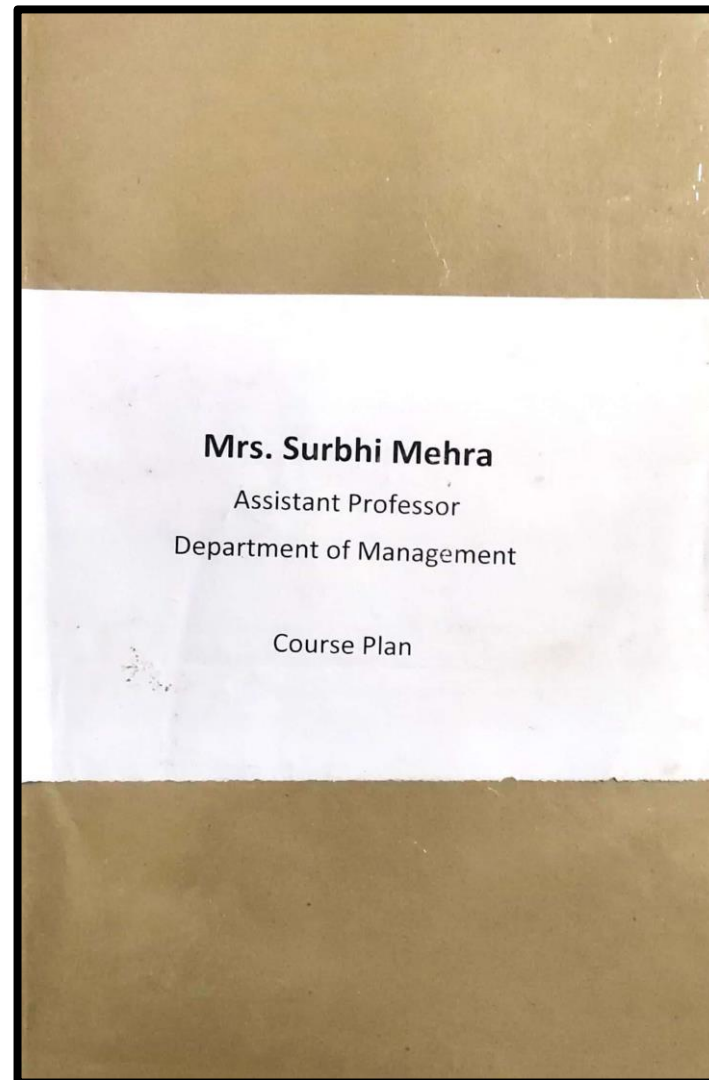




SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER





COURSE PLAN

U.G Program

(20-21)

I, III, V Semester

Mrs. Surbhi Mehra
Department of Management and Commerce



B.B.A I (SEMESTER I)
Principles of Business Management (BBA-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 (%)
Aug-Sept.	Unit- I Introduction : concept, nature, process significance of management;	Management ,planning and decision- making	PPT Peer-Group Teaching	Interpret the concept of management , decision- making & MBO.	<u>Knowledge Based</u> -What is managemen t? -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;					
	Unit- I Management by Objectives. Unit- II Organization: concept, nature, process and significance,		PPT Charts	Analyse organisation structure, authority & responsibilit y	<u>Understandi ng Based</u> -Identify advantages	
	Unit- II Organization structure-forms	Forms of organisation&				



		Organisation structure		relationships of centralisation of authority.	
	Authority and responsibility relationships; Centralization and decentralization.				
Oct - Dec.	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	-List the traditional techniques of control. <u>Higher Order Thinking Skills Based</u> -Explain in detail organising & method.
Dec. - Jan.	Organizing and method, office machinery and equipment, the future offices.	Office management & Electronic data interchange			-Discuss the objectives & importance of electronic data interchange
	Electronic data interchange- concept, objectives and importance.				

Sr. Pearl
PRINCIPAL
SOPHIA GIRLS' COLLEGE
(Autonomous), Ajmer

[Signature]
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)

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- Aug.	UNIT- I Business communication: Nature, Need and significance. Communication Process;	Communication process, Importance of communication	PPT, Group activity	Analyze communica tion process and different forms of communica tion	<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	
	Non Verbal Communication- Forms,	Medias of communication	PPT, Visual Aids			




	Advantages and Disadvantages.				communication?	
	UNIT I Listening- importance, Barriers and Guidelines for effective Listening.	Importance and ways of effective listening	PPT, Group Activity		<u>Higher Order Thinking Skills Based</u> -Justify the importance of listening. -Critically Evaluate formal communication.	
Sept. - Oct.	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	Interpret channels, barriers and guidelines for effective communication		
	Presentation and Speeches.	Different forms of presentation, Ways for effective speech	PPT, Group Activity			
Nov. - Jan	UNIT III Basic Skills of Communicating Managers. Report	Skills of managers	Assignment	Assess report		



