

## ESSENTIAL OF PROFESSIONAL COMMUNICATION

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- (8)
- Unit I**  
**Basics of Communication:** Definition, Meaning, Process, Types, Forms, Levels, Flow, Importance and Features of Communication, Language as a tool of Communication, Barriers to Communication, Cost of Communication (12)
- Unit II**  
**Basic Grammar:** Parts of Speech: Articles, Pronouns, Verbs, Prepositions, Commas, Tenses (8)
- Unit III**  
**Vocabulary and Paragraph Development:** Word formation, Homophones, Homonyms, Synonyms, Antonyms, Sentence Formation: Subject and Predicate, Paragraph Development, Techniques and Methods of Paragraph Development, Preambles Writing, Note Taking, Summary (12)
- Unit IV**  
**Written Communication:** Writing Process and Strategies; Letter Writing: Application writing, Sales Letter, Purchase Letter, Claim Letter, Adjustment Letter; Proposal Writing: Importance and Methods, Elements of Proposal; Report Writing: Importance, Process, Building Questionnaire, Interview, Meeting Notice, Basic E-mail Etiquettes (12)
- Text and Reference Books:**
1. Developing Communication Skills by Krishna Mohan and MeeraBennett, Macmillan India Ltd.
  2. A Manual of Practical Communication by L. U. B. Pandey and R. P. Singh, M.D.S. Publications India Ltd.
  3. Professional Communication by Meenakshi Ramon and Sangeeta Sharma, O.P.
  4. Functional Skills in Language and Literature by R. P. Singh, O.P.
  5. How to Write Correct English by R. P. Singh, Bharti BhaswanPrakashan

**Unit I** (10)  
**Fundamentals of Environmental Sciences:** Definition, Scope, Importance of Environmental Sciences and Need of public awareness, Ecosystem- Definition, Energy flow in ecosystem, Ecological succession and Balanced ecosystem. Effect of Human Activities on environment of Agriculture, Housing, Industry, Mining and Transportation activities, Basics of Environmental Impact, Assessment and Sustainable development.

**Unit II** (10)  
**Natural Resources & Environmental Quality standard:** Water resources- Availability and quality aspects of water. Mineral resources, Material Cycle- Carbon, Nitrogen & Sulphur cycles. Different types of energy-Conventional and nonconventional energy resources.

**Unit III** (10)  
**Environmental Pollution & Current Environmental issues:** Environmental Pollution-Definition, cause, Effects and control measure of  
 1. Air Pollution  
 2. Water Pollution  
 3. Soil pollution  
 4. Marine Pollution

Importance of current environmental issues: Population growth, Climate change & Global warming and its causes, Urbanization, Acid rain, Ozone layer depletion- causes and effects on health, Control measures, Photochemical smog, Solid waste management, Waste water treatment

**Unit IV** (10)  
**Environmental Quality standard & Legal aspects:** Modern techniques used in analysis of Pollutants- Determination of disinfectants, Pesticides, Ambient Quality standards. Role of Government, Legal aspects, Environment protection Act, Introduction to ISO 14000, Green building concept.

**Text and Reference Books:**

1. Environmental Studies- Dr. D. L. Manjunath, Pearson Education
2. Text book of Environment Studies- Erach Bhartucha
3. Environmental Studies- Arun K. Tripathi, Teri Publication, 2017.
4. Text book of Environmental studies-S. K. Dhameja, Rai Publication
5. Principle of Environmental Sciences- Jan J.Boersema- Springer
6. Environmental studies- R. Rajagopalan- Oxford Publication-2005

## BBA Semester II (Syllabus)

### **BBA 201 BUSINESS COMMUNICATION**

*The course aims to develop written and verbal communication skills for effective business communication.*

**Unit I :** Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.  
**Unit II :** Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, Mal-functions of communication, Business Etiquettes,  
**Unit III :** Forms of Business Communication, Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.  
**Unit IV :** Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.

### **BBA 202 BUSINESS STATISTICS**

*The course aims to build skills for statistical inference of business data*

**Unit I:** Definition of statistics: Primary and secondary data, classification and tabulation of data.  
Measures of central tendency- Arithmetic mean, geometric mean and harmonic mean, mode, median.  
Measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, absolute and relative measures of dispersion, Coefficient of variation.  
**Unit II:** Correlation Analysis-Introduction, Importance of correlation, Analysis, Types of correlation- Positive and Negative correlation, linear and non-linear correlation, Measures of correlation-scatter diagram method, Karl Pearson's co-efficient of correlation (Grouped data also), Spearman's Co-efficient of Rank Correlation.  
Regression Analysis: Difference between correlation and regression, Lines of regression. Methods of least squares, Fitting straight lines, Properties of regression line, Regression Co-efficient and their properties.  
**Unit III:** Probability-Definition of probability, Classical and empirical probability, Addition and Multiplication rule of probability, Conditional probability, Simple problems.  
**Unit IV :** Time series analysis: Utility of time series, Components of time series, Time series models- Addition and Multiplication model, Measurement of trend- Graphic method, Moving average methods, Method of least squares, fitting a straight line trend, seasonal variations- Estimation of seasonal variations, Method of simple average, ratio to trend method, ratio to moving average method, cyclical variations.

### **BBA 203 CONSUMER BEHAVIOUR**

*The course aims to provide insights into consumer behavior required for marketing decisions*

**Unit I:** Meaning and nature of Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer Involvement and decision making, Models of decision making.  
**Unit II:** Consumer Perception, attitudes, changes in attitudes, Consumer motivation.  
**Unit III:** Models of Consumer Behaviour, Consumer Behaviour in India, difference between consumer buying and industrial buying, nature and factors affecting industrial buying.  
**Unit IV:** Factors influencing purchase decision of a consumer, Personality, Self-concept, Life-style, Psychographics, Reference group.

