

Course: Dual Degree BBA+MBA (with exit

option)

Course Code	Semester	Credit	Course Name
BB- 101	I	4	Principles and Practices of Management
EN- 103	I	4	Business English
BB- 103	I	4	Fundamental of Computers and IT
BB- 105	I	4	Financial Accounting & Analysis
BB- 109	I	4	Professional Development Lab - I
BB- 102	II	4	Organizational Behaviour
BB- 104	II	4	Business Economics
BB- 106	II	4	Business Mathematics and Statistics
BB- 108	II	4	Fundamentals of Marketing
ES- 101	II	4	Environmental Studies
BB- 201	III	4	E-Business
BB- 205	III	4	Cost and Management Accounting
BB- 213	III	4	Business Environment
BB- 209	III	4	Business Policy & Strategic management
BB- 207	III	4	Professional Development Lab-II
BB-202	IV	4	Fundamental of Research Methodology
BB-204	IV	4	Corporate Finance
BB-206	IV	4	Quantitative Techniques
BB-208	IV	4	Human Resource Management
BS- 101	IV	2	Human Values and Buddhist Ethics
BB- 301	V	4	Production and Operations Management
BB- 303	V	4	Industrial Relations
BB- 305	V	4	Mercantile and Cyber Laws
BB- 307	V	4	Business Communications
BB-313	V	2	Conflict Management
BB-302	VI	4	Financial Markets and Institutions
BB-304	VI	4	International Human Resource Management
BB-306	VI	4	Selling skills and Digital Marketing
BB-308	VI	4	Entrepreneurships and startups
BB-310	VI	6	Research Report

- 1,Credit =15 Hours

**Gautam Buddha University
School of Management
BBM+MBA**

Course: Principles and Practices of Management, BB-101

Instructor:	Dr.Samar Raqshin	Year/Sem: 2015-12020, I
Email:	samar@gbu.ac.in	Phone: 2346165
Department:	Business Management	Credit: 4
Sessions:	45	Each Session: 60 Minutes

Aims and Objectives: 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.

Topics covered in this course include values and ethics, communicating, planning, decision making, organizing, leading, controlling, and innovating. The course emphasizes the skills needed to apply management principles and concepts to real-life situations; students will analyze management issues and problems and how to formulate realistic, practical plans to resolve them. These practical skills are developed through case studies in the course assignments, and through applying course concepts to business situation and approaches.

Pedagogy: Entire course will be taught through lectures, relevant cases, and role plays.

Learning Outcome: At the end of this course students should have an understanding of the following:

- What is that process that drives the organization towards its performance?
- What is that specific organ of an organization that has the responsibility for delivering the results consistently?
- Who has the authority to plan, organize, lead, and control different organizational activities so that the organization attains its goals?
- What is that discipline, that body of organized knowledge, which deals with getting things done for, with and through people?

It is *Management*.

Evaluation Scheme:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Text Book

Stoner, James A.F., Freeman, R. Edward, & Gilbert, Jr. Daniel R. Management, Prentice Hall of India, Sixth Ed.2007

Suggested Readings:

Bhat, A & Kumar, A. Management- Principles, Processes, and Practices, Oxford University Press, 2008

Heinz and Koontz Management: A Global and Entrepreneurial Perspective:, Mc Graw Hill, 2008

Session Plan: (Each session of 60 minutes)

Session No.	Contents	Chapter No.
1-6	Introduction to Management <ul style="list-style-type: none">• Organizations & the need for Management• The Management Process• Types of Managers• Management Levels & Skills	01
7	Class exercise	
8-12	The Evolution of Management Theory <ul style="list-style-type: none">• Early thinking about Management• The Evolution of Management Theory• The Scientific Management School• Classical Organizational Theory School• The Behavioural School• The Management Science School• Recent Developments in Management Theory	02
13	Class exercise	
14-16	Organizational & Natural Environments <ul style="list-style-type: none">• Introduction• Organizational Environments• Managing Multiple Stakeholder Relationships• Natural Environments• Managing Environments	03
17	Case Study	
18-19	Social Responsibility & Ethics <ul style="list-style-type: none">• Ethics and Social Responsibility Today• The Changing Concept of Social Responsibility• The Shift to Ethics• Tools of Ethics	04
20	Case Study	
21-22	Globalization & Management <ul style="list-style-type: none">• Introduction of the Concept• Globalization and Competitiveness• The Changing International Scene• Global Business Practices	05

23	Class exercise	
24-26	Inventing and Reinventing Organizations <ul style="list-style-type: none"> • Small Business • The meaning of Entrepreneurship • The Entrepreneur • Reinventing Organizations 	06
27	Case Study The Secret of Starbucks' Success	
28-30	Culture And Multiculturalism <ul style="list-style-type: none"> • Defining Culture in Organizations • Corporate Culture and Performance • From Culture to Multiculturalism • Multiculturalism and Organizational Success 	07
31	Class exercise	
32-33	Quality <ul style="list-style-type: none"> • Defining Quality • A History of Quality • Deming's Fourteen Points • TQM: The Main Ideas 	08
34	Case Study	
35-36	Decision Making <ul style="list-style-type: none"> • The Nature of Decision Making • The Rational Model of Decision Making • The Rational Model in Perspective 	09
37	Case Study	
38-40	Organizational Design And Organizational Structure <ul style="list-style-type: none"> • Building Blocks • Organizational Design: The Classical Approach • Downsizing • Types of Organizational Structure 	10
41	Case Study Hewlett-Packard and the Digital Revolution	
42-45	Presentations	

Gautam Buddha University School of Management

Greater Noida

BBM+MBA

Course: Fundamentals of Economics

Instructor	Dr. Ombir Singh	Year/Sem.	2014-15, I
Email	omvir.singh@gbu.ac.in	Phone	0120-2346161
Department	Business Management	Credit	4
Sessions	45	Each session	60 minutes

Introduction

The world around us provides opportunities and hard choices. Economics is the study of choice under limited resources. Charles Edison once said that economics, politics and personalities are inseparable. This reflects us to imbibe an economic way of thinking in our personalities. Its principles are applied by each one of us whether we study it formally or not. The course intends to address the needs of first year undergraduate business students to grow them as a rational man. The input from this course may be applied to understand the other disciplines and day to day phenomenon of business world. The course offers to provide basic understanding of economics to act as consumer and management professional. The course broadly covers the principles of micro, macro and international economics.

Objectives

1. To introduce elementary concepts of economics
2. To approach material world's problems
3. To apply economics understanding in other discipline
4. To gain day to day business information and apply economic logic
5. To feel confident about potential of applications

Pedagogy

The sessions would mostly be lecture based. Students are advised to put the habit of reading one business newspaper like economic times on daily basis. They can freely discuss the trouble areas with me. A Students is advised to sort out his/her queries by either mode of communication in which one is comfortable i.e. in-class or off-class. Practical exercises will be conducted after conceptual understanding. Schedule of the quizzes will be announced in the class.

Evaluation Scheme

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Text book

Economics: Principles and Applications by Mankiw, publisher-Cengage.

Reference book

Economics by Samuelson, Publisher- TMH

Principles of Economics by Case and Fair, Publisher- Pearson Asia.

Session Plan

Sessions	Sections/outlines	Reference
	Section 1 (Introduction to Economics)	
1-2	Meaning, significance, concepts like trade off, opportunity	Chapter 1

	cost, rational man, scarcity and choice, time perspective, marginalism, market economy, productivity	
*3-4	Economic systems, externalities, , business cycles, role of Government, public goods ,welfare state	To be supplied
5-6	Thinking like an economist, role of assumptions, economic models, positive vs. normative analysis, Micro and Macro economics	Chapter 2
7-8	Interdependence, comparative advantage and gains from trade	Chapter 3
	Section 2 (How Market Works: Supply and Demand)	
9-12	Markets and competition, law of demand, individual and market demand, normal and inferior goods, substitutes and complements, factors influencing buyers, law of supply, Equilibrium price and quantity	Chapter 4
13-14	Elasticity and applications, Price and income elasticity, determinants	Chapter 5
15-16	Supply, demand and Government policies, control on prices, price ceiling and price floor, tax and market, tax incidence,	Chapter 6
17-18	Consumer surplus, producer surplus, market efficiency, market power, externalities	Chapter 7
	Section 3 (Firm Behaviour and Industry Organization)	
19-21	Firms's objective, cost, revenue, economic vs. accounting profit, production function, economies of scale	Chapter 13
22-27	Monopoly, Oligopoly and Monopolistic competition	Chapter 15, 16, 17
	Section 4 (The Households)	
28-30	The consumption decisions-budget constraints, Indifference curve, income and substitution effect	Chapter 21
*31-32	Investment and savings decision, alternative and attributes, Choice between leisure and consumption	To be supplied
	Section 5 (Foundations of Macro Economics)	
33-34	National income and GDP; components and measurement	Chapter 23
35-36	Cost of living and inflation, consumer price index, biases	Chapter 24
37-39	Meaning and functions of money, monetary system, money and prices	Chapter 29, 30
	Section 6 (International economics)	
40-41	Trends in foreign trade, role of international institutions like world bank, WTO and IMF	To be supplied
42-43	Balance of payment, current and capital account, factors affecting exchange rate, purchasing power parity	Chapter 32
44-45	Trade barriers, Tariffs, subsidies and quotas, free trade and protection	Chapter 9+Supplements

**Gautam Buddha University School of Management
Greater Noida**

Programme: Integrated BBM +MBA

Course: FINANCIAL ACCOUNTING (MB-107)

Instructor	: Dr. Satish K Mittal	Year/ Sem	: 2014-15, I
Email	: skumar@gbu.ac.in	Phone	: 01202346170
Department	: Business Management	Credit	: 3
Sessions	: Forty Five	Each Session	: 60 Minutes

Introduction:

Financial accounting keeps track of a company's financial transactions. Using standardized guidelines, the transactions are recorded, summarized, and presented in a financial report or financial statement such as an Income Statement and Balance Sheet. Its purpose is to provide enough information for management and others to assess the value of a company for them.

Aims and Objectives:

- (a) To help the students gain a thorough understanding about the process and accounting system in an organization and generation of reports through this systems. The uses of various accounting information in business decision, internal as well as external reporting purposes.
- (b) To develop expertise in preparation of Balance Sheet and Profit & Loss Account.
- (c) To develop an appreciation of corporate financial reporting system in the national and international context i.e. the role of International Accounting Standards (IAS), Generally Accepted Accounting Principles (GAAP) as well as Indian Accounting Standards (AS).

Pedagogy:

A mix of instructional methods will be used like lectures, exercises and case analysis. The efforts would be made to strengthen the conceptual knowledge and application through cases and exercises. Emphasis throughout will be applications of concepts, principles and techniques to company data available from published sources. Special Emphasis will be given to help the participants to develop analytical ability to prepare financial reports.

Learning Outcomes:

At the end of this course students will able to:

- Understand the accounting process and accounting system in an organization.
- Prepare Financial Statements (Profit & Loss Account and Balance Sheet) of the company.

Evaluation Scheme:

Continuous assessment will be done. All the students are advised and expected to be regular in all evaluation exercises.

The weight-age for the above parameters is as follows:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Text Book:

S. N. & S.K. Maheshwari : An Introduction to Accountancy (SN-1)

Suggested Readings:

1. R. Narayanaswami : Financial Accounting; a managerial Perspective (2005), P H I (R N)
2. T. S. Grewal - Introduction To Accountancy (TSG)
3. M.Y. Khan and P. K. Jain : Management Accounting (KJ)
4. Kieso and Weygandt: Financial Accounting (KW)
5. Robert Anthony, Hawkins and Merchant – Accounting: Text and Cases (AHM)
6. Maheshari and Maheshwari - Corporate Accounting (M&M)

Reference Readings:

1. A Lynch, Richard M, and Williamson Robert W., “Accounting for Management Planning and Control” 3rd Edition, Tata McGraw Hill. (LW).
2. Horngren, Foster & Datar – “Cost Accounting – A Managerial Emphasis” 10th Edition, Prentice Hall (HG)
3. Sharma and Gupta – “Management Accounting/Financial Management”, Kalyani Publication (SG)

Session No.	Topics to be covered	Reference Books
1-2	Meaning and Scope of Accounting: Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Objectives of Accounting, Limitation of Accounting,	(R N)-Chap.-1, (SN-1)-Chap-1
3-4	Book Keeping and Accounting, Accounting: Science or Art, End User of Accounting Information,	(R N)-Chap.-1, (SN-1)-Chap-1
5-6	Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting,	(R N)-Chap.-1, (SN-1)-Chap-1
7-8	Accounting Principles and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions and its Significance,	(R N)-Chap.1, (SN-1)-Chap-2
9-10	The concept of double entry- Accounting Equation, (Exercise on Accounting Equation)	(R N)-Chap.-2, (SN-1)-Chap-2
11-14	Types of accounts, Fundamental Principles- Golden rules of accounting Journalizing Transactions: Journal, Compound Journal Entry, Opening Entry, Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System.	(SN-1)-Chap-3 & 5, (R N)--Chap.-4,
15-18	Ledger, Posting, Rules Regarding Posting, Relationship between Journal and Ledger, Trial Balance and rectification of errors in Trial Balance	(SN-1)-Chap.4, (R N)--Chap.4,
19	Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts,	(R N)--Chap.8, ((SN-1)-Chap-9
20-22	Preparation of Manufacturing Account and Trading Account with numerical problems	(SN-1)-Chap.10, (R N)--Chap.5,
23-25	Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories	(SN-1)-Chap-6 in Sec-II, (R N)--Chap.7,
26-28	Concept of Depreciation, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation,	(SN-1)-Chap-12, (R N)-Chap.8,

29-31	Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet,	(SN-1)-Chap.10, (R N)--Chap.4,
32-34	Problems of Profit & Loss Account and Balance Sheet with adjustment entries and Final Accounts from Incomplete Records.	(R N)--Chap.5 &.8, (SN-1)chap-10,
35-39	Shares and Share Capital: Shares, Share Capital, Accounting Entries, Under-subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of shares. Bonus Shares and its accounting entries	(SN-1)-Chap-2 Sec-IV (R N)--Chap.10,
40-42	Financial Statements Analysis Part I: Understanding Annual Reports, Chairman's Statement, Directors' Report & Auditors Report, Statement of Accounting Policies followed & Notes to Accounts.	(AHM)-Chap.14, Annual Reports of Companies
43-45	Summary of the syllabus through Students Presentations & Discussion in the presence of faculty.	

