

**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
3 Years BBA

Course: BUSINESS ENGLISH

Instructor: Dr.	Year/Sem: 2018, I Sem
Email:	Phone:
Department: Business Management	Credit: 4
Sessions: 60	Each Session: 60 Minutes

Unit 1 Functional Grammar: Form and Functions; Sentences: Simple, Complex, and Compound; Tense, Mood, an Aspect; Sub-Verb Agreement and Concord; Common Errors; Vocabulary Building: Inflection and Derivation; Conversions, Idioms and Phrases, Words in Context, Introduction to IPA, Use of Dictionary, Word stress, Paragraph, Précis and Compositions,

Unit 2 Language Skills (LS): Developing Listening Skills: Active Listening, Understanding, accent, Understanding Individual words and structures, Understanding connected speech, Coping with speed, Understanding details, Understanding overlapping speech, Understanding cross-cultural information, Understanding a range of topics;
Developing Speaking Skills: Speaking Intelligibly, Speaking fluently, Speaking confidently, paraphrasing, Communication Strategies, Linguistic Skills, Ability to respond quickly, Face to face Interaction, Interview Skills, Mini Presentations, Opinion Formation, Group Discussion, Formal Presentation;

Unit 3 Language Skills (RW): Developing Reading Skills: Pre-reading, While-reading, Post-reading, Skimming, Scanning, **Developing Writing Skills:** Range of vocabulary, Translation of ideas ,Organizing Ideas, Avoiding Repetition ,Cohesive Devices, Punctuation, Stylistic choices Note Making and Note Taking, Logical Ordering of Ideas and Contents, Figures of Speech;

Unit 4 English for Business: Use of English in Business, Manners and Etiquettes in conversation, inter-personal communication, social appropriateness, managing oneself in public space, courtesy, politeness in communication, respecting democratic values in communication.

Suggested Books:

1. *Word for Word*, Pointon & Clark, Oxford University Press
2. Carter, Ronald; McCarthy, Michael (2006). *Cambridge Grammar of English: A Comprehensive Guide*. Cambridge University Press.
3. *An English Pronouncing Dictionary*, London: Dent, rpt in facsimile in Jones (2002). 17th edn, P. Roach, J. Hartman and J. Setter (eds), Cambridge: CUP, 2006.
4. Redman, Stuart. 2011 *English Vocabulary I Use: Pre-intermediate and intermediate*. Cambridge: CUP *Cambridge Phrasal Verbs Dictionary* Second edition, Cambridge University Press
5. *Basic Business Communication Skills For Empowering The Internet Generation*, Lasikar & Flatley, TMH- 10th Edition 2007



Gautam Buddha University School of Management
Greater Noida
BBA

Course/Code: Fundamental Computers and IT

Instructor	Ms.	Year/Sem.	2018, SEM/I
Email	.ac.in	Phone	0120-234-61
Department	Basic Computer Skills	Credit	4
Sessions	60	Each session	60 minutes

Objective: The course is designed to aim at imparting a basic level appreciation programme for the students. After completing the course the incumbent is able to the use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc. This allows student to be also a part of computer users list by making them digitally literate.

At the end of the course, students will be able to: 1. Use the basic vocabulary and terminology related to computer and word processing 2. Open, save and format a basic document 3. Type a simple note or a letter using Microsoft Word 4. Perform basic format and editing on a word document 5. Create tables and calendars 6. Use different basic computer language software and programs to practice English skills and typing skills 7. With assistance, navigate websites to access information and evaluate information 8. Build confidence and skills in using computer technology.

Evaluation Scheme:

This course heavily depends on practical as well as theory discussions. The assessment of the course includes performance test and objective test. It may also include projects, portfolio, additional assignment, skill assessment software and presentation.

Evaluation Scheme is as follows:

Case presentation	10 marks
Class assignment, test and project	15 marks
Class discipline and individual participation	05 marks
End-term Exam	70 marks

Text Book

- Objective Computer Engineering for Diploma Engineers” by GKP
- Objective Computer Engineering for Diploma Engineers” by GKP
- Windows 8 Edition” by Miller,
- Yilin Sun, Don Bissonnette, Kris Lysaker July 2009

Suggested Readings

- “Computer” by Rani Ahilya,
- Computer Fundamentals” by P K Sinha,
- “Computer Basics Absolute Beginner’s Guide,
- “Computer Basics and C Programming” by Rajaraman V,
- “Basic Computer Course Made Simple” by Satish Jain,
- “Basic Computer Engineering” by Sanjay Silakari
- and Rajesh K. Shukla, “Computer Networking:
- A Top-Down Approach” by Kurose James F and Ross Keith W,

UNITE 1:

Knowing computer: What is Computer, Basic Applications of Computer; Components of Computer System, Central Processing Unit (CPU), VDU, Keyboard and Mouse, Other input/output Devices, Computer Memory, Concepts of Hardware and Software; Concept of Computing, Data and Information; Applications of IECT; Connecting keyboard, mouse, monitor and printer to CPU and checking power supply.

UNITE 2:

Operating Computer using GUI Based Operating System: What is an Operating System; Basics of Popular Operating Systems; The User Interface, Using Mouse; Using right Button of the Mouse and Moving Icons on the screen, Use of Common Icons, Status Bar, Using Menu and Menu-selection, Running an Application, Viewing of File, Folders and Directories, Creating and Renaming of files and folders, Opening and closing of different Windows; Using help; Creating Short cuts, Basics of O.S Setup; Common utilities.

UNITE 3:

Understanding Word Processing: Word Processing Basics; Opening and Closing of documents; Text creation and Manipulation; Formatting of text; Table handling; Spell check, language setting and thesaurus; Printing of word document.

UNITE 4:

Using Spread Sheet: Basics of Spreadsheet; Manipulation of cells; Formulas and Functions; Editing of Spread Sheet, printing of Spread Sheet.

UNITE 5:

Introduction to Internet, WWW and Web Browsers: Basic of Computer networks; LAN, WAN; Concept of Internet; Applications of Internet; connecting to internet; What is ISP; Knowing the Internet; Basics of internet connectivity related troubleshooting, World Wide Web; Web Browsing softwares, Search Engines; Understanding URL; Domain name; IP Address; Using e-governance website

UNITE 6:

Communications and collaboration: Basics of electronic mail; Getting an email account; Sending and receiving emails; Accessing sent emails; Using Emails; Document collaboration; Instant Messaging; Netiquettes.

UNITE 7:

Making Small Presentation: Basics of presentation software; Creating Presentation; Preparation and Presentation of Slides; Slide Show; Taking printouts of presentation / handouts.



Gautam Buddha University School of Management
Greater Noida
3 Years BBA

COURSE:- FINANCIAL ACCOUNTING & ANALYSIS

SEMESTER:- I Sem

Year/Sem : 2018-19/ I Sem

Department: Business Management

Credit: 4

Sessions: 60

Each Session: 60 minutes

Objective: To familiarize students with the mechanics of preparation of financial statements, Understanding corporate financial statements, their analysis and interpretation.

Course Contents

Unit I:

Introduction to Financial Accounting: Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information, Concepts, Principles And Conventions – Generally Accepted Accounting Principles;

UNIT II:

The Accounting Equation;

Nature of Accounts, Types of books (Primary and Secondary) and Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; Opening and Closing Entries; Preparation of Trial Balance. Concept of Depreciation, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation - Straight Line Method and Diminishing Value Method.

Unit III: Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint Stock company as per the Companies Act 2013; Understanding the contents of annual report Of a company, Preparation of cash flow statement as per AS-3 (revised).

Unit IV: Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind-AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB and Concept of harmonization and convergence, obstacle in harmonization and convergence, Suggestions for increased convergence and harmonization.

Unit V: Financial Statement Analysis: Objective of financial statement analysis, sources of Information; Techniques of financial statement analysis: Horizontal analysis, Vertical Analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios from the perspective of Stakeholders like Investors, Lenders, and Short term Creditors. Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios; Limitation of ratio.

