

**Detailed Program**  
**Bachelor of Business Administration**  
**(BBA)**

**Finance, Marketing, Human Resource  
Management, Foreign Trade & Digital  
Marketing**

**Semester- II**  
**(2023-2027)**

DOC202306070007



**RNB GLOBAL UNIVERSITY**

RNB Global City, Ganganagar Road,  
Bikaner, Rajasthan 334601

## **OVERVIEW**

RNB Global University follows Semester System along with Choice Based Credit System as per the latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December)** and **Even (January-June)**. Besides this, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for (January-June) Even Semester, 2025 along with examination pattern is as follows:

## **Course Scheme**

### **Semester – II**

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	11009500	DSC-4	Principles of Macro Economics	3	1	0	4
2.	11009600	DSC-5	Cost Accounting	3	1	0	4
3.	11002700	DSC-6	Business Mathematics and Statistics	3	1	0	4
4.	11011500	DSC-7	Organizational Behavior	3	1	0	4
5.	11011600	DSC-8	Marketing Management	3	1	0	4
6.	99002200	GE-2	Business Communication	3	1	0	4
7.	11003600	SEC	Ability & Skill Enhancement -II	2	0	0	2
8.	99003300		Workshops/Seminars/Human Values/ Social Service/ NCC/NSS	-	-	-	1
<b>Total</b>				<b>20</b>	<b>6</b>	<b>0</b>	<b>27</b>

## **EVALUATION SCHEME**

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

### **Internal Assessment**

The distribution of Internal Assessment Marks is as follows:

Type	Details	Marks
Mid Term	Two Mid-term Sessional of 15 marks each (15+15)	30
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Attendance	75%+: 5 marks	5
<b>TOTAL</b>	<b>50</b>	

### **External Assessment**

Type	Marks
Theory	50

### **EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS**

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.
2. The students must join club/clubs/Forums with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester

## **1. Vision**

To educate and inspire capable and competent leaders with a futuristic business acumen & entrepreneurial spirit.

## **2. Mission**

To equip the students of school of commerce & management with the ability to explore, examine, think critically, and develop professional skills to become responsible global leaders who can contribute meaningfully to the industry and society through excellence in learning and practice-oriented research.

## **3. Program Educational Objectives (PEO's)**

**PEO1:** To develop students to handle business issues as professional and solve the problems.

**PEO2:** To develop students to lead a team as well as work as member of team.

**PEO3:** To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

#### 4. Programme Outcomes (POs):

After the completion of this program students will be able to:

**P01 Exhibit** memory of previously learned management knowledge by correlating facts and terminologies.

**P02. Understand** the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

**P03. Demonstrate** knowledge and understanding of the management principles to explore different functional aspects of business world.

**P04. Develop** technical competence in domestic and global business through the study of major disciplines within the fields of business.

**P05. Apply** the knowledge of business concepts and functions in an integrated manner to solve business problems.

**P06. Make use of** ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

**P07. Organize** a complex issue into a coherent written statement and plan its effective presentation.

**P08. Function** effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**P09. Analyze, and devise solutions** for structured and unstructured business, problems of law and issues using structured, cohesive, and logical reasoning

**P010. Create and manage** innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment and also to benefit industry by providing them with suitable trained person.

**P011. Examine** and break information into parts to manage projects in multidisciplinary environments.

**P012. Build** the ability to engage in independent and life-long learning in the broadest context of technological change.

## 5. Program Specific Outcome (PSO):

**PS01: Demonstrate understanding of** a range of disciplines of Management, business, accounting, economics, finance, and marketing.

**PS02: Develop** the proficiency to adopt critical thinking by analysis & interpretation of the situations, cases & construct feasible solutions to solve problems and use decision making skills in business decisions.

**PS03: Apply** the knowledge of academics in Industry and get trained to exhibit the relevance of conceptual knowledge gained in academics in real professional world through Internship and projects.

**PS04: Adapt** business practices based on the opportunities and challenges of a growing business environment.

<b>7.1 Course Outcomes</b>	
<b>Course</b>	<b>Course outcomes: - After completion of these courses, students should be able to</b>
11009500- Principles of Macro Economics	<p><b>C01:</b> Define the basic concepts of Macro Economics &amp; get awareness of Fiscal and monetary policy.</p> <p><b>C02:</b> Explain the concepts of aggregations and national income and output.</p> <p><b>C03:</b> Develop the conceptual framework relating to macroeconomic issues like inflation, unemployment, and related measures to overcome the same.</p> <p><b>C04:</b> Analyze the situations of macroeconomic problems and deriving the solutions to it.</p> <p><b>C05:</b> Interpret the effects of microeconomic factors on business decision making.</p>
11009600- Cost Accounting	<p><b>C01:</b> What is the various business process, analyze operations, production planning.</p> <p><b>C02:</b> Explain basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting bookkeeping systems.</p> <p><b>C03:</b> Examine the basic cost concepts, allocation and control of various costs and methods of costing.</p> <p><b>C04:</b> Examine the various methods involved in cost ascertainment, cost accounting and book keeping systems.</p> <p><b>C05:</b> Estimate the various costs for the purpose of controlling them.</p>
11002700- Business Mathematics and Statistics	<p><b>C01:</b> Understand Elementary Financial Mathematics</p> <p><b>C02:</b> Solve the Matrices and Determinants</p> <p><b>C03:</b> Solve the Derivatives and Applications of Derivatives</p> <p><b>C04:</b> Examine the Numerical Analysis &amp; have wider knowledge of mathematics with more emphasis on business applications.</p> <p><b>C05:</b> Interpret the problems of Business with the help of mathematical tools and techniques.</p>
11011500 - Organizational Behavior	<p><b>C01:</b> Define the importance of attitude, values, beliefs, assumptions and Motivation &amp; to make aware about dynamic nature of groups. They will learn the behavior of individuals in organization and the changing Environment of Organization.</p> <p><b>C02:</b> Understand the approaches and Models relating to Organizational Behavior.</p> <p><b>C03:</b> Apply how to control the conflicts, change, time &amp; stress management. &amp; understand how to control effectively the human behavior.</p> <p><b>C04:</b> Analyze Organizational behavior, the social organization and the diverse environment alongside with the management of groups and teams.</p> <p><b>C05:</b> Evaluate the learning about Organizational behavior, the social organization, and the diverse environment alongside with the management of groups and teams</p>

