	Duties, responsibilities and remuneration
12	Majority Rule and Prevention of Oppression and Mismanagement
13	Compromises, Arrangements, Reconstruction and Amalgamation
14	Comparison of Companies Act, 2013 with the Old Act of 1956.
15	<b>Class Test</b>
16	Consumer Protection Act, 1986: Object, Extent and Coverage of the Act,
17	Rights of Consumer and Redressal machinery under the Act,
18	Relief available to consumers, Procedure for filing the Appeal, and
19	Power of Dispute Redressal Agencies
20	The Right to Information Act, 2005
21	Public Authorities and their obligation under the Act
22	Role of Public Information Officers: PIOs and APIOs- Accepting an information Request, Processing and Disposing
23	Exemption from Disclosure of Information, Partial Disclosure and “ Third Party” Information
24	Role and Responsibilities of Appellate Officers within Public Authorities
25	The Information Technology Act, 2000

26	Digital Signature, Recognition of Electronics Documents,
27	Formation of Contract, Data protection
28	Liability of Intermediaries, Offences and Penalty
29-30	<b>FINAL REVIEW AND RECAP</b>

### REFERENCE BOOKS:

1. Sheth, T. (2015). *Business Law*. New Delhi: Pearson Education.
2. Albuquerque, D. (2016). *Legal Aspects of Business*. New Delhi, Oxford Publications.
3. Miller, R. L. (2012). *Business Law Today*. Boton: Stanford Edition.
4. Mallor, J. P., Barnes, A. J., Bowers, L. T., Langvardt, A. W.(2011). *Business Law: The Ethical, Global, and E-Commerce Environment*. NJ: McGraw-Hill/Irwin
5. Cross, F. B. (2012). *Legal Environment of Business*. New York: South Western
6. Gulshan S. S. & Kapoor, G.K. (2012). *Business Law Including Company law*. New Age International Publishers: New Delhi
7. Agarwal, R. (2011) *Mercantile & Commercial Law*, New Delhi:Tax Man
8. Kalpoor, N.D. (2011) *Elements of Mercantile Law*, New Delhi: Sultan Chand & Sons
9. Chandha, P.R. (2010) *Business Law*, New Delhi: Galgotia Publication
10. Miller, R. L. (2010). *Business Law Today*. Boton: Stanford Edition.

Note: Latest edition of the readings will be used

### OUTCOME ASSESSMENT & GRADING:

Assessment Components	% Weightage
Mid Term-I Exams	20%
Mid Term-II Exams	20%
End Term Exams	40%
Continuous Evaluation (Internal Marks) Assignment, Case Study, Project Work	20%
<b>Grand Total</b>	<b>100%</b>

Grading system will be followed as per the University norms.



**BACHELOR OF BUSINESS ADMINISTRATION**  
**OM09**  
**QUALITY MANAGEMENT**  
**COURSE OUTLINE**  
**SEMESTER V, 2018-19**

**INSTRUCTOR DETAILS**

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OFFICE TEL: 0141- 7107533

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Quality Management (QM) is an excellent tool for generating the customer satisfaction. Organizations with strong QM programmes always lead the market. A good QM strategy should have a strong component of willingness, long-term commitments to key stakeholders in business for achieving competitive advantage through excellent quality. This course intends to orient the students with the philosophy of QM in manufacturing & service sectors.

**COURSE OBJECTIVES:**

The course has following objectives:

1. To facilitate students in understanding the fundamental concepts of QM
2. To appreciate the relevance of QM in organizational success
3. Relate to the importance of QM across firms

**LEARNING OUTCOMES:**

This course will help students to:

1. Develop analytical capabilities for QM issues
2. Apply principles of QM for domestic and international business situations
3. Develop in-depth knowledge of theory involved in QM
4. Develop required skills and enhance their ability to qualitatively and quantitatively analyse QM through various approaches (i.e. various concepts, models, and analytical tools in managing operations of service organizations)

