

Detailed Course Scheme
BBA LL.B.
(Five years integrated Law programme)

Semester-II
(2023-28)

DOC2023060800048



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 latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June)**. Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The Curriculum for BBA LL.B. Program for Even (January-June) Semester 2024 along with examination pattern is as follows:

Course Scheme

Semester –II

S. No.	Course Code	Course Name	L	T	P	Credits
1.	16003300	Law of Contract –II	4	1	0	5
2.	16003400	Law of Torts and Consumer Protection	4	1	0	5
3.	11011400	Marketing Management	4	1	0	5
4.	11011300	Organizational Behavior	4	1	0	5
5.	16005600	Administrative Law	4	1	0	5
6.	16001300	Ability & Skill Enhancement- II	2	0	0	2
7.	16007000	Comprehensive Viva and Seminars, Debates & Quiz	-	-	-	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			22	5	0	30

EVALUATION SCHEME

The evaluation of the BBA LL.B. 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
TOTAL	50	

External Assessment

Type	Marks
Theory	50

EVALUATION SCHEME- WORKSHOPS & SEMINARS & NCC/NSS

1. NCC/NSS will be completed from Semester I – Semester IV. It will be evaluated internally by the institute. The credit for this will be given at the end of Semester.
2. The students have to join club/clubs 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 Semester

1. Vision

Vision of Department of Law is to be established as advanced studies and research and skill-based centre for students and scholars

2. Mission

Mission of Department of Law is to cultivate a scholarly mindset and analytical abilities in students, as well as train them in legal sphere, to reach the profession's daunting needs by providing dynamic knowledge in the field of law.

3. Program Educational Objectives

PEO1-Professional Development: To develop deep knowledge of the field through a flexible, research and industry-oriented curriculum designed to meet the current demand of academia and industry.

PEO2-Core Proficiency: To identify, formulate, comprehend, analyse, design and solve societal and legal problems with hands on experience in various rules and regulations using modern tools to satisfy the needs of society and the business and legal industry.

PEO3- Technical Accomplishments: To acquire techno-economic aptitude and apply the acquired practical skills and broad legal training for better reach. Pursue advanced education, research development, and other innovative and pioneering efforts in the field of law.

4. Program Outcomes (POs)

Law Graduates will be able to:

P01. Legal knowledge: Ability to gain knowledge of law and the application of such knowledge in practice.

P02. Problem analysis: Explore and explain the substantial & procedural laws in which they are drafted and how students think and understand the legislative setup and apply in problem solving.

P03. Conduct investigations of complex problems: Use research-based knowledge and research methodologies to obtain reliable outcomes and develop legal research skills & legal reasoning and apply it during programme & in legal practice.

P04. The lawyer and society: Interpret and analyse the legal and social problems and work towards finding solutions to the problems by application of laws and regulations.

P05. Effective written and drafting skills: Inculcate values of Rights and Duties and conceptual clarity and transfer these values to real life through drafting of legal and judicial process for promoting community welfare by way of effecting drafting skills.

P06. Professional Ethics: Apply principles of professional ethics of legal profession.

P07. Professional and argumentative skills: Understand the impact of professional, legal solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development by way of professional skills.

P08. Communication: Communicate effectively with the legal community. Ability to learn the art of communicating and demonstrating their oral advocacy skills. Projecting the facts in a way suitable to the client and power to convince on legal reasoning forms the essence of communication in courts of law.

P09. Self-employability: Provide a platform of self-employability by developing professional skills in legal and other industry.

P010. Life-long learning: Recognize the need for and ability to engage in independent and life-long learning in the broader concepts and then practical application in context of societal and legal changes.

5. Program Specific Outcomes (PSOs)

Upon completion of the BBA LLB Programme, the graduate will be able to

PSO1: To demonstrate knowledge and understanding of substantive & procedural laws including legislations and connected rules and regulations.

PSO2: To equip skills required to deal with a fast-changing business environment and legal arena.

PSO3: To acquaint with technological developments and to make suitable changes in the field of law and legal profession.

7.1 Semester II

Course Code	Course outcomes: - After completion of these courses students should be able to
16003300 - Law of Contract II	<p>C01: Define the understanding of the legal framework for contract law specially Bailment, Pledge, Sale of Goods, Partnership & Negotiable Instruments.</p> <p>C02: Interpret the basic principles governing contracts and lay a powerful foundation for their study of other transactional and related laws.</p> <p>C03: Develop their understanding of the various vital factors and circumstances of contractual obligations.</p> <p>C04: Identify the situations that constitute breach of contract in such specific contracts and the remedies available for breach.</p> <p>C05: Analyse various national and international judicial decisions pertaining to law of Contracts.</p>
16003400 - Law of Torts and Consumer Protection	<p>C01: Define the role and unique features of the common law, in contrary of statutory or regulatory law.</p> <p>C02: Understand various concepts like negligence, assault etc. and remedies for these violations of legal rights</p> <p>C03: Identify the principles of Tortuous liability, the defences available in an action for torts, the capacity of parties to sue and be sued and matters connection there with.</p> <p>C04: Analysis the alternative forms, and also the remedies provided under the Consumer Protection Act, 1986</p> <p>C05: Demonstrate a foundation knowledge of the remedies available in tort and the legal underpinnings behind them.</p>
16005600 - Administrative Law	<p>C01: Understand Nature, Development of law relating to administration and effective means of administrative control.</p> <p>C02: Interpret the abuse of administration and adjudicatory powers of the administration and liability of administrative authorities.</p> <p>C03: Identify, explain, and apply the principles of administrative law covered in the course.</p> <p>C04: Analyse and predict how unresolved or ambiguous administrative law questions could be resolved by the courts through an analysis of case law and the judicial method.</p> <p>C05: Interpret the concept of Lokpal and Lokayukta.</p>
11011300 - Organizational Behavior	<p>C01: Define the importance of attitude, values, beliefs, assumptions and Motivation & to make aware about dynamic nature of groups. They will learn the behavior of individuals in organisation and the changing Environment of Organisation.</p>

	<p>C02: Understand the approaches and Models relating to Organizational Behavior.</p> <p>C03: Apply how to control the conflicts, change, time & stress management. & understand how to control effectively the human behavior.</p> <p>C04: Analyze Organizational behavior, the social organization and the diverse environment alongside with the management of groups and teams.</p> <p>C05: Evaluate the learning about Organizational behavior, the social organization and the diverse environment alongside with the management of groups and teams</p>
11011400 - Marketing Management	<p>C01: Define basic understanding of concepts in the marketing with respect to historical development of the subject.</p> <p>C02: Understand Fundamental concepts of marketing & practices from business perspective in the Organization.</p> <p>C03: Apply the various Marketing environmental concepts to compare various opportunities available in various sectors & recite with Various concepts related to market, Research and its utility.</p> <p>C04: Analyze the Important issues Related to success in consumer buying behavioral process vis a vis organizational buying behaviour process & understand mechanism of developing a new product, Market Segmentation etc.</p> <p>C05: Apply the commonly used promotion terms, concepts & tools.</p>
16007000 - Comprehensive Viva and Seminars, Debates & Quiz	<p>C01: How to prepare for seminars, Debate and Quiz competitions.</p> <p>C02: Utilize Oral Presentation skills by answering questions in precise and concise manner.</p> <p>C03: Develop confidence and inter-personal skills.</p> <p>C04: Build self, comprehensively to answer questions from all the courses of semester.</p> <p>C05: Improve practical skills.</p>
16001300 - Ability & Skill Enhancement- II	<p>C01: Select the correct phonetic symbols for improving language</p> <p>C02: Operate reading and writing skills in English</p> <p>C03: Prepare listening and speaking skills in English</p> <p>C04: Focus in understanding the ethics, virtues and values</p> <p>C05: Aware about etiquettes and personal branding</p>