Gautam Buddha University
School of Management
Greater Noida
BBM+MBA
Course: Professional Development Lab (B-109)

Instructor:	Year/Sem: 20014-15, IInd
Email: pviij@gbu.ac.in	
Department: School of Management	Credit: 4
Sessions: 30	Each Session: 60 Minutes

Introduction: Professional development is about improving and moving forward. The purpose of this course is to develop, evaluate and hone individual and team based skills in business and professional communication. The learners will gain confidence by learning new methods and information about prospective work domain. During the sessions foundation is laid on which students' personality is bit by bit, layer by layer so that they are able to come out as a wholesome person. As facilitators we have to make them understand that they should start preparing for employability from now onwards.

Aims and Objectives:

1. The objective of the programme is bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of organizational effectiveness.
2. The students will learn about their own personality and how they can use that information in professional success.
3. To develop students' interest in expanding vocabulary and making it a recurring feature in the learning process.
4. Demonstrate effective writing skills and oral communication skills in various formats and for various purposes.

Pedagogy: The teaching methodology will be a judicious blend of discussions, real life situation analysis, case study, presentation and exercises. The content delivery shall be in a highly interactive mode, expected to be participated by all the students.

Learning Outcomes:

1. Understand the basic concepts of PDL sessions,
2. Be sensitized how a personality develops and accordingly develop the skills.
3. The development model of learning will create the continuous building the skills

Evaluation Scheme:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Class participation:

The attendance requirement for successful completion of the course is a minimum of 75%. Students are encouraged to participate actively and contribute to the quality of teaching-learning process.

Mid-Sem and End-Sem Assessment:

Besides the continuous evaluation, assessment will be done twice during the semester based on oral and written skills.

Session Plan: (*Each session of 60 minutes*)

Module I Verbal Communication

Understanding the basics of Verbal Communication	2
Audience Analysis	2
Creating and Organizing messages	2
Delivering Prepared Speeches	2
Delivering Impromptu Speeches	2

Module II Formal Communication

Making Proper Introductions & Quiz	3
Getting Familiar with Protocol	2
Communicating Informally in Organization	2

Module III Developing Professional Telephone Skills

Telephone and Cell Phone Etiquette	1
Placing and Receiving Calls; Leaving Professional Messages	1
Activities	2

Module IV Working with Clients

Communicating Empathetically, Asking Questions, Denying Requests, 2

Dealing with the Unexpected

Role-play Based Activities 2

Module V Thinking Critically

**Class Discussions on the basis of Readings from Literature, 5
Newspaper, Social Issues and Short Films screenings**

Total 30

**Gautam Buddha University School of Management
Greater Noida
BBM+MBA**

Course: Business Mathematics (MB-105)

Instructor: Dr. Subhojit Banerjee	Year/Sem: 2013-14/ I
Email: subhojit@gbu.ac.in	Phone: 120-2346162
Department: Business Management	Credit: 04
Sessions: Forty Five	Each Session: 60 Minutes

Introduction: In today's dynamic economic environment, effective managerial decision-making requires timely and efficient use of information. Business Mathematics is one of the most important and interesting subject that enhance the ability of analytical and logical thinking of students and helpful to make decision in this competitive world.

Aims and Objectives: The course aims to sharpen the analytical and logical skills of the students through mathematical concepts to decision making. The objective of this course is to provide students with a basic understanding of the business mathematics and analytical tools that can be used in decision-making problems.

The objective of the course is to:

1. Use mathematical concepts in the solution of management decision problems
2. Introduce various basic quantitative techniques and develop an analytical toolset that can be used to analyze business models
3. Introduce concepts of data analysis and decision making under uncertainty
4. To understand applications of mathematics in business.

Pedagogy: The teaching pedagogy will combine lecture cum discussions, assignments and exercises. Classes will be interactive. The principle teaching method will be lectures.

Learning Outcomes: After completing this course students should-

1. be acquainted with the concepts of Business Mathematics
2. be able to apply mathematical tools to various organizational problems and,
3. develop skills to use differentiation, integration and matrices in managerial decision making.

Evaluation Scheme:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Textbook:

Business Mathematics - D.C.Sancheti, V.K.Kapoor, Sultan Chand & Sons, New Delhi.

Session Plan: (Each session of 60 minutes)

1-2	Mathematics of Finance – Simple interest and compound interest	
3-4	Matrices - Types, properties, addition, multiplication, transpose and inverse of matrix	Ch. 20
5-7	Determinants: definition, Properties of determinants, minors and cofactors, the adjoint matrix and formula for the inverse, solution of simultaneous linear equations	Ch. 20
8-10	Matrix methods of solution and Cramer's Rule, Business applications of matrices.	Ch. 20
11-13	Problem solving session/Class test	
14-15	Functions, Types of functions, one-to-one and onto functions, composite functions, the inverse function	Ch. 16
16	Applications of linear functions in Business, Simple equations, Quadratic equations, Cubic equations, Simultaneous equations	Ch.8
17-19	The real numbers: natural numbers, integers, rational and irrational numbers.	Ch 4
20-23	Problem solving session/Class test	
24-25	Theory of Sets: Meaning, elements; types, presentation and equality of sets, Sets and set operations, union, intersection, compliment & difference of sets, Venn diagrams, Cartesian product of two sets, Applications of Set theory.	Ch. 2
26-28	Arithmetic, Geometric and Harmonic progressions and their business applications,	Ch. 12
29-30	Permutations and combinations	Ch. 9
31-32	Problem solving session/Class test	
33-36	The derivative of a function, Techniques of differentiation; sums, products and quotients of functions; composite functions and the chain rule	Ch. 17
37-39	Inverse functions, implicit differentiation, differentiation of functions of single variable (excluding trigonometric functions)	Ch. 17

40-43	Simple problems of maxima and minima; optimization, stationary points, local and global optima, Economic application of maxima and minima	Ch. 17
44-45	Integration: Basic Rules of Integration, Methods of Integration, Definite Integrals, Improper Integrals, Economic Application of Integration.	Ch. 18

SUGGESTED READINGS

1. Business Mathematics - D.C.Sancheti, V.K.Kapoor, Sultan Chand & Sons, New Delhi.
2. Business Mathematics - Qazi Zameerudin, V.K.Khanna and S.K.Bhambri, Vikas Publishing House, Pvt. Ltd., New Delhi.
3. A text Book of Business Mathematics - Dr. R.Jaya Prakash Reddy and Y. Mallikarjuna Reddy, Ashish Publishing House, New Delhi.

Gautam Buddha University School of Management

Greater Noida

BBA+MBA

Course: Business Economics

Instructor	Dr. Ombir Singh	Year/Sem.	2021-22, II
Email	omvir.singh@gbu.ac.in	Phone	0120-2346161
Department	Business Management	Credit	4
Sessions	60	Each session	60 minutes

Introduction

The world around us provides opportunities and hard choices. Economics is the study of choice under limited resources. Charles Edison once said that economics, politics and personalities are inseparable. This reflects us to imbibe an economic way of thinking in our personalities. Its principles are applied by each one of us whether we study it formally or not. The course intends to address the needs of first year undergraduate business students to grow them as a rational man. The input from this course may be applied to understand the other disciplines and day to day phenomenon of business world. The course offers to provide basic understanding of economics to act as consumer and management professional. The course broadly covers the principles of micro economics.

Objectives

1. To introduce elementary concepts of business economics
2. To approach material world's problems
3. To apply economics understanding in other discipline
4. To gain day to day business information and apply economic logic
5. To feel confident about potential of applications

Pedagogy

The sessions would mostly be lecture based. Students are advised to put the habit of reading one business newspaper like economic times on daily basis. They can freely discuss the trouble areas with me. A Students is advised to sort out his/her queries by either mode of communication in which one is comfortable i.e. in-class or off-class. Practical exercises will be conducted after conceptual understanding. Schedule of the quizzes will be announced in the class.

Evaluation Scheme

Assignments	& Presentation	: 15 Marks
Mid-Sem		: 25 Marks
End-Sem		: 60 Marks
Total		: 100 marks

Course content

Unit -1

Introduction to Economics, Meaning, significance and nature of economics. Thinking like an economist, role of assumptions, economic models, positive vs. normative analysis, Micro and Macro economics. Role of Economics in competitive business world. Basic concepts like trade off, opportunity cost, rational man, scarcity and choice, time perspective, marginalism, market economy, productivity, Economic systems, externalities, , business cycles, role of Government, public goods ,welfare state.

Unit II:

Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply : Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply; indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods).

Unit III:

Producer and optimal production choice: optimizing behavior in short run(geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources) Costs and scale : traditional theory of cost (short run and long run, geometry of cost curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

Unit IV:

Theory of firm and market organization: perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry; monopoly (basic features, short run equilibrium, long run equilibrium, price discrimination, multiplant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium; oligopoly, features of oligopoly (Cournot's model.

Unit V:

Factor Market: demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.

Text book

Economics: Principles and Applications by Mankiw, publisher-Cengage.

Reference book

Economics by Samuelson, Publisher- TMH

Principles of Economics by Case and Fair, Publisher- Pearson Asia.

Dominick Salvatore (2009). Principles of Microeconomics(5th ed.) Oxford University Press

Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press

Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan

Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson.

GBU School of Management, Gautam Buddha University
Greater Noida
Programme Name : BBA

Course Name: Business Policy and Strategic Management

Course Code: BB 207

Instructor : Dr. Kavita Singh

Semester : III

Email : kavita@gbu.ac.in

Phone : +91 120 2346163

Department : Business Management

Credits : 4

Sessions : Sixty

Each Session : 60 Minutes

Introduction:

This course gives an overview of all essential aspects of business policy and strategic management. The course will cover strategy analysis, formulation of strategies at different levels of the organization, and strategy implementation. This course also provides integrated learning so that the knowledge from functional areas can be used to address business level problems or challenges.

Course Objectives:

Following are the objectives of the course:

- To introduce the Business policy and Strategic Management Framework with managerial implications
- To discuss various models and tools needed to formulate and implement successful business strategies
- To generate the passion of strategizing, that will hone the decision making skills of students

Pedagogy:

This course invites students to participate with due preparation. Students have to analyse and present the cases in groups. They are advised to form small group with 3-4 of their classmates so that to cover all the cases prescribed. A brief write up may be asked to submit soon after their presentation. The students are advised to go through the readings for better conceptual understanding.

Evaluation Scheme:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Suggested Readings:

Text Book:

Hitt, M.A., Ireland, R.D. and Hoskisson, R.E. Strategic Management, Cengage Learning.

References Books

Thompson, A., Strickland III, A.J., Gamble, J. and Jain, A. (2009). *Crafting and Executing Strategy*. TMH India.

Gupta, V., Gollakota, K. and Srinivasan, R. (2008). *Business Policy and Strategic Management*, PHI.

Kazmi, A., (2014). *Strategic Management and Business Policy*, McGraw Hill Education.(Third Edition)

Session Plan: (Each session of 60 minutes)

S. No.	Topic(s)	References and Pg, nos.	Cases
1-6	Introduction to Strategic Management and Business Policy	Chap 1 Pg,nos.,16-42	Case(Boeing and Airbus) pg no, 16
7-13	The External Environment: Introduction and Analysis of the external environment and discussion on related Case study	Chap 2	Case (Walmart) Pg no, 43
14-19	The Internal Environment: Introduction and Analysis of the internal environment and discussion on related Case study	Chap 3	Case (Managing tension between innovation and efficiency) Pg no, 74
20-25	Strategic Actions: Strategic Formulation “Strategy at the Business Level”	Chap 4	Case(HP & Dell) Pg no, 100)
26-30	Strategic Actions: Strategic Formulation The Competitive Nature of Strategy: “Competitive rivalry and dynamics”	Chap 5	Case(PetSmart) Pg No, 123

31-35	Strategic Actions: Strategic Formulation “Strategy at the Corporate-Level”	Chap 6	Case(Procter & Gamble) Pg, No. 151
36-40	Strategic Actions: Strategic Formulation “Acquisitions and Mergers”	Chap 7	Case(Cross-border acquisitions) Pg, No. 176
41-45	Strategic Actions: Strategic Formulation “Global Strategy”	Chap 8	Case(Shanghai Automotive Industry) Pg, No. 203
46-50	Strategic Actions: Strategic Formulation “Cooperative Implications of Strategy”	Chap 9	Case(IBM) Pg,No,234
51-54	Strategic Actions: Strategic Implementation “Corporate Governance and Business ethics”	Chap 10	Case(Affect of corporate governance on Lives of CEOs) Pg,No.260
55-58	Strategic Actions: Strategic Implementation “Structure and Controls with organizations”	Chap 11	Case(GE) Pg, No,290
57-60	Strategic Actions: Strategic Implementation “Leadership and Implications for strategy”	Chap 12	Case(Googling Innovation) Pg, No, 320

Note: The case/readings (may be changed/added, if needed) will be provided as and when required.

Gautam Buddha University
School of Management, Greater Noida

Semester	: III		
Programme	: BBA		
Course Code	: BB-205	Credits	04
Course Name : Cost & Management Accounting			
Instructor	: Dr. Dinesh K Sharma	Email:	dinesh@gbu.ac.in
Sessions	: Sixty	Each Session	: 60 Minutes

COURSE OBJECTIVES:

During the past two decades organizations have faced dramatic changes in their business environment. Technological innovations, deregulation, and the explosion of international commerce have made the business environment highly competitive to meet customer demands. Further competing successfully in today's highly competitive environment, the importance of the right decision at the right time cannot be ignored. Management Accounting provides the relevant information to the concerned managers for taking decisions on the basis of contemporary information.

