



DTD: 25th August 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Aakash Mehta**, a **MBA** student of **JK Lakshmipat University, Jaipur** has successfully completed his project in our Sales Department during 28th May to 28th July 2020. He did his project on **“Analyze the Impact JK Tyre’s Sales Promotion Activities”** at our Regional Office, Jaipur.

We found him sincere and hard working. We wish him all success in his future endeavor.

for JK Tyre & Industries Limited

[Dr Sudhansu Pathak]
Chief General Manager (HRD & OD)





Bridgegroup Solutions

We Knot Spaces

Ref No- Bridge Group Solutions/HR/20-21

Date - 14th July 2020

To Whomsoever it may Concern

This is to certify that **Aditi Modi** D/O **Mr.Manish Modi** a student of **BBA** at **JK Lakshmipat University, Rajasthan** has undergone project training in **Marketing** at our organization from **18th May 2020** to **20th June 2020**.

She completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish her all the success in life and Career.

Srashti Jadoun

Head- Human Resource

Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar
South City 1 Gurugram, Haryana 122003
Mail us at – hrteam@bridgegroupsolutions.com
Contact us at – 0124-4284247



UCWL/TR/LTR/2020/034

01st September, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Aditya Gupta** has successfully completed his summer internship for a period of **2 months** commencing from **28th May 2020**, as per his curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

“Effectiveness of Internet Advertising on Consumer Behavior”

The internship was carried out under the guidance of **Mr. Siddharth Vashisth**, Brand Manager (JKLCL).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,



Naveen Kumar Sharma

(Whole Time Director)



Ref No- Investosure/HR/20

Date: 09/08/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Aditya Pratap Singh Shekhawat**, a bonafide student of **JK Lakshmipat University, Jaipur** has successfully completed 60 days summer internship in our organization as a **HR Intern** from **May 15,2020 to July 15,2020**. He has worked on a project title named.

“ROLE OF HRM DEPARTMENT IN GROWING ORGANIZATION”

During the internship he demonstrated good skills with a self-motivated attitude to learn new things. His performance was **good** expectations and was able to complete the project successfully on time.

We wish him the very best in all his future endeavours.

For Investosure Pvt Ltd.

Warm Regards



Anjali singh Kausar
HR Team - Investosure

Ref No- Investosure/HR/20

Date: 09/08/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Aman Katoch**, a bonafide student of **JK Lakshmipat University, Jaipur** has successfully completed 60 days summer internship in our organization as a **Marketing Intern** from **May 15,2020 to July 15,2020**. He has worked on a project title named.

“STUDY OF STRATEGIES TO INCREASE THE CUSTOMER LOYALTY”

During the internship he demonstrated good skills with a self-motivated attitude to learn new things. His performance was **good** expectations and was able to complete the project successfully on time.

We wish him the very best in all his future endeavours.

For Investosure Pvt Ltd.

Warm Regards



Anjali singh Kausar
HR Team - Investosure

Ref No- Investosure/HR/20

Date: 09/08/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Anisha Pareek**, a bonafide student of **JK Lakshmipat University, Jaipur** has successfully completed 60 days summer internship in our organization as a **Marketing Intern** from **May 15,2020 to July 15,2020**. She has worked on a project title named.

“CUSTOMER PERCEPTION TOWARDS INSURANCE”

During the internship she demonstrated good skills with a self-motivated attitude to learn new things. Her performance was **good** expectations and was able to complete the project successfully on time.

We wish her the very best in all her future endeavours.

For Investosure Pvt Ltd.

Warm Regards



Anjali singh Kausar
HR Team - Investosure



DTD: 17th August 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Anukriti Ojha**, a MBA student of **JK Lakshmipat University, Jaipur** has successfully completed her project in Human Resource Department during 26th May to 6th August 2020. She did her project on "**Designing E-learning Framework**" at our Head Office.

We found her sincere and hard working. We wish her all success in her future endeavor.

for JK Tyre & Industries Limited

[Dr Sudhansu Pathak]
Chief General Manager (HRD & OD)





UPL Limited, UPL House,
610 B/2, Bandra Village
Off Western Express Highway
Bandra (East), Mumbai 400 051, India.

w: www.upl-ltd.com
t: +91 22 7152 8000

4th August '2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Arpit Jangid was working with us as an 'Intern' from 21st May '2020 to 15th July '2020 India Region – SBU3 Department.

During this period, he was involved in below project:

- Promotional Touchpoints & Analysis of The Survey.

During his training period in our Organization, he was very dedicated, sincere and efficient and completed his projects within a given time frame.

We wish him all the best in his future endeavors.

Yours sincerely,
For **UPL Ltd.**

A handwritten signature in blue ink, appearing to read 'Sinay Choudhary'.

Sinay Choudhary
Global HR Shared Services Head

CERTIFICATE OF INTERNSHIP

Awarded to

ATISHEY SHARMA

For Duration 20-05-2020 to 20-07-2020

His/Her Performance was

Good.

Love

Love Sehrawat
(CBM)



CERTIFICATE FOR INTERNSHIP

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr Ayush Goyal** student of **JK Lakshmipat University, Branch: BBA** has successfully completed 45 days (from 21st May 2020 – 8th July 2020) Internship program at MUDRAHOME.

During the internship, Mr Ayush has closely worked as a part of the **Digital Marketing and Market Research team**, contributed creative ideas and shown a self-motivated attitude. We wish him all the best for his future endeavours.

Issued Dated- 4 August, 2020

For MH Mortgage Services Private Limited

A photograph of a handwritten signature in blue ink on a white background. The signature appears to read 'Varun Lau'.

Varun Lau
IT Head | Co – Founder www.Mudrahome.com

Mudra Home InfoTech Services Private Limited
808, Best Sky Tower, Netaji Subhash Place, PitamPura
New Delhi - 110034
Mobile: 8130388050



Bridgegroup Solutions

We Knot Spaces

Ref No- Bridge Group Solutions/HR/20-21

Date - 14th July 2020

To Whomsoever it may Concern

This is to certify that **Bharat Rathi S/O Mr. Krishna Rathi** a student of **BBA** at **JK Lakshmipat University, Rajasthan** has undergone project training in **Finance** at our organization from **18th May 2020 to 20th June 2020**.

He completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish him all the success in life and Career.

Srashti Jadoun

Head- Human Resource

Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar
South City 1 Gurugram, Haryana 122003
Mail us at – hrteam@bridgegroupsolutions.com
Contact us at – 0124-4284247





Certificate of Achievement

We hereby give this to

BHUPENDRA SINGH

for successfully completing his project on *How digital marketing changed the face of marketing* and Digital Marketing and Content Writing internship for a period of 45 days on 30th June 2020.



NAVRAJVIR SINGH
Chief Executive Officer



SHRISTI PATNI
Chief Content Officer



Date: AUGUST 8, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Digant Bhatnagar has successfully completed his Summer Internship with Mea Ame Pvt Ltd.

He was working as a Business development Intern from June 1, 2020 to July 30, 2020 and was exposed to a plethora of activities for the same division.

He has also successfully met the expectations of the project undertaken and has been a great addition to the team.

Furthermore, from the time He joined us, we found him getting along well into Mea Ame culture and values.

We wish him all the very best for a successful career ahead.

Best Regards,
Piyush Chhabra
Founder & Director

mea ame private limited

B-V-158-A, M.C. NO.1259-60, Kami Road, Sonapat, Haryana, India 131001

Contact : +91 7078000008 || Email : info@meaame.com || Web : www.meaame.com



DTD: 5th August 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Divyansh Vyas**, a **MBA** student of **JK Lakshmipat University, Jaipur** has successfully completed his project in our Marketing Department during 28th May to 28th July 2020. He did his project on **"E-commerce & Online to Offline Integration"** at our Head Office, Delhi.

We found him sincere and hard working. We wish him all success in his future endeavor.

for JK Tyre & Industries Limited

[Dr Sudhansu Pathak]
Chief General Manager (HRD & OD)



Ref No- Investosure/HR/20

Date: 09/08/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Divyanshu Gusain**, a bonafide student of **JK Lakshimipat University, Jaipur** has successfully completed 60 days summer internship in our organization as a **Marketing Intern** from **May 15,2020 to July 15,2020**.He has worked on a project title named.

“CUSTOMER PERCEPTION OF THE PRODUCT OF INDIAFIRST & RELIGARE”

During the internship he demonstrated good skills with a self-motivated attitude to learn new things.His performance was **good** expectations and was able to complete the project successfully on time.

We wish him the very best in all his future endeavours.

For Investosure Pvt Ltd.

Warms Regards



Anjali singh Kausar
HR Team - Investosure

UCWL/TR/LTR/2020/023

27th August, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Gargi Gautam** has successfully completed his summer internship for a period of **2 months** commencing from **28th May 2020**, as per his curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

“Benchmark comparison of Cement companies in terms of Financial Ratio”

During the projects an in depth understanding of following concepts was imparted and implementation of the said project was carried out accordingly:


- Specifics of Parameters of UCWL
- Peer Comparison of Cement Companies

The internship was carried out under the guidance of **Mr. Pranav Chitre**, General Manager (Accounts).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,


Naveen Kumar Sharma

(Whole Time Director)







Bridgegroup Solutions

We Knot Spaces

Ref No- Bridge Group Solutions/HR/20-21

Date - 14th July 2020

To Whomsoever it may Concern

This is to certify that **Govind Rathi S/O Mr.Narayan Prasad Rathi** a student of **BBA** at **JK Lakshmipat University, Rajasthan** has undergone project training in **Finance** at our organization from **18th May 2020** to **20th June 2020**.

He completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish him all the success in life and Career.

Srashti Jadoun

Head- Human Resource

Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar
South City 1 Gurugram, Haryana 122003
Mail us at – hrteam@bridgegroupsolutions.com
Contact us at – 0124-4284247





CERTIFICATE FOR INTERNSHIP

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr Himanshu** student of **JK Lakshmipat University, Branch: BBA** has successfully completed 45 days (from 21st May 2020 – 8th July 2020) Internship program at MUDRAHOME.

During the internship, Mr Himanshu has closely worked as a part of the **Digital Marketing and Market Research team**, contributed creative ideas and shown a self-motivated attitude. He worked on “**Social Media Optimization for Shoperkart**” project.

We wish him all the best for his future endeavours.

Issued Dated- 4 August, 2020

For MH Mortgage Services Private Limited

A photograph of a handwritten signature in blue ink on a white background. The signature appears to read 'Varun Lau'.

Varun Lau
IT Head | Co – Founder www.Mudrahome.com

Mudra Home InfoTech Services Private Limited
808, Best Sky Tower, Netaji Subhash Place, PitamPura
New Delhi - 110034
Mobile: 8130388050



DTD: 25th August 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Hitesh Bhatra**, a **MBA** student of **JK Lakshmipat University, Jaipur** has successfully completed his project in our Sales Department during 28th May to 28th July 2020. He did his project on **"Analyze the Mahawarranty Policy"** at our Regional Office, Delhi.

We found him sincere and hard working. We wish him all success in his future endeavor.

for JK Tyre & Industries Limited

[Dr Sudhansu Pathak]
Chief General Manager (HRD & OD)



No. 1/Trng./2020/42(b)

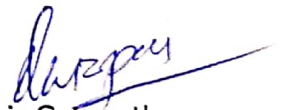
02.09.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Isha Singh Chauhan (Roll No. 2019MBA 010) D/o Shri Sanjay Singh Chauhan, Student of MBA (1st Year) from JK Lakshmipat University, Jaipur has successfully completed her Internship Training Titled "Virtual Engagement & E-Learning Design during Covid-19" from 06.05.2020 to 22.07.2020 from our Training & Skill Development Division.

Her works & conduct during the training was found Excellent.

We wish her good luck & success in her future endeavor.


Debasis Satapathy
GM (HRM)

Isha Singh Chauhan
(Roll No. 2019MBA010)
D/o Shri Sanjay Singh Chauhan
Address: House No.37,
Vigyan Nagar,
Ajmer,
Rajasthan - 305002

Email: ishasingh@jkl.edu.in

UCWL/TR/LTR/2020/035

01st September, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Isha Singh Chauhan** has successfully completed her summer internship for a period of **2 months** commencing from **28th May 2020**, as per her curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

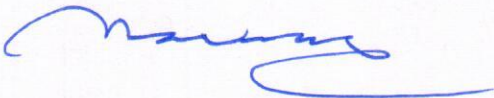
**“Perception of Officers Pertaining to Critical Skills in the
Post Covid-19 Scenario”**

The internship was carried out under the guidance of **Mr. Asif Sahir**, Dy. General Manager (HR).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,



Naveen Kumar Sharma

(Whole Time Director)



UCWL/TR/LTR/2020/021

27th August, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Janamejay Sharma** has successfully completed his summer internship for a period of **2 months** commencing from **28th May 2020**, as per his curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

“How COVID-19 is affecting the performance of UCWL and similar industry”

During the projects an in depth understanding of following concepts was imparted and implementation of the said project was carried out accordingly:

- Market Data Collection
- Analysis of Financial Statements
- HR Policies (Pre & Post Covid-19)

The internship was carried out under the guidance of **Mr. Pankaj Amaria**, Dy. General Manager (Comm. & A/c's).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,


Naveen Kumar Sharma

(Whole Time Director)







Certificate of Achievement

We hereby give this to

KAPIL BANSAL

for successfully completing his project on
Accounting Management & Banking (Accounting Improvement)
for a period of 50 days on 8th July 2020.

