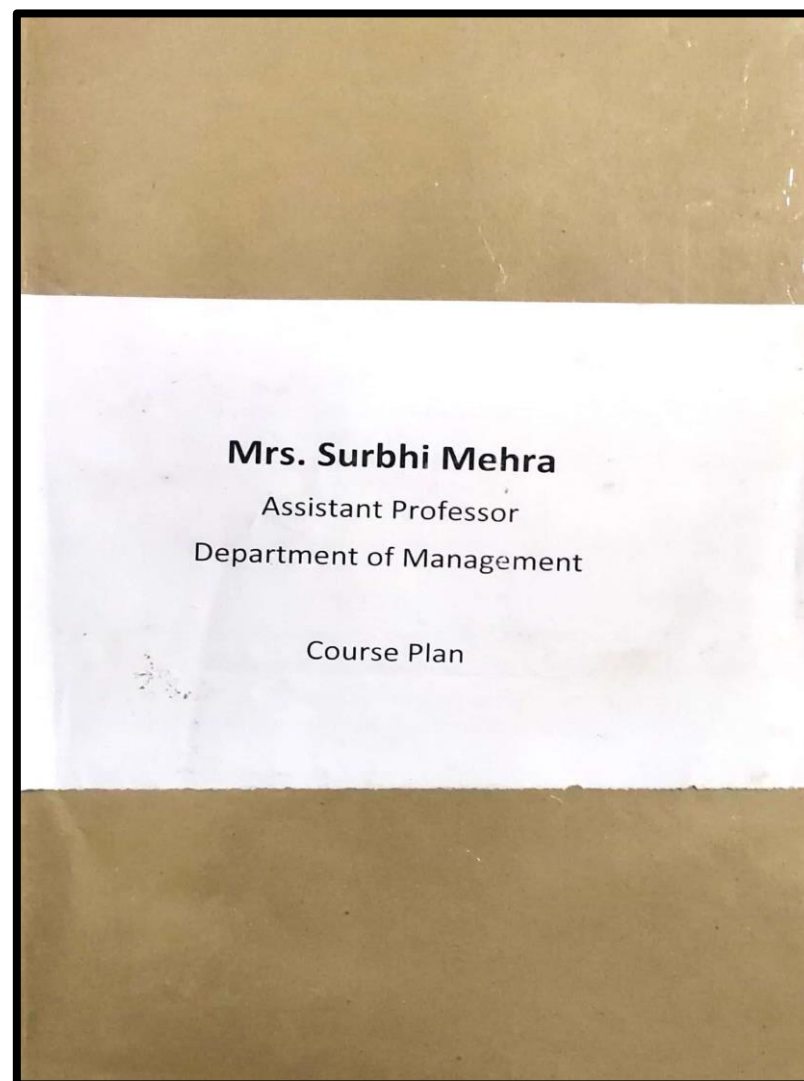




SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER





B.B.A I (SEMESTER I)
Principles of Management (BBA-103)

(Principles of Management)

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

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

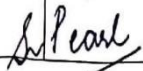
Credit: 04

COURSE PLAN

SEM I Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
JULY	Unit- I Introduction : concept, nature, process significance of management;	Management ,planning and decision- making	PPT	Interpret the concept of management, decision-making & MBO.	<u>Knowledge Based</u> -What is management? -Examine the stages in the process of planning.	Knowledge--60 Understanding-30 Higher Order-10
	Development of management thought					
	Planning: concept, process and types. Decision making- concept and process;					
AUGUST	Unit- I Management by Objectives.		PPT Charts	Analyse organisation structure, authority & responsibility relationships.	<u>Understanding Based</u> -Identify advantages of centralisation of authority.	
	Unit- II Organization: concept, nature, process and significance,					
	Unit- II Organization structure-forms	Forms of organisation& Organisation structure				
	Authority and responsibility relationships; Centralization and decentralization.				-List the traditional	



SEPTEMBER- OCTOBER	Unit-II Managerial control; concept and Process; Effective control system; Techniques of control – Traditional and modern. Unit-III Office management: objectives, responsibility for office work, selection of office site, layout.		PPT, Assignments	Assess office management and concept of electronic data interchange	techniques of control.	
	Organizing and method, office machinery and equipment, the future offices.	Office management & Electronic data interchange			<u>Higher Order Thinking Skills Based</u> -Explain in detail organising & method. -Discuss the objectives & importance of electronic data interchange	
	Electronic data interchange-concept, objectives and importance.					