7.2 Mapping: Semester – II

16003300	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01	3	1	1	3	2	3	1	2	2	2
C02	2	2	3	3	2	2	3	3	2	3
C03	2	3	2	2	2	1	3	3	2	1
C04	1	1	3	1	1	2	2	1	2	3
C05	2	3	3	2	3	3	2	3	2	3

16003400	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01	3	2	2	2			2	2		3
C02	3	3	2	2			2	2	3	3
C03	2	2	3	1	2		1	3	1	3
C04	3	2	2	3	2	3	2	3	3	3
C05	3	2		2	3		2	3	2	2

16005600	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01	3	2	3	2					2	3
C02	2		2	2	2	2		2		3
C03	3		2	2		3	3		2	3
C04	3	3	3	3				2		3
C05	3	2	2				2	2		3

11011300	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01	2	2	3	2		2	2	2	2	2
C02	2	3	2	2	2	2		2	2	3
C03	2	3	2	3	3	2	2	3	3	3
C04		2	2	3	3	2	3	3	2	2
C05	3	3	3	3		3		3	3	3

11011400	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01	3	3	3	2	1	2	1	2	2	2
C02	1	3	2	3	2	2	2	2	3	3
C03	2	2	3	3	3	3	2	2	2	2
C04	2	1	2	3	3	3	3	3	2	3
C05	3	3	3	3	3	3	3	3	3	3

16007000	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01	3	3	2	2				2		3
C02	3	3	2	2			2	2	3	3
C03	3	2	3	3	3	3	3	3	3	3
C04	3	2	2	3		3	2	3	3	3
C05	3		2	3			3		2	3

16001300	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01	3	2	3	2	3	3	1	3	2	3
C02	3	2	2	3	2	2	1	2	2	3
C03	3	3		1	2	2	1	3	3	3
C04	3	3	3	2	2	2	1	2	3	3
C05	3	3	2	3	2	3	3	3	2	2

CURRICULUM

Course Name: Law of Contract –II

Course Code: 16003300

Course Outline

Unit I: Indemnity & Guarantee and Agency (Conceptual Study)

- a) Distinction between Indemnity and Guarantee
- b) Rights and Duties of Indemnifier and Indemnified
- c) Rights and Duties of Principle Debtor and Creditor
- d) Liability of Surety
- e) Contract of Agency
- f) Creation of Agency
- g) Rights and Duties of Agent and Principal
- h) Agent's Authority
- i) Determination of Agency

Case Law:

1. ***Mollwo, March & Co. v. The Court of Wards (1872) L.R. 4 P.C. 419***

Unit II: Bailment and Pledge

- a) Concept of Bailment
- b) Rights and Duties of Bailor and Bailee
- c) Lien d) Finder of Goods

Unit III: The Indian Partnership Act, 1932

- a) Nature of Partnership Firm
- b) Rights /Duties of Partners inter se
- c) Incoming and Outgoing Partners
- d) Position of Minor
- e) Dissolution and Consequences

Case Law:

2. **K. D. Kamath & Co. v . CIT** (1971) 2 SCC 873
3. *Cox v. Hickman*, (1860) 8 hlc. 268
4. *Miles v. Clarke* [1953] 1 All ER 779
5. *Trimble v. Goldberg* (1906) AC 494 (PC)
6. *Holme v. Hammond* (1872) L.R. 7 Ex. 218; 41 L.J. Ex. 157
7. *Rhodes v. Moules* (1895) 1 Ch. 236 (CA)
8. *Hamlyn v. Houston & Co.* (1903) 1 K.B. 81

9. *Tower Cabinet Co., Ltd v. Ingram* (1949) 1 KBD 1032
10. *Shivagouda Ravji Patil v. Chandrakant Neelkanth Sadalge* AIR 1965 SC 212
11. *CIT v. Jayalakshmi Rice and Oil Mills Contractor Co.* AIR 1971 SC 1015 : (1971) 1 SCC 280
12. *Jagdish Chandra Gupta v. Kajaria Traders (India) Ltd.* AIR 1964 SC 1882

Unit IV: The Sale of Goods Act, 1930

- a) Definitions, Distinction between Sale and Agreement to Sale
- b) Conditions and Warranties
- c) Rights and lien of Unpaid Seller
- d) Remedies for Breach of Contract of sale

Case Law:

13. *M/S. Kone Elevator India Pvt. Ltd v. State of Tamil Nadu. & Ors.* (2014) 7 SCC 1
14. *State of Karnataka and Ors. v. Pro Lab and Ors.* AIR 2015 SC 1098
15. *K.L. Johar & Co. v. Dy. CTO* (1965) 2 SCR 112 : AIR 1965 SC 1082
16. *Sundaram Finance Ltd. v. State of Kerala* (1966) 2 SCR 828, 841 : AIR 1966 SC 1178
17. *British Paints (India) Ltd. v. Union of India* AIR 1971 CAL. 393
18. *Jones v. Just* (1868) 3 Q.B. 197
19. *P.S.N.S. Ambalavana Chettiar v. Express Newspapers Ltd.* (1968) 2 SCR 239 : AIR 1968 SC 741
20. *Gopalakrishna Pillai v. K.M. Mani* (1984) 2 SCC 83 : AIR 1984 SC 216

Unit V: The Negotiable Instrument Act, 1881

- a) Definition and Kinds of Negotiable Instruments
- b) Holder and Holder-in-Due Course
- c) Material Alterations and Crossing of Cheque, etc.
- d) Dishonor of Negotiable Instruments

Case Law

21. *The Pioneer Container KH Enterprise v/s Pioneer Container* [1994] AC 324 2.
22. *Jay Bharat Credit v/s CST and Anr* (2000) 7 SCC 165
23. *Jagannath Patnaik v/s Sri Ptambar Bhupati Harichandan* AIR 1954 Ori 241
24. *NM Gaziwala and Ors. Vs. S.P.A. Papammal and Anr.* 1967 AIR 333, 1966 SCR 38

Suggested Readings:

1. Pollock & Mulla, *Indian Contract and Specific Relief Act*, Lexis Nexis, 2013(14thEdn).
2. Avtar Singh, *Law of Partnership*, Eastern Book Company, 2012 (4thEdn).
3. Avtar Singh, *Law of Contract and Specific Relief*, Eastern Book Company, 2013 (11thEdn).

