



JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT

BBA (2020-23 Batch)
Course Outline (Sem-I)

Proposed Curriculum for BBA Programme (2020-23 Batch) – Semester-I
The detailed course curriculum and syllabi subject to change as per the requirement.

S. No.	Course Code	Course Title	Credits
Year 1 Semester I			
1	LS1101	Foundation of Management	4
2	EP1101	Economics-I	4
3	FA1101	Accounting for Business	4
4	ID1101	Spreadsheet Essentials	4
5	CC1101	Fundamentals of Communication	2
6	LD1101	Understanding and Leading Self	2
Elective			
7	FA1106	Introduction to Financial Services and Fintech	4

Semester I

(Academic Year 2020-21)

1. Foundation of Management

Course Code: LS1101

Credit: 4

Course instructor: Dr. Upasana Singh

COURSE DESCRIPTION

The course is designed to give a basic understanding of the role and functions of a manager and to explain the principles, concepts, and techniques used by managers in carrying out their work. A central concept of the course is that there is a general framework for understanding management that applies to managers in all organizations-large or small, public or private, product-oriented or service-oriented. Emphasis is placed on the internal and external environment which has impact on management practices. The course will involve more of interactive sessions and open discussions within the class. The students are expected to come prepared to the class and actively participate in classroom discussions.

LEARNING OUTCOMES

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

1. Evaluate the context for taking managerial actions of planning, organizing and controlling.
2. Assess global situation, including opportunities and threats that will impact management of an organization.
3. Assess managerial practices and choices relative to ethical principles and standards.
4. Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
5. Determine the most effective action to take in specific situations.

COURSE CONTENT

1. Concepts of Management

- Managers and Management
- Managers in the organization an overview: Functions, skills and roles.
- Evolution of management thought: Historical roots of contemporary management practices
- The Management Environment: the changing economic social, legal and global environment.

2. Planning:

- Nature and purpose
- types of planning,
- Planning process, MBO

3. Managerial decision making: Steps in decision making, importance and challenges.

4. Organizing and organization structure:

- Nature and purpose of organizing,
- principles of organizing
- Elements of structure
- variables affecting structure
- Boundary less organizations

5. Directing and leading

- Requirements of effective direction

- Motivation and its role in directing
- Leading
- 6. **Effective control**
 - Need, essential of effective control systems
 - steps in control process, and techniques
- 7. **Management in 21st century: Organization and their changing environment**
- 8. **Social responsibilities of the businesses**

REFERENCES (BOOKS)

1. Koontz, H. and Wehrich, H. (2010). *Essentials of Management: An International Perspective, 8e*. New Delhi: Tata McGraw Hill.
2. Bateman, T. S. and Snell, S. A. (2009). *Management: Leading and Collaborating in a Competitive World, 8e*. McGraw Hill Irwin.
3. Stoner, James A. F. and Freeman, R Edward. (1989) "Management". 6th.1989. Prentice Hall of India, New Delhi.
4. Daft, R. L. (2009). *Principles of Management*. New Delhi: Cengage Learning.
5. Tripathy, P.C. and Reddy, P. N. (2012). **Principles of Management**. McGraw Hill, New Delhi.

EVALUATION SCHEME

Component	Weightage (100)
Continuous Evaluation (exercises, activities and participation)	20%
Team Project	20%
Quiz	10%
Mid Term	20%
End term	30%

2. Economics-I

Course Code: EP1101

Credit: 4

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 make them judicious participant in the economy. Economics as a subject is traditionally branched into microeconomics and macroeconomics, based on 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 ones in identifying the remarkable efficiency properties of markets and explained 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

1. 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.
2. To make them understand the two market forces, demand side and supply side of the market and dynamics of market equilibrium.
3. To make them learn concept, methods and factors of elasticity of Demand.
4. To familiarize the students with the theory of production, theory of cost, revenue and price and output determination in different market structures.
5. To enable them in 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.
- 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 various pricing methods and formulate the strategy for better pricing
- Understand market failures and role of government.