Gaurav

GAURAV BANSAL
Managing Director

Lalchand Agarwal

LALCHAND AGARWAL
Managing Director

Ref No – The Capital Box / HR / 20 -21

Date – 8th August 2020

To Whomsoever It May Concern

This is to Certify that **Kashish Jain** a student at **JK Lakshmipat University** worked under my supervision during the Internship period starting **19/05/2020** to **19/07/2020** at "**The Capital Box**" Gurgaon.

I am pleased to state that her performance was noted to be **Good** towards completing the projects assigned and she was been able to present a good picture of the concerned work.

She presented a good moral character and pleasing personality. We wish her every success in life



Ashwani Singh
HR Team



MEERA CEMENT PVT. LTD.

Manufacturer of High Strength Super Quality Ordinary Portland Cement

CIN: U26943RJ1990PTC005530

GSTIN / UIN : 08AABCM0713A1Z9

PAN : AABCM0713A

Certificate of Internship

To Whomsoever it May Concern

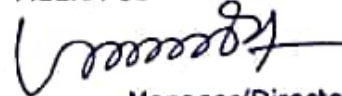
This is to certify that Mr. Keshav Bansal Student of **BBA 2nd year JK Lakshmipat University, Jaipur** has taken summer training in our organisation **M/S MEERA CEMENT PVT LTD** Situated at - **Near Railway Crossing, Post-Gotan, Distt.-Nagaur (Raj.)** from 20th May 2020 to 5th July 2020 on the Project titled Marketing Areas of Cement under guidance of our senior marketing manager. As per report and to the best of my knowledge, the study undertaken by him is original and is not replicated in any research paper, report or literature.

Name of the Project Guide: Mr. Mukesh Sharma

Designation: Senior Marketing Manager

FOR MEERA CEMENT PVT LTD

MEERA CEMENT PVT. LTD.



Manager/Director

Director

Ref No – The Capital Box / HR / 20 -21

Date – 8th July 2020

To Whomsoever It May Concern

This is to Certify that Keshav Tiwari a student at JK Lakshmipat University worked under my supervision during the Internship period starting 19/05/2020 to 02/07/2020 at "The Capital Box" Gurgaon.

I am pleased to state that his performance was noted to be Satisfactory towards completing the projects assigned and he was been able to present a good picture of the concerned work.

He presented a good moral character and pleasing personality. We wish him every success in life



Ashwani Singh
HR Team



No. 1/Trng./2020/42

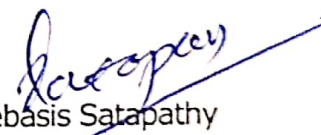
07.09.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Kopal Dosi (Roll No. 2019MBA012) D/o Shri Neeraj Dosi, Student of MBA (2nd Year) from JK Lakshmipat University, Jaipur has successfully completed her Internship Training Titled "Challenges of E-Learning during Covid-19" from 06.05.2020 to 22.07.2020 from our Training & Skill Development Division .

Her works & conduct during the training was found Excellent.

We wish her good luck & success in her future endeavor.


Debasis Satapathy
GM (HRM)

KopalDosi
(Roll No. 2019MBA012)
D/o Neeraj Dosi
Address: House No.14,
Mahaveer Colony,
PushkerRoad ,Ajmer,
Rajasthan - 305001

Email: kopaldosi@jklu.edu.in

01st September, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Kopal Dosi** has successfully completed her summer internship for a period of **2 months** commencing from **28th May 2020**, as per her curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

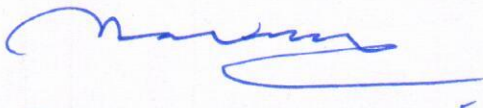
**“Comparative Analysis of different Video-conferencing Platforms
for E-Learning”**

The internship was carried out under the guidance of **Mr. Asif Sahir**, Dy. General Manager (HR).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,



Naveen Kumar Sharma

(Whole Time Director)





Certificate of Achievement

We hereby give this to

MADHAV BANSAL

for successfully completing his project on
Sales Management & Marketing (Increment in Sales)
for a period of 50 days on 7th July 2020.

Gaurav

GAURAV BANSAL
Managing Director

Lalchand Agarwal

LALCHAND AGARWAL
Managing Director

UCWL/TR/LTR/2020/032

01st September, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Megha Bansal** has successfully completed her summer internship for a period of **2 months** commencing from **28th May 2020**, as per her curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

**“Creating SWOT Analysis of Competitors' Brands and
working on their Weaknesses”**

The internship was carried out under the guidance of **Mr. Ajay Hada**, Dy. General Manager (Marketing).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,



Naveen Kumar Sharma

(Whole Time Director)





Date: AUGUST 8, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mithali Saini has successfully completed his Summer Internship with Mea Ame Pvt Ltd.

She was working as a Business development Intern from June 1, 2020 to July 30, 2020 and was exposed to a plethora of activities for the same division.

She has also successfully met the expectations of the project undertaken and has been a great addition to the team.

Furthermore, from the time She joined us, we found her getting along well into Mea Ame culture and values.

We wish her all the very best for a successful career ahead.

Best Regards,
Piyush Chhabra
Founder & Director

mea ame private limited

B-V-158-A, M.C. NO.1259-60, Kami Road, Sonapat, Haryana, India 131001

Contact : +91 7078000008 || Email : info@meaame.com || Web : www.meame.com

Ref No- Investosure/HR/20

Date: 09/08/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Naman Agrawal**, a bonafide student of **JK Lakshmipat University, Jaipur** has successfully completed 60 days summer internship in our organization as a **Marketing Intern** from **May 15,2020 to July 15,2020**.He has worked on a project title named.

“BRAND MANAGEMENT IN INSURANCE SECTOR”

During the internship he demonstrated good skills with a self-motivated attitude to learn new things.His performance was **good** expectations and was able to complete the project successfully on time.

We wish him the very best in all his future endeavours.

For Investosure Pvt Ltd.

Warm Regards



Anjali singh Kausar
HR Team - Investosure

UCWL/TR/LTR/2020/022

27th August, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Narayan Gandhi** has successfully completed his summer internship for a period of **2 months** commencing from **28th May 2020**, as per his curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

“Strategies for Salaried Employees”

During the projects an in depth understanding of following concepts was imparted and implementation of the said project was carried out accordingly:

- Salary Structure of Individuals
- Tax Calculation on Salary
- Filling of Return

The internship was carried out under the guidance of **Mr. Amit Khandelwal**, Dy. General Manager (Accounts).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,



Naveen Kumar Sharma

(Whole Time Director)





Date: AUGUST 8, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Nishant Yadav has successfully completed his Summer Internship with Mea Ame Pvt Ltd.

He was working as a Business development Intern from June 1, 2020 to July 30, 2020 and was exposed to a plethora of activities for the same division.

He has also successfully met the expectations of the project undertaken and has been a great addition to the team.

Furthermore, from the time He joined us, we found him getting along well into mea ame culture and values.

We wish him all the very best for a successful career ahead.

Best Regards,
Piyush Chhabra
Founder & Director

mea ame private limited

B-V-158-A, M.C. NO.1259-60, Kami Road, Sonapat, Haryana, India 131001

Contact : +91 7078000008 || Email : info@meaame.com || Web : www.meame.com

UCWL/TR/LTR/2020/030

01st September, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Pavitra Sharma** has successfully completed her summer internship for a period of **2 months** commencing from **28th May 2020**, as per her curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

“Market Perception of JKLC and Customer Feedback”

The internship was carried out under the guidance of **Mr. Vineet Singh**, Dy. General Manager (Marketing).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,



Naveen Kumar Sharma

(Whole Time Director)



CERTIFICATE OF INTERNSHIP

Awarded to

PRANAV BANERJEE

For Duration 20-01-2020 to 20-07-2020

His/Her Performance was

Satisfactory

Love

Love Sehwat
(CBM)



DTD: 27th August 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Richa Bafna**, a **MBA** student of **JK Lakshmipat University, Jaipur** has successfully completed her project in Marketing Department during 28th May to 28th July 2020. She did her project on "**Customer Relationship Management and White Spacing Analysis**" at our Head Office.

We found her sincere and hard working. We wish her all success in her future endeavor.

for JK Tyre & Industries Limited

[Dr Sudhansu Pathak]
Chief General Manager (HRD & OD)





DTD: 27th August 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Rishabh Agarwal**, a **MBA** student of **JK Lakshmipat University, Jaipur** has successfully completed his project in our Sales Department during 28th May to 28th July 2020. He did his project on **“Analyze to Understand the Market Position”** at our Regional Office, Delhi.

We found him sincere and hard working. We wish him all success in his future endeavor.

for JK Tyre & Industries Limited

[Dr Sudhansu Pathak]
Chief General Manager (HRD & OD)



UCWL/TR/LTR/2020/020

27th August, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Ritika Chauhan** has successfully completed her summer internship for a period of **2 months** commencing from **28th May 2020**, as per her curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

“How COVID-19 is affecting the performance of UCWL and similar industry”

During the projects an in depth understanding of following concepts was imparted and implementation of the said project was carried out accordingly:

- Market Data Collection
- Analysis of Financial Statements
- HR Policies (Pre & Post Covid-19)

The internship was carried out under the guidance of **Mr. Pankaj Amaria**, Dy. General Manager (Comm. & A/c's).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,

Naveen Kumar Sharma

(Whole Time Director)





Bridgegroup Solutions

We Knot Spaces

Ref No- Bridge Group Solutions/HR/20-21

Date - 14th July 2020

To Whomsoever it may Concern

This is to certify that **Ruchika Shrivastav D/O Mr.Durgesh Shrivastav** a student of **BBA** at **JK Lakshmipat University, Rajasthan** has undergone project training in **Human Resource** at our organization from **18th May 2020 to 20th June 2020**.

She completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish her all the success in life and Career.

Srashti Jadoun

Head- Human Resource

Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar
South City 1 Gurugram, Haryana 122003
Mail us at – hrteam@bridgegroupsolutions.com
Contact us at – 0124-4284247





CERTIFICATE FOR INTERNSHIP

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr Sahil Choudhary** student of **JK Lakshmipat University, Branch: BBA** has successfully completed 45 days (from 21st May 2020 – 8th July 2020) Internship program at MUDRAHOME.

During the internship, Mr Sahil has closely worked as a part of the **Digital Marketing and Market Research team**, contributed creative ideas and shown a self-motivated attitude. He worked on “**Social Media Marketing for Shoperkart**” project.

We wish him all the best for his future endeavours.

Issued Dated- 4 August, 2020

For MH Mortgage Services Private Limited

A photograph of a handwritten signature in blue ink on a white background. The signature appears to read 'Varun Lau'.

Varun Lau
IT Head | Co – Founder www.Mudrahome.com

Mudra Home InfoTech Services Private Limited
808, Best Sky Tower, Netaji Subhash Place, PitamPura
New Delhi - 110034
Mobile: 8130388050

UCWL/TR/LTR/2020/031

01st September, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Saloni Nama** has successfully completed her summer internship for a period of **2 months** commencing from **28th May 2020**, as per her curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

**“Creating SWOT Analysis of Competitors' Brands and
working on their Weaknesses”**

The internship was carried out under the guidance of **Mr. Vineet Singh**, Dy. General Manager (Marketing).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,



Naveen Kumar Sharma

(Whole Time Director)





Bridgegroup Solutions

We Knot Spaces

Ref No- Bridge Group Solutions/HR/20-21

Date - 14th July 2020

To Whomsoever it may Concern

This is to certify that **Sanskar Jain S/O Mr.Kuldeep Jain** a student of **BBA** at **JK Lakshmipat University, Rajasthan** has undergone project training in **Marketing** at our organization from **18th May 2020** to **20th June 2020**.

He completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish him all the success in life and Career.

Srashti Jadoun

Head- Human Resource

Unit No 401, Plot No – 8, Ashok Marg, Moti Vihar
South City 1 Gurugram, Haryana 122003
Mail us at – hrteam@bridgegroupsolutions.com
Contact us at – 0124-4284247





4-Aug-2020

Internship Completion Certificate

To whomsoever it may concern

This is to certify that **Sanket Gandhi** has completed his Internship at **NoBroker Technologies Solutions Pvt. Ltd** from **1-Apr-20** to **3-Aug-20**.

During this period of internship programme, he was found Punctual, Hardworking & Inquisitive.

We wish him every success in his future.

Yours Faithfully

NoBroker Technologies Solutions Pvt. Ltd

Ira Joshi

Sr. HR Manager



CERTIFICATE FOR INTERNSHIP

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr Shagun Agarwal** student of **JK Lakshmipat University, Branch: BBA** has successfully completed 45 days (from 21st May 2020 – 8th July 2020) Internship program at MUDRAHOME.

During the internship, Mr Shagun has closely worked as a part of the **Digital Marketing and Market Research team**, contributed creative ideas and shown a self-motivated attitude. We wish him all the best for his future endeavours.

Issued Dated- 4 August, 2020

For MH Mortgage Services Private Limited

A photograph of a handwritten signature in blue ink on a white background. The signature appears to read 'Varun Lau'.