11011600- Marketing Management	<p><b>C01:</b> Define basic understanding of concepts in the marketing with respect to historical development of the subject.</p> <p><b>C02:</b> Understand Fundamental concepts of marketing &amp; practices from business perspective in the Organization.</p> <p><b>C03:</b> Apply the various Marketing environmental concepts to compare various opportunities available in various sectors &amp; recite with various concepts related to market, Research, and its utility.</p> <p><b>C04:</b> Analyze the Important issues Related to success in consumer buying behavioral process vis a vis organizational buying behaviour process &amp; understand mechanism of developing a new product, Market Segmentation etc.</p> <p><b>C05:</b> Apply the commonly used promotion terms, concepts &amp; tools.</p>
99002200- Business Communication	<p><b>C01:</b> Explain historical background and the development of communication; Importance and role of communication in everyday life.</p> <p><b>C02:</b> Understand Mechanics behind the communication process, difficulties experienced in communication. Different types of communication, impedance due to extraneous factors called "barriers"</p> <p><b>C03:</b> Apply different types of communication, impedance due to extraneous factors called "barriers".</p> <p><b>C04:</b> Analyze the Important non-verbal parameters in communication. So to make communication effective and attractive.</p> <p><b>C05:</b> Apply the appropriate body language for making presentation more effective</p>
11003600- Ability and Skill Enhancement-II	<p><b>C01:</b> Select the correct phonetic symbols for improving language</p> <p><b>C02:</b> Operate reading and writing skills in English</p> <p><b>C03:</b> Prepare listening and speaking skills in English</p> <p><b>C04:</b> Focus in understanding the ethics, virtues, and values</p> <p><b>C05:</b> Aware about etiquettes and personal branding</p>



## 7.2 CO PO Mapping

11009500	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	3	3	3	3	2	2	2	3	3	2	3
C02	2	2	3	3	2	2			2	1	2	3
C03	3	3	1		3	1	3	2	3	2	2	3
C04	2	1	2	2	1	3	2	2	3		2	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11009600	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	1	2	2	3	1	2	1	2	2	1	3
C02	3	2	1	2	2	2	-	-	2	2	2	3
C03	2	-	2	-	1	-	-	-	2	2	2	3
C04	3	-	-	-	2	-	-	-		2	2	3
C05	3	2	3	-	2	-	-	-	2	-	3	3

11002700	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	1	2	3	2	1	2	2	3	3	2	3
C02	2	3	2	2	2	2	1	2	1	2	1	3
C03	3	2	3	2	3	2	2	1	3	2	3	2
C04	2	2	1	2	1	3	2	2	3	1	2	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

11011500	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	3	2		2	2	2	2	2	2	2
C02	2	3	2	2	2	2		2	2	3	2	3
C03	2	3	2	3	3	2	2	3	3	3	3	2
C04		2	2	3	3	2	3	3	2	2	3	3
C05	3	3	3	3		3		3	3	3	3	3

11011600	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	3	3	2	1	2	1	2	2	2	2	2
C02	1	3	2	3	2	2	2	2	3	3	2	2
C03	2	2	3	3	3	3	2	2		2	3	2
C04	2	1	2	3	3	3	3	3	2	3	3	3
C05	2	3	2	1	3		2	3	3	1	2	2

99002200	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	3	2		1	2	2	1	2	2	2
C02	1	3	2	2	2	2		2	2	3	2	3
C03	1	3	2	3	3	2	2	3	3	3	3	2
C04	1		2	3	3	2	3	3	2	2		3
C05	3	2	3	2	3	1	3	2	2	2	2	2

11003600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	3	2	3	3	1	3	2	3	3	2
C02	3	2	2	3	2	2	1	2	2	3	2	2
C03	3	3	-	1	2	2	1	3	3	3	2	2
C04	3	3	3	2	2	2	1	2	3	3	2	2
C05	3	3	2	3	2	3	3	3	2	2	2	2

## **CURRICULUM**

**Course Name: Principles of Macro Economics**

**Course Code: 11009500**

### **Objectives**

- The course aims at providing the student with knowledge of basic concepts of the macroeconomics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.
- This course aims to introduce the students to the basic concepts of Macroeconomics. Macroeconomics deals with the aggregate economy. This course discusses the preliminary concepts associated with the determination and measurement of aggregate macroeconomic variables.

### **Course Outline**

#### **Unit I: Introduction**

Concepts and variables of macroeconomics, income, expenditure and the circular flow, components of expenditure., Static macroeconomic analysis short and the long run determination of supply, determination of demand, and conditions of equilibrium.

#### **Unit II: Economy in the short run**

IS–LM framework, fiscal and monetary policy, determination of aggregate demand, shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand–aggregate supply analysis

#### **Unit III: Inflation, Unemployment and Labour market Inflation**

Causes of rising and falling inflation, inflation and interest rates, social costs of inflation; Unemployment – natural rate of unemployment, frictional and wait unemployment. Labour market and its interaction with production system; Phillips curve, the trade-off between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational.

#### **Unit IV: Open Economy**

Flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates, interest-rate differentials case of a large economy.

#### **Unit V: Behavioural Foundation**

Investment determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. Demand for Money, Portfolio and transactions theories of demand for real balances, interest and income elasticities of demand for real balances. Supply of money.

### **Suggested Readings:**

1. Mankiw, N. Gregory. *Principles of Macroeconomics*. Cengage Learning.
2. Robert J Gordon, *Macroeconomics*, Pearson Education.
3. Branson, William H. *Macroeconomic Theory and Policy*. HarperCollins India Pvt. Ltd.
4. Rudiger Dornbusch and Stanley Fischer, *Macroeconomics*. McGraw-Hill Education.

5. Rudiger Dornbusch, Stanley Fischer, and Richard Startz, *Macroeconomics*. McGraw-Hill Education.
6. Oliver J. Blanchard, *Macroeconomics*, Pearson Education.
7. G. S. Gupta, *Macroeconomics: Theory and Applications*, McGraw-Hill Education Shapiro, *Macroeconomic Analysis*.
8. Paul A Samuelson, William D Nordhaus, and Sudip Chaudhuri, *Macroeconomic*, McGraw-Hill Education.
9. Deepa Shree, *Macro Economics*, ANE Books Pvt. Ltd. New Delhi.
10. Salvatore, Dominick. *International Economics*. John Wiley & Sons Singapore.