TOPICS

- 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

COURSE OUTLINE (TENTATIVE SESSION PLAN)

Session	Topics	Chapter Detail
1-2	Definition of Business Economics, Fundamental Concepts, Mathematical Tools and Optimum Decision Rule	Chapter 1
3	Cardinal Utility Approach	Chapter 4
4	Diminishing Marginal Utility	Chapter 4
6	Law of Equi-Marginal Utility	Chapter 4
7	Ordinal Utility Approach	Chapter 4
8-9	Marginal Rate of Substitution, Budget Line and Consumer Equilibrium, Concept of Consumer Surplus	Chapter 4
10	Presentations	
11-12	Theory of Demand, Determinants of Demand, Law of Demand	Chapter 3
13	Change in Quantity Demanded Vs Change in Demand,	Chapter 3
14	Law of Supply, Determinants of Supply	Chapter 3
15	Market Equilibrium	Chapter 3
16	Quiz	
17-18	Elasticity of Demand, Types and Measurements of Elasticity of demands	Chapter 5
19-20	Factors Affecting Elasticity of Demand, Importance and application of the Elasticity of Demand	Chapter 5
21	Concept of Production, Production Function, Fixed and Variable Factors	Chapter 7
22	Law of Variable Proportion	Chapter 7
24-25	Law of Returns to Scale & Economics and Diseconomies of Scale	Chapter 7
26	Presentations	
27-29	Cost Concepts, Cost Functions, managerial use of cost function	Chapter 8

30	Concepts of Revenue, Relationship of AR, MR and Price Elasticity	Chapter 8
31	Break even Analysis	Chapter 8
32	Presentations	
33	Price Determination under Perfect Competition	Chapter 10
34	Pricing Under Monopoly	Chapter 11
35	Price Discrimination	Chapter 11
36	Pricing Under Monopolistic Competition	Chapter 12
37	Pricing Under Oligopoly and Game Theory	Chapter 13
38	Presentations	
39	Pricing principles and practices	Chapter 15
40	Market Failures and Government Role	Readings
	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

TEXT BOOK AND ADDITIONAL READING MATERIALS

1. D. N. Dwivedi (2012). **Essentials of Business Economics**. New Delhi: Vikas Publishing House Pvt Ltd.

Additional Reading Material

1. Dominick Savaltore (2011). *Micro Economics: Theory and Application*. Oxford (Schaum Series).
2. Mankiw (2012). *Principles of Micro Economics*. New Delhi: CENGAGE Learning
3. H.L. Ahuja (2014). *Principles of Economics*. New Delhi: S. Chand & Company Pvt. Ltd.
4. Lipsey's Chrystal (2011). *Economics*. Eleventh Edition. New Delhi: Oxford University Press.
5. T. R. Jain (Latest Edition). *Microeconomics: for BBA*. New Delhi: V K Publications.
6. www.economist.com

Note: Latest edition of the readings will be used.

EVALUATION COMPONENT

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

3. Accounting for Business

Course Code: FA1101

Credit: 4

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

1. Understand the mechanism for recording, classifying and summarizing business transactions.
2. 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.
3. Develop competency in using various tools & techniques for financial statement analysis and its useful interpretation.

LEARNING OUTCOMES

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

1. To appreciate the information needs of different categories of users of company financial reports.
2. To understand the significance of accounting principles.
3. To understand the system and process involved in preparing and presenting financial reports.
4. Prepare various financial statements such as Balance sheet, Income Statement and Cash Flow Statement etc.
5. Analyze and interpret the accounting facts and figures for various business decisions making.
6. Identify, recognize the importance of various costs for business decision and able to Prepare a statement of cost

COURSE OUTLINE

- **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:** Cash flow statement, Comparative statement, Common size statement
- **Analyzing Financial Statements of Banks:** Understanding Banks, Bank Regulation, Bank financial statements, The Drivers of a Bank's Performance,

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	Understanding Banks, Bank Regulations,
34-38	Bank Financial Statements, The drivers of banks performance
39	Review & Recap through case lets, class discussion and presentations.
40	Revise and Review of the subject with learning outcomes.

