

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

Semester-II
(2024-29)

DOC202406100030



RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

OVERVIEW

RNB Global University follows the 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)**. 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 2025 along with examination pattern is as follows:

Course Scheme

Semester –II

S. No.	Course Code	Course Name	L	T	P	Credits
1.	BBLC35100	Law of Contract –II	4	1	0	5
2.	BBLC35101	Law of Torts and Consumer Protection	4	1	0	5
3.	BBAC22152	Marketing Management	4	1	0	5
4.	BBAC22203	Organizational Behaviour	4	1	0	5
5.	BBLC35102	Administrative Law	4	1	0	5
6.	SEC077002	Ability & Skill Enhancement- II	2	0	0	2
7.	SEC077011	Comprehensive Viva and Seminars, Debates & Quiz	-	-	-	2
8.	WHNN99000	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			22	5	0	30

EVALUATION SCHEME

The evaluation of the BBALL.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 must 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 graduates 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 become acquainted with technological developments and to make suitable changes in the field of law and legal profession.

6. Course Outcomes

Semester II	
Course Code	Course outcomes: - After completion of these courses students should be able to
BBLC35100– 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>
BBLC35101– 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>
BBLC35102 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>
BBAC22203– 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>
BBAC22152– 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>
SEC077011- 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>
SEC077002 - 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. CO PO Mapping: Semester - II

BBLC35100	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
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

BBLC35101	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
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

BBLC35102	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
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

BBAC22203	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
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

BBAC22152	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

SEC077011	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

SEC077002	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

8. CURRICULUM

Course Name: Law of Contract –II

Course Code: BBLC35100

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 (14th Edn).
2. Avtar Singh, *Law of Partnership*, Eastern Book Company, 2012 (4th Edn).
3. Avtar Singh, *Law of Contract and Specific Relief*, Eastern Book Company, 2013 (11th Edn).
4. S. P. Sengupta, *Commentaries on Negotiable Instruments' Act*, Central Law Agency, 2008 (3rd Edn).
5. Avtar Singh, *Sale of Goods*, Eastern Book Company, 2011 (7th Edn).

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: BBLC35101

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. *Donoghue vs. Stevenson*, 1932 AC 562
 - 26. *Ishwar Devi vs. Union of India*, AIR 1869 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. *Youssoupoff 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:

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. Ramaswamylyer's, *The Law of Torts*, Lexis Nexis, 2007 (10thEdn).

Course Name: Marketing Management

Course Code: BBAC22152

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 SouthAsian 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: BBAC22203

Course Outline

Unit I: The Concept of Organizational Behavior

- a) Disciplines Contributing to the Field of Organizational Behaviour
- 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: BBLC35102

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 (12thEdn)
2. M.P. Jain & S.N. Jain, *Principles of Administrative Law*, Lexis Nexis, 2013 (7thEdn)
3. I.P. Massey, *Administrative Law*, Eastern Book Company, 2012, (8th
4. C.K. Takwani, *Lectures on Administrative Law*, Eastern Book Company, 2012 (5thEdn)
5. S.P. Sathe, *Administrative Law*, Lexis Nexis Butterworths Wadhwa, 2010 (7thEdn)

Course Name: Comprehensive Viva and Seminars, Debates & Quiz

Course Code: SEC077011

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: SEC077002

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.

9. Lesson Plan: Semester - II

BBLC35100–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-3,4	Lecture
Unit-I	Concept of Guarantee	C-5,6	Lecture
Unit-I	Difference between Guarantee and Indemnity	C-7	Lecture
Unit-I	Who is a principal 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 Assignment I	C-14	Classroom Assignment
Unit-I	Concept of Agency General Introduction	C-15	Lecture
Unit-I	Concept of Agency-Contract of Agency	C-16,17	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 I	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
Unit-II	Clarification class II	C-31	Clarification Class
Unit-III	Indian Partnership Act: Basic Terminologies	C-32	Lecture
Unit-III	Presentation I	C-17	Presentation
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	Incoming and outgoing partners	C-39	Lecture
Unit-III	Presentation II	C-40	Presentation
Unit-III	Position of minor	C-41	Lecture
Unit-III	Dissolution and consequences	C-42,43	Lecture
Unit-III	Cox v. Hickman (1860) 8 hlc. 268	C-44	Lecture
Unit-III	Partnership Act- Introduction	C-45	Lecture
Unit-III	Class Assignment II	C-46	Classroom Assignment
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 III	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