### **BBA 204 ENVIRONMENTAL STUDIES**

*The course aims to make students conscious of environmental concerns and understand the consequences and impact of environmental trends on human life and business.*

**Unit I:** Introduction to Environmental studies, Sustainable development, Realm of Ecology, Environmental Management System (EMS), Biodiversity, Business and Environment, Environmental Ethics

**Unit II:** International Efforts for Environmental protection, India's efforts for Environmental protection, Public Policy, Role of NGOs, Environmental clearance for establishing and operating Industries in India

**Unit III:** Global Environmental Problems, Global Warming, Ozone depletion, Air & Noise Pollution, Water Resources, Land Management & Soil Pollution, Waste Management, Forest & Wild life Management,

**Unit IV:** Indian Environmental Laws, Wild Life (Protection) Act, 1972, Water (Prevention & Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981. Functions of CPCB and SPCB, ISO-14000.

### **BBA 205 FINANCIAL MATHMATICS**

*This course aims to develop the competency of understanding the impact of time value of money on valuation of financial assets and liabilities.*

#### **Unit I**

Basic Concepts, Simple and Compound Interest, Kinds of interest rates- effective rate of interest, Nominal rate of interest and force of interest, Relationship between effective and nominal rate of interest.

#### **Unit II**

Present value and discount rate, Effective and nominal rate of discount, Relationship between interest and discount, Equation of payment.

#### **Unit III**

Valuation of annuities- Certain, Present value of an annuity, Present value of an annuity payable  $p$  times a year, Present value of deferred annuities, perpetuities. Accumulated value of an annuity, Accumulated value of annuities payable  $p$  times a year.

#### **Unit IV**

Valuation of securities, Present value of bonds, Present value of preference shares, Present value of equity shares, growth in dividends - Normal growth and super normal growth, Relationship between price, earnings and dividends.

### **BBA 206 INDIAN VALUE SYSTEM**

*This course aims to provide familiarity with aspects of Indian Values emanating from our social and cultural background impacting the quality of decision making.*

**Unit I:** Features of Indian Social System and Social Institution affecting values; Cultural History of India, Characteristics of Indian Social System and Important Social Institutions, Indian Education systems (In Ancient, Medieval and Modern India)

**Unit II:** Indian Value System; Indian Values in management, Four ashrams, Purushartha, Varna and Caste system

**Unit III:** Indian Ethical Theories; Nature and Scope of Ethics, Psychological Basis of Ethics, Indian Ethical Theories (a) Kautilya (b) Manu, An outline of Ancient Legal System and its utility in present, in India

**Unit IV:** Impact of Social and Cultural Factors on Business: Guilds (Shreni) and their role in business promotion in Ancient India, Role of Indian Culture in Business Promotion, Indian traditions for decision-making and management of stress, Philosophy of Yoga and its modern relevance.

## BBA Semester III (Syllabus)

### **BBA-301: ADVERTISING MANAGEMENT**

This course aims to familiarize the student with the basic principles of advertising and introduction to media involved.

**Unit I:** Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising.

**Unit II:** Place of advertising in Marketing Mix, Indian advertising industry, copy writing: different elements of a copy and layout

**Unit III:** Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation.

**Unit IV:** Advertising media: different types of media, function, merits and demerits of media, selection of media and its vehicles

### **BBA 302 Banking & Insurance**

This subject aims to provide general exposure of the financial system pertaining to banking and insurance.

**Unit I:** Structure of India Financial System, Major issues in Indian Financial System, Financial Sector reforms in India, RBI, Monetary Policy, Credit Control.

**Unit II :** Commercial Banking, Management of assets & liabilities of Commercial Banking, Regulatory Environment for Commercial Banking in India, Operating Aspects of Commercial Banking.

**Unit III:** Life Insurance Organizations, Regulatory framework, Management of Life insurance business, Nature & types of Life Insurance Policies, Operating Aspects of Life Insurance Companies.

**Unit IV:** General Insurance Organizations, Regulatory Framework , Management of General Insurance Business. Nature & types of General Insurance Policies, Operating Aspects of General Insurance Companies.

### **BBA 303 Business Environment**

This course aims to familiarize the student with the Indian business environment and provide him / her an insight into the control mechanisms adopted by government.

**Unit I :** Various types of economic systems being followed in the world, Comparison between the capitalist and socialist economies, The Indian economic system pre and post independence, The industrial policy 1951 and 1991 (statement, functions, implication and comparison) Private, Public and Co-operative sectors: meaning, role and importance.

**Unit II ;** Macro and Micro factors that affect the environment, Controllable and uncontrollable factors as regards the organization; macro and micro environment and their respective components , Environment scanning techniques: SWOT,ETOP with practical examples, Monetary, Fiscal, Exim Policies, Budget – roles and functions affecting the business environment.

**Unit III ;** Globalization and Liberalization and their effect on the Indian business environment, SEZs ,EPZs, Privatization: implications and effects with examples, MNCs as a source of technology, merits and demerits , Indian MNCs, Social responsibilities of business – definition , examples and affects on the business environment.

**Unit IV:** Regulatory and control mechanism such as fiscal policy ,MRTP,FEMA,IRDA,SEBI and their changing dimensions Delicensing , Price control mechanism, functioning of bureaucratic decision making and its effect on business environment, SSI –types, role in the economy, merits and demerits, Financial institutions – structure , functions ,roles and working

## BBA Semester IV (Syllabus)

### **BBA 401 BUSINESS LAWS**

*This course aims to familiarize the students with the Indian Contract Act, Law of Partnership, Sale of Goods Act and Negotiable Instruments Act.*

**Unit I:** The Indian Contract Act: Nature of contract, Elements of valid contract, Offer & Acceptance, Communication of offer acceptance & revocation, Capacity of contract, Coercion, Free consent, Duress & undue influence, Fraud, Misrepresentation, Mistake, Legality of object, Contingent Contract, Quasi Contract, Performance of Contract, Breach of Contract.