Varun Lau
IT Head | Co – Founder www.Mudrahome.com

Mudra Home InfoTech Services Private Limited
808, Best Sky Tower, Netaji Subhash Place, PitamPura
New Delhi - 110034
Mobile: 8130388050

Prashikshan -2020

SHAVAK NANAVATI TECHNICAL INSTITUTE

An ISO 9001:2015 Organization

CERTIFICATE

This is to certify that Shilpi Agrawal (Reg. No. VT20202084),
Student of JK LAKSHMIPAT UNIVERSITY,
has undergone Vocational Training Program at Tata Steel Ltd., Jamshedpur from
01-May ,2020 to 26-June ,2020. The details of the programme are as under:

Department Covered	E&P F&A
Project Title	WORKING CAPITAL MANAGEMENT

He/She has successfully completed the Programme

Ammi kumari

Place : Jamshedpur
Date : 23-07-2020
Ref No : VT20202084

Coordinator
Vocational Training
Tata Steel Ltd

SHAVAK NANAVATI TECHNICAL INSTITUTE, TATA STEEL LTD, N-ROAD, BISTUPUR, JAMSHEDPUR – 831001,
Telephone: 91-657-2320243, Fax: 91-657-2320243, E-mail- snit.office@tatasteel.com



Date: AUGUST 8, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Shubham Pareek has successfully completed his Summer Internship with Mea Ame Pvt Ltd.

He was working as a Business development Intern from June 1, 2020 to July 30, 2020 and was exposed to a plethora of activities for the same division.

He has also successfully met the expectations of the project undertaken and has been a great addition to the team.

Furthermore, from the time He joined us, we found him getting along well into Mea Ame culture and values.

We wish him all the very best for a successful career ahead.

Best Regards,
Piyush Chhabra
Founder & Director

mea ame private limited

B-V-158-A, M.C. NO.1259-60, Kami Road, Sonapat, Haryana, India 131001

Contact : +91 7078000008 || Email : info@meaame.com || Web : www.meame.com



UPL Limited, UPL House,
610 B/2, Bandra Village
Off Western Express Highway
Bandra (East), Mumbai 400 051, India.

w: www.upl-ltd.com
t: +91 22 7152 8000

4th August '2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Swapnil Rathore was working with us as an 'Intern' from 21st May '2020 to 15th July '2020 in India Region – SBU3 Department.

During this period, he was involved in below project:

- Channel Strategy for SBU-3 to drive Growth and Increase in Market Share Percentage.

During his training period in our Organization, he was very dedicated, sincere and efficient and completed his projects within a given time frame.

We wish him all the best in his future endeavors.

Yours sincerely,
For **UPL Ltd.**

A handwritten signature in blue ink, appearing to read 'Sinay Choudhary'.

Sinay Choudhary
Global HR Shared Services Head

Date: July 29, 2020

CERTIFICATE

*This is to certify that **Tanya Agarwal** of **JK Lakshmipat University (JKLU)** has completed her Summer Training at Thomas Assessments Pvt. Ltd. from May 04, 2020 to July 17, 2020. During her tenure she worked on the project “**Opportunity for Behavioral Training**”.*

The information submitted is true and original to the best of my knowledge.

She has done good work during her tenure. We wish her a bright and a prosperous future ahead.



Signature of Project Guide:

Mr. Zaved Akhtar
Assistant General Manager
Thomas Assessments Pvt. Ltd

THOMAS ASSESSMENTS PRIVATE LIMITED

Corporate Office : A-608, Everest Grande, Mahakali Caves Road, Andheri (E) Mumbai – 400093 · Tel : 022-4348 9951 /2687 9630 · Tel. Fax : 022 – 43489952

Regional office: 12th Flr., 12H, Vandana Building, Tolstoy Marg, New Delhi -110001 · Tel: 011-2373 9529 · Tel.Fax: 011-2373 9528

Registered Address: T-2, 3rd Floor, TNT Tower, Infantry Road, Bangalore – 560001 · Corporate Identity Number (CIN):- U74140KA2005PTC036006

Email: delhi.support@thomasassessments.com · Email: mumbai.support@thomasassessments.com

Mumbai · Delhi · Pune · Ahmedabad · Bangalore · Hyderabad · Kolkatta · Chennai

www.thomasinternational.net

UCWL/TR/LTR/2020/036

01st September, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Tanya Agarwal** has successfully completed her summer internship for a period of **2 months** commencing from **28th May 2020**, as per her curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:

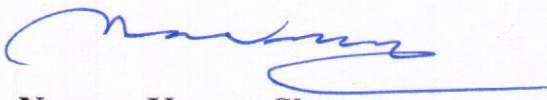
“Communication and Media Strategy during Covid 19”

The internship was carried out under the guidance of **Mr. Asif Sahir**, Dy. General Manager (HR).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,


Naveen Kumar Sharma

(Whole Time Director)





CAMPUSKNOT EDUSOFT PVT LTD

THIS PROUDLY CERTIFIES

Teesha Jain

Has accomplished project on
Perspective of Customer on Learning
Management System



HITEN PATEL

CEO

Date: July 29, 2020

CERTIFICATE

*This is to certify that **Vipul Sharma** of **JK Lakshmipat University (JKLU)** has completed his Summer Training at Thomas Assessments Pvt. Ltd. from May 04, 2020 to July 17, 2020. During his tenure he worked on the project **“Competitor Analysis of Behavioral Assessment Companies”**.*

The information submitted is true and original to the best of my knowledge.

He has done good work during his tenure. We wish him a bright and a prosperous future ahead.



Signature of Project Guide:

Mr. Zaved Akhtar
Assistant General Manager
Thomas Assessments Pvt. Ltd.

THOMAS ASSESSMENTS PRIVATE LIMITED

Corporate Office : A-608, Everest Grande, Mahakali Caves Road, Andheri (E) Mumbai – 400093 · Tel : 022-4348 9951 /2687 9630 · Tel. Fax : 022 – 43489952

Regional office: 12th Flr., 12H, Vandana Building, Tolstoy Marg, New Delhi -110001 · Tel: 011-2373 9529 · Tel.Fax: 011-2373 9528

Registered Address: T-2, 3rd Floor, TNT Tower, Infantry Road, Bangalore – 560001 · Corporate Identity Number (CIN):- U74140KA2005PTC036006

Email: delhi.support@thomasassessments.com · Email: mumbai.support@thomasassessments.com

Mumbai · Delhi · Pune · Ahmedabad · Bangalore · Hyderabad · Kolkatta · Chennai

www.thomasinternational.net

UCWL/TR/LTR/2020/037

01st September, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Vipul Sharma** has successfully completed his summer internship for a period of **2 months** commencing from **28th May 2020**, as per his curriculum to undergo industry exposure, at **Udaipur Cement Works Ltd., Udaipur**, on project as mentioned herewith:


“Business Challenges of JKLC & how to solve them”

The internship was carried out under the guidance of **Mr. Ajay Goel**, Dy. Manager (HR).

Thanking You

Yours faithfully,

For Udaipur Cement Works Ltd.,



Naveen Kumar Sharma

(Whole Time Director)





DTD: 27th August 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Yagya Tiwari**, a **MBA** student of **JK Lakshmipat University, Jaipur** has successfully completed her project in Marketing Department during 28th May to 28th July 2020. She did her project on **"Offline Customer Connect in Post Covid Era"** at our Head Office.

We found her sincere and hard working. We wish her all success in her future endeavor.

for JK Tyre & Industries Limited

[Dr Sudhansu Pathak]
Chief General Manager (HRD & OD)



Admin. Off.: 3, Bahadur Shah Zafar Marg, New Delhi-110 002, Fax: 91-11-23322059, Phone: 91-11-33001112, 33001122

Regd. Off.: Jaykaygram, PO - Tyre Factory, Kankroli - 313 342 (Rajasthan), Fax : 02952-232018, Ph. : 02952-302400 / 330011

Website : www.jktyre.com CIN : L67120RJ1951PLC045966



VIKRANT



Certificate of Achievement

We hereby give this to

YOGESH SAINI

for successfully completing his project on *Impact of COVID 19 on Digital Marketing* and Digital Marketing and Content Writing internship for a period of 45 days on 30th June 2020.



NAVRAJVIR SINGH
Chief Executive Officer



SHRISTI PATNI
Chief Content Officer

CAMPUSKNOT EDUSOFT PVT LTD

THIS PROUDLY CERTIFIES

Yuvraj Guneja

Has accomplished project on
Perspective of Customer on Learning
Management System

A handwritten signature in black ink that reads "Hiten Patel".

HITEN PATEL

CEO

JK Lakshmipat University
Institute of Management
BBA/ B.Com(H) (2017-20 Batch)

Semester V
Company and Other Laws

Course Code: GN19

Credit: 4

L-T-P: 4-0-0

Course Instructor: Dr. Lokanath Mishra

Course Description:

The course introduces the concepts, requirements and procedures of company law to participants, with particular emphasis on the application and operation of the law. 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.

Course Objectives:

To gain an expert knowledge of corporate functions in the context of Companies Act and related corporate Laws. To be able to assess whether strategies and the organization is in compliance with established regulatory framework and corporate governance.

The other objectives are:

- To familiarize the students with company and other related laws to business environment.
- To equip them with drafting company documents, statutory records and compliance with various Government agencies.
- 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:

- Comprehend the principles of corporate laws relevant for compliance and decision making
- Acquaint with company registration process, forms and procedures.
- Analyze and interpret the impact of Listing agreement and SEBI Laws and regulations.

Topics to be Covered:

- **Company Formation and Conversion:** Incorporation private companies, public companies, companies limited by guarantee and unlimited companies, Nidhi companies, OPC, Producer Companies and other companies, Formation of Not for profit making companies, procedure related to foreign companies carrying on Business in India.
- **Board of Directors and Managerial Personnel:** Directors and managerial personnel- appointment, Reappointment, resignation and removal, payment of remuneration to Directors and Managerial personnel and disclosure, Powers and Board of Directors and Restrictions on the Power of Directors, Obtaining DIN, Compensation for Loss of office
- **Board Meeting and Procedures:** Board meeting, minutes, Registers, Power of the Board, Corporate Governance and Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, CSR Committee, Duties and Liabilities of Directors
- **Compromise, Arrangement and Amalgamations:** Power to compromise or make arrangements with creditors and members, power of tribunal, merger and amalgamation of companies, prevention of oppression and mismanagement, Majority rules but minority protection
- **Corporate Winding up and Dissolution:** Modes of winding up, winding up by the Tribunal, voluntary winding up, provisions applicable to every mode of winding up, official Liquidators.
- **Insolvency & Bankruptcy Code, 2016:** Introduction, purpose and vision of the code, power of IBBI, Insolvency professional agencies, Insolvency professionals, information utility Adjudicating authorities and process.

References for Readings:

- Sheth, T. (2015). *Business Law*. New Delhi: Pearson Education
- Albuquerque, D. (2016). *Legal Aspects of Business*. New Delhi, Oxford Publications.
- Miller, R. L. (2012). *Business Law Today*. Boston: Stanford Edition.
- 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
- Cross, F. B. (2012). *Legal Environment of Business*. New York: South Western
- Gulshan S. S. & Kapoor, G.K. (2012). *Business Law Including Company law*. New Age International Publishers: New Delhi
- Agarwal, R. (2011) *Mercantile & Commercial Law*, New Delhi: Tax Man

- Kalpoor, N.D. (2011) *Elements of Mercantile Law*, New Delhi: Sultan Chand & Sons
- Chandha, P.R. (2010) *Business Law*, New Delhi: Galgotia Publication
- Miller, R. L. (2010). *Business Law Today*. Boton: Stanford

Edition. Note: Latest edition of the readings will be used.

Assessment Scheme:

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

Supply Chain Management

Course Code: OM12

Credit: 4

L-T-P: 4-0-0

Course Instructor: Dr. Lokesh Vijayvargy

Course Description:

SCM concepts are increasingly being used in business practice for initiating and sustaining organizational redesign within and across industrial sectors. Today's business world is characterized by proliferation of product variety, uncertain product volume requirements, product design changes, increasing customer expectations and shortening product and technology life cycles. Of late, Supply Chain Management has assumed a strategic perspective, as it affects the bottom line. The return on investment (ROI) of companies and, in turn, the business performance can be improved by meeting needs of customers through appropriate design of supply chains. The course on would enable students to understand the concepts and methods developed and applied by organizations in complex business environment.