	Take Home Assignment 1		Take Home Assignments
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-55,56	Lecture
Unit-IV	Rights of unpaid seller	C-57	Lecture
Unit-IV	General introduction of remedies of breach of contract	C-58	Lecture
Unit-IV	Remedies for breach of contract of sale	C-59	Lecture
Unit-IV	lien of unpaid seller	C-60	Lecture
Unit-IV	Activity I	C-61	Activity
Unit-IV	Clarification Class IV	C-62	Clarification Class
Unit-V	General Introduction of basic terminologies of Negotiable Instrument Act, 1881	C-63	Lecture
Unit-V	definition of Negotiable Instrument and its types	C-64	Lecture
Unit-V	Holder and holder in due course	C-65	Lecture
Unit-V	Dishonour of Cheque	C-66	Lecture
Unit-V	Activity II	C-67	Activity
	Take Home Assignment II		Take Home Assignments
Unit-V	Dishonour of cheque 140-144 sec	C-68,69	Lecture
Unit-V	Clarification V	C-70	Clarification Class
Unit-V	Presentation II	C-71	Presentation
Unit-V	Revision	C-72-C-75	Lecture

BBLC35101–Law of Torts and Consumer Protection

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction of Syllabus	C-1	Lecture
Unit-I	Introduction and Principles of Liability in Tort	C-2	Lecture
Unit-I	Definition of Tort	C-3,4	Lecture
Unit-I	Development of the Law of Torts	C-5,6	Lecture
Unit-I	Class Assignment I	C-7	Class Assignment
Unit-I	Distinction between Law of Tort, Contract, and	C-8	Lecture
Unit-I	Distinction between Law of Tort, Contract, Quasi-Contract and Crime	C-9	Lecture
Unit-I	Distinction between Law of tort and Quasi-Contract	C-10	Lecture
Unit-I	Distinction between Law of tort Crime	C-11	Lecture
Unit-I	Injuria sine Damnum	C-12	Lecture
Unit-I	Damnum sine injuria	C-13	Lecture
Unit-I	Clarification Class -1	C-14	Clarification Class
Unit-II	Volenti non-fit Injuria Necessity	C-15	Lecture
Unit-II	Take Home Assignments-I		Take Home Assignments
Unit-II	Volenti non-fit Injuria Necessity	C-16,17	Lecture
Unit-II	Necessity	C-18,19,20	Lecture
Unit-II	Plaintiff's default	C-21,22,23	Lecture
Unit-II	Presentation-I	C-24	Presentation-I
Unit-II	Plaintiff's default	C-25	Lecture
Unit-II	Activity-I	C-26	Activity
Unit-II	Act of God	C-27	Lecture

Unit-II	Act of God	C-28	Lecture
Unit-II	Inevitable Accidents	C-29,30	Lecture
Unit-II	Private Defense	C-31	Lecture
Unit-II	Take Home Assignments II		Take Home Assignments
Unit-II	Private Defense	C-32,33,34	Lecture
Unit-II	Activity II	C-35	Activity
Unit-II	Private Defense	C-36	Lecture
Unit-II	Clarification Class II	C-37	Clarification Class
Unit-III	Negligence	C-38,39	Lecture
Unit-III	Nervous Shock	C-40,41	Lecture
Unit-III	Nuisance	C-42,43	Lecture
Unit-III	False Imprisonment and Malicious Prosecution	C-44,45,46,47	Lecture
Unit-III	Presentation II	C-49	Presentation
Unit-III	Parental and Quasi-Parental authority	C-50	Lecture
Unit-III	Clarification Class III	C-51	Clarification Class
Unit-IV	Vicarious Liability	C-52,53,54	Lecture
Unit-IV	Doctrine of Sovereign Immunity	C-55,56	Lecture
Unit-IV	Classroom Assignment-II	C-57	Class Assignment
Unit-IV	Doctrine of Sovereign Immunity	C-58	Lecture
Unit-IV	Strict Liability and Absolute Liability	C-59,60,61,62	Lecture
Unit-IV	Doctrine of Sovereign Immunity	C-63,64	Lecture
Unit-IV	Defamations	C-65	Lecture
Unit-IV	Clarification Class -IV	C-66	Clarification Class
Unit-V	Definitions of Consumer, Goods and Services	C-67	Lecture
Unit-V	Rights and Duties of Consumers	C-68	Lecture
Unit-V	Authorities for Consumer Protection	C-69,70,71	Lecture

Unit-V	Remedies	C-72,73,74	Lecture
Unit-V	Clarification Class V	C-75	Clarification Class

