

Teaching Scheme of Batch 2022														
Semester	Category	Course	Course Title	Hours per week			Credits	Max Marks			Passing Marks			Total
		Code		L	T	P		E	CEC	V	E	CEC	V	Marks
1	Value Added Course	50160101	Business English (BE)	3	-	-	3	80	70	-	32	28	-	150
	Core Subject	50160102	Mathematics and Data Interpretation (MDI)	4			4	80	70	-	32	28	-	150
	Skill Enhancement	50160103	Information Technology Systems-1 (IT-1)	3	-	1	4	80	70	-	32	28	-	150
	Core Subject	50160104	Fundamentals of Managerial Economics (FME)	4	-	-	4	80	70	-	32	28	-	150
	Core Subject	50160105	Fundamentals of Management (FM)	4	-	-	4	80	70	-	32	28	-	150
	Core Subject	50160106	Fundamentals of Accounting & Analysis (FAA)	4	-	-	4	80	70	-	32	28	-	150
	Core Subject	50160107	Business Structure Process (BSP)	4	-	-	4	80	70	-	32	28	-	150
	Elective	50160111	Corporate Etiquettes	2	-	-	2	50	-	-	20	-	-	50
		50160112	Theatre-1											
		50160113	Voice Over											

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1	Value Added Course	50160101	Business English (BE)	3	-	-	3	80	70	-	32	28	-	150
	Core Subject	50160102	Mathematics and Data Interpretation (MDI)	4			4	80	70	-	32	28	-	150
	Skill Enhancement	50160103	Information Technology Systems-1 (IT-1)	3	-	1	4	80	70	-	32	28	-	150
	Core Subject	50160104	Fundamentals of Managerial Economics (FME)	4	-	-	4	80	70	-	32	28	-	150
	Core Subject	50160105	Fundamentals of Management (FM)	4	-	-	4	80	70	-	32	28	-	150
	Core Subject	50160106	Fundamentals of Accounting & Analysis (FAA)	4	-	-	4	80	70	-	32	28	-	150
	Core Subject	50160107	Business Structure Process (BSP)	4	-	-	4	80	70	-	32	28	-	150
	Elective	50160111	Corporate Etiquettes	2	-	-	2	50	-	-	20	-	-	50
		50160112	Theatre-1											
		50160113	Voice Over											

3	Ability Enhancement Course	50160301	Managerial Communication (MC)	3	-	-	3	80	70	-	32	28	-	150
		50160302	Design Thinking (DT)	3	-	-	3	80	70	-	32	28	-	150
	Core Subject	50160303	Art of Strategy (AS)	3	-	-	3	80	70	-	32	28	-	150
	Core Subject	50160304	Digital Marketing Strategies for Managers (DMSM)	3	-	-	3	80	70	-	32	28	-	150
	Core Subject	50160305	Fundamentals of Production and Operations Management (FPOM)	3	-	-	3	80	70	-	32	28	-	150
	Core Subject	50160306	Indian Financial System (IFS)	3	-	-	3	80	70	-	32	28	-	150
	Elective	50160311	Personal Styling	1	-	-	1	50	-	-	20	-	-	50
		50160312	Financial Literacy											
		50160313	Training and development											
		50160314	Leadership											
		50160315	Sports Management											
				19	-	-	19	530	420	-	212	168		950
4	Ability Enhancement Course	50160401	Introduction to E-Business (IEB)	3	-	-	3	80	70	-	32	28	-	150
	Multidisciplinary Subject	50160402	Management Accounting for Decision Making (MADM)	3	-	-	3	80	70	-	32	28	-	150
	Core Subject	50160403	Public Relations Management (PRM)	3	-	-	3	80	70	-	32	28	-	150
	Core Subject	50160404	Macro Economics (MC)	3	-	-	3	80	70	-	32	28	-	150
	Core Subject	50160405	Financial Management for Decision making-1 (FMDM-1)	2	-	-	2	80	70	-	32	28	-	150

	Core Subject	50160406	Business Law (BL)	3	-	-	3	80	70	-	32	28	-	150
	Value Added Course	50160407	Business Ethics	2	-	-	2	80	70	-	32	28	-	150
	Elective	50160411	Basic of Capital Markets	1	-	-	1	50	-	-	20	-	-	50
		50160412	Recruitment & Selection											
		50160413	Motion Graphics											
		50160414	Management lessons from Indian Ethos											
		50160415	Event Management											
				20	-	-	20	610	490	-	244	196		1100

Batch 2022_ Semester 1 Syllabus

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Business English

Subject Code: 50160101

Course Credit: 03

Course Coordinators: Asst. Prof Parita Unadkat

Course Duration: 45 sessions of 60 minutes

1. Course Educational Objective:

CEO1	To equip the students with the basic knowledge of English Grammar and its usage.
CEO2	To enhance students with the ability to read and write effectively in English Language.
CEO3	To reinforce the importance of effective personal and business communication in today's business environment.

• Course Outcome:

CO1	Students will be able to learn the importance of English language
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CO2	Students will be able to evaluate personal communication, verbal and non-verbal, formal and informal to identify specific areas.
CO3	To acquaint the students with basic concepts and techniques of communication, viz. Listening, Speaking, Reading and Writing (LSRW Skills)

2. Course Duration: The course duration is **45 sessions of 60 minutes** each along with their CIE project, which will run simultaneously with their classroom sessions.

3. Course Content:

Module No.	Content	No. of Sessions
I	English Grammar <u>Parts of Speech:</u> <ul style="list-style-type: none"> ● Adjectives ● Verbs ● Tenses ● Voices ● Conjunctions ● Articles and Prepositions Direct – Indirect Speech	13
II	English: Reading and Writing Poem Stories Reading Comprehension Paragraph Writing Precis Writing	07

III	Communication: Process Importance Forms Barriers Verbal and Non-Verbal Formal and Informal Seven C's of Communication	10
IV	Effective Skills Listening: Definition, types, features of good listener Speaking: Planning and Structure of Presentation, Strategies to improve Oral presentation, Ways of delivering oral message Reading: Writing: Business Letters, Resume and Job Application, E-mail drafting, Report Writing	15

4. Session Plan

Session No.	Topic Covered	Reading References
1-6	English Grammar Introduction to parts of the speech, discuss Nouns, pronouns, adjectives, Verbs, Articles, Conjunctions & Preposition.	Intermediate Grammar Usage and Composition- M.L Tickoo, A.E. Subramanian, P. R Subramaniam. Latest Edition Orient Longman Ltd. Communication Skills By Sanjay Kumar Pushp Lata Oxford University Press. Latest Edition

7-12	English Grammar Tenses, Voices, Direct – Indirect	Communication Skills By Sanjay Kumar Pushp Lata Oxford University Press. Latest Edition
13 -17	English: Reading and Writing Poem Stories Reading Comprehension Paragraph Writing Precis Writing	Poems from World's Greatest Poems Collectable Edition 1. Solitary Reaper By William Wordsworth Pg 119. 2. In Memoriam By Alfred Tennyson Pg. 198 3. Stopping by the Woods on a Snowy Evening. By Robert Frost pg 327 Poems and short stories from Variety of Expression Edited by Mohammed Aslam Poems 1. All the world's a Stage By William Shakespeare. Pg 1 2. Night Of The Scorpion. By Nissim Ezekial Pg 26 Short Stories: 1. The Selfish Giant By Oscar Wilde Pg. 39 2. Hardy and Ramanujan. By CP Snow Pg 67 Short Stories from World's Greatest Short Stories Collectable Edition 1. The Necklace. By Guy De Maupassant Pg 243 2. The Open Window. By H.H. Munro. (SAKI) Pg 294. 3. The Cabuliwallah. By Rabindranath Tagore. Pg 488.

18-24	Communication: Process Importance Forms Barriers Verbal and Non-Verbal Formal and Informal Seven C's of Communication	Communication Skills Sanjay Kumar Pushpa Lata OUP Latest Edition Communication Skills by Leena Sen Prentice Hall illustrated Edition
25-36	Effective Skills Listening: Definition, types, features of good listener Speaking: Planning and Structure of Presentation, Strategies to improve Oral presentation, Ways of delivering oral message Reading: Writing: Business Letters, Resume and Job Application, E-mail	Business Communication Meenakshi Raman & Prakash Singh OUP Latest Edition Communication Skills by Sanjay Kumar and Pushp Lata OUP Latest Edition Besides whatever PPTs provide in your class work for reference.

Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Wren & Martin	English Grammar and Composition	Chand Publication	Latest
2	Meenakshi Raman's	Technical communication	OUP	Latest
3	K.K. Sinha	Business Communication	Taxmann Publication	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 1

Subject Title: Mathematics & Data Interpretation

Subject Code: 50160102

Course Credit: 04

Course Coordinator: Dr. Stuti Dholakia

Course Duration: 45 sessions 60 minutes/session

Course Objective:

CEO1	To make students understand the basics of mathematics
CEO2	To make students understand the basics of statistics
CEO3	To make the students learn to summarize and analyze quantitative information for decision-making

Course Outcome: At the end of this course, students shall be able to

CO1	Students will understand the basics of the concepts of Probability, Derivatives
CO2	Students will understand the basics of Data Analysis & Interpretation
CO3	Students will understand to summarize and analyze quantitative information for decision-making

Pre-Requisites:

- Elementary understanding of function and limits
- Basic knowledge of Venn Diagram

Course Content:

Sr. No.	Module	Content	No. of Sessions	Applied Learning
1	Data Presentation	<p>Data Classification & Tabulation of data: Simple and Complex Table. Advantages & Disadvantages of tables.</p> <p>Presentation of data: Graphical representation of data with help of various graphs/charts: Line chart, Bar chart, Pie chart, Scatter charts, Interpretation of Graphs and making valid inferences.</p>	12	<p>Field Project:</p> <p>Step 1: Collect the data of your family and ten neighbors categorizing on basis of age, gender, stage of lifecycle etc.</p> <p>Step 2: Draw different tables and charts on the data. Step 3: Interpret the scenario of your locality.</p>
2	Investment calculations	<p>Interest calculations for financial options, Comparisons of returns under different investment plans (Like, PPF/ FD/ Stock market returns), EMI calculations</p> <p>(On EXCEL only)</p>	8	<p>Will make it easy to make them conceptually understand the concepts</p>
3	Theory of chances	<p>Meaning – Basic terminology of probability – Classical and relative frequency approach to probability – Conditional probability and independence of events –Bayes’ theorem for two and three events</p>	10	<p>Probability theory is widely used in the area of studies such as statistics, finance, weather forecasting, insurance, computer science, and game theory.</p>

4	Derivatives and its applications	Concept of differentiation – Derivatives of standard functions – Laws of derivatives for the sum, difference, product and quotient – Second order derivatives – Criteria for maxima and minima and their applications in economics	10	To understand the Elasticity of Demand and its optimum values
5	Practical	Case_Study Workshop:	5	

Market Survey evaluation Criteria: (10 marks)

- Selection of the product
- Comparison using presentation of different charts
- Decision

Session Plan: (Module 1 & 2 will be taught on Excel)

Session s	Topics	Reference Books
1-2	Concept of Data & its types	
3-5	Explanation of data and its classification	
6-8	Presentation of Data with the help of charts	
9-10	Presentation of Data with the help of graphs	

11-12	Interpretation of various graphs	Microsoft Inside out (Statistics with Excel)
13-15	Creation of tables: Introduce the terminology. Creation of Simple tables & Complex tables	
16-20	Introduction to Line & Bar Chart in EXCEL	
21-22	Designing of Pie Chart, Scatter Chart in excel	
23-27	Mixed & Grouped Charts	
28-30	Concepts of Probability	Probability Theory by Alfred Renyi
31	Concept of Bayes' Theorem	
32-33	Concept of Differentiation & Derivatives	Applied Math for Derivatives by John S Martin
34	Laws of Derivatives of Sum & Difference	
35	Laws of Derivatives of Product & Quotient	
36-40	Second order Derivatives	
41-45	Maxima & Minima applications in economics	

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 1

Subject Title: IT Systems-I

Subject Code: 50160103

Course Credit: 03

Course Coordinator: Asst. Prof. Divya Shetlur, Asst. Prof. Vikas Gokhale

Course Duration: 45 sessions 60 minutes/session

1. Course Objectives:

CEO 1	The objective of this course is to introduce the students to the basic concepts of computer.
CEO 2	Special emphasis will be laid on helping students to acquire a high degree of proficiency in Windows based applications in various functional areas of management
CEO 3	This course will imbibe in students, the skills to create, modify and present the project reports efficiently in future.

2. Course Outcomes:

CO 1	Demonstrate an understanding of the different data representations.
CO 2	Analyse and solve business problems using modern productivity tools

CO 3	Proficiency in office management IT tools for effective and efficient functioning.
CO 4	Evaluate various interdisciplinary management concepts and issues related to information systems and technologies
CO 5	Demonstrate proficiency in the solving business problems using software applications.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions/ Lab Sessions
I	<p>Introduction to Computer Systems: <u>Hardware Technologies:</u> Components of Computer, Types of IT Tools: Mainframes, Supercomputers, Servers; End User Hardware: Desktop, Laptops, other mobile devices, Storage Technologies: Magnetic, Optical, flash Memory and Solid State Drives(SSD); their advantages and disadvantages; Storage Area Networks (SAN), Storage Area Networks (SAN) devices for backup; Introduction to Server Technology platforms - Intel and Sun based.</p> <p><u>Software Platforms:</u> Operating System Platforms - Windows, Unix, Linux (open-source platforms), overview of OS principles and key differences between the various</p>	8

	<p>platforms, Application of IT Systems in various field.</p> <p><u>Application Software:</u> Concept and Types</p> <p><u>Disruptive Technologies:</u>Basic Concept</p>	
II	<p><u>MS Word:</u> MS –Word: Introduction to word: Working with Word- Opening, Typing, Editing and saving a document; Formatting Text, line and paragraph; Page design and layout; Creating graphical content: Inserting Tables and charts, Hypertext and hyperlinks; Working with Longer Documents, Writing Applications, Mail Merge, Macro, Common Shortcuts in MS Word</p>	10
III	<p><u>MS Excel:</u> Introduction to Excel: Workbook and Workshpace files, Spread sheet, Cells, Rows and Columns, Ribbon Explanation with Tabs: Cell Reference and Range, Formulas, Functions - Autosum, Text, Date & Time; Logical, Mathematical; Average, Count Numbers, Min, Max; Text - CHAR, CONCATENATE, TRIM, LOWER, UPPER; Date & Time - Date, DATEVALUE, DAY, DAYS360, Datediff; Logical - AND, OR, TRUE, FALSE; V-lookup and H-lookup functions, Range names.</p>	12

	<p><u>Formatting Worksheet:</u> Cell, Row and column formatting, Text Alignment, Borders and styling, Headers and footers</p> <p><u>Graphical Representation in Excel:</u> Different Charts, how to insert and Edit.</p> <p><u>Data Analysis:</u> Data Sorting, Filter, Conditional Formatting, Tables (Single & Double Input Tables), Pivot Tables, Analysis Toolpack (Whatif analysis).</p> <p><u>Collating and Categorizing data:</u> Frequency Distribution, Cumulative frequency distributions, Discrete and continuous data sets, Principles of selecting class intervals, Categorizing data.</p> <p><u>Descriptive Statistics:</u> Central Tendency (Mean, Median, Mode)</p> <p><u>Data security and protection:</u> Hide Excel worksheet & change visibility, Protecting Data, Cell and Sheet in Excel.</p>	
IV	<p><u>MS PowerPoint:</u></p> <p><u>The screen and its elements:</u> The office Button, Quick access, Ribbon and the tabs, Thumbnails, Note Field, The Status Bar, View Buttons, Normal View, Slide sorter, Slideshow, Zoom.</p>	10

	<p><u>Presentation Basics:</u> Creating or opening blank presentation, Add or importing Text to a Blank Slide, Saving a presentation, adding, organizing and deleting slides, Print layout.</p> <p><u>Designing and Formatting slides:</u> Working with fonts and applying effects, Inserting Bullets and numbers, Inserting Objects, Adding and formatting Text Box, Applying themes and changing slide layout.</p> <p><u>Creating Graphical Presentations:</u> Inserting and modifying charts, different types of charts and layouts, Inserting and formatting Images, smart Art graphics, Multimedia clips, video, and hyperlinks.</p> <p><u>Refining Presentation:</u> Adding Date, Time and slide number, Organizing slides, Transition effects, Slide Animations, Text animations, Animating images and objects, setting and Slide Show.</p>	
V	<p>Practical: Students will prepare and give presentations on any of the above topics related to the provisions and applicability of the subject in the presence of their faculty guide.</p>	5

4. Details for Applied Learning

Sr. No.	Activity	No. of Activity
1	Lab sessions	35
2	Case Study	01
3	Class Assignments	04
4	Class Presentation	01

6. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Norton and Peter	Introduction to computers	McGraw Hill	Latest
2	Deepak Bharihoke	Fundamentals of Information Technology	Excel Books	Latest
3	John Walkenbach	Microsoft office Word 2010 bible	Wiley Publishing	Latest
4	John Walkenbach	Microsoft office Excel 2010 bible	Wiley Publishing	Latest
5	Faithe Wempen	Microsoft office Powerpoint 2010 bible	Wiley Publishing	Latest

Note: Wherever the standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Session Plan

Session plan	Reading Pre-requisites
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Session Nos.	Topics to be covered	Work book (Page No.)	Supplementary books
1	<u>Hardware Technologies:</u> Components of Computer, Types of IT Tools: Mainframes, Supercomputers, Servers		Introduction to computers Norton and Peter Chapter 1
2	End User Hardware: Desktop, Laptops, other mobile devices, Storage Technologies: Magnetic, Optical, flash Memory and Solid State Drives (SSD); their advantages and disadvantages		Introduction to computers Norton and Peter Chapter 1 & 5
3	Storage Area Networks (NAS), Storage Area Networks (SAN) devices for backup		Introduction to computers Norton and Peter Chapter 7
4	Introduction to Server Technology platforms - Intel and Sun based. <u>Software Platforms:</u> Operating System Platforms - Windows, Unix, Linux (open-source platforms) Overview of OS principles and key differences between the various platforms, Application of IT Systems in various field.		https://docs.oracle.com/cd/E19279-01/820-3257-12/intro.html Fundamentals of Information Technology (Deepak Bharihoke) Chapter 8 & 9
5	<u>Application Software:</u> Concept and Types <u>Disruptive Technologies:</u> Basic Concept		Fundamentals of Information Technology (Deepak Bharihoke) Chapter 3, 8 & 9
6-7	LAB Session: MS –Word: Introduction to word: Working with Word - Opening, Typing, Editing and saving a document		Microsoft office Word 2010 bible (John Walkenbach) Chapter 2 & 3

9	LAB Session: Find, Replace, and Go To; Spell Check, Auto correct; Auto format		Microsoft office Word 2010 bible (John Walkenbach) Chapter 11, 12, 13 & 15
10-11	LAB Session: Formatting Text, line and paragraph; Page design and layout; Creating graphical content: Inserting Tables and charts, Hypertext and hyperlinks		Microsoft office Word 2010 bible (John Walkenbach) Chapter 7, 8 and 17
12	LAB Session: Managing and editing Longer Documents, Table of Contents		Microsoft office Word 2010 bible (John Walkenbach) Chapter 33, 34
13-14	LAB Session: Writing Applications in MS Office Word Mail Merge, Marco		Microsoft office Word 2010 bible (John Walkenbach) Chapter 43 & 45
15-16	MS Excel LAB Session: Introduction to Excel: Spread sheet, Cells, Rows and Columns, Ribbon Explanation with Tabs: Cell Reference and Range, Formulas, Using Shortcuts		Microsoft office Excel 2010 bible (John Walkenbach) Chapter 1, 2 & 4
17-19	LAB Session: <u>Formatting Worksheet:</u> Cell, Row and column formatting, Text Alignment, Borders and styling, Headers and footers <u>Graphical Representation in Excel:</u> Inserting and modifying charts in Excel.		Microsoft office Excel 2010 bible (John Walkenbach) Chapter 6& 18
20-21	LAB Session: Functions - Autosum, Text, Date & Time; Logical, Mathematical; Average, Count Numbers, Min, Max; Text - CHAR, CONCATENATE, TRIM, LOWER, UPPER; Date & Time - Date, DATEVALUE, DAY, DAYS360, Datediff; Logical - AND, OR, TRUE, FALSE		Microsoft office Excel 2010 bible (John Walkenbach) Chapter 10, 11, 12, 13 & 17

22-23	LAB Session: <u>Data Analysis:</u> Data Sorting, Filter, Conditional Formatting, What-If analysis Tables (Single & Double Input Tables), Pivot Tables, Introduction to Analysis Toolpack.		Microsoft office Excel 2010 bible (John Walkenbach) Chapter 20, 34, 35, 36& 38
24-26	LAB Session: <u>Collating and Categorizing data:</u> Frequency Distribution, Cumulative frequency distributions, Discrete and continuous data sets, Principles of selecting class intervals, Categorizing data. <u>Descriptive Statistics:</u> Central Tendency (Mean, Median, Mode)		Microsoft office Excel 2010 bible (John Walkenbach) Chapter 13
27	LAB Session: <u>Data security and protection:</u> Hide Excel worksheet & change visibility, Protecting Data, Cell and Sheet in Excel.		Microsoft office Excel 2010 bible (John Walkenbach) Chapter 31
28-29	MS PowerPoint: LAB Session: Quick access, Ribbon and the tabs, Thumbnails, Note Field, The Status Bar, View Buttons, Normal View, Slide sorter, Slideshow, Zoom		Microsoft office Powerpoint 2010 bible (Faithe Wempen) Chapter 1 & 3
30-31	LAB Session: <u>Presentation Basics:</u> Creating or opening blank presentation, Add or importing Text to a Blank Slide, saving a presentation, adding, organizing and deleting slides, Print layout.		Microsoft office Powerpoint 2010 bible (Faithe Wempen) Chapter 3, 4 & 5
32-33	LAB Session: <u>Designing and Formatting slides:</u> Working with fonts and applying effects, Inserting Bullets and numbers, Adding and formatting Text Box, Applying themes and changing slide layout.		Microsoft office Powerpoint 2010 bible (Faithe Wempen) Chapter 3, 4 & 5

34-35	LAB Session: <u>Creating Graphical Presentations:</u> Inserting and modifying Tables and charts, different types of charts and layouts, Inserting and formatting Images, smart Art graphics, Multimedia clips, video, and hyperlinks.		Microsoft office Powerpoint 2010 bible (Faithe Wempen) Chapter 6, 8, 11 and 13
36-37	LAB Session: <u>Refining Presentation:</u> Adding Date, Time and slide number, organizing slides, Transition effects, Slide Animations, Text animations, Animating images and objects, setting and Slide Show.		Microsoft office Powerpoint 2010 bible (Faithe Wempen) Chapter 16 & 18
38	LAB Session: Basics of Google Docs		
39	LAB Session: Basics of Google Sheets		
40	LAB Session: Basics of Google Slides and Google Forms		
41-45	Case-Study Workshop		