4. S. P. Sengupta, *Commentaries on Negotiable Instruments' Act*, Central Law Agency, 2008 (3rdEdn).
5. Avtar Singh, *Sale of Goods*, Eastern Book Company, 2011 (7thEdn).
6. Michael G. Bridge (ed.), *Benjamin's Sale of Goods*, Sweet & Maxwell, 2013 (8thEdn)
7. P.S. Atiyah, *Sale of Goods*, Pearson Education, 2010 (12thEdn).
8. B.M. Prasad and Manish Mohan, *Khergamvala on the Negotiable Instrument Act, 2013*, Lexis Nexis, 2013 (21stEdn).
9. P. Mulla, *The Sale of Goods and Indian Partnership Act*, Lexis Nexis, 2012 (10thEdn).

Course Name: Law of Torts and Consumer Protection

Course Code: 16003400

Course Outline

Unit I: Introduction and Principles of Liability in Tort

- a) Definition of Tort
- b) Development of Law of Torts
- c) Distinction between Law of Tort, contract, Quasi-contract and crime
- d) Constituents of Tort: *Injuria sine damnum*, *Damnum sine injuria*

1. *Municipal Corporation of Delhi vs. Subhagwanti*, AIR 1966 SC 1750
2. *Ashby vs. White*, (1703) 2 Lord Rayam 933
3. *Bhim Singh vs. State of J&K*, AIR 1968 SC 494
4. *Constantine vs. Imperial Hotel Ltd.*, (1944) KB 693
5. *Gloucester Grammar School Case* 1410 YB 11
6. *Mogul Steamship Co. vs. Mc Gregor Grow and Co.*, 1892 AC 25
7. *Mayor of Bradford Copn. vs. Pickles*, (1895) AC 587
8. *Glasgow Copn. Vs. Taylor* (1922) 1 AC 44

Unit II: General defenses

- a) Volenti non-fit Injuria,
- b) Necessity
- c) Plaintiff's default
- d) Act of God
- e) Inevitable accidents
- f) Private defense

9. *Hall vs. Brook Lands Auto Racing Club*, (1933) 1 KB 205
10. *Padmawathi vs. Dugganaika*, (1975)1 Kan.LJ 93
11. *Brown vs. Kendall*, (1850) 6 Cush.
12. *Nichols vs. Marshland* (1876) 2 Ex.D 1
13. *Kallulal vs. Hemachand*, AIR 1958 MP 48

14. *Herbert Richard vs. Muniswami*, ILR (1950) Mad. 365
15. *Cope vs. Shape* (1891) KB 496
16. *Vaughan vs. Taff Valde Rail Co.* (1860) 5 H and N 679
17. *Singleton Abbey vs. Paludina*, 1927 AC 16
18. *Rural Transport Service vs. Bezlum Bibi*, AIR 1980 Cal. 165
19. *Davis vs. Mann* (1882) 10 M&W 546
20. *Subhakar vs. Mysore State Road Transport Corpn.* AIR 1975 Ker. 73

Unit III: Specific Torts-I

- a) Negligence
 - b) Nervous Shock
 - c) Nuisance
 - d) False Imprisonment and Malicious Prosecution
 - e) Judicial and Quasi: Judicial Acts
 - f) Parental and Quasi-Parental authority
-
21. *Dr. Ram Raj Singh vs. Babulal*, AIR 1982 All 285
 22. *Radhey Shyam vs. Guru Prasad*, AIR 1978 All 86
 23. *St. Helens Smelting Co. vs. Tipping*, (1865) 11 HL Cas. 642
 24. *Starys vs. Bridgman*, (1979) 11 Ch. D 852
 25. *Donoughue vs. Stevenson*, 1932 AC 562
 26. *Ishwar Devi vs. Union of India*, AIR 1969 Delhi 183 8
 27. *Dr. Laxman Balakrishna Joshi vs. Trimbak Bapu*, AIR 1989 P&H 183
 28. *KSEB vs. Suresh Kumar*, 1986 ACJ 998
 29. *Glasgow Corpn vs. Taylor*, (1992) 1 AC 44
 30. *Alka vs. Union of India*, AIR 1993 Delhi 267 11.
 31. *Nihal Kaur vs. Director, PGI*, III (1996) CPJ 441.

Unit IV: Specific Torts-II

- a) Vicarious Liability
 - b) Doctrine of Sovereign Immunity
 - c) Strict Liability and Absolute Liability
 - d) Defamations
-
32. *P&O Steam Navigation Co. vs. Secretary of State* (1861) 5 Bom. HC
 33. *State of Rajasthan vs. Vidyavathi*, AIR 1962 SC 933
 34. *Kasturilal vs. State of UP*, AIR 1965 SC 1039
 35. *Rooplal vs. Union of India*, AIR 1972 J&K 22
 36. *Ramngulu vs. Mullackal Devasam*, AIR 1975 Kerala 25
 37. *Brook vs. Bool* (1928) 2 KB 578
 38. *KSRTC vs. Krishnan*, AIR 1981 Kant. 11
 39. *T. Pillai vs. Municipal Council, Shericottah*, AIR 1961 Mad. 230
 40. *VM Vadi vs. Vijayawada Municipality*, AIR 1963 AP 435
 41. *Bernard vs. Haggis*, (1863) 14 CBNS 5
 42. *Priestley vs. Flower*, (1837) M&I
 43. *Cassidy vs. Ministry of Health*, (1951) 1 All. ER 574

44. *Youssouppoff vs. MGM Pictures Ltd.*, (1934) 50 TLR 58
45. *DP Choudhary vs. Manju Latha*, AIR 1997 Raj. 170
46. *Cassidy vs. Daily Mirror*, (1929) 2 KB 331
47. *Arumugha Mudhaliar vs. Annamalai Mudgaliar*, (1996) 2 MLJ 223 9
48. *TJ Ponnen vs. MC Varhgese*, AIR 1970 SC 1876

Unit V: The Consumer Protection Act, 1986

- a) Definitions of Consumer, Goods and Services
- b) Rights and Duties of Consumer
- c) Authorities for Consumer Protection
- d) Remedies

49. *Baltimore and Ohio R.R. v. Goodman*, 275 U.S. 66 (1927)
50. *Bethel v. New York City Transit Authority*, 703 N.E.2d 1214 (1998)
51. *Donoghue v. Stevenson*,
52. *Caparo v. Dickman*:
53. *McDonald's coffee case*:
54. *Martin v. Herzog* 248 N.Y. 339, 162 N.E. 99. (1928)
55. *Pokura V. Wabash Ry. Co.*, 292 U.S. 98 (1934)
56. *Fletcher v. Rylands* (Exchequer Chamber, 1866) L.R. 1. Ex. 265.
57. *Tarasoff v. Regents of the University of California*, 551 P.2d 334 (Cal. 1976)
58. *Trimarco v. Klein, Ct. of App. of N.Y.*, 56 N.Y.2d 98, 436 N.E.2d 502 (1982).
59. *United States v. Carroll Towing Co.*: U.S. Court of Appeals, 2nd Circuit. 159 F.2d 169.
60. *Vaughan v. Menlove*, 132 Eng. Rep.490 (C.P. 1837):
61. *Kasturilal Ralia Ram V. The State of Uttar Pradesh* 1965 AIR 1039; 1965 SCR (1) 375

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Suggested Readings

1. W.V.H. Rogers, *Winfield and Jolowicz on Tort*, Sweet & Maxwell, 2010 (18thEdn).
2. Ratanlal & Dhirajlal, *The Law of Torts*, Lexis Nexis, 2013 (26thEdn).
3. B.M. Gandhi, *Law of Torts with Law of Statutory Compensation and Consumer Protection*, Eastern Book Company, 2011 (4thEdn).
4. R.K. Bangia, *Law of Torts including Compensation under the Motor Vehicles Act and Consumer Protection Laws*, Allahabad Law Agency, 2013.
5. RamaswamyIyer's , *The Law of Torts*, Lexis Nexis, 2007 (10thEdn).