**COURSE OUTLINE (TENTATIVE SESSION PLAN):**

Session Number	Topics	Session Details
1-3	<b>Introduction to QM:</b> History, Basic concepts, Traditional approach and Quality Hierarchy	<b>Readings:</b> Text Book, Chapter 1
4—6	<b>Principles and philosophies of Quality Gurus:</b> W. Edward Deming, Crosby, Taguchi, Ishikawa etc.	<b>Readings:</b> Text Book, Chapter 2 Caselet analysis
7-9	<b>Statistical Process Control:</b> General theory, Control Chart, Control Limits, Various charts related to quality control	<b>Readings:</b> Text Book, Chapter 3 Caselet analysis
10-13	<b>Quality in Lean Manufacturing:</b> Lean logic; The Toyota production system - Elimination of waste, Respect for people; Lean implementation requirement; Lean services	<b>Readings:</b> Handouts to be given Caselet analysis
14-17	<b>TQM:</b> Fundamentals, Benefits, Frameworks, Principles, Implementation, Strategy, TPM, TSS	<b>Readings:</b> Text Book, Chapter 1 & 3 Caselet analysis
18	<b>Revision and Doubt Clarification session of Pre Mid Tern Course</b>	
19 & 20	Mid Term	
21-22	<b>Tools &amp; Techniques for QM:</b> FMEA, Fault tree analysis, QFD, Poka Yoke	<b>Readings:</b> Text Book, Chapter 4 Caselet analysis
23-24	<b>Benchmarking:</b> Definition, Development, Types, Process and benefits	<b>Readings:</b> Text Book, Chapter 4 Caselet analysis
25-26	<b>Quality Systems:</b> ISO 9001, 14000 Series, Implementing quality councils, systems and certifications, Quality audits	<b>Readings:</b> Text Book, Chapter 5 Caselet analysis
27-30	<b>Role of IT in QM:</b> Computers and Quality function, Internet, Quality Information systems, Information issues in Quality	<b>Readings:</b> Text Book, Chapter 5 Caselet analysis
31-33	<b>Strategic Quality Management:</b> History, Definition, Distinction between TQM and SQM, Phases of SQM a	<b>Readings:</b> Handouts to be given

34-36	<b>Contemporary Issues:</b> History, BPO, BPR, Performance Management, Balance Score Card, Value Chain analysis	<b>Readings:</b> Handouts to be given
36-40	<b>Course review and Project presentation</b>	

### TEXT BOOK:

Rajaram, S. & Sivakumar, M. (2008). *Total Quality Management*. New Delhi: Wiley.

Note: Latest edition of the readings will be used

### OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
<b>Continuous Assessment</b>	<b>30%</b>
Class Participation	10%
Assignment Report and Presentation	10%
Final Project Report & Viva	10%
<b>Mid-term Examination</b>	<b>20%</b>
<b>End-term Examination</b>	<b>50%</b>
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION**  
**MK10**  
**UNDERSTANDING CONSUMER BEHAVIOUR**  
**COURSE OUTLINE**  
**SEMESTER V, 2018-2019**

**INSTRUCTOR DETAILS**

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L-T-P : 3-0-0

COURSE CREDITS : 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

This course examines the strategic implications of the internal, external and decision-making factors that impact consumer purchasing patterns with emphasis on managerial applications. This course introduces the theory of consumer behavior and relates it to the practice of marketing. It will present relevant material drawn from psychology, sociology and behavioral sciences within the framework of the consumer decision process and its main influencing factors. Students will be able to identify the dynamics of human behavior and the basic factors that influence the consumer decision process and will be able to demonstrate how concepts may be applied to marketing strategy.

**COURSE LEARNING OBJECTIVES**

To enable students

- to acquire a framework for analyzing consumer behavior problems
- to learn how consumer behavior can be affected by different marketing strategies
- to show how behavioral evidence can be used to evaluate alternative marketing strategies
- to learn about and use consumer behavior theories in marketing and social psychology

**TOPICS TO BE COVERED**

**Consumer Behaviour: An Overview:** Introduction, Need for Understanding Consumer Behaviour, Consumer insights, Diversity of Indian Market, Changing Pattern of Indian Consumer Behaviour, Factors Influencing Consumer Behaviour.

