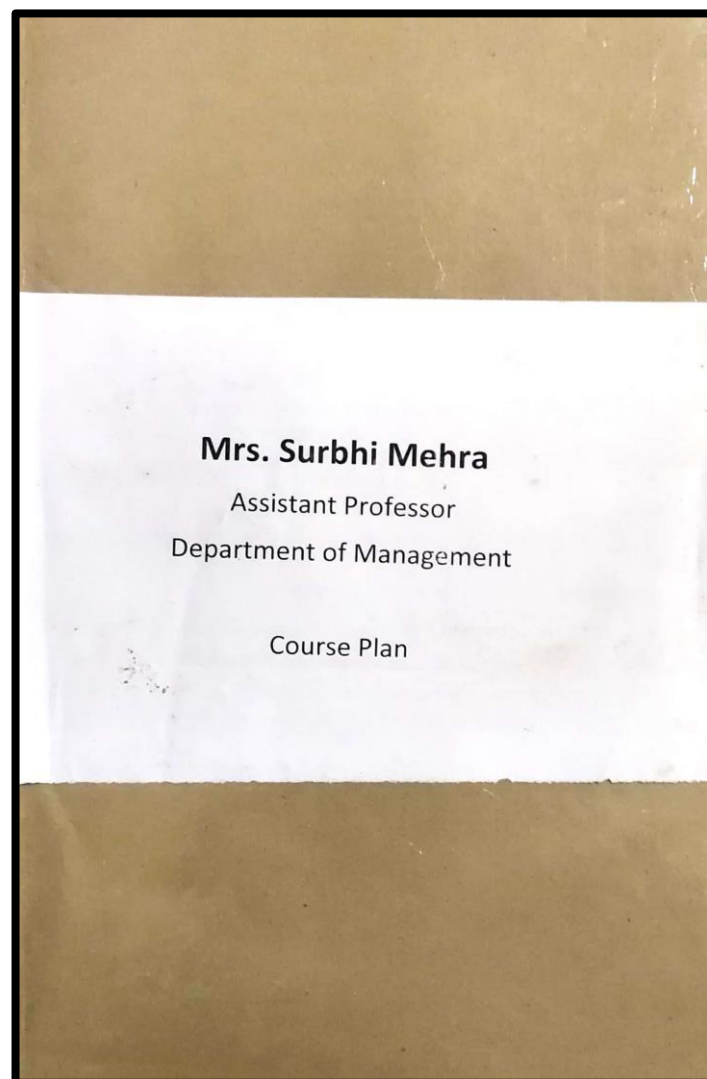




## **SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER**





SESSION  
2019-20  
ODD SEMESTER



**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)

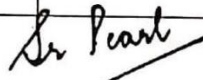
Credit: 04

**COURSE PLAN**

SEM I Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
JULY	<b>Unit- I</b> 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	<b>Unit- I</b> Management by Objectives. <b>Unit- II</b> Organization: concept, nature, process and significance,		PPT Charts	Analyse organisation structure, authority & responsibility relationships.	<u>Understanding Based</u> -Identify advantages of centralisation of authority.	
	<b>Unit- II</b> Organization structure-forms	Forms of organisation& Organisation structure				
	Authority and responsibility relationships; Centralization and decentralization.					
SEPTEMBER- OCTOBER	<b>Unit-II</b> Managerial control; concept and Process; Effective control system; Techniques of control – Traditional and modern.		PPT, Assignments	Assess office management and concept of electronic data interchange	-List the traditional techniques of control.	



	<b>Unit-III</b> Office management: objectives, responsibility for office work, selection of office site, layout.					
	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.					

  
 PRINCIPAL  
 SOPHIA GIRLS' COLLEGE  
 (AUTONOMOUS)  
 AJMER



  
 Head  
 Department of Management  
 Sophia Girls' College  
 (Autonomous), Ajmer



**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 communicatio n process and different forms of communicatio n	<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 Listening.	Importance and ways of effective listening	PPT, Group Activity	Interpret channels, barriers and guidelines for effective communicatio	<u>Higher Order Thinking Skills Based</u> -Justify the importance of listening.	
	Unit - II  Channels of Communication	Different channels of communication	PPT, Charts		<u>Critically Evaluate</u> formal	





	Formal and Informal. Barriers of Business communication and management of barriers. Relationship Between Communication, Morale and Productivity and objectives. Guidelines for Effective Communication			n	communication.	
	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		Assess report writing procedure and elements of commercial letters, negotiation etc.	
	Commercial Letters- Types, Essential elements.	Different forms and ways of writing business letters	PPT, Assignment			
	Negotiation-Essential elements for effectiveness.	Negotiation and different approaches of negotiation	PPT, Case Studies			
	Revision					

*[Signature]*  
Head

Department of Management  
Sophia Girls' College  
(Autonomous), Ajmer

*[Signature]*  
PRINCIPAL  
SOPHIA GIRLS' COLLEGE  
(AUTONOMOUS)



**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	<b>Unit- I</b> 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	<b>Unit- I</b> 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.	
	<b>Unit- II</b> Industrial Conflicts, Discipline and grievance management;	Industrial conflicts, discipline			<u>Higher Order Thinking Skills Based</u> - Explain the role of state in	
SEPTEMBER- OCTOBER	<b>Unit-II</b> Negotiation and	Negotiation, Impact of	PPT, Assignments			



	collective bargaining, participative management, Industrial relations and Technological change.  Revision	Technological changes on industrial relations			industrial relations.  -Discuss the problems and measures of strengthening trade unions.	
--	--	--	--	--	---	--