- To develop an understanding of the basic concepts and applications to establish the cost associated with the production of products and provision of services and apply the same to determine prices.
- To develop an understanding of cost accounting statements.
- To acquire the ability to apply cost information for cost ascertainment, planning, control, and decision-making.
- To understand, how cost information can be useful for the managers to choose a strategy, communicate and determine how best to implement it.

COURSE OUTCOME:

- After completing this course students should be able to understand how cost information supports the planning, controlling, and decision-making process of the organization.
- The students will be able to take the decision regarding the Fixation of Selling Price, Product Profitability, Make or Buy, maintaining a given level of profit, Introduction of New products, exploring new markets, shut down or continuing, Acceptance of an export order and Profit Planning.

PEDAGOGY:

A mix of instructional methods will be used like lectures, discussions exercises, and assignments. Efforts would be made to strengthen conceptual knowledge and application through cases and exercises. The emphasis of this course is on both intellectual stimulation and practical rigorous applications, through the cost-benefit analysis of projects.

ASSESSMENT/ EVALUATION:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

SUGGESTED READINGS:

Text Book:

- M. E. Thukaram Rao (ME), Cost and Management Accounting –, New Age International (P) Ltd.

Readings:

- Ravi M. Kishore, (RM) Advanced Management Accounting, Textman Publishing House.
- Maheshwari, S.N., and Mittal, S.N. Cost Accounting: Theory and Problems,
- M. N. Arora, Management Accounting, Theory, Problems and Solutions, Himalaya PublishingHouse.
- Charles T. Horngren, Srikant M. Datar, George Foster (HG), Cost Accounting: (IndianSubcontinent Edition), Published by Pearson Education
- James Jiambalvo (JJ), Managerial Accounting: John Wiley & Sons Pte Ltd, Second Edition
- Ronald W. Hilton, Managerial Accounting: Tata McGraw- Hill
- Jawahar Lal, Advanced Management Accounting Text, Problems and Cases: S. Chand

TEACHING SCHEDULE:

Session Required (Hr.)	Topic to be covered	Reference Books
2	Accounting Information, Cost Management & Decision Making, Meaning, Scope, Objectives, and Importance of Cost Accounting	RM- Chap 1, Page-3; Reading Material
3	Cost concepts, Classification of costs, Fixed, Variable, Semi-variable, Segregation Methods for Semi-variable cost in Fixed and Variable Cost.	RM- Chap 1, Page-3; Reading Material
2	Applied Questions Discussion	
2	Step costs; Product and Period costs; Direct and Indirect costs; Relevant and Irrelevant costs; Shut-down and Sunk costs; Controllable and Uncontrollable costs; Avoidable, and Unavoidable costs; Imputed /Hypothetical costs; Out-of-pocket costs; Opportunity costs; Expired, and Unexpired costs	RM- Chap 1, Page-3; Reading Material
2	The flow of Cost, Elements of Cost, Components of total Cost, Cost sheet.	JJ – Chap 2; HG – Chap 2 and Reading Material
2	Applied Questions Discussion	

1	Job Costing: Actual Costing & Normal Costing	JJ – Chap 2; HG – Chap 4 and Reading Material
1	Process Costing, Variable Costing & Absorption Costing	JJ – Chap 3, 5; HG – Chap 9, 16 and Reading Material
4	Cost-Volume-Profit Analysis: Contribution, Breakeven-point, cost break-even-point, cash break-even-point, Key Factor, PV Ratio, Margin of safety, Break-even Analysis, Break-even Charts	RM- Chap 3, Page-154; and Reading Material
3	Case Study Discussion	
4	Marginal Costing and its applications: Relevant Costs and Decision Making, Fixation of Selling Price, Product Profitability, Make or Buy, maintaining given level of	RM- Chap 2, Page-44; and Reading Material
	profit, introduction of new product, exploring new markets, shut down or continue, acceptance of an export order and Profit Planning etc.	
3	Case Study Discussion	
2	Budgets and Budgetary Control: Meaning, Types of Budgets on the basis of time (Long term Budget, Short term Budget)	RM- Chap 4, Page-219;
2	Types of Budgets on the basis of flexibility (Fixed and Flexible Budget),	RM- Chap 4, Page-219;
3	Types of Budgets on the basis of functions (Sales Budget, Production Budget, Purchase Budget, Material Consumption Budget, Cash Budget and Master Budget), Steps in Budgetary Control.	RM- Chap 4, Page-219; And Reading Material
2	Applied Questions Discussion	
3	Standard Costing and Variance Analysis: Material Cost Variance: Price Variance, Quantity or Usage Variance, Mix Variance, Yield or Sub-usage Variance;	RM- Chap 5, Page-279; and Reading Material
3	Labour Cost Variance: Labour Rate Variance, Time or Efficiency Variance, Idle Time Variance, Mix or Gang Variance, Yield Variance;	RM- Chap 5, Page-279; and Reading Material
3	Applied Questions Discussion	
3	Overheads Variance: Variable OH Variance. Variable OH Expenditure Variance, Variable OH Efficiency Variance	RM- Chap 5, Page-279;
3	Fixed OH Variance: Expenditure Variance, Volume Variance; Efficiency Variance, Capacity Variance, Calendar Variance.	RM- Chap 5, Page-279; and Reading Material
3	Applied Questions Discussion	
2	Activity-based costing, Target costing, Life cycle costing, Responsibility Accounting, and Transfer Pricing.	RM- Chap 9, 10 and 16, Page-525, 564 and 914; and Reading Material
2	Summary of syllabus and Student Presentations	

Gautam Buddha University
School of Management
Programme- Dual Degree BBA+MBA

Production and Operations Management(BB-301)

Year/Sem: 2022-23/V **Credit:** 04 **Sessions:** 60 **Each Session:** 60 Minutes

Introduction:

Production and Operations Management (OM) has been a key element in the improvement of productivity in businesses around the world. Creating a competitive advantage through operations requires an understanding of how the operations function contributes to productivity growth.

Course Objectives:

This course provides an introduction to the field of production and operations management, which is an interesting mix of understanding modern production techniques, managing people and applying sophisticated technology. Specific objectives are:

- To understand the production and operations function and familiarize students with the techniques for production planning and control.
- To discuss the latest and most important issues facing production managers as well as basic tools and techniques.
- To understand the modern production management tools.

Course Outcomes:

- The intent of this course is to provide technical concepts/tools for production and management of operations for better decision-making.
- To understand the basic concepts and theories of the production management.
- The course intends to enhance students' ability to perform the desired quantitative analysis and understand the management issues in order to make good operational decisions.
- The course will help understand the strategic role of production and operations management in creating and enhancing a firm's competitive advantages and understand key concepts and issues of OM in both manufacturing and service organizations.
- It will help in understanding the interdependence of the production function with the other key functional areas of a firm and apply various models and problem-solving tools & techniques to analyze any operations related problems.

Pedagogy:

The pedagogy will be a mix of lectures, experience sharing, real life case discussions, problem solving sessions and assignments. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

Session Plan:(Each session consists of 60 minutes)

Sr. No.	Session No.	Topics to be covered
1	1	Introduction to Production and Operations Management <ul style="list-style-type: none">• Systems concept of production• Efficiency, Effectiveness, Value• World class manufacturing, Recent Trends in POM
2	2-3	Operations Strategy <ul style="list-style-type: none">• Strategic Management Perspective• Productivity: Importance, productivity ratio, productivity measurement, productivity index
3	4-6	Project Management <ul style="list-style-type: none">• N/W Diagram• PERT, CPM etc.• Problem Solving
4	7-8	Product and Service Design <ul style="list-style-type: none">• Product Design Process• Product Development Process• Value Analysis, Make or buy decision• Designing Service products
5	9-11	Process Analysis <ul style="list-style-type: none">• Types of Processes• Analyzing Cycle time, throughput time, WIP, process output etc.
6	12-13	Strategic Capacity Planning and Investment Decisions <ul style="list-style-type: none">• Determination of Plant Capacity• Capacity Planning Strategies• Planning Service Capacity• Investment decisions
7	14-15	Job Design and Work Measurement <ul style="list-style-type: none">• Job design decisions• Method Study, Time Study• Work Sampling
8	16-17	Manufacturing Process <ul style="list-style-type: none">• How Production Processes are Organized• Manufacturing Processes (conversion/fabrication processes etc.)• Capacity analysis

9	18-21	<p>Plant Layout and Materials Handling</p> <ul style="list-style-type: none"> • Process and Product layout • Fixed Position Layout/Project layout • Layout Design Procedures • Material Handling Systems • Line Balancing
10	22	Case Study Analysis
11	23-25	<p>Facility Location</p> <ul style="list-style-type: none"> • Single and multiple facility location problem • Warehouse Location Problem
12	26-29	<p>Demand Management and Forecasting</p> <ul style="list-style-type: none"> • Dependent vs independent demand • Components of Demand • Forecasting Models • Errors in forecasting problem solving
13	30-34	<p>Materials Management and Inventory Control</p> <ul style="list-style-type: none"> • Integrated materials management • Inventory control • Inventory Models • Purchasing and stores management • Problem Solving
14	35	<p>Production Planning and Control</p> <ul style="list-style-type: none"> • Introduction • Strategic, tactical and Operational decisions • Scheduling- An introduction
15	36-38	<p>Aggregate Production Planning</p> <ul style="list-style-type: none"> • Sales and Operations planning • Aggregate production planning strategies • Aggregate Planning Techniques
16	39-42	<p>Material Requirements Planning</p> <ul style="list-style-type: none"> • Master Production Schedule • MRP inputs and MRP System Structure • Lot size determination in MRP • MRP/MRP-II and JIT
17	43	Case Study Analysis
18	44-46	<p>Operations Scheduling</p> <ul style="list-style-type: none"> • Objectives of work-centre scheduling • Single machine scheduling • Flow Shop and job-shop Scheduling • Problem Solving
19	47-50	Quality Control

		<ul style="list-style-type: none"> • Introduction • Process Capability • Control charts etc. • Six Sigma
20	51-52	<p>Maintenance Planning and Control</p> <ul style="list-style-type: none"> • Maintenance Objectives • Reliability • TPM
21	53-57	<p>Modern Production Management Tools</p> <ul style="list-style-type: none"> • JIT • Computer Integrated Manufacturing • Flexible manufacturing systems • TQM, ISO 9000 Series • Poka Yoke • Kaizen, BPR • ERP • Lean Manufacturing
22	58-59	<p>Supply Chain Management</p> <ul style="list-style-type: none"> • A Framework for Supply Chain Strategy • Functional and Innovative Products • Bullwhip Effect, Mass Customization, • MTO, MTS Processes
23	60	Case Study Analysis

Suggested Readings:

Text Book:

1. Operations & Supply Management: Chase, Ravishankar, Jacobs, and Aquilano, McGraw Hill
2. Production and Operations Management, S.N. Chary, TMH.

Reference Books:

1. Production and Operations Management, Martin Starr and Sushil Gupta. Taylor and Francis Group.
2. Production and Operations Management, R. Paneerselvam, PHI.
3. Production and Operations Management, Kanishka Bedi, Oxford University Press.
4. Operations Management, Russell & Taylor, Wiley.
5. Production and Operations Management, Ajay K. Garg, TMH.

Evaluation Scheme:

Assignments	& Presentation	: 15 Marks
Mid-Sem		: 25 Marks
End-Sem		: 60 Marks
Total		: 100 marks

Gautam Buddha University School of Management

Greater Noida

Programme: Dual Degree BBA+MBA

Academic Session:

Semester: 5

Batch:

Course Code: BB303

Credits: 04

Course Name: Industrial Relations

Phone: 6155

Instructor/Faculty: Dr. Lovy Sarikwal

Email: lsarikwal@gbu.ac.in

Department: Business Studies

No of Sessions/ lecturs : 60

Each Session: 60 Minutes

Course Objectives:

Industrial Relations is a dynamic socio-economic process characterized by co-operation and conflict. The State today has an increasing role to play, with its emphasis on welfare, in maintaining a balance between labour and management, especially in India where the former is inadequately organized. This course is designed to provide the examples of industrial relations situations and events to the students.

Learning outcomes

The students will be able to understand

The issues and dimensions of the industrial relations problems.

The constitutional framework and industrial relations.

Develop a vision to resolve the problems on industrial relations.

To critically assess the strengths and weakness of different approaches to the study of employment relationship.

It will help to understand the approach to the study of industrial relations .

Pedagogy

The teaching philosophy is joint discovery of related ideas and implementation road map. The primary lecture responsibility is of the instructor and discussion responsibility is of students.

