



JaypeeBusinessSchool
A Constituent of Jaypee Institute of Information Technology
(Declared Deemed to be University u/s 3 of UGC Act)
A-10, Sector 62, NOIDA, 201307, INDIA,
www.jbs.ac.in

19B11BGM24: Principles of Business Management

Semester I
September–January

Course Outline

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

Course Credit	:	4
Learning Facilitator:		Dr Mitushi Singh
Target learners	:	BBA(2020-23)BBA
Learning Days	:	As per schedule
Learning time	:	As per schedule
Learning Rooms	:	As per schedule
Faculty Office	:	Arya Bhatt Bhawan II, 3rd Floor
Meeting Time	:	3-5 pm
Course Coordinator	:	Dr Mitushi Singh
Phone:		
Email ID:	:	mitushi.singh@jiit.ac.in

Course Introduction

Principles and practices of management is an introductory course on management process from managers' perspective. The course seeks to help students acquire the requisite knowledge, skills and abilities needed to successfully manage the organization. The course examines the logic and working of organizations and outlines the major functions of management.

1. Course Objective

- The basic objective of this course is to provide an understanding of basic concepts, principles

and practices of Management.

- Inculcate the ability to apply a multifunctional approach to organizational objective.
- Provide students with tools and techniques to be used in the performance of the managerial job.
- Enable the students to analyze and understand the environment of the organization.

2. COURSE OUTCOME:

CO CODE	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C101.1	Define and understand the role of Management in an Organization	BTL2	3	1	1	2	3
C101.2	Apply fundamental concepts, functions and Principles of Management.	BTL3	3	3	3	2	2
C101.3	Analyse application of management knowledge to diagnose and solve organizational problems.	BTL4	3	3	3	2	2
C101	AVERAGE		3	2	2	2	2

3. Pedagogy

Use of Multimedia (Powerpoint presentations, Audiovisuals), Group activities, Group discussion, Quizzes, Role plays and Guest lecture.

Outside classroom: Industry visit, Live project, Internships, Research-based projects.

4. TextBook:

V S P Rao and V Harikrishna ----Management-Text and cases. Excel publication.
Harold, Koonz & Weirich: Management. Tata Mcgraw Hill.

5. AdditionalReadingsandReferences:

Tripathy P C & P N Reddy--Principles of Management. Himalaya Publishers.

6. EvaluationDetails:

Sl. No.	Component	Weightage(%)	Tentativeweek of completion
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1	Assignment	10%	2, 4, 6, 12, 14
2	Group Presentations	10%	Every Week
3	Quizzes	10%	Alternate Week
4	Mid Term Test	30%	8
5	End Term Test	40%	16

7.1 Assignment(10%)

There will be assignments on every unit that will be given to the students within the class.

7.2 Group presentation, (10%)- Every week students will be giving the presentation in groups on various topics.

7.3 Quiz: Class quiz based on the course curriculum will be conducted (10%)

7.4 Mid Term (30%)

On completion of about eight weeks of classroom teaching, students will have to appear for the examination. The evaluation will be out of 30 marks with understanding and remembering level conceptual questions and analysis of case lets.

7.5 End Term test(40%)

End Term Exam will be at the end of the semester and will cover the entire course. This will also be a 'closed

book' exam based on conceptual and application-based real-life questions/problem(s)/Case(s). No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any violation will result in disciplinary action.