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 1

Subject Title: Fundamentals of Managerial Economic

Subject Code: 50160104

Course Credit: 04

Course Coordinator: Dr. Richa Mandan

Course Duration: 45 sessions 60 minutes/session

Course Educational Objective:

CEO1	To make students understand the basics of economics
CEO2	To make the students learn the terminologies of economics
CEO3	To make the students learn the impact of one variable on another
CEO4	To make students understand the consumer behavior

Course Outcome: At the end of this course, students shall be able to

CO1	Students will understand the behavior and interaction of various economic agents
CO2	Students will understand the principles behind various theories of microeconomics

CO3	Students will understand the basics of the human behavior
CO4	Students will understand how theories can be used in various decision making

Course Content:

Sr. No.	Module	Content	No. of Sessions
1	Introduction	Meaning & Definition of Managerial Economics - Nature & Scope - Characteristics - Uses- Managerial Decision Making and Forward Planning; Basic economic tools used in managerial economics: Mathematical, Statistical etc.; The circular flow diagram; Difference between micro economics and macro economics; The scientific method: Observation, Theory and more observations; The production possibility frontier; The Role of Assumptions, Production Possibility Curve	10
2	Analytical Tools	Introduction to mathematical tools; Derivative and its meaning – Derivatives of standard functions – Laws of derivatives for sum, difference, product and quotient – Derivatives of composite, parametric and implicit functions – Second order derivatives – Criteria for maxima and minima – Simple applications in commerce and economics	5
		Basics of demand, Market Demand Function, Industry Demand & Firms Demand, Factors influencing Demand, Movement and shifts in the Demand curve,	

3	Demand and Supply	Law of Demand, Factors influencing law of demand; Basics of Supply, Market supply function, Factors influencing supply, Industry Supply Versus Firm Supply, Law of Supply, Equilibrium, Elasticity of demand,	13
4	Theory of Consumer Behavior	Utility: Law of Diminishing Marginal Utility; Indifference curve: Law of Diminishing Marginal Rate of Substitution (LDMRS), Consumers Equilibrium & Theory of Consumer Surplus; Utility analysis: Cardinal and Ordinal Utilities, Consumer's Equilibrium; Consumer's Surplus	12
5	Practical	Case_Study Workshop: Case: Global Warming (From: Managerial Economics by Nick Wilkinson) Readings, Case discussion & PPT presentation	5

Session Plan:

Session s	Topics	Reading reference
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1-2	General briefing about economics, why economics is necessary; Meaning & Definition of Managerial Economics - Nature & Scope	Current news paper article 'Managerial Economics' by D. N. Dwivedi: Chap-1 & 2
3-5	Characteristics - Uses- Managerial Decision Making and Forward Planning; Basic economic tools used in managerial economics: Mathematical, Statistical etc;	'Managerial Economics' by D. N. Dwivedi: Chap-1 & 2
6-8	The circular flow diagram; Difference between micro economics and macro economics; The scientific method: Observation,	'Principles of Microeconomics' by G. Mankiw: Chap-2
9-10	Theory and more observations; The production possibility frontier; The Role of Assumptions	'Principles of Microeconomics' by G. Mankiw: Chap-2
11-13	Introduction to mathematical tools; Derivative and its meaning – Derivatives of standard functions – Laws of derivatives for sum, difference	'Managerial Economics' by D. N. Dwivedi: Chap-4 Fundamental Methods of Mathematical Economics by Chiang, Alpha C. Chap-1
14-15	Product and quotient – Derivatives of composite, parametric and implicit functions	'Managerial Economics' by D. N. Dwivedi: Chap-4 Fundamental Methods of Mathematical Economics by Chiang, Alpha C. Chap-1 & 6
16-18	Second order derivatives – Criteria for maxima and minima – Simple applications in commerce and economics	'Managerial Economics' by D. N. Dwivedi: Chap-4

		Fundamental Methods of Mathematical Economics by Chiang, Alpha C. Chap-1 & 6
19-21	Basics of demand, Market Demand Function, Industry Demand & Firms Demand	Briefing of the survey study Related news paper article ‘Principles of Microeconomics’ by G. Mankiw: Chap-4
22-24	Factors influencing Demand, Movement and shifts in the Demand curve, Factors influencing supply, Industry Supply Versus Firm Supply, Law of Supply	‘Principles of Microeconomics’ by G. Mankiw: Chap-4
25-28	Law of Demand, Factors influencing law of demand; Exceptions of Law of demand; Basics of Supply, Market supply function,	‘Managerial Economics’ by D. N. Dwivedi: Chap-3
29-32	Utility: Law of Diminishing Marginal Utility; Indifference curve: Law of Diminishing Marginal Rate of Substitution (LDMRS)	Concept of Role Play will be introduced ‘Managerial Economics’ by D. N. Dwivedi: Chap- 6 & 7
33-35	Utility theory and assumptions	‘Managerial Economics’ by D. N. Dwivedi: Chap-6 & 7
36-40	Consumers Equilibrium & Theory of Consumer Surplus; Utility analysis: Cardinal and Ordinal Utilities, Consumer’s Equilibrium	‘Managerial Economics’ by D. N. Dwivedi: Chap-6 & 7
41-45	Case_Study Workshop:	Practical

	Case: Global Warming (From: Managerial Economics by Nick Wilkinson)	
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Teaching Pedagogy:

6. Classroom Teaching
7. Brief News clipping
8. Class Presentation
9. Role Play
10. Market Survey

Prescribed Text:

4. Mankiw, N.G., Principles of Economics, Cengage Learning, 6/e (**Softcopy available**)
5. Dwivedi, D., N., Micro Economics by D. N., S. Chand 8/e (**Softcopy available**)
6. Chiang, Alpha C., *Fundamental Methods of Mathematical Economics*, McGraw-Hill, 4/e, 2005 (**Softcopy available**)

Case to be used:

1. Source: Managerial Economics-Nick Wilkinson 2005-Cambridge university press. Page no.4

Reference books and other reading material:

7. Sloman, John, Economics, Pearson, 8/e

8. Ahuja, H.L., Managerial Economics, S. Chand
9. Mithani, D.M., Principles of Economics, Himalaya Publishing House
10. Agarwal, Vanita, Managerial Economics, Pearson Education India
11. Dwivedi, D., N., Microeconomics Economics by S. Chand
12. Steven, E.L., Price Theory by Michael B. Mercier

Journal/ Periodical/News papers

6. Economic & Political Weekly
7. The Economists
8. The Mint
9. The Economics Times
10. Business Standard

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 1

Subject Title: Fundamentals of Management

Subject Code: 50160105

Course Credit: 04

Course Coordinator: Asst. Prof. Abhigna Vaishnav

Course Duration: 45 sessions 60 minutes/session

Course Educational Objectives:

CEO 1	To study the Basic Concepts of Management and duties of a Manager.
CEO 2	To be able to make students visualize about practical world.
CEO 3	To develop a skill to apply the concepts into reality.
CEO 4	To develop skill and ability to work in team.

Course Outcomes:

CO1	Students would get knowledge regarding theoretical concepts of Management
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CO2	Students would be able to develop analytical and problem solving skill to face the practical situations
CO3	Students would be able to develop Decision making skill which will help them in their future ventures.

Course Content:

Module	Content	No. of sessions
1	Nature of Management Development of Schools of thoughts Management process and skills- Functional departments in Organization structure	12
2	Managers and Environment Social and Ethical issues in Management	8
3	Functions of Management- POSDCORB Brief idea of Planning, Organizing, Staffing, Directing, Coordinating, Reporting, Budgeting	10
4	Emerging issues in Management: Change Management Stress Management Crisis Management	10

	Global Management	
5	Case-Study Workshop	5

Session Plan:

Session Plan			
Session No.	Topics to be covered	Supplementary Books.	Page no.
1	Meaning of Management, Nature of Management	Principles of Management- by T. Ramasamy Principles and Practices of Management; L.M.Prasad	1-3 12
2-3	Importance of Management, Management Vs Administration, Management as Profession, Professionalization of Management, Universality of Management	Principles of Management-T. Ramasamy Principles and Practices of Management; L.M.Prasad	9-11,17-21 20-24

4	Case Study: Bharat Engineering Works Ltd.,	Principles and Practices of Management; L.M.Prasad	754
5	Management in Sports industry and Management in Entertainment industry	Guest session	
6-7	Evolution of Management thought: Contribution of F.W.Taylor and Henri Fayol to Management	Principles and Practices of Management; L.M.Prasad	47-51
8	System School, Contingency School,	Principles and Practices of Management; L.M.Prasad	74-79
9	Management levels, roles and skills	Principles and Practices of Management; L.M.Prasad	89-102
10-11	Functional areas of Management	Principles and Practices of Management; L.M.Prasad	100-102
12	Overview of Mythological thoughts on Management	Guest session	
13-14	Managers and environment-Factors, Nature and Impact	Principles and Practices of Management; L.M.Prasad	111-121
15	Challenges before Indian Managers	Principles and Practices of Management; L.M.Prasad	122-139

16-17	Social and Ethical Issues- Social Responsibility for Managers	Principles and Practices of Management; L.M.Prasad	146-157
18-19	Ethics and Values in Management	Principles and Practices of Management; L.M.Prasad	161-172
20	Corporate Governance	Principles and Practices of Management; L.M.Prasad	175
21	Introduction of Class Assignment 1: Study of organization structure and functional areas of different public and private sector companies		
21-22	Planning: Definition, Characteristics, Importance, Process, Planning Premises, Types of Plan	Principles and Practices of Management; L.M.Prasad	183-205
23-24	Organizing: Definition, Structure, factors affecting structure, departmentalization, Span of Management, Forms of structure	Principles and Practices of Management; L.M.Prasad	352-389 394-409
25-26	Staffing: Definition, Concept of Staffing, Recruitment, selection, training, development, performance appraisal ,Staffing process	Principles and Practices of Management; L.M.Prasad	536,558,575, 610

27	Directing: Definition, Directing tools	Principles and Practices of Management; L.M.Prasad	638-646
28	Controlling: Definition, Importance, Management by exception	Principles and Practices of Management; L.M.Prasad	800-812
29	Situational Cases: Controlling;	Principles of Management; Neeru Vasishth -	810
30	Coordinating: Definition, Importance	Situational Cases: Principles of Management; Neeru Vasishth	809
31	Reporting: Definition, Process	Principles and Practices of Management; L.M.Prasad	
32	Budgeting: Definition, Importance, Budgeting methods	Principles and Practices of Management; L.M.Prasad	
33	Decision making: Definition, Process	Situational Cases: Principles of Management; Neeru Vasishth	800
35-36	Change Management	Change Management- Visit one educational institute and get insights about challenges faced in managing organization online compare to offline	
37	Risk Management	Articles	

38	Crisis Management	Task- Evaluate pandemic handling by the Government of India	
39-40	Stress Management	Task- Work life balance of females working in Education sector	

6. Teaching Pedagogy:

- Class Lectures
- Case Study Method
- Guest session
- Articles and Research papers
- survey Method:
- Class Assignments and Discussion

Text/Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	T. Ramasamy	Principles of Management	Himalaya publishing House	Latest edition
2	L.M.Prasad	Principles and practice of Management	Sultan chand & sons.	Latest edition

3	Neeru Vasisth, Vibhuti Vasishth	Principles of Management,Text and Cases	Taxman's	Latest edition
4	Tripathy PC And Reddy PN	Principles of Management	Tata McGrawHill	Latest edition
3	Stoner, Freeman & Gilbert Jr – Management	Management	Prentice Hall of India	Latest edition

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 1

Subject Title: Fundamentals of Accounting and Analysis

Subject Code: 50160106

Course Credit: 04

Course Coordinator: Asst. Prof. Yash Shah

Course Duration: 60 sessions 60 minutes/session

Course Objective:

CEO1	The objective of this course is to familiarize students with the basic concepts and methodology of Accounting.
CEO2	The focus of this course is to create a strong foundation for students in the area of Accounting along with developing an extensive understanding with respect to analysis and interpretation of the Financial Statements.
CEO3	Students will also develop an understanding of Accounting software by using the same during this course.

Course Outcome:

CO1	Students will learn the basic concepts, principles and standards of accounting and how the same is integrated while preparing the Financial Statements of an organization.
CO2	Students will be able to visualize the complete Trail of Accounting, i.e.; how a transaction begins from a Journal Entry, passes through Ledger books, Trial Balance and ending up in Financial Statements.
CO3	Students will learn how to prepare and more importantly, analyze Financial Statements of an Organization.
CO4	Students will learn to use Accounting software which is currently in use by the professionals in Industry through CEA. This will develop their perspective towards Accounting and will make them more aware about the Industry.

Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Case Study/ Class presentation/ Group Discussion/ Class Assignment
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I	Basic Concepts of Accounting: Basic idea and requirement of Accounting; Evolution of Accounting System in India (Single entry and need of Double entry system); Accounting; Nature of Accounting transactions, Principles of Accounting and brief introduction of Accounting Standards.	10	CEA
II	Understanding the Accounting system (Journal Entries and ledger posting): Complete Trail of Accounting transactions; Beginning from the Journal Entries upto the final posting in the Balance sheet. Entering the Journal Entries and post the transactions into Ledger book.	12	CEA
III	Special Concepts of Accounting:- Inventory Valuation Depreciation Loan taken and Interest calculation	10	CEA
IV	Understanding the Accounting system (Final Accounts): Understanding the Trial Balance,	14	

	Preparation of Trading Account, P&L and Balance sheet. Understanding Ratios related to the same.		CEA
V	Case-Study Workshop	5	

Session Plan

Session No.	Topic Covered	Supplementary Book
1	Origins of Accounting, why Accounting is required and its Evolution over the years	Financial Accounting by Dr. S Kr Paul Chapter-1 Pg. No. 1.1to 1.19
2-3	Type of Transaction, Distinguish between Asset, Liability, Income and Expense and where to mention in Financial Statement.	Financial Accounting by Dr. S Kr Paul Chapter-1 Pg. No. 1.1to 1.19
4-7	Components of Accounting; What is Journal Entry, Ledger Posting and Balance Sheet. Develop a perspective and observing how a Transaction flows in book and Software.	Financial Accounting by Dr. S Kr Paul Chapter-3 Pg. No. 3.1to 3.69
8	Accounting Principles	Financial Accounting by Dr. S Kr Paul Chapter-2 Pg. No. 2.1to 2.19

9	Basic Accounting Standards	Student's Guide to Financial Reporting by Taxmann
10-11	Entries for Purchase and Purchase Return	Financial Accounting by Dr. S Kr Paul Chapter-3 Pg. No. 3.1to 3.69
12-13	Entries for Sales and Sales Return	Financial Accounting by Dr. S Kr Paul Chapter-3 Pg. No. 3.1to 3.69
14-15	Bank Receipts, Payments and Contra	Financial Accounting by Dr. S Kr Paul Chapter-3 Pg. No. 3.1to 3.69
16-18	Journal Vouchers	Financial Accounting by Dr. S Kr Paul Chapter-3 Pg. No. 3.1to 3.69
19-20	Special Adjustments and Year End Transactions	Financial Accounting by Dr. S Kr Paul Chapter-22 Pg. No. 22.1to 22.130
21-23	Inventory Valuation (FIFO and Weighted Avg.) (AS-2)	Student's Guide to Financial Reporting by Taxmann
24-26	Depreciation (AS-10)	Student's Guide to Financial Reporting by Taxmann

27-28	Loan and Interest Calculation	Financial Accounting by Dr. S Kr Paul Chapter-22 Pg. No. 22.1to 22.130
29-32	Understanding of Trading and P&L statements in detail. Get Clarity of each line items of such statement and ratios related to the same.	BalanceSheet Decoded by G.C.PIPARA
33-36	Understanding of Balance Sheet in detail. Get Clarity of each line items of such statement and ratios related to the same.	BalanceSheet Decoded by G.C.PIPARA

- **4 Sessions are kept in Reserve for CIE.**
- **5 Sessions are dedicated to Case Study**

Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Dr. S.K.PAUL	FINANCIAL ACCOUNTING	New Central Book Agency (P) Ltd.	Latest
2	Dr. D.S.Rawat	Student's guide to Financial Reporting	Taxmann	Latest

3.	G.C.PIPARA	Balance Sheet Decoded	Taxmann	Latest
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Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 1

Subject Name: Business Structures and Process

Subject Code: 50160107

Course Credit: 04

Course Coordinators: Asst. Prof. Misba Shaikh Desai & Asst. Prof. Hardik Solanki

Course Duration: 45 sessions 60 minutes/session

1. Course Educational Objective:

CEO1	To provide knowledge about the different forms of organization and its structure.
CEO2	To provide working knowledge and understanding of setting up of Business entities and their closure.
CEO3	To lay base for further specialization subjects like Financial Management, Taxation, Law and Entrepreneurship

4. Course Outcome:

CO1	Students will understand and get aware about Fundamental Concepts of Business and management.
CO2	Students will be able to identify the difference between different kinds of business and prerequisites to start those businesses.
CO3	Students will learn to prepare and use the feasibility report for a business.
CO4	Students will be able to explore further about their area of interest and selection of specialization in future.

3. Course Content:

Module No.	Content	No. of Sessions
I	History of Indian Business – Trade, Commerce and Business, Pre-independence and post-independence, Types of Industry and Commerce, Objective of Business Different Forms of Business Organization - Start-up, Sole-Proprietorship, Partnership- (concept and cases), Types, Formation and Registration process of all these business organizations.	10

II	<p>Company Forms of Business Organization - Introduction to Indian Companies Act 2013 (Meaning & definition)</p> <p>Types of Company - Private limited, Public limited, One Person Company (Meaning, Formation and Registration Process)</p> <p>Chartered Documents of the company- Prospectus, MOA and AOA</p>	10
III	<p>Other Forms of Business Organization- Co-operative Organizations, Public Enterprise (Section 8)</p> <p>Not for Profit Organization, Start-up, Joint Ventures, EXIM Business, Financial Service Organization, Family Business Organizations</p>	10
IV	<p>Setting Up a New Business -</p> <p>Feasibility report or project report, Location Analysis - Plant Layout and Location (SEZs, EOUs, SIRs), Financing a business - Overview</p> <p>Setting up of Business outside India - Overview</p>	10
V	Case Study and Assignment - CIE	5

4. Session Plan

Session No.	Topic Covered	Reading References
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1-4	Brief History of Indian Business - (Pre independence and post-independence) Economic and social objective of Business	Live Mint Articles – 1.) A short history of the Indian economy 1947-2019 (2.) 70 milestones of Independent India's Business History + Workbook
5-6	Different form of Business Organization - start-up, sole- proprietorship, partnership- (theory concept and caselet)	Workbook + Caselets Discussion - Paytm, PWC, Coca-cola
7-10	Formation and registration process of all this business organization	Workbook + Start Up India , Sole-proprietorship , Partnership
11-12	Company Form of Business Organization - Introduction to Indian Companies Act 2013	Workbook + Company Registration ,
13-16	Types of Company - Private limited, public limited, one person company (meaning, formation and registration process)	Workbook + All about companies
17-20	Chartered documents of the company- Prospectus, MOA and AOA	Workbook + Prospectus , MOA , AOA Caselets - https://taxguru.in/chartered-

		accountant/company-law-case-studies-cacscma-examinations.html
21-24	Co-operative organization	<p>Workbook + ICAI Handbook Pg No. 11, 45, 73 + Success book of Cooperatives in India by National Cooperative Union of India and UN</p> <p>https://mscs.dac.gov.in/NationalCoopSociety.aspx</p> <p>https://www.ncdc.in/Activities_files/ProcessingIndustrialService.htm</p>
25-26	Public Enterprise Not for Profit Organization (Section 8 Companies)	<p>Workbook + https://dpe.gov.in/about-us/about-department</p> <p>Your Story Blog - https://yourstory.com/mystory/87fa6d9afe-section-8-company-leg/amp + ICAI Handbook Pg No. 10,11,45, 46</p>
27-30	Start-up	Workbook + Evolution of Startup in India- 5 Year Report from GOI Ministry of Commerce and Industry

31-33	Joint Ventures EXIM Business Financial Service Organization	Workbook + webinar on JV - https://www.dezshira.com/multimedia/view/establishing-joint-venture-india-legal-aspects.html EXIM Video - https://www.youtube.com/watch?v=IMthMWVQHW4
34- 35	Setting up a new business - Feasibility report or project report	Entrepreneurship Development & Small Business Enterprises - Chapter 5 Pg. No. 207- 214
36- 37	Location Analysis - plant layout and location (SEZs, EOUs, SIRs)	Entrepreneurship Development & Small Business Enterprises - Chapter 5 Pg. No. 215-228
38	Financing a business	Entrepreneurship Development & Small Business Enterprises - Chapter 5 Pg. No.256-258
39	Various Initial Registrations and Licenses	Entrepreneurship Development & Small Business Enterprises - Chapter 5 Pg. No.243
40	Setting up of Business outside India	Workbook
41-45	Case Study Workshop:	

	Case: Mithailite - Business Plan relating to a proposed sugar-free sweet relating business (From - Entrepreneurship - Second Edition - Rajeev Roy - Oxford University Press)
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Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	J. Tallo	Business Organization and Management	Tata McGraw Hill	Latest
2	Poornima M Charantimath	Entrepreneurship Development & Small Business Enterprises	Pearson Publication	Latest
3	Dr. C. B. Gupta	Industrial Organization and Management	Sultan Chand and Sons	Latest
4	Y. K. Bhusan	Fundamentals of Business Organization	Sultan Chand and Sons	Latest
5	Taxmann	Taxmann's Companies Act with Rules	Taxmann Publication	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be **prescribed**.