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SOPHIA GIRL'S COLLEGE, AJMER (AUTONOMOUS)
B.B.A II (SEMESTER III)
Business Communication and Managerial Skills (BBA 305)

(Business Communication and Managerial Skills)

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

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

Credit: 04

COURSE PLAN

SEM I Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
JULY	UNIT- I Business communication: Nature, Need and significance. Communication Process;	Communication process, Importance of communication	PPT, Group activity	Analyze communication process and different forms of communication	<u>Knowledge Based</u> -What is communication? -Illustrate the different stages of communication process?	Knowledge--50 Understanding-35 Higher Order-15
	Essentials of good communication, Media of Communication; Verbal and Non Verbal, Oral communication- Forms, Advantages and Disadvantages. Written Communication- Forms, Advantages and Disadvantages.	Essentials& Medias of communication	Match the following, Quiz		<u>Understanding Based</u> -Compare the written and oral communication ? -Classify the different forms of non-verbal communication?	
	Non Verbal Communication- Forms, Advantages and Disadvantages.	Medias of communication	PPT, Visual Aids			
AUGUST	UNIT I Listening- importance, Barriers and Guidelines for effective	Importance and ways of effective listening	PPT, Group Activity		<u>Higher Order Thinking Skills Based</u>	



	Listening.			Interpret channels, barriers and guidelines for effective communication	-Justify the importance of listening. -Critically Evaluate formal communication.
	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	Different channels of communication	PPT, Charts		
	Presentation and Speeches.	Different forms of presentation, Ways for effective speech	PPT, Group Activity		
SEPTEMBER- OCTOBER	UNIT III Basic Skills of Communicating Managers. Report Writing_ Procedure and Guidelines	Skills of managers	Assignment		
	Commercial Letters- Types, Essential elements.	Different forms and ways of writing business letters	PPT, Assignment	Assess report writing procedure and elements of commercial letters, negotiation etc.	
	Negotiation-Essential elements for effectiveness.	Negotiation and different approaches of negotiation	PPT, Case Studies		

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Dr.



B.B.A III (SEMESTER V)
Industrial Relations and Industrial Law (BBA505)

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

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

Credit: 04

COURSE PLAN

SEM I Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
JULY	Unit- I Framework of Industrial Relation: Concept, Nature, Scope, Objectives, Significance and factors affecting Industrial relation, Evolution, parties and role of State.	Concept of industrial relations, role of state	PPT	Explain the concept of industrial relations, trade unionism	<u>Knowledge Based</u> - Define industrial relations. - Why trade unions come into existence?	Knowledge--40 Understanding-40 Higher Order-20
	Trade unionism: Concept, Objectives, functions, Need ,				<u>Understanding Based</u> - Analyse the importance of good industrial relations.	
	approaches: Marxian Class Struggle theory, Webbs, Theory Of Industrial Democracy,					
AUGUST	Unit- I Cole's Theory of Industrial Unionism, Mahatma Gandhi's Sarvodaya Theory, Methods, Problems and Measures of Strengthening Trade Unions		PPT, Assignments	Analyse the concepts of industrial conflicts, discipline	-Examine the Webb's theory of trade unionism.	
	Unit- II Industrial Conflicts,	Industrial conflicts, discipline				



	Discipline and grievance management;				<u>Higher Order Thinking Skills Based</u>	
SEPTEMBER- OCTOBER	Unit-II Negotiation and collective bargaining, participative management, Industrial relations and Technological change.	Negotiation, Impact of Technological changes on industrial relations	PPT, Assignments		- Explain the role of state in industrial relations. - Discuss the problems and measures of strengthening trade unions.	
	Revision					

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SOPHIA GIRL'S COLLEGE, AJMER (AUTONOMOUS)
B.C.A I (SEMESTER I)
Management & Accounting – I (BCA – 102)