Evaluation Scheme is as follows:

Assignment/test/class participation	15 marks
Mid Term	25 marks
End-term Exam	60 marks

Session plan (Each session of 60 minutes)

UNITS	Sessions	Contents
Unit 1	1-8	Introduction to Industrial Relations Concept, Objective, approaches, Scope, Constitutional framework Causes and remedies, industrial relation system (Industrial Relation by. Debendra Kr Panigrahi, Personnel Management and Industrial Relation-PC Tripathi,)
Unit 2	9-14	Industrial Disputes & machinery for settlement Industrial Disputes Act, 1947, Causes & Effects Methods and machinery for settlement of industrial disputes Authorities for resolution of disputes (Industrial Relation by. Debendra Kr Panigrahi,)
Unit 3	15- 19	Actions of Industrial Disputes Strikes , Picketing , Gherao, Bandh Lockout-Rights Justification and Dismissal (Industrial Relation by. Debendra Kr Panigrahi, Personnel Management and Industrial Relation-PC Tripathi,)
Unit 4	20- 28	Trade Unions Act, 1926 Meaning, nature , Scope, Theories, Obligation and rights of registered Trade unions, Offences and penalties, Trade Unions Act, 1926; Industrial Employment (Standing orders) Act, 1946; (Industrial Relation by. Debendra Kr Panigrahi, Personnel Management and Industrial Relation-PC Tripathi,)
Unit 5	29-35	Collective Bargaining Concept and meaning of collective bargaining Prerequisites of collective bargaining Advantages and disadvantages of collective bargaining. Collective bargaining in India. (Industrial Relation by. Debendra Kr Panigrahi, Personnel Management and Industrial Relation-PC Tripathi,)

Unit 6	36-40	Factory Act 1948 (Industrial Relation by. Debendra Kr Panigrahi, Personnel Management and Industrial Relation-PC Tripathi,
Unit 7	41-48	Minimum Wage Act 1948 (Industrial Relation by. Debendra Kr Panigrahi, Personnel Management and Industrial Relation-PC Tripathi,
Unit 8	49- 54	Payment of wages Act 1936 (Industrial Relation by. Debendra Kr Panigrahi, Personnel Management and Industrial Relation-PC Tripathi,
Unit 9	55-60	Social Security in India Workmen's Compensation Act 1923 Employee State Insurance Act 1948 Provident Fund Act and Miscellaneous act 1952 Maternity Benefit Act 1961 Payment of Gratuity Act 1972 (Industrial Relation by. Debendra Kr Panigrahi, Personnel Management and Industrial Relation-PC Tripathi,

Text Book

1. Personnel Management and Industrial Relation-PC Tripathi, Sultan Chand.
2. Employee Relation Management-P N Singh and Neeraj Kumar

Suggested Readings

1. Srivastava S C-Industrial Relation & Labour law, Vikas publication
2. Gupta Indu- Human Resource Management & Industrial Relations, K Nath & comp.
3. Sinha P R N Sinha Indu Bala Sinha Shekhar, Priyadarshini Seema,
4. Industrial Relations , Trade Unions & Labour Legislations., Pearson publications.
5. Ghosh Piyali Nandan Shefali- Industrial relations Labour Laws, Mc Graw Hill

Gautam Buddha University School of Management Greater Noida
Integrated-MBA V SEM

Course: Fundamentals of Research Methodology (BB-202)

Instructor	Dr. Subhojit Banerjee	Year/Sem.	2019-20 / 4th
Email	subhojit@gbu.ac.in	Phone	0120-234-6162
Department	Business Management	Credit	4
Sessions	60	Each session	60 minutes

Introduction: Business Research is a systematic inquiry that provides information to guide managerial decisions. More specifically, it is a process of planning, acquiring, analyzing, and disseminating relevant data, information, and insights to decision makers in ways that mobilize the organization to take appropriate actions that, in turn, maximize business performance. The managers of tomorrow will need to know more than any managers in history. Business research will be a major contributor to that knowledge as it helps management make better decisions that help achieve organizational goals.

Aims and Objectives: The objective of the course is to introduce various aspects of research methodology, including problem formulation, research designs, various tools and techniques for data collection and analysis and reporting of research findings. The course aims to provide a broad overview of the above aspects and prepare the student for undertaking more detailed research in his/her chosen field of interest.

Pedagogy and course requirement: Class time will be used to expose various concepts and illustrate their applications to business situation. The course is well supported with various business examples and cases. Students will simultaneously be working on the assigned project to get the feel of business research. The class would be divided into small groups. Every group will be assigned case presentation to analyze and present the case. Rest of class is expected to be the active discussant. Class participation includes in-class activities and case discussions. Quizzes will be generally unannounced. Each student will be asked to take up atleast one topic / question as individual assignment and submit a brief write up on it. Homework may be assigned and is due at the beginning of class on the designated submission date.

Evaluation Scheme

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Text book

1. **Banerjee S & Roy R**, Fundamentals of Research Methodology, 3rd Ed, Kitab Mahal (ISBN: 978-81-225-0487-3)

Reference books:

2. Zikmund, Business Research Methods, Cengage Publication.
3. Copper Donald R., Schindler Pamela S., Business Research Methods, 9th Ed., Tata McGraw-Hill.
4. Srivastava T.N., Rego Shailaja, Business Research Methodology, 2011, Tata McGraw-Hill.
5. C R Kothari, Research Methodology

Session Plan

Sessions	Sections/outlines	Reference
1	Research and its role in Modern Business Decision Making	CS 1
Unit I: Overview of Research Methodology		
2-3	Meaning, Types, Process, Applications, Ethics in Research	CS 1
4-6	Identification and Formulation of research problem, Formulation of hypothesis	CS 2
7	Review of Literature	
7-10	Lab work and online exercise	
Unit II: Research Design		
11-14	Components of Research Design in social sciences, Types of Research Design	CS 3
15- 20	Survey and its Types, Experimental and Non-Experimental Design, Qualities of a good research design	CS 4
20-25	Lab work and online exercise	
Unit III: Data Measurement and Scaling		
25-26	Classification of data, sources of primary and secondary data	CS 5
27-29	Qualitative methods of data collection	CS 6
30-31	Measurement Concepts – 1: Reliability	CS 7
32-34	Measurement Concepts – 2 : Validity and Scales	CS 8
35-38	Sampling concepts and design, errors, Data editing, coding and classification	CS 9,10
39-45	Lab work and online exercise	
Unit IV: Data analysis and Interpretation		
45-47	Introduction to Univariate, Bivariate and Multivariate analysis of data, Descriptive and inferential analysis; Cross-tabulation	CS 11
48-52	Use of SPSS in Data Analysis, Chart Basics	
52-55	Testing of Hypothesis and Basics – Analysis of Variance Techniques,	CS 12, 13
55-57	Correlation and Regression Analysis	CS 15
58-59	Lab work and online exercise	
Unit V:Report Writing		
60	Report Writing, Presentation of Results, Report structure, Guidelines for effective documentation	CS 20

Gautam Buddha University
School of Management

Semester: 5st

AcademicSession:

Programme: **BBA + MBASem5st**

Batch:

CourseCode:BB305

Credits:(L-T-P)-4

CourseName:**Mercantile and Cyber Laws**

Faculty:Prashant Vimal

COURSE OBJECTIVE(S): To Impart Basic Knowledge of the Important Business

Legislation.COURSE OUTCOME: Students will be capable to apply the provisions of law for takingcorrectdecisionsinBusiness.

TEACHINGSCHEDULE:

S.No.	Topic	ClassesRequired (No.)	Remarks,if any
1.	Introduction to Indian Legal/Judicial System, Salient features of constitution of India, Structure of judiciary and Administration, procedure for legal redressal, Types of petitions, Introduction to Civil and Criminal Laws.	8	
2.	Contract Act 1872: Definition, concept of contract, valid contract and its essential elements, criteria for classification for contract, Quasi contract, Various forms of Quasi contract, Discharge of contract, Various remedies for breach of contract.	8	
3.	Sale of Goods Act, 1930: Introduction, contract of sale, agreement to sell, documents of title, conditions and warranties, Doctrine of caveat emptor, transfer of property, significance of transfer of ownership, rules, performance, delivery of goods by seller, acceptance of delivery by buyer, remedies for breach, Rights of unpaid sellers.	8	
4.	Negotiable Instruments Act, 1981: Definition and characteristics, promissory notes, bill of exchange and Cheques, parties of negotiable instrument ,methods of negotiation, delivery of negotiable instrument, negotiation of dishonor cheque and overdue instrument, banker and customer, crossing of a cheques , obligation of a banker, protection granted to a banker, obligation of a customer	8	

	and bouncing of a cheque.		
5.	Definition of a company, formation of a company, memorandum and articles of association of a company, types of companies, management of a company, board of directors and meetings, winding up of companies. Consumer Protection Act, 1986: concepts: Consumer, Goods, Deficiency, Services and Redressal Agencies	8	
6.	Introduction of Cyber Law- Cyber world and Cyber Law, Need for Cyber Law, Cyber Space History and evolution of Cyber Crime- Definition and Nature of Cyber Crime, Kinds of Cyber Crime, Prevention of Cyber Crime.	8	
7.	Hacking -Meaning and Definition of Hacking, Techniques and Reasons of Hacking, Prevention of Hacking. Cyber Stalking & kinds of stalking- Evolution of Stalking, Kinds of Stalking, Prevention, Cyber Terrorism- Nature and definition of Cyber Terrorism, Kinds of Cyber Terrorism, Tools of Cyber Terrorism Prevention of Cyber Terrorism	6	
8.	Information Technology Act 2000 an overview – Justice dispensation system for Cyber Crime, Offences and Contraventions, Punishments, Duties of Subscribers, Regulation of Certifying Authorities. E-Commerce- Introduction, Digital Signature, E-Contract, E-Governance, The Global Trends in Cyber Law to handle the Cyber Crimes.	6	

SUGGESTED READINGS:

Topic No.as per above	TextBook/HandBook	ReferenceBook	Others

1.	Indian polity and Indian constitution by M. LAXMIKANTH(page no.10 to page no.100)	Indian constitution by D.D.BASU	Ignou Online StudyMaterial
2.	Business Laws by Avtar Singh eleventh edition (page no.3 to page no.136)	Business Law forMangement by K.R.Bulchandani	ignou Online StudyMaterial
3.	Business Laws by Avtar Singh eleventh edition (page no.343 to page no.431)	Business Law forMangement by K.R.Bulchandani	ignou Online StudyMaterial
4	Business Laws by Avtar Singh eleventh edition (page no.457 to page no.522)	Business Law forMangement by K.R.Bulchandani	Ignou Online StudyMaterial
5	Business Laws by Avtar Singh eleventh edition (page no.523 to page no.917)	Business Law forMangement by K.R.Bulchandani	ignou Online StudyMaterial
6	Cyber law by Dr. J P Mishra (page no.1 to page no.25)	Cyber law – by Dr Jyoti Ratan	- Cyber law Related Online StudyMaterial IN www.taxguru.in
7	Cyber law by Dr. J P Mishra (page no.31 to page no.70)	Cyber law – by Dr Jyoti Ratan	Cyber law Related Online StudyMaterial IN www.taxguru.in
8	Cyber law by Dr. J P Mishra (page no.65 to page no.150)	Cyber law – by Dr Jyoti Ratan	Cyber law Related Online StudyMaterial IN www.taxguru.in

ASSESSMENT/EVALUATION

Component	MaximumMarks	Duration(hr.)
Mid-Term	25	1.0
End-Term	60	2.0
InternalAssessment	15	-
Total	100	

Teaching Learning Plan

Semester: 1st semester

Academic session: 2022-2023

Programme: BBA+MBA

Batch:

Course code: MB 103

Credits:04

Course Name: Fundamentals of Computers & IT

Faculty: Saista Nasir

Course Objectives: The objective of this course is to give an understanding of the role of computer skills to Management professionals. It aims to impart to the students the necessary computer skills and will be able to communicate with the IT group and make more accurate decisions.

Course Outcome: Classroom teaching will be supported by Board, PowerPoint presentation, group discussion, soft copies, and assignments. Practical sessions would be conducted to supplement the practical and theoretical concepts and their applications.

Teaching Schedule:

Serial no.	Topic	Class required	Remarks
1	Introduction to computer- Types of computers, Brief history of the evolution of computers and generation of computers	1-2	
2	Labe Class	3	
3	Components of Computers- Hardware elements- input, storage, processing & output devices	4-5	
4	Labe Class	6-7	
5	Introduction to Ms- Office and its integrated nature- Ms-Word: Starting word, new documents, entering text, changing text, aligning, understanding and justifying text, Use of table saving, printing preview	8-9	
6	Labe class	10-13	
7	Ms- Excel: Basic editing and formatting features, Inserting and Deleting row columns- worksheet, renaming worksheet and so on	14-15	
8	Labe class	16-19	

9	Ms- Powerpoint: Basic concept of presentation software, standard, Formatting, and drawing toolbars in power point and their use, creating and opening of presentation, creating, deleting, opening and copying, uses of header and footer	20-22	
10	Labe class	23-25	
11	Data Representation- Representation of character and integers in hexadecimal and binary	26-28	
12	Labe class	29-31	
13	Computers and Communication – Need for computers in management, computer network, Internet, LAN, WAN, and TCP/IP	32-33	
14	Labe class	34-36	
15	Computer memory- Processor and memory, ROM, RAM, Secondary memory	37-40	
16	Labe class	41-42	
17	Computer Language, Machine language, Assembly and High-level language	43-45	
18	Labe class	46-47	
19	Structured Query language	48-50	
20	Labe class	51-52	

Suggested Readings:

Text Book: Sinha, P.K., Computer Fundamentals, New Delhi

Other Books & Reference:

1. Introduction to Information Technology, Efraim Turban, R. Kelly Rainer, Richard Potter, Wiley India, 2008
2. Introduction to computer, Peter Norton, Tata McGraw Hill, 6th edition
3. SQL & PL/SQL for Oracle 10g, Dr, P. S, Deshpande Hemal Impression, Delhi
4. Stephen. L, Nelson, The complete Reference- MS office TMH, New Delhi

Assessment/ Evaluation

Component	Maximum Marks	Duration
Mid term	15	1.0

End term	70	3.0
Internal assessment	15	-
Total	100	

Gautam Buddha University School of Management
Greater Noida
BBA+MBA
Course: Quantitative Techniques

Semester:- IV Sem

Department: Business Management

Credit: 4

Sessions: 60

Each Session: 60 minutes

Introduction: Quantitative Techniques is the discipline of applying advanced analytical methods to help make better decisions. It is most often used to analyze complex real-world systems, typically with the goal of improving or optimizing performance. The basic and dominant characteristic feature of Quantitative Techniques is that it employs mathematical representations or models to analyze problems. Thus it is regarded as the scientific method employed for problem solving and decision making by the management.

Aims and Objectives: The objective of the course is to:

1. To acquaint students with the construction of mathematical models for managerial decision situations
2. Formulate appropriate operations research models
3. Develop skills in structuring and analyzing problems

Pedagogy: Class time will be used to expose various concepts and illustrate their applications to business situation. The emphasis in the class will be on learning by doing. Success(or failure) in this course will, therefore, to a large extent be determined by the amount of effort that you put in outside class.

Homework may be assigned and is due at the beginning of class on the designated submission date.

Learning Outcomes: By the end of the course, it is expected that the students will be able to

1. Develop an exposure to use operations research in management.
2. Develop acquaintance with the intensive techniques and skills of operations research.
3. Evaluate the alternatives and choose the one that is optimal.
4. Determine the model to be used and the values of the parameters of the process.