8. Session Plan:

Sessions / Page No.	Theme of the day	Lecture Topic	Textbook/ Chapter	Cases/Activities/ Exercises/MOOOC/ Online resources /Videos
1-6	Management Roles, Functions and skills.	<ul style="list-style-type: none"> • Characteristics of management, importance, • Mgt v/s Admn, Principles of Management. • Classical, scientific, bureaucratic, modern approach. 	Ch1-3	Rao VSP, Management Text and Cases Case 1 Naughty Rule
7-12	Planning and Forecasting.	<ul style="list-style-type: none"> • Planning functions of Mgt- Approaches to • Planning, Elements of planning process and limitations. Role of • Forecasting in planning, Techniques of forecasting 	Ch 5-7	Rao VSP, Management Text and Cases Case 2: Punjab machine tools corporation
13-17	Organizational design and process	<ul style="list-style-type: none"> • Organizing - nature, • Process and Importance. • Organisation chart, Span of management., • Line and staff organization. 	Ch 11-17	Rao VSP, Management Text and Cases Case 3: The National sales manager
18-22	Decision Making in Organizations	<ul style="list-style-type: none"> • Delegation of authority, • Form of delegation, Principles and barriers. • Decision making in organization. 	Ch-5	MGMT: A South-Asian Perspective, 1st Edition, Cengage Manas Ranjan Tripathy Case 4: Shine Life Insurance
23-27	Staffing.	<ul style="list-style-type: none"> • Staffing: concept; Overview of manpower planning, 	Ch 18-20	MGMT: A South-Asian Perspective, 1st Edition, Cengage

		<ul style="list-style-type: none"> • Job design, Recruitment & selection. 		Case 5- Nuts and Bolts
28-32	Directing	<ul style="list-style-type: none"> • Training & Development, • Performance Appraisal. • Directing: Concept, • Direction and supervision 		<p>MGMT: A South-Asian Perspective, 1st Edition, Cengage</p> <p>Case 6-Policies and performance appraisal</p>
33-38	Controlling.	<ul style="list-style-type: none"> • Controlling: Concept & process. • Types of control, • Behavioural aspects of control, • Controlling Techniques. 	Ch25-27	<p>MGMT: A South-Asian Perspective, 1st Edition, Cengage</p> <p>Case 7: Bon-ton Stores: Selection isn't a beauty pageant.</p>
39-42	Communication	<ul style="list-style-type: none"> • Communication network in organization 	Ch 28-30	Case 8: XYZ Limited
43-45	Communication	<ul style="list-style-type: none"> • Communication process & • Barriers. 		Doubt Sessions.



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19B15BSE18 : IT Tools for Business

BBA Semester I

Aug – Dec, 2020

Course Outline

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

Course Credit:	3
Learning Facilitator:	Dr. Vishal Gupta
Target learners:	BBA (2020-23 Batch), Semester - I
Learning Days:	As per time schedule
Learning time:	As per time schedule
Learning Rooms:	As per time schedule
Faculty Office:	Arya Bhatt Bhawan II, 4th Floor
Meeting Time:	By Appointment
Phone:	9711703633
Email ID:	vishal.gupta@jiit.ac.in

1. Course Objective

- The aim of this course is to make students MS-Office savvy which will help them to solve their day-to-day problems; and the skills in using computers to collect, organize, and manage information.

- To develop knowledge for understanding the role of computers and information technology in managing today's organization

2. COURSE OUTCOME:

CO CODE	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C187.1	Understand the basic IT tools to collect, organize, and manage information	BTL2	3	3	2	2	2
C187.2	Apply the knowledge of internet applications for end-user productivity.	BTL3	3	3	2	3	3
C187.3	Create effective presentations by applying the knowledge of software tools.	BTL6	3	3	3	2	3
C187	AVERAGE		3	3	2	2	2

3. Pedagogy

The course is divided into modules which together provide various dimensions of use of information technology for day to day work and understanding of available technologies for running business processes.

4. TextBook:

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5. Additional Readings and References:

- Lambert, Joan (2016), Microsoft Powerpoint 2016 Step By Step, Eastern Economy Edition, New Delhi : PHI
- Parsons, June Jamrich, (2016) New perspectives Microsoft office 365 and Excel 2016: Comprehensive, New Delhi Cengage Learning

6. EvaluationDetails:

Sl. No.	Component	Weightage(%)	Tentativeweek of completion
1	Teachers Assessment	25%	12
2	T1	20%	6
3	T2	20%	10
4	T3	35%	14

7.1Lab Test (25%)

There will be lab based tests to be held in the computer lab where students need to solve business problems using provided software

7.4T1 Test (20%)

On completion of about six weeks classroom teaching students will have to appear for examination. Evaluation will be out of 20 marks with understanding and remembering level conceptual questions and analysis of case lets.