## **Course Name: Cost Accounting**

### **Course Code: 11009600**

#### **Objectives**

- This course aims to empower students with knowledge and capacities to understand and analyze the cost accounting objectives, methods, and techniques.
- The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.
- To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.

#### **Course Outline**

##### **Unit I: Introduction**

Objectives, Importance, Nature, Scope, and Advantages of Cost Accounting; Cost Concept; Methods and Techniques of Costing; Installation of Cost Accounting; Difference between Cost, Financial and Management Accounting

##### **Unit II**

Element of Cost, Classification of Cost, Overhead Allocation, Primary Apportionment, Secondary Apportionment. Cost Ascertainment

##### **Unit III: Cost Ascertained**

**Accounting for Material:** Material Purchase Procedure, storage and inventory control; **Accounting for Labor:** Classification, Principles of Labor, Methods of Remuneration, Overtime and incentives; efficiency rating procedures **Accounting for Overhead:** Meaning, Classification, allocation, apportionment and absorption; Accounting of overheads.

##### **Unit IV: Output Costing**

Costing - Preparation of statement of cost and cost sheet (Including Tender Price / Quotation price); Reconciliation of Cost accounting profit and financial accounting profit, Operating Costing.

##### **Unit V: Method of Costing**

Contract and Job Costing; Process Costing, Uniform Costing, and Inter-firm Comparison Neo Concepts: Activity Based Costing, Target Costing, Life Cycle Costing.

#### **Suggested Readings:**

1. Introduction to Cost Accounting, Charles T. Horngren, PHI, 2005.
2. Cost Accounting, Jawahar Lal & Seema Srivastava, TMH, 4th edition.
3. Cost and Management Accounting, Arora M N, Vikas Publishing, 8<sup>th</sup> edition.
4. Cost Accounting, S. N. Maheshwari, S. Chand Publications, 2008

## **Course Name: Business Mathematics & Statistics**

**Course Code: 11002700**

### **Objectives**

- Math and statistics allow a manager to take decisions that are data based. The business managers who combine managerial judgment and statistical analysis are more likely to be successful. This is where the importance of this field of study to a business manager lies.
- To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.
- This course aims at equipping student with a broad-based knowledge of mathematics with emphasis on business applications.

### **Course Outline**

#### **Unit I: Statistical Data and Descriptive Statistics**

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean, and harmonic mean. Properties and applications, Positional Averages: Mode and Median (and other partition values including quartiles, deciles, and percentiles) (including graphic determination), Measures of Variation: absolute and relative, Range, quartile deviation, mean, deviation, standard, deviation, and their Coefficients.

#### **Unit II: Simple Correlation and Regression Analysis**

Correlation Analysis: Meaning of Correlation: simple, multiple, and partial; linear and non-linear correlation, Scatter diagram, Karl Pearson's coefficient of correlation, calculation & properties (proof not required). Correlation & probable error, Rank Correlation Regression Analysis: Principal of least square & regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients.

#### **Unit III: Matrices and Determinants**

Algebra of matrices, Inverse of a matrix, Matrix Operation – Business Application, Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cramer's Rule.

#### **Unit IV: Linear Programming**

Formulation of linear programming problems (LPP) Graphical solution to LPPs, cases of unique and multiple optimal solutions, Solution to LPPs using Simplex method – maximization and minimization case, Identification of Degeneracy, The dual problem: Formulation of the Dual, Primal- Dual Solutions.

#### **Unit V: Probability**

Theory of Probability, Approaches to the calculation of probability, calculation of event probabilities. Addition and multiplication laws of probability (Proof not required), Conditional probability and Bayes' Theorem, Expectation.

### **Suggested Readings:**

1. Berenson and Levine. *Basic Business Statistics: Concepts and Applications*, Pearson Education.
2. Vohra N. D., *Business Statistics*, McGraw Hill.
3. Gupta, S.P., and Archana Gupta. *Statistical Methods*. Sultan Chand and Sons, New Delhi.
4. Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*, Wiley and Sons.
5. Wikes, F.M. *Mathematics for Business, Finance and Economics*. Thomson Learning.
6. Prasad, Bindra, and P.K. Mittal. *Fundamentals of Business Mathematics*. Har- Anand Publications.
7. Thukral, J.K. *Mathematics for Business Studies*. Mayur Publications.  
Vohra, N.D. *Quantitative Techniques in Management*. Tata McGraw Hill Publishing Company
8. Soni, R.S. *Business Mathematics*. Pitambar Publishing House.
9. Singh J. K. *Business Mathematics*. Himalaya Publishing House.
10. Levin & Rubin, *Statistics for Business*, Prentice Hall of India, New Delhi.
11. Gupta S.P. & Gupta M.P. *Business Statistics*, Sultan Chand & Sons, Delhi.
12. Anderson, *Quantitative Methods in Business*, Thomson Learning, Bombay.
13. Anderson, *Statistics for Business & Economics*, Thomson Learning, Bombay.
14. B. S. Grewal, *Higher Engineering Mathematics*.
15. S.P Gupta, *Operation Research*.

## **Course Name: Organizational Behaviour**

### **Course Code: 11011500**

### **Objectives**

- The objective is to help student comprehend perceive and understand dynamic nature of groups. Provide on insight into behavior of individuals in organization and the changing environment of organization.
- The course aims to provide basic concepts, theories, and techniques in the field of human behaviour at the individual, group, and organizational levels.
- Understand the implications of individual and group behaviour in organizational context.
- Understand the concept of organizational behaviour, the social organization, and the diverse environment alongside with the management of groups and teams.

### **Course Outline**

#### **Unit I: The Concept of Organizational Behaviour**

Disciplines Contributing to the Field of Organizational Behaviour, the OB Model, Challenges and Opportunities for OB, Diversity in Organizations.

#### **Unit II: Organizational Culture and Climate**

Managerial Communication, Attitudes and Values, Emotions, and mood.

**Unit III: Behavioral Dynamics**

Perceptions, Learning, Personality, Motivation, Stress & Stress Management.

**Unit IV: Group Dynamics and Work Teams Creating** Effective Teams, Types of Teams, Stages of Group Development, Group Think, Group Shift Social Loafing, Group Decision Making Techniques, Power and Politics,

**Unit V**

Change Management, Change and Organizational Development, Resistance to Change.

