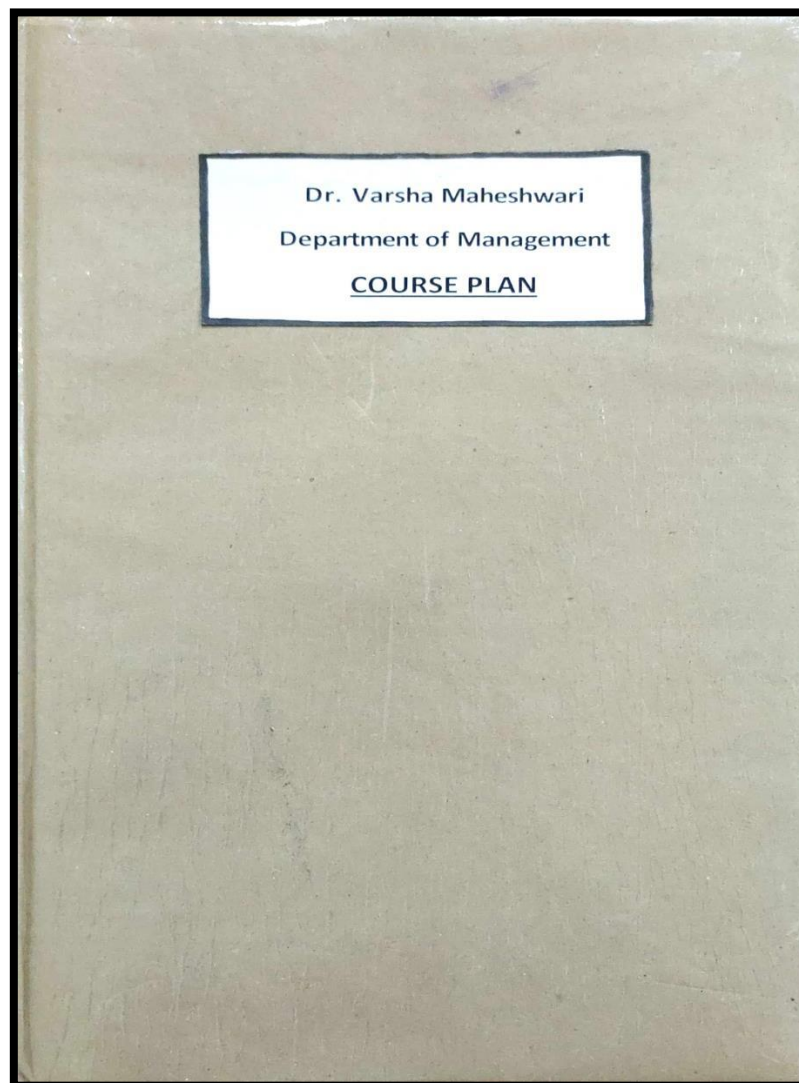




## **SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER**



**COURSE\_PLAN\_2019-20\_DR\_VARSHA\_MAHESHWARI**



# **Session**

## **2019-20**

### **(Even Semester – II,IV,VI)**



## BBA I ( SEMESTER II)

### Organization Behaviour (BBA-201)

Max. Marks : 100(70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

#### COURSE PLAN

SEM II Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
December	<b>Unit- I</b> -Understanding and managing Individual behavior- Personality: concept, theories, determinants of personality, personality development personality traits affecting behavior, personality traits of Indian managers, Personality measurement, organizational applications of personality,  Perception : Concept, Importance, process, perceptual selectivity, perceptual organization, Interpersonal perception, factors in perceiver, factors in person perceived, situational factors, developing perceptual skills.	Individual Behaviour – Personality and analysis and identification of personality traits          Perceptual Process and study of factors affecting perceptual process from different angles	PPT Group Activity	Interpret the concepts of Personality, Perception, Attitude and Motivation.	<u>Knowledge Based</u> -Define attitudes. - What do you mean by motivation?   <u>Understanding Based</u> -Explain the importance of perception. - Analyse the theories of motivation.	Knowledge--60 Understanding-30 Higher Order-10