7.5T 2 Exam(20%)

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

7.6 T3 - End Term Exam (35%)

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

8. Session Plan:

Sessions / Page No.	Unit	Lecture Topic	Textbook/Chapter	Cases/Activities/ Exercises/MOOC/Online resources/Videos
1-8	Unit 1	Interpreting and Understanding Information, The Role of manager's vis-à-vis IT, Managerial Issues related to IT, Using Technology to Transform the Organization, Information Technology Perspectives, Competitive advantage with IT.	Chapters 1,2	

9-20	Unit 2	MS Office, Word Processing with Microsoft Word 2016, Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa. Spell check document using inbuilt and custom dictionaries, checking grammar and style, using thesaurus and finding and replacing text. Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography, Mail merge	Chapters 3,4,5	Lab Exercises
21-32	Unit 3	Basics of MS – PowerPoint 2010, Word Art and Shapes, Design and Layout, Slide Master, Handout Master, Notes Master, Background Styles and Graphics, Inserting Tables, Charts, Clip Art, Pictures, Animation and Custom Animation, Using Transitions and Motion paths.	Chapters 10,11,12	Exercise on Powerpoint Software
33-42	Unit 4	Introduction to Internet, Web Browsers, Electronic Mail, Outlook, GUI, Google Search Tricks and Techniques , Working with Google Services: Docs, Spreadsheet, presenter, sites, etc.		Exercise on Google Docs and Forms

Course Coordinator: Prof. Vishal Gupta

Date: Jun 25, 2020



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19B11BAF11: FINANCIAL ACCOUNTING

Semester I

September 01, 2020 – January 31, 2021

Course Outline

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

Course Credit:	3
Learning Facilitator:	Prof. Gopal Krishna Agarwal
Target learners:	BBA (2020-23 Batch), Semester I
Learning Days:	As per time schedule
Learning time:	As per time schedule
Learning Rooms:	As per time schedule
Faculty Office:	Arya Bhatt Bhawan II, 3rd Floor
Meeting Time:	By Appointment
Phone:	0120 - 2400974 Ext 475
Email ID:	gk.agarwal@jiit.ac.in

1. Course Introduction

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

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

2. Course Objective

The learning objective of this course:

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

3. Course Outcome

At the end of this course, students will:

CO Code	Description	BT L	PO 1	PO 2	PO 3	PO 4	PO5
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C102.1	Remember and understand the accounting fundamentals and process	2	3	3	2	2	2
C102.2	Apply these fundamentals and process to work out the end result of business operations through financial statements	3	3	3	2	2	2
C102.3	Analyze these financial statements to know business efficiency, profitability and financial position	6	3	3	3	2	3
Average			3	3	2	2	2

4. Pedagogy

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

5. Text Book: Financial Accounting for BBA; by Dr. S N Maheshwari, S K Maheshwari and Sharad K Maheshwari; Vikas Publishing House

6. Additional Readings and References:

- a. Financial Accounting for Management by H V Shankaranarayana and H R Ramnath; Cengage Learning
- b. Essentials of Financial Accounting by Ashish K Bhattacharya; PHI Learning

7. Evaluation Details:

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

7.1 Quiz (10%)

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

7.2 Individual /Group Project (15%)

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

7.3 Term 1 Test (20%)

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

7.4 Term 2 Test (20%)

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

7.5 End Term Test (35%)

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

8. Session Plan:

Session	Theme of the day	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOO C/Online resources/Videos
1,2,3	Introduction to financial accounting	Need for accounting of financial business transactions, basic accounting concepts and conventions, result of financial accounting, usage of financial information	Text Book Chapters 1,2,3	Study of annual report as advised by instructor
4,5,6,7	Accounting Principles and basic terms in accounting.	Various accounting principles like accrual, going concern, realization, conservatism, cost, separate entity.	Text book Chapter 2, 8	Accounting principles explained in above annual