Course Learning Outcomes:

At the end of the course, the students should be able:

- To comprehend complexity and challenges of managing a supply chain.
- To manage SCM Drivers and obstacles for improving efficiency and effectiveness
- Apply the contemporary frameworks for improving supply chain performance

Topics to be Covered:

- Managing Supply Chain is managing Business, Contemporary Issues and Challenges
- Efficient Vs Responsive SCM (SC Strategy)
- Key Drivers and enablers in Supply Chain Management
- Comparison of Online and Store based supply chain Models
- Role of Distribution in SCM ; Factors influencing network decisions
- Type of Distribution Network in SCM
- Design of Distribution Network
- Role of Network in Supply Chain, Factors influencing network design decisions, Framework for Network Design decisions, Models for facility location and capacity allocation
- Integrated Approach of SCM and role of SCM Players
- Integrated Approach of SCM and Bull whip effect
- Inventory Management in SCM in certain market
- Inventory Management in SCM in uncertainty Market

- Make Vs Buy: The strategic approach (Sourcing/Outsourcing)
- Vendor development & Selection
- Impact of uncertainty on Network Design, Discounted Cash Flow Analysis, Representations of Uncertainty, Evaluating Network Decision using Decision Trees
- Postponement Strategy, Aggregation Strategy, Cross Docking Strategy, Risk Pooling
- Vendor Managed Inventory (VMI): A tool of Agile SCM
- Transportation Problems: Integrated Decision on Transportation considering both transportation and inventory costs

References for Readings:

- Sunil Chopra, Peter Meindl. D. V. Kalra (2016). *Supply Chain Management: Strategy, Planning, and Operations*. 5th Edition. New Delhi, Pearson.
- D. S. Levi, P. Kaminsky, E. S. Levi, R. Shankar (2011), Designing & managing the *Supply Chain Concepts, Strategies & Case Studies, 3rd edition*, Tata McGraw Hill
- Janat Shah (2016), *Supply Chain Management: Text and Cases*, Pearson New Delhi.
- R. B. Chase, R. Shankar, F. R. Jacobs, N. J. Aquilano (2010), *Operations & Supply Management, 12th edition, McGraw Hills*
- V. V. Sople. (2010). *Logistics Management*. 2nd Edition. Noida. Pearson Education.
- D. K. Agrawal. (2010). *Supply Chain Management: Strategy, Cases and Best Practices*. 1st edition. New Delhi. Macmillan Publishers India Ltd.
- D. J. Bowersox, D. J. Closs, M. B. Cooper. (2010). *Supply Chain Logistics Management*. 2nd edition. New Delhi. Tata McGraw Hill Education Pvt. Ltd.

Note: Latest edition of the readings will be used

Assessment Scheme:

Assessment Component	Weightage
Two quizzes	20%
Discussion Forum / Assignment	15%
Project Report and Presentation	25%
End Term Examination	40%

Semester VI

Entrepreneurship Development

Course Code: EP01

Credit: 4

L-T-P: 4-0-0

Course Instructor: Dr. Sheetal Mundra

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. This course will develop entrepreneurial skills among the students and encourage them to start their own.

Course Objectives:

- To promote entrepreneurship among the student community and to introduce them the traits of entrepreneurs.
- To encourage students to nurture their entrepreneurial traits and think creatively to develop innovative ideas/products for commercial exploitation.
- To develop the skills of students in developing the Value Proposition Canvas and Business Model.
- To provide them understanding about MVP and the tips for preparing their venture pitch deck.
- To aware students about the different sources of funding and support system available for a venture.
- To give insights about refining business model and preparing business plan.

Course Learning Outcomes:

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

- Describe the role and features of an entrepreneur and appreciate the role of entrepreneurship in the economic development of a nation.
- Identify their own entrepreneurial style.
- Identify problem worth solving through design thinking.
- Identify customer segment and craft Value Proposition Canvas.
- Create business model using Lean Canvas Template.
- Design and validate solution demo and MVP.

- Analyse cost, revenue, key channels and pricing model for the venture.
- Understand funding process and what investor look for.
- Refine business models and expand customer segments.
- Design business plan for the venture.
- Understand the key metrics to measure & track the venture progress.

Topics to be Covered:

- Overview of Entrepreneur and Entrepreneurship
- Self-Discovery
- Opportunity Discovery
- Identify Customer and Craft Value Proposition
- Business Model
- Validation
- Money (Revenue, Costs, Pricing)
- Marketing and Sales
- Pitching your Venture
- Funding your Venture
- Refining the Business Model and Product/Service
- Business Planning
- Creating a Branding and Channel Strategy
- Measuring Your Progress

References for Readings:

- Raj Shankar (2014), *Entrepreneurship Theory and Practice*. Noida: Tata McGraw Hill
- Arya Kumar (2015). *Entrepreneurship: Creating and Leading an Entrepreneurial Organisation*. New Delhi: Pearson.
- Poornima M Charantimath (2016). *Entrepreneurship Development Small Business Enterprises*. New Delhi: Pearson.
- Rajeev Roy (2014). *Entrepreneurship*. New Delhi: Oxford University Pr.
- Vasant Desai (2016). *Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House.
- Khanka, S. S. (2018). *Entrepreneurship development*. New Delhi: Sultan Chand and Sons.
- <http://entryindia.com/>
- <https://www.entrepreneur.com/in>
- <https://www.entrepreneur.com/magazine>

Note: Latest edition of the readings will be used

Assessment Scheme:

Assessment Components	Weightage
Continuous Assessment (Presentations, Assignments, Activities and Quiz)	40 %
Project	20%
End Term Exams	40%

Organizational Change

Course Code: HR14

Credit: 4

L-T-P: 4-0-0

Course Instructor: Dr. Upasana Singh

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.

Course Learning Outcomes:

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

- Assess what change management is and why it is important in the contemporary business environment.
- Examine different types of change process for different purposes and outcomes.
- Identify and analyse external and internal factors impacting businesses and their need to change.
- Assimilate and assess the evidences of resistance to change posed by the stakeholders of businesses.
- Map, analyse and represent various changes implemented by an organization in its lifecycle for survival.

Topics to be Covered:

- Business organization- The domain of change
- Concept of change
- Models of Change
- Organizational transformation
- Strategic Management of Change
- Role of change agents and leader
- Implementation of Change
- Organizational resistance to change

- Organizational development

References for Readings:

- Bhattacharyya, D.K. (2011). *Organizational Change and Development*, 2nd ed Oxford University Press, New Delhi.
- Singh, K. (2009). *Organizational Change and Development*, 2nd ed. Excel Books, New Delhi.
- Grievs, Jim. (2010). *Organizational Change-Themes & Issues*, Oxford, New York. Note: Latest edition of the readings will be used.

Assessment Scheme:

Assessment Component	Weightage
Continuous Assessment <ul style="list-style-type: none"> • Assignments - 10% • Project Presentation – 20% • Personal Change Plan-10% 	40%
Curated MOOC course on Managing Change	10%
Mid- term-I Examination	NIL
Mid-term-II Examination	20%
End-term Examination	30%
Grand Total:	100%

GST: Principles and Practices

Course Code: AC21

Credit: 4

L-T-P: 4-0-0

Course Instructor: Dr. Lokanath Mishra

Course Description:

The objective of the course is to help students understand the law and application of newly introduced Goods and Services Tax in India. The course aims to build upon the concepts covered in GST Law. The course will apply the concepts to facilitate Indirect Tax Planning, and in particular with respect to highlighting on hand experience of calculating, filing of GST in connection to SGST, CGST and IGST.

Course Objectives:

- Analyze GST issues as they apply to businesses in India.
- Demonstrate knowledge of the fundamental principles of GST law, applicable to a wide variety of different business types in India such as companies, trusts, partnerships and sole proprietors.
- Evaluate and synthesize information and existing knowledge from a number of sources.
- Communicate ideas effectively in informal group discussions
- Demonstrate knowledge of some of the more topical taxation issues affecting businesses in India in today's economy.

Course Learning Outcomes:

At the end of this course student will be able to

- Acquaint with the Concepts of GST in India and acquaint themselves with its terminology.
- Comprehend the application to GST in various types of business and services.
- Calculate the GST in connection with SGST, CGST and IGST.
- Do GST return file.

Topics to be Covered:

- Fundamental of GST: Constitution Amendment Act, 2016, What is GST, Advantage, Need, Concept of One nation on tax, Dual GST model, Interstate Vs. Intra State Stock Transfers, GSTN, GST Council, Important Definitions.
- Levy and Collection of GST:
- Time and Value of Supply
- Input Tax Credit
- Registration under GST Law

- Payment of Tax and Return files of GST

References for Readings:

- Bansal, K.M. (2018). GST and Custom Law. New Delhi, Taxmann Publication.
- Meherotra H.C. and Agarwal V.P. (2019). Goods and Service Tax (G.S.T), 5/e, Agra: Sahitya bhawan Publications
- Ahuja Girish and Gupta Ravi. (2019). Systematic Approach to GST, 4/e, Gurugram: Wolters Kluwer India Pvt Ltd.
- Thoomkuzhy Joseph Thomas, Jacob M. Jaya and Chako, M. Chinnu. (2017). GST The essential of Goods and Service Tax. New Delhi. Himalayan Publishing House.
- Poddar Avinash. (2017). GST: Concepts for Layman. Mumbai: The Write Place, India.

Note: Latest edition of the readings will be used.

Assessment Scheme:

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

Sprints

Course Code:GN40

Credit: 3

L-T-P: 3-0-0

Course Instructor: Dr. Upasana Singh/ Dr. Punam Mishra/ Dr. Lokanath Mishra

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.

Course 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:

HR:

1. Business organization- Current challenges
2. Talent Management
 - Attracting talent
 - Recruitment and Selection
3. Training and development
4. Compensation and Benefits
5. Performance appraisal
6. Retaining Talent
7. Recent Trends Shaping HR.

Marketing:

1. Elements of Marketing Mix
2. Segmentation, Targeting and Positioning

3. Consumer Behavior
4. Product and Brand Management
5. Pricing Decision
6. Marketing Channel Management
7. Integrated Marketing Communication
8. Gaining Competitive Advantage

Finance:

1. Accounting Cycle
2. Financial Statement Analysis and Interpretation
3. Tools for Financial Decision Making
4. Cost Analysis and Cost Control
5. Financial Arithmetic's
6. Indian Financial System

Assessment Scheme:

Assessment Component	Weightage
Continuous Assessment	
• Class participation	30
• Assignments	30
• Project Presentation	40
Total:	100

Financial Derivatives

Course Code: FN29

Credit: 4

L-T-P: 4-0-0

Course Instructor: Dr. Lokanath Mishra

Course Description:

The phenomenal growth in the global markets for exchange-traded Options and Futures contracts on financial assets (foreign exchange, fixed income and equity securities, and stock indices) and on commodities has been accompanied by the growth in Over-the-Counter markets for swaps, related options, and other structured products. The exchange-traded products are traded by individuals and institutional investors, but the structured products are tailored to institutions. These derivative securities are used to meet a variety of objectives. The course defines the main kind of derivatives, shows how they are used to achieve various hedging and speculating objectives, introduces a framework for pricing derivatives, and studies several applications of derivative-pricing techniques outside derivative markets.

Course Objectives:

- To Understand the students about the concept of Derivatives and its types
- To acquaint the knowledge of Options and Futures and
- To know about Hedging and the development position of Derivatives in India.

Course Learning Outcomes:

- Acquaint with the various types of financial derivatives like forward, futures, options, Swaps, convertible, warrants, etc.
- Know about the mechanism of devising a hedging strategy, which includes (a) deciding on the futures contract, (b) which futures contract and (C) which contract month.
- Demonstrate critical thinking, analytical and problem solving skills in the context of derivatives pricing and hedging practice.
- Demonstrate an understanding of pricing forwards, futures and options contracts

Topics to be Covered:

- Unit – I Derivatives – Features of a Financial Derivative – Types of Financial Derivatives – Basic Financial derivatives – History of Derivatives Markets – Uses of Derivatives – Critiques of Derivatives – Forward Market: Pricing and Trading Mechanism – Forward Contract concept – Features of Forward Contract – Classification of Forward Contracts – Forward Trading Mechanism – Forward Prices Vs Future Prices.

- Unit – II Options and Swaps – Concept of Options – Types of options – Option Valuation – Option Positions Naked and Covered Option – Underlying Assets in Exchange-traded Options – Determinants of Option Prices – Binomial Option Pricing Model – Black-Scholes Option Pricing – Basic Principles of Option Trading– SWAP: Concept, Evaluation and Features of Swap – Types of Financial Swaps – Interest Rate Swaps – Currency Swap – Debt-Equity Swap.
- Unit – III Futures – Financial Futures Contracts – Types of Financial Futures Contract – Evolution of Futures Market in India – Traders in Futures Market in India – Functions and Growth of Futures Markets – Futures Market Trading Mechanism - Specification of 2 the Future Contract – Clearing House – Operation of Margins – Settlement – Theories of Future prices – Future prices and Risk Aversion – Forward Contract Vs. Futures Contracts.
- Unit – IV Hedging and Stock Index Futures – Concepts – Perfect Hedging Model – Basic Long and Short Hedges – Cross Hedging – Basis Risk and Hedging – Basis Risk Vs Price Risk – Hedging Effectiveness – Devising a Hedging Strategy – Hedging Objectives – Management of Hedge – Concept of Stock Index – Stock Index Futures – Stock Index Futures as a Portfolio Management Tool – Speculation and Stock Index Futures – Stock Index Futures Trading in Indian Stock Market.

References for Readings:

- Gupta S.L., *Financial Derivatives Theory, Concepts and Problems* PHI, Delhi
- Kumar S.S.S. *Financial Derivatives*, PHI, New Delhi
- Chance, Don M: *Derivatives and Risk Management Basics*, Cengage Learning, Delhi.
- Stulz M. Rene, *Risk Management & Derivatives*, Cengage Learning, Delhi

Note: Latest edition of the readings will be used.

