



**Mrs. Surbhi Mehra**

Assistant Professor

Department of Management

Course Plan



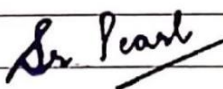
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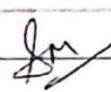

## Principles Of Management

BBA 103

Semester I 2017-18

Month	Unit & Topic	Other Activities
July	Unit-I  Introduction : concept, nature, process and significance of management ; Planning: concept, process and types. Decision making-concept and process; Management by Objectives.	Assignment
August	Unit-I Development of management thought, Unit-II Organization: concept, nature, process and significance; Centralization and decentralization.	
September	Unit-II Organization structure-forms UNIT-III Managerial control; concept and Process; Effective control system;	CIA-I & II
October	Unit- III Techniques of control – Traditional and modern. Revision	Presentations
November-December	End Semester Examination 2017-2018	

  
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## Business Communication and Managerial Skills

BBA 305

Semester III 2017-18

Month	Unit & Topic	Other Activities
July	Unit- I Business communication: Nature, Need and significance. Communication Process, essential of good communication, Media of Communication; Verbal and Non Verbal, Oral communication- Forms, Advantages and Disadvantages. Written Communication- Forms, Advantages and Disadvantages. Non Verbal Communication- Forms, Advantages and Disadvantages.	Assignment
August	UNIT-I Listening- importance, Barriers and Guidelines for effective Listening. Unit - II Channels of Communication- Formal and Informal. Barriers of Business communication and management of barriers. Relationship Between Communication, Morale and Productivity and objectives. Guidelines for Effective Communication	
September	Unit - II Presentation and Speeches. UNIT-III Basic Skills of Communicating Managers. Report Writing Procedure and Guidelines	CIA-I&II
October	Unit – III Commercial Letters- Types, Essential elements. Negotiation- Essential elements for effectiveness. Revision	Presentations
November-December	End Semester Examination 2017-2018	

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# SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

## Industrial Relations and Industrial Law

BBA – 505

Semester V 2017-18

Month	Unit & Topic	Other Activities
July	<b>Unit I</b> Framework of Industrial Relation: Concept, Nature, Scope, Objectives, Significance and factors affecting Industrial relation, Evolution, parties and role of State. Trade unionism: Concept, Objectives, functions, Need , approaches: Marxian Class Struggle theory, Webbs, Theory Of Industrial Democracy, Cole's Theory of Industrial Unionism, Mahatma Gandhi's Sarvodaya Theory	Assignment
August	<b>Unit I</b> Approaches: Marxian Class Struggle theory, Webbs, Theory Of Industrial Democracy, Cole's Theory of Industrial Unionism, Mahatma Gandhi's Sarvodaya Theory, Methods, Problems and Measures of Strengthening Trade Unions	
September	<b>Unit II</b> Industrial Conflicts, Discipline and grievance management;	CIA I & II
October	<b>Unit II</b> Negotiation and collective bargaining, participative management, Industrial relations and Technological change	
November-December	End Semester Examination 2017-18	

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## Management and Accounting – I BCA-102 SEMESTER-I 2017-18

Month	UNIT &Topic	Other Activities
July	Unit – I Introduction to Management Meaning, Definition, Nature, Characteristics, Principles (Fayol's), Functions, skills of a manager. Overview of Management functions.	Assignment
August	Unit – I , Planning : meaning, features, process, advantages & disadvantages, types of plans Leadership (Meaning, Importance, Nature, Styles (Motivational, Power Centered, Supervisory Style),Qualities of a Successful Leader.  Unit-II Motivation: meaning, nature, importance, Theories of motivation: Maslaw's need hierarchy, Herzberg's two factor, MC Gregor's theory.	
September	Unit-II Communication: Process, barriers to communication, role of electronic media and information technology in communication, social and environmental responsibility	
October	Unit – III Organizational culture, individual perception, values, Concepts and Importance, Attitudes: Meaning, nature, formation of attitude, ways of changing, team and group dynamics, specification, Stress management, levels of stress	CIA I & II
November-December	End Semester Examination 2017-18	

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**B.Com**

**PRINCIPLES OF MARKETING- I**

**COMM-503**

**Semester- V 2017-18**

Month	Unit & Topic	Other Activities
July	<b>Unit-I</b> Introduction: Nature and scope of marketing, importance as a business function and in the economy, marketing concepts – traditional and modern, holistic marketing, selling Vs marketing, marketing mix, marketing environment.	Assignment
August	<b>UNIT – II</b> Product: Concept of product, consumer and industrial goods, product planning and development, packaging – role and functions, brand name, patent and trade mark, product life cycle concept.	
September	<b>UNIT – III</b> Price : Importance of pricing in the marketing mix, pricing policies and strategies, factors affecting price of a product/service, discounts and rebates.	CIA-I & II
October	<b>Unit- III</b> Channels of Distribution – meaning, importance, modes(types):wholeselling and retailing, factors affecting channel of distribution, problems.	Presentations
November-December	End Semester Examination 2017-18	