**Unit II:** Law of Partnership: Partnership distinguished from similar organization, Types of partner, Duties of partner, Liability of partner, Dissolution of partnership

**Unit III:** Sale of Goods Act: Goods & Their classification, Price, Conditions & Warranties, Passing of properties & goods, Performance of a contract of sales, Buyers right.

**Unit IV:** Negotiable Instruments Act: Definition, Features, Assumptions, Promissory Notes, Bill of Exchange, Cheque, Material alterations, Payments in new courts, Conditions when bankers must refuse payments, Negotiations, Endorsements, indorsement, Kinds of bills, their expectancies, Presentment, Dishonour, Compensation, Hundies & their Kinds.

### **BBA 402 FINANCIAL MANAGEMENT**

*This course aims to equip the students with the fundamental principles & techniques of financial management concern with acquisition & use of funds by a business firm.*

**Unit I:** Financial Management goals & objectives, Functions of financial managers, Concepts of risk and return, Environment of finance in organization of finance function, Introduction to time value of money, Capital Budgeting techniques.

**Unit II:** Cost of Capital, Capital Structure - Theory & Practice, EBIT, EPS: Analysis, Dividend decisions & policy.

**Unit III:** Long term financing, Working capital management - Cash, credit, Inventory Management & Financing

**Unit IV:** Financial Statement Analysis, Financial planning & budgeting, Introduction to international financial management.

### **BBA 403 HUMAN RESOURCE MANAGEMENT**

*The course aims to familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a 'resource'.*

**Unit I:** Nature and Concept of HRM: Human Resource Management: History. Concepts- Personnel Management, Human Resource Development and Human Resource Management, Importance of HRM and present day challenges, Understanding the present day scenario, Evolution of HRM into strategic HRM, Human Resource Planning: The process of Human Resource Planning, Limitations.

**Unit II:** Job Analysis: Process of Job-analysis and Design: Outcomes of Job-analysis- Job Description, Job Specification and job Evaluation. Job Design. Recruitment, Selection and Placement: Factors affecting Recruitment, Process of Recruitment, Sources of Recruitment. Process of Selection- Stages; Socialization and Induction; Promotions, Demotions, Transfers and Separations.

**Unit III:** Training & Development: Difference between training and development, Training Methods, Executive Development, Performance Appraisal: Methods of Performance Appraisal, Possible Errors in Appraisal Process, Planning for Performance Improvement.

**Unit IV:** Compensation Planning: Objective of Compensation Planning, Theories underlying Motivation and Remuneration, Developing Pay Structures, Principles of Wage and Salary Administration, Current Trends in Salary Administration, Industrial Relations & Workers Participation in Management: Theories of Industrial Relations, HRM Practices – Change in perspective, Strategic management of Industrial Relations, Collective Bargaining- Policies and Practices, Workers Participation in Management, Quality Circles.

## BBA Semester VI (Syllabus)

### **BBA 601 BUSINESS POLICY**

*This subject aims to provide conceptual and analytical skills to the students for accessing the environmental & competitive opportunities along with fulfilling the objectives of concepts in knowledge, situations, and relevant attitudes.*

**Unit I:** Strategic Management. Concept of Strategy, Dimension of strategic decision, Levels of strategy, Strategy making modes, Overview of process of strategic planning & management.

**Unit II:** Mission, vision, objective setting, Business definitions, Summary statement of strategy, Deducing strategy from action & endeavours.

**Unit III:** Formulation of strategy, Components of environment & Environmental analysis, Analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).

**Unit IV:** Strategic alternatives for growth, stable, combinations & international strategies. Choice of Strategy, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects.

### **BBA 602 COMPANY LAW**

*The subject aims to familiarize the students with the regularity frame work for formation, incorporation issue of capital and management of a company as per the Indian Companies Act.*

**Unit I:** Definition & nature of Company, types of Companies, formation of Companies, Liability of promoters, Incorporation of Companies, Commencement of business

**Unit II:** Memorandum of Association (MOA), Contents, Doctrine of Ultravires, Articles of Association (AOA), Doctrine of Indoor Management & exceptions to it

**Unit III:** Prospectus, Statements in view of prospectus, Mis-statement & their remedies, Share capital, Allotment of shares - definition of share, Share warrant, Share certificate, Difference between share & stock, Calls on shares, Types of shares Voting rights, Right issues.

**Unit IV:** Management of Company, Appointment of directors, Legal Position, Duties & liabilities & Powers, Company Meetings- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, Provisions regarding borrowing, & issue of debentures, dividend and bonus shares, Notes on binding up.

### **BBA 603 ENTREPRENEURSHIP**

*The subject aims to familiarize the students with the concept of Entrepreneurship and with the establishment and management of a new enterprise.*

**Unit I:** Entrepreneurship: Definitions and core elements, Process of Entrepreneurship, Entrepreneurial Competencies, Barriers to Entrepreneurship, Identification of business opportunities.

**Unit II:** Establishment of a new enterprise, Choice of product, Market Assessment, Selection of Technology, Selection of Site, Organizational and Ownership Structure.

**Unit III:** Preparation of Business Plan, Financing the new enterprise, Financial Management for new ventures, Source of Finance.

**Unit IV:** Marketing Management in a new enterprise, Human Resource Management in a new enterprise, Operations Management in a new enterprise.

### **BBA 604 INTERNATIONAL BUSINESS**

*The subject aims to familiarize the students with the concept of international business, the organizations engaged in global business, Indian export documentation and implications of global trade on India.*

**Unit I:** Historic view point of international business, Introduction and concepts of the modern international business, Domestic and international business comparison and contrast with advantages and disadvantages of both., Regional blocks – NAFTA, SAFTA, ASEAN, SAARC types, roles, functions and their effect on emerging global business environment.