Batch 2022_Sem 1 Electives

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Corporate Etiquettes
Subject Code: 50160111
Course Credit: 2
Course Coordinators: Ms. Jaya Vadhera
Course Duration: 20 Hours

23. Course Educational Objectives:

CEO 1	Understanding Corporate Etiquettes and its importance & relevance in corporate world. Importance of acceptance of diversity & being inclusive
CEO 2	Understanding the Iceberg concept of habits, beliefs, attitude, mindset and personality
CEO 3	Focus on punctuality, task management, goal setting & basics of communication
CEO 4	Self-awareness, self-presentation – grooming, mannerisms & creating impressions

24. Course Outcomes:

CO 1	Students have understood the importance of goal setting even for planning & prioritizing studies or any other tasks
CO 2	Accepting people as they are, willing to understand, listen and then respond rather than reacting

CO 3	Importance of punctuality, taking initiatives, and improving on self-presentation
CO 4	How to be a better listener and communicate with acknowledgement and show gratitude

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Sub heading1(Topic)		
I	Corporate Etiquettes – importance & relevance	2	Visual, AV, ppt
	Sub heading 2(Topic)		
II	Self- awareness & presentation	1	AV, roleplay & activity
	Sub heading 3		
III	Goal Setting & task management, time mngmt	1	PPT, AV
	Sub heading 4		
IV	Inclusive, respecting diversity, communication	2	Role plays, ppt, AV

10. Session Plan

Session No.	Topics	Reading/ Viewing References	Applied Learning
1	Purpose /Why of everything	Golden Circle – Simon Sinek	Video - youtube
2	Art of conversation – to build rapport and establish connections	7 ways to make conversation with anyone – Malavika Vardhan	TedTalk 0 youtube
3	Importance of change - attitude/behavior/mindset	Who moved my Cheese	Book
4	Attitude – factors building and impacting it	Attitude By John Maxwell	Book

5	How to influence & communicate	How to influence & make friends by Dale Carnegie	Book
6	Behavior – owning it and understanding how to respond & not react	Own your behavior & master your communication	Ted Talk – video
7			
8			
9			
10			
11			
12			
13			
14			
15			

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

6. Evaluation

- Theory: 70%
- Practical: 30%

Assignments:

7.Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	NA			
T2				
T3				

R1				
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Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Theatre
Subject Code:50160112
Course Credit: 2
Course Coordinators: Mr. Nayan Bhil
Course Duration: 20 Hours

25. Course Educational Objectives:

CEO 1	To enable students to build their self confidence
CEO 2	To learn to communicate their own thoughts clearly to others
CEO 3	To enhance the student's ability to observe their environment
CEO 4	To learn how to face difficult and tricky situations

26. Course Outcomes:

CO 1	To build confidence
CO 2	The ability to communicating their personal thoughts
CO 3	To enhance observation skills and develop co-ordination skills
CO 4	Ability to understand and analyze situations, people and things better

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	General Observation		
I	Observation, Copy, Team co-ordination		Practical Learning
	Developing Actor's personal skills		
II	Debate, Stage fear, Voice exercise and voice modulation		Practical Learning
	Topic Selection		
III	Story building, story-telling, Topic selection		Practical Learning
	Performance		
IV	Script, Performance, Using Stage		Practical Learning

11. Session Plan

Session No.	Topics	Reading References	Applied Learning
1-2	Observation, Copying other characters	NA	Theatric' Exercises
3-4	Team co - ordination, Debate, Discussions	NA	Trust exercises, broaden thought process,
5-6	Basic acting, working on stage fear	NA	I min character play
7-8	Voice modulation, Voice exercises	NA	Dialogue delivery
9-10	Story building and Story telling	NA	How to write plots and stories
11-12	Choosing topic and script building	NA	

13-14	Preparation of performance and rehearsal	NA	How to use the stage to the full advantage, grab audience attention
15	Rehearsal		

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

6. Evaluation

- Theory: 20%
- Practical: 80%

Assignments:

7.Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	NA			
T2				
T3				
R1				

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

NA

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Voice Over (Voice Art)

Subject Code: 50160113

Course Credit: 2

Course Coordinators: Ms. Bhargavi Buddhadev

Course Duration: 20 Hours

27. Course Educational Objectives:

CEO 1	To make students understand the voice industry
CEO 2	To make students learn the concept of voice over and dubbing
CEO 3	To make students understand voice acting
CEO 4	To make students understand voice culture

28. Course Outcomes:

CO 1	Students will understand the voice industry and how it works
CO 2	Students will understand voice over and its various types
CO 3	Students will understand the process of dubbing
CO 4	Students will understand voice culture

29. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
I	Introduction to voice over and dubbing	3	Understanding voice industry and how it works
II	Practical sessions for voice over and voice-acting	5	Exploring different types of voice overs and learning them
III	Practical sessions for dubbing	4	Understanding the process of dubbing
IV	How to make voice demo and find work in real world	3	Understanding how to approach and find work
V	Practical Presentation	5	

12. Session Plan

Session No.	Topics	Reading References	Applied Learning
1	Introduction to voice overs and dubbing	NA	Practical Learning
2	Exploring different types of voice over	NA	Practical Learning
3	Practical session for different types of voice over	NA	Practical Learning

4	Practical session for different types of voice over	NA	Practical Learning
5	Practical session for voice acting and trying different emotions	NA	Practical Learning
6	Difference between voice over and dubbing	NA	Practical Learning
7	Practicing vocal exercises	NA	Practical Learning
8	Visiting a recording studio	NA	Practical Learning
9	Understanding a recording studio	NA	Practical Learning
10	Practical session for dubbing	NA	Practical Learning
11	Practical session for dubbing	NA	Practical Learning
12	Understanding voice demo	NA	Practical Learning
13	How to make voice demo	NA	Practical Learning
14	How to find work in real world	NA	Practical Learning
15	Assignment discussion and doubt solving	NA	Practical Learning
16-20	Practical Presentation		

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

Mic, mixer, monitors, etc. (Recording Studio)

6. Evaluation

- Theory: 20%
- Practical: 80%

Assignments:

- Dubbing a one minute video of their choice.

- Making a voice demo.
- Recording and analyzing different types of voice overs practiced in the class.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Basics of Graphic Designing

Subject Code:50160115

Course Credit: 2

Course Coordinators: Mr. Shadab Ansari

Course Duration: 20 Hours

30. Course Educational Objectives:

CEO 1	To make students aware of Graphic designing industry and its importance in advertisement
CEO 2	To make them explore there visual creativity
CEO 3	To make them basic graphic designing software ready
CEO 4	To make them understand how to manage a graphic designing project

31. Course Outcomes:

CO 1	Development of Creativity as a skill
CO 2	Proper Color selection for Graphic designing projects

CO 3	Composition of project by understanding client's need and objectives
CO 4	Analytical skills for understanding the idea behind a Creative Post/ad

32. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Introduction to Graphic designing:		
I	Graphic Designing importance in different fields Different formats and Dimensions of Social Media and Print How to approach a project?	2	AV, PPT
	Introduction to Corel Draw		
II	Reference selection and idea generation process Introduction to basic tools of Corel Draw	5	PPT, Corel Draw Software
	Layout and Composition		
III	Image Selection: How to Choose Better Image and download from different resources, Royalty free Recourses. Font Paring: How to choose right font for the design, combining different fonts, Downloading fonts from different free websites, Color Harmony: Selecting attractive colors, Colors for Branding.	6	PPT, Corel Draw Software, Web Surfing
	Exporting Design		

IV	Exporting for Social Media and Digital Posting Formatting for Print Exporting for Print Sending file for Print	2	PPT, Corel Draw
V	Practical Presentation	5	

13. Session Plan

Session No.	Topics	Reading References	Applied Learning
1	Graphic Designing importance in different fields Different formats and Dimensions of Social Media and Print	Social Media Webpages	
2	How to approach a project?	The Futur YouTube channel	
3-4	Reference selection and idea generation process	Steal Like an Artist: 10 Things Nobody Told You About Being Creative	
5-7	Introduction to basic tools of Corel Draw	Corel Draw	
8-9	Image Selection: How to Choose Better Image and download from different resources, Royalty free Recourses.	Graphic Design School: The Principles and Practice of Graphic Design	
10-11	Font Paring: How to choose right font for the design,		

	combining different fonts, Downloading fonts from different free websites,	Graphic Design School: The Principles and Practice of Graphic Design	
12-13	Color Harmony: Selecting attractive colors, Colors for Branding.	Graphic Design School: The Principles and Practice of Graphic Design	
14-15	Exporting for Social Media and Digital Posting Formatting for Print Exporting for Print Sending file for Print		

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

6. Evaluation

- Theory: 20%
- Practical: 80%

Assignments:

7.Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Austin Kleon	Steal Like an Artist: 10 Things Nobody Told You About Being Creative	Workman Publishing Company	2012

T2	David Dabner, Sandra Stewart, Eric Zempel	Graphic Design School: The Principles and Practice of Graphic Design	Wiley	2013
T3	Tom Kelley, David Kelley	Creative Confidence: Unleashing the Creative Potential Within Us All	Crown Business	2013
R1	Allen Gannett	The Creative Curve: How to Develop the Right Idea, at the Right Time	Currency	2018

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Photography

Subject Code: 50160114

Course Credit: 2

Course Coordinators: Mr. Harsh Chokshi

Course Duration: 20 Hours

Course Educational Objectives:

CEO 1	To make students understand the Photography Business Model
CEO 2	To make students learn the Basics of Photography
CEO 3	To make students understand Latest Technology of the Camera
CEO 4	To make students understand Types of Photography

33. Course Outcomes:

CO 1	Students will understand how Photography Industry works
CO 2	Students will understand Photography Techniques
CO 3	Students will understand how to operate Professional Camera
CO 4	Students will understand how to set up the lights for different types of Photography

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Basics of Photography		
I	What is Photography & concept of Photography,	2	Understanding Basics of Photography
	7 Rules of Photography	2	Core of Photography
II	Camera		
	KYC Know Your Camera	2	Practical Knowledge of camera
	Types of Photography		
III	Practical aspects of Product and Event Photography	4	Practical sessions taken to make students understand the difference
	Photography Industry		
IV	Business Model of Photography Industry	2	Covered costing and profitability of photography
VI	Editing Software Light Room	3	Post photography process
V	Practical Presentation		

14. Session Plan

Session No.	Topics	Reading References	Applied Learning
1	What is Photography & concept of Photography	NA	Practical Learning
2	What is Photography & concept of Photography		Practical Learning

3	7 Rules of Photography		Practical Learning
4	7 Rules of Photography		Practical Learning
5	KYC Know Your Camera		Practical Learning
6	KYC Know Your Camera		Practical Learning
7	Practical aspects of Product Photography		Practical Learning
8	Practical aspects of Product Photography		Practical Learning
9	Practical aspects of Event Photography		Practical Learning
10	Practical aspects of Event Photography		Practical Learning
11	Business Model of Photography Industry		Practical Learning
12	Business Model of Photography Industry		Practical Learning
13	Editing Software Light Room		NA
14	Editing Software Light Room		NA
15	Editing Software Light Room		NA

5. Teaching Methods:

The following tools will be used to teach this course:
Mirror less camera and Mobile Camera

6. Evaluation

- Theory: 40%
- Practical: 60%

Assignments:

- Quiz
- Three photo submissions

Batch 2022_ Sem 2 Syllabus

LJ UNIVERSITY
Integrated MBA – 5 Year Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Name: Sustainable Environment & Business Practices

Subject Code: 50160201

Course Credit: 03

Course Coordinators: Asst. Prof. Divya Shetlur

Course Duration: 45 sessions 60 minutes/session

1. Course Educational Objective:

CEO 1	To understand the need of environmental management, sustainability and energy management.
CEO 2	To provide understanding about making business more sustainable and making environmentally responsible business decisions by adherence of environmental laws.
CEO 3	To understand the stages of EMS implementation, learn best practice techniques, apply environmental-management principles to achieve continual improvement in an organization.
CEO 4	To provide a basic understanding of various tools and techniques such life cycle assessment, Environmental audits, evaluation of environmental performance for environmental decision-making.

7. Course Outcome:

CO1	Students will master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
CO2	Students will Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.
CO3	Students will be able to develop critical thinking for shaping strategies (scientific, social, economic and legal) for environmental protection and conservation of biodiversity, social equity and sustainable development.
CO4	Student will adopt sustainability as a practice in life, society and industry. They will be able to develop empathy for various life forms and appreciate the various ecological linkages within the web of life.

8. Course Duration: The course duration is **45 sessions of 60 minutes** each along with their CIE project, which will run simultaneously with their classroom sessions.

9. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions
I	Introduction to Ecosystems Meaning & Definition of Ecology, Scope & Importance, Evolution of Sustainable Development, Concepts of Ecosystem Spiritual Perspectives on Environment India's Heritage in Environment, Indian Culture & Worship of Nature, Farming in Harmony with Nature	8

<p style="text-align: center;">II</p>	<p>Environmental Issues</p> <p>Meaning & Definition of Pollution, Environment and Pollutants, Causes and Effects of different types of Pollutants on Ecosystem, Greenhouse Effect, Global Warming and Climate Change</p> <p>Sustainability of Business Enterprise</p> <p>Sustainability and its Background, Business Strategies of Sustainable Development, Concept of Green Business, Green Ranking and Carbon Credit, Environmental Reporting Standards & Certifications</p>	<p style="text-align: center;">12</p>
<p style="text-align: center;">III</p>	<p>Natural Resources Management & Standards for Environmental Management</p> <p>Growing Energy Needs, Energy Efficiency & Intensity, Resources Management of Food, Water, Forest, Mineral & Land, Environmental Risk & Design Management, Industrial Ecology and Tools for Measuring Environmental Impacts, Environmental Auditing & ISO 14000</p> <p>Biodiversity & Waste Management</p> <p>Genetic, Species and Ecosystem Diversity, Biodiversity in India, Threats to Biodiversity, Conservation of Biodiversity, Introduction to Waste Management, Different Types of Wastes, Waste Management Process: Collection-Storage-Transport-Disposal</p>	<p style="text-align: center;">12</p>

IV	<p>Environmental Ethics</p> <p>Concept of Anthropocentrism and Ecocentrism, Role of Consumer & Investors in Making Business Sustainable, Equitable use of Resources for Sustainable Lifestyles, Green Governance</p> <p>Environmental Laws & Policies in India</p> <p>Chronology of Environmental Laws in India, Domestic Laws in India, Clearance for Establishing Industry, International Laws</p>	8
V	<p>Practical: Case Study and Project – CIE</p> <p>Students will prepare and give presentations on any of the above topics related to the provisions and applicability of the subject in the presence of their faculty guide.</p>	5

10. Session Plan:

Session s	Topics	Reading reference
1-5	<p>Introduction to Ecosystems</p> <p>Meaning & Definition of Ecology, Scope & Importance, Evolution of Sustainable Development, Concepts of Ecosystem</p>	Environmental Management by Ajith Sankar, Ch-1 Pg. 1-31
6-9	<p>Spiritual Perspectives on Environment</p> <p>India's Heritage in Environment, Indian Culture & Worship of Nature, Farming in Harmony with Nature</p>	Environmental Management by Ajith Sankar, Ch-2 Pg. 8-100

10-13	Environmental Issues Meaning & Definition of Pollution, Environment and Pollutants, Causes and Effects of different types of Pollutants on Ecosystem, Greenhouse Effect, Global Warming and Climate Change	Environmental Management by Ajith Sankar, Ch-3 Pg. 107-150
14-18	Sustainability of Business Enterprise Sustainability and its Background, Business Strategies of Sustainable Development, Concept of Green Business, Green Ranking and Carbon Credit, Environmental Reporting Standards & Certifications	Environmental Management by Ajith Sankar, Ch-5 Pg. 200-241
19-23	Natural Resources Management & Standards for Environmental Management Growing Energy Needs, Energy Efficiency & Intensity, Resources Management of Food, Water, Forest, Mineral & Land, Environmental Risk & Design Management, Industrial Ecology and Tools for Measuring Environmental Impacts, Environmental Auditing & ISO 14000	Environmental Management by Ajith Sankar, Ch-4 Pg. 155-194
24-26	Biodiversity & Waste Management Genetic, Species and Ecosystem Diversity, Biodiversity in India, Threats to Biodiversity, Conservation of Biodiversity	Environmental Management by Ajith Sankar, Ch-8 Pg. 329-348
27-30	Introduction to Waste Management, Different Types of Wastes, Waste Management Process: Collection-Storage-Transport-Disposal	Environmental Management by Ajith Sankar, Ch-7 Pg. 303-319
31-35	Environmental Ethics Concept of Anthropocentrism and Ecocentrism, Role of Consumer & Investors in Making Business Sustainable, Equitable use of Resources for Sustainable Lifestyles, Green Governance	Environmental Management by Ajith Sankar, Ch-9 Pg. 369-403

36-40	Environmental Laws & Policies in India Chronology of Environmental Laws in India, Domestic Laws in India, Clearance for Establishing Industry, International Laws	Environmental Management by Ajith Sankar, Ch-10 Pg. 411-426
40-45	Case Study: Narmada Bachao Andolan and Sardar Sarovar Project Project	Environmental Management by Ajith Sankar, Pg. 563-568

11. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Ajith Sankar R. N	Environmental Management	Oxford University Press	Latest
2	T V Ramachandra and Vijay Kulkarni	Environmental Management	TERI Press	Latest
3	G N Pandey	Environmental Management	Vikas Publication	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Title: Data Management for Managers

Subject Code: 50160202

Course Credit: 03

Course Coordinator: Dr. Stuti Dholakia & Asst. Prof. Sweta Agrawal

Course Duration: 45 sessions 60 minutes/session

Course Objective:

CE O1	To make students understand the application of statistical tools and leading to meaningful conclusions by drawing inferences from sample to population.
CE O2	To impart the basic of gathering, analyzing and using data to identify and resolve managerial and decision making problems.
CE O3	To make the students understand the concept correlation & regression and time series analysis.

Course Outcome: At the end of this course, students shall be able to

C O1	Analyse data to produce simple descriptive statistics and visualizations
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C O2	Apply the statistical concepts learned in during the course on actual data sets.
C O3	Understand the key concepts of correlation & regression and time series analysis and apply the same in their desired field of study.

Course Content:

Sr. No .	Module	Content	No. of Session s
1	Introduction to Statistics, Measures of Central Tendency & Dispersion	<p>Revision to Introduction to statistics: Principles of Measurements, Collection of Data, Processing and Presentation of Data, Data Collection : Types of data, Introduction of distribution, Objective framing</p> <p>Measure of Central Tendency: Arithmetic Mean, Median, Mode, Quartiles, Deciles and Percentiles (for Grouped and Ungrouped Data)</p> <p>Measure of & Dispersion: Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation, Skewness and Kurtosis</p>	12

2	Probability Distributions	Discrete Distribution (Uniform Distribution, Binomial Distribution, Poisson Distribution), Continuous Distribution (Normal Distribution), Use of excel to solve basic problems related to probability distributions	8
3	Correlation & Regression	Karl Pearson's Correlation coefficient (Single and bivariate), Probable Error, Coefficient of Determination, Spearman Rank Correlation, Regression Coefficients (single and bivariate) -Regression using Excel	8
4	Index Numbers and Analysis of Time series	Introduction, basic problems involving index numbers, Different Forms of Index Numbers (Laspeyres' and Paasche's Index number, Fishers index number, Dorbish-Bowley , marshall - edgeworth) Consumer Price Index and Cost of Living Index, Index number using excel Analysis of Time Series: Introduction, Uses of time series, Component of Time Series, Analysis of Time Series (Simple moving average and weighted moving average)	12
5	Practical	Case Study Workshop	5

Teaching pedagogy:

The course will use the following pedagogical tools:

- (a) Discussion on concepts.
- (b) Case discussion and presentation.
- (c) Projects/ Assignments/ Quizzes/ Class test etc.
- (d) Application using Excel tools.

Session Plan:

Session No.	Topic Covered	Reading References
1-2	Revision to Introduction to statistics: Principles of Measurements, Collection of Data, Processing and Presentation of Data, Data Collection : Types of data, Introduction of distribution, Objective framing	Workbook + Notes
3-5	Measure of Central Tendency: Arithmetic Mean, Median, Mode (for Grouped and Un Grouped Data)	Workbook + Notes
6-7	Measure of Central Tendency: Quartiles, Deciles and Percentiles (for Grouped and Ungrouped Data)	Workbook + Notes
8-9	Measure of & Dispersion: Concept of dispersion,	Workbook + Notes

	Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation	
10-11	Measure of & Dispersion: Quartile Deviation, Coefficient of Quartile deviation, Skewness and Kurtosis	Workbook + Notes
12	Descriptive statistics using Excel	Workbook + Notes
13-16	Discrete Distribution (Uniform Distribution, Binomial Distribution, Poisson Distribution)	Workbook + Notes
17-19	Continuous Distribution (Normal Distribution)	Workbook + Notes
20	Use of excel to solve basic problems related to probability distributions	Workbook + Notes
21-22	Correlation & Regression: Karl Pearson's Correlation coefficient (Single and bivariate)	Workbook + Notes
23	Correlation & Regression: Probable Error, Coefficient of Determination	Workbook + Notes
24-25	Correlation & Regression: Spearman Rank Correlation	Workbook + Notes

26-27	Correlation & Regression: Regression Coefficients (single and bivariate)	Workbook + Notes
28	Correlation & Regression using Excel	Workbook + Notes
29	Introduction, basic problems involving index numbers	Workbook + Notes
30-32	Different Forms of Index Numbers (Laspeyres' and Paasche's Index number, Fishers index number, Dorbish-Bowley , marshall - edgeworth)	Workbook + Notes
33-34	Consumer Price Index and Cost of Living Index	Workbook + Notes
35	Index number using excel	Workbook + Notes
36	Analysis of Time Series: Introduction, Uses of time series	Workbook + Notes
37	Component of Time Series	Workbook + Notes
38-40	Analysis of Time Series (Simple moving average and weighted moving average)	Workbook + Notes

41-45	Case Study Workshop	
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Prescribed Text/Reference Book:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	J. K. Sharma	Business Statistics	Vikas	Latest Edition
2	Richard I. Levin and David S. Rubin	Statistics for Management	Pearson Education	Latest edition
3	S.P. Gupta	Statistical Methods	Sultan Chand & Sons	Latest Edition
4	Joseph Francis	Joseph Francis	Cengage	Latest Edition

Journal/ Periodical/News papers

9. Journal of Indian Business Research
10. International Journal of Statistics and Analysis
11. Sankhya – Indian Journal of Statistics
12. Economic Times

13. Financial Express
14. Business Standard
15. Economic & Political Weekly
16. Vikalpa

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Title: IT Systems-II

Subject Code: 50160203

Course Credit: 03

Course Coordinator: Asst. Prof. Divya Shetlur

Course Duration: 45 sessions 60 minutes/session

2. Course Objectives:

CEO 1	The objective of this course is to give students basic fundamental knowledge about database management and its application in the organizations.
CEO 2	This course will also help students understand the role of Management Information Systems in achieving business competitive advantage through informed decision-making.

2. Course Outcomes:

CO 1	Illustrate databases, designing and maintaining the database systems used in the organizations for decision-making.
CO 2	Analyse and solve business problems using modern productivity tools (e.g. database)

CO 3	Demonstrate proficiency in solving business problems using software applications.
CO 4	Assess the current role of IS in a networked organization and achieve competitive advantage.
CO 5	Demonstrate knowledge about data security and ethical issues in IT.

5. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions/ Lab Sessions
I	<p>Introduction to DBMS</p> <p>Basic concepts of DBMS - Data, Information, Data Management, File-based Data Management, Database Systems, Organization of a Database, Characteristics of Data in a Database, DBMS, Application of DBMS, Types of DBMS, Advantages of using a DBMS, Functions of DBMS, Components of a DBMS</p> <p>Data Models and Concepts of E-R Modeling</p> <p>Conceptual, Physical and Logical Database Models, Database relationships, Hierarchical model, Network Model, Relational Model; E-R Model - Components of an E-R Model, E-R conventions, Relationships, E-R diagrams</p>	10
II	Relational Database Design	10

	<p>RDBMS terminology, Relational Data structure, Relational Integrity Rule, Codd's rules, Pitfalls of Relational database design</p> <p>Structured Query Language (SQL)</p> <p>Features of SQL, Data Definition Language (DDL), Data Manipulation Language (DML), Views, Functions in SQL, Rollback, Commit and Savepoint, Group By and Having Clauses, Subqueries</p> <p>Information Systems:</p> <p>Fundamentals and Components, IS and its interface with organizational, managerial and strategic aspects; Robert Anthony's Management Hierarchy, Simon's Categorization of Decisions and phases of decision making.</p>	
III	<p>Information Systems and Business Decision:</p> <p>IT Infrastructure Management and Emerging Technology Convergence & Electronic Business; Types of IS; Transaction Processing (TPS); Management Information System (MIS); Goals of MIS, Inputs and Outputs of MIS, functional and technical perspectives. MIS Approach - Design, Implementation; MIS Development lifecycle; MIS Development Models and Monitoring aspects of MIS Systems Executive Decision Support Systems; Decision Making System; Executive Information Systems; role of MIS in network economy; IS lifecycle</p>	12
IV	Enterprise Resource Planning.	08

	<p>Introduction to ERP – Features; Selection criteria; Various Functional Modules; Issues and Challenges in Implementation;</p> <p>Application of ERP with respect to Supply Chain Management, Customer Relationship Management, Financial Management, Human Resource Management, Business Intelligence. Enterprise Application Integration and Flexibility with Service Oriented Architecture; Opportunities;</p> <p>IS & Ethics:</p> <p>Cyber Security, Importance of Cyber Security, Types of Cyber Security Threats</p>	
V	<p>Practical:</p> <p>Live Project: Students should study the 1. Database requirements as per organization/ Industry, 2. Modules of Information Systems used, and 3. ERP software modules used in companies of their choice from different industries allotted to them. The student will prepare a project and discuss the usage trends of the IT systems used in companies.</p>	5

6. Details for Applied Learning

Sr. No.	Activity	No. of Activity

1	Lab sessions	2
2	Case Study	1
3	Class Assignments	2
4	Class Presentation	1
5	Live Project	3

7. Evaluation Pattern

Classroom Exams	80%
Applied Learning	20%

8. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
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1	Dr. Rajiv Chopra	Database Management Systems	S. Chand	Latest
2	Alexis Leon, Mathews Leon	Essentials of Database Management Systems	Tata McGraw Hill Publication	Latest
3	Kenneth Laudon, Jane Laudon	Essentials of Management Information Systems	Prentice Hall	Latest
4	Turban and Aronson	Decision Support Systems and Intelligent Systems	Pearson Education Asia	Latest
5	Laudon, Kenneth C. and Laudon, Jane P	Management Information Systems: Managing the Digital Firm	Pearson Education	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Title: Managerial Economic

Subject Code: 50160204

Course Credit: 03

Course Coordinator: Dr. Richa Mandan

Course Duration: 45 sessions 60 minutes/session

Course Educational Objective:

CEO1	To make students understand the applications in micro economics
CEO2	To make students understand the economic theory and its use in business decision-making
CEO3	To make students distinguish among various market mechanisms

Course Outcome: At the end of this course, students shall be able to

CO1	Students will learn the applications of various concepts of micro economics
CO2	Students will learn the economic theory and its use in business decision-making
CO3	Students will learn to distinguish among various market mechanisms

Course Content:

Module	Content	No. of Sessions
I	Demand Forecasting; Why Demand Forecasting, Steps, Methods of Demand Forecasting, Demand Elasticity; Concept, Price Elasticity, Cross-Elasticity, Income and advertising/promotional Elasticity, Application	10
II	Supply & Production Decision: Elasticity of Supply, Types of Elasticity of Supply, Production Function, Three stages of Production, Isoquants, Properties of Isoquants, Isoquant Map, Law of Variable Factor Proportions, Laws of Returns to Scale, Expansion Path	12
III	Cost of Production and Revenue Concept Short-term and Long-term Costs, Types of Costs, Total, Average and Marginal Costs, Opportunity Cost, Theory of Cost Function, Economies and Diseconomies of Scale Revenue concept(TR,AR,MR), Cost and revenue relation, Breakeven Analysis	10
IV	Forms of Market, Equilibrium & Pricing: Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly & Duopoly	8
V	Practical: Project & Case Study	5

	Students will prepare and give presentations on any of the above topics related to the provisions and applicability of the subject in the presence of their faculty guide.	
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Session Plan:

Sessions	Topics	Reading reference
1-3	Demand Forecasting	‘Managerial Economics’ by P.L. Mehta, Chap-7 pg. 123 onwards.
4-6	Demand Elasticity and Types	‘Managerial Economics’ by P.L. Mehta, Chap-9 pg. 169 onwards.
7-9	Elasticity of Supply, Types of Elasticity of Supply, Determinants of elasticity of Supply	‘Managerial Economics’ by P.L. Mehta, Chap-10
10-12	Production Function, Three stages of Production, short term and long term production function	‘Managerial Economics’ by D. N. Dwivedi; Chap-10
13-15	Isoquants: meaning, types and properties, Isoquant map	‘Managerial Economics’ by D. N. Dwivedi; Chap-10
16-20	Law of Variable Factor Proportions, Laws of Returns to Scale, Expansion Path	‘Managerial Economics’ by D. N. Dwivedi; Chap-10
21-22	Different cost concepts, Short-term and Long-term Costs,	‘Managerial Economics’ by D. N. Dwivedi; Chap-11

23-27	Types of Costs, Total, Average and Marginal Costs, Opportunity Cost, Relationship between different measures of cost.	‘Managerial Economics’ by D. N. Dwivedi; Chap-11
27-30	Theory of long-Run Cost: Long Run Cost Output Relations, Economies and Diseconomies of Scale, Revenue concepts, cost-revenue concept	‘Managerial Economics’ by D. N. Dwivedi; Chap-11
31-34	Price & Output determination under Perfect Competition	‘Managerial Economics’ by D. N. Dwivedi; Chap-14
35-37	Price & Output determination under Monopoly & Monopolistic Competition	‘Managerial Economics’ by D. N. Dwivedi; Chap-15 & 16
37-40	Price & Output determination under Oligopoly	‘Managerial Economics’ by D. N. Dwivedi; Chap-17
41-45	Practical	

Scrapbook with 10 newspaper articles:

Students need to maintain a scrapbook with 10 news paper articles

Newspaper analysis evaluation criteria: (10 marks)

- Selection of the article
- Hypothetical examples made to relate the article
- Explanation

Market Survey evaluation Criteria: (10 marks)

- Selection of the product
- Questionnaire
- Explanation

Teaching Pedagogy:

- Classroom Teaching

- Case studies
- Class Presentation
- Market Survey

Prescribed Text:

3. Dwivedi, D. N., Managerial Economics by S. Chand 8/e
4. Mehta P. L., Managerial Economics by Sultan Chand & Sons
2. Mankiw, N.G., Principles of Economics, Cengage Learning, 6/e (**Softcopy available**)

Reference books and other reading material:

6. Ahuja, H.L., Managerial Economics, S. Chand
7. Mithani, D.M., Principles of Economics, Himalaya Publishing House
8. Agarwal, Vanita, Managerial Economics, Pearson Education India
9. Dwivedi, D., N., Microeconomics Economics by S. Chand
10. Steven, E.L., Price Theory by Michael B. Mercier

Journal/ Periodical/News papers

6. Economic & Political Weekly
7. The Economists
8. The Mint
9. The Economics Times
10. Business Standard

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Title: Contemporary Marketing Strategies for Managers (CMSM)

Subject Code: 50160205

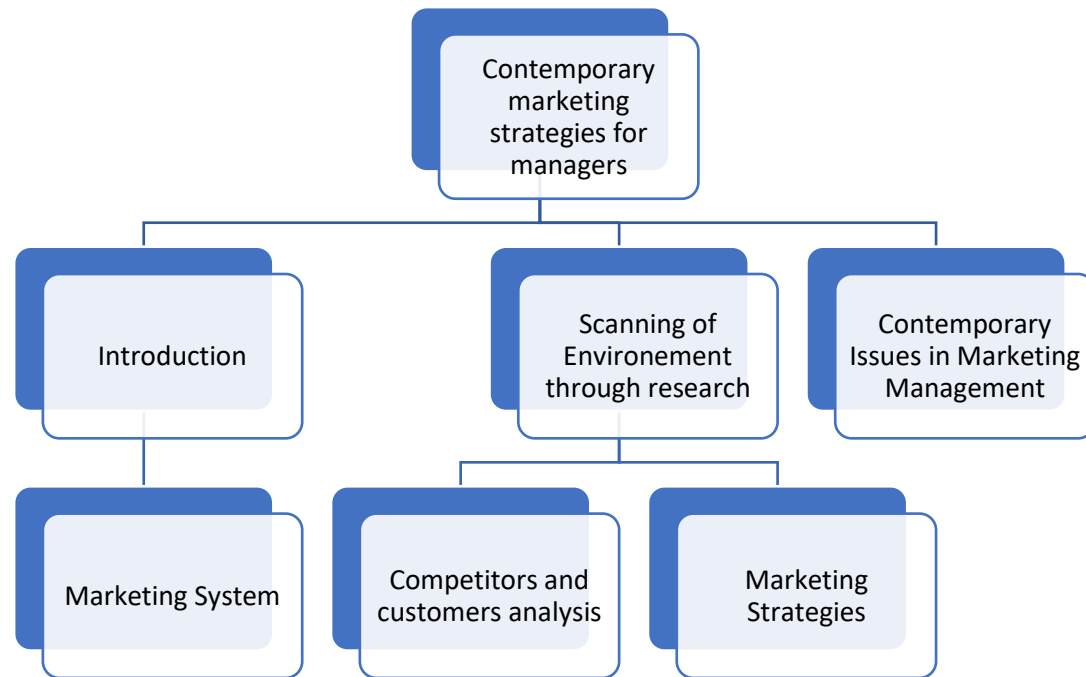
Course Credit: 03

Course Coordinator: Asst.Prof. Abhigna Vaishnav

Course Duration: 45 sessions 60 minutes/session

Flow of the Course:

9. Basic concepts and system of Marketing Management will be taught.
10. Scanning of environment with respect to competitors and customers angle will be taken up through research process
11. After being able to observe the existing scenario .Marketing strategies will be taught.
12. To get along with contemporary environment, Current trends in Marketing Management will be taught.



SOP of the Course:

7. The Marketing Management concepts will be taught through a Live Project
8. To study the behaviour of competitors and customers research insight would be given
9. To study the Contemporary practices and practical aspects of marketing , students are required to study industry and select any 5 companies so that they would come up with gap identification and can create their own Marketing plan

Course Educational Objectives:

CEO 1	To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.
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CEO 2	To familiarize the students with the traditional and contemporary marketing concepts and practices and develop their analytical skills, conceptual abilities and substantive knowledge in marketing in various verticals along with the practical exposure.
CEO 3	To provide the knowledge about Marketing strategies for different class of products and for different business structures

Course Outcomes:

CO1	Understanding of the core concepts applied in marketing.
CO2	Developing an ability to apply the concepts, make strategic decisions, conduct an environmental analysis, and research insight to be able to scan the market performance and potential.
CO3	Ability to identify competitors and customers and make strategies to deal with them..

Course Content:

Module No.	Module Content	No. of Sessions
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1	<p><u>ABCD of Marketing:</u> Introduction to Marketing: Marketing system, Marketing function Core Concepts of Marketing Management Buying, Assembling, Selling Marketing Risk</p> <p>Marketing Strategic Decision Making and Plans Marketing Environment Analysis MIS and Marketing Research Process</p>	8
2	<p><u>Market angle from two different corners:</u></p> <p>Competitors Analysis Consumer Behaviour</p>	10
3	<p><u>Marketing Category Wise: (Both Offline & Online)</u></p> <p>Marketing of Consumer goods Marketing of Industrial goods Marketing of Agricultural products Marketing of Financial Services Marketing of Services Segmentation, Targeting and Positioning,- Market Segmentation, Objectives, and Significance of Market Segmentation; Bases for Segmenting Consumer Market & Business Market; Market Targeting: Concept of Target Market and Market Targeting, Positioning: Positioning for Competitive Advantage , Choosing and implementing positioning strategies</p>	12

	Marketing Mix:- Product,Pricing Place,Promotion Rethinking : Marketing Mix Overview of Branding	
4	<u>Marketing-New Normal</u> Unorthodox Marketing -Gamification, Giveaways etc. Contemporary Issues in marketing. Rural Marketing, International MarketingDigital and social media marketing, Affiliate marketing, Sustainable marketing, Test Marketing, WOM, Relationship marketing, Networking Marketing for different Business Structures : Regulated market, organized market, unorganized market, cooperative marketing, Marketing and Society, Marketing Ethics	10
5	Case Study Project	5

Practice Module/Practical Exposure: Live Project For Sem 2: Students should study the Market Scenario and its Marketing Strategy (segmentation, targeting and positioning + Marketing Mix) for different industries allotted to them and study products or services. The student can prepare a small report and present it to the subject faculty

Suggested Industries:

1	Ed tech	2	Pharma
3	Healthcare and E -healthcare	4	FMCG
5	OTT	6	Consultation
7	Online gaming	8	IPL

9	E retail	10	TV Channels
11	SME	12	Real estate
13	Speciality chemicals	14	Transportation
15	IT	16	Furniture
17	Tourism	18	Electronics
19	Food sector	20	Hospitality
21	Automobile	22	Energy sector
23	Infrastructure	24	BPO/RPO
25	Agriculture	26	Political Parties
27	Telecom	28	Education
29	Print Media	30	Beauty Parlour/Salon
31	Social Media	32	Unorganized sector
33	Movies/Regional	34	S Commerce
35	KPO		

Details of Live Project: (Part 2) Startup -Marketing Plan

- Abstract
- Strategic Marketing Planning: Mission, Vision, Objectives and Values
- Situational Analysis-

- Industry situation and Consumer Behaviour
- Company position in the Industry, Positioning and Targeting
- Macro Environmental Factors
- SWOT Analysis
- Marketing Mix Strategies- 4Ps or 7 Ps
- Implementation, Evaluation and Control
- Time Plan and Budget- Financial projection

· Work Cited- References

Details of Applied Learning

- Live Project-1
- News paper Article/E-Article (As per the topics)
- Case Study-1
- Project Group Discussion-1
- Unit Test- 4

Session Plan:

Session Plan			
Session No.	Topics to be covered	Supplementary Books.	Page no.
1	Introduction to Marketing: Marketing system, Marketing function	Modern Marketing (Principles and Practices) -RSN Pillai	1-19

	Core Concepts of Marketing Management		
2-4	Buying, Assembling, Selling Marketing Risk Marketing Strategies and Plans	Modern Marketing (Principles and Practices) -RSN Pillai	42-56
5-7	Marketing Environment Analysis: Internal & External Environment, Micro & Macro Environment, Scanning and analysing the Marketing Environment	Marketing Management-13th edition,Kotler Philip, Kellar lane kevin, koshy Abraham and Jha	61-81
7-8	Marketing Research Process	Marketing Management-13th edition,Kotler Philip, Kellar lane kevin, koshy Abraham and Jha	86-100
9-11	Competitors Analysis: Identifying competitors, Assessing competitors, Porter's 5 Force model, Value and Quality,Creating Competitive advantage	Marketing Management-13th edition,Kotler Philip, Kellar lane kevin, koshy Abraham and Jha	225-233
12-14	Competitor Analysis and Competitive strategies, Competitive Positions, Leader strategies, market-challenger strategies, market-nicher strategies.	Marketing Management-13th edition,Kotler Philip, Kellar lane kevin, koshy Abraham and Jha	234-243

15-18	Consumer Behaviour: Consumer and Business buying behaviour; Meaning, Definition, Factors and process. Participants of business buying process Business buying process, Consumer versus Organizational buyer	Marketing Management-Indian Context- Ramaswamy Namakumari	246-294
	Guest Session		
19-21	Marketing of Consumer goods Marketing of Industrial goods Marketing of Agricultural products Marketing of Securities Marketing of Services	Modern Marketing (Principles and Practices) - RSN Pillai	480-507
22-24	Segmentation, Targeting and Positioning,- Market Segmentation, Objec tives, and Significance of Market Segmentation; Bases for Segmenting Consumer Market & Business Market; Market Targeting: Concept of Target Market and Market Targeting, Positioning: Positioning for Competitive Advantage ,	Marketing Management- Indian Context- Ramaswamy Namakumari	296-315

	Choosing and implementing positioning strategies		
24-25	PRODUCT MANAGEMENT: Product Concept and New Product Development , Role of Branding	Marketing Management- Indian Context- Ramaswamy Namakumari	372-488
26-27	Pricing Methods of Price Determination Major Pricing Strategies	Marketing Management- Indian Context- Ramaswamy Namakumari	632-648
28-29	Channel Management strategies: Channel Behaviour, Channel design, channel decisions, Brief of Distribution strategies , Channel Intermediaries , Online Vs. Offline Channels.	Marketing Management- Indian Context- Ramaswamy Namakumari	490-553
30	Promotion and Promotion Mix Integrated Marketing Communication Tools of Promotion Rethinking : Product Mix/SAVE Model	Marketing Management- Indian Context- Ramaswamy Namakumari	649-736
31-32	Unorthodox Marketing strategies	Gaberth Roberts	4-24
33-35	Contemporary Issues in marketing. Rural Marketing, International	Modern Marketing (Principles and Practices) - RSN Pillai	584-592

	MarketingDigital and social media marketing, Affiliate marketing, Sustainable marketing, Test Marketing, WOM, Relationship marketing		
36-40	Marketing for different Business Structures : Regulated market, organized market, unorganized market, unorganized market, unorganized market, cooperative marketing, Online market (E-business) Marketing and Society, Marketing Ethics Marketing for different Business Structures : Regulated market, organized market, unorganized market, cooperative marketing, Online market (E-business) Marketing and Society, Marketing Ethics	Modern Marketing (Principles and Practices) -RSN Pillai)	521-583
	Guest Session		

Evaluation

Theory 80%

Practical 20%

Reference Books:

Sr. No	Author	Name of the Book	Publisher	Year of Publication
1	RSN Pillai	Modern Marketing (Principles and Practices)	S. Chand & Company	Latest Edition
2	Gareth Roberts	Unorthodox Marketing	E Book	
3	Kotler Philip, Kellar lane kevin, koshy Abraham and Jha	Marketing Management -South Asian Perspective	Pearson	Latest Edition
4	Ramaswamy Namakumari	Marketing Management-Indian Context	McGraw Hill	Latest Edition
5	Tapan Panda	Marketing Management- Text and Cases	Excel Books	Latest Edition
6	J P Mahajan & Anupama Mahajan	Principles of Marketing	Vikas Publication	2015 Edition

9. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Journal of marketing
2. Brand Equity
3. Harvard Business Review
4. Business Standard/Economic Times

LJ UNIVERSITY
Integrated MBA – 5 Year Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Title: Accounting for Decision Making

Subject Code: 50160206

Course Credit: 03

Course Coordinator: Asst. Prof. Yash Shah

Course Duration: 45 sessions 60 minutes/session

Course Educational Objective:

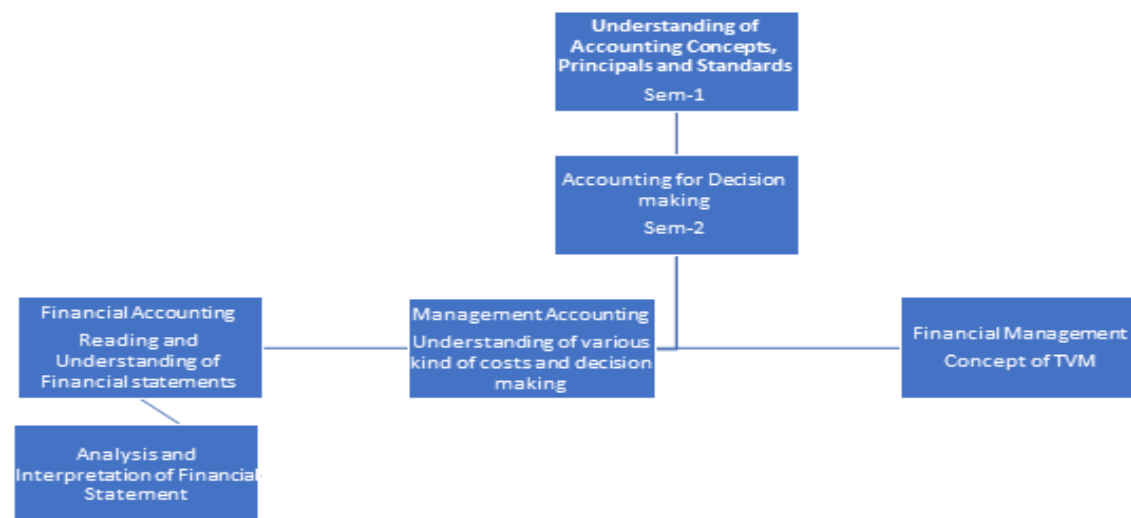
CEO1	To make students read the financial statement
CEO2	To make the students analyse and interpret the financial statement along with Notes to Accounts, Auditor's report while making managerial decisions
CEO3	To understand the Cost Sheet
CEO4	To learn the concept and usage of Time value of money in depth

Course Outcome: At the end of this course, students shall be able to:

CO1	Students will learn to read financial statements of various kind
CO2	Students will be able to analyze and interpret financial statement by using various tools like Vertical and Horizontal Analysis, Ratio Analysis
CO3	Students will understand the preparation of Cost statement for an organization

CO4	Students will understand how TVM can be used in various decision making
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3. Flow of the course



4. Course Contents

Module No.	Modules with its Contents/Chapters	No. of Sessions	Case Study/ Class presentation/ Group Discussion/ Class Assignment
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I	Analysing and Interpretation Financial statement through Ratio Analysis	12	
II	Reading and Understanding of Financial Statements: Understanding format of Financial statements and its applicability to various organisations. Reading and Understanding of Income statement, Balance Sheet.	10	Case Study on Financial Statement analysis of Industry Verticals along with presentation
III	.Understanding Cash flow statement and Notes to Accounts in details.	6	
IV	Product costing, Preparing and understanding Cost sheet. Behaviour of Cost, Different type of Costs, Break even Analysis, CVP Analysis	12	Case Study
V	Practical -	5	

5. Session Plan

Session No.	Topic Covered	Supplementary Book
1-2	Types of Financial statements applicable to various organisations in India. Horizontal vs Vertical balance sheet and Schedule III balance sheet.	

3-5	Reading and Understanding of Income Statement Line item wise	Balance Sheet Decoded by G.C.Pipara p.g.no. 1 to 83
6-8	Reading and Understanding of Balance Sheet Line item wise	Balance Sheet Decoded by G.C.Pipara p.g.no. 91 to 251
9-10	Reading and Understanding of Cash Flow statement	Balance Sheet Decoded by G.C.Pipara p.g.no. 411 to 423
11-12	Understanding Notes to Accounts, Auditor's Report and Director's Report	Balance Sheet Decoded by G.C.Pipara p.g.no. 267 to 425
13-15	Comparative Financial Statement	Financial Statement Analysis by S.Kr.Paul Pg no. 59 to 83
16-18	Common size statement analysis - Vertical Analysis	Financial Statement Analysis by S.Kr.Paul Pg no. 85 to 132
19-25	Ratio Analysis	Financial Statement Analysis by S.Kr.Paul Pg no. 139 to 336
26-27	Types of Costs	Cost and Management Accounting by M.N.Arora
28-31	Preparation of Cost sheet	Cost and Management Accounting by M.N.Arora

32-37	CVP Analysis and Break even Analysis	Cost and Management Accounting by M.N.Arora
38	Time Value of Money: Concept with interest calculations	Financial Management by Prasanna Chandra
39-40	Concept of compounding and discounting	Financial Management by Prasanna Chandra
41-44	Annuity: Present and Future Annuity. Ordinary and Deferred Annuity. Calculation of EMI. Effect of Inflation on annuity.	Financial Management by Prasanna Chandra
45	Perpetuity Concept and Effect	Financial Management by Prasanna Chandra

6. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures
- (b) Practice with the help of case studies
- (c) Assignments, Quiz, Presentations, etc.