**Psychological Influences on Consumer Decision-Making :** Concept of Motivation, Role of Motives in Guiding Behaviour, Elements and Dynamics of Perception, Complexities in Consumer Perception, Consumer Beliefs, Consumer Feelings, Consumer Attitudes, Learning Theories, the Elaboration Likelihood Model (ELM), Nature & Theories of Personality, Brand Personality.

**Sociological Influence on Consumer Decision-Making:** Effect of Life Cycle Stage, Occupation and Lifestyle on Consumer Behaviour, Social Class and their Behavioural Patterns, Role of Influence Groups, Effect of Reference Groups on Consumer Decision Making, Culture Influence on Consumer Behaviour

**Consumer's Decision Making:** Decision Making Process, Impulse Buying Decision, Decision Making Criteria, Factors Influencing Decision Making, Role of Family in Decision-Making, Purchase Decisions: Issue and Resolution.

#### REFERENCE BOOKS:

1. Majumdar, R. *Consumer Behaviour: Insights from Indian Markets*. New Delhi: PHI Learning Pvt. Ltd.
2. Evans, M., Foxall, G., & Jamal, A. *Consumer Behaviour*. New Delhi: Wiley Indian Edition.
3. Hawkins, D. I., Motherbaugh, D. L., & Mookerjee, A. *Consumer Behavior: Building Marketing Strategy*. New Delhi, McGraw-Hill Education.
4. Loudon, D., & Bitta, A. D. *Consumer Behaviour*. New Delhi: McGraw Hill Education.
5. Schiffman, L. G., Wisenblit, J., & Kumar, R. S. *Consumer Behaviour*. New Delhi: Pearson Education.

Note: Latest edition of the readings will be used

#### OUTCOME ASSESSMENT AND GRADING

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
Continuous Assessment	20%
Mid-term Examination- I	20%
Mid-term Examination- II	20%
End-term Examination	40%
<b>Grand Total:</b>	<b>100%</b>

**Grading:** Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION**  
**CCT507**  
**PROFESSIONAL COMMUNICATION**  
**COURSE OUTLINE**  
**SEMESTER V, 2018-2019**

**INSTRUCTOR DETAILS**

NAME: MS. PRATISTHA GOSH/ DR. POONAM VYAS

OFFICE: CENTRE FOR COMMUNICATION AND CRITICAL THINKING (GROUND  
FLOOR MDC BLOCK, JKLU)

OFFICE TEL: 0141- 7107925

L-T-P : 2-0-1

COURSE CREDITS : 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

This course introduces students to the nuances of communicating professionally. It equips students to understand the need and demand for professional communication, especially in the context of work. Students will be able to speak, write (in different formats) and present professionally, and create their online presence through this course

**TOPICS TO BE COVERED**

Units	Description
Meaning of Professional Communication	Students are exposed to the difference as well as synergy between formal and informal communication Through various scenarios and exercises, students are made to understand the meaning of professional communication
Introduction to Structure	Basic structure of communication are introduced to the students; they understand the significance and formulation of beginning, middle and end Students are highlighted the use of the structure in different formats
Email Writing	Importance of writing professionally, especially through emails is established Dos and Dons of email writing shared; students practice email writing
Article Review	Students are taught the need and use of reviews and forming an opinion about things they read Format of crafting a review shared; practice of structured writing
Caselet Analysis	Students are introduced to analyse a Caselet and the format of writing

		the analysis in a structured format
Report Writing		Revision of Report Writing – purpose and format shared Practice the art of professionally crafting reports through practice and activities
Presentation (Design)	Skills	Students are exposed to basic principles of making a good PPTs and are introduced useful tools and software to be used to making good presentations The importance of storytelling through presentations is explained
Presentation (Delivery)	Skills	Detailed practice of different importance components of storytelling Delivery – Overcome stage fear, work on body language Content – Create story, Edit, Voice - Voice modulation, enunciation, pronunciation
Professional Conversations		Students practice ways of professional conversations through various scenarios Students are introduced to the art of handling difficult conversations