BBLC35102-Administrative Law

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction of the subject	C-1	Lecture
	Introduction of the Syllabus	C-2	Lecture
	Introduction of the CO, PO, PSO	C-3	Lecture
Unit-I	Nature, Scope and Development of Administrative Law	C-4,5,6,7	Lecture
Unit-I	Rule of law and Administrative Law	C-8,9,10	Lecture
Unit-I	Separation of power and its relevance	C-11,12,13	Lecture
Unit-I	Relationship between Constitutional Law and Administrative Law	C-14,15	Lecture
Unit-I	Classifications of Administrative Action	C-16,17	Lecture
Unit-I	Classroom Assignment I	C-18	Classroom Assignment
Unit-I	Clarification Class I	C-19	Clarification Class
Unit-II	Meaning and Concept of Delegated Legislation	C-20,21	Lecture
Unit-II	Activity I	C-22	Activity
Unit-II	Constitutionality of Delegated Legislation	C-23,24	Lecture
Unit-II	Control Mechanism	C-25,25	Lecture
Unit-II	Legislation	C-27,28	Lecture
Unit-II	Judicial Control of Delegated Legislation	C-29,30,31	Lecture
Unit-II	Procedural Control of Delegated Legislation	C-32	Lecture
Unit-II	Activity II	C-33	Activity
Unit-II	Sub-Delegation	C-34	Lecture
Unit-II	Clarification Class II	C-35	Clarification Class
Unit-II	Take Home Assignment I		Take Home Assignment

Unit-III	Judicial Functions of Administration	C-36	Lecture
Unit-III	Need for Devolution of Adjudicatory Authority on Administration	C-37	Lecture
Unit-III	Problems of Administrative Decision Making	C-38	Lecture
Unit-III	Nature of Administrative Tribunals: Constitution, Powers, Procedures, Rules of Evidence	C-39,40	Lecture
Unit-III	Classroom Assignment II	C-41	Classroom Assignment
Unit-III	Principles of Natural Justice i. Rule against Bias ii. Audi Alteram Partem iii. Speaking Order (Reasoned Decisions)	C-42,43,44	Lecture
Unit-III	Clarification Class III	C-45	Clarification Class
Unit-III	Presentation I	C-46	Presentation
Unit-IV	Need and its Relationship with Rule of Law	C-47,48	Lecture
Unit-IV	Judicial Review of Administrative Action and Grounds of Judicial Review	C-49,50	Lecture
Unit-IV	Abuse of Discretion	C-51	Lecture
Unit-IV	Failure to Exercise Discretion	C-52	Lecture
Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Illegality, Irrationality, Procedure Impropriety	C-53,54	Lecture
Unit-IV	Doctrine of Legitimate Expectations	C-55,56	Lecture
Unit-IV	Clarification Class IV	C-57	Clarification Class
Unit-V	Ombudsman	C-58	Lecture
Unit-V	Lokpal, Lokayukta and Central Vigilance Commission	C-59	Lecture
Unit-V	Meaning and Object	C-60	Lecture
Unit-V	Main characteristics	C-61	Lecture
Unit-V	Need and Utility-Origin and development of the Institution	C-62	Lecture

Unit-V	Ombudsman in New Zealand	C-63	Lecture
Unit-V	Ombudsman in England (Parliamentary Commissioner)	C-64	Lecture
Unit-V	Ombudsman in India –Lokpal	C-65,66	Lecture
Unit-V	Lokayukta in States-Central Vigilance Commission	C-67,68	Lecture
Unit-V	Clarification Class V	C-69	Clarification Class
Unit-V	Presentation II	C-70	Presentation
	Revision	C-71- C-75	Lecture

BBAC22203–Organizational Behaviour

Unit	Particulars	Class No.	Pedagogy of Class
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	Activity 1	C-4	Activity
Unit-I	the OB Model	C-5	Lecture
Unit-I	the OB Model	C-6	Lecture
Unit-I	Challenges and Opportunities for OB	C-7,8,9	Lecture
Unit-I	Diversity in Organizations	C-10,11,12	Lecture
Unit-I	Clarification Class I	C-13	Clarification Class
	Classroom Assignment I	C-14	Classroom Assignment
Unit-II	Organizational Culture and Climate	C-15,16	Lecture
Unit-II	Managerial Communication	C-17,18,19	Lecture
Unit-II	Attitudes and Values	C-20	Lecture
	Take Home Assignment I		Take Home Assignment
Unit-II	Attitudes and Values	C-21,22	Lecture
Unit-II	Emotions and mood	C-23,24,25	Lecture
Unit-II	Clarification Class II	C-26	Clarification Class
	Take Home Assignment II		Take Home Assignment
Unit-III	Behavioral Dynamics	C-27	Lecture
Unit-III	Perceptions	C-28,29,30	Lecture
Unit-III	Learning	C-31	Lecture