Reading:

1. Monga, J.R., Financial Accounting: Concepts and Applications, Mayur Paperbacks
2. Tulsian, P.C., Financial Accounting, Pearson
3. Maheshwari, S.N. & Maheshwari, S.K. , Financial Accounting, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers

6. Gupta, Ambrish: Financial Accounting for Management
7. Bhattacharyya, Asish K., Financial Accounting for Business Managers
8. Jain, S.P. & Narang, K.L., Advanced Accountancy.
8. Charles T. Horngren, Gart L. Sundem, John A. Elliot and Donna R. Philbrick, Introduction To Financial Accounting, Pearson.



Gautam Buddha University School of Management
Greater Noida
3 Years BBA

Course: Professional Development Lab 1 and 2

Department: School of Management

Credit: 04

Sessions: Sixty (60 minute 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:

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:

S. No.	Components	Weightage (%)
1	Panel/ Judges (Competitive Scoring)	35

2	Continuous Assessment by Course Coordinators	65	
	Turnout (Dressing)	10	
	Class participation and Attendance	15	
	Performance in Public Speaking & Self Analysis	10	
	Performance in Reviews & News Analysis	10	
	Performance in Simulations & Management Games	10	
	Performance in Role Plays & GK Quiz (Q & A)	10	
Total		100	

Attendance Requirement:

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.

PDL 1 & 2

Unit	Topics	Hours
1.	Public Speaking & Self Analysis SWOT & Self-Introduction- PDL-I Debate/ Extempore – PDL-II GD/ Interview – PDL-I & II Topic Based Seminar-PDL-II CV, Resume and Bio-Data writing PDL-II	15
2.	Remains & News Analysis Book Review-PDL-II Articles – PDL-I & II Newspaper based article analysis-PDL-I & II	15
3.	Simulations & Management Games Collage Making - PDL-I Model Making – PDL-II Poster Making – PDL-II Games – PDL-I & II	15
4.	Role Plays & GK Quiz (Q & A) Grooming - PDL-I & II GK Quiz (Current Affairs) - PDL-I & II	15
	Total Hours	60

**Department of Environmental Science
University School of Vocational Studies and Applied Sciences
Guatam Buddha University**

**Compulsory Six months Core Module Course ES 101 Environmental Studies
(Credit: L-T-P: 04 (04-0-0) for undergraduate programme in all branches of
Higher Education as Ability Enhancement Compulsory Course (AECC)”**

(Ref: The Secretary UGC, New Delhi D.O. No. F.13-1/2000/ EA/ENV/COS-I dated 22nd May, 2019 and D.O. No. F.13-//2000 (EA/ENV/SOS-I) dated 14th May, 2019

ES 101: ENVIRONMENTAL STUDIES

CREDIT: L-T-P: 4 (4-0-0)

OBJECTIVE

To impart knowledge on environment and environmental issues and challenges of local, national and global significance for achieving environmental security and sustainable living

OUTCOME

To knowledge and awareness so generated will enhance ability of the learners for conservation of environment and natural resources for a healthy planet Earth, and happy living of the present and future generations.

CONTENTS

Unit 1 : Introduction to Environmental Studies (2 lectures)

- Multidisciplinary nature of environmental studies; components of the Earth's environment-atmosphere, hydrosphere, lithosphere and biosphere
- Scope and importance; Concept of sustainability and sustainable development

Unit 2 : Ecosystems (6 lectures)

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems :
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (pond, stream, lake, river, ocean, estuary)

Unit 3 : Natural Resources : Renewable and Non--renewable Resources (8 lectures)

- Land resources and land-use changes; Land degradation, soil erosion and desertification
- Deforestation: Causes and impacts due to mining and dam building on environment, forest, biodiversity and tribal population
- Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state)
- Heating of Earth and circulation of air; air mass formation and precipitation
- Energy resources: Renewable and non-renewable energy resources, use of alternate energy sources, growing energy needs, case studies

Unit 4 : Biodiversity and Conservation (8 lectures)

- Levels of biological diversity : genetic, species and ecosystem diversity; Bio-geographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity: Habitat loss, poaching of wildlife, human-wildlife conflicts, biological invasion; Conservation of biodiversity: *In-situ* and *Ex-situ* conservation of biodiversity
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value

Unit 5 : Environmental Pollution (8 lectures)

- Environmental pollution : Types, causes, effects and control; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial wastes
- Pollution-related case studies

Unit 6 : Environmental Policies and Practices (7 lectures)

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention and Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife (Protection) Act; Forest (Conservation) Act; International agreements: Montreal and Kyoto protocols, and Convention on Biological Diversity (CBD)
- Nature reserves, tribal population and rights and human-wildlife conflicts in Indian context

Unit 7 : Human Communities and the Environment (6 lectures)

- Human population growth: Impacts on environment, human health and welfare, Carbon foot print
- Resettlement and rehabilitation of project-affected persons; case studies

- Disaster management : Floods, earthquakes, cyclones and landslides
- Environmental movements : *Chipko*, Silent valley, *Bishnois* of Rajasthan
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

Unit 8 : Field Work (Equal to 5 lectures)

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site--Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds and basic principles of identification
- Study of simple ecosystems--pond, river, Delhi Ridge, etc.

SUGGESTED READINGS

- Carson, R., 2002, *Silent Spring*, Houghton Mifflin Harcourt, Boston.
- Gadgil, M., and Guha, R. 1993. *This Fissured Land: An Ecological History of India*, University California Press, California.
- Gleeson, B. and Low, N. (Eds.) 1999. *Global Ethics and Environment*, Routledge, London.
- Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Development, Environment and Security. Stockholm Environmental Institute, Oxford University Press, Oxford.
- Groom, M.J., Meffe, G.K. and Carroll, C.R. 2002 *Principles of Conservation Biology*, Sinauer Associates, Sunderland.
- Grumbine, R. E., and Pandit, M.K., 2013. Threats from India's Himalayan dams, *Science* 339: 36-37.
- McCully, P., 1996. *Rivers No More: The Environmental Effects of Dams*, Zed Books, London.
- McNeill, J. R., 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*, Norton, New York.
- Odum, E.P., Odum, H.T. and Andrews, J., 1971, *Fundamentals of Ecology*, Saunders, Philadelphia.
- Pepper, I.L., Gerba, C.P. and Brusseau, M.L. 2011, *Environmental and Pollution Science*, Academic Press, New York.
- Rao, M.N. and Datta, A.K., 1987. *Waste Water Treatment*, Oxford and IBH Publishing Co. Pvt. Ltd, New Delhi.
- Raven, P.H., Hassenzahl, D.M. and Berg, L.R., 2012. *Environment*, 8th Edition, John Wiley and Sons, New York.
- Rosencranz, A., Divan, S., and Noble, M. L. 2001. *Environmental Law and Policy in India*, Oxford University Press, New Delhi.
- Sengupta, R., 2003. *Ecology and Economics: An Approach to Sustainable Development*, Oxford University Press, New Delhi.



Gautam Buddha University School of Management
Greater Noida
3 Years BBA
Course: Organizational Behaviour

Instructor: Dr. Lovy Sarikwal
Email: lsarikwal@gbu.ac.in
Department: School of Management
Sessions: Forty Five + 30 Tuts

Year/Sem: 2017-18 Sem.2
Phone: 6155
Credit: 04 ,
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:

Internal	: 30 Marks
End-Sem	: 70 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

3 Years BBA

Course: Business Economics

Instructor	Dr. Ombir Singh	Year/Sem.	2018-19, 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

Assignment and comprehension (10 marks)

Quiz (10 marks)

Attendance (5 marks)

Presentation (5 Marks)

End Semester examination (70 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.

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

TEACHING-LEARNING PLAN

Dual Degree BBA+MBA Programme

Course: Business Mathematics and Statistics

Faculty: Dimple Saini

Department: Business Management

Batch: 2024-25

Code: BB-106

Session/Sem: 2024-25/II

Credits/Sessions: 04/60

Each Session: 60 Minutes

Introduction to the Course:

Business Mathematics and Statistics is a field that applies mathematical and statistical concepts to analyze and manage business operations, primarily focusing on areas like accounting, inventory management, marketing, sales forecasting, and financial analysis, allowing businesses to make informed decisions based on data interpretation and quantitative insights.