	Writing_ Procedure and Guidelines			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. Revision	Negotiation and different approaches of negotiation	PPT, Case Studies			


PRINCIPAL
SOPHIA GIRLS' COLLEGE
(AUTONOMOUS)
AJMER




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



B.B.A III (SEMESTER V)
Industrial Relations and Industrial Law (BBA-505)

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

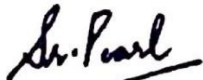


Min. Marks: 40(28 Ext;12 Int)

Credit: 04

COURSE PLAN

SEM I Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
July - Aug.	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	Peer-Group Teaching 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	
	approaches: Marxian Class Struggle theory, Webbs, Theory Of Industrial Democracy,					
	Unit- I Cole's Theory of		PPT,	Analyse the		



	Industrial Unionism, Mahatma Gandhi's Sarvodaya Theory, Methods, Problems and Measures of Strengthening Trade Unions		Assignments	concepts of industrial conflicts, discipline	industrial relations. -Examine the Webb's theory of trade unionism. <u>Higher Order Thinking Skills Based</u> - Explain the role of state in industrial relations. -Discuss the problems and measures of strengthening trade unions.
Sept. - Oct.	Unit- II Industrial Conflicts, Discipline and grievance management;	Industrial conflicts, discipline			
Nov. - Jan	Unit-II Negotiation and collective bargaining, participative management, Industrial relations and Technological change.	Negotiation, Impact of Technological changes on industrial relations	PPT, Assignments		
	Revision				
	 PRINCIPAL SOPHIA GIRLS' COLLEGE (AUTONOMOUS)				 Department of Management Sophia Girls' College



B.COM I (SEMESTER I)
Principles of Management-I (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 (%)
Aug.-Sept	Unit- I Nature, Principles and Importance of Management, Schools of Management Thought,	Management ,planning and decision-making	Student Conceived Projects Each-one- teach-one	Explain the concept of management, planning, decision-making	<u>Knowledge Based</u> -Define management?	Knowledge-- 60 Understanding -30 Higher Order- 10
	Planning: Meaning, Importance, Types and Process				- What do you mean by principle of equity?	
	Decision making: process, techniques				<u>Understanding Based</u>	
Oct. - Nov.	Unit- II Organising: Importance, Types, Structure and Forms of organization,		PPT Charts	Analyse organisation structure and	-Distinguish between	



	Unit- II Span of Control: concept, factors influencing span of control,	Organisation & forms of Organisation structure		techniques of directing	delegation and decentralisation of authority. - Analyse the advantages of decentralisation of authority. <u>Higher Order Thinking Skills</u> <u>Based</u>
	Delegation, Decentralisation & Centralisation of authority with respective advantages and disadvantages				
Dec.- Jan.	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	- 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				

Sr. Pearl
PRINCIPAL
SOPHIA GIRLS' COLLEGE
(AUTONOMOUS)
A.M.E.R.

[Signature]

[Signature]
Head
Department of Management
Sophia Girls' College



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

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

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

Credit: 04

COURSE PLAN

SEM V Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
July - Aug.	Unit-I Introduction: Nature and scope of marketing, importance as a business function and in the economy	Importance and scope of marketing, Marketing environment	Peer-Group Teaching PPT	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,					
	Marketing mix, Marketing environment.					
Sept. - Oct.	Unit-II Product: Concept of product, consumer and industrial goods	Concept of product, Product Identification	PPT, Assignment	Assess product planning and development, product life cycle.	<u>Understanding Based</u> - Examine the factors affecting basis of	
	Product planning and development, packaging					



	- role and functions, brand name, patent and trade mark,				forces related to marketing. -Compare between selling and marketing.
	Product life cycle concept.				
Nov. - Jan	Unit-III 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	Audio Tutorials Assignments	Develop an understanding of pricing policies and strategies, channels of distribution	
	Channels of Distribution – meaning, importance, modes(types): wholesaling and retailing				<u>Higher Order Thinking Skills Based</u> - Explain macro environment and its components. - Discuss the steps involved in product development process.
	Factors affecting channel of distribution, problems.				