7. Evaluation:

The evaluation of participants will be on a continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Assignments, Quiz, Class participation, etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

9. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Prassanna Chandra	Financial Management		Latest
2	M.N.Arora	Cost and Management Accounting	Himalaya Publishing House	Latest
3	G.C.Pipara	Balance sheet Decoded	Taxmann	Latest
4	S. Kr. Paul	Financial statement Analysis	NCBA	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Organizational Behaviour

Subject Code: 50160207

Course Credit: 03

Course Coordinators: Asst. Prof.Parita Unadkat and Dr. Krupa Kapadia

Course Duration: 45 sessions 60 minutes/session

Course Educational Objective:

CEO1	To demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
CEO2	To explain group dynamics and demonstrate skills required for working in groups (team building)
CEO3	To make them understand group behaviour in organizations, including communication, leadership, power and politics, conflict, and negotiations.

Course Outcome:

CO1	Students will understand the processes used in developing communication and resolving conflicts
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CO2	Students will be able to identify various leadership styles and the role of leaders in a decision-making process.
CO3	Students will learn about organizational culture, its dimensions and various organizational designs
CO4	Students will be able to learn and implement processes used in developing communication and resolving conflicts.

2. Course Duration: The course duration is 45 sessions 60 minutes/session along with their CIE project, which will run simultaneously with their classroom sessions.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning/ Lab Sessions
I	INTRODUCTON: – Definition, need and Importance of organizational behaviour Frame work – Nature and scope of OB – Contribution of other disciplines to OB – Organizational behaviour models	8	Organizational Behaviour (Stephen Robbins) Chapter 1 Organizational Behaviour (V. G. Kondalkar) Chapter 1
II	INDIVIDUAL AT WORKPLACE: - Personality: Meaning; Determinants; Personality traits influencing OB; The Myers-Briggs Type Indicator (MBTI), The Big Five Model, Types of personality; - Perception: Meaning; Perceptual Process; Factors influencing perception	12	Organizational Behaviour (V. G. Kondalkar) Chapter 4 Organizational Behaviour (K. Aswathappa)

	<ul style="list-style-type: none"> - Attitudes and Values: Meaning and Characteristics - Understanding Human Motivation at Work: Motivational Theories 		<p>Chapter 8</p> <p>Organizational Behaviour (Stephen Robbins) Chapter 7 & 8</p>
III	<p><u>GROUP DYNAMICS:</u></p> <ul style="list-style-type: none"> - Concept of Groups and Teams, Types; Features; Stages of Formation - Conflict: Types; Process and Conflict Management; - Stress - Leadership: Concept and Managerial Grid <p><u>INTERPERSONAL BEHAVIOUR:</u></p> <ul style="list-style-type: none"> - Transactional Analysis: Theory and uses 	12	<p>Organizational Behaviour (V. G. Kondalkar) Chapter 9 & 11</p> <p>Organizational Behaviour (K. Aswathappa) Chapter 11</p> <p>Organizational Behaviour (Stephen Robbins) Chapter 12</p>
IV	<p><u>ORGANIZATIONAL CULTURE AND CHANGE</u></p> <p>Organizational Culture and climate</p> <ul style="list-style-type: none"> – Importance; Factors affecting organizational climate - Organizational Change: Need, Process; Resistance to change; - Organizational Development: Concept 	8	<p>Organizational Behaviour (V. G. Kondalkar) Chapter 18 & 20</p> <p>Organizational Behaviour (K. Aswathappa) Chapter 19</p> <p>Organizational Behaviour (Stephen Robbins) Chapter 16</p>
V	<p>Practical:</p> <p>Students will prepare and give presentations on any of the above topics related to the provisions and applicability of the subject in the presence of their faculty guide.</p>	5	

Session Plan

Session No.	Topic Covered	Reading References
1	Definition, need and Importance of organizational behaviour Frame work	Organizational Behaviour (Stephen Robbins) Chapter 1
2-6	Nature and scope of OB Contribution of other disciplines to OB Organizational behaviour models	Organizational Behaviour (Stephen Robbins) Chapter 1 + Organizational Behaviour (V. G. Kondalkar) Chapter 1
7-10	Formation and registration process of all this business organization	Workbook + Ministry of Corporate Affairs Govt. of India Links- <a href="https://www.mca.gov.in/MinistryV2/stepstoforma
newcompany.html">https://www.mca.gov.in/MinistryV2/stepstoforma newcompany.html and

		https://www.mca.gov.in/MinistryV2/incorporation_company.html
11-12	Company Form of Business Organization - Introduction to Indian Companies Act 2013	Workbook + Taxmann Blog https://www.taxmann.com/post/blog/6174/all-about-companies/
13-17	Types of Company - Private limited, public limited, one person company (meaning, formation and registration process)	Workbook + blog https://www.taxmann.com/post/blog/733/different-types-of-companies/
18-21	Chartered documents of the company- Prospectus, MOA and AOA	Workbook + Blog https://www.taxmann.com/post/blog/720/formation-of-a-company-under-companies-act-2013/ Caselets - https://taxguru.in/chartered-accountant/company-law-case-studies-cacscma-examinations.html
22-25	Co-operative organization	Workbook + ICAI Handbook Pg No. 11, 45, 73 + Success book of Cooperatives in India by National Cooperative Union of India and UN https://mscs.dac.gov.in/NationalCoopSociety.aspx https://www.ncdc.in/Activities_files/ProcessingIndustrialService.htm

25-26	Public Enterprise Not for Profit Organization (Section 8 Companies)	Workbook + https://dpe.gov.in/about-us/about-department Your Story Blog - https://yourstory.com/mystory/87fa6d9afe-section-8-company-leg/amp + ICAI Handbook Pg No. 10,11,45, 46
27-31	Start-up	Workbook + Evolution of Startup in India- 5 Year Report from GOI Ministry of Commerce and Industry
32-34	Joint Ventures EXIM Business Financial Service Organization	Workbook + webinar on JV - https://www.dezshira.com/multimedia/view/establishing-joint-venture-india-legal-aspects.html EXIM Video - https://www.youtube.com/watch?v=IMthMWVQHW4
34- 36	Setting up a new business - Feasibility report or project report	Entrepreneurship Development & Small Business Enterprises - Chapter 5 Pg. No. 207- 214
37- 38	Location Analysis - plant layout and location (SEZs, EOUs, SIRs)	Entrepreneurship Development & Small Business Enterprises - Chapter 5 Pg. No. 215-228

39	Financing a business	Entrepreneurship Development & Small Business Enterprises - Chapter 5 Pg. No.256-258
40	Various Initial Registrations and Licenses	Entrepreneurship Development & Small Business Enterprises - Chapter 5 Pg. No.243
41	Setting up of Business outside India	Workbook
42-45	Case_Study Workshop: Case: Mithailite - Business Plan relating to a proposed sugar-free sweets relating business (From - Entrepreneurship - Second Edition - Rajeev Roy - Oxford University Press)	

Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Stephen P. Robins	Organizational Behavior	Pearson Education	13th or Latest Edition
2	K. Aswathappa	Organizational Behaviour	Himalaya	Latest
3	V. G. Kondalkar	Organizational Behaviour	New Age International (P) Limited	Latest

4	Udai Pareek	Understanding Organizational Behaviour	Oxford Higher Education	2nd Ed, Latest
5	Margi Parikh & Rajan Gupta	Organizational Behaviour	McGraw-Hill	2010, Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

Batch 2022_Sem 2 Electives

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Title: Content and Creative Writing

Subject Code: 50160211

Course Credit: 01

Course Coordinator: Ms. Shailja Bhatt

Course Duration: 15 sessions 60 minutes/session

3. Course Educational Objectives (CEO):

CEO 1	To understand the format of writing
CEO 2	To be concise in writing
CEO 3	To understand the importance of coherence and cohesion
CEO 4	To understand ancillaries like oxymora's, idioms and proverbs

4. Course Outcomes (CO):

CO 1	The student will be able to understand the expectations in writing by the university of Cambridge
CO 2	The student will be able to write effectively with efficient word usage

CO 3	The student will understand the flow of writing an essay
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3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning	
	Essays			
I	Writing an Essay	4		
	Creativity in writing			
II	Creative writing	3		
	Understanding Ancillaries			
III	Understanding ancillaries and applications	3		
	Proverbs			
IV	Usage of Proverbs	5		

5. Session Plan

Session No.	Topics	Reading References	Applied Learning
1	Introduction to Creative writing		
2	Idioms, slangs and clines		
3	Précis writing		
4	Introduction to writing styles		
5	Introduction to Content writing		
6	Components of Writing		
7	Coherence and Cohesion		
8	Lexical Resource usage, discourse markers and complex sentences		
9	Proverbs		
10	Evaluation		

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

6. Evaluation

- Theory: 20%
- Practical: 80%

Assignments:

7.Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1				
T2				
T3				
R1				

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

LJ UNIVERSITY
Integrated MBA – 5 Year Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Title: Theatre II

Subject Code: 50160212

Course Credit: 01

Course Coordinator: Mr. Nayan Bhil

Course Duration: 15 sessions 60 minutes/session

3. Course Educational Objectives:

CEO 1	To represent their thoughts verbally in public
CEO 2	To learn to present their inner thoughts in an orderly and creative way
CEO 3	To enhance the student's ability to survive by observing their environment
CEO 4	To learn how to design multiple problem-solving approaches

4. Course Outcomes:

CO 1	To build confidence
CO 2	The ability to communicate their personal thoughts
CO 3	To enhance observation skills and develop coordination skills
CO 4	Ability to understand and analyze situations, people and things better

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Environment Observation		
I	Environment understanding, Key requirement of an environment		Practical Learning
	Developing Actor's personal skills		
II	Content creating, Designing and creating thoughts		Practical Learning
	Topic Selection		
III	Detailed story writing, Story structure		Practical Learning
	Performance		
IV	Character play, dialogues, stage performance		Practical Learning

5. Session Plan

Session No.	Topics	Reading References	Applied Learning
1	Recall (revise)	NA	Recall sessions
2-3	Studying the environment, Opening up in any environment	NA	Theatric's exercise,
4-5	Content beading, identify characteristics of any individual	NA	Brainstorming, Discussion, Debate
6-7	Developing a problem-solving approach with multiple ideas	NA	Multiple usage exercise

8-9	Building and creating a story, writing dialogues	NA	How to write plots and stories
10-11	Picking characters, character language	NA	Observe diction of multiple characters
12-13	Preparation of performance and rehearsal	NA	How to use the stage to the full advantage, grab audience attention
14-15	Rehearsal		

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

6. Evaluation

- Theory: 20%
- Practical: 80%

Assignments: Story Play

7. Text / Reference Books: NA

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	NA			
T2				
T3				
R1				

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

NA

LJ UNIVERSITY
Integrated MBA – 5 Year Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Title: Voice Craft

Subject Code: 50160213

Course Credit: 01

Course Coordinator: Ms. Bhargavi Buddhadev

Course Duration: 15 sessions of 60 minutes/session

3. Course Educational Objectives:

CEO 1	To make students understand the concept of voice craft
CEO 2	To make students learn the importance of diction and pronunciation
CEO 3	To make students understand voice tone and personalities
CEO 4	To make students learn how to use their voice

4. Course Outcomes:

CO 1	Students will understand voice crafting
CO 2	Students will understand voice modulation and diction

CO 3	Students will understand personalities by judging voice tone
CO 4	Students will understand their voice

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Introduction		
I	Introduction to voice over and dubbing	2	Understanding voice industry and how it works
	Voice Crafting		
II	Crafting your voice as and when required	5	Working on diction, breath and pronunciations
	Understanding your voice		
III	Understanding your voice	3	Understanding your voice and its range
	Personality Identification		

IV	Learning about a person through voice	2	Understanding personalities through voice
V	Tips and tricks for recording and using microphone	2	Understanding mic culture

5. Session Plan

Session No.	Topics	Reading References	Applied Learning
1	Introduction to voiceovers and dubbing	NA	Practical
2	Importance of voice in communication	NA	
3	Clearing pronunciations	NA	Practical
4	Exercises to clear pronunciations	NA	Practical
5	Breathing exercises to improve vocal range	NA	Practical
6	Understanding rhythm and music	NA	Practical
7	Types of voice over	NA	

8	Practising voice over	NA	Practical
9	Art of storytelling	NA	
10	Trying different emotions	NA	Practical
11	Understanding genres	NA	
12	Understanding a character	NA	
13	Story making assignment	NA	
14	Tips and tricks for recording and using microphone	NA	Practical
15	Assignment discussion and doubt solving	NA	

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

Mic, mixer, monitors, etc. (Recording Studio)

6. Evaluation

- Theory: 20%
- Practical: 80%

Assignments:

- Creating a one-minute story of their choice.
- Clearing pronunciations through different exercises.
- Voice Etiquettes

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Title: Path to Excellence

Subject Code: 50160214

Course Credit: 01

Course Coordinator: Mr. Devender Singh

Course Duration: 15 sessions 60 minutes/session

3. Course Educational Objectives (CEO):

CEO 1	Heart enabled individuals
CEO 2	Leadership skills and self-control
CEO 3	Empathetic and well rounded personality of students
CEO 4	Physical, mental and emotional Wellness

4. Course Outcomes (CO):

CO 1	Better Self-awareness
CO 2	Confident individual and future ready citizens
CO 3	Clearer perspective towards life
CO 4	Better Socio-Emotional Skills

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Learning About Self		
I	Self	4	Self-awareness
	Learning About Surrounding		
II	Surrounding	4	Effective Communication, Group management
	Understanding your higher self		
III	Higher Self	2	Being one with your inner self

5. Session Plan

Session No.	Topics	Reading References	Applied Learning
1	Connection		Inclusion & trust building
2	Stress Management	Youtube link - https://www.youtube.com/watch?v=Gd5PECqHYh8	Practical experience of Relaxation and Meditation
3	Core		Self-Awareness, Goals, Strengths and aspirations
4	Context		Decision-making, Leadership,

5	Time-Management	Youtube link - https://www.youtube.com/watch?v=FA8SgdpW8Dk	Time management tips & Rejuvenation technique
6	Choices	Youtube link - https://www.youtube.com/watch?v=V7hx1QH7s2o	Decision making
7	Causality		Global Citizenship
8	Community	Youtube Link - https://www.youtube.com/watch?v=agH2Au1PdE8	Collective Learning & Unity
9	Designing Destiny	Youtube Link - https://www.youtube.com/watch?v=Y308ThBU9rk	Hard-work, perseverance, inner-connect and finding your compass
10	Introduction to Yoga & Spirituality (Field visit)	Youtube Link - https://www.youtube.com/watch?v=MYk7Ma8vDWk	Eight limbs of yoga and practical experience

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

6. Evaluation

- Theory: 20%
- Practical: 80%

Assignments:

7.Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
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T1	Kamlesh Patel	The Heartfulness Way	Westland Publications	2018
T2	Kamlesh Patel	Designing Destiny	Westland Publications	2019
T3	Vinoba Bhave	Talks on the Gita	Spiritual Hierarchy Publication Trust	2019
R1	Stephen Covey	Seven Habits of Highly Effective People		1989
R2	James Clear	Atomic Habits	Random House Business Books	2018

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

Heartfulness Magazine

Evaluation:

- f. Through - Presentation,
- g. Submitting LogBook of each session with details of AHA moments
- h. Introspection questions given during class and
- i. Detailing experience of practical sessions, learning and application.
- j. Short Essay of Kindness - Kindness to Self, Others and surroundings

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 2

Subject Title: Social Media and Web Management

Subject Code: 50160215

Course Credit: 01

Course Coordinator: Mr. Manoj Padaiyachi

Course Duration: 15 sessions 60 minutes/session

3. Course Educational Objectives:

CEO 1	To enable students to become aware about the importance of Social Media and Web Management for Businesses and Brands.
CEO 2	To learn to manage a brand, tone and voice for social media and web presence.
CEO 3	To enhance the student's ability to identify how the major social media platforms function, and what role they play in marketing as well as management.
CEO 4	Learn how to create, manage and research content for different social media platforms and websites.

4. Course Outcomes:

CO 1	To Analyze social media and web problems and suggest ways of solving and managing these problems.
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CO 2	The ability to recognise the range of stakeholders involved in social media management and their role as target markets
CO 3	To assess the role of branding, social advertising and other communications in achieving behavioural change.
CO 4	Create effective Social media and Web management strategies for various types of industries and businesses.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Introduction to Social Media		
I	Introduction, Platforms, Importance, Algorithms	4	Practical Learning
	Social Media Management		
II	Strategies, Content Management, Content Calender, Tools, Analytics and Insights	4	Practical Learning
	Introduction to Web Management		
III	Introduction, Purposes and Types	3	Practical Learning
	Web Management		
IV	WordPress, Shopify, Landing Pages, Tools and SEO for Web Management	4	Practical Learning

5. Session Plan

Session No.	Topics	Reading References	Applied Learning
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1-2	Importance of Social media for Business and different Platforms	NA	Practical Learning
3-4	Social Media Algorithms, Strategy	NA	Facebook, Instagram, Linkedin, Twitter Algorithms Practical Learning
5-6	Social Media Content Management, Content Calender, Tools	NA	Practical Usage of Tools like Canva, Followerwonk, Qoruz etc
7-8	Developing Social Media Strategies, Analytics and Demographics	NA	Practical Learning
9-10	Practical Exercise for Social Media Management	NA	Creating strategically optimized profiles on Twitter, Linkedin and Instagram and Tools
11-12	Introduction to web management, types , purposes	NA	
13-14	Introduction to Wordpress, Shopify, Blogger, Landing pages. Domains, Tools, SEO for Web	NA	Creating website on Blogger, writing blogs and publishing.
15	Practical Exercise for Web Management		

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

6. Evaluation

- Theory: 20%
- Practical: 80%

Assignments:

7.Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Gary Vaynerchuk	Crushing It	HarperBusiness	2018
T2				
T3				
R1				

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

<https://emplifi.io/resources/blog/social-media-management-guide>

<https://www.fool.com/the-blueprint/website-management/>

Batch 2022_Sem 3 Syllabus

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3
Subject Name: Managerial Communication
Subject Code: 50160301
Course Credit: 3
Course Coordinators: Asst. Prof. Heli Shah
Course Duration: 45 sessions of 60 minutes/session

1. Course Educational Objective:

CEO1	To equip the students with the basic knowledge of Managerial communication and its usage.
CEO2	To enhance students with the ability to speak, listen and write effectively in English Language.
CEO3	To reinforce the importance of etiquette and grooming in today's business environment.

- **Course Outcome:**

CO1	Students will be able to learn the importance of Managerial communication
CO2	Students will be able to evaluate personal communication, formal and informal to identify specific areas.
CO3	To acquaint the students with basic concepts and techniques of communication, viz. Listening, Speaking, Reading, and Writing (LSRW Skills)

2. Course Duration: The course duration is **45 sessions of 60 minutes** each along with their CIE project, which will run simultaneously with their classroom sessions.

3. Course Content:

Module No.	Content	No. of Hours
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I	Listening and Speaking <ul style="list-style-type: none"> ● Definition ● Features of a Good Listener ● Types of Listening ● Strategies for effective listening ● Barriers to Effective Listening. ● Strategies for oral presentation ● Effective Oral Delivery ● Controlling nervousness and stage fright ● Group discussion and Public Speaking 	8
II	Writing <ul style="list-style-type: none"> ● Written Business Communication ● Basic Principles ● Tips for effective writing ● Business Letters, Resume and Job Application Meeting: <ul style="list-style-type: none"> ● Ways and Means of conducting meeting effectively ● Planning a Meeting ● Meeting Process ● How to Lead Effective Meeting, Evaluating Meeting ● Writing Agenda and Minutes of meetings 	12
III	Etiquettes: Téléphone etiquettes Email etiquettes Corporate étiquettes	5

IV	Grooming, clothing, and Accessorizing <ul style="list-style-type: none"> • Types of clothing • Business Formals/ Business Casuals • Fabrics and color • Grooming for Business 	5
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4. Session Plan

Session No.	Topic Covered	Reading References
1-7	Business communication Introduction Definition Types of communication Importance of communication Barriers of communication Listening and Speaking <ul style="list-style-type: none"> • Definition • Features of a Good Listener • Types of Listening 	Rajeesh Vishwanathan Himalaya Publication Active Listening 101: How to Turn Down Your Volume to Turn Up Your Communication Skills-Emilia Hardman

	<ul style="list-style-type: none"> ● Strategies for effective listening ● Barriers to Effective Listening. ● Strategies for oral presentation ● Effective Oral Delivery ● Controlling nervousness and stage fright ● Group discussion and Public Speaking 	
8-9	Writing <ul style="list-style-type: none"> ● Written Business Communication ● Basic Principles ● Tips for effective writing ● Business Letters, Resume and Job Application 	Business English writing -Marc Roche
10 -13	Meeting: <ul style="list-style-type: none"> ● Ways and Means of conducting meeting effectively ● Planning a Meeting ● Meeting Process ● How to Lead Effective Meeting, Evaluating Meeting Writing Agenda and Minutes of meetings	7 Steps to Better Writing-Charles Maxwell
14-17	Etiquettes: Telephone etiquettes Email etiquettes Corporate etiquettes	Business Communication Meenakshi Raman & Prakash Singh
17-20	Grooming, clothing, and Accessorizing <ul style="list-style-type: none"> ● Types of clothing ● Business Formals/ Business Casuals 	Business Communication Mallika Nawal

	<ul style="list-style-type: none"> ● Fabrics and color Grooming for Business 	
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Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	R K Madhukar	Business Communication	Vikas publishing house	2 nd edition
2	Courtland L Bovee & John Thill	Business communication Today	Pearson Publication	15 th edition
3	Asha Kaul	Effective Business Communication	PHI Publishers	2 nd edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3

Subject Name: Design Thinking

Subject Code: 50160302

Course Credit: 3

Course Coordinators: Mr. Rohan Shah/ Asst. Prof. Misba Shaikh

Course Duration: 45 sessions of 60 minutes/session

1. Course Educational Objective:

CEO1	To develop the innovative mindset of the students as Entrepreneur
CEO2	To develop them in futurists in the VUCA world
CEO3	To develop their skills in human centred research

Course Outcome:

CO1	Students will understand the concepts of design thinking approaches.
CO2	Students will understand to create design thinking teams
CO3	Students would be able to critically think and design parallaly to solve problems.
CO4	Students would be able to apply some design thinking concepts to their daily

	work.
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Course Content:

Module No.	Content	No. of Sessions
I	Creative Thinking & Innovation - Design & Entrepreneurial Mindset - The Art of Creative Thinking - Innovation & Entrepreneurship - Evolution of Design with Case Studies - Introduction to different Whiteboarding tools	10
II	Design & Future - Future & Design - Futures Thinking & Mindset of a Futurists - Designing the Future & Case Studies	10
III	Design Thinking Process & Human Centered Approach - Introduction to Design Thinking & Human Centered Design - Design Thinking Process - Empathy & Tools (Case Studies)	10
IV	Design Research - Divergence & Convergence - Case Studies & Empathy in Action - Formation of Problem statement - Design Doing from Empathy to Defining the problem	10
V	Case Study and Assignment – CIE	5

Session Plan

Session No.	Topic Covered	Reading References
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1-4	Creative Thinking & Innovation	
5-6	Design & Entrepreneurial Mindset	
7-10	The Art of Creative Thinking - Innovation & Entrepreneurship	
11-12	Evolution of Design with Case Studies	
13-16	Introduction to different Whiteboarding tools - Design & Future - Future & Design	
17-20	Futures Thinking & Mindset of a Futurists - Designing the Future & Case Studies	
21-24	Design Thinking Process & Human Centered Approach	
25-26	Introduction to Design Thinking & Human Centered Design	
27-30	Design Thinking Process	
31-33	Empathy & Tools (Case Studies)	
34- 35	Design Research - Divergence & Convergence	
36- 37	Case Studies & Empathy in Action	
38	Formation of Problem statement	
39 - 40	Design Doing from Empathy to Defining the problem	
41 - 45	Case Study and Assignment – CIE	

Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Tom Kelley	Creative confidence	HB Press	
2	Roger Martin	The design of business	HB Press	
3	Eric Ries	The lean startup	Crown Business Press	2011
4	Michael Lewrick	The Design Thinking Playbook	Wiley	2018
5	Thomas Lockward, Edgar Papke	Innovation by Design	Career Press	2017

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3

Subject Name: Art of Strategy

Subject Code: 50160303

Course Credit: 3

Course Coordinators: Asst Prof. Parita Unadkat/Dr. Susmita Suggala

Course Duration: 45 sessions of 60 minutes/session

3. Course Educational Objectives:

CEO 1	To give an overview of the concepts, process of strategic decision making and limitations
CEO 2	To understand the various tools for strategy formulations and establishing strategic intent
CEO 3	To have an understanding of the strategic formulation at corporate and business levels
CEO 4	To study the strategic implementation and strategic evaluation

4. Course Outcomes:

CO 1	Understanding the core concepts of strategic decision making
CO 2	Studying and analyzing the tools for firm, industry and competitor

CO 3	Learning and Analyzing corporate and business level strategies
CO 4	Ability to implement and evaluate strategic controls

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions
	Introduction/Overview	
I	Understanding the concept of strategy Strategy process Levels of Strategy operation Strategy Intent – Vision, Mission, Goals	8
	Tools of Strategy Analysis	
II	I. Analysis of the Firm: Objectives Resources and capabilities Core competencies and Value Chain Analysis SWOT analysis II. Analysis of the Industry and Competitor Fundamentals of Industry analysis- PESTLE Competitor analysis- Porter's Five Force Competitive Advantage- Porter's Generic Strategy Sustainable Competitive Advantage	7
	Strategic Formulation	

III	I. Corporate Level c. Stability strategies d. Expansion Concentration Integration Diversification Internalization Cooperation and Joint Venture II. Business level Strategies Generic business strategies BCG, GE and McKinsey 7s	13
	Strategy Implementation and Control	
IV	III. Structure and Controls: Triple Bottom Line (TBL) approach Balanced Scorecard IV. Contemporary Topics in Strategy: Management of Change through VUCA Blue Ocean Strategy, Blue Ocean Shift	7
V	Project Case Study	10

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

Case study

Project

5. Evaluation

- Theory: 70%
- Practical: 30%

6. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Azhar Kazmi	Strategic Management and Business Policy	Tata Mc Graw Hill	2012
T2	Robert M Grant	Contemporary Strategy Analysis: Text and Case Edition	Wiley	2012
R1	Michael Hitt, Duane Ireland, Robert Hoskisson	Strategic Management: Concepts and Cases Competitiveness and Globalization	South-Western Cengage Learning	

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

- Harvard Business Review

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3

Subject Name: Digital Marketing Strategies for Managers

Subject Code: 50160304

Course Credit: 3

Course Coordinators: Assistant Professor (Dr) Susmita Suggala/Asst Prof. Abhigna Vaishnav/Asst. Prof. Hardik Solanki

Course Duration: 45 sessions 60 minutes/session

3. Course Educational Objectives:

CEO 1	To introduce the digital ecosystem.
CEO 2	To know the profile of Internet consumers and understand their reactions or behavior on the Internet.
CEO 3	To investigate and evaluate the various social media tools.
CEO 4	To understand the significance of search engine optimization for companies in digital space.

4. Course Outcomes:

CO 1	Understanding the role of digital with respect to traditional marketing mix and the changes in consumer journeys
CO 2	Understanding Consumer profiles and buyer personas for marketing campaigns
CO 3	Develop the consumer perspective and observe consumer reaction, engagement and behavior on social media.
CO 4	Critical understanding of the organic and inorganic marketing

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions
Digital Ecosystem		
I	Traditional Vs Digital Marketing, Role of Internet, Current trends, Drivers of the new marketing environment(mix), Digital marketing strategy, P.O.E.M. framework (paid owned, earned media), Digital marketing models.	6
Internet Consumers (Buyer Persona) and Tools		
II	Social media promotions, Influencer marketing, Mobile marketing, Digital marketing campaign analytics for creative thinking and trends Social Media Marketing: Tools	12

	<p>Overview of Content Marketing:</p> <p>Promoting products and services:</p> <p>Direct marketing - email / Blogs/ Newsletter/ guest posting articles, videos, podcasts</p> <p>Email Marketing – drafting content</p> <p>Introduction to social media platforms and respective tools, Penetration & characteristics, Building a successful social media marketing strategy,</p> <p>social media guidelines, policies,</p>	
Social Media Marketing and Campaign Analytics		
III	<p>Social Media Marketing</p> <p>Overview of the Platforms for Marketing:</p> <p>Facebook and Instagram marketing</p> <p>Business through Facebook & Instagram Marketing, Creating Advertising Campaigns, Social Media ads (inorganic ads)</p> <p>YouTube Marketing:</p>	12

	<p>Creating and Managing Content</p> <p>LinkedIn Marketing:</p> <p>Networking and Business through LinkedIn, Content Strategy</p> <p>Twitter Marketing:</p> <p>Understanding Twitter Trends, Framing content strategy,</p> <p>Snapchat</p> <p>Introduction to social media metrics, evaluation of Social Marketing metrics, insights and analysis strategy</p>	
Overview of Search Engine Optimization and Advertising in the Digital Age		
IV	<p>Basic SEO introduction, working of search engines, Types of SEO, Keyword search and competitive intelligence, On page optimization, Off page optimization, Local SEO, Google Analytics, Hashtag Management</p> <p>Search Engine Advertising:</p> <p>Understanding Internet consumers, social media listening, targeting and personalization, Ad Placement, Ad Ranks, Campaign Budget (Pay for Search Advertisements)</p>	10
V	<p>Project</p> <p>Case Study</p>	5

5. Session Plan

Session No.	Topics	Reading References
1-2	Evolution of Digital Marketing from traditional to modern era, Role of Internet Current trends, Implications for society & business (traditional and current)	Essential Reading (ER): Bhatia Punit Singh 2017). Digital Marketing, Pearson, (Ch 1) , pg 1-15 Supplementary Reading (SR): (Ch 1)
3-4	Drivers of the new marketing environment, Digital marketing strategy, P.O.E.M. framework (paid owned, earned media),	ER: Bhatia Punit Singh 2017). Digital Marketing, Pearson, (Ch 2) , pg 50-60
5-6	Digital marketing models Digital Marketing mix	ER: Bhatia Punit Singh 2017). Digital Marketing, Pearson, (Ch 2) , pg 69-78

7-8	Understanding Internet consumers, social media listening, targeting and personalization (organic reach)	ER: Bhatia Punit Singh 2017). Digital Marketing, Pearson, (Ch 3), pg 81-1
9	Social media promotions	
10	Influencer marketing, promoting yourself on You tube	Allan Kane, You Tube Marketing Allan Kane, Social Media marketing and online business 2021, pg228
11	Mobile marketing (App marketing)	
12-13	Digital marketing campaign analytics for creative thinking and trends (content creation)	ER: Bhatia Punit Singh 2017). Digital Marketing, Pearson, (Ch 8), pg – 277-299
14	Introduction to social media platforms, characteristics	
15	Building a successful social media marketing strategy, social media guidelines, policies	SR: Managing and Measuring Social Media Efforts pg 119
16-18	Content Marketing: Promoting products and services: Direct marketing -email, blogs, newsletter, guest posting articles, videos, podcasts Email marketing- drafting content	
23	Facebook Marketing:	Allan Kane, Social Media marketing

	Business through Facebook Marketing,	and online business 2021, Facebook Marketing, Ch 2, 3 Pg. 141-163
24-25	Instagram Digital Marketing Strategies, algorithms	Allan Kane, Instagram Marketing, Social Media marketing and online business 2021, Ch 6, 7, 8, pg. 76-106
26	YouTube Marketing: Creating and managing Content	ER: Allan Kane, You Tube Marketing, Social Media marketing and online business 2021, 2021 Ch 1, Pg-227-248, Ch 3- 266, Ch 4- 281-282
27	LinkedIn Marketing Overview: Networking and Business through LinkedIn, Content Strategy	
28	Twitter Marketing Overview: Understanding Twitter Trends, Framing content strategy Snapchat	Digital Marketing, 'Twitter marketing', Ch 6, Pg 246- 252
29-30	Basic SEO introduction, working of search engines, Types of SEO, Local SEO	
31	Keyword search and competitive intelligence, On page optimization, Off page optimization,	

32-35	Google Analytics, Hashtag Management	
36-37	Search Engine Advertising: Understanding Internet consumers, social media listening, targeting and personalization	
38	Ad Placement, Ad Ranks	
39	Campaign Budget (Pay for Search Advertisements)	
40	Revision	

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Campaign designing
- Trade Show planning
- Lecture/PPT
- Case Discussions
- Audio-visual Material (Using Clippings/ online videos)
- Assignments and Presentations

6. Evaluation

- Theory: 60%

- Practical: 40%

4. **Project: 45 marks**

Campaign design on product/services, platforms for campaigning will be provided with timelines and milestones.

- Report- 15 marks
- PPT+Viva- 25 marks
- Submission- 05

5. **Case Study: 30 marks**

- PPT submission
- Class participation

6. **Assignments: 30 marks each**

Assignments 1- Insta BOI program (3 days) Complete and submit certificate

Assignment 2- Identify influencers in **categories** provided and write as per the **guidelines** given

7.Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Fundamentals of Digital marketing	Punit Singh Bhatia	Pearson	Latest Edition

T2	Marketing to the social web	Larry Weber	Wiley	Second Edition
T3	Social Media Strategy marketing, advertising and public relations in consumer revolution	Keith A Quesnsberry	Rowman & Littlefield	Latest Edition
R1	Social media marketing And online business 2021	Allan Kane		Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

Journal of Digital Media

Journal of Digital & Social Media Marketing

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3

Subject Name: Fundamentals of Production and Operations Management

Subject Code: 50160305

Course Credit: 3

Course Coordinators: Asst. Prof. Misba Desai

Course Duration: 45 sessions 60 minutes/session

1. Course Educational Objective:

CEO1	To equip the students with the basic knowledge of production and operations management and its role in industries.
CEO2	To develop an understanding of how the operations have strategic importance and can provide a competitive advantage in the workplace.
CEO3	To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.
CEO4	To understand the Materials Management function starting from Demand Management through Inventory Management.

- **Course Outcome:**

CO1	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
CO2	Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments
CO3	Plan and implement suitable materials handling principles and quality control measures in Quality Circles to TQM.

2. Course Duration: The course duration is **40 sessions 60 minutes/session** each along with their CIE project, which will run simultaneously with their classroom sessions.

3. Course Content:

Module No.	Content	No. of Hours
I	INTRODUCTION OF PRODUCTION AND OPERATIONS MANAGEMENT Meaning and evolution of POM Nature of production	10

	<p>Scope of production</p> <p>Production as system</p> <p>Goods Vs service</p> <p>Recent trends in operations management (AI, Data Science/automation)</p> <p>Decision making in production</p> <p>Types of manufacturing system OR types of production process</p>	
II	<p>FACILITY LOCATION</p> <p>Factors affecting to facility location</p> <p>Steps in facility location</p> <p>FACILITY LAYOUT</p> <p>Types of layout</p> <p>AGGREGATE PLANNING</p> <p>Approaches to Aggregate planning (Demand Forecasting)</p> <p>MATERIAL REQUIREMENT PLANNING</p> <p>Concept, inputs, function, importance.</p>	10

	MATERIAL HANDLING Principles and equipments OPERATION SCHEDULING – Overview	
III	INVENTORY MANAGEMENT Concept Dependent and Independent demand Techniques of inventory management (ABC, EOQ , various levels of inventory- Theory and practical) Concept of JIT (Kanban)	5
IV	PROJECT MANAGEMENT PERT & CPM- Theory and practical Introduction and meaning Rules to construct a network Estimation of time of activities in PERT Characteristics of PERT Time and float calculation in network	10

	QUALITY MANAGEMENT TQM Six sigma Quality circle ISO 9000	
V	Case Study + Project	10

4. Session Plan

Session No.	Topic Covered	Reading References
1-7	Meaning and evolution of POM Nature of production Scope of production Production as system Goods Vs service Recent trends in operations management (AI, Data Science/automation)	Workbook + Notes

8-10	Decision making in production Types of manufacturing system OR types of production process	Workbook + Notes
11 -14	FACILITY LOCATION Factors affecting to facility location Steps in facility location FACILITY LAYOUT Types of layout	Workbook + Notes
15-17	AGGREGATE PLANNING Approaches to Aggregate planning (Demand Forecasting) MATERIAL REQUIREMENT PLANNING Concept, inputs, function, importance.	Workbook + Notes
18-20	MATERIAL HANDLING Principles and equipments OPERATION SCHEDULING – Overview	Workbook + Notes

21-22	INVENTORY MANAGEMENT Concept Dependent and Independent demand	Workbook + Notes
23-25	Techniques of inventory management (ABC, EOQ , various levels of inventory- Theory and practical) Concept of JIT (Kanban)	Workbook + Notes
26- 30	PROJECT MANAGEMENT PERT & CPM- Theory and practical Introduction and meaning Rules to construct a network Estimation of time of activities in PERT Characteristics of PERT Time and float calculation in network	Workbook + Notes

31-35	QUALITY MANAGEMENT TQM Six sigma Quality circle ISO 9000	Workbook + Notes
36-45	Case Study + Project	

Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	K. Aswathappa K. Shridhara Bhat	Production & Operations Management	Himalaya Publishing House Pvt. Ltd.	2015
2	Chase R. B., Jacobs, F. R., Aquilano, N. J. and Agarwal N.K.,	Operations Management for Competitive Advantage	McGraw Hill Education	2005

3	Kanishka Bedi	Production & Operations Management	Oxford University Press	2013
4	S N Chary	Production and Operations Management	McGraw Hill Education	2019

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3
Subject Name: Indian Financial System
Subject Code: 50160306
Course Credit: 3
Course Coordinators: Dr. Sonam Arora
Course Duration: 45 sessions of 60 minutes/session

1. Course Objective :

CEO 1	The Financial System plays a vital role in economic development by linking the savers, investors and borrowers by interacting continuously with each other. The Financial System is a complex, well-integrated set of multiple sub-system of markets, institutions, instruments, services and regulators. Hence being a person of any field it becomes utmost important to understand the basic framework of the Indian Financial System in which we all live. The course focuses on to provide insights into the Indian Financial System and overview of related elements
CEO 2	Exposure to the financial markets and instruments used in these markets.
CEO 3	Developing an idea of basic financial instruments and services

CEO 4	Exposure to digital finance and virtual wallets
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2. Course Outcome

CO 1	After completing this course students will be clear about the components of the Indian Financial System
CO 2	Develop insights regarding concept and mechanism of various financial markets and services
CO 3	Understand and practice the highest standards of ethical behavior associated with the profession of management of financial markets and services.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
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I	<p>Introduction to Indian Financial System: Dualism of Financial System, Formal and Informal Sector, Functions of Financial System.</p> <p>Components of the Financial System.</p> <p>Types of Financial Market</p> <p>Money Market and its instruments i.e. Call Money market, Treasury Bill, Commercial Paper and Certificate of Deposits.</p> <p>Capital Market: Overview of Primary and Secondary Market.</p>	10	<p>Presentation on various sub-section of components of IFS</p>
II	<p>Financial Institutions</p> <p>Banking: Introduction to Banking Structure</p> <p>NBFCs: Overview and types of NBFC</p> <p>Insurance: Definition, Purpose and Need of Insurance for Individual, Business and Society. Classification of Insurance and Types of Insurance Organization</p> <p>Regulator: RBI, SEBI, IRDA</p>	10	<p>Assignment is given on a pairing basis to study various financial institutions (PSB, RRB, Pvt. Banks, Foreign Banks, NBFC's)</p> <p>Topic for Discussion:</p> <p>Turf b/w RBI and Indian Government</p>
III	<p>Financial Instruments</p> <p>Short Term: Bank overdraft and credit</p>	10	<p>Guest Session on:</p> <p>3. Bank Credit Instruments</p>

	<p>Long Term: Features & Limitations of Owned Capital: Equity Capital, Preference Capital, Retained Earnings</p> <p>Features & Limitations of Borrowed Capital: Debentures, Bonds, Retained Earnings.</p>		
IV	<p>Financial Services</p> <p>A brief introduction of fund based and fee based financial services. i.e</p> <p>Merchant Banking</p> <p>Leasing</p> <p>Hire Purchase</p> <p>Factoring & Forfeiting</p>	10	
V	<p>Project</p> <p>Case Study</p>	5	

4. Session Plan

Session No.	Topic	Reading Prerequisites
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1	Component of Financial System	Financial System flowchart
2-5	Money Market and its instruments	Chapter 3 Indian Financial System Bharti V. Pathak
6-7	Overview of Primary market	Details of Ongoing IPO's
8-10	Overview of Secondary Market	Chapter 5 Indian Financial System Bharti V. Pathak
11-12	Group Discussion on 'Scam -1992'	Read Book The Scam by Debasis Basu and Suchita Dalal/ Watch the web series SCam -1992
13-15	Introduction to Banking Structure Functions of Banks	Banking Structure Flowchart Video 1: https://youtu.be/57D3gzVXzK0 Video 2: https://youtu.be/iVIP5QxUObY
16	Guest Session: Indian Banking Sector	
17	Overview of types of NBFC	

18-19	Insurance & types of insurance organization	<p>Students find out the different types of insurance org.their family and relatives have.</p> <p>Video 3: https://youtu.be/JTUV5rNn5MY</p> <p>Video 4: https://youtu.be/b9aUGkNd75k</p>
20-22	Financial Regulators: IRDA RBI SEBI	<p>Video 5: https://youtu.be/6RH745tS-Ww</p> <p>Video 6: https://youtu.be/3FdZfStmzNc</p> <p>Video 7: https://youtu.be/RRNFzLBAti0</p>
23	Revision Module 1 and 2	

24-25	Short Term Source of Finance Instruments	Session on Bank Credit Instruments
26-27	Long Term Source of Finance: Owned Capital	Interview of bankers conducted by students about ECS services
28-29	Borrowed Capital	Chapter 14 Financial Management by Paresh Shah
30-31	Introduction of fund based and fee based services	Read out latest online frauds like Cosmos Bank fraud etc
32-34	Merchant Banking	Examples of recent IPOs
35-36	Factoring and Forfeiting	PPT
37-38	Leasing & Hire Purchase	PPT
39-40	Case Study: Cash, Digital Payments and accessibility	https://pure.au.dk/portal/files/163325316/Cash_Digital_Payments_and_Accessibility_A_case_study_from_India_2_.pdf

5. Teaching Pedagogy:

The course will use the following pedagogical tools:

- (a) Lectures
- (b) Practice with the help of Group Discussion, Case studies
- (c) Assignments, Quiz, Presentations, etc.

6. Evaluation:

The evaluation of participants will be on a continuous basis comprising of the following

Elements:

A	Theory Exam	(120 Marks)
B	Practical Exam	(30 Marks)

7. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Bharti Pathak	Indian Financial System	Pearson	2018/5th Ed.

2	Prasanna Chandra	Financial Management: Theory & Practice	Tata McGraw Hill	2011
3	Sujatra Bhattacharyya	Indian Financial System	Oxford	2017/1st Ed.

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

Batch 2022_Sem 3 Electives

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3

Subject Name: Personal Branding and Reputation Management

Subject Code: 50160311

Course Credit: 1

Course Coordinators: Dr. Susmita Suggala

Course Duration: 15 sessions of 60 minutes/session

5. Course Educational Objectives:

CEO 1	To recognize the importance of personal brand
CEO 2	To identify the fundamentals for creating a personal brand for a strong brand effectiveness
CEO 3	To market and position your brand
CEO 4	To manage the online reputation management

6. Course Outcomes:

CO 1	Ability to differentiate yourself
CO 2	Developing thought leadership, trust credibility
CO 3	Crafting a personal brand strategy and to create a personal brand content calendar

CO 4	Building and managing online reputation management
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3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	
	Significance of Personal Branding		
I	Branding basics Creating your personal brands Creating career opportunities Building Influence	3	AV, PPT
	Creating your Personal brand		
II	Defining your current brand Creating your desired brand Identify your target audience Crafting a personal brand foundation	3	PPT
	Marketing and Positioning your Brand		
III	Creating a personal marketing strategy	4	PPT

	Content marketing framework Networking your personal marketing strategy Personal brand content calendar		
	Building and Managing online reputation		
IV	Personal brand on social media Creating your perfect elevator pitch	4	PPT

6. Session Plan

Session No.	Topics	Reading References	Applied Learning
1	Branding basics	Karen Kaig, 'Branding pays: The Five Step System to Reinvent your Personal Brand' pg 22, 29	
2	Creating your personal brand	LinkedIn Learning, 'Creating your personal brand' https://www.linkedin.com/learning-login/share?forceAccount	
3	Creating career opportunities Building Influence	LinkedIn Learning, 'Creating your personal brand'	

		https://www.linkedin.com/learning-login/share?forceAccount	
4-6	Defining your current brand Creating your desired brand Identify your target audience Crafting a personal brand foundation	LinkedIn Learning, 'Creating your personal brand https://www.linkedin.com/learning-login/share?forceAccount	
7-8	Creating a personal marketing strategy	LinkedIn Learning, 'Creating your personal brand https://www.linkedin.com/learning-login/share?forceAccount	
9	Content marketing framework Personal brand content calendar	LinkedIn Learning: Learning your personal brand https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Flearning-personal-branding-	
10	Networking your personal marketing strategy	LinkedIn Learning, 'Creating your personal brand https://www.linkedin.com/learning-login/share?forceAccount	

11- 14	Personal brand on social media Creating your perfect elevator pitch	<p>LinkedIn Learning, ‘Creating your personal brand</p> <p>https://www.linkedin.com/learning-login/share?forceAccount</p> <p>Personal Branding on Social media</p> <p>https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fpersonal-branding-on-social-media-</p>	
15	Test	MCQ	

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

6. Evaluation

- Theory: 20%
- Practical: 80%

Assignments/Project: Create your personal branding strategy and content management calendar on Trello free software – PPT/Report presentation- 30 marks

7.Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Karen Kang	Branding Pays- The Five step system to reinvent your personal brand	Branding Pays Media	2013
T2	Simon Middleton	Brand New You- Reinventing work , life &Self through the power of personal branding	Hay House Publishers, India	2012
R1	Denise Lee Yohn	What Great Brands Do : To Separate the Best from the Rest	Jossey Band- A Wiley Brand	2014

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

LinkedIn Learning

YouTube

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3
Subject Name: Financial Literacy
Subject Code: 50160312
Course Credit: 1
Course Coordinators: Mr. Ashish Shah
Course Duration: 15 sessions of 60 minutes/session

Course Objective:

CEO 1	To understand basic ideas about financial instruments
CEO 2	Why to invest in different asset class
CEO 3	How to invest in different asset class
CEO 4	Options available in financial markets

2. Course Outcome

CO 1	Participants will be able to understand basics of financial market
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CO 2	Participants will gain knowledge on different asset class
CO 3	Participants will be able to guide others to invest in financial market

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
I	Investment Basics (page 6 to 12)	2	Types of Investment
II	Primary Market (page 16 to 26)	2	IPO application forms
III	Secondary Markets (page 27 to 41 ,44,45,46 and 56 to 64	5	Trading platform and trading instruments
IV	Visit to BSE stock exchange and visit to Gift city	6	Practical aspects and future prospects

5. Teaching Pedagogy:

The course will use the following pedagogical tools:

- (a) Lectures
- (b) Practice with the help of Group Discussion, Case studies
- (c) Assignments, Quiz, Presentations, Visits etc.