TEXT BOOK

Financial Accounting - A managerial perspective (6th edition) by R. Narayanaswamy(2014) PHI Learning Private Limited

EVALUATION MATRIX

Component	Weightage
Mid Term	20%
End Term	40%
Continuous Evaluation: Class test, Quiz, Practical Assignments, Group Assignment, Case Study, Project Work	40%

4. Spreadsheet Essentials

Course Code: ID1101

Credit: 4

Course instructor: Dr. Ashwini Sharma

COURSE DESCRIPTION

Business organizations are increasingly using spreadsheets for organizing and maintaining their day-to-day data. Consequently, achieving proficiency in using spreadsheet software has become an utmost necessity for business students. The present course introduces students with fundamental concepts of organizing, processing and presenting data. It also develops their skills in performing data management functions using Excel. Students will be able to learn about some of the most powerful features of Excel and generate useful reports using them. After successfully completing the course, they will be able to create professional-looking worksheets using MS-Excel software and at the same be ready to undertake advanced courses in the data analysis domain.

COURSE LEARNING OUTCOMES

Upon successful completion, the student should be able to:

- Create, format and link worksheets using MS-Excel.
- Use formulas and functions to perform computations on data.
- Create data visualizations using different types of charts.
- Apply Conditional formatting, Perform Goal Seek Analysis, Use lookup functions.
- Create and update Pivot Tables and Pivot Charts.

TENTATIVE SESSION PLAN

Week (Sessions)	Topic	Remarks
Week 1 (S1-S4)	Excel Environment, Ribbon Layout, Entering, Editing and Managing Data, Worksheet Formatting and Printing	4 Hours
Week 2-3 (S5-S12)	Mathematical computation using Formulas, Copying and Pasting Formulas, Absolute and Relative Referencing, Formula Auditing, Statistical Functions (SUM, COUNT, AVERAGE, MAX, MIN), Sorting and Filtering	8 Hours
Week 4-5 (S13-S20)	Creating and Formatting Charts (Line, Column, Stacked Column, Pie, Histogram, Pareto), Scatter Plot, Chart sheets, Using Charts in MS-Word/MS-PowerPoint	8 Hours
Week 6-7 (S21-S28)	Logical and Lookup Functions, Pivot Tables, Pivot Charts	8 Hours
Week 8 (S29-S32)	Working with Text, Dates and Times	4 Hours

Week 9 (S33-S36)	Financial Arithmetic using Spreadsheets	4 Hours
Week 10 (S37-S40)	Introduction to Advanced Excel Features	4 Hours

READING MATERIAL

- Whigham, David (Latest Edition). *Business Data Analysis using Excel*. New Delhi: Oxford University Press. [ISBN: 9780195691801]

Links of supplementary readings and exercises shall be made available during the classes.

ASSESSMENT SCHEME

Assessment Components	Weightage
Continuous Evaluation Group Assignments-25%; Quizzes/Exercises-10%; Participation-5%	40
Mid Term Exam	20
End Term Exam	40

5. Fundamentals of Communication

Course Code: CC1101

Credit: 2

Course instructor: Ms. Anushree Dixit

COURSE DESCRIPTION

This course provides an introduction to the importance of effective communication, the consequences of poor communication, and the different elements of verbal and non-verbal communication. Students learn about, and enhance, the components of communication: kinesics, paralanguage (voice) and language.

LEARNING OUTCOMES

The students will be able to:

- Identify different cultural differences and their impact on communication.
- Compose grammatically correct sentences and paragraphs.
- Deliver effective oral presentations following appropriate kinesics and paralinguistic features.
- Apply appropriate communication skills across settings, purposes, and audiences.

TOPICS TO BE COVERED

1. Nature and importance of communication
2. Mehrabian's Communication Theory
3. Ethos, Pathos, Logos: The three pillars of persuasive communication
4. English as a Foreign Language
5. Consequences of poor communication
6. Writing Strategy
7. Basics of Effective Presentation
8. Influence of culture on communication
9. Formats of Public speaking (oral narration, conversational skills)
10. Common Errors in English

SUGGESTED READINGS:

(i) Raman, Meenakshi and Sangeeta Sharma, 2011. Technical Communication: Principles and Practice. Second Edition. New Delhi: Oxford University Press.