#### ASSESSMENT MATRIX:

Assessment Criteria	Percentage
Attendance	10
Assignment	60
Class Participation	10
Report-1	20
<b>Grand Total:</b>	<b>100%</b>

**BACHLER OF BUSINESS ADMINISTRATION  
GN24  
SUMMER INTERNSHIP PROJECT  
SEMESTER V, 2018-19**

As part of the BBA Programme, the Final Year students undergo an eight weeks training at an industry of their choice or one allocated by the University placement cell after the Fourth Semester. This is mostly scheduled during the months of May and June.

Upon their return from STP, they undergo the process of evaluation where they need to submit the STP Report and make presentations.

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COURSE CREDITS : 3

TIME DURATION : 8 Weeks



**BBA BATCH 2016-19**

**3<sup>RD</sup> YEAR**

**6<sup>TH</sup> SEMESTER**

**DECEMBER, 2018 – APRIL, 2019**

**BACHLER OF BUSINESS ADMINISTRATION  
GN17  
ENTREPRENEURSHIP  
COURSE OUTLINE  
SEMESTER VI, 2018-19**

**INSTRUCTOR DETAILS**

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Entrepreneurship plays a vital role in industrial development. It is relatively new subject and one of the fastest growing subjects in colleges and universities across the world. It has been identified as one of the major trends shaping business, economy and even society. It has now emerged as profession. That like other profession, it can be developed and fostered through specific educational and training programme is well evidenced by behavioural studies and experiments conducted across the regions. This course is about creating, managing and leading an entrepreneurial organisation. It would enable students to start dreaming big, visualizing and working towards the realization of their dreams. The teaching/ learning of entrepreneurship require greater focus on experiential learning. Engagements such as interactive sessions, cases, games, exercise, role plays, films, projects, assignments and group activities play a vital role in teaching this course.

**COURSE LEARNING OUTCOMES:**

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

1. Describe the role and features of an entrepreneur, and identify his own entrepreneurial style
2. Differentiate entrepreneur with manager and categories different entrepreneurship
3. Create new ideas and evaluate opportunities through market survey
4. Design Value Proposition Canvas of his/ her idea and summarize information in Business Model
5. Validate his/her idea and test prototype with their potential customer.
6. Explain the supportive system for entrepreneurship development.

## COURSE CONTENT:

- Overview of Entrepreneur and Entrepreneurship
- Entrepreneurship and Economic Development
- Entrepreneur and Managers
- Social Entrepreneurship
- Women Entrepreneurship
- Get Started (Discover Yourself)
- Identification of Idea/ Problem
- Identify Customer and Craft Value Proposition
- Business Model
- Money (Revenue, Costs, Pricing )
- Validation
- Source of Finance
- Sustainability, Climate Change and Entrepreneurship

## READING MATERIALS:

- Khanka, S. S. (2013). *Entrepreneurship development*. New Delhi: Sultan Chand and Sons.
- Arya Kumar (2012). *Entrepreneurship: Creating and Leading an Entrepreneurial Organisation*. New Delhi: Pearson.
- Poornima M Charantimath (2014). *Entrepreneurship Development Small Business Enterprises*. New Delhi: Pearson.
- Rajeev Roy (2011). *Entrepreneurship*. New Delhi: Oxford University Pr.
- Vasant Desai (2014). *Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House.
- <http://entryindia.com/>
- <https://www.entrepreneur.com/in>
- <https://www.entrepreneur.com/magazine>

Note: Latest edition of the readings will be used

## OUTCOME ASSESSMENT

Assessment Components	% Weightage
Mid Term Exams	20%
End Term Exams	30%
Continuous Assessment	30 %
Project	20%

**BACHELOR OF BUSINESS ADMINISTRATION**  
**FN09**  
**INDIAN FINANCIAL SYSTEM**  
**COURSE OUTLINE**  
**SEMESTER VI, 2018-19**

**INSTRUCTOR DETAILS**

NAME: DR. LOKANATH MISHRA

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

The objective of this course is to familiarize the students with the financial system and provide insights into the management of financial institutions and services. Many topics covered during the course have both theoretical and practical significance. This course is expected to give the students an opportunity to apply their knowledge of financial economics to the practical world of financial institutions and services.