Course Name: Marketing Management

Course Code: 11011400

Course Outline

Unit I: Introduction

- a) Meaning, Nature and Scope of Marketing
- b) Core Marketing Concepts
- c) Marketing Philosophies
- d) Concept of Marketing Mix
- e) Understanding Marketing Environment
- f) Consumer and Organisation Buyer Behaviour
- g) Market Segmentation, Targeting and Positioning

Unit II: Product Planning and Pricing

- a) Product Concept
- b) Types of Products
- c) Major Product Decisions
- d) Product Life Cycle, New Product Development Process
- e) Pricing Decisions
- f) Determinants of Price
- g) Pricing Process, Policies and Strategies

Unit III: Promotion and Distribution Decisions

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

Unit IV: Emerging Trends and Issues in Marketing

- a) Consumerism, Rural Marketing, Social Marketing
- b) Direct Marketing
- c) Green Marketing
- d) Digital Marketing – Online and Social Media Marketing
- e) Marketing Ethics

Unit V: PSDA (Professional Skill Development Activities)

- a) Case Study discussion
- b) Marketing Debate- Right Price v/s Fair Price of products, it's form or function marketing Debate / Discussion- TV v/s Internet Advertising / Channel Conflict
- c) Assignment and Presentation on emerging trends.

Suggested Readings

1. Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, *Marketing Management: A South Asian Perspective*, Pearson Education, Delhi. 13th 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. 14th Edition, 2010.
4. J. Darymple Douglas, & Leonard J. Parsons, *Marketing Management: Text and Cases*. Seventh Edition, John Wiley and Sons, 2002.
5. Arun Kumar, N.Meenakshi, *Marketing Management*, Vikas Publishing House, Noida, India, 2nd Edition, 2011 .
6. V.S. Ramaswamy, S. Namakumari, *Marketing Management – Global Perspective, Indian Context*, Macmillan Publishers India, New Delhi, 4th Edition, 2009.

Course Name: Organizational Behavior

Course Code: 11011300

Course Outline

Unit I: The Concept of Organizational Behavior

- a) Disciplines Contributing to the Field of Organizational Behavior
- b) The OB Model
- c) Challenges and Opportunities for OB
- d) Diversity in Organizations

Unit II: Organizational Culture and Climate

- a) Managerial Communication
- b) Attitudes and Values
- c) Emotions and mood

Unit III: Behavioral Dynamics

- a) Perceptions
- b) Learning
- c) Personality
- d) Motivation
- e) Stress and its Management

Unit IV: Group Dynamics and Work Teams

- a) Creating Effective Teams
- b) Types of Teams
- c) Stages of Group Development
- d) Group Think
- e) Group Shift Social Loafing
- f) Group Decision Making Techniques
- g) Power and Politics
- h) Change Management

Unit V: PSDA (Professional Skill Development Activities)

- a) Understanding gender based aspects of work environment, Activity on understanding globalization and diversity issues pertaining to organizational behavior.
- b) Activity on Cross cultural communication, Hands on exercise on nonverbal communication and skill development.
- c) Activity on managing stress, self-assessment of personality.
- d) Exercise on Team building, case study on power and politics, Activity on Change Management.

Suggested Readings

1. Judge Robbins and Vohra, *Organizational Behaviour*, 15th edition ,Pearson education India, New Delhi, 2013.
2. Luthans, *Organizational Behaviour*, 12th edition ,Tata McGraw Hill, 2013.
3. Parikh and Gupta, *Organizational Behaviour*, Tata McGraw Hill, 2010.
4. Mohanty Chitale and Dubey, *Organizational Behaviour: Text and Cases*, PHI Learning, Delhi, 2013.

Course Name: Administrative Law

Course Code: 16005600

Course Outline

Unit I: Evolution and Scope of Administrative Law

- a) Nature, Scope and Development of Administrative Law
- b) Rule of Law and Administrative Law
- c) Separation of Powers and its Relevance
- d) Relationship between Constitutional Law and Administrative Law
- e) Classification of Administrative Law

Leading Cases : -

- 1. Ram sahib Ram Jawaya Kapur v. State of Punjab AIR 1955, SC 549
- 2. Asif Hameed v. Dtate of J&K AIR 1989 SC 1899
- 3. State of M.P v. Bharat Singh AIR 1967 SC 1170
- 4. ADM Jabalpur v. Shivkant Shukla AIR 1976 SC 1207
- 5. Indira Gandhi v. Raj Narain AIR 1975 SC 2299

Unit II: Legislative Functions of Administration

- a) Meaning and Concept of Delegated Legislation
- b) Constitutionality of Delegated Legislation
- c) Control Mechanism
 - i. Legislation
 - ii. Judicial Control of Delegated Legislation
 - iii. Procedural control of Delegated Legislation
- d) Sub-Delegation

Leading Cases :-

- 6. *In re Delhi Laws Act*, AIR 1951 SC 332
- 7. *Laxmi Narayan V UOI* AIR 1976 SC 714
- 8. *Darshan Lal Mehra v. Union of India* AIR 1992 SC 1848
- 9. *Govind lal v. APM Committee* AIR 1976 SC 363
- 10. *Sonik Industries Rajkot v. Municipal Corporation of the City of Rajkot* AIR 1986 SC 1518
- 11. *Atlas Cycle industries v. State of Haryana* AIR 1979 SC 1149
- 12. *Rajnarain Singh v. Chairman, Patna Administration Committee* AIR 1954 SC 519

Unit III: Judicial Functions of Administration

- a) Need for Devolution of Adjudicatory Authority on Administration
- b) Problems of Administrative Decision Making
- c) Nature of Administrative Tribunals: Constitution, Powers, Procedures, Rules of Evidence
- d) Principles of Natural Justice

- i. Rule against Bias
- ii. Audi Alteram Partem
- iii. Speaking Order (Reasoned Decisions)

Leading Cases :-

- 13. *A.K. Kraipak Vs Union of India* AIR 1970 SC 150
- 14. *Ashok Kumar Yadav v. state of Haryana* **AIR 1987 SC 454**
- 15. *GN Nayak v. Goa University* AIR 2002 SC 790
- 16. *Hira nath Mishra v. Principal Rajendra Medical College* AIR 1973 SC 1260
- 17. *Maneka Gandhi v. Union of India* AIR 1978 SC 248
- 18. *S.N. Mukherjee v. Union of India* 1990 SC 1984
- 19. *L. Chandra Kumar v. Union of India* AIR 1997 SC 1125
- 20. *Union of India v. R. Gandhi, President, Madras Bar Association* AIR 2010