Assessment Scheme:

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



(Dr. Punam Mishra)
BBA - Program Coordinator



JK Lakshmipat University
Institute of Management
MBA (2018-20 Batch)

Trimester- IV

Course Title: Sales & Channel Management

Course Code: MA2201

Credits: 3

Trimester: IV

Course Instructors: Mr. Deepak Aggarwal & Dr. Punam Mishra

Course Description:

Sales, as a function remain an integral part of the efforts of organization to reach their consumers as close as possible and make their products & services available to them at convenient locations while providing them adequate information empowering the consumers to make their brand choice.

This course will offer exploration of key concepts and provide insights into sales and distribution management practices to equip students with actionable knowledge and skills. This course will draw from Indian and international experiences to explain and discuss sales and distribution management decisions cross various industries lie FMCG, Consumer Durables, Direct selling etc.

Course Learning Objectives:

After completion of this course, students are expected to:

- a) Understand and appreciate the strategic role of the sales and distribution function
- b) Develop an understanding of Go To Market/ Route To Market strategies in distribution and how do they evolve as per company's sales and distribution strategies
- c) Understand the drivers and levers impacting various distribution challenges and enhancing field force effectiveness.

Course Outline: Session/Topic/ Particulars

Session	Topics	Particulars
1 and 2	<ol style="list-style-type: none">1. Introduction to Sales and Distribution2. Decoding drivers of Go To Market/ Route To Market strategies for products and services.	Course Materials Case study

3& 4	<ol style="list-style-type: none"> 1. Sales and Distribution strategies for FMCG. 2. Parameters defining distribution effectiveness in FMCG. 3. Understanding role of different stakeholders for driving distribution effectiveness in FMCG. 	Course Material Presentation of case study from previous session. Case study assignment for submission. Project 1
5&6	<ol style="list-style-type: none"> 1. Sales and Distribution strategies for Consumer durables 2. Drivers of effectiveness of S&D in durables 3. Understanding role of stakeholders in consumer durables GTM 	Course material Case study
7&8	<ol style="list-style-type: none"> 1. Sales & Distribution strategies for Services. 2. Drivers of effectiveness of services sales models. 3. Understanding role of stakeholders in services GTM. 	Project 2 given to groups.
9&10	<ol style="list-style-type: none"> 1. Role of a distributor/ channel partner in enhancing distribution. 2. Distributor profitability models 	Case study
11 & 12	<ol style="list-style-type: none"> 1. Sales force productivity & performance. 2. Sales Force training and incentive design 	Case study presentation from previous session. Course material Case study on design of sales force incentive
13 th & 14	<ol style="list-style-type: none"> 1. Use of Technology for enhancing distribution and sales force effectiveness. 2. Managing multiple channels and handling channel conflicts 	Case study presentation. Course material

Project Briefs

Students will undertake a field project to complete the course requirements. This will be a group project allocated and group is expected to complete the same as per guidelines . The group projects would be outlined to the students on day 2 of the course.

Reading Materials:

Sales and Distribution Management- A Practice-Based Approach –Ramendra Singh. (Vikas Publishing House Pvt.Ltd. Latest Edition).

Reference Books:

1. Sales and Distribution Management – An Indian Perspective; Pingali Venugopal, Sage.
2. Management of a Sales Force: Spiro, Stanton, Rich, Tata McGraw-Hill
3. Sales and Distribution Management-Still, Richard R, Cundiff, Edward W, Govoni, Norman A.P. and Puri, Sandeep, Pearson Education.

Articles :

1. The Art of Selling(Schumpeter/The Economist)
2. The Changing Environment of Selling and Sales Management (JPSSM Article)
3. What makes a Good Salesman (HBR Article)
4. Sales force effectiveness: A framework for researchers and practitioners(JPSSM Article)
5. Distribution challenges and workable solutions (IIMB Management Review)
6. Designing Channels of Distribution Reorienting Channels of Distribution (HBS Articles)
7. Channel Conflict: When is it dangerous? (McKinsey article)

Evaluation Scheme:

Students will be evaluated on the basis of case analysis, group projects, class participation, and end-term exam. The weightage given to each of these units is listed below:

Component	Weightage
Class Participation	10%
Assignments	10%
Group Project submission	20%
Group project presentation	10%
End Term Exam	50%

Course Title: Prototype & Pilot
Course Code: ED2201

Credits: 3
Trimester: IV

Course Instructors: Mr. Apoorv Bamba

Course Description:

This course intends to familiarize students with concepts pertaining to Lean Market Validation, Value Proposition Canvas, Business Model Canvas, Blue Ocean and Red Ocean Strategy, Beach Head Strategy, Customer Persona, Founder's Agreement, and Pitch Decks. The aim is to give students a deep understanding of these concepts around product validation and marketing, while also explaining the relevance that each of them holds in the students' current ventures. With this course, they will be better equipped at understanding their ideal customers, strengthening their value proposition and identifying shortcomings and potential problem areas in their startup plans and how they can rectify them. With the help of real-life examples, visual aids, mentor connect session and various experiential market activities - the students are expected to understand the concepts in depth and be able to apply them in their actual entrepreneurial settings. The assignments included will be with the intention of getting them to apply their knowledge to test theoretically, as well as with practical usage in their respective startups.

Course Learning Outcomes:

- To improve upon the students' existing strengths as learners and potential corporate/entrepreneurial leaders and address their weaknesses
- Empower students and help them learn how to present their ventures and ideas effectively
- Enable students to learn how to identify new opportunities as well as understand myriad marketing and venture development strategies and Go-To-Market strategies
- Equip students with technical knowledge around building Founder's Agreements and Pitch Decks

Course Content/Topics to be covered:

- Startup Idea Validation
- Lean Market Validation
- Value Proposition Model
- Business Model Canvas
- Blue and Red Ocean Strategy
- Customer Persona
- Beach Head Strategy
- Founder's Agreement
- Market Research for Startups
- Building your Pitch Deck

Reading Materials:

1. Course handouts will be provided with relevant references to chapters, articles, and patents
2. Hook Model – Nir Eyal
3. The Lean Startup – Eric Rise
4. Blue Ocean Strategy – W. Chan Kim & Renée Mauborgne

Evaluation Scheme:

Component	Weightage (100)
Continuous Evaluation	30
Project Based Activities	20
Field Research	20
Term-End Assignments	30

Course Title: Product & Brand Management (Elective)**Course Code: MA2211****Credits: 3****Trimester: IV****Course Instructors: Mr. Jishnu Changkakoti & Dr. Punam Mishra**

Course Description:

The course is designed to give students an in-depth understanding of the challenges in managing a brand which may comprise a single product or a portfolio of products operating either in a single product category or multiple product categories. Students will learn how product opportunities are identified, decisions are taken on product design, target audience selection, positioning and pricing and how marketing support is deployed across various stages of the product life cycle. Related to this are the strategic decisions around branding, packaging, brand equity building, communication development and post launch monitoring and fine tuning of brand building programmes. The design, building and long term management of a brand's equity will be addressed throughout the course. The course will also deal with issues that Marketers grapple with when creating a brand positioning strategy, the complexity in evaluating brand extension opportunities, the branding of commodities and strategic challenges in managing long term brand equity.

Course Learning Objectives:

1. Understanding of the challenges and choices in creating a winning product and managing a portfolio of products (identifying and selecting a product launch opportunity, product design, packaging, pricing, positioning, launch strategy and promotion)
2. Provide students with a working knowledge of the financial aspects of managing a product or portfolio of products
3. How a brand's positioning should be developed, established, protected and evolved and the role of communication programs in the same
4. The process of sustaining and managing a brand's equity over the long term while facing short term business pressure

Tentative Session Plan:

Session No (2 hours/ session)	Topic	Reading Material	Case Study
1 & 2	What is Product Management & Brand Management? Marketing Planning: Category, Consumer & Competition Analysis. Market Potential & Sales Forecasting	1. Core Text (Product Management): Chapters 2, 3 and 5 2. Principles of Product Policy by Anita Elberse 3. Marketing Analysis Toolkit: Market Size & Market Share Analysis by Thomas Steenburgh & Jill Avery	Cottle-Taylor: Expanding the Oral Care group in India by John A. Quelch & Aisa Zalosh; HBS Oct 2011
3	What is Brand Equity – Definitions and	1. Core Text (Strategic Brand Management): Chapters 2 &	Discussion on “The Brand Report Card” by Kevin

	Models of Brand Equity	3 2. The Brand Report Card by Kevin Lane Keller – HBR Article 3. Brand Equity: An Overview by Paul W. Farris	Lane Keller
4	Developing Product Strategy	Core Text (Product Management): Chapter 8	Chase Sapphire – Creating a Millennial Cult Brand by San- tana, Avery and Snively
5	Designing the Right Product	<ul style="list-style-type: none"> • Core Text (PM): Chapter 8 • Defeating Feature Fatigue by Roland Rust, Deborah Viana Thompson & Rebecca Hamilton (HBR) 	
6	Product and Brand Positioning	1. Core Text (PM): Chapter 8 and Core Text (SBM): Chapter 2 & 3 2. Market Segmentation, Target Selection and Positioning by Miklos Sarvary and Anita Elberse 3. Brand Positioning by Sunil Gupta and Jill Avery, HBR	Brand Revitalizing And Brand Reinforcement: The Case of Arrow Shirts in the Indian Context - S. Ramesh Kumar and Amod Choudhary
7	Integrating Communications into building of brand Equity	Conceptual Models of How Advertising works to Persuade Individuals by Paul W Farris and Tania de la Pena Calderon	
8	Brand Strategies & Brand Architecture	Core Text (SBM): Chapter 11	Taj Hotels Resorts & Palaces
9	Introducing New Products	<ul style="list-style-type: none"> • Managing the new product development process – Robert Dolan • Eager Sellers & Stony Buyers – Understanding the Psychology of New Product Adoption; John T. Gourville, June 2006 <u>oland Trust, Zeithaml, Lemon</u> • Note on Innovation Diffusion - John Gourville 	
10	Growing through product and brand extensions	<ul style="list-style-type: none"> • Core Text: Core Text (SBM): Chapter 12 • Extend Profits, Not Product Lines: John Quelch & David Kenny; HBR Sep 1994 	GoPro: Brand Extension by Michael Marks and Jaclyn C. Foroughi
11	Product Life Cycle:	Exploit the Product Life Cycle –	Maggi Noodles in India:

	What it is and how to manage it	Theodore Levitt Nov 1965	Creating & Growing the category Mid-term quiz to be held during this class - 20 questions, 20 marks, 30 minutes
12	Managing Brand Equity over time	<ul style="list-style-type: none"> Core Text (SBM): Chapter 13 Managing Brands for the Long Term by Kevin Lane Keller 	Dove: Evolution of a Brand
13	The Challenge of Managing Global Brands Locally	Core Text (SBM): Chapter 14 2. Global Brand Management: Best Practices and Learnings From Efforts to Build the Business “Over There” by Julie Hennessey, Eric Leininger and Evan Meagher	L’Oreal: Global Brand Local Knowledge
14	Introduction to Services Marketing – 1	Book: Services Marketing by Valarie A. Zeithaml, 7th Edition	
15	Introduction to Services Marketing – 2	Book: Services Marketing by Valarie A. Zeithaml, 7th Edition	Case study – TBD

Recommended Books

- Product Management – Donald R. Lehmann and Russell S. Winer
- Strategic Brand Management – Kevin Lane Keller, M G Parameswaran, Isaac Jacob

Recommended Reading:

- Positioning: The Battle for the Mind – Al Ries & Jack Trout

Evaluation Scheme:

There will be four components of the evaluation

- Class Participation: 10 marks.** The quality of discussions by students in class will be used to assess this.
- Group Project: 30 marks.** Students will work in groups of not more than 4 on a project to be assigned to them.
- Mid-Term Quiz: 20 marks.**
- End-Term Examination: 40 marks**

Note: Some case studies would be used as a part of the course. Students are expected to work in their groups and come to class prepared with presentations on these case studies. The quality of work here will have an influence on the student’s class participation marks.

Trimester V

Course Title: Strategic Business Management

Course Code: ST2201

Credit: 3

Trimester: V

Course Instructors: Mr. Mahesh Narayan

Course Description:

Strategic Business Management is a course intended to provide an orientation to and offer a basic framework of crafting and implanting a long-term business strategy of a firm. The course is offered with the intention of meeting a three-fold purpose: The first, to offer few basic skill-sets necessary to frame the business purpose, objectives and vision/mission of a firm and to develop a strategy to operate in a sustainable way; the second, to give a toolkit to students to address the challenges of implementing strategy in diverse environments and competitive scenarios; and thirdly to offer a critical review of various theoretical and conceptual frameworks available in strategy area to build and lead organizations in the present increasingly globalised economy of the country, in a successful way.

The course, expects that the students to have had an exposure to all functional areas of management and that they would be able to apply the knowledge and skills of these functional streams while pursuing this course on Strategy.