	Attitudes: concept, attitudes and behavior, factors in attitude formation, attitudes relevant for organizational behavior, attitude change (methods, developing positive attitudes)	Concepts related to Attitude formation and modification	PPT		<u>Higher Order Thinking Skills Based</u> -Explain the barriers to communication. -Discuss the concept of organisation culture. - Illustrate different stages of group development -Discuss the guidelines to overcome resistance of change at workplace
	Motivation: concept, features, motivation & behavior, motivation & performance, theories of motivation-Maslow's need hierarchy, Herzberg's two factor theory, Vroom's expectancy theory, Equity theory, Carrot & stick approach, McGregor's theory 'X' & 'Y', Theory Z, Porter -Lawler model of motivation, Cultural context of motivation	Conceptual framework of motivation and focus on Content and Process theories related to motivation	PPT Charts Diagrams		
January	<b>Unit- II</b> Foundation of Group Behaviour: Concept, elements of groups, external conditions, group member resources, group formation and development -Four stage model, five stage model, punctuated model, Group Behaviour	Group Behaviour and Group decision making	PPT Charts	Appraise group behaviour, group decision making, communication, leadership theories.	



	<p>Communication: concept, characteristics, process, types, networks, channels, barriers, essentials and guidelines for effective communication.</p> <p>Group decision making: concept, importance, positive and negative aspects, methods.</p> <p>Leadership: concept, theories- Trait theory, behavioral theory, situational theory, leadership styles based on behavioural approach.</p>	<p>Concepts related to communication and guidelines for effective communication</p> <p>Group Decision making at workplace</p> <p>Leadership styles and theories</p> <p>Personality traits of successful leaders</p>	<p>Group Activity PPT</p> <p>PPT</p> <p>PPT Case Studies</p>			
February- March	<p><b>Unit-III</b> Conflict management: concept, nature, types, stages and levels, causes of organizational conflict, process, or model of conflict, approaches, process and methods of conflict management.</p>	<p>Organisational conflict and conflict resolution</p>	<p>PPT, Assignments</p>	<p>Assess conflict management, organisational culture and change.</p>		
	<p>Organisation design: concept, need, contingent factors in organizational design mechanism and</p>	<p>Organization design and structure</p>	<p>PPT</p>			





	process of designing structure, departmentation, centralization and decentralization					
	Organizational culture and change: concept of organizational culture, creating and maintaining culture, meaning and definition of organizational change nature, elements, types, process, reasons for resistance to change, overcoming resistance to change.	Change management	PPT Case Studies			

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**B.COM I ( SEMESTER II)**  
**Principles of Management (COMM-203)**

Max. Marks : 100(70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

**COURSE PLAN**

SEM II Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
December	<b>Unit- I</b>  Coordination: Meaning, Need and Techniques.	Management planning and decision- making	PPT	Analyse leadership styles & Importance of control	<u>Knowledge Based</u> -Define Coordination. - What do you mean by controlling?	Knowledge--60 Understanding-30 Higher Order-10
	Leadership: Concept, Characteristics, Importance, Styles; Leadership v/s Management	Leadership concepts and theories	PPT Case studies		<u>Understanding Based</u> -Explain the importance of leadership. - Analyse the techniques of strategic management.	
	Controlling: Introduction, Nature, Objectives, Importance, Types, Process, Techniques	Controlling concepts and techniques	PPT			
January	<b>Unit- II</b> Communication: Introduction, process, types, barriers to communication and Modern techniques of communication	Elements of effective Communication at workplace	PPT Charts	Interpret the concepts of communication and strategic management		



	Strategic Management: Concept, Importance, Functions and Scope, Techniques	Strategic Management and Environmental Scanning	PPT			
February- March	Unit-III Organisational Behaviour: Introduction, Elements and Scope, Advantages & Limitations	Organisation & forms of Organisation structure	PPT, Assignments	Develop an understanding of organizational behaviour, E- Commerce	<u>Higher Order Thinking Skills Based</u> -Explain the barriers to communication. -Discuss the concept of e- commerce.	
	Management of change: Meaning, Importance, Process of Change Resistance to change: Meaning, Reasons for resistance to change on part of employees, Measures to overcome resistance to change.	Change management	PPT			
	E-commerce: Introduction, Advantages of E-commerce as compared to traditional system. Revision	Recent development in digital world	PPT			

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**SOPHIA GIRL'S COLLEGE, AJMER (AUTONOMOUS)**  
**B.B.A II (SEMESTER IV)**  
**Purchasing and Materials Management (BBA -403)**