Unit IV: Administrative Discretion and Judicial Control of Administrative Action

- a) Need and its Relationship with Rule of Law
- b) Judicial Review of Administrative Action and Grounds of Judicial Review
 - i. Abuse of Discretion
 - ii. Failure to Exercise Discretion
 - iii. Illegality, Irrationality, Procedure Impropriety
- c) Doctrine of Legitimate Expectations

Leading Cases :-

- 21. *Dwarka Prasad Laxmi Narain v. State of U.P* AIR 1954
- 22. *A.N.Parasuraman v. State of Tamil Nadu* AIR 1990 SC 40
- 23. *J.R. Raghupathy v. State of A.P* AIR 1988 SC 1681
- 24. *Om Kumar & others v. Union of India* AIR 2000 SC 3689
- 25. *Express Newspaper (P) Ltd. v. Union of India* AIR 1986 SC 872

Unit V

- a) Ombudsman,
- b) Lokpal, Lokayukta and Central Vigilance Commission:
 - i. Meaning and, Object
 - ii. Main characteristics
 - iii. Need and Utility-Origin and development of the Institution
- c) Ombudsman in New Zealand
- d) Ombudsman in England (Parliamentary Commissioner)
- e) Ombudsman in India –Lokpal
- f) Lokayukta in States-Central Vigilance Commission

Suggested Readings:

1. H.W.R. Wade & C.F. Forsyth, *Administrative Law*, Oxford University Press, 2009 (12th Edn)
2. M.P. Jain & S.N. Jain, *Principles of Administrative Law*, Lexis Nexis, 2013 (7th Edn)
3. I.P. Massey, *Administrative Law*, Eastern Book Company, 2012, (8th
4. C.K. Takwani, *Lectures on Administrative Law*, Eastern Book Company, 2012 (5th Edn)
5. S.P. Sathe, *Administrative Law*, Lexis Nexis Butterworths Wadhwa, 2010 (7th Edn)

Course Name: Comprehensive Viva and Seminars, Debates & Quiz

Course Code: 16007000

Course Outline

1. Discussion of latest 4 Judgments of the Supreme Court and the High Courts
2. Methods of making briefs of judicial decisions
3. Organisation of 2 Seminars on current legal topics
4. Preparation of Power Point Presentations on 2 current legal issues
5. Quiz Competition
6. 2 Debate Competitions
7. Legal Essay Writing Exercises

Comprehensive Viva shall be conducted by a Board of Examiners constituted by a Committee comprising of all faculty members involved in teaching Law Students. Important recent cases and any legislative changes on the subjects taught during the semester shall be discussed.

Course Name: Ability and Skill Enhancement II

Course Code: 16001300

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 Etiquette.

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. In case there are changes in curriculum due to review, students would be intimated in writing.

7.3 Lesson Plan: Semester - II

16003300 – Law of Contract II

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	General Introduction of Contracts Act	C-1	Lecture
Unit I	Concept of Indemnity	C-2	Lecture
Unit I	Concept of Indemnifier in brief	C-3	Lecture
Unit I	Concept of Indemnified in brief	C-4	Lecture
Unit I	Quiz	C-5	Quiz
Unit I	Concept of Guarantee	C-6	Lecture
Unit I	Difference between Guarantee and Indemnity	C-7	Lecture
Unit I	Who is a principle Debtor	C-8	Lecture
Unit I	Who is Creditor in Contracts Act	C-9	Lecture
Unit I	Rights of Creditor	C-10	Lecture
Unit I	Duties of Principle debtor and creditor	C-11	Lecture
Unit I	Who is a surety	C-12	Lecture
Unit I	Liability of Surety	C-13	Lecture
Unit I	Class Assignment1	C-14	Class Room Assignment
Unit I	Concept of Agency General Introduction	C-15	Lecture
Unit I	Concept of Agency-Contract of Agency	C-16	Lecture
Unit I	Agency-General Introduction	C-17	Lecture
Unit I	Concept of Agency	C-18	Lecture
Unit I	Rights of Agent	C-19	Lecture
Unit I	Duties of Agent	C-20	Lecture
Unit I	Rights of Principal	C-21	Lecture
Unit I	Duties of principle	C-22	Lecture
Unit I	Principle Liability	C-23	Lecture

Unit I	Agent's Authority	C-24	Lecture
Unit I	Clarification class	C-25	Clarification Class
Unit II	General Introduction of Contracts Act, Concept of Pledge	C-26	Lecture
Unit II	Rights and Duties of Bailor and Bailee	C-27	Lecture
Unit II	finder of Goods, Concept of Lien	C-28	Lecture
Unit II	Concept of Pledge, Pawnor and Pawnee	C-29	Lecture
Unit II	Who can Pledge, Difference between Pledge and Bailment	C-30	Lecture
	Clarification class	C-31	Clarification Class
Unit III	Indian Partnership Act: Basic Terminologies	C-32	Lecture
Unit III	Indian Partnership Act: Introduction	C-33	Lecture
Unit III	Partnership Firm: Introduction	C-34	Lecture
Unit III	Nature of partnership firm	C-35	Lecture
Unit III	Important case laws	C-36	Lecture
Unit III	Rights of partners Inter se	C-37	Lecture
Unit III	Duties of partners Inter se	C-38	Lecture
Unit III	Activity	C-39	Webinar
Unit III	Incoming and outgoing partners	C-40	Lecture
Unit III	Position of minor	C-41	Lecture
Unit III	Dissolution and consequences	C-42	Lecture
Unit III	presentation 1	C-43	Presentation
Unit III	Class Assignment 2	C-44	Class Room Assignment
Unit III	Cox v. Hickman (1860) 8 hlc. 268	C-45	Lecture
Unit III	Partnership Act- Introduction	C-46	Lecture
Unit III	Partnership Act Dissolution of firm	C-47	Lecture
Unit III	company Act - case	C-48	Lecture
Unit III	Important case laws discussion	C-49	Lecture
Unit III	Clarification class	C-50	Clarification Class

Unit IV	Sales of goods Act- General discussion	C-51	Lecture
Unit IV	Sales of goods Act- Definition	C-52	Lecture
Unit IV	Distinction between sale and agreement to sale	C-53	Lecture
Unit IV	Conditions and warranties	C-54	Lecture
Unit IV	types of conditions and warranties	C-55	Lecture
	Activity	C-56	Workshop
Unit IV	Rights of unpaid seller	C-57	Lecture
Unit IV	Clarification class	C-58	Clarification Class
Unit IV	General introduction of remedies of breach of contract	C-59	Lecture
Unit IV	Remedies for breach of contract of sale	C-60	Lecture
Unit IV	lien of unpaid seller	C-61	Lecture
Unit IV	Quiz	C-62	Quiz
Unit IV	Clarification Class	C-63	Clarification Class
Unit V	General Introduction of basic terminologies of Negotiable Instrument Act, 1881	C-64	Lecture
Unit V	definition of Negotiable Instrument and its types	C-65	Lecture
Unit V	Take Home Assignment 1	C-66	Take Home Assignments
	Activity	C-67	Group discussions
Unit V	Holder and holder in due course	C-68	Lecture
Unit V	Dishonour of Cheque	C-69	Lecture
	Clarification class	C-70	Clarification Class
Unit V	Take Home Assignment 2	C-71	Take Home Assignments
	Activity	C-72	Seminar
Unit V	Dishonor of cheque 140-144 sec	C-73	Lecture
Unit V	Presentation 2	C-74	Presentation
Unit V	Clarification	C-75	Clarification Class