*Sr Pearl*  
PRINCIPAL  
SOPHIA GIRLS' COLLEGE  
(AUTONOMOUS)  
AJMER

*Sy*

*Head*  
Department of Management  
Sophia Girls' College  
(Autonomous), Ajmer





**B.COM I ( SEMESTER I)**  
**Principles of Management (COM -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	<b>Unit- I</b> 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	<b>Unit- II</b> 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 of authority.	
	<b>Unit- II</b> Span of Control: concept, factors influencing span of control,	Organisation& forms of Organisation structure				
	Delegation, Decentralisation & Centralisation of authority with respective advantages and disadvantages					



SEPTEMBER- OCTOBER	<b>Unit-II</b> Directing: Meaning, Importance and Techniques <b>Unit-III</b> 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					

*[Signature]*  
Head

Department of Management  
Sophia Girls' College  
(Autonomous), Ajmer

*[Signature]*  
Sr. Pearl

PRINCIPAL  
SOPHIA GIRLS' COLLEGE  
(AUTONOMOUS)  
AJMER

*[Signature]*



**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.	Knowledge--40 Understanding--40 Higher Order-20
	Marketing concepts – traditional and modern, holistic marketing, selling Vs marketing,				<u>Understanding Based</u> - Examine the factors affecting basis of forces related to marketing.	
	Marketing mix, Marketing environment.				-Compare between selling and marketing.	
AUGUST	Product: Concept of product, consumer and industrial goods	Concept of product, Product Identification	PPT, Assignment	Assess product planning and development, product life cycle.	<u>Higher Order Thinking Skills Based</u> - Explain macro environment and	
	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, Channels of Distribution	PPT	Develop an understanding of pricing		



	pricing policies and strategies, factors affecting price of a product/service, discounts and rebates.			policies and strategies, channels of distribution	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.					

*Sr Pearl*

PRINCIPAL  
SOPHIA GIRLS' COLLEGE  
(AUTONOMOUS)  
AJMER

*SM*

*Head*

Department of Management  
Sophia Girls' College  
(Autonomous), Ajmer





## B.COM (H) I(SEMESTER I)

### BUSINESS COMMUNICATION & CORRESPONDENCE (BCOMH-106)

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	<b>Unit- I</b>  Nature, Process and Importance of Communication, Types of Communication, Different forms of Communication, Characteristics of successful communication, Barriers & Overcoming Barriers of communication	Communication and its types	PPT	understand the concept, process and importance of communication.	<u>Knowledge Based</u> - What is communication?  -Outline any two features of business communication.	Knowledge--60 Understanding-30 Higher Order-10
	<b>Oral Communication:</b> Meaning of Oral Communication. Principles of Successful Oral Communication. Conversation Control.				<u>Understanding Based</u> - Distinguish between resume and cv's?	
	<b>Written Communication:</b> Purpose of writing, Clarity in writing, Principles of effective writing, Approaching the writing process systematically.				- Develop a draft letter asking for quotation of computers.	
AUGUST	<b>Unit-II Business Correspondence:</b> Letter	Business & Employment	PPT Assignments	develop skills to communicate		





	Writing, Presentation, Inviting Quotations, Sending Quotations, Placing Orders, Inviting Tenders, Sales Letters, Claim & Adjustment Letters and Social Correspondence,	communication		professionally and persuasively.		
	<b>Employment Communication:</b> Job Application Letter, Preparing Resume, Difference between Resume and CV.				<u>Higher Order Thinking Skills Based</u> -Explain in detail different Business etiquettes  -Discuss the advantages of technology in business communication.	
	Group Discussions: Introduction, Concept, Purpose, Types of Group Discussion, Strategies to Succeed, Dos and Don'ts;					
SEPTEMBER-OCTOBER	<b>Unit-II</b> Interview Skills: Introduction, Concept, Purpose, Types of Interview, Candidate Strategies to Succeed, Dos and Don'ts.  <b>Unit-III</b> Group Communication: Meetings-Planning Meetings, Objectives, Participants, Timing, Venue of Meetings, Leading Meetings. Media Management-The Press Release, Press Conference, Media Interviews. Business Etiquettes.	Group communication & E-communication	PPT, Group activity	gain knowledge of modern techniques of business communication		



	<b>E-Communication:</b> Role, Effects and Advantages of Technology in Business Communication Like E-Mail, Text Messaging, Instant Messaging and Modern Techniques, like Video Conferencing, Social Networking. Guidelines for Writing Effective E-Mail & Social Media.					
	<b>Lab Work:</b> Demonstrating Video conferencing & teleconferencing in the class, the students should prepare notice, agenda and minutes of the meeting. Business etiquettes to be demonstrated in role play by students, Each student to give presentation of 5 minutes and to be evaluated by the faculty, An initiation with argument of Group Discussion on any topic					

*Sr Pearl*

PRINCIPAL  
SOPHIA GIRLS' COLLEGE  
(AUTONOMOUS)  
AJMER

*Sr Pearl*

PRINCIPAL  
SOPHIA GIRLS' COLLEGE  
(AUTONOMOUS)  
AJMER

*[Signature]*  
Head

Department of Management  
Sophia Girls' College  
(Autonomous), Ajmer