Max. Marks : 100(70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

**COURSE PLAN**

SEM IV Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
December	<b>Unit I</b> - Purchasing; meaning, role, objectives and functions; organization of purchase management and its relationship with other departments;	Purchasing functions, purchase management	PPT, Group activity	Simulate knowledge relating to purchasing and its functions.	<u>Knowledge Based</u> -What is purchasing? -Illustrate the relationship of purchase management with other departments.	Knowledge--50 Understanding-35 Higher Order-15
	Five R's of purchasing (right quality, right quantity, right source, right time and right price)..	R's of purchasing	PPT		<u>Understanding Based</u> -Examine the procedure of vendor rating. -Classify the different R's of purchasing.	
January	<b>Unit II</b> - Determination and description of material quality; vendor rating, selection, development and relations, evaluating suppliers efficiency;	Description of material, vendor selection	PPT, Group Activity	Analyse material quality and different purchase procedures.	<u>Higher Order Thinking Skills Based</u> -Explain the price determination methods.	
	Price determination and negotiation : purchase; procedures and documentation.	Purchase procedures	PPT, Charts			
	Materials Management: meaning, objectives, importance, functions	Objectives& functions of materials management	PPT, Group Activity			



February	<b>UNIT III</b> Organization Materials Information system; standardization, simplification and variety reduction.	Standardization & Simplification	Assignment	Anticipate materials information system and concepts like standardisati- on, material logistics.	-Discuss the purchase procedure. -Discuss the factors considered for stores layout and designing.	
	Stores Management; meaning, objectives, importance and functions, stores layout;	Importance and functions of stores management	PPT, Assignment			
March	Classification and codification. materials logistics- warehousing management, traffic and transportation.	materials logistics	PPT			
	Revision					

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**B.B.A III (SEMESTER IV)**  
**Communication Lab(BBA 405)**


Max. Marks :100(70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

**COURSE PLAN**

SEM/VI Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
<b>December</b>	<b>Unit- I</b>  Sessions and Assignments during lab Demonstrate the effect of noise as a barrier to communication, Make students enact and analyze the non-verbal cues, Give exercises for clarity and conciseness in written communication.	Communication barriers Analysis of noise elements Effective business writing	PPT	Demonstrate effect of barriers on communication and different non-verbal cues.	<u>Knowledge Based</u> - Define noise. - Why written communication is important?  <u>Understanding Based</u> - Analyse the importance of non-verbal communication.  -Examine the effect of different modern equipments on communication.	Knowledge--40 Understanding--40 Higher Order-20
	Group Activity: Form Student groups and ask them to write a persuasive letter and proposal for an innovative product or service. Circulate the work from each group among all other groups and ask them to evaluate the letter and proposal in line with possible responses to a letter (pleased, displeased, neither pleased nor displeased but interested, not interested).	Business Proposal writing	PPT Group Activity			

	January	<b>Unit-II</b> A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis. Demonstrate using Communication Equipments like Fax, Telex, Intercoms, etc.	Detailed study of communication tools and equipments	PPT, Assignments	Analyse use of different communication equipments, business etiquettes.	<u>Higher Order Thinking Skills Based</u> - Explain video conferencing & teleconferencing. - Discuss the ways for effective presentation.		
		Demonstrating Video conferencing & teleconferencing in the class, Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.	Mock Meeting Mock Interview Business correspondence writing	Simulation				
		Business etiquettes to be demonstrated in role play by students, Each student to give presentation of 5 minutes (this can be spread throughout the semester) and to be evaluated by the faculty, Preparation of CV. An initiation with argument of Group Discussion on any topic.	Lessons on Business etiquettes	PPT Simulation				





February- March	Unit- III A mock interview with FAQs and answers. Preparation of different types of reports. A letter writing practice. Preparation of a case. Preparation of minutes of a meeting. Research Proposal writing.	Business report writing Research proposal writing	PPT, Assignments	Evaluate different types of reports and research proposals.		
	Data Interpretation and report writing: Short and Long reports: Report presentation methods, ex: Power Point Presentation, etc.	Data Analysis Presentation skills	PPT			

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**B.B.A III ( SEMESTER VI)**  
**Business Policy & Strategic Management(BBA -604)**