Course Objectives:

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

Course Outcomes:

After completing this course students should-

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

Pedagogy:

This pedagogy should prioritize real-world application, hands-on problem-solving, data visualization, and the use of technology to ensure students understand how mathematical concepts directly relate to business decision-making, with a strong emphasis on interpreting results within a business context; this can be achieved by using case studies, practical examples, and relevant data sets to illustrate theoretical concepts.

Session Plan:

Sr. No.	Session No.	Topics to be Covered	Books
1	1-15	Building Blocks: Introduction to Matrices <ul style="list-style-type: none">• Matrices - Types, properties, addition, multiplication, transpose and inverse of matrix• Determinants: definition, Properties of determinants, minors and cofactors,• the adjoint matrix and formula the adjoint matrix and formula for the inverse, solution of simultaneous linear equations• Matrix methods of solution and Cramer's Rule, Business applications of matrices.• Problem solving session	TB-1,2 RB-1
2	16-26	Set Theory for Business <ul style="list-style-type: none">• Theory of Sets: Meaning, elements; types, presentation and equality of sets,• The real numbers: natural numbers, integers, rational and irrational numbers.• Sets and set operations, union, intersection, compliment & difference of sets, Venn diagrams,• Cartesian product of two sets, Applications of Set theory.• Problem solving session	TB-1,2 RB-2
3	27-38	Function Theory for Business <ul style="list-style-type: none">• Functions, Types of functions, one-to-one and onto functions, composite functions, the inverse function• Applications of linear functions in Business, Simple equations, Quadratic equations, Cubic equations, Simultaneous equations• Arithmetic, Geometric and Harmonic progressions and their business applications• Permutations and combinations• Problem solving session	TB-1,2 RB-2
4	39-53	Derivative and Integration for Business <ul style="list-style-type: none">• The derivative of a function, Techniques of differentiation; sums, products and quotients of functions; composite functions and the chain rule• Inverse functions, implicit differentiation, differentiation of functions of single variable (excluding trigonometric functions)• Simple problems of maxima and minima; optimization, stationary points, local and global optima, Economic application of maxima and minima• Integration: Basic Rules of Integration, Methods of Integration, Definite Integrals, Improper Integrals, Economic Application of Integration.	TB-1,2 RB-1
5	54-60	Introduction to Statistics for Business <ul style="list-style-type: none">• Descriptive statistics: Application of statistics in managerial decision-making,	TB-3

		<ul style="list-style-type: none"> Collection of data tabulation and graphic presentation of data, Measures of central tendency (Mean, Median and Mode). 	
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Suggested Text Books:

1. Mathematics Textbook for Class XII, National Council of Educational Research and Training.
2. Business Mathematics - D.C.Sancheti, V.K.Kapoor, Sultan Chand & Sons, New Delhi.
3. Business Statistics: Theory and Applications – P.N. Jani, PHI Learning, New Delhi.

Reference Books:

1. Business Mathematics - Qazi Zameerudin, V.K.Khanna and S.K.Bhambri, Vikas Publishing House, Pvt. Ltd., New Delhi.
2. A text Book of Business Mathematics - Dr. R.Jaya Prakash Reddy and Y. Mallikarjuna Reddy, Ashish Publishing House, New Delhi.

Web References& Software Tools:

<https://www.libgen.is/>

Evaluation Scheme:

Mid-term Marks/Duration : 25 Marks/1:30 hrs
 End-term Marks/Duration : 60 Marks/3:00 hrs
 Internal Assessment : 15 Marks

Note: Internal assessment marks will be based on the assignments, attendance, and class performance/class tests etc.



Gautam Buddha University School of Management
Greater Noida
3 Years BBA
Course: Fundamentals of Marketing

Instructor: Dr. Naveen Kumar
Email: subhojit@gbu.ac.in
Department: Business Management
Sessions: 60

Year/Sem: 2011-12/ II Sem
Phone: Extn.6162
Credit: 4
Each Session: 60 minutes

The course is structured to provide an Advanced course in Marketing through an Integrated Market Approach. In this course, students develop a critical appreciation of the basic concepts and techniques of marketing management and strategy with an emphasis on creating customer value and building customer relationships. The course develops concepts and skills necessary for marketing decision-making and illustrates how various decision-making tools apply to actual business situations. The goal of this course is to develop a disciplined process for addressing marketing issues and problems in a variety of settings, and to give students the tools and background necessary to think through marketing problems.

Course Objectives

- i. To develop clarity in basic concepts of Marketing Management and Consumer Behavior
- ii. To conceptualize the fundamental philosophy underlying the branch of Marketing as an area of knowledge
- iii. To bring forth issues related to contemporary marketing practices that would require research interventions
- iv. To deliberate on the principles and concepts governing the area of Marketing

Course Outcomes

After completion of the course, a student can expect the following outcomes:

1. An understanding of functions methods, strategies and decision-making implications in Marketing.
2. To develop an understanding on the role of advertising in Consumer Behaviour, Promotion and Brand Building
3. Conceptualize about 'big idea development' and explain the stages of consumer decision process in Marketing.
4. Understand the concept of Emotional Intelligence and importance of its constituents

Pedagogy

A judicious mix of the following:

- Case method of learning
- Lectures
- Exercises, assignments
- Group Projects & Presentations
- Peer Discussions

Evaluation

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

Text Book

1. Ramaswamy and Namakumari, 'Marketing Management', 4th Ed, Mc Millan (2010)

Session-Plan

S.No.	Particulars	Minimum Hours
Unit 1.	An Overview of Marketing <ul style="list-style-type: none"> - Marketing Myths busted - Marketing as a Philosophy and driver of Corporate Strategy - Marketing Environment of India - Marketing Challenges in a Liberalizing and Globalizing India 	9
Unit 2.	Developing Marketing Strategy <ul style="list-style-type: none"> - Strategic Planning at Corporate Level - Marketing Planning at Business Level - Formulating Marketing Strategy Marketing Strategy—Varied Approaches <ul style="list-style-type: none"> - Analyzing Industry and Competition - Building Competitive Advantage for Value Delivery - Marketing Strategy— The Case of Reliance Textiles 	12
Unit 3.	Understanding Consumer <ul style="list-style-type: none"> - Understanding Consumer Behavior - The Indian Consumer and The Rising Consumer Market of India - Marketing Research , Tools and Techniques - Rural Marketing - Direct and Online Marketing 	12
Unit 4.	Pricing and Promotion—Capturing and Communicating Value <ul style="list-style-type: none"> - Pricing to Capture Value - Integrated Marketing Communications for Building and Conveying Value - Advertising Management - Sales Promotion - Personal Selling and Sales Management 	9
Unit 5	Conceiving and Managing Distribution as Carrier of Value <ul style="list-style-type: none"> - Distribution Logistics and Supply Chain Management - Marketing Channels - Distribution Strategy—the Case of Asian Paints - Channel Management—The Case of Titan Watches 	9
Unit 6	Connecting with Customers & Building Strong Brands <ul style="list-style-type: none"> - Creating Long-term Loyalty Relationships - Analyzing Consumer Markets - Analyzing Business Markets - Identifying Market Segments and Targets - Creating Brand Equity - Crafting the Brand Position - Competitive Dynamics 	9
	Total	60

Suggested Readings

1. Fundamentals of Marketing, by William J Stanton, Tata McGraw hills
2. Koshy, Kotler, Abraham, Jha (2007), 'Marketing Management: Indian Perspective', India Edition, PHI Publications
3. Effectiive Marketing:Principles & Practice : Bishop, Jacqueline -- 2008 Bishop, Jacqueline
4. Marketing : Broadening the Horizons -- 2008 Lagrosen,Stefan
5. Marketing Management -- 2008 Saxena,Rajan



Gautam Buddha University School of Management
Greater Noida
3 Years BBA
Course: E-Business

Instructor:	Dr.S. Banerjee	Year/Sem:2018-2021, III
Email:	subhoji@gbu.ac.in	Phone: 2346162
Department:	Business Management	Credit:4
Sessions:	60	Each Session:60 Minutes

Aims and Objectives:The internet and related technologies, such as intranets and extranets, also help organisations to increase efficiency in their internal processes. From a business perspective, the internet has had a profound effect on the way firms operate, how they communicate with others, what products they produce, how they deliver products and services, and how they seek competitive advantage. The internet has changed the ‘rules’ of trading by presenting new challenges and opportunities and altering the way firms engage and build relationships with customers. This course is designed to highlight the key issues that affect businesses who have adopted the internet as a means of trading or improving internal processes. Electronic business (e-business) is the use of the internet for these purposes. Consequently, e-business has implications for a range of issues affecting an organisation, including the adoption of technology, choice of business models, economics, marketing, legal and security issues, management and the strategies for gaining a competitive advantage. This course highlights and explains the nature and characteristics of e-business in the context of each of these key issues. Examples of e-business applications are a feature of the course and these help the process of comprehending how the internet has been used to different effects in different business settings.