6. Text / Reference Books:

	Author	Name of the Book		Publishe Year of Publication
1		PDF attached	NSE	
2	M y khan	Indian financial Market		

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3
Subject Name: Training and development
Subject Code: 50160315
Course Credit: 1
Course Coordinators: Ms. Shailaja Bhatt
Course Duration: 15 sessions of 60 minutes/session

8. Course Educational Objectives:

CEO 1	To identify the significance of Training & Development in corporates
CEO 2	To communicate the tangible benefits of training that resonates
CEO 3	To make positive amends on cognitive behavior grounds
CEO 4	To set realistic goals and design an evaluation pattern to identify the same

9. Course Outcomes:

CO 1	Articulation of thoughts to the mass
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CO 2	Moulding into a better shape to create a reliable reputation
CO 3	Contextualization of knowledge gained
CO 4	Critical thinking and Ethical Reasoning

10. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Teaching Method
1	Introduction to Training and Development	3	
	Meaning/Definition		
	Modes of Training		
	Training and Education		
	Phases of Training		
2	Process of Learning in a Training Programme	4	
	Formal Vs. Informal Training		
	Learning & Development in an organization		
	Types of Learning & Development		
	Learning Activities		

Module No.	Modules with its Contents/Chapters	No. of Sessions	Teaching Method
3	Training and Development Design	8	
	Understanding & Identifying training needs		
	Case Study		
	Significance of training programme		
	Merits of T&D		

11. Session Plan:

Session No.	Topics	Reading References	Applied Learning
1	B. Learning and Development in an organization	Six Disciplines of Breakthrough Learning - Andy Jefferson	
2	C. Training and Development Design	Telling ain't Learning - Erica Keeps	

	D. Significance of Training Programme		
3		Training and Development for Dummies - Elaine Biech	
4	E. Meaning/Definition F. Modes of Training G. Phases of Training H. Training of Education	Every Trainer's Handbook - Devendra Agochiya	
5	B. Merits of Training and Development	The Art & Science of Training - Elaine Biech	

12. Teaching Methods:

The following pedagogical tools will be used to teach this course:

13. Evaluation:

- Theory: 30%
- Practical: 70%

- **Assignment/Project:** Design a Training Sphere and make a PPT on the same.
- **MCQ – 20**

14. Text/Reference Books:

Sr. No.	Author	Book
1	Andy Jefferson	Six Disciplines of Breakthrough Learning
2	Elaine Biech	Training & Development for Dummies
3	Devendra Agochiya	Every Trainer's Handbook
4	Elaine Biech	The Art & Science of Training

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3
Subject Name: Leadership
Subject Code: 50160314
Course Credit: 1
Course Coordinators: Ms. Monaz
Course Duration: 15 sessions of 60 minutes/session

1. Course Educational Objective:

CEO1	To equip the students with the basic knowledge of Leadership and it's different aspects.
CEO2	To enhance students awareness regarding the use of different leadership styles
CEO3	To reinforce the importance of leadership in today's business environment.

Course Outcome:

CO1	Students will be able to learn the importance of Leadership
CO2	Students will be able to understand different leadership styles in different scenarios
CO3	Students will be able to apply the concept of leadership in their personal and professional life

2. Course Duration: The course duration is 15 sessions of 60 minutes each along with their CIE project, which will run simultaneously with their classroom sessions.

3. Course Content:

Module No.	Content	No. of Hours
I	Introduction to leadership <ul style="list-style-type: none"> • Meaning • Importance and characteristics of leadership • Manager vs. Leader Leadership theories <ul style="list-style-type: none"> • Trait theories 	5

	<ul style="list-style-type: none"> ● Behavioural theories ● Contingency theories 	
II	Leadership styles <ul style="list-style-type: none"> ● Transactional ● Transformational ● Ethical Servant leadership <ul style="list-style-type: none"> ● Meaning ● Characteristics 	5
III	Female leadership <ul style="list-style-type: none"> ● Glass ceiling ● Current scenerio ● Examples from corporate world Leader vs Entrepreneur	3
IV	Leadership in Current changing covid scenerio <ul style="list-style-type: none"> ● Kurt Lewin model of change management and role of leader in the process 	2

4. Session Plan

Session No.	Topic Covered	Reading References
1-5	Introduction to leadership Meaning Importance and characteristics of leadership Manager vs. Leader Leadership theories Trait theories Behavioural theories Contingency theories	
6-10	Leadership styles Transactional Transformational Ethical	

	Servant leadership Meaning Characteristics	
14-15	Leadership in Current changing covid scenerio Kurt Lewin model of change management and role of leader in the process	Organizational Behaviour By Stephen Robbins

Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Stephen Robbins	Organizational Behaviour	Pearson	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 3

Subject Name: Sports Management

Subject Code: 50160315

Course Credit: 1

Course Coordinators: Ms. Rushika Soni

Course Duration: 15 sessions of 60 minutes/session

7. Course Educational Objectives:

CEO 1	Acquisition of fundamental concepts in the core areas of sport management.
CEO 2	Development of higher order learning skills such as critical thinking, creative problem-solving, oral and written communication skills.
CEO 3	Development of interpersonal skills requisite for successful professional collaboration

8. Course Outcomes:

CO 1	Identify the various vocational opportunities available in the field of sport management
CO 2	Describe the qualifications and competencies needed for becoming an effective sport manager
CO 3	Apply various business principles in a sport organisation as compared to a traditional business environment

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	
I	Introduction to Sports Management - Meaning, Importance, Scope, Components of Sports Management	3	Classroom lectures Case studies On ground sessions
II	Application of various Management aspects in the sports industry – a. Strategic Management b. Organizational Management c. Human Resource Management d. Leadership e. Organizational Culture	3	Classroom lectures Case studies On ground sessions
III	Application of various Management aspects in the sports industry – a. Financial Management b. Sports Marketing c. Sports and Media d. Sports Governance e. Performance Management	4	Classroom lectures Case studies On ground sessions
IV	Practical Aspects of Sports Management	4	Classroom lectures Case studies On ground sessions

7. Session Plan

Session No.	Topics	Reading References	Applied Learning
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1	Meaning of Sports Management, Importance and Scope	Classroom Study	
2	Components of Sports Management	Classroom Study	
3	Application of Management aspects in the sports industry - Strategic Management (The Blue chip game)	Theory and case-based study	
4	Application of Management aspects in the sports industry - Organizational Structure (Manchester United case study)	Theory and practical based study	
5	Application of Management aspects in the sports industry - Human Resource Management	Theory and case-based study	
6	Application of Management aspects in the sports industry - Human Resource Management	Theory and practical based study	
7	Application of Management aspects in the sports industry - Organizational Culture	Theory and case-based study	
8	Application of Management aspects in the sports industry - Financial Management	Theory and case-based study	
9	Application of Management aspects in the sports industry - Sports Marketing	Theory and practical based study	
10	Application of Management aspects in the sports industry - Sports and Media	Theory and case-based study	

11	Application of Management aspects in the sports industry - Sports Governance	Theory and case-based study	
12	Application of Management aspects in the sports industry - Performance Management	Theory and case-based study	
13	Practical Aspects of Sports Management - Ultimate Leg Bender	On-ground sessions	
14	Practical Aspects of Sports Management - Practical Aspects of Sports Management - Circuit Training	On-ground sessions	
15	Test	MCQ	

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

6. Evaluation

- Theory: 20%
- Practical: 80%

Batch 2022_Sem 4 Syllabus

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Introduction to E-Business (IEB)
Subject Code: 50160401
Course Credit: 3
Course Coordinators: Asst. Prof. Hardik Solanki

9. Course Objectives:

CEO 1	To prepare students competent enough to take up employment and self-employment opportunities in E-Commerce and M-Commerce fields.
CEO 2	To provide adequate knowledge and understanding about E-Com practices to the students.
CEO 3	To provide adequate exposure for the students to environment and operations in the field of E-Commerce.
CEO 4	To inculcate amongst the students training and practical approach by exposing them to modern technology in Commercial Operations.

10. Course Outcomes:

CO 1	To gain an understanding of the theories and concepts underlying e-commerce
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CO 2	To apply e-commerce theory and concepts to what e-marketers are doing in the real world
CO 3	To improve familiarity with current challenges and issues in e-commerce

11. Course Duration: The course duration is of **40 sessions of 60 minutes** each.

12. Course Contents:

Module No.	Contents	No. of Sessions
I	<p>Fundamentals of e-Commerce:</p> <p>Commerce: Meaning & Nature, e-commerce: Origin, Definitions & Meaning, Scope & Goals, Feature, Needs & functions, Significance, Advantages & Disadvantages, Essentials of e-Commerce, e-Commerce v/s Traditional Commerce, Technologies used in e-Commerce</p> <p>e-Business: Meaning, Definitions, Importance, e-Commerce v/s e-Business</p>	10
II	<p>e-Business Models:</p> <p><i>Based on the relationships of Transaction Parties:</i></p> <p>B2C, B2B, B2G, C2B, C2C, C2G, G2C, G2B and G2G</p> <p><i>Based on the relationships of Transaction Types:</i></p>	10

	Manufacture Model, Advertising Model, Value Chain Model, Brokerage Model, Brokerage Model, Infomediary Model, Merchant Model, Affiliate Model, Community Model, Subscription Model, Utility Model	
III	<p>e-Payment system: Introduction – Online payment systems – prepaid and postpaid</p> <p>Models of Payments: Credit Cards, Debit Cards & Smart Cards, e-Credit Accounts & e-Money/Cash; E-Payment Threats & Protections</p> <p>Electronic Data Interchange (EDI): Meaning, Benefits, Concepts, Application, EDI Model, Protocols</p>	10
IV	<p>Risk of E-Commerce: Overview, Security for E-Commerce, Security Standards, Firewall, Cryptography, Key Management, Password Systems, Digital Certificates, Digital Signatures, Biometrics & its types.</p> <p>Contemporary Issues in e-Business: Legal issues – copyrights, trademarks and trade names</p> <p>The Consumer Protection Act, 2019 and e-commerce, Management Information Privacy, Managing Credit Risk</p>	10
V	<p>Practical: Develop or analyze an e-business plan of any company, preparing the report and /or giving public presentation in the class.</p>	---

13. Teaching Methods:

The course will use the following pedagogical tools:

(d) Case discussion and presentation

- (e) Role play
- (f) Audio-Video Material

14. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Class test, Assignment, Presentation, Class participation	
B	Mid-Semester examination	
C	End –Semester Examination	

15. Reference Books:

Sr. No.	Auth or	Name of the Book	Publishe r	Year of Publicati on
1	Dave Chaffey	e-Business & e-Commerce Management: Strategy, Implementation, Practice	Pearson Education	Latest
2	Ravi Kalakota, Andrew B. Whinston	Frontiers of Electronic Commerce	Pearson Education	Latest

3	Arvind Chaudhari, Shyam Salunkhe, Sanjay A. Saindane, Sachin K. Jadhav	Essentials of E- commerce	Prashant Publications	4 th Edition
4	Cady, D.H. and Part Megregor	The Internet	BPB Publication	Latest
5	David Whiteley	E-Commerce, Strategy, Technologies and Applications,	McGraw Hill	Latest

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Public Relations Management (PRM)

Subject Code:50160403

Course Credit: 3

Course Coordinators: Assistant Professor (Dr) Susmita Suggala

3. Course Educational Objectives:

CEO 1	To introduce the students to the basics of elements and principles of public relations
CEO 2	To understand the significance of public relations as an emerging field of marketing
CEO 3	To understand the PR process, strategies and applications in different sectors
CEO 4	To investigate the past and present corporate PR strategies and corporate communications

4. Course Outcomes:

CO 1	Demonstrate conceptual clarity of the elements of public relations and its significance
CO 2	Application, visualization and implementation of the PR concepts

CO 3	Proficiency in public relation tools and its applications to integrate with organizational goals for effective and efficient functioning.
CO 4	Evaluate the various PR programs, strategies and campaigns that set the standards for distinction in the marketplace

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Principles of Public Relations Management: Concepts and Emergence		
I	PR -Meaning, Definition, Objectives, Basic elements of PR, PR vs other forms of communications(advertising), PR vs publicity, Propaganda, Sales promotion vs advertising, Role of PR, strengths, duties and responsibilities of a public relations professional, Kinds of publics, public expectations, PR as a tool of modern management, Future of PR in India, Genesis and growth of PRSI	8	Class Discussion of the PR articles from newspapers- e. Identifying the role played by PR professional f. functions of PR
	The PR Process and Practice		
II	The Public Relations Window, The Public Relation process (RACE Model): PR environment, trends and growth, Communication media- message concepts and practice in public relations, Evaluation and Measurement in PR, Persuasion and PR.	10	Designing a Trade Fair/Show (Career consultants) and presenting the strategies via PPT and report

	Role of mass media: Agenda setting theory, Media dependency theory, Framing theory, Conflict theory, PR vs Spin, Tools of PR: Media relations: selection of media, organizing press conference, press releases, Trade shows Laws and Ethics in PR		Execute in an IMBA event
	PRM Strategies		
III	Public Opinion- Role, scope and implications, conflict management and crisis communication, Media Relations Management- Print media, electronic media, Broadcast media, Event Management, Campaign planning Corporate Communications, Reputation Management: Corporate Image and Corporate Identity	10	1.Press Release for a new product 2. Online social campaign
	Applications of PRM		
IV	PR in Sports, Entertainment, Politics, NGO, Government, Lobbying, PR with Employees, Consumers, Dealers, Investors, Media, CSR and Community relations, Marketing PR and Integrated marketing communications	12	Design a social PR Campaign for a Celebrity

5. Session Plan

Session No.	Topics	Reading References	Applied Learning
1	PR -Meaning and Definition, Objectives, Basic elements of PR, PR vs Advertising	Essential Reading (ER): (Ch 1) Dennis L Silcox and Glen T Cameron, Public Relation	PR event (Boston Tea Analysis) analysis-

		<p>Strategies and Tactics, Pearson, 9th Edition</p> <p>Supplementary Reading (SR): (Ch 1) for definitions Brown Rob, Public relations and the social web, Free Press, Latest edition</p>	<p>learnings: Class Discussions</p>
2	<p>Role of PR in business, strengths, duties and responsibilities of a public relations professional,</p>	<p>Essential Reading (ER): (Ch 1) pg. Iqbal S. Sachdeva, Public Relations: Principles and Practices, Oxford, 2nd Edition</p> <p>Supplementary Reading (SR): (Ch 2) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition</p>	<p>Class Discussion of the PR articles from newspapers-</p> <p>g. Identifying the role played by PR professional</p> <p>h. functions of PR</p>
3	<p>Kinds of Publics, Public expectations</p>	<p>Essential Reading (Ch 4) Iqbal S. Sachdeva, Public Relations: Principles and Practices, Oxford, 2nd Edition</p>	<p>Create a stakeholder map for classroom discussion in</p> <ol style="list-style-type: none"> 1. Products and services organizations 2. FMCG/ B2C or Digital organizations

4	PR as a tool of modern management: PR vs other forms of communications_ advertising	Essential Reading (Ch 2) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition Supplementary Reading (Ch 16) Marketing Management: A South Asian Perspective, KKKJ, Pearson, 14 th Edition	Case Study- Ratan's Revolution: Product launch of Nano
5	PR vs Publicity, and Propaganda	(Ch 1, & 7) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Play audio/Video clips to distinguish the forms of PR
6	Sales promotion vs advertising	(Ch 16) Marketing Management: A South Asian Perspective, KKKJ, Pearson, 14 th Edition	Evaluate the sales-promotion strategies in FMCG. Presentation (PPT) in class
7	Genesis and growth of PRSI, PRSA, Growth of PR in India and the pioneers	(Ch 2, 7) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Silver anvil awards - PR campaigns Class Discussion
8	Module 1 test (Short theory questions)		
9-12	The Public Relations Window, The Public Relation process (RACE Model):	(Ch 5, 6, 7) Dennis L Silcox and Glen T Cameron, Public Relation	Designing a Trade Fair/Show

	PR environment, trends and growth, Communication media- message concepts and practice in public relations,	Strategies and Tactics, Pearson, 9th Edition	(Career consultants) and presenting the strategies via PPT and report Execute in an IMBA event*
13	Evaluation and Measurement in PR	(Ch 9) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	
14-15	Role of mass media: Agenda setting theory, Media dependency theory, Framing theory, Conflict theory	(Ch 9) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Design media strategies to reach out to the different audiences
16	PR vs Spin,	Online live examples	Classroom discussion of Political speeches and the latest news
17-18	Tools of PR: Media relations: selection of media, organizing press conference, press releases, Trade shows	(Ch 14, 15) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Classroom Discussion for choosing the appropriate media to be selected for promoting the trade fair
19	Laws and Ethics in PR	(Ch 12) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Ethics in trade shows and advertisements

20	Module 2 test (Short theory questions)		
21	Public Opinion- Role, scope and implications	(Ch 9) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	1. Design persuasive techniques to encourage students to attend a fund raiser event? 2. Design different techniques to reach out to alumni?
22	Conflict management and crisis communication	(Ch 10) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Discussion on 3. BP oil spill 4. Tylenol product tampering
23	Media Relations Management-Print media, electronic media, Broadcast media,	(Ch 13, 14) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Design an online social campaign for a new product launch
24	Event Management	(Ch 16) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	
25	Campaign planning	Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Design a social PR Campaign for a Celebrity

26	Corporate Communications, Reputation Management:	(Ch 10, 17) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	
27	Corporate Image and Corporate Identity	(Ch 18, 19) Iqbal S. Sachdeva, Public Relations: Principles and Practices, Oxford, 2 nd Edition	
28-29	Presentation of Online campaigns		
30	Module 3 test (short questions)		
31	PR in Sports, Entertainment,	(Ch 18) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Design a social PR Campaign for a Celebrity
32-33	Politics, Government, Lobbying	(Ch 19) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Case study on election campaign 3. Barack Obama 4. BJP
34	PR in NGO	(Ch 21) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Types of Fundraising activities_ process of Crowdfunding
35	PR with Employees	(Ch 14) Iqbal S. Sachdeva,	List out points to motivate subordinates/employees

		Public Relations: Principles and Practices, Oxford, 2 nd Edition	to adopt good quality practices
36	PR with Consumers, Dealers, Investors	(Ch 11, 12) Iqbal S. Sachdeva, Public Relations: Principles and Practices, Oxford, 2 nd Edition	Case Activity: A Social Media Presence for Goodwill Industries
37	PR with Media	(Ch 15) Dennis L Silcox and Glen T Cameron, Public Relation Strategies and Tactics, Pearson, 9th Edition	Steps to organize a press conference Classroom discussions
38	CSR and Community relations	(Ch 17) Iqbal S. Sachdeva, Public Relations: Principles and Practices, Oxford, 2 nd Edition	
39	Integrated Marketing Communications	(Ch 10) Iqbal S. Sachdeva, Public Relations: Principles and Practices, Oxford, 2 nd Edition	Classroom Discussion on the various tools of promotions, its effectiveness
40	Module 4 Test (short theory questions)		

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Campaign designing
- Trade Show planning
- Lecture/PPT

- Case Discussions
- Audio-visual Material (Using Clippings/ online videos)
- Assignments and Presentations

6. Evaluation

- Theory: 70%
 - Practical: 30%
4. **Project: 15 marks**
- Report- 10 marks
 - Viva- 05 marks
5. **Case Study: 20 marks**
- Report – 10 marks
 - Class participation/viva- 10 marks
6. **Assignments: 15 marks**
- Best 3 of the 4 module based test 3*5marks
 - Each test- 5 marks

7. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Dennis L. Silcox and Glen T. Cameron	Public Relations – Strategies and Tactics	Pearson	9 th Edition
T2	Sachdeva, Iqbal	Public Relations: Principles and Practices	Oxford	Latest Edition
T3	Cristian Lars, Hoger	Corporate Conventions: complexity and critique	Sage Publications	Latest Edition

R1	Brown, Rob	Public relations and the social web	Free Press	Latest Edition
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Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. PRSA professional development
2. Public Relations Review
3. Journal of Public Relations Research
4. Journal of Communication Management

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 4

Subject Title: Macro Economic

Subject Code: 50160404

Course Credit: 03

Course Coordinator: Dr. Richa Mandan

Course Educational Objective:

CEO 1	To introduce basic macroeconomic concepts and the interaction of macroeconomics variables
CEO 2	To introduce basic macroeconomic theories for the understanding of the circulation of money in the economy
CEO 3	To introduce the role of government and monetary authority to comprehend the significance of various macroeconomic policies

Course Outcome: At the end of this course, students shall be able to

CO 1	Understand the meaning of various macroeconomic concepts and the interaction of macroeconomics variables
CO 2	Students will understand the basic macroeconomic theories & will understanding the circulation of money in the economy

CO 3	Students will critically appreciate the role of government and monetary authority in macroeconomic governance & comprehend the significance of various macroeconomic policies
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Course Content:

Module	Content	No. of Sessions
I	Introduction To Macroeconomics:	
	<ul style="list-style-type: none"> • Nature, Scope & Importance of Macroeconomics • Ten Principles of Economics Measurement of National Income, Parameters of National Income - Nominal and Real GNP – Methods of Measuring National Income, Green GDP • Circular Flow of Income and Expenditure for Two Sector, Three-Sector & Four-Sector Model • Economic Growth & Business Cycle: Meaning and Factors of Economic Growth; Meaning and Phases of Business Cycle 	10
II	Monetary Sector of the Economy	