**B.COM (HONS) - 1 YEAR  
SEMESTER II**

**BCH 201 HUMAN RESOURCE MANAGEMENT**

**Unit I** : Introduction: Nature, Functions and Importance of Human Resource Management. Development of Human Resource Management. Contribution of Industrial Psychology. Organization of Human Resource Department, Human Resource Policies, Procurement, Human Resource Planning. Quantitative and qualitative dimensions, Job Analysis, Job descriptions and Job specifications, Sources of recruitment, Selection process. Tests and Interviews, Induction and Socialization

**Unit II** : Training and Development: Concepts and Importance. Identification of Training Needs. Types of Training, On-the-job and Off-the-job methods of training. Designing of Training Programme. Methods of Executive Development

**Unit III** : Performance Management System: Concept and Objectives, Methods of Performance, Appraisal, Job changes. Transfers and Promotions, Employee-counselling, Compensation and Management. Components of Compensation, Performance Linked Compensation

**Unit IV** : Employee Health, Employee Welfare, Social Security, Emerging Horizons in HRM, Human Resource Management and Information Technology, Business Process Reengineering, Downsizing and VCS

**SUGGESTED READINGS:**

- Human Resource Management – Text & Cases, by VSP Rao, Excel Books
- Human Resource Management – Text & Cases, by K. Ashwatappa – TMH
- Human Resource Management, by Cynthia Fisher, Shaw – Wiley / Biztantra
- Human Resource Management, by Gary Dessler, Person Publications

**BCH 202 BANKING OPERATIONS MANAGEMENT**

**Unit I**

Indian financial System, Banking System in India, Financial sector reforms in India, RBI – role, functions, monetary policy and credit control, commercial banking in India, Regulatory Environment for commercial bank in Indian core banking

**Unit II**

Operational Aspect of commercial banks in India, Relationship b / w Banker and customers, Types of customer a/c, Cheques, Endorsement, Presentment, Dishonour, Rights and liabilities of Paying and collecting Banker, Time Value of money – calculation of interest on loan & deposits, EMIs, Present Value, future value and loan Amortisation

**Unit III**

Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills-discounting and purchasing, ancillary Services of the Bankers.

**Unit IV**

Employment of funds by Commercial Banks. Financial statement analysis, Types of securities, mode of creating charge, Bank guarantees, Asset – liability management in commercial Banks. Basel norms

**SUGGESTED READINGS**

- Jaiswal Bimal – Banking Operations Management
- Jhinghan M.L. – Banking Theory & Practice



## BCH 203 MANAGEMENT INFORMATION SYSTEM

### Unit I

Foundation of Information System: Introduction to system, its types and characteristics Introduction to information, fundamentals of information systems. Solving business problems with information system Types of information systems. Effectiveness and efficiency criteria in information system

### Unit II

Management Information Systems: Definition of MIS, Concept of an MIS, Structure of MIS, MIS versus Data processing, MIS & Decision Support Systems, MIS & Information Resources Management

### Unit III

Concepts of planning & control: Concept of organizational planning, The Planning Process, Computational support for planning, Characteristics of control process, The nature of control in an organization

### Unit IV

Applications of IT in Business: Internet & e-commerce, Internet, Extranet & Enterprise Solutions, Data, Information, Database Management System, its advantages, Concept of Data Warehousing and architecture, Information System for Business Operations, Information System for Managerial Decision Support Security & Ethical challenges, Planning & Implementing changes, Advanced Concepts Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management and Procurement Management

### SUGGESTED READINGS

- Boockholdt, J.L. *Accounting Information System: Transaction Processing and Control*, Irwin Metaw-Hill
- Hall, J.A., *Accounting Information System*, South-Western College Publishing
- Gelinas, Ulric J., and Steve G. Sutton, *Accounting Information System*, South Western Thomson Learning
- Rajaraman, V., *Introduction to Information Technology*, PHI.

## BCH 204 BUSINESS COMMUNICATION & OFFICE MANAGEMENT

### Unit I

Communication: definition, main features, classification of communication, barriers to communication Typing and Duplicating Introduction to the essentials of business communication. Theory and Practice: Citing references, and using bibliographical and research tools. Writing a project report, writing reports on field work/visits to industries, business concerns etc. business negotiations.

### Unit II

Communication: Oral & Written (Meaning, Advantages/Disadvantages, Types) Summarizing annual report of companies, Writing minutes of meetings, E-correspondence, Spoken English for business communication, making oral presentations; Correspondence: handling correspondence, drafting correspondence (types and essentials of letter writing)

### Unit III

Definition and elements of Office Management. Functions of a Modern Office Office Manager – Job Analysis Office accommodation and layout, Office environment Office Reports: kinds of reports, preparing a good report. Record Management: Classification, filing system, Indexing, Public Relations

### UNIT IV

Office automation: machines and equipment used. Computers, application and advantages. Office Information Management: definition, difference between information and data, process. Office systems and procedures and flow of work. Personnel Management Office Personnel relations, Office supervision, work measurement, standards of performance and control.

### SUGGESTED READING:

- Debashish S.S. & Das B., *Business Communication*, Prentice Hall India.
- K.K. Sinha, *Business Communication*, Galgotia Publishing Company, New Delhi.
- C.S. Rayudu, *Media and Communication Management* Himalaya Publishing House Bombay
- Rajendra Pal and J.S. Korhalli, *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi
- R.K. Madhukar, *Business Communication*, Vikas Publishing House Pvt. Ltd

## BCH 205 STATISTICAL METHODS

### Unit I

Definition, scope, importance and limitation of Statistics, Types and method of collection of data. Preparation of frequency distribution and their graphic presentation including histogram. Types of series. Measures of central tendency- Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Positional averages - mode, median and quartiles. Measure of dispersion - range, quartile deviation, mean deviation and standard deviation, Absolute and relative measures.