Course Objectives

- To learn define a sense of purpose and drive the formulation of objectives and goals, by way of a vision, mission and strategy;
- To learn to perform various analyses and attempt strategy formulation in a given firm's context;
- To examine and appreciate the various types of strategic decisions firms make to gain and sustain competitive advantage;
- To examine the various aspects of strategy implementation and control systems in an organizational context; and
- To orient the students to focus on issues related to sustainability of the organization in association with its competitiveness

Course Learning Outcomes:

The broad learning outcomes of this course for the students would be:

- Diagnose how firms recognize a sense of purpose: which is expressed in the form of a vision/mission and how purpose in turn drives the formation of objectives and goals.
- Appraise the relationship between firm purpose and strategy.
- Perform various analyses - including macro and micro environments and competitor analysis for strategy formulation.
- Identify the various types of strategic decisions firms make to create, enhance and sustain competitive advantage.
- Craft competitive business strategy for a given firm to achieve its purpose and goals by integrating the functional strategies with resources and competitive pressures
- Appraise different dimensions of strategy implementation and its relationship with leadership of the firm and link the issues of strategic leadership to the pursuit of strategic goals; and
- Develop feedback and learning systems for strategic control of a firm and its sustainability

Tentative Session Plan:

Sl. no	Session topic/minor events	Method	Text book chapter	Caselet Submissions	Readings	Concepts Learnt
1	Introduction to the course; case study pedagogy; What is Strategy	Interactive presentation	-	Robinhood (Text Book)	What is Strategy? in <i>Harvard Business Review</i> 1996, by M Porter	overview; case study method
2	The managerial process of crafting and executing strategy	Interactive session; class discussion	ch. 1 & 2	Think about a business that you know well. How would you describe its strategy? What helpful and unhelpful things have you seen done 'in the name of strategy'?		overview of strategy and its frameworks
3 & 4	Analyzing a company's external environment	Interactive session	Ch.3	Why did Thomas Cook Shut down?		environmental appraisal methods and frameworks
5& 6	Analyzing industry environment		Ch.4		"Industry Analysis," chapter 7, David Besanko, David Dranove, and Mark Shanley, <i>Economics of Strategy</i> .	internal environment appraisal – industry
7& 8	Analyzing a company's resources, Capabilities & Competitiveness	interactive session	Ch.4	Will Spotify's entry to India harm Indian music streaming industry?	Arcelor Mittal – a study	internal appraisal - firm's value chain and business flow analysis

9	Competitive mapping of a company's position; value chain analysis	Interactive session	Ch.4	How will Fintech evolve in India ?		value chain analysis
10	The five generic strategies	Interactive session	Ch.5	Which generic strategy does the Indian ecommerce players adopt?	-	competitive strategies as well as other strategies' concepts
11	Strategic choices and comparative assessment	<i>interactive session</i>	Ch.8	What should Nokia do to compete in today's mobile market?	-	analysis using VRIO framework
12	Identification of appropriate strategy and value chain restructuring	Class presentations on assigned tasks	Ch.8		-	crafting strategy
13	Establishing competitive position by core competencies	interactive session		Amazon in India	-	competitive advantage and core competencies evolution
14 & 15	Developing a strategic fit between industry and company	Interactive session	Ch.8		-	
16	Strategies for multiple businesses - diversification strategies	Interactive session	Ch.9	Please call out the strategies followed by any one of the Indian Conglomerates	-	
17	Vertical Integration				-	

18	Executing a strategy and ensuring success; resource strength creation; value drivers and operations	<i>interactive session</i>	Ch.10, 11 and 12		-	resource strengths creation; internal operations linkages and driving value
19	Strategic Control Systems and tools-BSC	Interactive Session			Putting Bsc To Work	
20 & 21	Emerging concepts and their relevance				Blue Ocean Strategy, in Harvard Business Review 2004, by WC Kim, R Mauborgne.	
22	Sustainability		Ch 9		-	Ethics, CSR & Sustainability
23	Driving competitiveness through technological prowess			How can companies use AI as a competitive advantage?	-	
24	Strategic role of different functions in organization	Interactive Session		-	-	
25	Project Presentations	Student Presentations				
26	Project Presentations	Student Presentations			-	

Prescribed Text Book:

- Thompson J, and Strickland, *Crafting and Executing Strategy*, Concepts and Cases, 18 ed, McGrawHill , New Delhi

Reading Materials:

- Porter M E., *Competitive strategy*, Free Press, New York, 1980;
- Porter ME., *Competitive Advantage*, Free Press, New York, 1986
- Barney j., *Gaining and Sustaining Competitive Advantage*, 3 Ed, Prentice Hall of India, New Delhi;
- Concepts in Strategic Management and Business Policy, Pearson, 13ed, New Delhi

Evaluation Scheme:

Components	Weightage %
Cases	10%
Project presentations	30%
Mid-term examination	30%
End-term examination	30%

Course Title: Production Management & Operation Research**Course Code: OP2111****Credits: 3****Trimester: V****Course Instructors: Dr. Lokesh Vijayvargy**

Course Description:

In today's competitive world, excellence in operational practices is a key for success for any business. The purpose of this course is to educate students on various PMOR functions in any business organization. These concepts not only will create an awareness about this functional area but will also impart skills in students for optimization of various processes and in developing competitive business practices. This course will also develop skills in students with entrepreneurial orientation. The learnings of this course will help students in making strategic decisions in long run in their careers.

Course Learning Outcomes:

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

- Apply operations optimization concepts to take strategic decisions like Product, Process, Location, and Layout.
- Apply operations management tools and techniques to take operational decisions regarding Quality Management, Inventory Management and cost minimization.

Tentative Session Plan

Session	Topic / Sub Topic
1	Introduction (Course overview, Need of the course, Expectations, Evaluation),
2	Transformation Process, Productivity Measurement
3	Operation Research Tools: Linear Programming -Introduction and Formulation
4	Linear Programming : Formulations
5	Linear Programming: Solution Methods & Interpretation
6	Linear Programming: Solution Methods & Interpretation using Excel
7	Sensitivity Analysis
8-9	Assignment Problem: Min Cost Problems
10	Transportation Problems
11	Demand Forecasting: Introduction, Reason for forecasting
12-13	Demand Forecasting: Type of Methods
14	Capacity Planning

15	Simulation: Introduction, Random Number Generation
16	Simulation by Excel
17-18	Introduction of Project Management (PERT & CPM)
19	Waiting Line Model: Introduction
20	Waiting Line Models; Service Industry
21-23	Inventory Models: Q and P Models, Economic Order Quantity model with safety stock calculations. Inventory Management Techniques, Selective Inventory Control: ABC, VED, FSN Analysis.
24-25	Facility Location Planning and Selection: Multi Criteria Problems (AHP and Factor Rating Method)
26-27	Product Layout – Production Line Balancing.
28	Service Layout: Process Layouts
29-30	Students Project Presentation

Text Book:

- Operations & Supply Management, Chase R., Shankar R. and Jacobs F., TMH, New Delhi, 12th edition.

Reading Materials:

- Operations Management by Norman Gaither and Greg Frazier, CENGAGE Learning, Edition 9.
- Operations Management along the supply chain by Russell and Taylor, Wiley India Edition, 2012.
- Service Operations Management-Improving Service Delivery: Robert Johnston and Graham Clark, Pearson 2e.
- Service Operations Management: James Fitzsimmons & Mona Fitzsimmons, TMH

Assessment Scheme:

Assessment Component	Description	Weight (%)
Quizzes	There will be Two Quizzes.	20
Case Assignment	Students in Groups will be required to make presentation on analysis of cases/case-lets.	10
Project Presentation Class Participation	It will be on group basis (group of 4 to 6 students)	20 + 10 = 30
End Term Examination	It will be based on the total course. This will consist of case study, application-based situation questions along with conceptual review.	40

Course Title: Business Plan & Pitch

Course Code: ED2202

Credits: 3

Trimester: V

Course Instructors: Mr. Apoorv Bamba

Course Description:

This course intends to familiarize students with concepts pertaining to Lean Market Validation, Value Proposition Canvas, Business Model Canvas, Blue Ocean and Red Ocean Strategy, Beach Head Strategy, Customer Persona, Founder's Agreement, and Pitch Decks. The aim is to give students a deep understanding of these concepts around product validation and marketing, while also explaining the relevance that each of them holds in the students' current ventures. With this course, they will be better equipped at understanding their ideal customers, strengthening their value proposition and identifying shortcomings and potential problem areas in their startup plans and how they can rectify them. With the help of real-life examples, visual aids, mentor connect session and various experiential market activities - the students are expected to understand the concepts in depth and be able to apply them in their actual entrepreneurial settings. The assignments included will be with the intention of getting them to apply their knowledge to test theoretically, as well as with practical usage in their respective startups.

Course Learning Outcomes:

- To improve upon the students' existing strengths as learners and potential corporate/entrepreneurial leaders and address their weaknesses
- Empower students and help them learn how to present their ventures and ideas effectively
- Enable students to learn how to identify new opportunities as well as understand myriad marketing and venture development strategies and Go-To-Market strategies
- Equip students with technical knowledge around building Founder's Agreements and Pitch Decks

Course Content/Topics to be covered:

- Startup Idea Validation
- Lean Market Validation
- Value Proposition Model
- Business Model Canvas
- Blue and Red Ocean Strategy
- Customer Persona
- Beach Head Strategy
- Founder's Agreement
- Market Research for Startups
- Building your Pitch Deck

Reading Materials:

1. Course handouts will be provided with relevant references to chapters, articles, and patents
2. Hook Model – Nir Eyal
3. The Lean Startup – Eric Rise
4. Blue Ocean Strategy – W. Chan Kim & Renée Mauborgne

Evaluation Scheme:

Component	Weightage (100)
Project Based Activities/Assignments	50
Business Plan	25
Business Pitch	25

Course Title: Business Law

Course Code: LS2103

Credit: 1

Trimester: V

Course Instructors: Mr. Satish Handa

Course Objective:

Ignorance of Law is no excuse

To familiarize with legal environment in which the business entities operate and provide basic application of relevant legal provisions and their impact on business decisions and operations.

Course Contents:

1. Introduction to Legal Environment
2. Business Contracts
 - a. Indian Contract Act. 1872
 - b. Sale of Goods Act. 1930
 - c. Special Contracts
 - i. Contract of Bailment, Pledge
 - ii. Hypothecation, Indemnity & Guarantee
3. Companies Act. 2013
4. Lease and Mortgage
5. Drafting of Deeds

Assessment of Students

The Laws depend not being on read but on being understand.

The assessment of students made on understanding of basic concepts, conceptual understanding, analytical ability and application of concepts.

The ability of students tested on the basis of

Test – 30%

Assignment – 20%

Class presentation- 20%

Project – 20%

Attendance – 10%

Course Title: Learning & Development Strategies (Elective)

Course Code: BS2103

Credits: 3

Trimester: V

Course Instructors: Dr. Richa Mishra

Course Description:

Given the development and innovations in business and technology, organizations are constantly upskilling and reskilling the workforce to survive the fast paced change and stay relevant. To achieve these objectives, this course aims at developing L&D professional to design and deliver effective learning solutions to the organizations. The course will help students to understand and use various methods and systems to identify various Learning needs and requirements.

Course Learning Outcomes:

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

1. Explain how learning and development support the achievement of organisational objectives
2. Describe the training and development process, especially the needs assessment and evaluation phases.
3. Conduct training need analysis
4. Design a training plan to meet learning and development needs.

Course Contents:

MODULE	TOPICS
Introduction to Employee Learning & Development	<ul style="list-style-type: none">• Introduction & Objective to the training design model and process• Forces influencing working and learning, snapshot of training practices and infrastructure
Competency Basics & Competency Mapping	<ul style="list-style-type: none">• What Is Competency• Competency Iceberg Model• Why Competencies• Classification of Competencies• Competency Measurement• Creating A Competency Maps
Competency Assessment	<ul style="list-style-type: none">• Competency Assessment Basics• Gilbert's Model for Individual Diagnosis• Training Needs Analysis• What Are Assessment Centers• Types of Assessment Center Techniques• Steps in Creating an Assessment Center

Training design	<ul style="list-style-type: none"> • Training Design Steps • Setting Learning Goals • What Are Objectives • Bloom's Taxonomy of Learning • Specifying Objectives • Differences Between Goals and Objectives • Assess Modes • Designing Training • Designing The Course • Sequencing Active Training Activities
Training Evaluation & ROI	<ul style="list-style-type: none"> • Training Evaluation and Follow-up • Four Levels of Kirkpatrick Training Evaluation process • Reaction Level • Types of Tests • Action Planning-Level 3 Assessment • Producing The Action Plan • Assessing The ROI of Training • The Process Of Calculation ROI
Challenges in learning & Development	<ul style="list-style-type: none"> • Training issues resulting from external Environment. • Training issues resulting from internal needs of the company.

Reading Materials:

- Noe, Raymond A. (2008). Employee Training and Development. New Delhi: TMH.

Websites:

- The Society for Human Resource Management: www.shrm.org
- The Society for Industrial and Organizational Psychology: www.siop.org
- Academy of Human Resource Development: www.ahrd.org
- The Society for Organizational Learning: www.solonline.org
- Association for Talent & Development (the old “ASTD”): www.td.org
- International Society for Performance Improvement: www.ispi.org

Assessment Scheme:

Components	Weightage
Assignments (Presentations/Quiz/Viva)	15%
Class Participation	15%
Exam I	30 %
Project	20%
Presentation	20%

Course Title: B2B Marketing (Elective)

Course Code: MA2212

Credits: 2

Trimester: V

Course Instructors: Mr. Somraj Bhattacharjee

Course Description:

Business-to-business (B2B) turnover and sales volumes constitute a major portion of any market economy's output. This course tries to focus on the skill sets students need to understand the unique requirements of business customers and succeed in marketing and management roles within B2B businesses and enterprises. The sessions on B2B marketing shall delve further on the skills required for succeeding in this environment, including: organizational buying and selling models; launching B2B products and services; pricing a product line; sales management and support; managing distribution partners; and social media for B2B promotion.