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

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

Credit: 04

COURSE PLAN

Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
July	Unit I - Introduction to Management - Meaning , Definition, Nature, Characteristics	Conceptual Framework of Management & its related aspects	PPT, Group activity	Simulate knowledge relating to Management and related concepts	<u>Knowledge Based</u> -What is management? -Illustrate the management principles in detail.	Knowledge--50 Understanding-35 Higher Order-15
	Principles (Fayol's), Skills of a manager, Overview of Management Functions.	Fourteen Management Principles of Fayol, Management Process	PPT		<u>Understanding Based</u> -Examine the process of planning -Classify the different leadership styles based on personality traits.	
August	Unit I - Planning : Meaning, features, process, advantages & disadvantages, types of plans	Planning - Concepts	PPT, Assignment	Understanding of planning process in an organization	<u>Higher Order Thinking Skills Based</u> -Analyse the factors affecting motivation at workplace. -Explain the ways for attitude modification.	
	Leadership - Meaning, Importance, Nature, Styles (Motivational, Power Centered, Supervisory Styles), Qualities of a Successful Leader	Leadership – Concepts, Styles, Importance ,	PPT, Case Studies of Successful Leaders	Understanding of Personality traits of Successful leaders and styles		
	Unit II – Motivation : Meaning, Nature, Importance, Theories of Motivation : Maslow's need hierarchy, Herzberg's two factor, MC Gregor's Theory	Conceptual Framework of Motivation, Theories of Motivation	PPT	Analysis of factors affecting motivation at workplace		



September	Unit II -Communication : Process, Barriers to communication, role of electronic media and information technology in communication, Social and environmental responsibility	Communication and role of ICT for effective communication Corporate Social Responsibility	PPT Management Game for Verbal and Non Verbal Comm.	Understanding of communication and guidelines of effective communication Awareness about CSR activities	-Discuss the guidelines for effective communication. - Discuss factors affecting perception of individuals at workplace.	
October	Unit III – Organizational Culture, Individual perception, Values, Concepts and Importance	Concepts related to Organizational Culture and Perception	PPT	Analysis and interpretation of Individual behaviour and Organizational culture and values system		
	Attitudes : Meaning, Nature, Formation of attitude, Ways of changing, team and group dynamics, Specification	Individual Behaviour – Attitude formation and modification Group Behaviour	PPT Group Activity for Group Behaviour	Understanding of group behaviour and dynamics Attitude modification at work place		

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B.COM I (SEMESTER I)
Principles of Management (COMM-103)

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

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

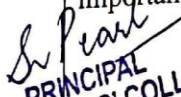
Credit: 04

COURSE PLAN

SEM I Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
JULY	Unit- I Nature, Principles and Importance of Management, Schools of Management Thought,	Management ,planning and decision- making	PPT	Explain the concept of management, planning, decision-making	<u>Knowledge Based</u> -Define management? - What do you mean by principle of equity?	Knowledge--60 Understanding-30 Higher Order-10
	Planning: Meaning, Importance, Types and Process					
	Decision making: process, techniques					
AUGUST	Unit- II Organising: Importance, Types, Structure and Forms of organization,		PPT Charts	Analyse organisation structure and techniques of directing	<u>Understanding Based</u> -Distinguish between delegation and decentralisation of authority. - Analyse the advantages of decentralisation	
	Unit- II Span of Control: concept, factors influencing span of control,	Organisation& forms of Organisation structure				



	Delegation, Decentralisation & Centralisation of authority with respective advantages and disadvantages				of authority.	
SEPTEMBER- OCTOBER	Unit-II Directing: Meaning, Importance and Techniques Unit-III Motivation: Concept, Nature, Importance, Theories- Maslow and Herzberg's two factor theory, Types of Motivation.		PPT, Assignments	outline the concept of motivation, management by objectives & management by exception	<u>Higher Order Thinking Skills Based</u> -Explain importance of motivation. -Discuss the concept of management by objectives.	
	Management by objectives	Motivation, Management by exception				
	Management by exception with respective meaning and importance					


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B.COM III (SEMESTER V)
Principles of Marketing-I (PAPER I) (COMM-503)

(Principles of Marketing-I)