### Unit II

Correlation analysis - introduction, importance and types of correlation, Measures of correlation - scatter diagram method, Karl Pearson's coefficient of correlation, Spearman's coefficient of rank correlation, Regression analysis, Difference between correlation and Regression, lines of Regression, properties of Regression lines. Fitting straight lines, Regression coefficient and their properties, estimation of dependent variable.

### Unit III

Probability - definition, objective and subjective approaches, addition and multiplication theorem of probability, permutation and combination, conditional probability, Bay's theorem. Probability Distribution: Binomial, Poisson and Normal distribution-Properties and applications.

### Unit IV

Time series analysis - utility of time series, components of time series, measurement of trend - graphic method, moving average methods, method of least squares. Seasonal variations- estimation of seasonal variation- method of simple averages, ratio to trend method, ratio to moving average method. Index number - meaning and uses of index numbers, construction of index numbers: fixed and chain base, univariate and composite, Consumer price index.

### SUGGESTED READINGS:

- Gupta S.P. and Gupta M.P. : Business Statistics.  
Elhans, D.N. : Fundamental of Statistics.  
Gupta C.B. : Institutional of Statistical Methods.  
Sanchez & Kapoor : Statistics- Theory methods & Applications.

## BCH 206 BUSINESS ENVIRONMENT

### Unit I

The concept of Business Environment, its significance and Nature, Matrix of Different Environmental Factors. The process of Environmental Scanning, Basic Philosophies of Capitalism and Socialism with their variants.

### Unit II

The Politico-Legal Environment, The relationship between Business and Government in India, An introduction to some important business laws like MRTP, Industries (Development and Regulation) Act, FEMA, SLBI, the competition law, The Changing Dimension of these Laws and their impact on Business.

### Unit III

The Economic Environment, Strategy and planning in India. The concept of mixed economy, The public Sector- and the private sector and their changing Roles. The Industrial Policy in India in recent years. The new Economic Policy- Liberalization, Globalization and privatization and their impact on businesses. The Monetary Policy and Fiscal Policy and Union Budget as an instrument of growth and their impact on business. Foreign Trade Policy.

### Unit IV

Socio-Cultural Environment in India, Salient features of Indian Culture and Values and their Implications for Industrialization and Economic growth. New Demand for Consumer Industries, theory of Consumerism, Development of Business Entrepreneurship in India, Social Responsibility of Business, Policy for Research and Development in India. The Problem of Selecting Appropriate Technology. The Multinationals as a source of Technology.

### SUGGESTED READINGS

- Fernando A.C. Business Environment, Pearson  
Cherunilum, Francis, Business Environment, Himalaya Publishing House  
Dutta and Sundaram, Indian Economy, S. Chand and Co  
Mamoria, C.B. : Social Problems and Social Disorganization in India, Kitab Mahal  
Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996

## **BCH 603 GOVERNANCE & BUSINESS ETHICS**

**Unit-I** Introduction , Definition & nature Business ethics, Characteristics, Ethical theories, Causes of unethical behaviour, Ethical abuses, Work ethics, Code of conduct, Public good.

**Unit-II** Management of Ethics - Ethics analysis [ Hosmer model ], Ethical dilemma, Ethics in practice- ethics for managers; Role and function of ethical managers- the Comparative ethical behaviour of managers, Code of ethics; Competitiveness, organizational size, profitability, and ethics, Cost of ethics in Corporate ethics evaluation, Business and ecological/environmental issues in the Indian context and case studies

**Unit-III** Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology

**Unit-IV** Environmental Ethics, Corruption and Gender Issues—Gender Ethics, Harassment and Discrimination

### **SUGGESTED READINGS:**

Business Ethics and Corporate Governance: B N Gosh, TMH

## **BCH 604 CONTEMPRARY AUDIT**

### **Unit I**

Introduction meaning and objectives of Auditing, Types of audit, Internal audit, Audit Process, Audit programme, Audit and books Working papers and evidences, consideration for commencing an audit Routine checking and Test checking Intern Check System, Internal Control, Internal auditing.

### **Unit II**

Audit Procedure: Vouching; Verification of assets and liabilities, Audit of Limited Companies, Company Auditor – Appointment, Powers, Duties and Liabilities.

### **Unit III**

Auditing Standards- Appointment, Powers, Duties and Liabilities of Auditors, Board Outlines of Company Audit and Auditor's Report, Special Audit of banking companies, Audit of educational institutions, Audit of insurance companies, Audit of non-profit companies, When Fraud is suspected and When a running a business is proposed, Investigation; Divisible Profit and Dividend.

### **Unit IV**

Recent trends in Auditing- Nature and Significance of Cost Audit, Tax Audit, Management Audit and Computerized Audit.

### **SUGGESTED READINGS:**

Principles and Practice of Auditing: R.G.Saxena

Principles and Practice of Auditing: T R.Sharma

**FACULTY OF COMMERCE**  
**LCUKNOW UNIVERSITY**  
**B.COM. COURSE STRUCTURE (SEMESTER-WISE)**

I Year

SEMESTER -I		SEMESTER -II	
1	Financial Accounting	1	Company Accounts
2	Business Organisation	2	Business Laws
3	Micro Economics-Concept, Consumption & Production	3	Micro Economics-Exchange and Distribution
4	Currency, Banking and Exchange	4	Banking Operations
5	Essential of Management	5	Human Behaviour at Work
6	Business Communication	6	Concepts in Valuation

II Year

SEMESTER -III		SEMESTER -IV	
1	Business Finance	1	Cost Accounting
2	Principles and Practice of Marketing	2	Contemporary Audit
3	Statistical Methods	3	Foreign Trade of India
4	Public Finance	4	Export-Import Procedures and Documentation
5	Selling and Advertising	5	Managing Human Resources
6	Introduction of International Business	6	Information Systems and E-Commerce