		Terminology of various heads of profit & loss account and balance sheet		report
8,9,10,11, 12	Source documents and recording financial transactions in primary and secondary books of accounts	Source documents explained, entries in journal and ledger accounts and balancing of ledger accounts	Text Book Chapters 4,5,6	Illustrations 4.5, 4.6, 4.7 of text book pages pages 1.70 to 1.75 and Illustrations 5.2 and 5.3 on text book pages 1.83 to 1.89 Study of corporate report continues
13,14,15, 16,17,18	Scrutiny of accounts, adjustments, bank reconciliation statement, depreciation and inventory valuation	Rectification and adjustment entries, scrutiny of ledger accounts, bank reconciliation statement preparation, causes of discrepancy explained	Text Book Chapters 7, 10, 11, 16	Text book illustrations 7.1 and 7.2 on pages 1.131 to 1.133 And Illustrations 10.1, 10.2, 10.3 on pages 1.226 to 1.230
19,20,21, 22	Trial balance, adjustment entries and revised trial balance	Trial balance preparation with ledger balances, scrutiny of trial balance, adjustment entries and revised trial balance explained	Text Book Chapters 5, 10	Text book Illustration 5.3 pages 1.89-1.90 <u>Video on Financial Acct.</u>
23,24,25, 26,27,28, 29,30	Accounting standards, final accounts, corporate accounts introduction	Preparation of financial statements for sole proprietary concern and for joint stock companies, accounting standards, contents of corporate report explained	Text Book Chapter 2,9	Text book illustrations 9.9 and 9.10 on pages 1.172-1.175 <u>Video</u> Case study discussion on balance sheet

31,32,33, 34,35,36	Corporate final accounts, consolidated accounts	Corporate final accounts preparation, its form, board report, auditors report, notes to accounts, consolidated accounts	Text Book Chapters ii- 1to4	Text book illustration 4.10 pages 2.202 to 2.205
37,38,39, 40	Cash Flow Statement	Cash flow statement and its importance explained, preparation of cash flow statement	Class notes	Instructor class notes <u><i>Video</i></u>
41, 42	Analysis of financial statements	Financial ratios explained, their importance and calculation method	Class notes	Instructor notes

Course Coordinator: Prof. Gopal Krishna Agarwal

Date: July 14, 2020

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19B11BGM12: MANAGERIAL ECONOMICS

BBA-Semester– I (2020-2023)

Course Outline

The course outline is a dynamic document. Hence, the learning facilitator may change the document, if needed, in order to enhance the learning output and the class environment but will communicate the changes in the class and in advance.

Course Credit: 3

Learning Facilitator: Dr Sweta Goel

Target learners: BBA (2020-23 Batch), Semester - I

Learning Days: As per time schedule

Learning time: As per time schedule

Learning Rooms: As per time schedule

Faculty Office: Arya Bhatt Bhawan II, Fourth Floor

Meeting Time: By Appointment

PHONE: 0120 - 2400974 EXT 482

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

1. Course Introduction

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

2. Course Objectives

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

3. Course Outcomes (CO)

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

CO Code	Description	BTL	PO1	PO2	PO3	PO4	PO5
C131.1	Understand the basic concepts of economics.	2	3	3	2	3	2
C131.2	Apply the theories of economics to understand the business environment.	3	3	3	2	3	3
C131.3	Analyse applicability of concepts/ theories/ models of economics in business.	4	3	3	2	3	2
C131	Average		3.00	3.00	2.00	3.00	2.00

4. Pedagogy:

The course is divided into modules which together provide various dimensions of use of information for analysis and decision making across an organization. Case analysis is an important pedagogical tool used for this course.

5. Text Book:

“Managerial Economics by Salvatore and Rastogi” - 9E, Publisher-Oxford

6. Additional Readings and References:

- a. Mark Hirshey, Managerial Economics: An Integrative Approach, Cengage Learning, 2009

b. Richard T. Froyen, Macroeconomics: Theory and Policies, 8e, Pearson Education Limited

7. Evaluation Components:

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

7.1 Quiz

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

7.2 Assignments

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

7.3 Term 1 Test (20%)

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

7.4 Term 2 Test (20%)

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

7.5 End Term Test (35%)

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

8. Session Plan

Session	Name of the module	Lecture Topic	Text Book Chapter	Cases/Activities/ Exercises/MOOC /Online resources/Videos