**COURSE OBJECTIVES:**

The course aims to achieve the following objectives:

1. To familiarize the students with the role, functions and significance of the financial system
2. To help students understand the operating environment of financial institutions and services
3. To highlight the key issues in the management of financial institutions and services
4. To keep abreast of the latest developments in the management of financial institutions and services

**LEARNING OUTCOMES:**

After completion of the course, the student will be able to

1. Evaluate the role and significance of financial system
2. Appraise the role of financial institutions in the functioning of Indian Economy.
3. Outline the operating environment of financial services

4. Apply the knowledge of financial economics to the practical world of financial institutions and services

### COURSE CONTENTS:

- **The Financial System: An Introduction-** Components of formal financial system, functions of a financial system, key elements of well-functioning financial system, Nature and role of financial institutions and markets, Financial system and economy, types of financial system.
- **Money Markets:** Introduction, objective, functions, Money market instruments, Treasury bills, Commercial paper, Commercial bills, Certificate of deposits, Call/Notice money and tools for managing liquidity in the money market
- **Capital Market:** Introduction, Objective, Functions, History of Indian Capital market, Capital market scams, Free pricing regime, Book building mechanism, Green shoe options, On-Line IPOs, Primary Issues, Public Issues mechanism
- **Secondary Market:** Introduction, Functions, Organization, membership and management of stock exchanges, Listing of securities, Risk management, Trading arrangements, Types of Deals, Rolling settlements, Stock Market Index, Stock Exchanges, BSE, NSE, OTCEI, Regional stock exchanges,
- **Mutual Funds:** Concepts, Investors and organization of mutual funds, Types and schemes, Risk and Return in mutual funds, NAV calculations, Performance Evaluation of funds
- **Financial Services:** Housing finance, Leasing, Credit Rating, Depository and Custodians, Factoring and forfaiting

### READING MATERIAL:

- Khan, M. Y. *Indian Financial System*, (2014), New Delhi: Mc Graw Hill Publication
- Bhole, L.M. & Mahakud, J. (2009). *Financial Institutions and Markets*, 5e. TMH
- Machiraju, H.R. (2011). *Indian Financial Systems*, 4 e. Vikas Publishing House Pvt. Ltd.
- Bharati & Pathak, V. (2011). *Indian Financial System: Markets, Institutions and Services*, 3e. Pearson Education

Note: Latest edition of the readings will be used

### EVALUATION MATRIX:

Component	Weightage
Mid Term I	20%
Mid Term II	20%
End Term	40%
Continuous Evaluation (Internal Marks) Assignment, Case Study, Project Work	20%

**BACHELOR OF BUSINESS ADMINISTRATION  
HR14  
ORGANIZATIONAL CHANGE  
COURSE OUTLINE  
SEMESTER VI, 2018-19**

**INSTRUCTOR DETAILS**

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Organizations are continuously changing – those that do not plan for change and do not manage it strategically fall behind. It is almost certain that every business will be affected by a change initiative and almost certain that every. Change is everybody's responsibility and knowing how to plan for and implement change is a critical skill for every modern manager. This course is about identifying the need for change, assessing change options, planning for change and then implementing and managing change process through to successful outcomes. Important sub-topics we cover include: overcoming resistance to change; diagnosing organizational problems; being a change leader and equipping employees to work in changed environments. The course includes some important theoretical frameworks about change and will include case studies on organizations to help students identify 'real-life' applications of the theory.