III year

SEMESTER -V		SEMESTER -VI	
1	Income Tax Law and Accounts	1	Goods and Services Tax (GST)
2	Principles and Practice of Insurance	2	Labour Welfare Laws
3	Macro Economics	3	Applied and Business Statistics
4	Indian Economy	4	Economics of Public Enterprises
5	Institutional Framework for Business	5	Company Law and Secretarial Practice
6	Business Operations	6	Fundamentals of Entrepreneurship & Project Planning
		7	Comprehensive Viva-voce

**NOTE : (1) Each Semester will be six months duration.**

**(2) Each paper will carry 100 marks including Comprehensive viva-voce**  
**Total marks = 3700**

**PAPER – V : HUMAN BEHAVIOUR AT WORK**

**Unit I:** Meaning and development of Organizational Behaviour, Need for Organizational Behaviour Organizational Behaviour Model.

**Unit II:** Perception: Meaning, Significance of Perception for understanding Human Behaviour. Perception Process and Factors Influencing Perception, Personality: Concept, Factors influencing Personality, Theories of Personality **Unit III:** Learning: Concept, Process, Learning Theory and OB, OB Modification, **Motivation** Motivation and Goal Directed Nature of Human Behaviour, Process, Theories of Motivation Maslow's need hierarchy, Herzberg's two factor theory, Theory X, Y and Z, **Conflict Management**

**Unit IV:** Group Dynamics Meaning Functions, Types, Reasons for joining Group, Stages of Group Development, Characteristics, Advantages and Disadvantages of Informal Groups, Group Norms, Group Cohesiveness, Leadership: Meaning, style, approaches of leadership (Trait and Behaviour approach)

**SUGGESTED READINGS**

- Rubins, Stephen P. – Organizational Behaviour*  
*Ashwathappa, K. - Organizational Behavior*  
*Kavita Singh- Organizational Behavior*  
*Davis, K & Newstrom - Human Behaviour at Work*  
*Prasad, L.M. Organizational Behaviour*

2<sup>ND</sup> SEMESTER SYLLABUS**PAPER – VI : CONCEPTS IN VALUATION**

**Unit -I:** Calculation of Simple Interest, Compound Interest, Present value and future values

**Unit – II** Annuity: ordinary annuity, annuity due, future value of annuity, determining present value and future value of annuity, Compounding frequency, present value of perpetuities, present value of uneven cash flow streams, present value of deferred annuities, Net present value

**Unit-III** The characteristics of fixed-income (debt and preferred stock), interpreting financial market data, including stock and bond price quotations, capitalization of cash flows from the asset and the risk-free rate. The value of a bond with a finite maturity date, the yield to maturity of a bond, the value of a perpetual bond / perpetuity, Preferred stocks

**Unit-IV:** The characteristics of variable income (common stock) securities – Stockholder rights, Features, Advantages and disadvantages, Methods of selling securities in the primary capital markets – public, cash offering, Direct placement, Rights offering to shareholders. The general dividend valuation model, constant growth dividend valuation model, Zero growth dividend valuation, non-constant growth dividend valuation model.

**References**

- Financial Management & Policy, Van Horne*  
*Financial Management: LM Pandey*  
*Financial Mathematics, Suresh Chandra*  
*Financial Management, Ravi M Kishore, Taxman*  
*Business Maths, Bajpai and Bajpai*

**PAPER – IV : EXPORT IMPORT PROCEDURES & DOCUMENTATION****Unit I**

Exports-planning: Adaption, Standardisation and Packaging. Getting ready for Exports Procurement and processing of an export order and Export Contract. Export Costing & Pricing, Export Documentation: Concept & Types. Steps in Export Procedure

**Unit II**

Methods/Terms of payments for Exports, Export Financing, Pre Shipment and Post Shipment Financing. Export Credit Guarantee Corporation of India (ECGC of India) Quality control and inspection in Exports. Type of risks, Cargo insurance: Contract, procedures and documentation for cargo loss claims, INCO Terms.

**Unit- III:**

Central Excise and custom clearance regulations- Procedures and Documentation: Export trading / star trading / superstar trading houses; Objective criteria and benefits, procedures and documentation; Policy for EOU / FTZ/ EPZ units, Objectives, criteria and benefits

**Unit- IV**

Institutional Support for India's Foreign Trade, Export Incentives (Financial & Non-Financial Incentives), Schemes for import of capital goods, Procedures and documentation for new / second hand capital goods, International Logistics.

**BOOKS RECOMMENDED:**

1. Maheshwari R.K.& Ekta Rastogi- Export-Import Procedure & Documentation
2. Jaiswal Bimal & Yusuf Kamal - Export-Import Procedure & Documentation
3. Exporters Manual- Nabhi Publication

4<sup>th</sup> SEMESTER SYLLABUS**PAPER – V : MANAGING HUMAN RESOURCES**

**Unit I: Nature and concept of HRM, importance, present day challenges. Human Resource Planning concept and process**

**Unit II: Job Analysis: Job Description and job Specification. Recruitment & Selection, difference between them, Process of Selection- Stages, Socialization and Induction**

**Unit III: Training & Development. Difference between the two. Process and methods of training and development, Performance Appraisal. Methods of Performance Appraisal**

**Unit IV: Compensation Planning: Meaning and objectives, Developing Pay Structures. Principles of Wage and Salary Administration, Promotions, Demotions, Transfers and Separations.**