**Suggested Readings:**

1. Stephen P Robbins. *Organisational Behaviour*. Prentice Hall International, Inc.
2. Harold Koontz. *Essentials of Management*. 2010: Tata McGraw-Hill Education.
3. Stewart R Clegg. *Organizational Behaviour*. SAGE Handbook.
4. Luthans, *Organizational Behaviour*, 12th edition, Tata McGraw Hill, 2013.
5. Parikh and Gupta, *Organizational Behaviour*, Tata McGraw Hill, 2010.
6. Mohanty Chitale and Dubey, *Organizational Behaviour: Text and Cases*, PHI Learning, Delhi, 2013.

**Course Name: Marketing Management****Course Code: 11020600****Objectives**

- This course aims to empower students with knowledge and capacities to understand and analyze Marketing Management, from a corporate and consumer perspective. Lectures are a mix of theory and practical exercises to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic. The concepts will be discussed through case study discussions and presentations on practical aspects.
- The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices and  
  
develop an insight on the marketing implications that enable students evolve, explore, develop, and implement marketing plans.
- The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

**Course Outline****Unit I: Introduction**

Meaning, Nature and Scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Concept of Marketing Mix, Understanding Marketing Environment, Consumer and Organization Buyer Behaviour, Market Segmentation, Targeting and Positioning.

### **Unit II: Product Planning and Pricing**

Product Concept, Types of Products, Major Product Decisions, Product Life Cycle, New Product Development. Pricing Decisions, Determinants of Pricing, Pricing Process, Policies and Strategies.

### **Unit III: Promotion and Distribution Decisions**

Communication Process, Promotion Tools-Advertising, Personal Selling, Publicity and Sales Promotion, Distribution Channel Decisions-Types and Functions of Intermediaries, Selection and Management of Intermediaries.

### **Unit IV: Emerging Trends and Issues in Marketing**

Consumerism, Rural Marketing, Social Marketing, Direct Marketing, Green Marketing

### **Unit V: Digital Marketing**

Online and Social Media Marketing, Tele marketing, Event Marketing, Viral Marketing, Non-profit Marketing, Industrial Marketing, Marketing Ethics, CRM.

### **Suggested Readings:**

1. Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, *Marketing Management: A South Asian Perspective*, Pearson Education, Delhi. 13<sup>th</sup> Edition, 2009.
2. B. Baines, C. Fill, K. Page, P.K. Sinha, *Marketing – Asian Edition*, Oxford University Press, Delhi, 2013
3. M.J. Etzel, B.J. Walker, W.J. Stanton, A. Pandit, *Marketing*, McGraw Hill, New Delhi. 14<sup>th</sup> Edition, 2010
4. J. Dalrymple Douglas, & Leonard J. Parsons, *Marketing Management: Text and Cases*. Seventh Edition, John Wiley and Sons, 2002
5. Arun Kumar, Meenakshi, *Marketing Management*, Vikas Publishing House, Noida, India, 2<sup>nd</sup> Edition, 2011
6. V.S. Ramaswamy, S. Nama kumari, *Marketing Management – Global Perspective, Indian Context*, Macmillan Publishers India, New Delhi, 4<sup>th</sup> Edition, 2009.

**Course Name: Business Communication**  
**Course Code: 99002200**

### **Objectives**

- To equip students of the BBA course effectively to acquire skills in reading, writing, comprehension, and communication, as also to use electronic media for business communication.
- To provide an overview of the various business communication skills and groom students professionally.

### **Course Outline**



## **Unit I**

Introduction: Theory of Communication, Types, and modes of Communication Fundamentals of Communication: Communication defined, Models of Communication, barriers in communication, perception and communication, essentials of good communication.

## **Unit II**

Language of Communication: Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication Modes of human communication: Basic differences in the principal modes of human communication – reading, writing, listening, speaking and non-verbal communication. Spoken communication: Importance of spoken communication, designing receiver-oriented messages, comprehending cultural dimension. Speaking Skills Monologue Dialogue Group Discussion Effective Communication/ Mis- communication Interview Public Speech.

## **Unit III**

Making Oral presentations: Functions of presentations, defining objective, audience analysis, collection of materials, organization of materials, body language, effective delivery techniques. Written communication: Fundamentals of sentence structure, writing as a process. Reading and Understanding Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts Writing Skills Documenting Report Writing Making notes Letter writing.

## **Unit IV**

Fundamental of technical writing: Special features of technical writing, the word choice, developing clarity and conciseness, Report writing, Business letters, Applications and resumes. Transactional Analysis: Three human ego states, 4 life positions, different types of transactions.

## **Unit V**

The significance of communication in a business organization: Channels of communication – Downwards, Upwards, Horizontal, Consensus, and Grapevine. Literary discussions: Analysis and discussion of the novel The Funda of Mix-ology and short stories from the books Under the banyan tree and other stories and Popular short stories.

**Laboratory work:** Audio-visual aids for effective communication: The role of technology in communication, the role of audio-visuals, designing transparencies, computer-aided presentation software, Software-aided activities in developing communication skills: Proper pronunciation, Learning to use the correct tense, Business writing, Report writing, Connected speech, Building up vocabulary, Awareness about the common errors in the usage of English, etc. Case studies, group discussions, presentations.

## **Suggested Readings:**

1. Sen, L., Communication Skills. Prentice Hall of India (2004).
2. Dhar, M., The Funda of Mixology: What bartending teaches that IIM does not, Srishti Publications (2008).
3. Narayan, R. K., under the banyan tree and other stories. Penguin Classics. (2007).

**Course Name: Ability and Skill Enhancement II**  
**Course Code: 11003600**

**Objectives**

- To improve the communication skills of the students with respect to pronunciation. The classes are interactive, and activity based.

**Course Outline - Final Assessment – Debate/Group Discussion**

**Unit I: Phonetics**

Phonetic symbols and the International Phonetic Alphabets (IPA), The Description and Classification of Vowels (Monophthongs Diphthong) Consonants, Phonetic Transcription & Phonology, Syllable, Stress &Intonations, reading aloud, recording audio clips.

**Unit II: Vocabulary Building**

Idioms and Phrases, Words Often Confused, One word Substitution, Word Formation: Prefix & Suffix.