16003400 – Law of Torts and Consumer Protection

Unit	Particulars	Class No.	Pedagogy of Class
I	Introduction of the subject	C1	Lecture
I	Definition of Torts	C2	Lecture
I	Development of Law of Torts	C3	Lecture
I	Development of Law of Torts	C4	Lecture
I	Distinction Between law of torts, Contract, Quasi Contract and Crime	C5	Lecture
I	Distinction between tort and contract, quasi contract and crime.	C6	Lecture
I	Constituents of Tort: injuria sine damnum sine injuria	C7	Lecture
I	Clarification Class -I	C8	Clarification Class
II	volenti non fit- injuria	C9	Lecture
II	Preparation of Dramatise Moot court	C10	Activity
II	Preparation of Dramatise Moot court	C11	Activity
II	Volenti non fit- injuria	C12	Lecture
II	Preparation of Dramatiae Moot court	C13	Activity
II	Necessity	C14	Lecture
II	National Conference	C15	Activity
II	Preparation of Dramatiae Moot court	C16	Activity
	Preparation of Dramatiae Moot court	C17	Activity
II	Preparation of Dramatiae Moot court	C18	Activity
II	Dramatised Moot Court Competition	C19	Activity
II	General Defenses	C20	Lecture
II	clarification class -II	C22	Clarification Class
III	Negligence	C23	Lecture
III	Negligence	C24	Lecture
III	Nuisance	C25	Lecture

III	false Imprisonment and malicious prosecution	C27	Lecture
III	Nervous Shock	C28	Lecture
III	Nuisance	C29	Lecture
III	Judicial and Quasi Judicial Acts	C29	Lecture
III	Presentation-I	C30	Presentation
III	Judicial and Quasi Judicial Act	C31	Lecture
III	Judicial and Quasi Judicial Act	C32	Lecture
III	Judicial and Quasi Judicial Act, Parental and Quasi-Parental authority	C33	Lecture
	Clarification Class III	C34	Clarification Class
IV	Vicarious Liability	C35	Lecture
IV	Vicarious Liability	C36	Class Room Assignment
IV	Vicarious Liability	C37	Lecture
IV	Take Home Assignment	C38	Lecture
IV	Doctrine of sovereign immunity	C39	Lecture
IV	Doctrine of sovereign immunity	C40	Clarification Class
IV	Strict Liability and Absolute Liability	C41	Lecture
IV	Strict Liability and Absolute Liability	C42	Lecture
IV	Strict Liability and Absolute Liability	C43	Lecture
	Presentation	C44	Lecture
V	Defamation	C45	Lecture
V	Defamation	C46	Lecture
V	Clarification Class	C47	Lecture
V	Introduction of Consumer, Goods and Services	C48	Lecture
V	Rights and Duties of Consumer	C49	Lecture
V	Authorities for Consumer Protection	C50	Class Room Assignment
V	Remedies	C51	Clarification Class
	Clarification Class	C52	Lecture

	Quiz	C53	Lecture
	Activity	C53	Lecture
	Seminar	C54	Lecture
V	Authorities for Consumer Protection	C55	Lecture
V	Authorities for Consumer Protection	C56	Lecture
	Presentation	C57	Presentation
	Webinar	C58	Webinar
	Seminar	C59	Seminar
	Presentation	C60	Presentation
	Presentation	C61	Presentation
	Take Home Assignments	C62	Take Home Assignments
	Take Home Assignments	C63	Take Home Assignments
	Quiz	C64	Quiz
	Activity	C65	Activity
	Guest lecture	C66	Guest lecture
	Webinar	C67	Webinar
	Seminar	C68	Seminar

16005600 – Administrative Law

Unit	Particulars	Class No.	Pedagogy of Class
I	Introduction of the subject	C1	Lecture
I	Nature, Scope and Development of Administrative Law	C2	Lecture
I	Nature, Scope and Development of Administrative Law	C3	Lecture
I	Nature, Scope and Development of Administrative Law	C4	Lecture
I	Nature, Scope and Development of Administrative Law	C5	Lecture
I	Nature, Scope and Development of Administrative Law	C6	Lecture
I	Rule of law and Administrative Law	C7	Lecture
I	Separation of power and its relevance	C8	Lecture
II	Relationship between Constitutional Law and Administrative Law	C9	Lecture
II	Classifications of Administrative Action	C10	Lecture
I	Clarification Class	C11	Clarification Class
II	Meaning and Concept of Delegated Legislation	C12	Lecture
II	Constitutionality of Delegated Legislation	C13	Lecture
II	Control Mechanism	C14	Lecture
II	Legislation	C15	Lecture
II	Legislation	C16	Lecture
II	Judicial Control of Delegated Legislation	C17	Clarification Class
II	Procedural Control of Delegated Legislation	C18	Lecture
II	Sub-Delegation	C19	Lecture
II	Clarification Class 2	C20	Lecture
III	Judicial Functions of Administration	C21	Lecture
III	Need for Devolution of Adjudicatory Authority on Administration	C22	Lecture
III	Problems of Administrative Decision Making	C23	Lecture
III	Nature of Administrative Tribunals: Constitution, Powers, Procedures, Rules of Evidence	C24	Lecture

III	Principles of Natural Justice i. Rule against Bias ii. Audi Alteram Partem iii. Speaking Order (Reasoned Decisions)	C25	Lecture
III	Principles of Natural Justice i. Rule against Bias ii. Audi Alteram Partem iii. Speaking Order (Reasoned Decisions)	C26	Lecture
III	Principles of Natural Justice i. Rule against Bias ii. Audi Alteram Partem iii. Speaking Order (Reasoned Decisions)	C27	Lecture
III	Clarification Class 3	C28	Clarification Class
IV	Need and its Relationship with Rule of Law	C29	Lecture
IV	Need and its Relationship with Rule of Law	C30	Lecture
IV	Judicial Review of Administrative Action and Grounds of Judicial Review	C31	Lecture
IV	Abuse of Discretion	C32	Lecture
IV	Failure to Exercise Discretion	C33	Lecture
IV	Illegality, Irrationality, Procedure Impropriety	C34	Lecture
	Class Room Assignment 1	C35	Class Room Assignment
IV	Illegality, Irrationality, Procedure Impropriety	C36	Lecture
IV	Illegality, Irrationality, Procedure Impropriety	C37	Lecture
IV	Doctrine of Legitimate Expectations	C38	Lecture
IV	Clarification Class 4	C39	Clarification Class
V	Ombudsman	C40	Lecture
V	Lokpal, Lokayukta and Central Vigilance Commission	C41	Lecture
V	Meaning and Object	C42	Lecture
V	Main characteristics	C43	Lecture
V	Need and Utility-Origin and development of the Institution	C44	Lecture
V	Ombudsman in New Zealand	C45	Lecture