Unit-III	Personality	C-32,33,34	Lecture
Unit-III	Motivation	C-35,36	Lecture
Unit-III	Stress & Stress Management	C-37	Lecture
Unit-III	Clarification Class III	C-38	Clarification Class
Unit-III	Classroom Assignment II		Classroom Assignment
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	Lecture
Unit -IV	Power and Politics	C-46	Lecture
Unit -IV	Presentation I	C-47	Presentation
	Clarification Class IV	C-48	Clarification Class
Unit -V	Understanding gender-based aspects of work environment,	C-49	Lecture
Unit -V	Understanding globalization and diversity issues pertaining to organizational behavior.	C-50,51	Lecture
Unit -V	Activity on Cross cultural communication,	C-52	Lecture
Unit -V	Quiz I	C-53	Quiz
Unit -V	Activity on managing stress, self-assessment of personality.	C-54,55	Lecture
Unit -V	Exercise on Team building, case study on power and politics,	C-56,57	Lecture
Unit -V	Activity on Change Management.	C-58	Lecture
Unit- V	Presentation II	C-59	Presentation
Unit-V	Clarification Class V	C-60	Clarification Class

	Revision Classes	C-61-75	Lecture
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BBAC22152– Marketing Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction about subject Pedagogy, ref, Books Meaning, Objectives, of the Marketing	C-1	Lecture
Unit-I	Introduction, Meaning of Marketing & 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-5,6	Lecture
Unit-I	Understanding Marketing Environment,	C-7	Lecture
Unit-I	Consumer Buyer Behaviour	C-8	Lecture
Unit-I	Organization Buyer Behaviour,	C-9	Lecture
Unit-I	Market Segmentation, -Levels, Segmentation-Basis,	C-10,11	Lecture
Unit-I	Classroom Assignment 1	C-12	Class Assignment
Unit-I	Targeting & Positioning	C-13,14,15	Lecture
Unit-I	Clarification Class 1	C-16	Clarification Class
Unit-II	Product Planning	C-17,18	Lecture
Unit-II	Product Concept, Types of Products,	C-19	Lecture
Unit-II	Major Product Decisions- Product Life Cycle, PLC Strategies	C-20,21,22	Lecture
Unit-II	New Product Development & differentiation	C-23,24	Lecture
Unit-II	Pricing Decisions,	C-25,26	Lecture
Unit-II	Pricing, Policies & Strategies	C-27,28,29	Lecture
Unit-II	Clarification Class 2	C-30	Clarification Class
Unit-II	Classroom Assignment 2	C-31	Class Assignment

Unit- III	Distribution Decisions	C-32,33	Lecture
Unit-III	Communication Process,	C-34	Lecture
Unit--III	Promotion Tools-Advertising Personal Selling, Publicity and Sales Promotion,	C-35	Lecture
Unit--III	Distribution Channel Decisions-Types and Functions of Intermediaries	C-36	Lecture
Unit- III	Types and Functions of Intermediaries Contd.	C-37	Lecture
Unit- III	Selection and Management of Intermediaries.	C-38,39	Lecture
Unit- III	Clarification Class 3	C-40	Clarification Class
Unit- III	Presentation 1	C-41	Presentation
Unit- IV	Emerging Trends and Issues in Marketing	C-42	Class Assignment
Unit- IV	Consumerism,	C-43	Lecture
Unit- IV	Rural Marketing,	C-44,45	Lecture
Unit- IV	Social Marketing	C-46	Lecture
Unit- IV	Direct Marketing,	C-47	Lecture
Unit- IV	Green Marketing	C-48	Lecture
Unit- IV	Activity 1	C-49	Activity
Unit- IV	Presentation 2	C-50	Presentation
Unit- IV	Digital Marketing-Online Marketing	C-51,52,53	Lecture
Unit- IV	Event Marketing, Viral Marketing, Tele marketing	C-54	Lecture
Unit- IV	Social Media Marketing	C-55,56	Lecture
Unit- IV	Non- profit Marketing, Industrial Marketing,	C-57,58	Lecture
Unit- IV	Marketing Ethics,	C-59	Lecture
Unit- IV	Marketing Ethics-CRM	C-60,61	Lecture
Unit- IV	Clarification Class 4	C-62	Clarification Class