**Unit III: Ethics &Etiquettes**

What are ethics, what are values, difference between ethics and morals, Business ethics, workplace ethics, what are virtues for e.g. civic virtues, etc. Human ethics and values- 5 core human values are: right conduct, living in peace, speaking the truth, loving and care, and helping others.

Etiquette awareness, Importance of First Impression, Personal Appearance &Professional presence, Personal Branding, Dressing Etiquette, Dining Etiquettes.

**Unit IV: Reading & Writing Skills**

Reading Comprehension, News Reading, Picture Description, Paragraph Writing, News Writing.

**Unit V: Listening & Speaking Skills**

Public Speaking, Debate, Inspirational Movie Screening, Skit Performance.

**Note:** The review of syllabus happens on periodic basis for the benefit of the students and in case there are changes in curriculum due to review students would be intimated in writing.

## 7.3 Lesson Plans

### 11009500 –Principles of Macro Economics

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Concepts and variables of Macroeconomics	C-1	Lecture
Unit-I	Income, expenditure	C-2	Lecture
Unit-I	Circular flow of income	C-3	Lecture
Unit-I	Components of expenditure	C-4	Lecture
Unit-I	Static macroeconomic analysis short and the long run	C-5	Lecture
Unit-I	determination of supply	C-6,7	Lecture
Unit-I	Conditions of equilibrium	C-8,9	Lecture
Unit-I	Clarification Class I	C-10	Clarification Class
Unit-I	Home Assignment I		Home Assignments
Unit-II	IS-LM framework	C-11	Lecture
Unit-II	Fiscal and Monetary Policy	C-12	Lecture
Unit-II	Determination of aggregate demand	C-13	Lecture
Unit-II	Shifts in aggregate demand	C-14,15	Lecture
Unit-II	Aggregate supply in the short and long run	C-16,17	Lecture
Unit-II	Aggregate demand- aggregate supply analysis	C-18,19	Lecture
Unit-II	Clarification Class II	C-20	Clarification Class
Unit-II	Presentation I	C-21	Presentation I
Unit-III	Inflation - Meaning	C-22	Lecture
Unit-III	Causes of rising and falling inflation	C-23	Lecture
Unit-III	Inflation and interest rates, social costs of inflation	C-24	Lecture
Unit-III	Unemployment – natural rate of unemployment	C-25	Lecture
Unit-III	Frictional and wait unemployment	C-26	Lecture
Unit-III	Labor market and its interaction with production system	C-27	Lecture
Unit-III	Activity	C-28	Activity
Unit-III	Phillips curve	C-29	Lecture
Unit-III	The tradeoff between inflation and unemployment	C-30	Lecture
Unit-III	sacrifice ratio	C-31	Lecture
Unit-III	Role of expectations adaptive and rational	C-32	Lecture
Unit-III	Clarification Class III	C-33	Clarification Class
Unit-III	Classroom Assignment	C-34	Classroom Assignment
Unit-IV	Open Economy - Flow of goods and capital	C-36	Lecture
Unit-IV	Savings and investments in small and large open economy	C-37	Lecture
Unit-IV	Exchange rates	C-38	Lecture
Unit-IV	Mundell – Fleming model	C-39	Lecture
Unit-IV	Mundell – Fleming model with fixed and flexible prices	C-40,41	Lecture
Unit-IV	Mundell – Fleming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates	C-42	Lecture
Unit-IV	Interest-rate differentials case of a large economy	C-43,44	Lecture
Unit-IV	Clarification Class IV	C-45	Clarification Class
Unit-IV	Quiz	C-46	Quiz
Unit-IV	Seminar	C-47	Seminar

Unit-V	Investment determinants of business fixed investment	C-48	Lecture
Unit-V	Effect of tax	C-49	Lecture
Unit-V	Determinants of residential investment and inventory investment	C-50	Lecture
Unit-V	Class Assignment II	C-51	Class Assignment
Unit-V	Demand for Money	C-52	Lecture
Unit-V	Demand for Money	C-53	Lecture
Unit-V	Presentation II	C-54	Lecture
Unit-V	Portfolio and transactions theories of demand for real balances	C-55,56	Lecture
Unit-V	Interest and income elasticity of demand for real balances	C-57	Lecture
Unit-V	Home Assignment II		Home Assignments
Unit-V	Supply of money	C-58	Lecture
Unit-V	Supply of money	C-59	Lecture
Unit-V	Clarification Class V	C-60	Clarification Class

**11009600 –Cost Accounting**

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Cost Accounting-Objectives, Importance	C-1	Lecture
Unit-I	Cost Accounting-Nature, Scope	C-2	Lecture
Unit-I	Advantages of Cost Accounting	C-3	Lecture
Unit-I	Cost Concept	C-4	Lecture
Unit-I	Methods and Techniques of Costing	C-5,6	Lecture
Unit-I	Installation of Cost Accounting	C-7	Lecture
Unit-I	Difference between Cost, Financial and Management Accounting	C-8	Lecture
Unit-I	Clarification Class	C-9	Clarification Class-1
Unit-I	Classroom Assignment I	C-10	Classroom Assignment
Unit-II	Element of Cost	C-11	Lecture
Unit-II	Classification of Cost	C-12	Lecture
Unit-II	Overhead Allocation	C-13	Lecture
Unit-II	Primary Apportionment	C-14	Lecture
Unit-II	Secondary Apportionment	C-15	Lecture
Unit-II	Cost Ascertainment	C-16	Lecture
Unit-II	Clarification Class	C-17	Clarification Class-2
Unit-II	Presentation I	C-18	Presentation
Unit-III	Accounting for Material: Material Purchase Procedure	C-19	Lecture
Unit-III	storage and inventory control	C-20	Lecture
Unit-III	Classification, Principles of Labor	C-21	Lecture
Unit-III	Methods of Remuneration, Overtime, and incentives;	C-22,23	Lecture
Unit-III	efficiency rating procedures	C-24	Lecture
Unit-III	Accounting for Overhead: Meaning,	C-25	Lecture
Unit-III	Classification, allocation	C-26	Lecture
Unit-III	Apportionment and absorption	C-27	Lecture
Unit-III	Accounting of overheads.	C-28	Lecture
Unit-III	Activity	C-29	Activity
Unit-III	Clarification Class	C-30	Clarification-3
Unit-III	Webinar	C-31	Webinar
Unit-IV	Costing - Preparation of statement of cost	C-32,33	Lecture
Unit-IV	Cost sheet	C-34,35	Lecture
Unit-IV	Cost sheet (Including Tender Price / Quotation price);	C-36	Lecture
Unit-IV	Reconciliation of Cost accounting profit and financial accounting profit,	C-37,38	Lecture
Unit-IV	Operating Costing	C-39,40	Lecture
Unit-IV	Presentation II	C-41,42	Presentation
Unit-IV	Clarification Class	C-43	Clarification Class
Unit-V	Method of Costing	C-44,45	Lecture
Unit-V	Contract and Job Costing	C-46	Lecture
Unit-V	Contract and Job Costing	C-47,48	Lecture
Unit-V	Process Costing	C-49	Lecture
Unit-V	Uniform Costing	C-50	Lecture
Unit-V	Inter-firm Comparison	C-51	Lecture