Pedagogy:Entire course will be taught through lectures, relevant cases, and laboratory simulation..

Learning Outcome:The structure and content of this course has been compiled to help undergraduate students new to the subject of e-business understand the key issues from both theoretical and practical perspectives. The course is also a valuable source of guidance and information for practitioners seeking an insight into the key issues affecting an e-business venture. There are many courses covering different aspects of the internet, some focus on the technology, others on marketing or economics. There has, in recent years, been a proliferation of courses on the security and legal aspects of the internet. Many business and management courses incorporate elements of online trading into the narrative or as featured case studiesIt is Management.

Evaluation Scheme:

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

Text Book

Combe Colin (2006), 'Introduction to E-business, Management and Strategy', Elsevier Publication

Suggested Readings:

1. Chaffey, D. (2004). E-Business and E-Commerce Management (2nd edition). Prentice-Hall: Harlow
2. Plant, R. (2000). E-Commerce: Formulation of Strategy. Prentice-Hall: Upper Saddle River, NJ.

Session Plan: (Each session of 60 minutes)

Defining e-business The development of the new economy, Types of e-business and related industries, The growth of e-business, Use of the internet, E-business technology. The development of the internet, The World Wide Web (WWW), Information infrastructure, Electronic Data Interchange (EDI), Program languages, Industry standards, Wireless technology, Interactive television, Payment systems, Summary, Questions, References, Further reading

E-business markets and models E-businesses, E-business environment, E-marketplaces, E-business markets, E-business models, Types of e-business models, A framework for analysing e-business models. E-business economics: Towards perfect competition, The effect of the internet on the competitive environment, Key economic characteristics of the internet, Cost of production and distribution, Disintermediation and reintermediation, Mini Case Study: www.oag.com, Economics of information, Connectivity and interactivity, Economies of scale, Economies of scope, Transaction costs, Network externalities, Switching costs, Critical mass of customers, Mini Case Study: Online gambling, Pricing

E-marketing Internet marketing, E-marketing plan, The marketing mix, Branding, Online advertising, Targeting online customers, Interactive television and e-marketing, Customer relationship management

The internet: law, privacy, trust and security The internet and the law, Privacy, Trust, Security, Mini Case Study: BBC

The management of e-business, Managing knowledge, Mini Case Study: Ryanair, Customer Relationship Management (CRM), Supply Chain Management (SCM), Management skills for e-business, Managing risk

E-business strategy: formulation, Strategic management and objective setting, The strategic process, Internal analysis, External analysis, Competitive strategies for e-business. E-business strategy: implementation, Strategic controls, Organisational learning, Organisational culture and e-business, Organisational structure and e-business, Change management, Mini Case Study: Sure Start,

Mini Case Study: Levi Strauss E-business strategy: evaluation The evaluation process, Organisational control and evaluation, Financial evaluation, Technology evaluation, Human resources evaluation, Website evaluation, Business model evaluation, Mini Case Study: Amazon.com, E-business strategy evaluation, Mini Case Study: Zen Internet,

Gaining and sustaining a competitive advantage , , , Competing effectively , First-mover advantages , Generic strategies , Mini Case Study: Glasses Direct , Integrating generic strategies , Expanding product lines , Lock-in and switching costs , Bricks and clicks , Winner-takes-all , The problem of sustaining competitive advantage

E-business: the future, The phases of e-business development, , The performance of e-business , The future of e-business ,

Case study

Yahoo!, , The rise of Yahoo! , The fall of Yahoo! , The new regime at Yahoo! , Yahoo! in Europe , Expansion into China , Summary , References

Case study boo.com , , The value proposition of boo.com , Problems with the boo.com concept



Gautam Buddha University School of Management
Greater Noida
3 Years BBA
Course: Business Environment

Instructor: Dr. Ombir Singh	Year/Sem: 2018-19/ III
Email: omvir.singh@gbu.ac.in	Credit: 4
Department: Business Management	Each Session: 60 Minutes
Sessions: 60 hours	

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 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>
7 - 10	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>
11 - 15	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>
16 - 19	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>
20 - 25	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>
26- 30	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>
31 - 35	Class Assignment/Presentations
36 - 40	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>
41-45	Labour Environment A. Labour Legislations B. Labour Welfare and Social Security C. Industrial Relations <i>Readings Chapters: 28-30, Francis Cherunilam, Business Environment</i>
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:

Class participation/Attendance	5%
Class Test/Quiz	10%
Assignment	10%
Presentation:	5%
End-Sem Exam:	70%

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
3 Years BBA

Course:- COST & MANAGEMENT ACCOUNTING
/Sem : 2018-19/ III Sem

Sem:-III

Department: Business Management
Sessions: 60

Credit: 4
Each Session: 60 minutes

Objective: This paper will acquaint the students with cost and management accounting concepts and its application for decision making.

Course contents:

Unit 1: Cost concepts: Meaning, Scope, Objectives, and Importance of Cost Accounting, Elements of Cost, Components of total Cost, Cost sheet.

Classification of costs: Fixed, Variable, Semi-variable, Segregation Methods for Semi-variable cost in Fixed and Variable Cost. 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; Conversion cost.

Unit II: Cost-Volume-Profit Analysis: Contribution, PV Ratio, Margin of safety, Breakeven-point, cost break-even-point, cash break-even-point, Composite break-even-point, Key Factor, Break-even Analysis. Marginal Costing and its applications. Relevant Costs and Decision Making: Fixation of Selling Price, Product Profitability, Make or Buy, Maintaining given level of profit, Introduction of New product, Exploring new markets, Shut down or continue, Acceptance of an export order and Profit Planning.

Unit III: Budgets and Budgetary Control: Meaning, Types of Budgets on the basis of functions (Sales Budget, Production Budget, Purchase Budget, Material Consumption Budget, Cash Budget and Master Budget), Types of Budgets on the basis of time (Long term Budget, Short term Budget) Types of Budgets on the basis of flexibility (Fixed and Flexible Budget), Steps in Budgetary Control.

Unit IV: Standard Costing and Variance Analysis: Material Cost Variance: Price Variance, Quantity or Usage Variance, Mix Variance, Yield or Sub-usage Variance; Direct Labour: Rate Variance, Time or Efficiency Variance, Idle Time Variance, Mix or Gang Variance, Yield Variance; Overheads Variance: Fixed OH Variance: Expenditure Variance, Efficiency Variance, Capacity Variance, Calendar Variance, Volume Variance; Variable OH Variance. Activity based costing, Target costing, Life cycle costing, Responsibility Accounting, Transfer Pricing.

Readings:

- Maheshwari, S.N., and Mittal, S.N. Cost Accounting: Theory and Problems,
- M.E. Thukaram Rao, Cost Management Accounting –New Age International (P) Limited
- M. N. Arora, Management Accounting, Theory, Problems and Solutions, Himalaya Publishing House.
- Horngren, C.T., Foster, G, and Datar, S.M., Cost Accounting: A Managerial Emphasis, Prentice Hall of India Pvt. Ltd., New Delhi.