**SUGGESTED READINGS**

*Human Resource Management Text & Cases - VSP Rao*

*Human Resource Management Text & Cases - K. Ashwathappa*

*Human Resource Management - Gary Dessler*

*Personnel Management- C.B. Mamoria*

*Personnel Management and HR- C.S. Venkataram*

*HRM by P.K. Gupta*

**PAPER – VI: FUNDAMENTALS OF ENTERPRENEURSHIP AND PROJECT PLANNING**

**Objective:** This course provides inputs for students interested in starting their own business, working for an entrepreneurial firm, or intending to work in small businesses

**Unit I: Entrepreneurship: Concept and objective, Entrepreneurial Traits and Mindset, Misconceptions and Myths about Entrepreneurship, Motivation for becoming an Entrepreneur, Entrepreneurship as a Career Option.**

**Unit II: Creativity, Innovation and Entrepreneurship, bottlenecks to Creativity, sources of New Ideas, techniques for generating ideas, assessing Business Potential of an Idea, Idea to Opportunity: Opportunity recognition, Types of New Ventures, Tax implications of various forms of Ventures, Intellectual Property Rights (IPR): Patents, Trademarks and Copyrights.**

**Unit III: Business Plan: Purpose and Contents of a Business Plan as follows: Marketing Plan, Operations Plan, Organizational Plan and Financial Plan with projections**

**Unit IV: Financing of New Ventures: Stages of Financing, Sources of Finance – Seed Funding, Venture Capital Funding, Bank Funding, Lease Financing, Funding opportunities and Institutional Support in India, Key Financial Indicators.**

**Reference Books:**

*Arva Kumar, Entrepreneurship, Pearson, Delhi.*

*Poornima M.C.H., Entrepreneurship Development: Small Business Enterprises, Pearson, Delhi.*

*Anil Kumar, S., ET al., Entrepreneurship Development, New Age International Publishers, New Delhi.*

*A.Sahay, M. S. Chikara, New Vistas of Entrepreneurship: Challenges & Opportunities.*

*Rajeev Roy, Entrepreneurship, Oxford, New Delhi.*

**6<sup>th</sup> SEMESTER SYLLABUS****PAPER- VII: COMPREHENSIVE VIVA-VOCE (100 MARKS)**

## Syllabus

### B.A. in Journalism & Mass-Communication 2016

#### BAJMC – I Semester

S.No	Paper	Paper Title
B01	I	Language & Cultural Studies
B02	II	Introduction to Mass-Communication
B03	III	Practical / Viva-voice

#### BAJMC – II Semester

S.No	Paper	Paper Title
B04	IV	Role of Social Sciences in Mass-Communication
B05	V	Introduction to Journalism
B06	VI	Practical / Viva –Voice

#### BAJMC – III Semester

S.No	Paper	Paper Title
B07	VII	Message & Mass-Media Audience
B08	VIII	Basics of Reporting & Editing
B09	IX	Practical / Viva Voice

#### BAJMC – IV Semester

S.No	Paper	Paper Title
B13	X	Basics of Advertising & Public Relations
B14	XI	New Media
B15	XII	Practical / Viva Voice

#### BAJMC – V Semester

S.No	Paper	Paper Title
B10	XIII	Computer Application
B11	XIV	Photography
B12	XV	Practical / Viva Voice

#### BAJMC – VI Semester

S.No	Paper	Paper Title
B16	XVI	Writing for Radio & TV
B17	XVII	Mass – Media & Contemporary Social Issues
B18	XVIII	Practical / Viva Voice



**Syllabus  
For  
B.A. in Journalism & Mass-Communication**

**Semester - I**

**Paper-I Language & Cultural Studies**

**Unit-I**

Origin of Languages  
History and growth of Languages  
Development of Languages  
Role of languages in human communication  
Difference between Language & speech

**Unit-II**

Elements of Speech: Articulation, Voice, Fluency, Modulation  
Semiotics: Definition & Concept  
Semiotic Models of C.S Peirce and Ferdinand Saussure  
Codes & conventions: technical codes, symbolic codes  
Media language: written, verbal, non- verbal, visual, aural, denotation, connotation

**Unit-III**

Cultural Studies: An Introduction  
Evolution and Culture  
Core ideas in Cultural Studies  
Structuralism  
Marxism

Post Structuralism

**Unit-IV**

Popular Culture: Trends, Transformations and its impact on Society  
Commodification of Cultures and its impact  
Oral traditions: Folklore and its importance  
Digital Media Culture  
Global Cultural Flows  
Homogenization and Fragmentation

**Suggested Readings:**

1. Experiences in interpersonal communication: Prentice Hall Publication, New Jersey
2. Introduction to human Communication: Devito Joseph L
3. Communication Theories, origins, methods and uses in the mass media: Warner J Sever
4. Introduction to Communication Studies: John Fiske, Routledge Communication Series.
5. Meenakshi Gigi Durham and Douglas M. Kellner, Media and cultural studies. Blackwell publishing house, 2012.
6. Chris Baker, "The sage Dictionary of Cultural Studies", Sage Publication.
7. Pramod Nair, "Introduction to Cultural Studies", Viva Books, 2011.
8. Chris Baker, "Theory and Cultural Studies", Sage Publication, 2003.
9. Media aur sanskriti : Roopchand Gautam, Sri Natraj Publishers
10. Sampreshan: Pratirop Evam Sidhant: Dr. Shrikant Singh
11. Media aur sanvaad : S. Vikram, Sri Natraj Publishers

9. Broadcast Journalism: Andrew Boyd: Focal Press
10. Soochna, sanchaar aur samachar: Dr. Mukul Srivastava, New Royal Publications
11. Media lekhan kala: S.P Dixit, New Royal Book Company
12. Television Patrakarita: Devvrat Singh, Sri N Publications

### Paper- XVII Mass – Media & Contemporary Social Issues

#### **Unit-I**

Women's Issue in media, Historic status of women in Society and culture  
 Status of Women: Legal status of women, Economic and Political Status  
 Portrayal of women in Media: Portrayal of Women on T.V.  
 Portrayal of women in advertisement, Print Media and Women issue