Evaluation Scheme:

Assignments	& Presentation	: 15 Marks
Mid-Sem		: 25 Marks
End-Sem		: 60 Marks
Total		: 100 marks

Text Book:

Vohra,N.D.(2010): Quantitative Techniques in Management: Tata McGraw Hill

Reference Books:

1. Render B., Ralph M. Stair Jr., Michael E. H.(2010).Quantitative Analysis for Management: Pearson Education
2. Anderson, Sweeney and Williams(2010). An Introduction to Management Science: Thomson
3. Taha, H. A.(2011). Operations Research: An Introduction: Prentice Hall of India
4. Sharma, J.K.(2010). Operations Research: Theory and Applications : Macmillan

Course contents:

Unit I: Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution), Duality and Sensitivity (emphasis on formulation & economic interpretation); Formulation of Integer Programming and Goal Programming.

Unit II: Elementary Transportation: Formulation of Transport Problem, Solution by N.W. Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes); Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment).

Unit III: Decision Theory: Pay off Table, Opportunity Loss Table, Expected Monetary Value, Expected Opportunity Loss, Expected Value of Perfect Information and Sample Information, Decision Trees.

Unit IV: Markov Chains: Predicting Future Market Shares, Equilibrium Conditions (Questions based on Markov analysis), Accounts Receivable Application; Introduction to Game Theory: Pay off Matrix- Two person Zero-Sum game, Pure Strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of 2×2 , $2 \times s$, and $r \times 2$ cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation, Simulation and Inventory Analysis, Waiting Line Simulation, Simulation Model for a Maintenance Policy.

Buddha University School of Management
Greater Noida

Programme: Integrated BBM+MBA
Course: Human Resource Management

Department: Business Management	Code /Credit (4)
Sessions: Fourty Five (60 Minutes each)	

Course Objectives

Human Resource Management (HRM) involves all management decisions and actions that affect the nature of the relationship between the organization and its employees. Effective Human Resource Management creates a win-win relationship with employees by seeking the best fit between organizational and individual goals. With effective Human Resource Management the organization acquires a competent and committed workforce, able to support the corporate strategy. Therefore organizations can create a competitive advantage through their people. There is a dual focus in this course. The first focus is on the various human resource policies as recruitment, selection, performance management, rewards, staffing and development. Students will get insight into the basic challenges, strategic approaches and tools within these fields. The second focus covers the more holistic view on HRM. We go deeper into the relation and fit between HRM and the strategy, culture and capabilities of an organization and the balance between organizational goals and individual goals. We will therefore explicitly focus on the frameworks, paradigms and concepts that integrate the human resource policies and practices into a coherent whole. Furthermore the objective is to guide students in developing a vision on HRM from a general manager's perspective.

Student learning outcomes

The students will be able to

- Understand how managers can be effective and efficient in their role in HRM.
- Understand the basic principles and added value of HR policies and HR information systems.
- Understand how HRM is related to the organizational context.
- Develop a vision on the future of HRM.

(Each session of 60 minutes)

Session No.	Session
1-2	Nature of Human Resource Management Introduction Scope Importance
3-4	Strategic Role of HRM Introduction Strategic HRM HRM Framework
5-7	Job Analysis Process of Job Analysis Methods of collecting Job Analysis information Job Description and Job Specification

8-11	Human Resource Planning HRP concept, methods, evaluation of HRP process Work environment. Case study
12-14	Recruitment Overview of the recruitment process Case Study
15-18	Selection Descision making issues in selection Role Play
19-20	Tools for selection/interviews
21-23	Training and Development Case Study Role Play
24-25	Inducting and placing the new hires Requisites of an effective programme
26-28	Managing Careers Career planning and Development Roles in career development
29-30	Promotions and Transfers Making promotion descision Handling Transfers
31-34	Performance Appraisal and feedback system Case Study
35-37	Compensation Management Salary Structure Compensation trends
38-40	Incentives and performance based pay Money and motivation
41-42	International human Resourse Management Managing international HR Activity The Expatriate Problem

43-44	Dynamics of employee relations/ Legal Framework Provisions of Factories Act, Minimum Wages Act etc. Case Study
45	Contemporary Issues in HRM

Text Book

3. Dessler, G. -- **Human Resource Management**, 2003, 9th or latest ed., Prentice Hall of India Private Ltd

Suggested Readings

4. Aswathapa – **Human Resource Management**, 2003, 3rd ed., Tata McGraw Hill.
5. Cynthia Fisher, Loyl F Schoenfeldt, James B Shaw, **Human Resource Management**, Indian adaptation, Biztantra , Wiley India
6. Rao, VSP, **Human Resource Management**, Excel Books
7. Diwedi R S-A textbook of HRM

Evaluation Scheme

Assignments	& Presentation	: 15 Marks
Mid-Sem		: 25 Marks
End-Sem		: 60 Marks
Total		: 100 marks

Gautam Buddha University School of Management
Greater Noida
BBM+MBA I Sem

Course: Business English (BB-103)

Instructor: Dr. Bipasha Som : Department: School of Management **Credit: 04**

Sessions: Forty five **Each Session: 60 Minutes**

Introduction: Language is essential for expressing ideas, views and opinions. English is the preferred language of communication across the continents. It becomes pertinent to equip students with language skills for proper self-expression in written and oral communication. The course lays stress on developing the nuances of English language with emphasis on practical grammar usage and critical appreciation of thematic texts.

Aims and Objectives:

1. To provide the learners with the basic concepts of Communication.
2. To develop knowledge as regard to understanding of the role and relevance of Communication, with special reference to the domains they will be working in.
3. To develop the skills for proper self-expression in written as well as oral communication using correct grammar and sentence construction.
4. To develop students' interest in expanding vocabulary and making it a recurring feature in the learning process.

Pedagogy: The teaching methodology will be a judicious blend of Lectures, Class works, Real life situation analysis, Case Study, Presentation by students of their project work, and Exercises. The content delivery shall be in a highly interactive mode, expected to be participated by all, and therefore students are advised to come equipped with sufficient readings on the topic. Cases will be intimated later. Exercises will be provided at the lecture sessions.

Learning Outcomes: After successful completion of the course the learners will be able to:

1. understand the basic concepts of Communication,
2. understand the role and relevance of Communication, with special reference to the domains they will be working in, and
3. develop language skills.

Evaluation Scheme: Evaluation Schemes include presentation of Class Participation, Projects and Assignments, Submissions, Case-Studies and Presentations, and Mid-Semester & End-Semester Tests. It is essential to follow the deadlines for preparation and submission of assignments, projects, and presentations as indicated by the course coordinator.

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Class participation

The attendance requirement for successful completion of the course is a minimum of 75%. Students are encouraged to participate actively and contribute to the quality of teaching-learning process.

Projects & Assignments

Projects and Assignment shall be comprehensive in nature. In case of Group Assignment, The group shall be decided in consultation with the course coordinator. The credit shall be given to analytical writing and ability to relate it with the context. It is mandatory that the participants use Power Point Slides in their class presentations. Credit shall be given for structured presentation, analytical content and ability to respond to queries.

Case studies & presentations

Cases shall engage students in exploring current communication challenges in the business environment. Students are expected to do little research before presenting final outcomes of the case in oral and written formats.

Mid-Sem Exam

Mid-Sem test shall comprise of medium-size answer questions. The test shall be of two hours duration. The test shall be based broadly on the syllabus covered till mid-term teaching.

End-Sem Exam

End-Sem test shall comprise of fundamental, analytical and comprehensive questions. The test shall be based on the entire course coverage (more weightage on the post-mid term coverage) and designed to test the conceptual clarity of the subject and their applications.

Suggested Readings:

1. BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press,
2. BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10th Edition 2007
3. TECHNICAL COMMUNICATION–PRINCIPLES AND PRACTICE, Meenakshi Raman and Sangeeta Sharma. Oxford University Press, 2004

4. CONTEMPORARY BUSINESS COMMUNICATION, Scot Ober, Biztantra, 5th Edition (Indian Adaptation) 2008
5. CAMBRIDGE GRAMMAR OF ENGLISH: A COMPREHENSIVE GUIDE. Carter, McCarthy, Michael. Cambridge University Press, (2006).

Session Plan: *(Each session of 60 minutes)*

Session 1. Communication: Definition, Nature and Scope

Reading: BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press, 2006

Session 2. Process of Communication

Reading: BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10th Edition 2007 (Chapter 1 pages13-17)

Session 3. Basic forms, features and functions of Communication

Reading: BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press, 2006

Session 4-10 Practical grammar: Basic fundamentals of grammar and usage

Reading: OXFORD ENGLISH GRAMMAR. Greenbaum, Sidney (1996). Oxford and Newyork: Oxford University Press.

Session 11-12 Adaption and the Selection of Words

Reading: BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 11 Edition 2009 (Chapter 2 pages31-55)

Session 13-15 Phonetic Transcription

Reading: Relevant Reference Material to be suggested/distributed during session

Session 16-17 Effective Paragraphs, Précis Writing

Reading: TECHNICAL COMMUNICATION–PRINCIPLES AND PRACTICE, Meenakshi Raman and Sangeeta Sharma. Oxford University Press, 2004.(Chapter 10 &11 pages 200-243)

Session 18 Strategies for Effective Reading

Reading: TECHNICAL COMMUNICATION–PRINCIPLES AND PRACTICE, Meenakshi Raman and Sangeeta Sharma. Oxford University Press, 2004.(Chapter 12pages244-249)

Session 19-20 Strategies for Effective Listening

Reading: BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press, 2006 (Chapter-3 pages 87-109)

Session 21 Strategies for Effective Writing

Reading: BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press, 2006 (Chapter 8 pages 234-255)

Session 22 Practice of Writing Skills

Reading: Relevant Reference Material to be suggested/distributed during session

Session 23-25 Strategies for Effective Speaking: Oral Presentation

Reading: BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10th Edition 2007 (Chapter 15 pages 433-447)

Session 26-29 Group Presentations

Session 30-32 Pragmatics

Reading: Relevant Reference Material to be suggested/distributed during session

Session 33-45 Learning Through Thematic Texts (10 stories and 10 essays)

Reading: Relevant Reference Material to be suggested/distributed during session

Gautam Buddha University
School of Management
Greater Noida
BBM+MBA
Course: Professional Development Lab (BB-207)

Department: School of Management

Credit: 04

Sessions: 30 (60 Minuet Each)

Introduction: Professional development is about improving and moving forward. The purpose of this course is to develop, evaluate and hone individual and team based skills in business and professional communication. The learners will gain confidence by learning new methods and information about prospective work domain. During the sessions foundation is laid on which students' personality is bit by bit, layer by layer so that they are able to come out as a wholesome person. As facilitators we have to make them understand that they should start preparing for employability from now onwards.

Aims and Objectives:

5. The objective of the programme is bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of organizational effectiveness.
6. The students will learn about their own personality and how they can use that information in professional success.
7. To develop students' interest in expanding vocabulary and making it a recurring feature in the learning process.
8. Demonstrate effective writing skills and oral communication skills in various formats and for various purposes.

Pedagogy: The teaching methodology will be a judicious blend of discussions, real life situation analysis, case study, presentation and exercises. The content delivery shall be in a highly interactive mode, expected to be participated by all the students.

Learning Outcomes:

4. Understand the basic concepts of PDL sessions,
5. Be sensitized how a personality develops and accordingly develop the skills.
6. The development model of learning will create the continuous building the skills

Evaluation Scheme:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Class participation:

The attendance requirement for successful completion of the course is a minimum of 75%. Students are encouraged to participate actively and contribute to the quality of teaching-learning process.

Mid-Sem and End-Sem Assessment:

Besides the continuous evaluation, assessment will be done twice during the semester based on oral and written skills.

Session Plan: *(Each session of 60 minutes)*

Module I Verbal Communication

Understanding the basics of Verbal Communication	2
Audience Analysis	2
Creating and Organizing messages	2
Delivering Prepared Speeches	2
Delivering Impromptu Speeches	2

Module II Formal Communication

Making Proper Introductions & Quiz	3
Getting Familiar with Protocol	2
Communicating Informally in Organization	2

Module III Developing Professional Telephone Skills

Telephone and Cell Phone Etiquette	1
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Placing and Receiving Calls; Leaving Professional Messages	1
Activities	2
<u>Module IV Working with Clients</u>	
Communicating Empathetically, Asking Questions, Denying Requests,	2
Dealing with the Unexpected	
Role-play Based Activities	2
<u>Module V Thinking Critically</u>	
Class Discussions on the basis of Readings from Literature, Newspaper, Social Issues and Short Films screenings	5
	Total 30

**Gautam Buddha University School of Management
Greater Noida
Integrated MBA, 5th Semester**

Course: E -Business

Code: BB -201

Instructor: Mr. Prannay Tripathi

Year/Sem: 2014-15, V

Email:

Phone:

Department: Business Management

Credit: 04

Sessions: 45

Session Duration: 60 Minutes

Course Description:

E-Business is dramatically changing the ways in which business organizations operate and compete in the global market. This course provides an overview of E-Business from a managerial perspective. It will introduce the fundamental concepts and frameworks for exploring E-Business opportunities by comparing and contrasting various E-Business models. The course will also examine E-Business strategies and implementation issues faced by new Internet ventures as well as established firms. Current issues surrounding E-Business practices such as the role of intranets and extranets, electronic payment systems, Internet security, privacy, and regulations will be discussed as well.

Course Objectives:

By completing this course, students will be able to:

- Understand the current state of E-Business and follow its new development;
- Identify E-Business opportunities and develop business models for such opportunities;
- Articulate the pros and cons of business strategies of implementing E-Business initiatives;
- Recognize the key management issues associated with implementing E-Business strategies; and
- Appreciate the importance of the security, legal, ethical, and privacy issues and understand how they may impact a firm's E-Business strategy.

Pedagogy: Learning in this course is accomplished through a combination of lectures, hands-on labs, case analysis and discussion, project and group presentation.

Evaluation Scheme:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Text Books:

(NRWN) Napier, River, Wagner, Napier, Creating a Winning E-Business, Current Edition, Cengage Learning Publication.