- Henke, E.O., and Spoede, C.W., Cost Accounting: Managerial Use of Accounting Data, PWS-KENT Publishing Company, Boston.
- Cost Accounting - Charles T. Horngren, Srikant M. Datar, George Foster (Indian Subcontinent Edition), Published by Pearson Education (HG)



Gautam Buddha University School of Management
Greater Noida
3 Years BBA
Course: Business policy and Strategic Management

Instructor	: Dr. Kavita Singh	Sem	: 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 intention is to provide students with strategy insights; reflect on strategic dilemmas; and practice strategy tools to enable students to become strategic thinkers. The course will cover strategy analysis, formulation of strategies at different levels of the organization, and strategy implementation. We will also reflect on the purpose of organizations, their governance, and their role towards shareholders, stakeholders and society in general. This course also provides integrated learning so that the knowledge from functional areas can be used to address business level problems or challenges. A manager at any capacity requires striving for competitiveness. The course is designed to let a student feel motivated about the applications of strategic management as discipline. 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 in alphabetic order of their roll list so that to cover all the cases prescribed. A brief write up may be asked to submit soon after their presentation. The cases must be analysed with inductive and deductive logic with clear problem identification and recommendations thereof. In the conceptual sessions, the class would also be sensitized about the forthcoming case. So that all can feel motivated to prepare well. The students are advised to go through the readings for better conceptual understanding. These readings will be supplied as and when required. Assignment may be in the form of panel discussion, role play and take home assignment. The allotment of the case will be in the ascending order of the roll list and the assignment will be in the descending order of the roll list. Casual entry and exit from the class may result deduction in marks in relevant category of sessional evaluation. Violation of punctuality may be recorded. For continuous discussion and its record, each student is advised to provide his/her gmail/email id to be part of the virtual group of the class.

Evaluation Scheme:

Case Presentation and Analysis	15 marks
Assignment	10 marks
Attendance and Punctuality	05 marks
End-Sem Exam	70 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.

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

S. No.	Topic(s)	Reference
1-6	Strategic Management and Competitiveness and related case	Chap 1
7-12	The External Environment: Related Case	Chap 2
13-17	The Internal Environment: Related Case	Chap 3
18-23	Business Level Strategy & Related Case	Chap 4
24-28	Competitive rivalry and dynamics & Related Case	Chap 5
29-33	Corporate-Level Strategy & Related Case	Chap 6
34-39	Strategic acquisitions & Related Case	Chap 7
28-30	Global Strategy & Related Case	Chap 8
40-46	Cooperative Implications of Strategy & Related Case	Chap 9
47-52	Corporate governance and ethics	Chap 10
53-57	Structure and controls with organizations	Chap 11
58-60	Leadership and Implications for strategy	Chap 12

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
3 Years BBA

Course: Professional Development Lab 1 and 2

Department: School of Management

Credit: 04

Sessions: Sixty (60 minute 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:

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:

S. No.	Components	Weightage (%)
1	Panel/ Judges (Competitive Scoring)	35

2	Continuous Assessment by Course Coordinators	65	
	Turnout (Dressing)	10	
	Class participation and Attendance	15	
	Performance in Public Speaking & Self Analysis	10	
	Performance in Reviews & News Analysis	10	
	Performance in Simulations & Management Games	10	
	Performance in Role Plays & GK Quiz (Q & A)	10	
Total		100	

Attendance Requirement:

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.

PDL 1 & 2

Unit	Topics	Hours
1.	Public Speaking & Self Analysis SWOT & Self-Introduction- PDL-I Debate/ Extempore – PDL-II GD/ Interview – PDL-I & II Topic Based Seminar-PDL-II CV, Resume and Bio-Data writing PDL-II	15
2.	Remains & News Analysis Book Review-PDL-II Articles – PDL-I & II Newspaper based article analysis-PDL-I & II	15
3.	Simulations & Management Games Collage Making - PDL-I Model Making – PDL-II Poster Making – PDL-II Games – PDL-I & II	15
4.	Role Plays & GK Quiz (Q & A) Grooming - PDL-I & II GK Quiz (Current Affairs) - PDL-I & II	15
	Total Hours	60



Gautam Buddha University School of Management
Greater Noida
FUNDAMENTAL OF RESEARCH METHODOLOGY

Instructor		Year/Sem.	2018, SEM V
Email	@gbu.ac.in	Phone	0120-234-6166
Department	Business Management	Credit	3
Sessions	60	Each session	60 minutes

Objective: To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business research

Course Contents:

Unit I

Nature and Scope of Business Research – Role of Business Research in decision making. Applications of Business Research; The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem vs. Business Research problem.

Research Design: Exploratory, Descriptive & Causal. Concept of Reliability, Internal validity and external validity. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context, Syndicated Research (in India)

Unit II

Classification of data and Primary Data Collection: Survey Vs Observations. Random sample collection methods; Comparison of self-administered Questionnaire, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews, focus groups and projective techniques.

Unit III

Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, and Interval & Ratio. Scaling techniques - paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design. Sampling concepts and design, Sampling techniques.

Unit IV

Introduction of Univariate and Bivariate analysis of data, Concept of Descriptive and inferential analysis; Chart Basics: Types and formation of charts

Unit V

Introduction to Use of SPSS in Data Analysis, Coding and editing of data on SPSS, Testing of Hypothesis, cross tabulation and Chi square test, Analysis of Variance (ANOVA) – test using SPSS and Simple Regression test on SPSS.

Report Writing, Presentation of Results and Report structure, Guidelines for effective documentation

Text Books:

1. Chawla, D, &Sondhi,N. (2011) Research Methodology Concepts and Cases (1st ed.). Vikas Publishing House
2. Malhotra, N & Dash. S (2010) Marketing Research An Applied Orientation (6th ed.). Pearson, Prentice Hall of India.

Readings:

1. Zikmund, W.G., Babin, B.J., Carr, J.C. & Griffin, M. (2013). Business Research Methods (9th ed.). Cengage Learning.
2. Johnson, R.A. &Wichern, D.W. (1997) Business Statistics-Decision Making with Data (1st ed.). John Wiley & Sons.
3. Cooper, D.R. & Schindler, P.S. (2008) Business Research Methods (10th ed.). McGraw Hill Education.



Gautam Buddha University School of Management
Greater Noida
3 Years BBA

Course:- CORPORATE FINANCE

Sem:- IV

Year/Sem : 2018-19/ I Sem

Department: Business Management

Credit: 4

Sessions: 60

Each Session: 60 minutes

Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

Course Contents:

Unit I: Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; **Agency Problem.**

Concept of Time Value of Money, present value, future value, and annuity. **Constant & Growing Annuity, Multi-period Compounding**

Unit II: Long-term sources of finance: potentiality of equity shares, preference shares, debentures and bonds, Term Loans, Convertible Debentures and warrants.

Sources of Short-Term Financing: Bank Finance in working capital; Commercial paper; Factoring Concept; Money Market instruments and Call Money Market (brief introduction)

Unit III: Long -term investment decisions: Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitably Index Method.

Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights; **WACC.**

Unit IV: Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, **Traditional and Modigliani-Miller (MM) approach, The Trade-off and Pecking Order.**

Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model;

Leverage Analysis: Operating and Financial Leverage **& Shareholders' Risk;** EBIT -EPS analysis; Combined leverage.

Unit V: Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking), Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly) - ABC Analysis; Minimum Level;

Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model), Determination of Working Capital. Various Approaches to Working Capital Management, Determining Financing Mix of Working Capital, and Factors affecting working Capital requirement

Reading

1. M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Pubilshlng Co. Ltd.
2. Rustogi , Financial Management
3. I.M. Pandey , Financial Management
4. L.J. Gitman& C.J. Zutter, Managerial Finance.
5. R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty, Principles of Corporate Finance.
6. J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management.



Gautam Buddha University School of Management
Greater Noida
3 Years BBA
Course: Quantitative Techniques

Semester:- IV Sem

Department: Business Management

Sessions: 60

Credit: 4

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:

Class participation:	5%
Assignments/ Cases:	15%
Quiz(s):	10%
End-Sem Exam:	70%

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.