Unit-V	Neo Concepts: Activity Based Costing	C-52	Lecture
Unit-V	Target Costing	C-53	Lecture
Unit-V	Life Cycle Costing	C-54	Lecture
Unit-V	Clarification Class	C-55	Lecture
Unit-V	Classroom Assignment II	C-56	Lecture
	Revision Class	C-57	Lecture
	Revision Class	C-58	Lecture
	Revision Class	C-59	Lecture
	Revision Class	C-60	Lecture

**11002700 –Business Mathematics and Statistics**

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Statistical Data and Descriptive Statistics -Measure of Central Tendency: Introduction	C-1	Lecture
Unit-I	Mathematical averages - Arithmetic mean	C-2	Lecture
Unit-I	Geometric Mean: Introduction, definition and meaning	C-3	Lecture
Unit-I	Harmonic Mean: Introduction, definition and meaning	C-4	Lecture
Unit-I	Relation between Arithmetic, geometric and harmonic mean.	C-5	Lecture
Unit-I	Take Home Assignment		Take Home Assignment
Unit-I	Properties and applications of Mathematical averages	C-6	Lecture
Unit-I	Clarification Class	C-7	Clarification Class
Unit-I	Positional Averages: Introduction	C-8	Lecture
Unit-I	Median: for individual, discrete, and continuous series	C-9	Lecture
Unit-I	Mode: for individual, discrete, and continuous series	C-10	Lecture
Unit-I	Class Room Assignment	C-11	Classroom Assignment
Unit-I	Quartiles: for individual, discrete, and continuous series	C-12	Lecture
Unit-I	Deciles and Percentiles: for individual, discrete, and continuous series	C-13	Lecture
Unit-I	Measure of Variations: Introduction	C-14	Lecture
Unit-I	Absolute and Relative Range	C-15	Lecture
Unit-I	Quartile deviation and Mean Deviation & their coefficients	C-16	Lecture
Unit-I	Standard Deviation & Coefficient	C-17	Lecture
Unit-I	Difficulties in solving the problems from Unit I	C-18	Clarification Class
Unit-I	Quiz/Activity	C-19	Quiz/Activity
Unit-II	Correlation Analysis: Introduction; Meaning of Simple, Multiple, and partial Correlation	C-20	Lecture
Unit-II	Linear and non-linear correlation with examples	C-21	Lecture
Unit-II	Scatter diagram for correlation	C-22	Lecture
Unit-II	Karl's Pearson coefficient of correlation. It is calculation and properties.	C-23	Lecture
Unit-II	Correlation and Probable Error	C-24	Lecture
Unit-II	Spearman's Rank Correlation	C-25	Lecture
Unit-II	Regression Analysis: Introduction, Principle of least square & regression lines	C-26	Lecture
Unit-II	Regression equations and estimation	C-27	Lecture
Unit-II	Properties of regression coefficients	C-28	Lecture
Unit-II	Relation between correlation and regression coefficients.	C-29	Lecture
Unit-II	Clarification	C-30	Clarification Class
Unit-II	Presentation	C-31,32	Presentation
Unit-III	Algebra of matrices	C-33	Lecture

Unit-III	Inverse of a matrix	C-34	Lecture
Unit-III	Matrix Operation – Business Application	C-35	Lecture
Unit-III	Solution of system of linear equations (having unique solution and involving not more than three variables)	C-36	Lecture
Unit-III	Using matrix inversion Method and Cremer's Rule	C-37,38	Lecture
Unit-III	Class Room Assignment II	C39	Class Room Assignment
Unit-III	Clarification Class-	C-41	Clarification Class
Unit-IV	Formulation of linear programming problem (LPP)	C-42	Lecture
Unit-IV	Graphical solution to LPP. Cases of unique and multiple optimal solutions	C-43	Lecture
Unit-IV	Solution to LPP using Simplex method: for maximization and minimization problems	C-44	Lecture
Unit-IV	Problem of Degeneracy	C-45	Lecture
Unit-IV	The dual problem: Formulation of dual, dual - primal solution	C-46	Lecture
Unit-IV	Difficulties in problem solving in Unit IV	C-47	Lecture
Unit-IV	Presentation	C-48,49	Presentation
Unit-V	Probability Theory: Introduction and definition of some standard terms	C-50	Lecture
Unit-V	Approaches to the calculation of probability	C-51	Lecture
Unit-V	Calculation of Event Probability	C-52	Lecture
Unit-V	Addition Law in probability	C-53	Clarification Class
Unit-V	Multiplication law in probability	C-54	Activity
Unit-V	Conditional Probability: Introduction and definition	C-55	Lecture
Unit-V	Baye's Theorem: Introduction	C-56	Lecture
Unit-V	Baye's Theorem: proof, application	C-57	Lecture
Unit-V	Clarification Class	C-58	Lecture
	Revision Class	C-59	Lecture
	Revision Class	C-60	Lecture