	<p>Demand For Money Theories of Demand for Money: Fisher (Classical), Cambridge, Keynes' Theories</p> <p>Supply Of Money Types and Functions of Money • Money Multiplier, High Powered Money</p> <ul style="list-style-type: none"> • Credit Creation by banks and its relation with money supply (Info of NPA) • Inflation: Meaning and Various Theories of Inflation, Types of Inflation (impact of inflation on business/Common men), Social & Economic Effects of Inflation, 	10
III	Theories Of Interest And Investment	
	<ul style="list-style-type: none"> • Classical Theory of Employment, Interest and Investment, • Keynesian Theory of Employment, Income and Money • Friedman's Monetarist Approach 	10
IV	Macroeconomic Policies	

	<ul style="list-style-type: none"> • Monetary Policy, various tools & interest rate structure for monetary policy, Impact of Monetary Policy on Business • Fiscal Policy: Government budget, Public expenditure, Sources of revenue – Taxation, Public debt, Foreign aid • Union Budget • Deficit: Types of deficit and deficit financing 	10
V	<p>Practical:</p> <p>Students will prepare and give presentations on any of the above topics related to the provisions and applicability of the subject in the presence of their faculty guide.</p>	5

Scrapbook with 10 newspaper articles:

Students need to maintain a scrapbook with 10 news paper articles

Newspaper analysis evaluation criteria: (10 marks)

- Selection of the article
- Hypothetical examples made to relate the article
- Explanation

Market Survey evaluation Criteria: (10 marks)

- Selection of the product
- Questionnaire
- Explanation

Teaching Pedagogy:

- Classroom Teaching
- Case studies
- Class Presentation
- Market Survey

Prescribed Text: Reference books and other reading material:

1. Dwivedi, D., N., Managerial Economics, S. Chand
2. Dwivedi, D., N., Macroeconomics by S. Chand
3. Brief Principles of Macroeconomics by N. Gregory Mankiw

Journal/ Periodical/News papers

1. Economic & Political Weekly
2. The Economists
3. The Mint
4. The Economics Times 5. Business Standard

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Financial Management for Decision Making-I

Subject Code: 50160405

Course Credit: 2

Course Coordinators: Asst. Prof. Dr. Sonam Arora

1. Course Educational Objective

CEO 1	Understand of Finance and basic term related to finance.
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CEO 2	Exposure to investigate and critically examine various means of Business financing decisions and Risk related to the same.
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2. Course Content

Module No.	Modules with its content	No. of sessions
I	<p>Introduction to Financial Management. Objectives & Functions of Financial Management. Financial Decisions of a firm. Building blocks of Modern Finance.</p> <p>Fundamental Valuation Concept of Time: Time Lines and Notation</p> <p>Future Value of a Single Amount, Present Value of a Single Amount, Future Value and Present Value of an Annuity. Perpetuity.</p> <p>Intra-year Compounding and Discounting</p>	6
II	<p>Financing Decisions: Long Term</p> <p>Understanding of each source of finance and its computation.</p> <p>Determining the proportions. Understanding of Weighted Average Cost of Capital. Factors affecting WACC.</p>	7
III	<p>Capital Structure & Pay-out Decision</p> <p>Capital Structure and Value of a Firm</p> <p>Decisions based on EBIT-EPS Analysis</p> <p>ROI-ROE Analysis</p>	7

	Leverage Analysis Pay-out Decisions	
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3. Session Plan

Session	Topic	Reading Reference	Applied Learning
1	Introduction to Financial management	Khan and Jain Chapter 1	
2-3	Concept of Compounding and Discounting		
4-6	Concept of Annuity: PVIFA, FVIFA Perpetuity	Prasanna Chandra Chapter 6	Application of EMI calculation and Loan Amortization.
7-8	Understanding sources of finance Cost of Debt Finance and Preference Shares	Chapter 14	
9-10	Cost of Equity		Application of DDM and CAPM
11-12	Determining the Proportions & WACC with Book Value and Marginal Value		Case Study

13	Factors affecting WACC		
14	Understanding of Capital Structure		Identifying the CS through of family business of students, various startups and companies,
15-16	Optimal CS and EBIT-EPS Analysis		
17	ROI-ROE Analysis		
18-19	Leverages: Concept of Leverages, types of leverages.	Khan & Jain	
20	Understanding of Dividend and Retained Earnings		Compare the price journey with dividend

4. Teaching Pedagogy:

The course will use the following pedagogical tools:

- (a) Lectures
- (b) Practice with the help of Group Discussion, Case studies
- (c) Assignments, Quiz, Presentations, etc.

4. Text/ Reference Books

Sr. No.	Author	Name of Book	Publisher	Year of Publication
1	Prasanna Chandra	Financial Management, theory and Practice	TataMcGraw Hill	2018
2	I M Pandey	Financial Management	Vikas Publications	2015
3	Khan & Jain	Financial Management	Tata McGraw Hill	6 th Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Business Law
Subject Code: 50160406
Course Credit: 3
Course Coordinators: Asst. Prof. Heli Shah

1. Course Educational Objective:

CEO1	To provide a brief idea about the framework of Indian Business Laws.
CEO2	To provide the students with practical legal knowledge of general business law issues.
CEO3	To apply business laws to the current business environment.

• **Course Outcome:**

CO1	Understand the overall legal framework within which legal framework aspects relating to business activities are carried out.
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CO2	Acquire knowledge with respect to rules and regulations affecting various managerial functions.
CO3	Developing an understanding of Business Laws and their practical applications

2. Course Duration: The course duration is **40 sessions of 60 minutes** each along with their CIE project, which will run simultaneously with their classroom sessions.

3. Course Content:

Module No.	Content	No. of Sessions
I	Contract Act: Meaning, characteristics and kinds; Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects; Void agreements; Discharge of contract: by agreement and by breach – modes of discharge including breach and its remedies	14
II	Companies Act and its Nature and Scope -Meaning, Definition and characteristics of a company. -Kinds of companies -Merits and Demerits of Incorporation of company - Lifting the corporate veil. - Memorandum of Association- various clauses and its alteration, Articles of Association-with alteration of it. -Share capital: kinds, Share certificates, Transfer of shares, - Dematerialized Shares -Prospectus- Contents, Shelf prospectus, process for IPO	08

III	Directors, Meetings, Winding up, Statutory bodies, CSR, Reconstruction -Directors: appointment, qualification, Vacation of office, removal, Powers and duties of directors, Types of directors -Meetings: Board meetings, Annual General Meeting and Extraordinary General Meeting with over view to related Secretarial standards -Winding up: Types of winding up and procedure -Overview of Corporate Social Responsibility (CSR) -Reconstruction, Amalgamation, Mergers and Acquisition (Takeover Code)	8
IV	Consumer Protection Law: Introduction to Consumer Protection Law in India – Consumer Councils – Redressal Machinery – Rights of Consumers – Consumer Awareness. Intellectual Property Rights: Intellectual Property Rights-Meaning, Patents-Definition, Kinds of Patents, Transfer of the Patent Rights, Rights of the Patentee, Copyrights: Definition, Essential Conditions for Copyrights to Be Protected, Rights of Copyright Owner, Terms of Copyright, Copyrights Infringement. Trademark- Definition, Procedure for Registration of Trade Mark	10

4. Session Plan

Session No.	Topic Covered	Reading References
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1- 12	Contract Act: Meaning, characteristics and kinds; Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects; Void agreements; Discharge of contract – modes of discharge including breach and its remedies	Elements of Mercantile Law by N. D. Kapoor
13 -20	Companies Act and its Nature and Scope -Meaning, Definition and characteristics of a company. -Kinds of companies -Merits and Demerits of Incorporation of company - Lifting the corporate veil. - Memorandum of Association- various clauses and its alteration, Articles of Association-with alteration of it. -Share capital: kinds, Share certificates, Transfer of shares, Dematerialized Shares -Prospectus- Contents, Shelf prospectus, process for IPO	Company Law by Avatar Singh
21-30	Directors, Meetings, Winding up, Statutory bodies, CSR, Reconstruction -Directors: appointment, qualification, Vacation of office, removal, Powers and duties of directors, Types of directors -Meetings: Board meetings, Annual General Meeting and Extraordinary General Meeting with over view to related Secretarial standards -Winding up: Types of winding up and procedure -Overview of Corporate Social Responsibility (CSR) -Reconstruction, Amalgamation, Mergers and Acquisition (Takeover Code)	Company Law by Avatar Singh

31-34	Consumer Protection Law: Introduction to Consumer Protection Law in India – Consumer Councils – Redressal Machinery – Rights of Consumers – Consumer Awareness.	Business Law for Management by K. R. Bulchandani
35-40	Intellectual Property Rights: Intellectual Property Rights-Meaning, Patents-Definition, Kinds of Patents, Transfer of the Patent Rights, Rights of the Patentee, Copyrights: Definition, Essential Conditions for Copyrights to Be Protected, Rights of Copyright Owner, Terms of Copyright, Copyrights Infringement. Trademark- Definition, Procedure for Registration of Trade Mark	Business Law for Management by K. R. Bulchandani

Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	N. D. Kapoor	Elements of Mercantile Law	Sultan Chand	Latest
2	Avatar Singh	Company Law	Eastern Book Company	Latest
3	K. R. Bulchandani	Business Law for Management	Himalaya Publications	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Business Ethics

Subject Code:50160407

Course Credit: 2

Course Coordinators: Asst. Prof. Parita Unadkat

1. Course Educational Objective

CEO 1	To stimulate the moral imagination of students
CEO 2	To help students recognize moral issue and analyze key moral concepts and principles
CEO 3	To stimulate students' sense of responsibility

2.Course Outcome

CO1	Students will learn about fundamental values and principles about life.
CO2	Students will learn and build strong and ethical character.
CO3	Students will be able to deal effectively with moral ambiguity and disagreement.

7. Course Content

Module No.	Modules with its content	No. of sessions
I	<p>Business Ethics: An Overview</p> <p>Introduction, Definition, Ethics for managers, Importance and need of Business Ethics, Benefits of Ethics in workplace, Theories of Ethics, Ethical Dilemma</p>	13

II	Whistle Blowing -Meaning and Concept Creative Accounting-Meaning and Concept Marketing Ethics Ethical issues in HR and Finance Ethics of Consumer Protection Ethics in Environment	13
Practical	Case Study, Assignments, Role play, Presentation and Report	4

4. Session Plan

Session	Topic	Reading Reference	Applied Learning
1	Business Ethics: An Overview – Introduction and Definition	Business Ethics by A.C.Fernando	

2-3	Ethics for managers, Importance and need of business Ethics, Benefits of Ethics in workplace	Business Ethics by A.C.Fernando	
4-5	Theories of Ethics	Business Ethics by A.C.Fernando	
6-8	Ethical Dilemma	Business Ethics by A.C.Fernando	Case Study
9-11	Whistle Blowing -Meaning and Concept Creative Accounting-Meaning and Concept	Business Ethics by A.C.Fernando	Case Study
12	Marketing Ethics	Business Ethics by A.C.Fernando	

13-15	Ethical issues in HR and Finance	Business Ethics by A.C.Fernando	
16	Ethics of Consumer Protection	Business Ethics by A.C.Fernando	
17	Ethics in Environment	Business Ethics by A.C.Fernando	

4. Teaching Pedagogy:

The course will use the following pedagogical tools:

- (a) Lectures
- (b) Practice with the help of Group Discussion, Case studies
- (c) Assignments, Quiz, Presentations, etc.

4. Text/ Reference Books

Sr. No.	Author	Name of Book	Publisher	Year of Publication
1	A.C. Fernando	Business Ethics	Pearson	Latest
2	K.Nirmala, B.A.Reddy, N.Aruna Rani	Business Ethics and Corporate Governance	Himalaya Publishing House	Latest
3	B.N. Ghosh	Business Ethics and Corporate Governance	Mc-Graw - Hill	2013

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals, and books published by different authors may be prescribed.

Batch 2022_ Sem 4 Electives

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Basics of Capital Market
Subject Code: 50160411
Course Credit: 1
Course Coordinators: Mr. Vaibhav

34. Course Educational Objectives:

CEO 1	To understand Capital markets because they finance the economy, allocate risk, and support economic growth and financial stability.
CEO 2	Understanding of price patterns, trend patterns, charting tools.

35. Course Outcomes:

CO 1	Familiarizing students with the practical applications of Capital markets.
CO 2	Familiarize students with trend analysis and basic indicators of capital market.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Foundation Of Stock Market		

I	Nifty / Sensex As Bench Mark -Primary & Secondary Market -Global Market Analysis -Players Of The Market - Sector Of The Market	3	Hands on training on NSE and BSE Website
II	Analysis	7	Hands on training on free online trading apps like Money Control.
	Technical Vs Fundamental -Introduction Of Technical Analysis -Market Trend Analysis -Chart Pattern -Price Pattern - Analysis By Support & Resistance Moving Averages with understanding of Risk and Return		

4. Teaching Methods:

We provide Hands-on training of Capital Market.

The following apps will be used to teach this course and requested to go through the following two apps pre-hand.

-Money Control App

-Tickertape

*Note: Availability of mobile phone with net connectivity to use online resources will be appreciated.

5. Evaluation

- Theory: 20%
- Practical: 80%

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Program & Semester: BBA- Semester 4
Subject Name: Recruitment and Selection
Subject Code: 50160412
Course Credit: 1
Course Coordinators: Asst. Prof. Divya Shetlur

36. Course Educational Objectives:

CEO 1	To understand the recruitment process, overcoming its challenges.
CEO 2	To develop required skills Recruitment and Selection

37. Course Outcomes:

CO 1	Familiarizing students with the recruitment process, overcoming its challenges.
CO 2	Students will develop the required skills Recruitment and Selection.

38. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
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1	Recruitment, Talent acquisition & Head hunting, Recruitment process (Planning, JD, Job analysis), Interview Q & A, Stress Situational Interview, Recruitment Mistakes & Challenges	5	Job Posting from sites like Naukri, Linkdin Mock Interview sessions
2	Absenteeism & Attrition , No show – Back out, Retention & Salary Negotiation, Recruitment Trends, Job Portals with Job Postings (Times jobs, LinkedIn, Indeed, Google), Recruiter & HR in Company	5	Job Posting from sites like Naukri, Linkdin Mock Interview sessions

4. Teaching Methods:

We provide Hands-on training through mock interviews.

The following apps and websites will be used to teach this course

- Linkdin
- Naukri

*Note: Availability of mobile phone with net connectivity to use online resources will be appreciated.

5. Evaluation

- Theory: 20%
- Practical: 80%

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Motion Graphics

Subject Code: 50160413

Course Credit: 1

Course Coordinators: Dr. Susmita Suggala and Asst. Prof. Abhigna Vaishnav

39. Course Educational Objectives:

CEO 1	<ul style="list-style-type: none">• Identify the components and capabilities of Illustrator CC.
CEO 2	<ul style="list-style-type: none">• To know about logo, business card, envelope, posters, etc.• All type of graphic stationary.
CEO 3	<ul style="list-style-type: none">• 2D games using basic 3D illustration shapes from Illustrator.
CEO 4	<ul style="list-style-type: none">• Illustrator fundamentals to set up a print document and use various tools to draw, type and color all kinds of shapes and illustrations.

40. Course Outcomes:

CO 1	<ul style="list-style-type: none">• Apply Design Principles, Elements, and Graphics Composition.
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CO 2	<ul style="list-style-type: none"> • Work comfortably with the software's most common tools and panels.
CO 3	<ul style="list-style-type: none"> • Working with various drawing and transformation.
CO 4	<ul style="list-style-type: none"> • Design and save print-ready files and digital files.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Concepts of Illustrations		
I	Color Theory, Laws of Design, Resolution and File Formats, Understanding with Graphics and Web	2	
	Digital Illustrations		
II	Becoming A Graphic Artist, Creating Stationary	3	
	2D game elements		
III	Creating a Bottle in 3D and Applying Labels Session, Fake 3D (AI 2022), Fur Character	3	
	Brochure and Hoarding		
IV	Determining Dimensions and Folds, What Mix Sells a Hoarding?	2	

15. Session Plan

Session No.	Topics	Reading References	Applied Learning
1	<p>Session Topic: Laws of Design Session Contents:</p> <ul style="list-style-type: none"> • Introduction • The Law of Balance • The Law of Rhythm • The Law of Emphasis • The Law of Unity • The Law of Proportion • The Law of Simplicity <p>Session Topic: Color Theory Session Contents:</p> <ul style="list-style-type: none"> • Introduction to Color Wheel • Color Concepts • Hue, Saturation, Value • Transparent and Opaque Colors • Color Modes • Indexed Color • True Color 		
2	<p>Session Topic: Resolution and File Formats Session Contents:</p> <ul style="list-style-type: none"> • Understanding Resolution • Image Resolution 		

	<ul style="list-style-type: none"> • Device Resolution • Printer Resolution • Digital Image • File Size and Bit Depth <p>Session Topic: Understanding and Working with Graphics and Web Images <i>Session Contents:</i></p> <ul style="list-style-type: none"> • Understanding Graphic Image • Types of Graphic • Features of Graphics Programs • File Formats for the Web • Colors and Text for the Web 		
3	<p>Session Topic: Illustration and Softwares <i>Session Contents:</i></p> <ul style="list-style-type: none"> • Introduction • History • Illustrator • Types of Illustration • Tools • Techniques 		

	Session Topic: Becoming A Graphic Artist Session Contents: <ul style="list-style-type: none"> • Illustrator Window • Working with Documents • Creating New Documents • Using Artwork Space • Shapes, Selection, Color • Pen Tools • Arrange and Transform • Saving Documents 		
4	Session Topic: Creating Stationary Session Contents: <ul style="list-style-type: none"> • Logo • Text • Pathfinder, Aline <ul style="list-style-type: none"> • Key Points of a Visiting Card • Different Types of Visiting Cards • Creating a Visiting Card 		

5	Session Topic: Creating Stationary Session Contents: <ul style="list-style-type: none"> • Creating a Letterhead • Creating an Envelope • Clipping Mask • Flyer 		
6	Session Topic: Creating a Bottle in 3D and Applying Labels Session Contents: <ul style="list-style-type: none"> • Determining the Right Type of Labels • Creating a Bottle Outline <ul style="list-style-type: none"> • Creating a Label • Creating a 3D Bottle Session Topic: Fake 3D (For 2D Game) <ul style="list-style-type: none"> • 3D and Material • Object • Material • Lighting 		
7	Session Topic: Use of Blend Tool, Gradient, Effects, (For 2D Game) Session Contents: <ul style="list-style-type: none"> • Creating Fur art with Blend tool 		

	<ul style="list-style-type: none"> • Different types of filters • Design With Transform 		
8	Session Topic: Creating a Brochure <i>Session Contents:</i> <ul style="list-style-type: none"> • Determining Dimensions and Folds for Trifold and bifold • Creating a Brochure 		
9	Session Topic: Creating a Hoarding <i>Session Contents:</i> <ul style="list-style-type: none"> • Difference between Hoarding and Banner • Creating the Hoarding • Creating Banner 		
10	Session Topic: Mesh Tool <i>Session Contents:</i> <ul style="list-style-type: none"> • Mesh tool Session Topic: Query and Doubts <i>Session Contents:</i> <ul style="list-style-type: none"> • Query and Doubts 		

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

PPT and

Classroom Teaching

A/V

6. Evaluation

- Theory: Assignments
- Practical:

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Management lessons from Indian Ethos

Subject Code: 50160414

Course Credit: 1

Course Coordinators: Mr. Maulin Pandya

3. Course Educational Objectives:

CEO 1	Every character in methodology is worth studying and teaches Do's and don'ts. We have to make team and build an effective sequence of drama with morals behind the ethics of business
CEO 2	Every business is easy to start but the manual to sustain is important and Chanakya teaches it. So this part has some fundamentals and they are to be build on some step by step process of business sustaining model
CEO 3	Only building company is not ideal. One has to build thyself then the company progress apparently
CEO 4	Mind is the processing house of any business and to keep it focused, stable and raising it's capacity is equally important. Only educating the self is not right. To apply/ execute the learnings on time is important. That is build by yog.

4. Course Outcomes:

CO 1	Student will be able learn the characters of Mythology and the art of managing empire/ corporate (MNC).
CO 2	Chanakya's model for successful business was illustrated centuries ago and it is the only model which has proved to run a business/country
CO 3	Self development is more important than company development
CO 4	Students will learn about YOG and how it can be helpful in business practices, proven science with case study.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
I	Connection of Mythology in Modern Corporates	2	
II	Chanakya: 7 pillars for Business model	3	
III	5 pillars of Personal growth and success	2	
IV	Essential practices of yog towards personal success	3	

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

5. Evaluation

- Theory: 20%
- Practical: 80%

Assignments

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Event Management

Subject Code: 50160415

Course Credit: 1

Course Coordinators: Asst. Prof. (Dr.) Susmita Suggala

3. Course Educational Objectives:

CEO 1	To learn the basic concepts associated with event planning and organizing
CEO 2	To learn the essentials of making event proposals
CEO 3	To understand and comprehend the dimensions of event production
CEO 4	To be aware of the concepts of event marketing

4. Course Outcomes:

CO 1	Getting accustomed to identifying key factor and developing event plans
CO 2	Ability to organize corporate and specific events
CO 3	Developing a skill to handle production activities for an event
CO 4	Understanding the concepts of effective event marketing

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions
Classification of Events		
I	Corporate Events-MICE (meeting, incentive, conventions and Exhibitions) Leisure Events Cultural Events Sports Events Festivals and Celebrations- Personal and Social Events Special Events- Live shows Event Characteristics: Uniqueness, Intangibility, Rituals, Personal Interactions, Time Scale, Weird and Wonderful, Wow factor	5
Planning and Organizing an Event		
II	Event proposals, Planning ideas and tips Phase I- Ground Work: Venue, dates, staff, planners Budgeting Event Compliances, legislations & licenses Risk Management	3
Event Production		
III	Phase II- Event Execution (Pre and Post production) Technological and creative execution of event: Lighting, sound, video, design, mood and emotion of attendees, audio visuals, crew equipment	3

	Required Skillset for Event Management: Negotiating Tactics, Outsourcing Strategies, Working with Vendors, Contracts Phase III- Post Event Review Feedback, Evaluation	
Event Marketing/Promotions		
IV	Raising sponsorships, PR, Advertising, Branding, Publicity	4

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

5. Evaluation

Assignment

Test/Quiz

7.Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Karan Lindsey	Planning and Managing a Corporate Event		

T2	Donald Getz	Theory, research and policy for planned events		
T3	Savita Mohan	Event Management and Public Relations	Enkay Publishing House	
R1	S.J. Sebellin Ross	Event Planning -The ultimate guide-Public Relations		
R2	Allen Judy	Marketing your Event Planning Business: A creative approach to gaining the competitive edge	John Wiley & Sons	
R3	Anukrati Sharma, Shruti Arora	Event Management and Marketing: Theory, Practical Approaches and Planning	Bharti Publications, New Delhi	

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

16. List of Journals/Periodicals/Magazines/Newspapers, etc.