**Gautam Buddha University
School of Management
BBA**

Course: Human Resource Management (BBM)

Instructor:	Dr.Monika Bhati	Year/Sem: 2018-2021, IV
Email:	monika@gbu.ac.in	Phone: 2346166
Department:	Business Management	Credit: 4
Sessions:	60	Each Session: 60 Minutes

Objective:

The course aims to equip students to develop themselves into a critically reflective and capable HRD practitioner, or a manager who can facilitate the learning of others. The major objective of the course is to explain and demonstrate the contribution of HRD in an organization and enable student to develop an ability to decide learning and training needs; and have competence in the design and delivery of learning programmes. Organizations are made up of people: their knowledge, skills, attitudes and interconnections. In order to survive and thrive, organizations need to facilitate the growth of all of these as part of a HRD strategy. Human Resource Development (HRD) is a key activity that systematically leads to the growth and development of people in organisations, and makes organisations more effective. The process of identifying needs and designing and delivering HRD interventions that are part of the course are crucial skills for all managers. The course will focus on the role of HRD in designing and implementing appropriate strategies in line with the business goals of their organization. The course will include topics related to design, development, implementation and evaluation of HRD programmes. In addition to HRD Process, it would cover a number of HRD interventions like coaching, mentoring, and counseling. The course will also address the competency mapping framework of HRD, role of HRD in career planning and development, organizational learning process and making organizations a learning organizations. Finally it will discuss about its role in developing ethical behavior and the future of HRD in Indian organizational context.

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

Evaluation Scheme:

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

Suggested Readings:

1. Werner J. M., DeSimone, R.L., Human resource development, South Western.
2. Nadler, L., Corporate human resources development, Van Nostrand Reinhold.
3. Mankin, D., Human resource development, Oxford University Press India.
4. Haldar, U. K., Human resource development, Oxford University Press India.
5. Rao, T.V., Future of HRD, Macmillan Publishers India.
6. Rao, T.V., HRD Score Card 2500: Based on HRD audit, Response Books, SAGE Publications.
7. Rao, T.V., Hurconomics for talent management: Making the HRD missionary business-driven, Pearson Education.
8. Curtis, B., Hefley, W. E., Miller, S. A., The people capability maturity model: Guidelines for improving workforce, Pearson Education.
9. Kaplan, R.S., and Norton, D.P. 1992, The Balanced Scorecard: Measures that drive performance, Harvard Business Review.

Note: Lectures should be supplemented with the case studies.

Contents:

Unit I

Introduction to Human Resource Development: Concept; Relationship between human resource management and human resource development; HRD mechanisms, processes and outcomes; HRD matrix; HRD interventions; Roles and competencies of HRD professionals; Challenges in HRD.

Unit II

HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD culture and climate.

Unit III

HRD Activities: Employee development activities- Approaches to employee development, leadership development, action learning, assessment and development centres; Intellectual capital and HRD; HRD mechanisms for workers; Role of trade unions; Industrial relations and HRD; Influence of motivation on development activities.

Unit IV

HRD Applications and Trends: Coaching and mentoring; Career management and development; Employee counselling; Competency mapping; PCMM, Balanced Score Card, Appreciative inquiry; Integrating HRD with technology, Employer branding and other emerging trends.

Unit V

HRD in Organisations: Selected cases covering HRD practices in government organisations, manufacturing and service industries and MNCs; International experiences of human resource development.



Gautam Buddha University
School of Management
BBA

Course: Principles and Practices of Management, MB-101

Instructor:	Dr.Monika Bhati	Year/Sem: 2018-2021, I
Email:	monika@gbu.ac.in	Phone: 2346166
Department:	Business Management	Credit: 4
Sessions:	60	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:

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

1. Bhat, A & Kumar, A. Management- Principles, Processes, and Practices, Oxford University Press, 2008
2. Heinz and Koontz Management: A Global and Entrepreneurial Perspective:, Mc Graw Hill, 2008

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

Unite 1:

Introduction to Management

- Organizations & the need for Management
- The Management Process
- Types of Managers
- Role of Managers
- Function Areas of Management

Unite 2:

The Evolution of Management Theory

- 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

Unite 3:

Management Process , Role and Function

- Planning
- Organizing
- Staffing
- Directing
- Controlling

Unite 4:

Motivating People at Work

- Motivation and , Moral and job satisfaction
- Theories of Motivation :
 - Need Theories,
 - Maslow' Need Hierarchy,
 - Herzberg's Two Factor theory,
 - Achievement Motivation theory,
 - McGregore's Theory X and Y

Unite 5:

Management of Organizational Change and Development

- Meaning and Concept
- Types of Change
- Concept of Planned Change
- Process and Types of Planned Change
- Resistance to Change
- Management of Change

Unite 6:

Organizational Design And Organizational Structure

- Building Blocks
- Organizational Design: The Classical Approach
- Downsizing
- Types of Organizational Structure

Instructor:	Dr. Mukesh Verma	Year/Sem:	
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 or 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

Regularity:	10 marks
Participation in Classroom Discussion:	5 marks
Project Assignment:	10 marks
Mid-Sem:	25 marks
End-Sem:	50 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 • 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



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

Programme- Integrated BBA+MBA

Production and Operations Management (BB-301)

Year/Sem: 2020-21/V **Credit:** 04 **Sessions:** 60
Each Session: 60 Minutes

Introduction:

Production and Operations Management (OM) has been a key element in the improvement in productivity in businesses around the world. Creating a competitive advantage through operations requires an understanding of how the operations function contributes to productivity growth. 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. This course covers the latest and most important issues facing production managers as well as basic tools and techniques.

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, 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.

Evaluation Scheme:

Assignment / Class participation, Quiz, and Presentation etc.	: 15%
Mid-Sem Exam	: 15%
End-Sem Exam	: 70%

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.

Session Plan: (Each session consists of 60 minutes)

Session No.	Topics to be covered
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	Operations Strategy <ul style="list-style-type: none"> • Strategic Management Perspective • Productivity: Importance, productivity ratio, productivity measurement, productivity index
3-5	Project Management <ul style="list-style-type: none"> • N/W Diagram • PERT, CPM etc. • Problem Solving
6-7	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
8-9	Process Analysis <ul style="list-style-type: none"> • Types of Processes • Analyzing Cycle time, throughput time, WIP, process output etc.
10-12	Strategic Capacity Planning and Investment Decisions <ul style="list-style-type: none"> • Determination of Plant Capacity • Capacity Planning Strategies • Planning Service Capacity • Investment decisions
13-14	Job Design and Work Measurement <ul style="list-style-type: none"> • Job design decisions • Method Study, Time Study • Work Sampling
15-16	Manufacturing Process <ul style="list-style-type: none"> • How Production Processes are Organized • Manufacturing Processes (conversion/fabrication processes etc.)

	<ul style="list-style-type: none"> • Capacity analysis
17-20	Plant Layout and Materials Handling <ul style="list-style-type: none"> • Process and Product layout • Fixed Position Layout/Project layout • Layout Design Procedures • Material Handling Systems • Line Balancing
21	Case Study Analysis
22-24	Facility Location <ul style="list-style-type: none"> • Single and multiple facility location problem • Warehouse Location Problem
25-28	Demand Management and Forecasting <ul style="list-style-type: none"> • Dependent vs independent demand • Components of Demand • Forecasting Models • Errors in forecasting problem solving
29-33	Materials Management and Inventory Control <ul style="list-style-type: none"> • Integrated materials management • Inventory control • Inventory Models • Purchasing and stores management • Problem Solving
34	Production Planning and Control <ul style="list-style-type: none"> • Introduction • Strategic, tactical and Operational decisions • Scheduling- An introduction
35-37	Aggregate Production Planning <ul style="list-style-type: none"> • Sales and Operations planning • Aggregate production planning strategies • Aggregate Planning Techniques
38-41	Material Requirements Planning <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
42	Case Study Analysis
43-45	Operations Scheduling <ul style="list-style-type: none"> • Objectives of work-centre scheduling • Single machine scheduling • Flow Shop and job-shop Scheduling • Problem Solving
46-49	Quality Control <ul style="list-style-type: none"> • Introduction • Process Capability • Control charts etc. • Six Sigma

50-51	<p>Maintenance Planning and Control</p> <ul style="list-style-type: none"> • Maintenance Objectives • Reliability • TPM
52-56	<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
57-58	<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
59	Case Study Analysis
60	Presentations by the Students



Gautam Buddha University School of Management
Greater Noida
3 Years BBA

Course: Industrial Relations

Instructor:	Dr. Lovy Sarikwal	Year/Sem: Sem-5
Email:	lsarikwal@gbu.ac.in	Phone: 6155
Department:	Business Management	Credit: 4
Sessions:	Forty Five + thirty Tuts	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. It helps to critically assess the strengths and weakness of different approaches to the study of employment relationship. Further it will help to understand the approach to the study of industrial relations .