**11011500 –Organizational Behavior**

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
Unit-I	The Concept of Organizational Behaviour	C-1,2	Lecture
Unit-I	Disciplines Contributing to the Field of Organizational Behaviour	C-3	Lecture
Unit-I	Disciplines Contributing to the Field of Organizational Behaviour	C-4	Lecture
Unit-I	the OB Model	C-5,6	Lecture
Unit-I	Take Home Assignment		Take Home Assignment
Unit-I	Opportunities for OB	C-7,8	Lecture
Unit-I	Challenges for OB	C-9	Lecture
Unit-I	Diversity in Organizations	C-10,11	Lecture
Unit-I	Diversity in Organizations	C-12	Class Assignment-I
Unit-I	Clarification Class	C-13	Clarification Class
Unit-II	Organizational Culture	C-14,15	Lecture
Unit-II	Organizational Culture and Climate	C-16	Lecture
Unit-II	Managerial Communication	C-17,18	Lecture
Unit-II	Activity/Quiz	C-19	Activity/Quiz
Unit-II	Attitudes and Values	C-20,21	Lecture
Unit-II	Emotions and mood	C-22,23	Lecture
Unit-II	Presentation I	C-24,25	Presentation I
Unit-II	Clarification Class	C-26	Clarification Class
Unit-II	Take Home Assignment		Take Home Assignment
Unit-III	Behavioral Dynamics	C-27	Lecture
Unit-III	Perceptions	C-28,29	Lecture
Unit-III	Learning	C-30,31	Lecture
Unit-III	Personality	C-32,33	Lecture
Unit-III	Motivation	C-34,35	Lecture
Unit-III	Stress & Stress Management	C-36,37	Lecture
Unit-III	Clarification Class	C-38	Clarification Class
Unit-III	Classroom Assignment		Classroom Assignment II
Unit-IV	Group Dynamics and Work Teams	C-39	Lecture
Unit-IV	Creating Effective Teams	C-40	Lecture
Unit-IV	Types of Teams	C-41	Lecture
Unit-IV	Stages of Group Development	C-42	Lecture
Unit-IV	Group Think	C-43	Lecture
Unit-IV	Group Shift Social Loafing	C-44	Lecture
Unit-IV	Group Decision Making Techniques	C-45,46	Lecture
Unit-IV	Power and Politics	C-47	Lecture
Unit-IV	Clarification Class	C-48	Clarification Class
Unit-IV	Presentation on Group Dynamics and Team	C-49,50	Presentation
Unit-V	Change Management	C-51,52	Lecture
Unit-V	Change and Organizational Development	C-53,54	Lecture
Unit-V	Resistance to Change	C-55,56	Lecture
Unit-V	Clarification Class on Unit V	C-57	Clarification Class
Unit-V	Revision Class	C-58	Lecture
Unit-V	Revision Class	C-59	Lecture
Unit-V	Revision Class	C-60	Lecture

**11011600 –Marketing Management**

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Marketing Management- Introduction, Meaning of marketing	C-1	Lecture
Unit-I	Nature and Scope of Marketing,	C-2	Lecture
Unit-I	Core Marketing Concepts,	C-3	Lecture
Unit-I	Marketing Philosophies,	C-4	Lecture
Unit-I	Concept of Marketing Mix	C-5	Lecture
Unit-I	Understanding Marketing Environment,	C-6	Lecture
Unit-I	Consumer Buyer Behaviour	C-7	Lecture
Unit-I	Organization Buyer Behaviour,	C-8	Lecture
Unit-I	Market Segmentation	C-9	Lecture
Unit-I	Targeting & Positioning	C-10	Lecture
Unit-I	Market Segmentation, Targeting and Positioning	C-11	Lecture
Unit-I	Clarification Class	C-12	Clarification Class
Unit-I	Classroom Assignment on Unit I	C-13	Classroom Assignment
Unit-II	Product Planning	C-14	Lecture
Unit-II	Product Concept, Types of Products,	C-15	Lecture
Unit-II	Major Product Decisions- Product Life Cycle, PLC Strategies	C-16	Lecture
Unit-II	New Product Development. & Differentiation	C-17,18	Lecture
Unit-II	Take Home Assignment		Take Home Assignment
Unit-II	Pricing Decisions	C-19	Lecture
Unit-II	Determinants of Pricing	C-20	Lecture
Unit-II	Pricing, Policies & Strategies	C-21,22	Lecture
Unit-II	Clarification Class	C-23	Clarification Class
Unit-II	Activity	C-24	Activity
Unit-III	Promotion and Distribution Decisions	C-25	Lecture
Unit-III	Communication Process	C-26	Lecture
Unit-III	Promotion Tools-Advertising	C-27	Lecture
Unit-III	Personal Selling, Publicity and Sales Promotion,	C-28	Lecture
Unit-III	Distribution Channel Decisions-Types and Functions of Intermediaries	C-29	Lecture
Unit-III	Types and Functions of Intermediaries Contd..	C-30	Lecture
Unit-III	Selection and Management of Intermediaries.	C-31	Lecture
Unit-III	Clarification Class	C-32	Lecture
Unit-III	Presentation	C-33,34	Presentation
Unit-IV	Emerging Trends and Issues in Marketing	C-35	Lecture
Unit-IV	Consumerism	C-36	Lecture
Unit-IV	Rural Marketing	C-37	Lecture
Unit-IV	Class Room Assignment II	C-38	Class Room Assignment
Unit-IV	Social Marketing	C-39	Clarification Class
Unit-IV	Direct Marketing	C-40	Presentation
Unit-IV	Green Marketing	C-41	
Unit-IV	Activity/Quiz	C-42	Activity/Quiz
Unit-IV	Clarification Class	C-43	Lecture

Unit-V	Digital Marketing-Online and Social Media Marketing	C-44	Class Assignment
Unit-V	Tele marketing,	C-45	Lecture
Unit-V	Event Marketing	C-46	Lecture
Unit-V	Viral Marketing,	C-47	Lecture
Unit-V	Presentation	C-48	Presentation
Unit-V	Non- profit Marketing	C-49	Lecture
Unit-V	Industrial Marketing,	C-50	Lecture
Unit-V	Marketing Ethics,	C-51	Lecture
Unit-V	CRM	C-52	Lecture
Unit-V	Clarification Class	C-53	Lecture
Unit-V	Webinar	C-54	Webinar
Unit-V	Revision Class	C-55	Lecture
Unit-V	Revision Class	C-56	Lecture
Unit-V	Revision Class	C-57	Lecture
Unit-V	Revision Class	C-58	Lecture
Unit-V	Revision Class	C-60	Lecture