(ii) Mohan, Krishna and Meenakshi Raman. 2010. Advanced Communicative English. New Delhi: Tata McGraw Hill

Suggested Online Coursera Courses:

Engaging in Persuasive and Credible Communication: National University of Singapore: 9 hours (for reference)

Business English: Making presentations: University of Washington: 17 hours

EVALUATION COMPONENT

Assessment Components	% Weightage
Assignments	30%
Class Participation	10%
Quiz	20%
End- Term Exam	20%
Project	20%

6. Understanding and Leading Self

Course Code: LD1101

Credit: 2

Course instructor: Dr. Upasana Singh / Dr. R.L. Raina

COURSE DESCRIPTION

The overarching goal of this course is to help students understand their own potential to become the leader they would like to be and own responsibilities in achieving their goal. The course focus on making life choices i.e. what work excites learners, as well as understanding one's passions and responsibilities. The emphasis is less about being entitled to be a leader and more about how students can become leaders in their own life to achieve success. The activities and exercises will help students explore their behaviors, motivations, values, influences, and character in an effort to increase self-awareness, think critically and also understand their responsibility towards society.

LEARNING OUTCOMES

On completion of this course, student will be able to:

1. Clearly map their personal strengths and identify their personal brand.
2. Identify the personal goals and related competencies required.
3. Create Personal Leadership Development Plans by analyzing activities they need to continue or eliminate to become who they want to be.
4. Demonstrate awareness and take ownership of key societal responsibilities to lead positive change so as to define his/her personal leadership

TOPICS TO BE COVERED

1. Introduction and getting to know yourself.
2. Passion and purpose
3. Defining success, happiness and personal values
4. Leading positively: Aligning emotions with strengths and life goals.
5. Importance of failures and obstacles
6. Growth Vs. Fixed mindset
7. Leading with purpose and compassion: Identifying the debt one owe to society
8. Leading personal change by charting personal development plan

REFERENCE BOOKS

- George, B. with Sims, P. True North: Discover Your Authentic Leadership.
- George, B.; McLean, A. and Craig, N. Finding Your True North: A Personal Guide
- George, B. Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value
- Bennis, W. and Thomas, R. "Crucibles of Leadership," *Harvard Business Review*, September 2002
- "Moments of Truth: Global Executives Talk About the Challenges that Shaped Them as Leaders," *Harvard Business Review*, January 2007, Reprint R0701A
- Goleman, D. "What Makes a Leader?" *Harvard Business Review*, Jan 2004 Kaplan, R. "What to Ask the Person in the Mirror," *Harvard Business Review*, January 2007, Reprint R0701H
- Chapman A. "Johari Window," adaptation, review and code 1995-2006, based on Ingham and Luft's original Johari Window concept.

- Heineman Ben W. "Avoiding Integrity Landmines," *Harvard Business Review*, April 2007, Reprint R0704G.
- Kaplan, Robert S. "Reaching Your Potential," *Harvard Business Review*, July 2008, Reprint R0807C (Motivation and Motivated Capabilities)

ASSESSMENT SCHEME

Assessment Criteria	Percentage
Assignments	40%
Class Participation	20%
Presentation	20%
End Term	20%
Grand Total	100%

Note: The mid-term examination will not be conducted in the present course.

7. Introduction to Financial Services and Fintech (Elective)

Course Code: FA1106

Credit: 4

Course instructors: Mr. Praveen Arora / Dr. Sarita Gupta

COURSE DESCRIPTION

The financial system consists of many institutions, instruments, markets & services. Financial institutions range from moneylenders to banks, pension funds, insurance companies, brokerage houses, investment trusts and stock exchanges. Financial instruments ranges from the common –coins, currency notes, mortgages, bonds, stocks to more exotic future and swap of high finance. Markets of these instruments may be organized formally or informally. The Indian financial system is passing through a period of reforms, structural adjustments and consolidation in the wake of economic liberalization. In this process, the financial system will not be widened but also be strategically planned to meet the growing needs of the economy. In view of the overwhelming significance of financial system, it is of indeed need to impart insights into the principles, operational policies and practices of the prominent financial pillars to the management students. This course is expected to give the students an opportunity to apply their knowledge of financial system to the practical world of financial institutions and services.