**LEARNING OUTCOMES**

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

1. Describe in general terms a number of change management theories and how they might apply in practice.
2. Articulate what change management is and why it is important in the contemporary business environment.
3. Discriminate between different types of change process for different purposes and outcomes.
4. Highlight particular external issues impacting on a businesses' need to change.
5. Identify the steps in putting together an effective change management plan.
6. Apply critical thinking and problem solving skills to the analysis and resolution of change problems as presented in case studies.

### TOPICS TO BE COVERED:

1. Business organization- The domain of change
2. Concept of change
3. Organizational resistance to change
4. OC and change agents
5. Strategic Management of Change
6. Organizational diagnosis
7. Organizational development
8. Role of manager in strategic management of change
9. Models of organizational change
10. Learning organization

### READING MATERIAL:

- Bhattacharyya, D.K. (2011). *Organizational Change and Development*, 2e. Oxford University Press, New Delhi.
- Singh, K. (2009). *Organizational Change and Development*, 2<sup>nd</sup> ed. Excel Books, New Delhi.
- Grievies, Jim. (2010). *Organizational Change-Themes & Issues*, Oxford, New York.
- Ghanekar, A. *Essentials of Organizational Development*, Everest Publishing House.
- Joan V. Gallos, Jossey Bass. *Organizational Development*, Wiley Imprint.
- Huse, F E. and Cummings, T G (1985) *Organizations, Development and Change*. 3<sup>rd</sup> ed. New York, West, 1985.

Note: Latest edition of the readings will be used

### ASSESSMENT MATRIX

The criteria for assess the learning outcomes of this course are as follows:

Assessment Criteria	Percentage
Continuous Assessment <ul style="list-style-type: none"><li>• Class participation - 5%</li><li>• Assignments - 20%</li><li>• Project Presentation – 15%</li></ul>	40%
Mid-term-II Examination	20%
End-term Examination	40%
<b>Grand Total:</b>	<b>100%</b>

**BACHELOR OF BUSINESS ADMINISTRATION**  
**MK11**  
**BRAND MANAGEMENT**  
**COURSE OUTLINE**  
**SEMESTER VI, 2018-19**

**INSTRUCTOR DETAILS**

NAME: DR. MANOJ BHATIA

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

In this course, students examine how a favorable brand and memorable brand experiences can influence a firm's ability to withstand competitive pressures and thrive in dynamic market conditions. They will study brand management from the consumer perspective to highlight the importance of customer perceptions in bringing brands to life and the role of brand knowledge in building brand equity. Students will become acquainted with cutting-edge frameworks, concepts and tools that have been adopted across industries and around the globe to build lucrative brand franchises. Additionally, students will consider the role of marketing communication vehicles and platforms in effective brand management.

**LEARNING OUTCOMES:**

The learning outcomes for this course are to have students:

1. Develop a consumer-centric approach in building, measuring and evaluating strategies that build brand equity for new and existing brands.
2. Identify important issues related to planning and implementing brand strategies
3. Learn how to identify brand meaning and to measure brand strength for any particular market offering.
4. Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

**COURSE CONTENT:**

- Brands and brand management
- Customer-based branding equity



- Brand positioning
- Choosing brand elements to build brand equity
- Designing marketing campaigns to build brand equity
- Integrating marketing communications to build brand equity
- Using secondary brand associations to build brand equity
- Designing and implementing branding strategies
- Managing brands over time and geographic boundaries

#### READING MATERIALS:

- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 3/e. New Delhi: Pearson Education India. (TB)
- Mathur, U. C. (2010). *Product and Brand Management*. New Delhi: Excel Books.
- Moorthi, Y. L. R. (2009). *Brand Management: The Indian Context*. New Delhi: Vikas Publishing House Pvt. Ltd.
- Rao, K. V. (2010). *Product and Brand Management*. New Delhi: Himalaya Publishing House.
- Verma, H. V. (2009). *Brand Management*. New Delhi: Excel Books.