Suggested Readings:

1. Dave Chaffey (2010). E-Business and E-Commerce Management-Strategy, Implementation and Practice, 3rd Edition, Pearson Education.
2. Bharat Bhaskar(2010). Electronic Commerce-Framework, Technologies and Applications, 3rd Edition, Tata McGraw Hill.
3. Elias M. Awad (2007). Electronic Commerce-From Vision to Fulfillment, 3rd Edition. PHI learning.
4. Joseph, P.T. and S.J.(2008). E-Commerce-An Indian Perspective, 3rd Edition, PHI..

Session Plan: (Each session of 60 minutes)

Session	Topic(s)	Reading(s)
1-5	Understanding E-Business E-Business Basic, The Internet and World wide web, What is Internet, A brief history of the Internet, A brief history of the World wide web, E-Business and Global Economy, E-Business Advantage and Disadvantage, E-Business Value chains-Business Models, (B2B), (B2C), (B2G), (C2C), (C2B)	NRWN Ch. 1
6-9	Defining Your E-Business Ides The Entrepreneur and the Entrepreneurial process, Forces Affecting E-Business success, The Network Effect, Innovating Marketing Ideas, Ease of Entry into Electronic Markets, Exploiting E-Business Advantages, Expand the Market, Maximize customer Relationships and Improve Responsiveness, Reduce cost	NRWN Ch. 2
10	Case Study	
11-14	Creating an E-Business Plan Business Plan organization, Cover sheet and Title Page, Executive summary, vision and Mission statements, Business Description,	NRWN Ch. 3

	Products or services, Marketplace Analysis, operational plan, Financial, Management Plan, Issues analysis and critical risks, Legal Forms of organization, E-Business Partnerships	
15	Case Study	
16-20	Getting Your E-Business off the Ground Startup Financing, Informal Investors, Venture Capital Investors, Pitching Your E-Business to Investors, Business Incubators, , Non-Profit Business Incubators, Commercial Business Incubators, Self-Incubation Case Study	NRWN Ch. 4
21	Case Study	
22-26	Operating Your E-Business Startup and Operational Challenges, Legal Issues, Copyrights and Trademarks, Content Liability and Customers Information Privacy, Taxation, Commercial office space, Hiring Employees, Electronic Payment Methods, Credit, Debit and Charge Card Payments, Other Electronic Payment Methods, E-Business Technologies, Front-End and Back-End systems, D-Business Software, Outsourcing Operations, Outsourcing web-based software Application	NRWN Ch. 5
27-30	Marketing Your E-Business Marketing Mix, Building Your Brand, What is Brand, Building Your E-Business Brand, Market Research, Creating a Marketing plan, Marketing Plan Elements, Marketing Tools, Search tool submissions, Search Engine optimization, Public relation, Advertising	NRWN Ch. 6
31	Case study	
32-35	Taking Advantage of Affiliate Marketing Online Affiliate Marketing Programs, Affiliate Programs as a Marketing Tool, Affiliate Programs as a Revenue Source, Affiliate Tracking Systems, Affiliate Management Networks, Affiliate Tracking Technologies, Affiliate Marketing Risks and Challenges, Cookies Stuffing and Parasite ware, Spammers, Blocking Software	NRWN Ch. 7
36-40	Designing Your Web Site Web site planning process, Web site Business Objectives, Web site Audiences, Web site organization, Web site Pages, Web site structure, Web site storyboard, Useful and Attractive web pages,	NRWN Ch. 8

	Accessibility Web pages, Accessibility and Usability, Consistency Across site pages, Navigational Elements, Page Layout, Writing for the web, Web Design outsourcing	
41	Case Study	
42-44	Securing Your E-Business Risk Management, Business Continuity Planning, Business Records Management, Network and Web site Security, Viruses, Worms, and Trojan Horses, Unauthorized Network Access and thefts of Proprietary Information, Distributed Denial of Service Attacks, Web site Defacement, Security Audits and Penetration Testing Case Study	NRWN Ch. 10
45	Presentations and Discussions	

**GAUTAM BUDDHA UNIVERSITY
SCHOOL OF MANAGEMENT
GREATER NOIDA
PROGRAMME: BBA+MBA**

Course: Financial Markets and Institutions (BB-303)

Instructor:	Dr. Shweta Anand	Year/Sem:	2014-15, V
Email:	shweta.anand@gbu.ac.in	Telephone :	6149
Department:	Business Management	Credit:	4
Sessions:	Forty Five	Each Session:	60 Minutes

Introduction: Financial Institutions and Markets are important players in the entire financial system. They offer great deal of products and services to common people. In case these institutions and markets are not managed properly they may cause destabilization of the entire economy. These institutions face variety of risks and one must understand the ways to manage these risks.

Aims and Objectives: The objective of this paper is to highlight the functioning and management of Financial Institutions and Markets in India. In the new liberalised environment these institutions and markets are undergoing a paradigm shift. This course will help students to navigate through the dynamics of Financial Institutions and Markets in a broad manner.

Pedagogy: Classroom Teaching

Entire course will be taught through classroom teaching, relevant cases and discussions.

Evaluation Scheme:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks
Total	100

Suggested Readings:

Text Book:

Financial Markets, Institutions and Financial Services Clifford Gomez PHI

Reference Books:

Financial Institutions Management	Anthony Saunders-	Irwin 1997
Financial Institutions and Markets	Meir Kohn	Tata Mcgraw-Hill
Financial Institutions and Markets	L M Bhole	Tata Mcgraw-Hill
Indian Financial System	M Y Khan	Tata Mcgraw-Hill
Elements of Banking & Insurance	Jyotsna Sethi & Nishwan Bhatia	PHI
Management of Banking	S. Scott MacDonald/ T W Koch	Thomson Press
Principles of Risk Mgt and Ins	George E. Rejda	Pearson Education

Reserve Bank of India: Report on Currency and Finance, Annual Report, Monthly Bulletins

Session Plan: (Each session of 60 minutes)

Part (I)	<i>Introduction and Overview</i>
Sessions (1-5)	
Topic	Overview of the Financial System: Introduction to Financial Markets, Institutions, Products and Services.
Readings	Chapter1 & 2, Financial Markets, Institutions and Financial Services
Sessions (6-10)	
Topic	Money Market: Instruments in Indian Market, the London Money Market, the New York Money Market.
Readings	<i>Chapter 3&4, Financial Markets, Institutions and Financial Services</i>
Sessions (11-16)	
Topic	Capital Market: Primary and Secondary Market, Regulatory Issues, Stock Exchange and Index. Trading Mechanism of Stock Exchanges.

Readings	Section B, Financial Markets, Institutions and Financial Services
Sessions (17-21)	
Topic	Foreign Exchange Market: Foreign Exchange , Control Mechanism, Forex Trading and Markets.
Readings	Reading Material & Section B, Financial Markets, Institutions and Financial Services
Part (II)	FINANCIAL INSTITUTIONS
Sessions (22-24)	
Topic	Overview of the Banking Industry: Introduction to Banking Business, Indian Banking Structure, RBI, the Role and Importance of Banking Financial Institutions
Readings	Financial Markets, Institutions and Financial Services
Sessions(25- 29)	
Topic	Banking Sectors and Electronic Banking: Recent Developments; Corporate, Retail and International Banking; E-Banking Aspects and its significance.
Readings	Financial Markets, Institutions and Financial Services
Sessions (30-33)	
Topic	Loans & Advances (including Priority Lending): Principles Central Banking Functions, Supervisory Functions, Promotional and Regulatory Functions.
Readings	Financial Markets, Institutions and Financial Services
Sessions (34-39)	
Topic	Non Banking Financial Institutions: Industrial Finance and Institutions, International Financial Institutions.

Readings	Reading Material & Financial Markets, Institutions and Financial Services
Sessions (40-41)	
Topic	SWOT of Indian Financial Institutions: History and the road ahead.
Readings	Current Affairs in Financial Dailies
Sessions (42-45)	
Topic	Presentations and Discussions on Contemporary relevant Issues

Department	Business Management	Credit	04
Sessions	45 (60 Minute each)		

Introduction

The course aims at developing an understanding among students about the entrepreneurship strategies in which innovation is an important part of business. They will recognize various types of innovations processes and their impact on growth. Applying the strategies and evaluating the value of innovation in entrepreneurial business will lead to competitive advantage. These will be dealt in detail. Course will cover various aspects related to innovation for the success of entrepreneurial business.

Course objectives

1. Why is innovation so crucial for entrepreneurial success
2. Develop an awareness of the sources/processes of innovation
3. How do entrepreneurs organize to capture value from innovations?
4. Develop the ability to analyze innovative business environment

Pedagogy and Evaluation

The teaching/learning approach combines lectures, cases, and in-class activities.

Each session includes a number of readings (required/optional) pertaining to the theme of the session.

Lectures are conducted to give students an overview of the fundamental concepts and theories. Case studies are given to students to facilitate the application of learned knowledge and interactive knowledge sharing. In-class activities include seminars by industrialists and projects involving hands-on experience on the subject.

Evaluation Scheme is as follows:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Text Book

Bessant John and Tidd Joe, 2011, *Innovation and Entrepreneurship*, John Wiley & Sons Ltd.
Second Edition

Gerry, G & Bock, A 2009, *Inventing Entrepreneurs: Technology Innovators and their Entrepreneurial Journey*, Prentice Hall

Drucker, F P 1985, *Innovation and Entrepreneurship*, New York: Harper Business

Additional Readings

Clayton M. Christensen, *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*, Harvard Business Press

Vijay Govind Rajan and Trimble, *Ten rules for strategic innovators*, Harvard Business School Press

C.K. Prahalad and Krishnan, *The new age of innovation*, McGraw Hill Books

Session Plan: *(Each session of 60 minutes)*

Note: The case/assignment/project/ will be provided in advance through proper channel (e-mail/in-person).

Session	Topic (s)
1-2	Entrepreneurship and Innovation: Introduction, key issues, process, framework
3-4	Types of innovation, Innovation life cycle
5-6	Model of the Entrepreneurship Motivation and Innovation Culture programme, Barriers to Entrepreneurial Innovation
7-10	Business Innovation strategies
11-14	Design thinking, process thinking and lateral thinking capabilities of an entrepreneur
15-16	Innovation protection by legal considerations
17-18	Innovation and change management
19-20	Organizing for innovation
21-22	Creating and capturing value through innovations
23-24	Innovation value chain
25-28	Disruptive and reverse innovations for entrepreneurial growth
29-30	Product and service innovations
31-32	Impact of political environment on innovation
33-34	Business strategy and achieving competitive advantage
35-40	Case analysis
41-45	Presentations

**Gautam Buddha University School of Management
Greater NOIDA**

Bachelor in Business Administration

Course: Human Values & Buddhist Ethics BS-101

Instructor:	Dr. Mukesh Verma	Year/Sem:	2014-2015, III
Email:		Phone:	4424
Department:	Social Sciences	Credits:	2
Sessions:	Thirty	Each Session:	60 minutes

Introduction

Study of what is of value, or what is valuable to a human being. Values provide the basis for all our actions and there is an essential harmony between values and skills which needs to be ensured in any educational system.

The course through an instruction to Buddhist ethics also shows that the fairness expressed in the spirit of Buddhism can harmoniously coexist with business behaviors, such as making a profit, business operation, business morality and even benefits distribution. It further discloses that the Buddhist ethical code is entirely consistent with informed and desirable commercial objectives.

Aims and Objectives:

1. Cultivating essential values in the students to be responsible citizen
2. Understanding the society and social considerations.
3. Facilitating knowledge about Buddhist ethics and its relevance to maintain social and cultural harmony

Pedagogy:

A mix of lectures, experience sharing, real life case discussions and assignments. In addition to the required readings, relevant papers and writings will be emailed or distributed in class from time to time for further readings.

Evaluation Scheme

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Unit-I (Introduction)
<ul style="list-style-type: none">• Understanding Value Education: concept and process.• Basic human aspirations: strive for happiness and prosperity• Harmony in self/family and society
Unit-II (Basic concepts about society)
<ul style="list-style-type: none">• Society and community: meaning and characteristics, study of society for human development

<ul style="list-style-type: none"> • Socialization: Concept, agent and personality development. • Individual and society, social norms and individual behaviour
Unit-III (Understanding self)
<ul style="list-style-type: none"> • Social Institutions: Family, marriage kinship. • Culture: meaning, characteristics, function. • Social attitude, prejudices, stereotypes and social perception • Motivation: meaning, concept. Social motive and achievement motivation
Unit-IV (Buddhist Concept and teaching)
<ul style="list-style-type: none"> • Buddhist: concept and naturalistic view • Buddhist Teaching; The Three Characteristics, The Five Aggregates, Dependent Arising, Karma and Rebirth, The Wheel of Life, The Four Noble Truths, The Eight Fold Path, The Six Paramitas (Excellence in Moral Expression) • Buddhist ethics and foundation of morality
Unit-V (Modern Buddhism)
<ul style="list-style-type: none"> • Understanding Buddhist Epistemology • Holism and Justification for Ethical Holism • Modern Buddhism in Asia and Indian Society.

Text Books:

- Gaur, RR, Sangal R, Bagaria GP (2010). *A foundation course in Human Values and Professional Ethics*, Excel Books, New Delhi
- Prasad, Hari Shankar. *The centrality of Ethics in Buddhism: Exploratory Essays*. Motilal Banarsidas Publication, Delhi, 2007

Reference Books:

- Sankar Rao CN (2008). *An introduction to Sociology*
- Gerald F Gaus (1990). *Value and Justification. The foundation of Liberal theory*, Cambridge University Press
- Mohapatra, P.K. (2008). *Ethics and Society: An Essay in Applied Ethics*.
- Sharma A & Malhotra D (2007). *Personality and Social Norms*.
- Mitchell, Donald W. *Buddhism: Introducing the Buddhist Experience*. Oxford University Press, 2008
- Hanh, Thich Nhat. *The Heart of Buddha Teaching*. The Random House Group Limited Reg. No.954009

Instructor: Dr. Lovy Sarikwal

Year/Sem: 2013-14 Sem.4

Email: lsarikwal@gbu.ac.in

Phone: 6155

Department: Business Studies

Credit: 04 ,Code BB-304

Sessions: 45+ 30 Tuts

Each Session: 60 Minutes

Introduction:

Managers equipped with the knowledge on international human resource management issues are in great demand in organizations across the world. The subject is of great significance to the practicing managers, and with the spread of globalization, its importance is manifested in all management programmes. Cross cultural management studies the behavior of people in organizations around the world. The international and multicultural work environments today provide new challenges to business managers. Many corporate in India are staffed or headed by nationals from other countries. The success of a professional working in the international arena is influenced by his multicultural sensitivity, and his ability to understand both the challenges and the opportunities that the global environment provides.