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

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

Credit: 04

COURSE PLAN

SEMV Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
JULY	Unit-I Introduction: Nature and scope of marketing, importance as a business function and in the economy,	Importance and scope of marketing, Marketing environment	PPT, Group activity	Interpret concept of marketing mix, marketing environment.	<u>Knowledge Based</u> -What is marketing? -Explain any two characteristics of societal concept of marketing. <u>Understanding Based</u> - Examine the factors affecting basis of forces related to marketing. -Compare between selling and marketing.	Knowledge--40 Understanding-40 Higher Order-20
	Marketing concepts – traditional and modern, holistic marketing, selling Vs marketing,					
	Marketing mix, Marketing environment.					
AUGUST	Product: Concept of product, consumer and industrial goods	Concept of product, Product Identification	PPT, Assignment	Assess product planning and development , product life cycle.		
	Product planning and development, packaging – role and functions, brand name ,patent and trade mark,					



	Product life cycle concept.					
SEPTEMBER- OCTOBER	Price : Importance of pricing in the marketing mix, pricing policies and strategies, factors affecting price of a product/service, discounts and rebates.	Pricing policies, Channels of Distribution	PPT	Develop an understanding of pricing policies and strategies, channels of distribution	<u>Higher Order Thinking Skills Based</u> - Explain macro environment and its components. - Discuss the steps involved in product development process.	
	Channels of Distribution – meaning, importance, modes(types): wholesaling and retailing					
	Factors affecting channel of distribution, problems.					

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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	Unit- I 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, Perception	PPT	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)				<u>Higher Order Thinking Skills Based</u> -Explain the barriers to communication. -Discuss the concept of organisation culture.	
	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.					
January	Unit- II Foundation of Group Behaviour: Concept, elements of groups, external conditions, group member resources, group formation and development –Four stage	Group Behaviour, Group decision making	PPT Charts	Appraise group behaviour, group decision making, communication, leadership theories.		



	model, five stage model, punctuated equilibrium model, dimensions of group behavior.					
	<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>					
February- March	<p>Unit-III 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>	Organisational conflict, Organisational culture	PPT, Assignments	Assess conflict management, organisational culture and change.		



	Organisation design: concept, need, contingent factors in organizational design, mechanism and 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.					

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SOPHIA GIRL'S COLLEGE, AJMER (AUTONOMOUS)

B.B.A II (SEMESTER IV)

Office Management – I

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

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

Credit: 04

COURSE PLAN

Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
December	Unit I – Office Management : Objectives, responsibility for office work, planning and organizing the office, centralization and decentralization, Selection of office site, Layout	Concepts related to Office management Office Planning Office Location Office Layout Designing	PPT, Group activity for Layout Designing	Simulate knowledge relating to office Management and related concepts	<u>Knowledge Based</u> -What is office management? -Illustrate the tool for effective office managment. <u>Understanding Based</u> -Examine the process of office planning -Business correspondence writing <u>Higher Order Thinking Skills Based</u> -Analyse the factors affecting discipline at office -Explain the ways for data management and data security	Knowledge--50 Understanding-35 Higher Order-15
January	Unit II – Organizing and method, office machinery and equipment	Office organization Arrangement of physical resources for offices	PPT	Understanding of office physical resources		
February	Unit II – Office communication – memo, Notes, reports, other office services, data processing, systems, the future offices.	Office correspondence Writing Electronic data processing Futuristic framework of office setups	PPT Assignment	Understanding of office correspondence writing and electronic data processing		
March	Unit III – Discipline : Importance and manner of office control , work control and work distribution, Human aspects of computer usage, data security and audit mgmt. services, Electronic data interchange- Concept, Objectives, Importance.	Discipline at office Data Security Electronic Data Interchange methods and concepts	PPT <i>for</i>	Understanding about discipline at workplace and Date Mgmt through Electronic Data Interchange		

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B.B.A II (SEMESTER IV)

Communication Lab(BBA 406)

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

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

Credit: 04

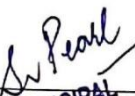
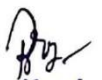
COURSE PLAN

SEM IV Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
December	Unit- I 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.	Concept of industrial relations, role of state	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. <u>Higher Order Thinking Skills Based</u>	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).					
January	Unit-II 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.		PPT, Assignments	Analyse use of different communication equipments, business etiquettes.	- 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.	Industrial conflicts, discipline				
	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.					