Max. Marks : 100(70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

**COURSE PLAN**

SEM VI Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
December	<b>Unit- I</b> - Introduction: Business policy- Evolution, Vision and mission of a firm, Difference between business policy and strategic management	Conceptual framework of Business Policy and Strategic Intent	PPT	Interpret processes of strategic management, strategic planning and decision– making.	<u>Knowledge Based</u> -What is strategic management? -Examine the stages in the process of strategic management.	Knowledge--40 Understanding-40 Higher Order-20
	Introduction to Strategic Management, Strategic Management Process.	Strategic Management Process, Strategic decision making Strategic Planning Process	PPT		<u>Understanding Based</u> -Examine the external environment variables in industry analysis.	
	Strategic Decision Making: Mintzberg’s modes of strategic decision making, Strategic decision-making process, Strategic Planning process.		PPT Assignment			
January	<b>Unit- II</b> Scanning the environment: Identifying external environmental variables, Porter’s approach to Industry Analysis.	Environment scanning, Strategy Formulation	PPT Charts	Different business approaches and strategies.		
	Internal scanning – Resource based approach, Value chain analysis, scanning functional resources.	Value chain Analysis and Value creation through organizational resources	PPT Case Studies			



February	Strategy Formulation- Situation Analysis and Business Strategy: Situation Analysis-SWOT Analysis; Business Strategy- Porter's Competitive Strategies.	Business Strategy formulation and analysis of generic strategies	Case Studies	business strategies  Preparation of Organizational capability profile.	Porter's approach to industry analysis  <u>Higher Order Thinking Skills Based</u>
	<b>Unit-III</b> Strategic Choice, Strategy Implementation Concept of strategy implementation, Stages of strategy development, Advanced Types of organizational structures,	Strategic Choice, Strategic Control	PPT, Assignments	Stages of strategy development and implementation, strategic management control.	- Evaluate different stages of strategy development and implementation  -Discuss the importance of strategic evaluation& control.
March	Organizing for Action, Staffing and Directing.	Strategic Implementation	Presentation		
	Evaluation and Control Evaluation and Control in Strategic Management, Measuring Performance, Strategic Information Systems, Problems in Measuring Performance, Guidelines for strategic Control. Revision	Strategic Evaluation and Control Performance management	PPT		

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**B.B.A III (SEMESTER VI)**  
**Communication Lab(BBA 605)**

Max. Marks :100(70Ext; 30 Int)

Min. Marks: 40(28 Ext;12 Int)

Credit: 04

**COURSE PLAN**

SEM VI Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
<b>December</b>	<b>Unit- I</b>  Sessions and Assignments during lab Demonstrate the effect of noise as a barrier to communication, Make students enact and analyze the non-verbal cues, Give exercises for clarity and conciseness in written communication.	Communication barriers Analysis of noise elements Effective business writing	PPT	Demonstrate effect of barriers on communication and different non-verbal cues.	<u>Knowledge Based</u> - Define noise. - Why written communication is important?  <u>Understanding Based</u> - Analyse the importance of non-verbal communication.  -Examine the effect of different modern equipments on communication.	Knowledge--40 Understanding-40 Higher Order-20
	Group Activity: Form Student groups and ask them to write a persuasive letter and proposal for an innovative product or service. Circulate the work from each group among all other groups and ask them to evaluate the letter and proposal in line with possible responses to a letter (pleased, displeased, neither pleased nor displeased but interested, not interested).	Business Proposal writing				



January	<b>Unit-II</b> A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis. Demonstrate using Communication Equipments like Fax, Telex, Intercoms, etc.	Detailed study of communication tools and equipments	PPT, Assignments	Analyse use of different communication equipments, business etiquettes.	<u>Higher Order Thinking Skills Based</u> - Explain video conferencing & teleconferencing. -Discuss the ways for effective presentation.
	Demonstrating Video conferencing & teleconferencing in the class, Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.	Mock Meeting Mock Interview Business correspondence writing	Simulation		
	Business etiquettes to be demonstrated in role play by students, Each student to give presentation of 5 minutes (this can be spread throughout the semester) and to be evaluated by the faculty, Preparation of CV. An initiation with argument of Group Discussion on any topic.	Lessons on Business etiquettes	PPT Simulation		





February- March	Unit- III A mock interview with FAQs and answers. Preparation of different types of reports. A letter writing practice. Preparation of a case. Preparation of minutes of a meeting. Research Proposal writing.	Business report writing Research proposal writing	PPT, Assignments	Evaluate different types of reports and research proposals.		
	Data Interpretation and report writing: Short and Long reports: Report presentation methods, ex: Power Point Presentation, etc.	Data Analysis Presentation skills	PPT			

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