Course Objectives:

The specific objectives of the course are:

- To develop an appreciation for the significance of B2B marketing scenarios in any business enterprise.
- To understand the intricacies of solving managerial problems for Industrial Marketers.
- To sensitise the participants regarding the specifics and nuances of B2B, vis-à-vis B2C scenarios.

Session Plan:

Session No.	Topic	Reference Readings
1-2	B2B Marketing-Overview and framework of the topic	Class slides/ pre- read articles
3-4	Planning and performance assessment (internal): How to approach a B2B scenario?	Class slides/ pre- read articles
5-6	Product and pricing strategies in B2B markets	Class slides/ pre- read articles
7-8	Customer behaviour in B2B markets: Purchasing process and functions	Class slides/ pre- read article/cases*
9	Marketing Channels and their role in B2B environments	Class slides/ pre-read article/cases*
10-11	Market and competitor analysis (external): How to evaluate the ecosystem in any B2B environment?	Class slides/ pre- read article/cases*
12-13	Communication strategy and the importance of Business Marketing Communication (Promotion)	Class slides/ pre- read article/cases*
14-15	The art of selling in a B2B ecosystem: Direct and indirect sales perspectives	Class slides/ pre-read article/cases*

16	B2B marketing dynamics in a Global Framework (Brief layout)	Class slides/ pre- read article/cases*
17-20	Group presentations/ assignments/ submissions	To be announced in-class

Note: Sessions 1 to 6 will cover the basic introduction and scope of the subject. Sessions 7 to 16 would delve further into the concepts and have class discussions based on cases and sessions 17 to 20 would cover the group assignments and presentations.

Text Book:

- Alan Zimmerman, Jim Blythe_ Business to Business (2013); Routledge

Evaluation Scheme:

Class Participation and Discussion	20%
Group Projects /Assignments/Quiz	40%
End Term Examination	40%

Trimester VI

Course Title: Critical Thinking for Decisions at Workplace

Course Code: CC2114

Credits: 2

Trimester: VI

Course Instructors: Dr. Richa Mishra

Course Description:

In today's world, the idea of right and wrong is being challenged by businesses, use of technology, economic conditions, and norms of societies. The relevance of a well-reasoned decision is crucial. This course intends to make students take better decisions keeping in mind purpose, context, and ethics.

Course Learning Outcomes:

The students will be able to:

- Describe and analyze appropriate problem-solving and ethical decision-making processes
- Choose the most effective and logical decision among multiple alternatives
- Evaluate solutions and anticipate likely risks based on purpose, context and ethics
- Use strategies to achieve better team problem-solving in a workplace

Topics to be Covered

- Decision Making: Definition and Type
- Steps of Decision Making
- Ethics and Decisions
- Importance of purpose and context
- Problem analysis best practices
- Decision Implementation Techniques
- Barriers to Sound Reasoning
- Comparing alternative solutions

Assessment Plan:

Components	Weightage
Assignments	20%
Class Participation	20%
Quiz	20 %
Project/Presentation	40%

Course Title: Cases in Sales & Marketing (Elective)

Course Code: MA2202

Credits: 2

Trimester: VI

Course Instructors: Mr. Jishnu Changkakoti

Course Description and Objectives:

This course is meant to prepare final term MBA students for their upcoming work life. This is done by revisiting the sales and marketing concepts that they would have learnt over the course of the MBA programme and, through a series of India-based examples and case studies, enabling them to understand how to apply these concepts to real-life work situations.

Case Studies to be used in the course

- TERACOM LIMITED: APPOINTING A CONSUMER DISTRIBUTOR - Rajeev Kumra - W16457
- FARM HARVEST: A DISTRIBUTION DILEMMA - Semila Fernandes, Pooja Gupta, and Vidyasagar A - W18698
- DRISHTI EYE CENTRE: MANAGING A SALES FORCE - Rajeev Kumra - W17129
- AMUL DAIRY: CAMEL MILK LAUNCH IN INDIA¹ - Sandeep Puri, Brij Mohan Taneja, Pratibha Gupta, and Anirudh Menon - W16098
- HEALTH FOR ALL: DR. REDDY'S LABORATORIES AND RURAL INDIA (A) - Chandrasekhar Sripada, Padma Rajeswari Tata and Athanasios Kondis - IMD848
- SALES PERFORMANCE MANAGEMENT IN KRC - Jaydeep Mukherjee - Vision 17(1) 63-71 © 2013 Mdi Sage Publications
- CASTROL INDIA LIMITED: AN INNOVATIVE DISTRIBUTION CHANNEL - Renuka Kamanth - W16643

Class Schedule:

Hours	Topics	Reading Material	Case Study	Daily assignment for students
0-2	How to analyze case studies			Prepare case study for presentation in class
3-4	Digital marketing recap			Digital marketing assignment - to be submitted after 1 week
4 - 5.15	Case study discussions		Case study 1: Drishti Eye Care	
5.15 - 6.45	Recap of sales and marketing - key terms to know	Glossary of terms to be given to students		
6.45 - 8	Case study discussions		Case study 2: Amul Camel Milk	
45 min	Quiz 1 on marketing & sales terms	On Wednesday, 19/02/2020		
9 - 10.15	Case study discussions		Case study 3: Castroll	
10.15 -	Quiz 2 on marketing			

11	& sales terms			
11 -14	Case study discussions		Case study 4: Dr. Reddy's Laboratories - A Case study 5: Teracom Limited	
14 - 16	Marketing assignment presentations			
16 - 17.15	Case study discussions		Case study 6: Farm Harvest	
17.15 - 18	Quiz 3 on marketing & sales terms			
18 - 19.30	Case study discussions		Case study 7: Sales Performance Management in KRC	
19.30 - 20	Recap/feedback session			

Assessment Plan:

Components	Weightage
Quizzes (3 x 15 marks)	45
Project	30
End Term Exam	25



(Dr. Ashwini Sharma)
Assistant Director- IM



JK Lakshmipat University
Institute of Management
BBA (2019-22 Batch)

Semester- I

Economics-I

Course Code: EP1101

Credit: 4

L-T-P: 4-0-0

Course instructor: Dr. Sheetal Mundra

Course Description:

Economics is the study of the way people and societies use limited resources in decision making. It not only helps students in understanding the world in which they live but also makes them judicious participants in the economy. Economics as a subject is traditionally branched into microeconomics and macroeconomics, based on the unit of decision making. Microeconomics focuses on the individual decision-making units such as the customer and producer, which constitute two forces of supply and demand in the market. It helps one in identifying the remarkable efficiency properties of markets and explains how the self-interest of individuals working through the competitive market can produce a societal benefit. A microeconomics course has several common objectives that contribute to a student's learning in a business, finance or economics program.

Course Objectives:

- To familiarize the students with economics concepts, theories and their application in the rational solution to management problems and the economic problems in their day-to-day life.
- To make them understand the two market forces, demand side and supply side of the market and dynamics of market equilibrium.
- To make them learn concept, methods and factors of elasticity of Demand.
- To familiarize the students with the theory of production, theory of cost, revenue and, price and output determination in different market structures.
- To enable them to apply their understanding to contemporary economics issues and become familiar with some major economic debates.

Course Learning Outcomes:

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

- Apply the fundamental economic concepts, theories of economic analysis in their day-to-day life and in business world.
- Recognize and interpret a Demand Curve and a Supply Curve in the

market, and identify the underlying determinants of each in different industries.

- Calculate elasticities and apply them in various decision making processes.
- Analyze various production functions, cost concepts, revenue concepts and calculate break-even quantity.
- Relate business costs, pricing and profit.
- Analyze and Infer through using data and excel.
- Formulate the sales, output, pricing and market strategies against the dynamic business environment in different market structures.
- Understand market failures and role of government.

Topics to be Covered:

- Business Economics and Fundamental Concepts
- Cardinal and Ordinal Concepts of Utility
- Consumer Surplus
- Demand and Supply, and Market Equilibrium
- Elasticity of demand, its measurements and application
- Production Function
- Law of Variable Proportion
- Law of Returns to Scale
- Concepts of Costs and Cost Functions
- Concepts of Revenue and Breakeven Analysis
- Price and output determination in different market structures
- Pricing Principles and Practices
- Sustainability and Market Failures

Tentative Session Plan:

Session	Topics
1-2	Definition of Business Economics, Fundamental Concepts, Mathematical Tools and Optimum Decision Rule
3	Cardinal Utility Approach
4	Diminishing Marginal Utility
6	Law of Equi-Marginal Utility
7	Ordinal Utility Approach
8-9	Marginal Rate of Substitution, Budget Line and Consumer Equilibrium, Concept of Consumer Surplus
10	Presentations
11-12	Theory of Demand, Determinants of Demand, Law of Demand

13	Change in Quantity Demanded Vs Change in Demand,
14	Law of Supply, Determinants of Supply
15	Market Equilibrium
16	Quiz
17-18	Elasticity of Demand, Types and Measurements of Elasticity of demands
19-20	Factors Affecting Elasticity of Demand, Importance and application of the Elasticity of Demand
21	Concept of Production, Production Function, Fixed and Variable Factors
22	Law of Variable Proportion
24-25	Law of Returns to Scale & Economics and Diseconomies of Scale
26	Presentations
27-29	Cost Concepts, Cost Functions, managerial use of cost function
30	Concepts of Revenue, Relationship of AR, MR and Price Elasticity
31	Break even Analysis
32	Presentations
33	Price Determination under Perfect Competition
34	Pricing Under Monopoly
35	Price Discrimination
36	Pricing Under Monopolistic Competition
37	Pricing Under Oligopoly and Game Theory
38	Pricing principles and practices
39	Market Failures and Government Role
40	Project Presentation

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

Reading Materials:

- D. N. Dwivedi (2012). *Essentials of Business Economics*. New Delhi: Vikas Publishing House Pvt Ltd.
- Dominick Savaltore (2011). *Micro Economics: Theory and Application*. Oxford (Schaum Series).
- Mankiw (2012). *Principles of Micro Economics*. New Delhi: CENGAGE Learning
- H.L. Ahuja (2014). *Principles of Economics*. New Delhi: S. Chand & Company Pvt. Ltd.
- Lipsey's Chrystal (2011). *Economics*. Eleventh Edition. New Delhi: Oxford University Press.
- T. R. Jain (Latest Edition). *Microeconomics: for BBA*. New Delhi: V K

Publications.

- www.economist.com

Note: Latest edition of the readings will be used.

Assessment Scheme:

Assessment Components	Weightage
Mid Term Exams (I)	20%
End Term Exams	40%
Continuous Evaluation (Presentations, Quiz and Class Participation)	20 %
Project	20%

Accounting for Business

Course Code: FA1101

Credit: 4

L-T-P: 4-0-0

Course instructor: Dr. Lokanath Mishra

Course Description:

Students of business expected to have knowledge in the subjects like accounting, because business is built on a foundation of numbers - Revenues, cost ratios, valuations, performance measures etc. These numbers are the science behind the art of making crucial business decisions that would determine the current and future health of a company. Accounting relates to each functional activity due to its measurability in numbers and primacy of profit in a business organization. The financial health of an organization is determined by its Profit & Loss Account and the Balance Sheet. Although these statements are well defined and fact based, their analysis yields crucial information and knowledge for management decision making. Similarly cost accounting aimed to equip students on various aspects of cost ascertainment and cost control techniques. Moreover, at the operational level, every employee in the organization comes across financial terms and figures in his/her day to day working. Therefore, it is imperative for every individual to understand the basic financial statements and concepts to perform well in their personal as well as professional life.

Course Objectives:

This Course would help student to

- Understand the mechanism for recording, classifying and summarizing business transactions.
- Understand the use & Preparation of Balance Sheet & Income Statement and how amounts that appears in these statements are changed to reflect events that affect an organization's resources.
- Develop competency in using various tools & techniques for financial statement analysis and its useful interpretation.
- Use Cost-volume-profit analysis to determine break-even point, the safety margin and potential profit in a given situation.
- Acquaint with various costs that influences management decision making.

Course Learning Outcomes:

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

- Prepare various financial statements such as Balance sheet, Income Statement and Cash Flow Statement etc.

- Analyze and interpret the accounting facts and figures for various business decisions making.
- Make use of Marginal costing and Breakeven analysis for various business decision making.
- Identify, recognize the importance of various costs for business decision and able to Prepare a statement of cost

Topics to be Covered:

- **Financial Accounting Framework:** Basic Assumptions, GAAP, Concepts and conventions; Accounting process, Rules of debit and credit, recording, classifying and summarizing business transactions. Preparation of Income statement and Balance sheet for sole proprietorship and company form of organization.
- **Costing for Business Decision:** Introduction to Cost Centre, cost unit, Cost element, types and classification, method of costing and various techniques of costing for managerial decision making. Preparation of statement of cost.
- **Financial Statement Analysis:** Comparative statement, Common size statement, trend analysis and Ratio Analysis
- **Marginal Costing and Break Even Analysis:** Marginal costing vs. Absorption Costing, Contribution, Marginal Cost Equation, P/V Ratio, break even analysis and application of marginal costing in managerial decision making.