V	Ombudsman in England (Parliamentary Commissioner)	C46	Lecture
V	Ombudsman in India –Lokpal	C47	Lecture
V	Lokayukta in States-Central Vigilance Commission	C48	Lecture
V	Class Room Assignment 2	C49	Class Room Assignment
V	Clarification Class 5	C50	Clarification Class
I	Revision	C51	Lecture
I	Revision	C52	Lecture
II	Revision	C53	Lecture
II	Revision	C54	Lecture
III	Revision	C55	Lecture
IV	Revision	C56	Lecture
IV	Revision	C57	Presentation
V	Revision	C58	Webinar
V	Revision	C59	Seminar
	Presentation 1	C60	Presentation
	Presentation 2	C61	Presentation
	Take Home Assignment 1	C62	Take Home Assignments
	Take Home Assignment 2	C63	Take Home Assignments
	Quiz	C64	Quiz
	Activity	C65	Activity
	Guest Lecture	C66	Guest lecture
	Webinar	C67	Webinar
	Seminar	C68	Seminar

11011300 – Organizational Behavior

Unit	Particulars	Class No.	Pedagogy of Class
Unit I	The Concept of Organizational Behaviour	C1	Lecture
Unit I	The Concept of Organizational Behaviour	C2	Lecture
Unit I	Disciplines Contributing to the Field of Organizational Behaviour	C3	Lecture
Unit I	Disciplines Contributing to the Field of Organizational Behaviour	C4	Lecture
Unit I	the OB Model	C5	Lecture
Unit I	the OB Model	C6	Lecture
Unit I	Challenges and Opportunities for OB	C7	Lecture
Unit I	Challenges and Opportunities for OB	C8	Lecture
Unit I	Challenges and Opportunities for OB	C9	Lecture
Unit I	Diversity in Organizations	C10	Lecture
Unit I	Diversity in Organizations	C11	Lecture
Unit I	Diversity in Organizations	C12	Class Room Assignment-I
Unit I	Clarification Class -UNIT-I	C13	Clarification Class
Unit I			Take Home Assignment
Unit II	Organizational Culture and Climate	C14	Lecture
Unit II	Organizational Culture and Climate	C15	Lecture
Unit II	Organizational Culture and Climate	C16	Presentation I
Unit II	Managerial Communication	C17	Lecture
Unit II	Managerial Communication	C18	Lecture
Unit II	Managerial Communication	C19	Lecture
Unit II	Attitudes and Values	C20	Lecture
Unit II	Attitudes and Values	C21	Quiz
Unit II	Attitudes and Values	C22	Lecture

Unit II	Emotions and mood	C23	Lecture
Unit II	Emotions and mood	C24	Class Room Assignment-II
Unit II	Emotions and mood	C25	Presentation II
Unit II	Clarification Class	C26	Clarification Class
Unit II	Take Home Assignment		Take Home Assignment
Unit III	Behavioral Dynamics	C27	Lecture
Unit III	Perceptions	C28	Activity
Unit III	Perceptions	C29	Lecture
Unit III	Perceptions	C30	Presentation III
Unit III	Learning	C31	Lecture
Unit III	Personality	C32	Lecture
Unit III	Personality	C33	Lecture
Unit III	Personality	C34	Webinar
Unit III	Motivation	C35	Lecture
Unit III	Motivation	C36	Presentation IV
Unit III	Stress & Stress Management	C37	Lecture
Unit III	Clarification Class	C38	Clarification Class
Unit III	Take Home Assignment		Take Home Assignment
Unit IV	Group Dynamics and Work Teams	C39	Lecture
Unit IV	Creating Effective Teams	C40	Lecture
Unit IV	Types of Teams	C41	Lecture
Unit IV	Stages of Group Development	C42	Lecture
Unit IV	Group Think	C43	Presentation V
Unit IV	Group Shift Social Loafing	C44	Lecture
Unit IV	Group Decision Making Techniques	C45	Lecture
Unit IV	Group Decision Making Techniques	C46	Activity
Unit IV	Power and Politics	C47	Lecture

Unit V	Change Management	C48	Lecture
Unit V	Change Management	C49	Lecture
Unit V	Change Management	C50	Presentation VI
Unit V	Change and Organizational Development	C51	Lecture
Unit V	Change and Organizational Development	C52	Lecture
Unit V	Change and Organizational Development	C53	Quiz
Unit V	Change and Organizational Development	C54	Lecture
Unit V	Change and Organizational Development	C55	Lecture
Unit V	Resistance to Change	C56	Lecture
Unit V	Resistance to Change	C57	Activity
Unit V	Resistance to Change	C58	Lecture
Unit V	Resistance to Change	C59	Class Room Assignment-III
Unit V	Clarification Class	C60	Clarification Class

11011400 – Marketing Management

Unit	Particulars	Class No.	Pedagogy of Class
UNIT I	Introduction about subject Pedagogy, ref, Books Meaning, Objectives, of the Marketing	C1	Lecture
UNIT I	Introduction, Meaning of marketing & Nature and Scope of Marketing,	C2	Lecture
UNIT I	Core Marketing Concepts,	C3	Lecture
UNIT I	Marketing Philosophies,	C4	Lecture
UNIT I	Concept of Marketing Mix	C5	Lecture
	Tutorial	C6	Tutorial
UNIT I	Understanding Marketing Environment,	C7	Lecture
UNIT I	Consumer Buyer Behaviour	C8	Lecture
UNIT I	Organization Buyer Behaviour,	C9	Lecture
UNIT I	Market Segmentation, -Levels, Segmentation-Basis,	C10	Lecture
UNIT I	Class Room Assignment	C11	Class Assignment
	Activity	C12	Activity
	Webinar	C13	Webinar
UNIT I	Activity	C14	Activity
UNIT I	Targeting & Positioning	C15	Lecture
UNIT I	Clarification Class	C16	Clarification Class
UNIT I	Presentation	C17	Presentation
UNIT II	Product Planning	C18	Lecture
UNIT II	Product Concept, Types of Products,	C19	Lecture
UNIT II	Major Product Decisions- Product Life Cycle, PLC Strategies	C20	Lecture
UNIT II	Workshop	C21	Workshop
UNIT II	Quiz- Unit-I & II	C22	Quiz
UNIT II	New Product Development & differentiation	C23	Lecture

