



COURSE PLAN

U.G Programs

(21-22)

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 (%)
Sept. - Oct.	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 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;					
Oct. - Nov.	Unit- I Management by Objectives. Unit- II Organization: concept, nature, process and significance,		PPT Charts	Analyse organisation structure, authority & responsibility relationships.	<u>Understanding Based</u> -Identify advantages of centralisation of authority. -List the traditional techniques of control.	
	Unit- II Organization structure-forms	Forms of organisation& Organisation structure				
	Authority and responsibility relationships; Centralization and decentralization.					
	Unit-II Managerial control; concept and Process; Effective		PPT, Assignments	Assess office management		



Nov.-Dec.	control system; Techniques of control – Traditional and modern. Unit-III Office management: objectives, responsibility for office work, selection of office site, layout.			and concept of electronic data interchange		
	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.	
	Electronic data interchange-concept, objectives and importance.				-Discuss the objectives & importance of electronic data interchange	

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SOPHIA GIRL'S COLLEGE(AUTONOMOUS),AJMER

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 (%)
Sept.- Oct.	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			
	UNIT I Listening- importance, Barriers and Guidelines for effective Listening.	Importance and ways of effective listening	PPT, Group Activity	Interpret channels, barriers and	<u>Higher Order Thinking Skills Based</u> -Justify the importance of listening.	



Oct.- Nov.	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	guidelines for effective communicatio n	-Critically Evaluate formal communication.	
	Presentation and Speeches.	Different forms of presentation, Ways for effective speech	PPT, Group Activity			
Nov.- Dec.	UNIT III Basic Skills of Communicating Mangers. 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. Revision	Negotiation and different approaches of negotiation	PPT, Case Studies			

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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 (%)
Sept. - Oct.	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 industrial relations.	
	approaches: Marxian Class Struggle theory, Webbs, Theory Of Industrial Democracy,					
	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.	
Oct. - Nov.	Unit- II Industrial Conflicts, Discipline and grievance management;	Industrial conflicts, discipline			<u>Higher Order Thinking Skills</u>	



Nov. - Dec.	Unit-II Negotiation and collective bargaining, participative management, Industrial relations and Technological change.	Negotiation, Impact of Technological changes on industrial relations	PPT, Assignments		<u>Based</u> - Explain the role of state in industrial relations. - Discuss the problems and measures of strengthening trade unions.	
	Revision					

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

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

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

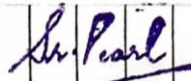
Credit: 04

COURSE PLAN

SEM I Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
Sept. - Oct.	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? - 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					
Oct. - Nov.	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 of authority.	
	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					
Nov, -Dec,	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 (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 (%)
Sept.-Oct.	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. Principles of Successful Oral Communication. Conversation Control.				<u>Understanding Based</u> - Distinguish between resume and cv's?	
	Written Communication: Purpose of writing, Clarity in writing, Principles of effective writing, Approaching the writing				- Develop a	



	process systematically.				draft letter asking for quotation of computers.	
Oct.- Nov.	Unit-II Business Correspondence: Letter Writing, Presentation, Inviting Quotations, Sending Quotations, Placing Orders, Inviting Tenders, Sales Letters, Claim & Adjustment Letters and Social Correspondence,	Business & Employment communication	E-content PPT Assignments	<i>develop skills to communicate professionally and persuasively.</i>		
	Employment Communication: Job Application Letter, Preparing Resume, Difference between Resume and CV.				<u>Higher Order Thinking Skills Based</u> -Explain in detail different Business etiquettes	
	Group Discussions: Introduction, Concept, Purpose, Types of Group Discussion, Strategies to Succeed, Dos and Don'ts;				-Discuss the advantages of technology in business communication.	

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Nov.-Dec.

Unit-II Interview Skills:
Introduction, Concept,
Purpose, Types of Interview,
Candidate Strategies to
Succeed, Dos and Don'ts.

Unit-III **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

Quizzes
PPT,
Group activity

gain knowledge
of modern
techniques of
business
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					

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B.COM (H) III (SEMESTER V)
Business Management (COMH-505)

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

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

Credit: 04

COURSE PLAN

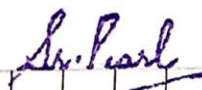
SEM V Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
Sept.-Oct.	Unit- I Nature, Principles and Importance of Management, Schools of Management Thought,	Management ,planning and decision- making	Student Conceived Projects Each-one- teach-one	Explain the concept of management, planning, decision-making	<u>Knowledge Based</u> -Define management? - 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					
Oct.-Nov.	Unit- II Organising: Importance, Types, Structure and Forms of organization,		E-Content PPT	Analyse organisation structure and	<u>Understanding Based</u> -Distinguish	



	Unit- II Span of Control: concept, factors influencing span of control,	Organisation & forms of Organisation structure		techniques of directing	between delegation and decentralisation of authority. - Analyse the advantages of decentralisation of authority.	
	Delegation, Decentralisation & Centralisation of authority with respective advantages and disadvantages					
Nov. - Dec.	Unit-II Directing: Meaning, Importance and Techniques Unit-III Motivation: Concept, Nature, Importance, Theories- Maslow and Herzberg's two factor theory, Types of Motivation.		Peer Group Teaching Assignments	outline the concept of motivation, management by objectives & management by exception		
	Leadership: Concept, Characteristics, Importance, Styles; Leadership v/s Management Controlling:				<u>Higher Order</u>	



	Introduction, Nature, Objectives, Importance, Types, Process, Techniques				<u>Thinking Skills Based</u> -Explain importance of motivation. -Discuss the concept of management by objectives.	
	Management objectives by	Motivation, Management by exception				
	Management by exception with respective meaning and importance					