Tentative Session Plan:

Session	Topics to be Covered
1	Introduction to Accounting, Objective, necessity, accounting Terminology
2-3	Basic Assumptions, GAAP, Concepts and conventions
4	Accounting process, Rules of debit and credit
5-9	Recording, Classifying and Summarizing business transactions.
10-13	Preparation of Income statement and Balance sheet for sole proprietorship and company form of organization.
14-15	Review & Recap through case lets, class discussion and presentations.
16-17	Introduction to Cost Centre, cost unit, Cost element, types and Classification
18-20	Method of costing and various techniques of costing for managerial decision making.
21-22	Preparation of Statement of Cost

23	Review & Recap through case lets, class discussion and presentations.
24-26	Financial analysis through comparative, common size and trend analysis
27-29	Ratio Analysis
30-31	Review & Recap through case lets, class discussion and presentations.
32-33	Marginal costing vs. Absorption Costing, Contribution, Marginal Cost Equation,
34-38	P/V Ratio, break even analysis and application of marginal costing in managerial decision making.
39	Review & Recap through case lets, class discussion and presentations.
40	Revise and Review of the subject with learning outcomes.

Reading Materials:

- Horngreen, T. Charles, Sundem, L.Gary, Elliott, A. John, Philbrick, R. Donna.(2019). Introduction to Financial Accounting, 11/e, Pearson Publication, New Delhi.
- Bhattacharya, K. Asish.(2016). Financial Accounting for Business Managers. New Delhi. PHI Publication.
- Kulkarni Mahesh and Mahajan Suhash.(2016). Accounting for Business Decissions, 2/e, Nirali Prakashan, New Delhi.
- Ambrish, Gupta (2019). *Financial accounting for management: An analytical perspective*, 5/e. New Delhi: Pearson Education.
- Khatri K. Dhanesh. (2018). *Financial Accounting*, 1/e. New Delhi: Mc Graw Hill Education Pvt. Ltd.
- Gabriel, John,S. and Marcus A. (2017). *Financial Accounting*, 3/e. New Delhi: Mc Graw Hill Education Pvt. Ltd.
- Rajasekaran V. and Lalitha R.(2018). *Financial Accounting*, 1/e. New Delhi: Derling Kindersey (India) Pvt. Ltd, Licenseess of Pearson Education in SouthAsia.

Note: Latest edition of the readings will be used.

Assessment Scheme:

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

Semester II
Economics- II

Course Code: EP1102

Credit: 4

L-T-P: 4-0-0

Course instructor: Dr. Sheetal Mundra

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 world economies are becoming increasingly 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. The basic objectives of the course entitled Macro Economics is to introduce and equip the students with some basic concepts used in macroeconomic analysis, also gives the students an overview of major macroeconomics issues of economy. The importance of macroeconomics as a subject of study has also 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:

- To equip them with some basic concepts of macroeconomic analysis and their interplay for understanding the macroeconomic environment
- To provide students an understanding of National Income circular flow of national income and their impact on economy.
- To understand the interlinkages of Aggregate Demand and Aggregate Supply, Consumption, Saving, Investment, Money, MEC and Multiplier.
- To give insights of the major macroeconomic issues as economic growth, monetary theory, government debt, inflation, unemployment, exchange rate and business cycle etc.
- 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.
- 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:

- Apply the different concepts, theories of macroeconomic analysis in understanding business environment.
- Summarize the change in the size of circular flow of national income due to different withdrawals and injections, and their impact.
- Analyze the various macroeconomic variables and their interlinkages with each other like income, saving, consumption, investment, rate of interest, MEC and multiplier etc.
- Outline the money market dynamics in economy and role in determination of interest rate.
- Infer the phase of business cycle from present economic condition and evaluate the policy measures to control business cycle.
- Analyze and evaluate 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.
- Explain the ripple impact of Exchange rate and BOP in an economy.

Topics to be Covered:

- Micro Economics Vs Macro Economics
- Circular Flow
- National Income
- Classical Model of Income Determination
- Consumption, Saving and Investment function
- Keynesian Theory of Income Determination-A Simple Economy Model
- Multiplier, The Paradox of Thrift and the Multiplier
- Money and Supply of Money
- Demand for Money
- Quantity Theory of Money
- Business cycles
- Inflation and unemployment
- Monetary and Fiscal policy
- Foreign Exchange Rate
- Balance of Payment
- Characteristics of K-Economy

Tentative Session Plan:

Session	Topic
1-1	Meaning, Micro Economics Vs Macro Economics, Significance, limitations, Few Concepts used in Macro Economics
2-2	Circular Flow of Income and Expenditure in Two sector economy.
3-3	Circular Flow of Income and Expenditure in Three and Four sector economy.
4-4	Presentation on Major withdrawals and injections in Indian economy.
5-6	National Income, Concepts and Definition, Methods of Measurement of National Income
7-7	Numerical on National income & Discussion on the different concepts of National income in India and their relevance
8-9	Classical Model of Income Determination
10-10	Consumption, Saving and Investment function
11-13	Keynesian Theory of Income Determination-A Simple Economy Model
14-14	Quiz
15-16	Multiplier , types and significance, The Paradox of Thrift and the Multiplier
17-17	Money, kinds of Money and Functions of Money
18-19	Supply of Money
20-21	Demand for Money
22-23	The Quantity Theory of Money
24-24	Presentations
25-26	Introduction of IS-LM Model in Two Sector Model , Derivation of IS and LM Curve
27-27	General Equilibrium Determination with the help of IS-LM Curve
28-29	Inflation; Meaning, Measures, Control Measures
30-30	Presentation and discussion on the present inflationary trends in India
31-32	Monetary and Fiscal policy-Objectives and Instruments

33	Presentation on the current Monetary and Fiscal measures taken by Gov. and their effects in Indian economy
34-34	Inflation and rate of Employment, Kinds of unemployment, Phillips Curve
35-36	Balance of Payment, Meaning, Accounts of BOP, Disequilibrium of BOP
37-37	Exchange Rate-Fixed and Flexible , Determination of Exchange Rate, Purchasing Power Parity
38-38	Presentation on the current trade deficit and exchange reserve in India and impact of it on Indian Growth
39-39	Characteristics of K-Economy
40-40	Wrap up

Reading Materials:

- Dwivedi, D. N. (2018). *Macroeconomics: Theory and policy*. New Delhi: Vikas Publishing House Pvt. Ltd.
- Mankiw, Gregory N. (2017). *Principles of Macro Economics*. New Delhi: CENGAGE Learning
- H.L. Ahuja (2017). *Principles of Economics*. New Delhi: S. Chand & Company Pvt. Ltd.
- Edward Shapiro (2017). *Macroeconomic Analysis*. New Delhi: Galgotia Publications.
- T. R. Jain (2017). *Macroeconomics: for BBA*. New Delhi: V K Publications.
- www.economist.com

Note: Latest edition of the readings will be used.

Assessment Scheme:

Assessment Components	Weightage
Mid Term Exams (I)	20%
End Term Exams	40%
Continuous Evaluation (Quiz, Presentations and Class Participation)	20 %
Project (Research Article)	20%

Organizational Behavior

Course Code: BS1101

Credit: 4

L-T-P: 4-0-0

Course instructor: Dr. Upasana Singh

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 Learning Outcomes:

After completing this course, students should be able to:

- Analyze the connectedness between organizational issues and human behavior of each topic covered.
- Explain and justify specific theories behind human behavior.
- Comprehend and formulate practical solutions for people related issues in organization.
- Demonstrate proficiency in communicating ideas and work in teams.

Topics to be Covered:

- Eras in OB
- Perception
- Introduction to personality.
- Motivation
- Stress
- Emotional Intelligence
- Concept of groups
- Power and politics
- Creative problem solving

Tentative Session Plan:

No. of Sessions	Topics
1-4	Introduction to OB- Eras of Organization Behavior (Pre Scientific, Behavioral, classical and modern), OB Model Emerging Issues in OB
5-8	Perception- Introduction and importance of understanding perception. Perceptual process Perceptual Organization Attribution process
9	Quiz-I
10-15	Personality- Formation of personality Types of Personalities Theories of personality
15-20	Motivation- Meaning and type of Motivation Theories of work motivation (Maslow, Herzberg, Mc Gregor, Vroom and Porter Lawler)
Midterm-II	
21-25	Stress- Meaning and concept of stress. Constructive and Destructive Stress Life stressors, Organizational Factors environmental stressors Stress coping strategies.
26-29	Teams Concept of teams Types of teams Functions of teams Stages of team formation Team dynamics (group norms, group roles and group cohesiveness) Threats of group effectiveness
30-31	Emotional Intelligence What are emotions? Importance of EQ Managing EQ

32-34	Power and politics- Introduction: Power and politics inseparable part of Organization Types of Power Reasons for politics at workplace.
35	Quiz-II
36-38	Creative problem solving Role of creativity and innovation in organizations Dynamics that underlie creative thinking Convergent Thinking –Divergent Thinking and Generation of Creative Ideas Techniques of Creative Problem Solving, Six Thinking Hats (Edward De Bono) Organizational factors contributing in creativity and innovation
40	Presentations
End Term	

Reading Materials:

- Singh, K. (2015). *Organizational Behaviour: Text and Cases*. New Delhi: Pearson Education Pvt. Ltd.
- Luthans, F. (2011). *Organizational Behavior : An Evidence-Based Approach 12th edition*. McGraw-Hill Education (India).
- Robbins, S. P. Judge, T.A., Vohra, N. (2013). *Organizational behavior, 15th edition*. Pearson Education India.

Note: Latest edition of the readings will be used.

Assessment Scheme:

Assessment Components	Weightage
Continuous Assessment (Class participation - 10%, Assignments - 20%, Project Presentation – 10%)	40%
Mid- term-I Examination	NIL
Mid-term-II Examination	20%
End-term Examination	40%
Total	100%

Entrepreneur and Entrepreneurship

Course Code: ED1101

Credit: 4

L-T-P: 4-0-0

Course instructor: Dr. Sheetal Mundra

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. This course will introduce and develop an awareness of the state of entrepreneurship across the globe and develop entrepreneurial skills among the students.

Course Objectives:

- To promote entrepreneurship among the student community and to break myths about entrepreneurs
- To make them recognize the importance of entrepreneurship and identify the traits of entrepreneurs and their role in economic growth.
- To Introduce them the concept and trends of Women Entrepreneurship and Social Entrepreneurship
- To introduce them the family business, its challenges and the best practices
- To give an overview of MSME and the different forms of the business.
- Introduce the climate change and its impact on Enterprises and individuals.

Course Learning Outcomes:

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

- Describe the role and features of an entrepreneur, and also delineate the evolution and importance of entrepreneurship
- Appreciate the role of entrepreneurship in the economic development of a nation
- Distinguish between entrepreneur and manager
- Delineate the concept of Social Entrepreneurship and Women Entrepreneurship
- Give an overview of family business in India and identify challenges
- Define MSME and differentiate the different forms of the business

- Explain the interconnection between climate change and entrepreneurship

Topics to be Covered:

- Introduction and Relevance of Entrepreneurship
- Introducing Entrepreneur
- Entrepreneurial Competencies
- Entrepreneur and Manager
- Entrepreneurship, Process, Eco System, Factors
- Entrepreneurship and Economic Development
- Women Entrepreneurship
- Social Entrepreneurship
- Family Business
- MSME and Startups
- Forms of Business Ownership
- Climate Change and Entrepreneurship

Tentative Session Plan:

Session No.	Topics
1-3	Introduction and Relevance of Entrepreneurship
4-5	Entrepreneur & Characteristics
6-6	Activity
7-8	Entrepreneurial Competencies
9-10	Activity
11-12	Entrepreneur and Manager
13-13	Entrepreneurship
14-14	Entrepreneurship Process
15-15	Entrepreneurship Eco-System
16-16	Factors of Entrepreneurship
17-17	Presentations
18-18	Entrepreneurship and Economic Development
19-19	Presentations
20-21	Women Entrepreneurship
22-23	Story Sharing
24-25	Social Entrepreneurship
26-26	Presentations
27-28	Family business
29-30	Story Sharing
31-32	MSME & Startups
33-33	Activity

34-35	Forms of Business Ownership
36-36	Presentations
37-37	Climate Change and Entrepreneurship
38-39	Project Presentations
40-40	Wrap-up

Reading Materials:

- Khanka, S. S. (2018). *Entrepreneurship development*. New Delhi: Sultan Chand and Sons.
- Raj Shankar (2014), *Entrepreneurship Theory and Practice*. Noida: Tata McGraw Hill
- Arya Kumar (2015). *Entrepreneurship: Creating and Leading an Entrepreneurial Organisation*. New Delhi: Pearson.
- Poornima M Charantimath (2016). *Entrepreneurship Development Small Business Enterprises*. New Delhi: Pearson.
- Rajeev Roy (2014). *Entrepreneurship*. New Delhi: Oxford University Pr.
- Vasant Desai (2016). *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

Assessment Scheme:

Assessment Components	Weightage
Continuous Assessment (Presentations, Assignments, Activities and Quiz)	40 %
Project	20%
End Term Exams	40%



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