UNIT II	New Product Development & differentiation	C24	Lecture
UNIT II	Pricing Decisions,	C25	Lecture
UNIT II	Pricing Decisions,	C26	Lecture
UNIT II	Group Discussion	C27	Group Discussion
UNIT II	Pricing, Policies & Strategies	C28	Lecture
UNIT II	Pricing, Policies & Strategies	C29	Lecture
UNIT II	Clarification Class	C30	Clarification Class
UNIT II	Class Room Assignment	C31	Class Assignment
	Tutorial	C32	Tutorial
UNIT III	Distribution Decisions	C33	Lecture
UNIT III	Communication Process,	C34	Lecture
UNIT III	Promotion Tools-Advertising Personal Selling, Publicity and Sales Promotion,	C35	Lecture
UNIT III	Distribution Channel Decisions-Types and Functions of Intermediaries	C36	Lecture
UNIT III	Types and Functions of Intermediaries Contd..	C37	Lecture
UNIT III	Selection and Management of Intermediaries.	C38	Lecture
UNIT III	Activity	C39	Activity
UNIT III	Clarification Class	C40	Clarification Class
UNIT III	Presentation	C41	Presentation
UNIT IV	Emerging Trends and Issues in Marketing	C42	Class Assignment
UNIT IV	Consumerism,	C43	Lecture
UNIT IV	Rural Marketing,	C44	Lecture
UNIT IV	Group Discussion	C45	Group Discussion
UNIT IV	Social Marketing	C46	Lecture
UNIT IV	Direct Marketing,	C47	Lecture
UNIT IV	Green Marketing	C48	Lecture
UNIT IV	Activity	C49	Activity
UNIT IV	Clarification Class	C50	Clarification Class
UNIT IV	Presentation	C51	Presentation

UNIT IV	Digital Marketing-Online Marketing	C52	Lecture
	Class Room Assignment	C53	Class Assignment
UNIT IV	Event Marketing, Viral Marketing, Tele marketing	C54	Lecture
UNIT IV	Activity	C55	Activity
UNIT IV	Social Media Marketing	C56	Lecture
UNIT IV	Presentation	C57	Presentation
UNIT IV	Non- profit Marketing, Industrial Marketing,	C58	Lecture
UNIT IV	Marketing Ethics,	C59	Lecture
UNIT IV	Marketing Ethics-CRM	C60	Lecture
UNIT IV	Webinar	C61	Webinar
UNIT IV	Clarification Class	C62	Clarification Class
UNIT V	PSDA (Professional Skill Development Activities) Introduction-Case Study solving technique	C63	Lecture
	Case let Discussion	C64	Case let
UNIT V	Marketing Debate- (Right Price v/s Fair Price of products, it's form or function)	C65	Lecture
UNIT V	Marketing Debate- (Right Price v/s Fair Price of products, it's form or function)	C66	Activity
UNIT V	marketing Debate / Discussion- (TV v/s Internet Advertising	C67	Lecture
UNIT V	marketing Debate / Discussion- TV v/s Internet Advertising	C68	Lecture
UNIT V	Assignment and Presentation on emerging trends.	C69	Lecture
UNIT V	Activity	C70	Activity
UNIT V	marketing Debate / Discussion- Channel Conflict	C71	Lecture
	Seminar	C72	Lecture
UNIT V	marketing Debate / Discussion- TV v/s Internet Advertising / Channel Conflict	C73	Activity
UNIT V	Case Let	C74	Lecture

	Clarification Class	C75	Clarification Class
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16007000 – Comprehensive Viva and Seminars, Debates & Quiz

Unit	Particulars	Class No.	Pedagogy of Class
UNIT-1	Discussions on important latest decisions	C 1	Discussion
UNIT-1	Activity	C 2	National Conference
UNIT-1	Method of making a brief of the latest decision of a High Court or the Supreme Court - Introduction	C 3	Practice
UNIT-1	Facts of the case	C 4	Practice
UNIT-1	Ratio decendi of the case	C 5	Practice
UNIT-1	Cross references available in the case	C 6	Practice
UNIT-1	Activity	C 7	Activity
UNIT-1	Study of Literature on the law involved	C 8	Practice
UNIT-1	Practice of different cases	C 9	Practice
UNIT-1	Class assignments	C 10	Assignment
UNIT-2	Seminars and Conferences- Introduction	C 11	Lecture
UNIT-2	Topics on Contemporary Legal Issues	C 12	Discussion
UNIT-2	Organization of Seminars/Conferences	C 13	Lecture
UNIT-2	Resource Persons,4. Presiding Officer,5. Reporteurs,6. Kits	C 14	Lecture
UNIT-2	Activity	C 15	Activity
UNIT-3	Debate Competitions-Introduction	C 16	Lecture
UNIT-3	Topics for Legal Debates	C 17	Discussion
UNIT-3	Activity	C 18	Activity
UNIT-3	Topics for Legal Debates	C 19	Discussion
UNIT-3	Collection of material	C 20	Discussion
UNIT-3	Presentation at Debates	C 21	Lecture
UNIT-4	Preparation of power point presentation on 2 current legal issue	C 22	Lecture
UNIT-4	Preparation of power point presentation on 2 current legal issue	C 23	Lecture

UNIT-4	Preparation of power point presentation on 2 current legal issue	C 24	Lecture
UNIT-4	Activity	C 25	Activity
UNIT-4	Quiz Competitions	C 26	Discussion
UNIT-4	Activity	C 27	Activity
UNIT-4	Legal essay writing exercise	C 28	Discussion
UNIT-4	Activity	C 29	Activity
UNIT-4	Activity	C 30	Activity

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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	The introduction and Classification of Vowels and Consonant	C-3	Lecture
UNIT I	Syllable, Stress &Intonations and symbols of consonants	C-4	Lecture
UNIT I	Reading aloud, recording audio clips. Phonetic Transcription and Phonology	C-5	Lecture
UNIT I	Class Phonetic Transcription	C-6	Lecture
UNIT I	Transcription practice	C-7	Lecture
UNIT I	Clarification Class	C-8	Clarification Class
UNIT II	Idioms and Phrases	C-9	Lecture + Quiz
Unit II	Idioms and Phrases, Words Often Confused	C-10	Lecture
UNIT II	one word substitution word Formation Prefix and Suffix	C-11	Activity
UNIT II	Words often confused	C-12	Lecture
	Take Home Assignment No1		Take Home Assignments
UNIT II	Clarification Class	C-13	Clarification Class
UNIT II	Presentation	C-14	Presentation
UNIT III	What are ethics, what are values, difference between ethics and moral	C-15	Lecture
UNIT III	class Room Assignment No2	C-16	Class Assignment
UNIT III	Picture Description, Paragraph Writing	C-17	Activity
UNIT III	Business ethics, workplace ethics, what are virtues for e.g. civic virtues, etc.	C-18	Lecture
UNIT III	QUIZ	C-19	Quiz

UNIT III	Human ethics 5 core human values are: right conduct, living in peace, speaking the truth, loving and care, and helping others.	C-20	Lecture
UNIT III	Classroom assignment-Group Activity (Discussions)	C-21	Class Assignment
UNIT III	Etiquettes awareness importance of First Impression Personal Appearance & Professional presence, Personal Branding, Dressing Etiquette	C-22	Activity
UNIT III	Dining Etiquettes	C-23	Activity
	Clarification Class	C-24	Clarification Class
Unit IV	Comprehension	C-25	Lecture
UNIT IV	News Reading, News Writing	C-26	Activity
UNIT IV	Presentation	C-27	Presentation
UNIT IV	Public Speaking, Debate	C-28	Activity
UNIT IV	Inspirational Movie Screening	C-29	Activity
UNIT IV	Skit Performance.	C-30	Activity

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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