1-3	Module 1: Fundamentals of Managerial Economics	Introduction, Individual demand, law of demand, demand curve and schedule, Market demand, demand curve and schedule, Market Supply, Market Equilibrium, Adjustments to shifts in demand	Chapter 1 and 2	Unsolved problems: 1-6 (chapter 2) Case problem set: A
4-6	Module 1: Fundamentals of Managerial Economics	Adjustments to shifts in supply, supply, demand and price: the managerial challenge, linear demand function,	Chapter 1 and 2	Unsolved problems: 9-16 (chapter 2) Spreadsheet problems: 1 and 2 (chapter 2) Case problem set: A
7-11	Module 1: Fundamentals of Managerial Economics	The economic concept of elasticity, price elasticity of demand, cross elasticity of demand, Income elasticity, using elasticity in managerial decision making.	Chapter 3	Unsolved problems: 2-6 (chapter 3) Case problem set: A
12-18	Module 2: Production and Cost Analysis	Production function: one variable and two variable inputs, returns to scale: constant, increasing and decreasing, empirical production function	Chapter 7	Unsolved problems: 1-10 (chapter 7) Spreadsheet problems: 1 and 2 (chapter 7) Case problem set: A
19-22	Module 2: Production and Cost Analysis	Producer equilibrium, Algebraic forms of production function, nature of cost, cost functions: short run and long run, learning curves, economies of scope	Chapter 7 and 8	Unsolved problems: 12-16 (chapter 8) Case problem set: B (Chapter 8)
23-28	Module 3: Market structure and managing in different	Market structure, Introduction to different types of markets, perfect competition: short run and long run equilibrium, oligopoly: sources and	Chapter 9 and 10	Unsolved problems: 1-8 (chapter 9) Case problem set: B

	types of markets.	measures		and C (Chapter 9)
29-32	Module 3: Market structure and managing in different types of markets.	Inside oligopoly: Cournot Model, Kinked Demand Curve Model, Carlets and Collusion, Stackelberb Oligopoly, monopoly: short run equilibrium, price leadership, game theory and strategic behaviour, Prisoner's Delimma, Extensions of Game theory	Chapter 10 and 11	Unsolved problems: 6-7 (chapter 10) Unsolved problems: 9-12 (chapter 11) Case problem set: B (Chapter 10) Case problem set: A (Chapter 11)
33-42	Module 4: Pricing practices for firms	Pricing of multiple products, price discrimination. Pricing in Practice: Cost-Plus Pricing, Optimal Mark up, Incremental Analysis	Chapter 12	Unsolved problems: 1-4 (chapter 12) Case problem set: A (Chapter 12)
43-45	Module 1-4	Revision, doubt clearing, presentations.	All syllabus	Doubt clearing, practice problem, revision and presentations.

Course Coordinator: Dr. Sweta Goel



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19B11BAE11: Business Communication

Semester 1

September 2020 – January 2021

Course Outline

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

Course Credit	:	3
Learning Facilitator	:	Dr. Mitushi Singh
Target learners	:	BBA (2020-23 Batch), Semester-I
Learning Days	:	As per schedule
Learning time	:	As per schedule
Learning Rooms	:	As per schedule
Faculty Office	:	Arya Bhatt Bhawan II, Third Floor
Meeting Time	:	Tuesday and Thursday between 3-5 pm
Phone	:	0120 - 2400974 Ext 472
Email ID	:	mitushi.singh@jiit.ac.in

2. Course Introduction

This is an ability enhancement course designed to enable students to achieve excellence in business-related verbal as well as written communication. The course covers fundamentals of verbal /written communication and non-verbal communication, written communication strategy, developing effective messages, writing reports, making proposals, making business plans, making the best use of electronic media, making resumes and preparing for job interviews. The course integrates the best of traditional and modern media-based written communication.