**99002200– Business Communication**

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction: Business Communication	C-1	Lecture
Unit-I	Introduction: Theory of Communication	C-2	Lecture
Unit-I	Types and modes of Communication	C-3,4	Lecture
Unit-I	Take Home Assignment		Take Home Assignment
Unit-I	Fundamentals of Communication: Communication defined, Models of Communication,	C-5	Lecture
Unit-I	Models of Communication,	C-6	Lecture
Unit-I	barriers in communication,	C-7	Lecture
Unit-I	perception and communication,	C-8	Lecture
Unit-I	essentials of good communication	C-9	Lecture
Unit-I	Class room Assignment	C-10	Class room Assignment
Unit-I	Clarification Class	C-11	Clarification Class
Unit-II	Language of Communication: Verbal and Non-verbal (Spoken and Written)	C-12	Lecture
Unit-II	Personal, Social and Business Barriers	C-13	Lecture
Unit-II	Personal, Social and Business Barriers and Strategies	C-14,15	Lecture
Unit-II	Intra-personal, Inter-personal	C-16,17	Lecture
Unit-II	Group communication	C-18	Lecture
Unit-II	Modes of human communication:	C-19	Lecture
Unit-II	Basic differences in the principal modes of human communication	C-20	Lecture
Unit-II	Reading, writing, listening, speaking and non-verbal communication.	C-21	Lecture
Unit-II	Spoken communication: Importance of spoken communication,	C-22	Lecture
Unit-II	Spoken communication designing receiver-oriented messages,	C-23	Lecture
Unit-II	Comprehending cultural dimension.	C-24	Lecture
Unit-II	Speaking Skills Monologue Dialogue	C-25	Lecture
Unit-II	Group Discussion	C-26	Activity
Unit-II	Effective Communication/ Mis-communication	C-27	Lecture
Unit-II	Interview Public Speech	C-28	Lecture
Unit-II	Clarification Class	C-29	Clarification Class
Unit-II	Making Oral presentations: Functions of presentations, defining objective, audience analysis, collection of materials, organization of materials, body language, effective delivery techniques.	C-30,31,32	Lecture
Unit-II	Presentation	C-33,34	Presentation
Unit-III	Written communication: Fundamentals of sentence structure, writing as a process.	C-35	Lecture

Unit-III	Reading and Understanding Close Reading Comprehension Summary	C-36,37	Lecture
Unit-III	Paraphrasing Analysis and Interpretation	C-38	Lecture
Unit-III	Translation (from Indian language to English and vice-versa)	C-39	Lecture
Unit-III	Literary/Knowledge	C-40	Lecture
Unit-III	Texts Writing Skills	C-41	Lecture
Unit-III	Documenting Report Writing	C-42	Lecture
Unit-III	Making notes	C-43	Lecture
Unit-III	Letter writing	C-44	Lecture
Unit-III	Class room Assignment	C-45	Class room Assignment
Unit-III	Clarification Class	C-46	Clarification Class
Unit-IV	Fundamental of technical writing: Special features of technical writing, the word choice, developing clarity and conciseness	C-47	Lecture
Unit-IV	Business letters,	C-48	Lecture
Unit-IV	Applications and resumes	C-49	Lecture
Unit-IV	Transactional Analysis: Three human ego states, different types of transactions	C-50	Lecture
Unit-IV	Transactional Analysis: Three human ego states, 4 life positions	C-51	Lecture
Unit-IV	Different types of transactions	C-52	Lecture
Unit-IV	Clarification Class	C-53	Clarification Class
Unit-IV	Classroom Exercise	C-54	Activity
Unit-V	The significance of communication in a business organization: Channels of communication – Downwards, Upwards, Horizontal, Consensus, and Grapevine.	C-55	Lecture
Unit-V	Literary discussions: Analysis and discussion of the novel	C-56	Lecture
Unit-V	The Funda of Mix-ology and short stories from the books Under the banyan tree and other stories	C-57	Lecture
Unit-V	Clarification Class	C-58	Clarification Class
Unit-V	Guest Lecture	C-59	Guest Lecture
Unit-V	Webinar	C-60	Webinar

**11003600 –Ability and Skill Enhancement-II**

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Phonetic symbols and the International Phonetic Alphabets (IPA Introduction Importance	C-1	Lecture
Unit-I	The Description and Classification of Vowels (Monophthongs & Diphthong) Consonants,	C-2	Lecture
Unit-I	Transcription & Phonology,	C-3	Lecture
Unit-I	Syllable	C-4	Lecture
Unit-I	Stress &Intonations and symbols of consonants	C-5,6	Lecture
Unit-I	Reading aloud, recording audio clips	C-7	Lecture
Unit-I	Clarification Class	C-8	Clarification Class
Unit-I	Classroom Assignment		Classroom Assignment
Unit-II	Idioms and Phrases	C-9	Lecture
Unit-II	Words Often Confused	C-10	Lecture
Unit-II	One word substitution word Formation Prefix and Suffix	C-11	Lecture
Unit-II	Activity/Quiz	C-12	Activity/Quiz
Unit-II	Take Home Assignment No1		Home Assignments
Unit-II	Clarification Class	C-13	Clarification Class
Unit-III	What are ethics	C-14	Lecture
Unit-III	what are values	C-15	Lecture
Unit-III	difference between ethics and moral	C-16	Lecture
Unit-III	Business ethics	C-17	Lecture
Unit-III	workplace ethics,	C-18	Lecture
Unit-III	Presentation	C-19	Presentation
Unit-III	what are virtues for e.g. civic virtues, etc.	C-20	Lecture
Unit-III	Human ethics 5 core human values are: right conduct, living in peace, speaking the truth, loving and care, and helping others	C21	Lecture
Unit-III	Classroom Assignment	C-22	Classroom Assignment
Unit-III	Etiquettes awareness importance of First Impression Personal Appearance & Professional presence	C-23	Lecture
Unit-III	Personal Branding, Dressing Etiquette	C-24	Lecture
Unit-III	Dining Etiquettes	C-25	Activity
Unit-III	Clarification Class	C-26	Clarification Class
Unit-IV	Reading Comprehension, News Reading,	C-27	Lecture
Unit-IV	Picture Description, Paragraph Writing, News Writing	C-26	Lecture
Unit-IV	Clarification Class	C-27	Clarification Class
Unit-V	Public Speaking, Debate	C-28	Lecture
Unit-V	Inspirational Movie Screening, Skit Performance.	C-29	Activity
Unit-V	Clarification Class	C-30	Clarification Class

**Note:**

This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

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