Student 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.

(Each session of 60 minutes)

UNITS	Contents
Unit 1	Introduction to Industrial Relations Concept, Objective, approaches, Scope, Constitutional framework Causes and remedies, industrial relation system
Unit 2	Settlement of Industrial Disputes Industrial Disputes Act, 1947, Causes & Effects Methods and machinery for settlement of industrial disputes Authorities for resolution of disputes
Unit 3	Instruments of economic Coercion Strikes , Picketing , Gherao, Bandh Lockout- Rights Justification and Dismissal
Unit 4	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;
Unit 5	Collective Bargaining Concept and meaning of collective bargaining Prerequisites of collective bargaining Advantages and disadvantages of collective bargaining. Collective bargaining in India.

Unit 6	Factory Act 1948
Unit 7	Minimum Wage Act 1948, Payment of wages Act 1936
Unit 8	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

Text Book

1. Personnel Management and Industrial Relation-PC Tripathi, Sultan Chand.

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, Industrial Relations , Trade unions & labour Legislations., Pearson publications.
4. Ghosh Piyali Nandan Shefali- Industrial relations Labour Laws, Mc Graw Hill

Evaluation Scheme

Class Presentation	: 10 Marks
Class Tests	: 10 Marks
Assignments / Case Discussion	: 10 Marks
End-Sem	: 70 Marks
Total	: 100 marks



The Gautam Buddha University School of Management
Greater Noida
Integrated Master in Business Administration

Course: Mercantile and Cyber Laws

Department: Business Management
Session: 60 (60 Minute)

Semester: V
Credit: Four

Introduction: Law is an essential and integral part of all activities of Business. No business can successfully conduct without understanding relevant Mercantile & cyber laws.

Objectives: The objectives of the course are:

- (A) To create awareness about legal processes and provisions relevant to running a business.
- (B) To apply the provisions of law for taking correct decisions in business.

Pedagogy: The pedagogy will be based on mix of lectures, experience sharing, real life discussions and assignments. The principles of law would be discussed with the relevant cases.

Suggested Readings:

1. Elements of Mercantile Law- By Kapoor N.D. (S.Chand and Company)
2. Business Law- By M.C. Kuchhal.(S.Chand and Company)
3. Mercantile Law- By Dr. Avtar Singh. (Eastern publishing House)
4. Cyber law – by Dr Jyoti Ratan
5. Mercantile law – P.C. Tulsian.

UNIT I:

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.

UNIT II:

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.

UNIT III:

Partnership Act 1932: Definition of Partnership, Essential for Partnership, Formation of Partnership, Registration of Partnership, kinds of Partners, rights and duties of Partners, minor's status in a partnership firm, dissolution of Partnership firm.

Limited liability partnership Act, 2008: Salient Provisions.

UNIT IV:

Negotiable Instrument 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 dishonored cheque and overdue instrument, banker and customer, crossing of a cheque, obligation of a banker, protection granted to a banker, obligation of a customer and bouncing of a cheque.

UNIT V:

Consumer Protection Act, 1986: concepts: Consumer, Goods, Deficiency, Services and Redressal Agencies.

Information Technology Act 2000 an overview—Definitions, Digital signature, Electronic governance, Offences and Contraventions, Punishments, Duties of Subscribers, Regulation of Certifying Authorities.

Introduction of Cyber Law-

Definition and Nature of Cyber Crime, Kinds of Cyber Crime, Prevention of Cyber Crime.



Gautam Buddha University School of Management Greater Noida

BBA

Course: Business Communications

Instructor:
Email:
Sessions: 60

Year/Sem:
Phone:
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:

1. To provide the learners with the basic concepts of Communication.
2. To acquaint them with the nuances of Communication in the business organisations.
3. 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:

1. relate to and handle nuances of Communication effectively in the contemporary context.
2. connect to and communicate in business environments as professionals,
3. 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.

S. No.	Components	Weightage (%)
1	Class Participation	05
2	Projects & Assignments	10
3	Case studies & presentations	10
4	Mid-Semester Test	25
5	End-Semester Test	50
Total		100

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:

1. BUSINESS CORRESPONDENCE AND REPORT WRITING, R.C. Sharma & Krishna Mohan, TMH- 3rd Edition 2007
2. BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10th Edition 2007
3. CONTEMPORARY BUSINESS COMMUNICATION, Scot Ober, Biztantra, 5th Edition (Indian Adaptation) 2008
4. NEGOTIATIONS, Michael L. Spangle & Myra Warren Isenhardt, Sage Publications, South Asia Edition 2008
5. 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)

Gautam Buddha University School of Management Greater Noida

Master in Business Administration

Course: Conflict Management(MB- 313)

Area: Human Resource Management (Open Elective)

Credit: Two (30 Hrs)

Department: Business Management (60 MINUTE EACH)

Introduction:

Conflict management is the practice of being able to identify and handle conflicts sensibly, fairly, and efficiently. Since conflicts are a natural and inevitable part of the workplace, so it is important to successfully handle the workplace issues. This course is designed to promote understanding of issues related to behavior and conflict management in corporate world and impart skills for analysis and resolution of conflict situation. The course gives students an understanding of the theories, approaches, techniques and strategies to conflict management as well as skills to turn around conflict situation in the workplace in a clear, assertive and constructive manner.

Objective:

- Recognising and understanding conflict in the workplace and why it happens.
- Understanding individual reactions to conflict.
- Managing reactions to conflict.
- Making interventions appropriate to the situation.
- Knowing when to get involved.
- Getting to the heart of a conflict.
- Dealing with emotion

Evaluation Scheme:

Regularity & Participation	05
Assignments	05
Presentation	05
Mid – Sem Exam:	15
End-Semester Exam:	70

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Text Book: James Schellenburg, (1996), Conflict Resolution: Theory, Research and Practice, State University of New York Press, Albany.

Reference Books

- Martin Deutsch, (1973), The Resolution of Conflict: Constructive and Destructive Process, Yale University Press, New haven
- Robert J Edelman, (2000), Interpersonal Conflicts at work, University Press, Hyderabad
- Asish Kumar Das, (2008), Contemporary Conflict Resolution, Sarup & Sons, New Delhi.
- Fisher, R and Ury, W, (1986), Getting to Yes. Negotiating Agreement without Giving in. London, Hutchinson Business Books Ltd.
- Mark Gerzon, (2006) Leading Through Conflict, Harvard Business School Press, Boston, USA.
- Carol Tavris, (1989), Anger: The misunderstood Emotion, A Touchstone Book, New York.
- John Paul Lederach, (2003), The Little book of Conflict Transformation, Good Books, Intercourse, PA.

Journals

- Journal of conflict resolution
- The journal of conflict management
- Negotiation and Conflict Management Research

Websites






- <https://www.crnhq.org/>
- <https://conflictmanagementstrategies.com/>
- <https://www.communicationandconflict.com/>
- <https://www.shrm.org/>

Session Plan: (Each session of 60 minutes)

Session No.	Content
1-3	Understanding Conflict I. Identify common sources and levels of conflict. II. Explore the belief/behavior cycle that underpins conflict III. Triggers to aggressive behavior IV. Understanding others' needs when they are angry V. Types of conflict VI. Stages of conflict escalation
4-7	Responding to Conflict Situations I. Signs and symptoms of aggression. II. Conflict 'flashpoints and the impact of 'red rag' words and phrases. III. Understanding your natural response. IV. Analyzing the conflict so it is clear and easy to understand.