3. Course Objectives

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

- Understand the importance of communication in business
- Improve overall communication skills
- Gain expertise in technology-based media for communication effectiveness
- Impart situation-specific communication skills

4. Course Outcomes

CO CODE	Course Outcome	BTL	PO1	PO2	PO3	PO4	PO5
C151.1	Understand the principles of effective communication.	BTL2	3	3	3	3	3
C151.2	Make use of principles and techniques for effective verbal and non-verbal communication.	BTL3	3	3	3	3	3
C151.3	Develop resume, reports, proposals and business plans.	BTL6	3	3	3	3	3
	Average		3	3	3	3	3

4. Pedagogy

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

5. Text Book

Adopted Text: Carol M. Lehman, Debbie D. Dufrene, Mala Sinha, BCOM, Cengage Learning

6. Additional Readings and References

- Payal Mehra, Business Communication for Managers, 4th Impression, 2014, Pearson
- Kristen Bell DeTienne, Guide to Electronic Communication, 2011, Pearson
- William, Krisan, Logan, Merrier, Communicating in Business, 8th Edition, Cengage Learning

7. Evaluation Details

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

7.1 Quiz: Class quiz based on the course curriculum will be conducted. (5%)

7.2 Assignment work and Class Participation (20%)

7.3 T1 Test (20%)

On completion of about four weeks of classroom teaching, students will have to appear for the examination. The evaluation will be out of 20 marks with understanding and remembering level conceptual questions and analysis of case lets.

7.4 T 2 Exam(20%)

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

This will be a 'closed book' descriptive and problem-solving questions based exam on concepts and application. No class notes, textbook or help-sheets should be in your possession or accessed illegally during the exam. Any

violation will result in disciplinary action.

7.5T3 - End Term Exam

(35%)

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

Session Plan

Session 1-6	<p>Introduction to Business Communication</p> <ul style="list-style-type: none"> • Communication: definition, nature, and importance to the manager, • Communication process and its elements means of communication and methods, • Barriers to communication 	<p>Business Communication for Managers</p> <p>Payal Mehra, Pearson</p> <p>Chapter 1-4 (M. Naval) Chapter 1 (Lehman et al)</p> <p>Introspect and Express Yourself!!! Activity: Students Make their own video</p> <p>Case Study: <i>Barriers to Communication</i></p>
Session 6-12	<p>Oral Communication</p> <ul style="list-style-type: none"> • Oral Communication: Speeches for different occasions, guide lines, listening (problems and guide lines). 	<p>Business Communication</p> <p>Lesikar, Flatley, Rentz and Pandey, McGrawHill</p> <p>Case Study: <i>Pinnacle Technologies</i></p> <p>Activity: Talk to me!!!</p>
Session 13-18	<p>Designing and Delivering Presentations</p> <ul style="list-style-type: none"> • Interview: Process, • Problem guidelines, group discussions, conference, • Responsibility of chairman and participants 	<p>Business Communication</p> <p>Shalini Kalia, Shailja Agarwal</p> <p>Wiley India</p> <p>Exercise: <i>Presentation on a Contemporary Business Topic</i></p> <p>Activity on Group Discussion</p>
Session	<ul style="list-style-type: none"> • Listening Skills, • Designing and Delivering Presentations. 	<p>Business Communication</p>

19-24		Lesikar, Flatley, Rentz and Pandey, McGrawHill <i>Exercise: Listening</i>
Session 25-30	Written Communication <ul style="list-style-type: none"> • Written Communication: essentials of good business letters/ email, • Types of business letters business correspondence. 	Business Communication Lesikar, Flatley, Rentz and Pandey, McGrawHill Chapter 6 (Lehman et al) <i>Exercise: Writing and Communicating</i> Activity: Every News is Good News!!!
Session 26-31	<ul style="list-style-type: none"> • Grammar, Mechanics and Usage • Communicating Electronically, • Situation Specific Communication: Employment, Business Plans and Proposal, Reports 	BCOM Lehman, Dufrene, Sinha Cengage Learning <i>Exercise: Communication on Website</i> Activity: Write an email!!! Case: pg. 395 Text Book (Pre-read)
Session 32-36	Non Verbal communication Types and its uses and importance in business communication	Business Communication Lesikar, Flatley, Rentz and Pandey, McGrawHill <i>Exercise: Talking with your face</i>
Session 37-39	Negotiation	Business Communication Lesikar, Flatley, Rentz and Pandey, McGrawHill <i>Role Play: Negotiation Skills</i>
Session 40-45	Conflict Resolution	Business Communication Lesikar, Flatley, Rentz and Pandey, McGrawHill <i>Case Study: Conflict Resolution</i>

Course Coordinator: Dr. Mitushi Singh

Date: July 1, 2020