PRINCIPAL
SOPHIA GIRLS' COLLEGE
(AUTONOMOUS)


Head
Department of Management
Sophia Girls' College
(Autonomous)



B.COM (H) I(SEMESTER I)
BUSINESS COMMUNICATION & CORRESPONDENCE (COMH-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 (%)
Aug. - Sept.	Unit- I 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	Team Building Exercises 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
	Oral Communication: Meaning of Oral Communication.				<u>Understanding Based</u> - Distinguish	



	Principles of Successful Oral Communication. Conversation Control.				between resume and cv's? - Develop a draft letter asking for quotation of computers.	
	Written Communication: Purpose of writing, Clarity in writing, Principles of effective writing, Approaching the writing process systematically.					
Oct. - Dec.	Unit-II Business Correspondence: Letter Writing, Presentation, Inviting Quotations, Sending Quotations, Placing Orders, Inviting Tenders, Sales Letters, Claim & Adjustment	Business & Employment communication	E-content PPT Assignments	<i>develop skills to communicate professionally and persuasively</i>	<u>Higher Order Thinking Skills Based</u> -Explain in detail different Business etiquettes	



	Letters and Social Correspondence,				-Discuss the advantages of technology in business communication.	
	Employment Communication: Job Application Letter, Preparing Resume, Difference between Resume and CV.					
	Group Discussions: Introduction, Concept, Purpose, Types of Group Discussion, Strategies to Succeed, Dos and Don'ts;					
Dec. - Jan.	Unit-II Interview Skills: Introduction, Concept, Purpose, Types of Interview, Candidate Strategies to Succeed, Dos and Don'ts. Unit-III Group Communication:	Group communication & E-	Quizzes PPT, Group activity	gain knowledge of modern techniques of business communication		



	Meetings-Planning Meetings,Objectives, Participants,Timing, Venue of Meetings, Leading Meetings. Media Management-The Press Release, Press Conference, Media Interviews. Business Etiquettes.	communication				
	E-Communication: 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.					
	Lab Work: 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					

Dr. Pearl

PRINCIPAL
SEPHIA GIRLS' COLLEGE
(Autonomous)
AJMER

Sm

PS
Head

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



COURSE PLAN

U.G Programs

(2020-2021)

II, IV, VI Semester

Mrs. Surbhi Mehra
Department of Management and Commerce



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 (%)
April - May	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,	Individual Behaviour, Personality, Perception	E-Content 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	Knowledge--60 Understanding-30 Higher Order-10



	Interpersonal perception, factors in perceiver, factors in person perceived, situational factors, developing perceptual skills.				perception. - Analyse the theories of motivation.	
	Attitudes: concept, attitudes and behavior, factors in attitude formation, attitudes relevant for organizational behavior, attitude change (methods, developing positive attitudes)					
	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				<u>Higher Order Thinking Skills Based</u> -Explain the barriers to communication. -Discuss the concept of	



	theory 'X' & 'Y', Theory Z, Porter –Lawler model of motivation, Cultural context of motivation.				organisation culture.	
May - June	Unit- II Foundation of Group Behaviour: Concept, elements of groups, external conditions, group member resources, group formation and development –Four stage model, five stage model, punctuated equilibrium model, dimensions of group behavior.	Group Behaviour, Group decision making	PPT Charts	Appraise group behaviour, group decision making, communication, leadership theories.		
	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: concept, theories- Trait theory, behavioral theory, situational theory, leadership styles based on behavioural approach.					
June - July	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.	Organisational conflict, Organisational culture	Each-One-Teach-One PPT	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.						


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 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 (%)
March- April	Unit I 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			<u>Understanding Based</u> -Examine the procedure of vendor rating. -Classify the different R's of	
May - June	Unit II Determination and description of material quality; vendor rating, selection,	Description of material, vendor selection	PPT, Group Activity	Analyse		



	development and relations, evaluating suppliers efficiency;			material quality and different purchase procedures.	purchasing.	
	price determination and negotiation; ; purchase; procedures and documentation.	Purchase procedures	PPT, Charts		<u>Higher Order Thinking Skills</u> <u>Based</u> -Explain the price determination methods.	
	Materials Management: meaning, objectives, importance, functions	Objectives& functions of materials management	PPT, Group Activity		-Discuss the purchase procedure.	
June - July	UNIT III Organization Materials Information system; standardization, simplification and variety reduction.	Standardization & Simplification	Assignment	Anticipate materials information system and concepts like standardisation, material logistics.		
	Stores Management; meaning, objectives, importance and functions, stores layout;	Importance and functions of stores management	PPT, Assignment			
	classification and codification. materials logistics-warehousing management, traffic and transportation. Revision	materials logistics	PPT			

Sr. Pearl
PRINCIPAL
SOPHIA GIRLS' COLLEGE
(AUTONOMOUS)
A.M.E.R

read
Department of Management
Sophia Girls' College
(Autonomous)



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 (%)
March - April	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	Guest Lectures PPT	Demonstrate effect of barriers on communicati on and different non-verbal cues.	<u>Knowledge Based</u> - Define noise. - Why written communicat ion is important? <u>Understandi ng Based</u> - Analyse the importance	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).				of non-verbal communication. -Examine the effect of different modern equipments on communication.	
May - June	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.		Educational Games Role Plays	Analyse use of different communication equipments, business etiquettes.	<u>Higher Order Thinking Skills Based</u> - Explain video conferencing & teleconferencing	
	Demonstrating Video	Industrial				