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**ORGANISATION BEHAVIOUR**

**BBA 201**

**Semester II 2017-18**

Month	Unit & Topic	Other Activities
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	Assignment
January	<b>Unit-I</b> Perception : Concept, Importance, process, perceptual selectivity, perceptual organization, Interpersonal perception, factors in perceiver, factors in person perceived, situational factors, developing perceptual skills. Attitudes: concept, attitudes and behavior, factors in attitude formation, attitudes relevant for organizational behavior, attitude change	
February	<b>Unit – I</b> Motivation, Theories of motivation, Porter-Lawler model, Cultural context of motivation <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,	Presentations





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	punctuated equilibrium model, dimensions of group behavior. Communication: concept, characteristics, process, types, networks, channels, barriers, essentials and guidelines for effective communication. Group decision making: concept, importance, positive and negative aspects, methods. Leadership	
March	<b>Unit- III Conflict management:</b> concept, nature, types, stages, levels, causes, process or model, approaches and methods of conflict management. <b>Organisational design:</b> concept, departmentation, centralization and decentralization. <b>Organizational culture and change-</b> reasons for resistance to change, overcoming resistance to change.	CIA-I & II
April- May	End Semester Examination 2017-18	

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## Purchasing and Materials Management

/ BBA -403

Semester –IV 2017-18

Month	Unit & Topic	Other Activities
December-January	<b>Unit I</b> Purchasing; meaning, role, objectives and functions; organization of purchase management and its relationship with other departments; five R's of purchasing (right quality, right quantity, right source, right time and right price).	Assignment
February	<b>Unit II</b> Determination and description of material quality; vendor rating, selection, development and relations, evaluating suppliers efficiency; price determination and negotiation; ; purchase; procedures and documentation. Materials Management: meaning, objectives, importance, functions	
March	<b>UNIT-III</b> Organization Materials Information system; standardization, simplification and variety reduction. Stores Management; meaning, objectives, importance and functions, stores layout; classification and codification. materials logistics- warehousing management, traffic and transportation.	CIA I & II
April-May	End Semester Examination 2017-18	

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### OFFICE MANAGEMENT

BBA 405

Semester I/2017-18

Month	Unit & Topic	Other Activities
December	<b>Unit- I</b> Office management: objectives, responsibility for office work, Planning and organizing the office, centralization and decentralization, selection of office site, layout.	Assignment
January	<b>Unit - II</b> Organizing and method, office machinery and equipment, office communication- memo. Notes, reports, other office services, data processing systems, the future offices.	
February	<b>Unit - II</b> Notes, reports, other office services, data processing systems, the future offices.	Presentations
March	<b>Unit - III</b> Discipline: Importance and manner of office control, work control and work distribution. Human aspect of computer usage, security data protection and audit management services, Electronic data interchange- concept, objectives and importance.	CIA-I&II
April- May	End Semester Examination 2017-18	

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**Business Policy & Strategic Management**

**BBA -604**

**Semester VI 2017-18**

Month	Unit & Topic	Other Activities
December-January	<b>Unit- I</b> Introduction: Business policy- Evolution, Vision and mission of a firm, Difference between business policy and strategic management, Introduction to Strategic Management, Strategic Management Process. Strategic Decision Making: Mintzberg's modes of strategic decision making, Strategic decision-making process, Strategic Planning process. <b>Unit- II</b> Scanning the environment: Identifying external environmental variables, Porter's approach to Industry Analysis.	Assignment
February	<b>Unit- II</b> Internal scanning – Resource based approach to organizational analysis, Value chain analysis, scanning functional resources. Strategy Formulation- Situation Analysis and Business Strategy: Situation Analysis- SWOT Analysis; Business Strategy- Porter's Competitive Strategies. <b>Unit III</b> Strategy Formulation- Corporate Strategy and Functional Strategy Corporate, Strategy-Directional Strategy, Portfolio Strategy,	Presentations



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March	Unit III Strategic Choice, Strategy Implementation Concept of strategy implementation, Stages of strategy development, Advanced Types of organizational structures, Organizing for Action, Staffing and Directing, Evaluation and Control Evaluation and Control in Strategic Management, Measuring Performance, Strategic Information Systems, Problems in Measuring Performance, Guidelines for strategic Control.	CIA-I & II
April-May	End Semester Examination 2017-18	

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