Note: Latest edition of the readings will be used

#### EVALUATION AND GRADING:

Assessment component	Weightage
Attendance and Class Participation	10%
Case Analysis	10%
Field Assignment	20%
Mid Term Exam	20%
End Term Exam	40%

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**BACHELOR OF BUSINESS ADMINISTRATION**  
**LS04**  
**FOREIGN LANGUAGE (FRENCH)**  
**SEMESTER VI, 2018-19**

**INSTRUCTOR DETAILS**

NAME: SANJAY SHARMA

E-Mail: sunjay433@yahoo.com

M: 9950350312

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L-T-P: 3-0-0

COURSE CREDITS: 3

SESSION DURATION: 60 MINUTES

**LEARNING OUTCOMES:**

This course will give a good understanding and communication skill of French language among the student. It will also help student when they will go for job interviews as having a third language always gives an edge. They can also take certification exams (Alliance Francaise DELF) which can help them in getting good scholarships. It is beneficial for students for students who are opting for higher studies in any university in Europe.

**TOPICS TO BE COVERED:**

- **Verbs:** Simple tenses :formation, first conjugation, second conjugation, third conjugation First conjugation spelling irregularities, The imperative, Compound tenses: formation, Reflexive verbs, The passive, Impersonal verbs, The infinitive, The present participle, Past participle, agreement, Modal auxiliary verbs, Use of tenses, The subjunctive: when to use it, Verbs governing a and de, Irregular verbs
- **Nouns:** The gender of nouns, Formation of feminines, Regular feminine endings, Formation of plurals .
- **Articles:** The definite article, The partitive article, The indefinite article.
- **Adjectives:** Formation of feminines and plurals, Regular feminine endings, Irregular feminine forms, Comparatives and superlatives, Demonstrative adjectives, Interrogative and exclamatory adjectives, Possessive adjectives, Position of adjectives.
- **Pronouns :** Personal pronouns, The pronoun en, The pronoun y, Indefinite pronouns, Relative pronouns, Interrogative pronouns, Possessive pronouns, Demonstrative pronouns
- **Adverbs:** Formation Irregular adverbs, Position, Comparatives and superlatives, Common adverbs and their usage.
- **Prepositions, Conjunctions, Sentence Structure:** Word order, Negatives Question forms.
- **Use Of Numbers:** Cardinal and ordinal numbers, Calendar, The time.

- **Translation Problems, Pronunciation** : From spelling to sounds, Pronunciation of feminines and plurals

#### TEXT BOOK:

- Cours de langue et de civilization francaises I & II G-mauger. Saraswati Publication

#### REFERENCE BOOKS:

1. Webster Vocabulary and French Grammar Part I and Part ii.
2. Plaisir d'Ecrire.
3. 501 French verbs.
4. Guide Pascal.
5. Grammaire Niveau avance- Evelyne Sirejols.

Note: Latest edition of the readings will be used

#### ASSESSMENT MATRIX:

Assessment Criteria	Percentage
VIVA in French	30%
French Class Test ( Initial Topics)	30%
Final Examination ( Full Syllabus)	40%
<b>Total</b>	<b>100%</b>

**BACHELOR OF BUSINESS ADMINISTRATION**  
**CCT601**  
**PERSONAL BRANDING & WORKPLACE COMMUNICATION**  
**COURSE OUTLINE**  
**SEMESTER V, 2018-2019**

**INSTRUCTOR DETAILS**

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L-T-P : 2-0-0

COURSE CREDITS : 2

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

This course helps students to identify and craft their personal brand to face the potential employer and prepare them for the workplace.

**COURSE OUTCOMES:**

The students will be able to:

- Identify their brand, craft their brand statement and articulate their brand, using their strengths.
- Create standout resumes and cover letters.
- Craft an influential pitch and express their professional journey.
- Perform well in GDs and Interviews.
- Identify and correct common communication errors for better branding.
- Create strong brand on social media platforms like LinkedIn, Job Portals, Facebook and Twitter.
- Start building their professional network (online and offline) by identifying their areas of interest and use communication skills to connect with and maintain their networks.