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	<p>V. Emphasizing what you agree on and what you do not agree on.</p> <p>VI. Managing your body language.</p> <p>VII. Staying calm and managing your own emotional responses</p>
8-13	<p>Techniques and Tactics for managing conflict</p> <p>I. Employ a systematic approach to solve conflicts.</p> <p>II. Structuring and controlling the conversation.</p> <p>III. Listening, responding with empathy and calming the situation.</p> <p>IV. Acknowledging difficulties and emotions.</p> <p>V. Managing unpredictability (drugs, alcohol, mental illness, etc.)</p> <p>VI. Saying no effectively.</p> <p>VII. Handling abusive behavior.</p> <p>VIII. Delivering Difficult Messages.</p>
14-18	<p>Manage Conflict Escalation</p> <p>I. The impact of aggressive behavior.</p> <p>II. Dealing with aggressive and negative behavior.</p> <p>III. Responding to personal criticism and entrenched behavior.</p> <p>IV. Non-threatening ways to highlight the consequences of escalation.</p>
19-23	<p>Moving Difficult Situations Forward</p> <p>I. Leadership skills for conflict resolution.</p> <p>II. The power of open and honest communication.</p> <p>III. Following a positive strategy for conflict resolution.</p> <p>IV. Key interpersonal skills for resolving conflict.</p> <p>V. Listen without judgment and ask focused questions.</p> <p>VI. Emphasize a win/win strategy.</p> <p>VII. Simple ideas for resolving conflict.</p>
24	Class Discussion
25 - 30	Project presentations



Gautam Buddha University School of Management
Greater Noida
3 Years BBA

Course :- FINANCIAL MARKETS AND INSTITUTIONS

Department: Business Management

Semester: VI

Session: 60 (60 Minute)

Credit: Four

Objective: The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment.

Course Content:

Unit I: Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; major reforms in the last decade; Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets.

Unit II: Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of STCI and DFHI in money market, Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, Secondary market for government/debt securities, Over subscription and devolvement of Government Securities, Government securities issued by State Governments, Municipal Bonds, Corporate Bonds vs. Government Bonds.
Currency Market, Debt Market- role and functions of these markets.

Unit III: Capital Market : Primary & secondary market,
Primary Market for Corporate Securities in India: Issue of Corporate Securities: Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Corporate Listings : Listing and Delisting of Corporate Stocks.

Unit IV: Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues; Indian Stock Indices and their construction, maintenance, adjustment for corporate actions (rights, bonus and stock split;) on index, free float vs. full float methodology, Classification of Securities to be included in the Index, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Major Instruments traded in stock markets: Equity Shares, Debentures, Myths attached to Investing in Stock Markets. Trading of securities on a stock exchange; Selection of broker, capital and margin requirements of a broker, MTM and VAR Margins, kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, margin trading and margin adjustment, contract note and settlement of contracts, Algorithmic trading, Settlement mechanism at BSE & NSE

UNIT V

Products offered by Banks and FIs: Retail banking and corporate banking products.

Universal Banking: need, importance, trends and RBI guidelines, Core banking solution (CBS); RTGS and internet banking, NBFCs & FIs: NBFCs and its types; comparison between Banks and

NBFCs.

Regulation of Banks,

Role of RBI as a central banker;

Readings:

1. Saunders , Anthony & Cornett , Marcia Millon (2007). Financial Markets and Institutions (3rd ed.). Tata McGraw Hill
2. Khan, M Y. (2010). Financial Services (5th ed.). McGraw Hill Higher Education
3. Shahani, Rakesh(2011). Financial Markets in India : A Research Initiative. Anamica Publications
4. Goel, Sandeep. (2012). Financial services.PHI.
5. Gurusamy,S. (2010). Financial Services.TMH.



Gautam Buddha University School of Management
Greater Noida
3 Years BBA
Course: International Human Resource Management

Instructor: Dr. Lovy Sarikwal
Email: lsarikwal@gbu.ac.in
Department: Business Studies
Sessions: 45+ 30 Tuts

Year/Sem: 2013-14 Sem.4
Phone: 6155
Credit: 04 ,
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:

Internal	: 30 Marks
End-Sem	: 70 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
3 Years BBA

Bachelor in Business Administration
Course: Selling Skills and Digital Marketings

Instructor:	Dr. Subhojit Banerjee	Year/Sem:	2010-12, III
Email:	subhojit@gbu.ac.in	Phone:	2346162
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	: 20 Marks
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), 'Introduction to E-business, Management and strategy', 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. Havaladar 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	Controlling the Sales Effort The Sales Budget Quotas Sales Territories. Sales Control and Cost Analysis.	T 1-Ch. 20,21,22,23
Digital Marketing		
36-43	Overview Of Digital Marketing Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher	T 2-Ch.1,

	Marketing, Crowdsourcing)	
44-48	Web Marketing Search Engine Optimisation (SEO) Online Advertising Social Media Marketing (Facebook & LinkedIn) Mastering Google (AdWords Advertising, Analytics & Applications)	T 2 Ch. 6,8
49-54	Micro Blogging - Twitter Copy Writing For The Web, Social Media & Mobiles Mobile Marketing Email Marketing Video & Audio (Podcasting) Marketing Strategic & Action Planning	T 2- Ch. 2,3
55-57	E-business: the future, The phases of e-business development, , The performance of e-business , The future of e-business	T 2.Ch 4
57-60	Case study - Yahoo!, The rise of Yahoo! , The fall of Yahoo! , The new regime at Yahoo! , Yahoo! in Europe , Expansion into China Case study boo.com , , The value proposition of boo.com , Problems with the boo.com concept	



Gautam Buddha University School of Management
Greater Noida
3 Years BBA

Course: Entrepreneurship & Startups

Department: Business Management
Faculty: Dr Kavita Singh

Sem:-VI
Credit:4
Sessions:60

Introduction

The success and failure of many start ups have fetched considerable learning interest about entrepreneurship. Numerous corporate have also introduced this course to promote the practitioners within. Practice of starting is largely dependent upon the process of this discipline. The course will offer the journey of entrepreneurship from alpha to omega. The course invites student to internalize how a venture is conceived, and then attains success or failure.

Course objectives

1. To orient the students about the reward and pitfalls of entrepreneurship
2. To instill an interest among them to set up new venture or practice it at corporate
3. To integrate their learning about related fields

Pedagogy

My teaching philosophy is joint discovery of related ideas and implementation road map. The primary lecture responsibility is mine and discussion responsibility is of students. Evaluation Scheme is as follows:

Case Analysis and participation	15 marks
Attendance and Punctuality	05 marks
Assignment	10 marks
End-term Exam	70 marks

Text Book

Entrepreneurship: Theory and practice by Raj Shankar (Publisher-Vijay Nicole & TMH), Latest edition

Additional Readings

Stay Hungry, Stay Foolish by Rashmi Bansal
Business Maharajas by Gita Piramal

Session No.	Topic(s)	Case/Exercise
1-7	Introduction to Entrepreneurship and Process	Mphasis
8-12	Creative process, Idea to opportunity mapping	Calorie Care
13-18	Business Modeling	Naukri.com
19-25	Writing Business Plan	Reviewing a live business Plan: Case Exercise1
25-31	Forms of Ownership	Case Exercise2
32-38	Financing the start up	Basix
38-43	Evolution of a start up	Renuka Sugars

Ireland (Publisher-Pearson), Latest edition

Session Plan: (Each session of 60 minutes)

44-49	Networking	Groundnut Digger case
50-53	Intellectual Property	Trademark of Frooti
54-56	Franchising	Subhiksha
57-60	Stalling, sickness and revival	Rajkot cluster

Note: The case/assignment/project will be announced in class, and shared online