The goal of this course is to expose you to a way of thinking that increases your ability to understand the influence of culture on organizational practices. Students will also develop both behavioral and cognitive skills through role-plays and other exercises.

Aims and Objectives:

The course aims at fulfilling the following objectives:

- To introduce the concept Organizational Culture
- To develop an understanding of various cultures across the globe.
- To learn to manage cultural diversity.

Outcomes:

By the end of the semester, student will have a firm understanding about the Cultural diversity and cross – cultural management techniques. Student will come to know how to adjust in varied cultural environment.

Pedagogy:

Entire course will be taught through lectures, relevant cases and management games. Whole course will be dealt at three levels individual, group and organisation

Evaluation Scheme:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Text Book:

International Human Resource Management: K Ashwathappa &Sadhna Dash

Suggested Readings:

- Understanding Cross- Cultural Management: Browaeys and Price, 2008
- Adler, N. (2008) International Dimensions of Organizational Behavior (5th edition) Prentice Hall.
- Organizational Behavior: Robbins, Judge & Sanghi, 2009.
- Cross- Cultural Management: Essential Concepts, Second Edition: R. Wayne Pace, SAGE Publications, Inc; 2008.

Session Plan: (Each session of 60 minutes)

Units	Contents
Unit 1	Global Perspective Globalisation,Nature and Drivers,effects of globalisation
Unit 2	Multiculturalism: Nature of Culture,Effects of culture,Cultural predisposition,Cultural Dimensions,Managing across cultures.
Unit 3	Nature of IHRM: IHRM compared with domestic HRM,growing interest in IHRM,strategic IHRM
Unit 4	HRM in Cross-Border merger and acquisition Nature of mergers and acquisition,motives behind merger and acquisition,extent of M&A,HR role and intervention.
Unit 5	Staffing in International Business: HRP,Recruitment and selection,Recent trends in international staffing,

Unit 6	Training and Development: Training strategies,Expatriate training,Theoretical framework for CCT,HCN and TCN training.Emerging trends for competitive advantage.
Unit 7	Performance management: Steps in global PMS,Issues and methods in managing global performance,
Unit 8	Compensation management: Objectives of compensation,philosophy and theories of compensation,Components of compensation,compensation strategy,variables influencing compensation.

Gautam Buddha University School of Management
Greater Noida
Programme: BBM

Course: Int.Human Resource Management

Instructor:	Dr. Lovy Sarikwal	Year/Sem	Sem- 4
Email:	lsarikwal@gbu.ac.in	Phone:	6155
Department:	Business Management	Credit:	4
Sessions:	Fourty Five + 30 Tuts	Each Session:	60 Minutes

Course Objectives

Human Resource Management (HRM) involves all management decisions and actions that affect the nature of the relationship between the organization and its employees. Effective Human Resource Management creates a win-win relationship with employees by seeking the best fit between organizational and individual goals. With effective Human Resource Management the organization acquires a competent and committed workforce, able to support the corporate strategy. Therefore organizations can create a competitive advantage through their people. There is a dual focus in this course. The first focus is on the various human resource policies as recruitment, selection, performance management, rewards, staffing and development. Students will get insight into the basic challenges, strategic approaches and tools within these fields. The second focus covers the more holistic view on HRM. We go deeper into the relation and fit between HRM and the strategy, culture and capabilities of an organization and the balance between organizational goals and individual goals. We will therefore explicitly focus on the frameworks, paradigms and concepts that integrate the human resource policies and practices into a coherent whole. Furthermore the objective is to guide students in developing a vision on HRM from a general manager's perspective.

Student learning outcomes

The students will be able to

- Understand how managers can be effective and efficient in their role in HRM.
- Understand the basic principles and added value of HR policies and HR information systems.
- Understand how HRM is related to the organizational context.
- Develop a vision on the future of HRM.

(Each session of 60 minutes)

Units	Contents

Unit 1	Nature of Human Resource Management Introduction, Scope, Importance, Objective, Stages of growth of HRM, challenges of HRM, HRM in changing environment, roles and responsibilities of HR managers,
Unit 2	Human Resource Planning, policy, Strategy HR and business policy: planning linkages, Nature of HR policy and implementation, HR and corporate competitive strategy. HR planning, Strategic HRM & HRM Framework, Quantitative techniques of HRP, process of HRP determinants of HRP.
Unit 3	Job Analysis Meaning and Process of Job Analysis, objectives and uses, steps in job analysis, Methods of collecting Job Analysis information, Job Description and Job Specification
Unit 4	Recruitment and Selection Overview of the recruitment process, meaning nature and steps of recruitment, Techniques and methods of recruitment. meaning of selection, steps in selection, types of tests, Interviews, and their barriers, Barriers to effective selection process.
Unit 5	Training and Development Definition and significance of training and development, Training needs analysis and training objectives, Training methods and techniques, Training principles, Types of training, Training evaluation, Executive or management development process.
Unit 6	Career planning and Development Objectives and Factors affecting career planning. Career planning vs HRP, Career development Essentials for effective career planning and development
Unit 7	Promotions and Transfers Making promotion decision, Handling Transfers, Nature and significance of transfers, Demotions, Separations, Retrenchments, Layoffs, VRS schemes,
Unit 8	Performance Appraisal and feedback system Nature of performance Appraisal and , Significance and rationale of performance appraisal system. Methods of appraisal, issues of PMS, 360 degree appraisal, PMS practices in India.
Unit 9	Compensation Management Wages and Salary Structure, Nature and significance of salary administration, Compensation trends, Job evaluation and its methods.

Text Book

1. Dessler, G. -- **Human Resource Management**, 2003, 9th or latest ed., Prentice Hall of India Private Ltd

Suggested Readings

2. Aswathapa – **Human Resource Management**, 2003, 3rd ed., Tata McGraw Hill.
3. Cynthia Fisher, Loyl F Schoenfeldt, James B Shaw, **Human Resource Management**, Indian adaptation, Biztantra , Wiley India
4. Rao, VSP, **Human Resource Management**, Excel Books
5. Diwedi R S-A textbook of HRM

**Gautam Buddha University School of Management
Greater Noida
ProgrammeBBM+MBA**

Course: Organizational Behaviour

Instructor: Dr. Lovy Sarikwal

Year/Sem: 2017-18 Sem.2

Email: lsarikwal@gbu.ac.in

Phone: 6155

Department: School of Management

Credit: 04 ,Code BB- 102

Sessions: Forty Five + 30 Tuts

Each Session: 60 Minutes

Introduction:

Organisation Behaviour

It is a field of inquiry that studies what people think, feel and do in and around organisations. Organisations are groups of people who work interdependently toward some purposes. Concepts in this subject help to predict and understand organisational events, adopt more accurate theories of reality, and control organisational events more effectively. They help us understand the work world, test and challenge our personal theories of human behavior, and let us understand ways to manage organisational activities.

The curriculum presents theoretical frameworks for exploring and explaining human behavior in the workplace. With a focus on the organization's social and intellectual capital, the OB program provides a broad perspective that allows students to go beyond their own accepted ways of interacting and working with others. Through classroom emphasis on critical thinking and independent judgment, students learn to be active investigators of organizational life. By applying and examining theoretical principles in the workplace, they become active participants in their own learning. In this way, students develop the conceptual and problem-solving skills that an organizational leader needs to plan, organize, and lead a group or an entire organization.

Aims and Objectives:

- Satisfy the need to predict: it helps us figure out why organisational events take place
- Assist in testing personal theories: it helps us test and improve our personal theories of reality
- Influence organisational events: it improves our ability to work with and manage other people in organisations.

Pedagogy: Classroom

Entire course will be taught through lectures, relevant cases and management games. Whole course will be dealt at three levels individual, group and organisation

The course will be conducted through 45 lecture and 30 tutorials facilitating discussion of cases and contemporary issues in OB.

Learning Outcomes:

- Apply the theory and research of organizational behavior to practice.
- Relate structure, context and communication patterns to organizations to the development of social and intellectual capital.
- Appreciate the role of analytical and research methods in the systematic study of organizational problems and issues.
- Choose communication strategies that best fit emerging organizational challenges.
- Link the theories of organizational leadership to systems and organizational learning.
- Understand the characteristics of effective and ineffective group dynamics.
- Recognize the complexity of leading successful change initiatives.

Evaluation Scheme:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Suggested Readings:

Text Book: Robbins, Stephen P., **Organizational Behaviour**, Pearson Education ,

Rao, V.S.P., Organisational Behaviour, Excel books

Reference Books

Aquinas, P.G., **Organizational Behaviour**, Excel Books

Luthans, Fred, **Organizational Behaviour** , McGraw Hill

Dwivedi, R.S., **Human Relations and Organisational Behaviour-A Global Perspective**, Macmillan

Aquinas, P G, **Organisation structure design** , Excel Books

Singh, N, **Mangement of organizational Behaviour**, Pragati Publication

Session Plan: (Each session of 60 minutes)

Session Plan

Session No.	Contents
Unit 1	Organisation and its analysis --Nature of organizations,organizational goals, nature of organizational behavior,historical perspective of OB , approaches to OB
Unit 2	Individual dimensions of organizational behavior -Personality, perception,learning and behavior modifications,motivation,attitudes and values,stress,

Unit 3	Interactive dimension of OB: –Group dynamics, Power and authority, leadership, communication ,organizational conflict, organizational culture
Unit 4	Structural dimensions of OB- Contingent factors in organization structure, design of organization structure, forms of structure,
Unit 5	Organisational Effectivness and chang: organizational change and organizational development

Gautam Buddha University School of Management
Greater Noida
BBA+MBA
Bachelor in Business Administration

Course: Selling Skills and Digital Marketings

Instructor:	Dr. Subhojit Banerjee	Year/Sem:	2010-12, III
Email:	subhojit@gbu.ac.in	Code	BB-306
Department:	Management Studies	Credit:	4
Sessions:	60	Each Session:	60 Minutes

Introduction:

In daily life, a layman deals with different transaction in terms of selling and purchasing of goods and services. In these transactions the second one persuades the first person. Therefore, selling may be defined as persuading people to satisfy the want of first one. Most producers do not sell their goods directly to final users. They design a multi-channel system to reach them. The design of marketing channel, that acts, as a strong interface, can provide competitive advantage to a firm in the industry. By contrast the absence of a good distribution network can also be a major fiasco in today's cutthroat competitive world. Marketing channel decisions are the most critical ones facing the marketing management today. It is complex and the complexity further gets compounded by the fact that the channel system take time to build usually years. Channel partners are not owned by the company in most cases. Sales force play a crucial role in getting the best out of marketing channel. Integrating the efforts of channel partners and sales efforts within the whole marketing effort becomes crucial towards achieving organizational goals. Sales force is responsible towards optimizing the coverage efforts at minimum cost- a significant need during the slowdown.

Aims and Objectives:

Objectives: The course aims to impart skills and knowledge needed to manage sales force and distribution function so as to gain competitive advantage. As a successful marketer, the sales and distribution function needs to be properly managed this incorporates understanding of various concepts, which the course aims to provide to the student participants. We have planned the 'Introduction To Digital & Social Media Marketing' Training Course syllabus to cover the aspects of Internet, Social Media and Mobile Marketing that we think are most relevant to the marketing mix for 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' marketing, communications and PR.

Pedagogy:

The pedagogy will be a mix of lectures, experience sharing, real life case discussion, assignments and industry/research based projects. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

Learning Outcomes:

At the end of the course it is expected that the students will be:

- Proficient to understand and appreciate the concept of sales and distribution management in theory and practice.
- To evaluate the sales environment and reinvent sales tools and technique for organizational success.
- To understand and apply the contemporary distribution management technique
- To manage channel members and do trade promotion more effectively

Evaluation Scheme:

Evaluation Scheme:

Regularity & Participation	: 10 Marks
Assignments/Class Test & Presentation	: 20Marks
End-Sem	: 70 Marks
Total	: 100 marks

Note: Case Evaluation would be based on class discussion AND written case analysis. Written case analysis (maximum 3 pages of Times New Roman single space) is due for each case, BEFORE the class in which we discuss that case. Students shall not be evaluated for a case (zero out of 5 marks assigned to a case) if they do not submit the hard copy of the written analysis before the case is discussed in class.

Text Books:

T 1. Richard Still R, Cundiff Edward W. and Govoni Norman A.P - Sales Management: Decisions, Strategies and Cases (Pearson Education, 5th Ed.)

T 2. Combe Colin(2006), 'Introductionto E-business ,Management andstrategy', Elsevier Publication

Additional Readings: (Compulsory)

1. Ellet William, 'How to write a Case based essay ', HBS Publishing (2007) – to be read before the end of the 3rd session.

Suggested Readings/websites:

1. Jobber David and Lancaster Geoff - Selling and Sales Management (Pearson Education)
2. Spiro - Sales Force Management (Tata Mc Graw Hill, 11th Ed.)
3. Bhatia Puneet S (2017), 'Fundamentals of Digital Marketing', Pearson Education
4. Bird, D. (2007). Commonsense direct & digital marketing. Kogan Page Publishers.
5. Johnson and Marshall - Sales Force Management (Tata Mc Graw Hill, 8th Ed.)
6. Havaldar and Cavale- Sales and Distribution Management (Tata Mc Graw Hill, 5th Ed.)
- 7.Panda- Sales and Distribution Management (Oxford publication).