**TOPICS TO BE COVERED:**

Topics	Content
Identify your brand	Personal branding: meaning, importance and how to create and use it; the three Cs' of personal branding and personal branding through social media
Language for better branding	Importance of language in communication and how language

	can build brand. Avoiding common errors in verbal and written English language, and dos and don'ts of non-verbal language
Professional Story Mapping	Articulation practice on the various aspects of their professional persona – such as background, interests, achievements, education, internships, and so on. Use of story map to create professional journey and prepare for all kinds of FAQs
The Art of Networking	Meaning and benefits of networking and use of various networking styles. Offline and online networking – offline one-minute talk and ice-breaking conversations and online – professional messaging, invitation & emailing.
Resume	Resume types, structure of a resume, writing tips on resume – drafting, formatting and editing resume to create their final resume
Cover Letter	Purpose of a cover letter, types of cover letter, structure of a cover letter and tips on cover letter, to craft their cover letter to be used for placements
Elevator Pitch	Elevator Pitch: Meaning and use of an elevator pitch in interview and workplace; techniques to craft and improve their pitch
Group Discussion prep	Practice different types of group discussions, dos and don'ts of group discussions and use of techniques to perform well in GDs
Interview and FAQs prep	Practice FAQs and other behavioral questions, use of elevator pitch, refine GDs and PIs by using communication checklist - more practice of this in 7 <sup>th</sup> semester

#### ASSESSMENT MATRIX:

Assessment Criteria	Percentage
Attendance	10
Assignment(s)	40
Class Participation	15
Report-1	15
Project -1	20
<b>Grand Total:</b>	<b>100%</b>

**BACHELOR OF BUSINESS ADMINISTRATION**  
**GN40**  
**SPRINTS**  
**SEMESTER VI, 2018-19**

**INSTRUCTOR DETAILS**

NAME: Dr. Upasana Singh/ Dr. Punam Mishra/ Dr. Lokanath Mishra

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L-T-P: 2-0-0

COURSE CREDITS: 2

SESSION DURATION: 60 MINUTES

**COURSE DESCRIPTION:**

Sprints is an action encapsulated course designed for the students of final semester to refresh and strengthen the learnings congregated from all the completed semesters of their program specially in the area of marketing, human resource and finance. This course adopts the integrated problem oriented approach via the use of cases and simulation. It implies that complex business problems, in the form of cases and simulations require students to understand different dimensions of the problem and come up with holistic solutions. The course will help students to be abreast with trending management issues and at the same time apply the knowledge gained. It will induce students to understand trade-offs in decision making so that they are guided to improve from being a mere graduate to be a skillful workforce.

**LEARNING OUTCOMES**

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

- Analyze multi-dimensional nature of present day organizations' challenges.
- Assess pitfalls in trying to resolve problems using a multi-functional approach.
- Highlight specific external and internal issues impacting businesses
- Integrate multiple dimensions of management lessons to solve business problems.

**TOPICS TO BE COVERED:**

**Marketing:**

- Elements of Marketing Mix
- Segmentation, Targeting and Positioning
- Consumer Behavior

- Product and Brand Management
- Pricing Decision
- Marketing Channel Management
- Integrated Marketing Communication
- Gaining Competitive Advantage

**Finance:**

- Accounting Cycle
- Financial Statement Analysis and Interpretation
- Cost Analysis and Cost Control
- Tools for Financial Decision Making
- Indian Financial System: Financial MIIS

**HR:**

- Business organization- Current challenges
- Talent Management
- Training and development
- Compensation
- Performance Management
- Leadership
- Culture & Change
- Recent Trends Shaping HR.

**ASSESSMENT MATRIX:**

Assessment Criteria	Percentage
Class participation	30
Assignments	30
Project Presentation	40
<b>Grand Total:</b>	<b>100</b>

# **Institute of Management, JKLU, Jaipur**

## **Corrigendum of Course Booklet**

**Programme Name: BBA+ MBA (Duel Degree)**

**Batch: 2016-19**

- 1.** Code of Introduction to Organization Behaviour should be read as HR17
- 2.** HR11 should be read as Managing Human Resources.