	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.	conflicts, discipline			<p>cing.</p> <p>-Discuss the ways for effective presentation.</p>	
	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.					
June - July	Unit- III A mock interview with FAQs and answers.	Negotiation, Impact of Technological changes on	PPT, Assignments	Evaluate different types of		



	Preparation of different types of reports. A letter writing practice. Preparation of a case. Preparation of minutes of a meeting. Research Proposal writing.	industrial relations		reports and research proposals.		
	Data Interpretation and report writing: Short and Long reports: Report presentation methods, ex: Power Point Presentation, etc.					

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

[Signature]

[Signature]

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 (%)
March- April	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	E-Content 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,				<u>Understanding</u>	



	Strategic Planning process.				<u>Based</u> -Examine the external environment variables in industry analysis.	
May - June	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.		
	Internal scanning – Resource based approach to organizational analysis, Value chain analysis, scanning functional resources.				-Analyse Porter's approach to industry analysis	
	Strategy Formulation- Situation Analysis and Business Strategy: Situation Analysis- SWOT Analysis; Business Strategy- Porter's Competitive Strategies.					
June - July	Unit-III Strategic Choice, Strategy Implementation	Strategic Choice, Strategic Control	Peer Group Teaching PPT,	Stages of strategy development	<u>Higher Order Thinking Skills Based</u> - Evaluate	

Sr. Pearl

PRINCIPAL
SOPHIA GIRLS' COLLEGE
(AUTONOMOUS)
AJMER



Sr. Pearl
PRINCIPAL
SOPHIA GIRLS' COLLEGE
(AUTONOMOUS)
Aimer

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.
Revision

Assignments

and implementation, strategic management control.

different stages of strategy development and implementation
-Discuss the importance of strategic evaluation & control.

[Signature]
Head

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



B.COM I (SEMESTER II)
Principles of Management-II (COM-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 (%)
April - May	Unit- I Coordination: Meaning, Need and Techniques.	Management ,planning and decision- making	Quizzes 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					
	Controlling: Introduction, Nature, Objectives, Importance, Types, Process, Techniques					
May - June	Unit- II Communication: Introduction, process, types, barriers to communication and		Audio Tutorials PPT	Interpret the concepts of communication and	<u>ng Based</u> -Explain the importance	



	Modern techniques of communication			strategic management	of leadership.	
	Strategic Management: Concept, Importance, Functions and Scope, Techniques	Organisation & forms of Organisation structure			- Analyse the techniques of strategic management.	
June - July	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					

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

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



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

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 (%)
March- April	Unit-I Consumer Behavior : Nature, scope and significance of consumer behavior,	Importance and scope of consumer behaviour	Peer Group Teaching PPT, Group activity	Simulate knowledge relating to consumer behaviour, market segmentatio n 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					
May – June	Promotion mix-Meaning, components, factors affecting promotion mix Advertisement : Meaning, objectives, advantages, disadvantages ,ethics and advertisement,	Concept of promotion-mix, advertisement	PPT, Assignment	Appraise concepts of promotion mix, advertising media's and tools of	<u>Understandin g Based</u> - Examine the factors affecting promotion mix.	



	characteristics of an effective advertisement,			sales promotion.	-Compare between domestic and international marketing. <u>Higher Order Thinking Skills Based</u> - Explain importance of personal selling. - Discuss the advantages and disadvantages of e-marketing.	
	Advertising media : Meaning ,types, their relative merits and demerits, points to be considered for selecting advertising media, characteristics of an effective advertisement,					
	Personal selling: Meaning, Process,Types, Importance, Limitations, Publicity, Public Relations: Meaning, Characteristics, Importance, Tools ,Sales Promotion: Meaning, Nature, Importance, Disadvantages, Methods.					

June - July	International Marketing : Definition, Nature, Need and Importance, Scope, Domestic marketing Vs International marketing, Identifying and selecting foreign markets,	International marketing, recent developments in marketing	E-Content PPT	Articulate recent developments in marketing with relative merits and demerits.		
	Recent Developments: E-Marketing, Sustainable Marketing, Green Marketing, Social Marketing, Relationship Marketing,					
	Retail Marketing, Emotional Marketing with their relative meaning, nature, advantages and disadvantages.					

Sr. Pearl

PRINCIPAL
SOPHIA GIRLS' COLLEGE
(AUTONOMOUS)
AJMER

Sr. Pearl

PRINCIPAL
SOPHIA GIRLS' COLLEGE
(AUTONOMOUS)
AJMER

Sr. Pearl

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