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SOPHIA GIRL'S COLLEGE (AUTONOMOUS), AJMER
B.COM III (SEMESTER V)
Business Communication (COM- 504 (B))

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 (%)
Sept. - Oct.	UNIT- I Meaning and Process of Communication, Types of Communication (verbal & Non Verbal),	Communication process, Types	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--40 Understanding-40 Higher Order-20
	Importance of Communication, Different forms of Communication Barriers to Communication and management of Barriers.	Importance of communication, Barriers to communication	Match the following, Quiz, PPT, Visual Aids		<u>Understanding Based</u> -Compare written and oral communication. -Analyse the different forms of communication?	
	UNIT I Listening- importance, Barriers and Guidelines for effective Listening.	Importance and ways of effective listening	PPT, Group Activity	Interpret barriers and guidelines for effective listening	<u>Higher Order Thinking Skills Based</u> -Discuss the importance of listening.	
Oct. - Nov.	Unit – II Letter Writing, Inviting	Different forms and ways of writing business letters	PPT, Assignment			



	quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence,				- Explain different barriers and guidelines for effective listening.	
	Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.	Different forms of Inter office Communication	PPT, Group Activity			
Nov. - Dec.	UNIT III Report Writing: Business reports: Characteristics, Importance, Types, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.	Different Types and Process of Writing Reports	Assignment		Assess report writing procedure and concept of presentation etc.	
	Oral Communication: Meaning, Characteristics, Importance. Presentation: Concept and Types, Visual aids.	Different types of Presentation	PPT, Assignment			
	Revision		PPT			

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COURSE PLAN

U.G Programs

(2021-2022)

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 (%)
Feb.	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	Individual Behaviour, Personality, Perception	PPT E-Content	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	Knowledge--60 Understanding-30 Higher Order-10



	perceptual skills.				motivation.	
March	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 group decision making.	
	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.					
April	Unit- II Foundation of Group Behaviour: Concept, elements of	Group Behaviour,	PPT Charts	Appraise group		



	groups, external conditions, group member resources, group formation and development –Four stage model, five stage model, punctuated equilibrium model, dimensions of group behavior.	Group decision making		behaviour, group decision making, communication		
	Communication: concept, characteristics, process, types, networks, channels, barriers, essentials and guidelines for effective communication. Group decision making: concept, importance, positive and negative aspects, methods.					
May	Unit-III Leadership: concept, theories- Trait theory, behavioral theory, situational theory, leadership styles based on behavioural approach. 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	Each-One-Teach-One PPT	Assess leadership theories, conflict management		

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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 (%)
Feb.	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.	
March-April	Unit II Determination and description of material quality; vendor rating, selection,	Description of material, vendor selection	PPT, Group Activity	Analyse material quality and different	-Classify the different R's of	



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

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

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

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 (%)
Feb.	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.					
March	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.	
<i>April</i>	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.					
<i>May</i>	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	



	Concept of strategy implementation, Stages of strategy development, Advanced Types of organizational structures,		Assignments	and implementation, strategic management control.	different stages of strategy development and implementation	
	Organizing for Action, Staffing and Directing.				-Discuss the importance of strategic evaluation & control.	
	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 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 (%)
Feb.	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.	
March-April	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			cing. -Discuss the ways for effective presentation.	
	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.					
May	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.					

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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 (%)
Feb.- March	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					
April	Unit- II Communication: Introduction, process, types, barriers to communication and		Audio Tutorials PPT	Interpret the concepts of communication and	<u>Understanding 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.	
May	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>	
	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			- Explain the barriers to communication. - Discuss the concept of e-commerce.	
	E-commerce: Introduction, Advantages of E-commerce as compared to traditional system. Revision					

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B.COM III (SEMESTER VI) E Commerce (COM-604(B))





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COURSE PLAN

SEM VI Month	UNIT/TOPIC	Concepts/facts	Teaching Pedagogy	Learning Outcomes	Questions	Marks Weightage (%)
Feb.	Unit-I E Commerce: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction , key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.	Concept and advantages of E - Commerce	PPT, Group activity	Simulate knowledge relating to E-Commerce business models	<u>Knowledge Based</u> -What is E Commerce? -Explain reasons for transacting online. <u>Understanding Based</u> - Examine the risks involved in e-payments. -Compare between NEFT and RTGS. <u>Higher Order Thinking Skills Based</u> - Explain in	Knowledge--40 Understanding-40 Higher Order-20
March	Security and Encryption:Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, phishing, spamming)					

	Unit II E-payment System: Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-cash), payment gateways	E-Payment systems		Appraise concept of e-payment and different methods of e-payment.	detail the concept of Online Shopping and the different online shopping sites. - Discuss the advantages and disadvantages of transacting online.	
	Online banking: meaning, concepts, importance, electronic fund transfer- NEFT, RTGS, IMPS, risks involved in e-payments.					
May	Unit III On-line Transactions: Meaning, purpose, advantages and disadvantages of transacting online	Online transactions, Information Technology Act, 2000	PPT			
 PRINCIPAL SOPHIA GIRLS' COLLEGE (AUTONOMOUS) AJMER	E-commerce applications in various industries like banking, insurance, payment of utility bills, online marketing, e-tailing features, benefits, problems, Online shopping (amazon, snapdeal, flipkart, etc.) Information Technology Act, 2000- Introduction, features, objectives, Applicability			Articulate e-commerce applications in various industries.		 Head Department of Management Sophia Girls' College (Autonomous), Ajmer


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