LEARNING OUTCOMES

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

1. Evaluate role and significance of financial system in economic development.
2. Develop an understanding and practical exposure of Fintech in Financial System
3. Practically understand the mechanism of new issue market and stock exchange.
4. Learn and utilize knowledge of operating mechanism of several financial services in diverse decision making areas.

TOPICS TO BE COVERED

- **Unit I: Overview of Indian Financial System:** Components of formal financial system, functions of a financial system, Savings & Investment, Financial system and economic growth.
- **Unit II: Banking an overview:** Origin, classification of banking, Functions of commercial banking, Central Bank- RBI, Credit Creation: Meanings, Techniques of credit creation, Limitations- Through a case, Impact of Monetary policy on credit creation ability of commercial banks. Recent reformatory measures of the RBI for commercial banks
- **Unit III:** Insurance and mutual fund an overview
- **Unit IV:** Overview of NBFCs in India: Different types of NBFC, Relevance and importance of NBFC's in Indian Financial System, Value NBFC's have delivered across spectrum of underserved borrowers
- **Unit V:** Housing Finance Companies: Overview of the housing market and future potential. Need for dedicated housing finance companies. Differentiation between large HFC's, mid-market HFC's and affordable HFC's.
- **Unit VI:** Small Finance Banks and Payment Banks: Purpose for granting SFB and payment bank license, how SFB's are addressing the financial inclusion in India. Payment banks: struggling to make a mark.

- **Unit VII:** Evolution of Fintech & overview, Why is Fintech relevant in the current environment
- What is Fintech and how does it differ from normal NBFC's, Types of Fintech players- payment gateways, lenders, brokerage, third party product sales
- **Unit VIII:** Financial Markets & Instruments- Money Market: Introduction, objective, functions, Money market instruments, Treasury bills, Commercial paper, Commercial bills, Certificate of deposits, Call/Notice money
- **Unit IX: Financial Markets & Instruments- Capital Market (New Issue Market):** Introduction, Objective, Functions, History of Indian Capital market, Capital market scams,
- New Issue Market/Primary Market: Free pricing regime, Book building mechanism, Primary Issues, Public Issues mechanism: Origination, Underwriting and Distribution
- **Unit X: Financial Markets & Instruments- Capital Market (Stock Exchange):** Introduction, Functions, Organization, membership and management of stock exchanges, Listing of securities, Risk management, Trading arrangements, Dematerialization, Rolling settlements, Stock Market Index, Stock Exchanges
- **Unit XI: Financial Services:** Concept, Fee Based & Fund Based, Merchant Banking, Insurance, Factoring & Forfeiting, Credit Rating etc.

REFERENCE BOOKS:

1. Pathak, B.V. (2011). The Indian Financial System. Third Edition. Pearsons India.
2. Desai, V. (2001). The Indian Financial System and Development. Fourth Edition. Himalaya Publishing House.
3. Khan, M.Y. (2016). Indian Financial System. Ninth Edition. MC Graw Hill Education.
4. Gordon & Natarajan (2012). Financial Markets and Services. Seventh Revised Edition. Himalaya Publishing House.
5. Sasidharan, K. & Mathews, A.K. (2008). Financial Services & System. Tata Mcgraw-Hill Publishing Company Limited.
6. Tamal Bandyopadhyay, Bandhan: The Making Of A Bank (2016), Random Business
7. Tamal Bandyopadhyay, The Bank For The Buck (2013), Jaico Publishing House

ASSESSMENT SCHEME:

Assessment Criteria	Percentage
Class Participation, Assignments, Projects, Report Presentation	
Quizes	40%
Mid-term Examination	20%
End-term Examination	40%
Grand Total:	100%