Session Plan: (Each session of 60 minutes)

Session	Topic(s)	Reading(s)
Sales and Salesmanship		
1-8	Introduction to sales Management and personal Selling : Sales Management, Personal Selling, and Salesmanship. Setting Personal-Selling Objectives. Determining Sales-Related Marketing Policies. Formulating Personal-Selling Strategy.	T1 - Ch. 1,2,3,4,5
9-14	Case Study 1	
	Organizing the Sales Effort The Sales Organization. Sales Department Relations. Distributive-Network Relations	T 1 - Ch. 7,8,9
15	Case Study 2	
16-26	Sales Force Management Recruiting Sales Personnel. Selecting Sales Personnel. Planning Sales Training Programs. Motivating Sales Sales Training Programs. Executing and Evaluating Personnel. Compensating Sales Personnel. Managing Expenses of Sales Personnel. Sales Meeting and Sales Contests. Controlling Sales Personnel: Evaluating and Supervising	T 1 -Ch. 11-19
27	Case Study 3	

28-35	<p>Controlling the Sales Effort</p> <p>The Sales Budget</p> <p>Quotas</p> <p>Sales Territories.</p> <p>Sales Control and Cost Analysis.</p>	T 1-Ch. 20,21,22.23
Digital Marketing		
36-43	<p>Overview Of Digital Marketing</p> <p>Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowdsourcing)</p>	T 2-Ch.1,
44-48	<p>Web Marketing</p> <p>Search Engine Optimisation (SEO)</p> <p>Online Advertising</p> <p>Social Media Marketing (Facebook & LinkedIn)</p> <p>Mastering Google (AdWords Advertising, Analytics & Applications)</p>	T 2 Ch. 6,8
49-54	<p>Micro Blogging - Twitter</p> <p>Copy Writing For The Web, Social Media & Mobiles</p> <p>Mobile Marketing</p> <p>Email Marketing</p> <p>Video & Audio (Podcasting) Marketing</p> <p>Strategic & Action Planning</p>	T 2- Ch. 2,3
55-57	<p>E-business: the future, The phases of e-business development, , The performance of e-business , The future of e-business</p>	T 2.Ch 4
57-60	<p>Case study - Yahoo!, The rise of Yahoo! , The fall of Yahoo! , The new regime at Yahoo! , Yahoo! in Europe , Expansion into China</p> <p>Case study boo.com , , The value proposition of boo.com , Problems with the boo.com concept</p>	

Instructor: Dr. Ombir Singh

Email: omvir.singh@gbu.ac.in

Department: Business Management

Sessions: 60 hours

Year/Sem: 2018-19/ III

Credit: 4

Each Session: 60 Minutes

Introduction:

In today's dynamic economic environment, effective managerial decision making requires timely and efficient use of information. Business Environment is a subject which deals with the internal as well as external environment of a firm. This is helpful to understand the factors under the influence of which a firm has to operate. The emphasis in this course will be on economic policies, social, political and technical environment of the country.

Aim & Objectives:

To make students acquainted with the concepts of the environment in which a business organisation operates. The course would make the student capable of analyzing and understanding the macroeconomic policies of the government and other non-economic factors and assess their impact on business. The focus will be on the emerging environment by way of a shift from a largely planned economy to a more market oriented policy regime in tune with global economy.

Pedagogy:

Entire course will be taught through lectures, discussions on recent changes in business environment, relevant test cases and reverse presentations.

Learning Outcomes:

After completing this course student should-

1. be acquainted with the concepts of Indian Business Environment
2. be able to apply economic concepts to various decision making in a business firm
3. develop skills to understand the macroeconomic environment of Indian Economy

Session Plan (*Each session of 60 minutes*)

Session No.	Contents
1-6	An Overview of Business Environment (I) A. Introduction to Business Environment

	<p>B. Nature, Scope & Objectives C. Environmental Analysis & Forecasting D. Economic Environment <i>Readings Chapters: 1-4, Francis Cherunilam, Business Environment</i> <i>Chapter: 1, Shaikh Saleem, Business Environment</i></p>
7 - 10	<p>An Overview of Business Environment (II) A. Political & Governmental Environment B. Natural & Technological Environment C. Demographic Environment <i>Readings Chapters: 5-7, Francis Cherunilam, Business Environment</i></p>
11 - 15	<p>Business & Society A. Societal Environment B. Social Responsibility of Business C. Consumer Rights, Consumerism & Business D. Corporate Governance <i>Readings Chapters: 8-11, Francis Cherunilam, Business Environment</i></p>
16 - 19	<p>Industrial Policies & Regulations (I) A. Industrial Policy B. IDRA & Industrial Licensing C. Public, Private, Joint & Co-operative Sectors D. Privatization & Disinvestment <i>Readings Chapters: 12-15, Francis Cherunilam, Business Environment</i></p>
20 - 25	<p>Industrial Policies & Regulations (II) A. Village & Small Industries B. Industrial Sickness C. Price & Distribution Controls <i>Readings Chapters: 16-18, Francis Cherunilam, Business Environment</i></p>
26- 30	<p>Industrial Policies & Regulations (III) A. Indian Company Law B. Patents & Trade Marks C. Competitive Policy & Law <i>Readings Chapters: 19-21, Francis Cherunilam, Business Environment</i></p>
31 - 35	<p>Class Assignment/Presentations</p>
36 - 40	<p>The Financial System :An overview A. Monetary & Fiscal Policies B. Financial Market Structure C. Money & Capital Markets <i>Readings Chapters: 22-24, Francis Cherunilam, Business Environment</i> <i>Chapter: 5, Shaikh Saleem, Business Environment</i></p>
41-45	<p>Labour Environment A. Labour Legislations B. Labour Welfare and Social Security C. Industrial Relations <i>Readings Chapters: 28-30, Francis Cherunilam, Business Environment</i></p>

46 - 50	Economic Planning and Development A. Planning in India B. Industrial Development Strategy <i>Readings Chapters: 35-36, Francis Cherunilam, Business Environment</i>
51 - 55	Global Environment A. Globalization B. International Investments C. Multinational Corporations D. Foreign Exchange Management Act <i>Readings Chapters: 39-43, Francis Cherunilam, Business Environment</i>
55 - 60	Class Presentations

Evaluation Scheme:

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Text Book: Francis Cherunilam, **Business Environment**, HPH

Reference Books

Saleem S, Business Environment, **Pearson Education**

S K Misra and V K Puri, **Economic Environment of Business**, HPH

K Aswathapa, **Essentials of Business Environment**, HPH

Francis Cherunilam, **Global Economy and Business Environment**, HPH

Bhole, L. M. **Financial Institutions and Markets: Structure, Growth and Innovations**. 4th.
New Delhi; Tata McGraw-Hill, 2007

R.R. Paul, **Monetary Economics**, Kalyani Publication, 2008.

Other Sources of Readings

Newspapers: The Economic Times, Business Standard, The Business Line

Business Magazines: Business Today, Business World, The Economist, The Economic and Political Weekly

**Gautam Buddha University School of Management
Greater Noida
BBA+MBA**

Course: Business Communications Code:BB-307

Instructor:

Year/Sem:

Email:

Phone:

Sessions: 60

Credit: 04

Introduction: Communication for Managers is intended to help the learners think strategically about communication and to aid in improving writing, presentation, and interpersonal communication skills within a managerial setting. The value of communication, particularly in business situations is indispensable. In this highly competitive business environment effective skills of communication are required to put one's ideas across effectively. The course intends to enhance quality of interaction at personal, interpersonal and team levels for the fulfillment of organizational goals and objectives.

Aims and Objectives:

5. To provide the learners with the basic concepts of Communication.
6. To acquaint them with the nuances of Communication in the business organisations.
7. To equip them with desired skills of communication to handle multi-tasked contexts.

Pedagogy: Writing and speaking skills necessary for a career in management. Students polish communication strategies and methods through discussion, examples, and practice. Several written and oral assignments, mostly based on material from other subjects and from career development activities. The teaching methodology will be a judicious blend of Lectures, Demonstrations, Technical Presentations, Class works, Real life situation analysis, Case study, Presentation by students of their project work, and Exercises. The content delivery shall be in a highly interactive mode, expected to be participated by all, and therefore students are advised to come equipped with sufficient readings on the topic. Cases will be intimated later. Exercises will be provided at the lecture sessions.

Learning Outcomes: After successful completion of the course the learners will be able to:

4. relate to and handle nuances of Communication effectively in the contemporary context.
5. connect to and communicate in business environments as professionals,
6. understand the role and relevance of Communication, with special reference to the domains they will be working in.

Evaluation Scheme: Evaluation Schemes include submission and presentation of Class Participation, Projects and Assignments, Case-Studies and Presentations, and Mid-Semester &

End-Semester Tests. It is essential to follow the deadlines for preparation and submission of assignments, projects, and presentations as indicated by the course coordinator.

Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 60 Marks
Total	: 100 marks

Class participation

The attendance requirement for successful completion of the course is a minimum of 75%. Students are encouraged to participate actively and contribute to the quality of teaching-learning process.

Projects & Assignments

Projects and Assignment shall be comprehensive in nature. In case of Group Assignment, The group shall be decided in consultation with the course coordinator. The credit shall be given to analytical writing and ability to relate it with the context. It is mandatory that the participants use Power Point Slides in their class presentations. Credit shall be given for structured presentation, analytical content and ability to respond to queries.

Case studies & presentations

Cases shall engage students in exploring current communication challenges in the business environment. Students are expected to do little research before presenting final outcomes of the case in oral and written formats.

Mid-Sem Exam

Mid-Sem test shall comprise of medium-size answer questions. The test shall be of two hours duration. The test shall be based broadly on the syllabus covered till mid-term teaching.

End-Sem Exam

End-Sem test shall comprise of fundamental, analytical and comprehensive questions. The test shall be based on the entire course coverage (more weightage on the post-mid term coverage) and designed to test the conceptual clarity of the subject and their applications.

Text Book: BCOM, Lehman Carol M., Dufrene Debbie D., Sinha Mala, Cengage Learning Publication, First Impression 2011

Suggested Readings:

6. BUSINESS CORRESPONDENCE AND REPORT WRITING, R.C. Sharma & Krishna Mohan, TMH- 3rd Edition 2007
7. BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10th Edition 2007
8. CONTEMPORARY BUSINESS COMMUNICATION, Scot Ober, Biztantra, 5th Edition (Indian Adaptation) 2008
9. NEGOTIATIONS, Michael L. Spangle & Myra Warren Isenhardt, Sage Publications, South Asia Edition 2008
10. BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press

Session Plan: *(Each session of 60 minutes)*

- Session 1. **Communication: Foundation and Analysis****
Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011 (Chapter1, Page 1-9)
- Session 2,3. **Verbal and Non Verbal Communication****
Reading: Contemporary Business Communication, Scot Ober, Biztantra, 5th Edition (Indian Adaptation) 2008, (page17-21)
- Session 4,5. **Communicating within Organization****
Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011
- Session 6. **Barriers to and Gateways of Effective Communication****
Reading: Contemporary Business Communication, Scot Ober, Biztantra, 5th Edition (Indian Adaptation) 2008, (page17-21)
- Session7-9. **Group Communication: Characteristics of Effective Groups, From Groups to Teams, Meeting Management****
Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011 (Chapter 3 Page 50-63)
- Session 10. **Case Presentations****
Reading: Relevant Reference Material to be suggested/distributed during session
- Session 11. **Attributes to Effective Communication****
Reading: BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH-10th Edition 2007 (Chapter 1 pages 2-15)
- Session 12. **Language Skills: LSRW****
Reading: Relevant Reference Material to be suggested/distributed during session
- Session 13. **Strategies of Effective Listening****
Reading: Relevant Reference Material to be suggested/distributed during session
- Session 14. **Practice of Effective Listening****
Reading: Relevant Reference Material to be suggested/distributed during session
- Session 15. **Strategies for Effective Reading****
Reading: Relevant Reference Material to be suggested/distributed during session
- Session 16. **Practice of Effective Reading****
Reading: Relevant Reference Material to be suggested/distributed during session
- Session 17. **Strategies for Effective Writing****
Reading: BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH-10th Edition 2007 (Chapter 2 pages 21-38, Chapter 4 pages 63-78)

Session 18-20. Strategies for Effective Speaking: Designing and Delivering Oral Presentation

Reading: BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH-10th Edition 2007 (Chapter 15 pages 433-447)

Session 21-23. Case Presentations

Reading: Relevant Reference Material to be suggested/distributed during session

Session 24,25. Communicating Electronically

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011

Session 26-28. Report Writing

Reading: BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH-10th Edition 2007 (Chapter 10, Chapter11, Chapter 12, pages 273-355)

Session 29. Business Proposals

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011 (Chapter 12 pg 285-289)

Session 30-32. Business Letters

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011 (Chapter 6 pg 122-160)

Session 33-35. Communication for Employment: Preparing Résumés and Application Messages

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011 (Chapter 14 pg 332-359)

Session 36-38. Notices, Office Memos, Minutes, Tender Notices and other Correspondence

Reading: Relevant Reference Material to be suggested/distributed during session

Session 39,40. Practice: Internal/External Correspondence

Reading: Relevant Reference Material to be suggested/distributed during session

Session 41. Communication and Negotiations, Nature of Negotiations, Process of Negotiations

Reading: NEGOTIATIONS, Michael L. Spangle & Myra Warren Isenhardt, Sage Publications, South Asia Edition 2008 (Chapter 1 pages 1-17)

Session 42. Negotiations with Different Stakeholders, Attributes to Successful Negotiations

Reading: NEGOTIATIONS, Michael L. Spangle & Myra Warren Isenhardt, Sage Publications, South Asia Edition 2008 (Chapter 8 pages 233-254)

Session 43. Case Presentations

Reading: Relevant Reference Material to be suggested/distributed during session

Session 44,45. Persuasive Communication

Reading: Communication Works, Gamble, Teri Kwal & Gamble Michael, Tata-McGraw Hill, India, Ninth Edition (Chapter 18, pg. 498-511)