	Take Home Assignment I		Take Home Assignment
Unit- V	PSDA (Professional Skill Development Activities) Introduction-Case Study solving technique	C-63	Lecture
Unit- V	Case Study discussion	C-64	Lecture
Unit- V	Marketing Debate- (Right Price v/s Fair Price of products, it's form or function)	C-65,66	Lecture
Unit- V	Marketing Debate / Discussion- (TV v/s Internet Advertising	C-67,68	Lecture
Unit- V	Assignment and Presentation on emerging trends.	C-69	Lecture
Unit- V	marketing Debate / Discussion- Channel Conflict	C-70,71	Lecture
	Quiz 1	C-72	Quiz
Unit- V	Marketing Debate / Discussion- TV v/s Internet Advertising / Channel Conflict	C-73	Lecture
Unit-V	Case Let	C-74	Lecture
	Clarification Class 5	C-75	Clarification Class
	Take Home Assignment 2		Take Home Assignment

SEC077011- Comprehensive Viva and Seminars, Debates & Quiz

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Discussions on important latest decisions	C-1	Lecture
Unit-I	Method of making a brief on the latest decision of a High Court or the Supreme Court - Introduction	C-2	Lecture
Unit-I	Facts of the case	C-3	Lecture
Unit-I	Ratio decendi of the case	C-4	Lecture
Unit-I	Cross references available in the case	C-5	Lecture
Unit-I	Activity I	C-6	Activity
Unit-I	Study of Literature on the law involved	C-7	Lecture
Unit-I	Clarification Class I	C-8	Clarification Class
	Take Home Assignment I		Take Home Assignment
Unit-II	Seminars and Conferences- Introduction	C-9	Lecture
Unit-II	Seminars and Conferences	C-10	Lecture
Unit-II	Topics on Contemporary Legal Issues	C-11	Lecture
Unit-II	Organization of Seminars/Conferences	C-12	Lecture
Unit-II	Resource Persons, Presiding Officer, Rapporteur's, Kits	C-13	Lecture
Unit-II	Clarification Class II	C-14	Clarification Class
Unit-III	Classroom Assignment I	C-15	Classroom Assignment
Unit-III	Topics for Legal Debates	C-16	Lecture
Unit-III	Presentation I	C-17	Presentation
Unit-III	Classroom Assignment II	C-18	Classroom Assignment
Unit-III	Collection of material	C-19	Lecture
Unit-III	Clarification Class III	C-20	Clarification Class

	Take Home Assignment II		Take Home Assignment
Unit-IV	Reading Comprehension	C-21	Lecture
Unit-IV	News Reading	C-22	Lecture
Unit-IV	Paragraph Writing	C-23	Lecture
Unit-IV	Activity II	C-24	Activity
Unit-IV	Preparation of Power Point presentation on 2 current legal issue	C-25	Lecture
Unit-IV	Presentation II	C-26	Presentation
Unit-IV	Legal essay writing exercise	C-27,28	Lecture
Unit-IV	Clarification Class IV	C-29	Clarification Class
Unit-IV	Revision	C-30	Lecture

SEC077002–Ability & 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	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-I	C-8	Clarification Class
Unit-II	Classroom Assignment 1	C-9	Classroom Assignment
Unit-II	Idioms and Phrases, Words Often Confused	C-10	Lecture
Unit-II	one word substitution word Formation Prefix and Suffix	C-11	Lecture
Unit-II	Words often confused	C-12	Lecture
Unit-II	Take Home Assignment 1		Take Home Assignments
Unit-II	Clarification Class II	C-13	Clarification Class
Unit-II	Presentation I	C-14	Presentation
Unit-III	What are ethics, what are values, difference between ethics and moral	C-15	Lecture
Unit-III	Classroom Assignment II	C-16	Classroom Assignment

Unit-III	Picture Description, Paragraph Writing	C-17	Lecture
Unit-III	Business ethics, workplace ethics, what are virtues for e.g. civic virtues, etc.	C-18	Lecture
Unit-III	Activity I	C-19	Activity
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	Etiquettes awareness importance of First Impression Personal Appearance & Professional presence, Personal Branding, Dressing Etiquette, Dining Etiquettes	C-21	Lecture
Unit-III	Clarification Class III	C-22	Clarification Class
Unit-IV	Comprehension	C-23	Lecture
Unit-IV	News Reading, News Writing	C-24	Lecture
Unit-IV	Presentation II	C-25	Presentation
Unit-IV	Clarification Class IV	C-26	Clarification Class
Unit-IV	Activity II	C-27	Activity
Unit-V	Public Speaking, Debate	C-28	Lecture
Unit-V	Inspirational Movie Screening, Skit Performance.	C-29	Lecture
Unit-V	Take Home Assignment II		Take Home Assignment
Unit-V	Clarification Class V	C-30	Clarification Class V

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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