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.	Negotiation, Impact of Technological changes on industrial relations	PPT, Assignments	Evaluate different types of reports and research proposals.		
 PRINCIPAL SOPHIA GIRLS' COLLEGE (AUTONOMOUS) AJMER	Data Interpretation and report writing: Short and Long reports: Report presentation methods, ex: Power Point Presentation, etc.					 Head Department of Management Sophia Girls' College (Autonomous), Ajmer





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	Unit- I Introduction: Business policy- Evolution, Vision and mission of a firm, Difference between business policy and strategic management,	Strategic Management Process, Strategic decision making	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 Decision Making: Mintzberg's modes of strategic decision making, Strategic decision-making process, Strategic Planning process.				<u>Understanding Based</u> -Examine the external environment variables in industry analysis.	
January	Unit- II Scanning the environment: Identifying external environmental variables, Porter's approach to Industry Analysis.	Environment scanning, Strategy Formulation	PPT Charts	Different business approaches and strategies.		



	organizational analysis, Value chain analysis, scanning functional resources.				-Analyse Porter's approach to industry analysis
February	Strategy Formulation- Situation Analysis and Business Strategy: Situation Analysis-SWOT Analysis; Business Strategy- Porter's Competitive Strategies.				
February	Unit-III 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.	<u>Higher Order Thinking Skills Based</u> - Evaluate different stages of strategy development and implementation -Discuss the importance of strategic evaluation & control.
March	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. Revision				


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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 (%)
December	Unit- I 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.	Concept of industrial relations, role of state	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. <u>Higher Order Thinking Skills Based</u>	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).					
January	Unit-II 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.		PPT, Assignments	Analyse use of different communication equipments, business etiquettes.	- 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.	Industrial conflicts, discipline				
	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.					



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.	Negotiation, Impact of Technological changes on industrial relations	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.					

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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	Unit- I 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				<u>Understanding Based</u> -Explain the importance of leadership.	
	Controlling: Introduction, Nature, Objectives, Importance, Types, Process, Techniques				- Analyse the techniques of strategic management.	
January	Unit- II Communication: Introduction, process, types, barriers to communication and Modern techniques of communication		PPT Charts	Interpret the concepts of communication and strategic management		



	Strategic Management: Concept, Importance, Functions and Scope, Techniques	Organisation & forms of Organisation structure				
February- March	Unit-III Organisational Behaviour: Introduction, Elements and Scope, Advantages & Limitations		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.	Motivation, Management by exception				
	E-commerce: Introduction, Advantages of E-commerce as compared to traditional system. Revision					

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B.COM III (SEMESTER VI)
Principles of Marketing-II (COMM-603)

(Principles of Marketing-II)

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	Unit-I Consumer Behavior : Nature, scope and significance of consumer behavior,	Importance and scope of consumer behaviour	PPT, Group activity	Simulate knowledge relating to consumer behaviour, market segmentation and STP.	<u>Knowledge Based</u> -What is consumer behaviour? -Explain importance of consumer behaviour.	Knowledge--40 Understanding-40 Higher Order-20
	Market segmentation – concept and importance, Basis of market segmentation,					
	STP Strategy					
January	Promotion mix-Meaning, components, factors affecting promotion mix Advertisement : Meaning, objectives, advantages, disadvantages ,ethics and advertisement, characteristics of an effective advertisement,	Concept of promotion-mix,advertisement	PPT, Assignment	Appraise concepts of promotion mix, advertising media's and tools of sales promotion.	<u>Understanding Based</u> - Examine the factors affecting promotion mix. -Compare between domestic and international marketing.	
	Advertising media : Meaning ,types, their					



	relative merits and demerits, points to be considered for selecting advertising media, characteristics of an effective advertisement,				<u>Higher Order Thinking Skills Based</u> - Explain importance of personal selling. - Discuss the advantages and disadvantages of e-marketing.	
February	Personal selling: Meaning, Process, Types, Importance, Limitations, Publicity, Public Relations: Meaning, Characteristics, Importance, Tools, Sales Promotion: Meaning, Nature, Importance, Disadvantages, Methods.					
February-March	International Marketing : Definition, Nature, Need and Importance, Scope, Domestic marketing Vs International marketing, Identifying and selecting foreign markets,	International marketing, recent developments in marketing	PPT	Articulate recent developments in marketing with relative merits and demerits.		
	Recent Developments: E-Marketing, Sustainable					


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	Marketing, Green Marketing, Social Marketing, Relationship Marketing,					
	Retail Marketing, Emotional Marketing with their relative meaning, nature, advantages and disadvantages.					

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