#### **Unit-II**

Consumerism: Concept and Definition  
 The rights of buyers and sellers  
 The origin of consumerism  
 Advertising and consumers  
 Consumerism: Role of Media

#### **Unit-III**

Media and human rights  
 Concept of Human Rights  
 U. N. declaration of human rights  
 Human rights Scenario world over  
 Human rights and the Indian context  
 Role of Mass-Media: Film, Radio, Print, T.V

#### **Unit-IV**

Environment and media  
 Environment issue and the Indian context  
 Role of media Agriculture issues v/s Environment  
 Globalization and the Media  
 Communication Imperialism

#### **Suggested Readings:**

1. The future of consumerism: Bloom, Paul N and Smith Ruth B. Lexington mass  
 Lexington Books, (1986)
2. Women Television and Rural development: Binod C agrawal and Kumkum Rai New  
 Delhi: National Publishing house (1988)
3. Women and Media: Analysis, alternatives and Action: Kali for Women 1984
4. Passing of Traditional Society: Denial Lerner: Free Press New York
5. Culture Communication and Social Change: P.C.Joshi
6. Great Indian Middle Class: Pawan K. Verma: Viking Publication Delhi,
7. Human rights and Media(In Hindi): Dr.Mukul Srivastava: Atlantic Publication: New  
 Delhi 2006

**1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum Response:**

S.No.	PROGRAMME NAME	COURSE CODE/PAPER CODE	COURSE NAME	SEMESTER
2	BBA	P2'	BUSINESS COMMUNICATION	I
		CC1	PERSONALITY DEVELOPMENT AND GROOMING	I
		VC1	RESUME WRITING AND CORPORATE COMMUNICATION	II
		BBA-303	BUSINESS ENVIRONMENT	III
		BBA-403	HUMAN RESOURCE MANAGEMENT	IV
1	BCA	BCA-101	ESSENTIALS OF PROFESSIONAL COMMUNICATIONS	I
		BCA-105	FUNDAMENTALS OF ENVIRONMENTAL SCIENCE	I
5	BA-JMC	PAPER- A	ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION	I
		PAPER-C	INTRODUCTION TO COMMUNICATION PRINCIPLES AND MODELS	II
		PAPER- XVII	MEDIA AND CONTEMPORARY SOCIAL ISSUES	VI
3	B.COM (H)	BCH-201	HUMAN RESOURCE MANAGEMENT	II
		BCH-204	BUSINESS COMMUNICATION & OFFICE MANAGEMENT	II
		BCH-206	BUSINESS ENVIRONMENT	II
		BCH-603	GOVERNANCE AND BUSINESS ETHICS	VI
4	B.COM	P 10	BUSINESS COMMUNICATION	II
		PAPER-5	MANAGING HUMAN RESOURCE	IV

### 1.3.1.

## Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

### Course Structure & Syllabus BBA

#### **P2': BUSINESS COMMUNICATION**

**Total Session: 40**

#### **UNIT I**

Introduction to business communication, characteristics of effective organizational communication, basic forms of communication, process of communication, Barriers to Communication, Principles of effective business communication.

#### **UNIT II**

Oral communication: Purpose, Advantages & Disadvantage, Principles of Oral Communication, Effective Listening, Non-verbal Communication. Written communication: Purpose, Advantages & Disadvantage, Principles of Written Communication, Effective writing techniques. Employment Communication: Application letter and Resume writing,

#### **UNIT III**

Conduct of meeting – agenda, notice, notes, minutes, office memorandum, office orders, press release, Business Letter Writing– Need, Functions and kinds, layout and types. Report Writing – problems, organization and techniques. (Practical's/Projects)

#### **UNIT IV**

Corporate Communication: Scope, Components, Corporate communication and Public relations, Role of Social Media in Communication. Role of Technology in Communication (ICT's), Business Etiquettes.

#### **References:**

1. Rajendra Pal, Business Communication, Sultan chand & Sons Publication 6th.
2. VikramBisen & Priya, Business Communication, New Age International Publication, 2nd Edition
3. M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
4. P.D. Chaturvedi – Busines Communication, Pearson Education, 1st Edition 2006.
5. Lesikar RV & Pettit Jr. JD – Basic Business Communication: Theory & Application, Tata Mc Grow Hill, 10<sup>th</sup> Edition.
6. Tayler Shinley – Communication for Business, Pearson Education, 4th Edition.
7. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing, Tata McGraw Hill, 3rd Edition

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## CC1: PERSONALITY DEVELOPMENT AND GROOMING

Total Session: 40

### UNIT I

Introduction to Personality: Meaning, Significance, Functions and Objectives. Theories of Personality. Types of Personality. Personality Disorders- types, causes, symptoms and their treatment.

### UNIT II

Communication Skills and Personality Development. Team Building. Leadership Skills. Body Language and interpersonal communication. Strategies to enhance communication.

### UNIT III

Personality Development- Building self esteem, self confidence. Time Management and Efficient Planning. Stress Management – Meaning, types, coping measures. Self Acceptance, Self Growth. Conflict Management. Steps in grooming student personality.

### UNIT IV

Business Etiquettes and table manners. Public Speaking. Interviews and Group Discussions. Telephone Conversations. Business Meetings. Morality and Ethics.

### References:

1. Personality Development by Rajiv K. Mishra, Rupa&Co.
2. Dynamics of Behaviour by Pooja Sharma&J. Agarwal by Books River Publication.
3. Sharma, P. (2019). Soft Skills: Personality Development for Life Success. BPB publications.
4. Vaughn, G. R., & Roth, C. B. (1947). Effective personality building. McGraw-Hill Book Company.

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## VC1: RESUME WRITING AND CORPORATE COMMUNICATION

Total Session: 40

### UNIT I

Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis- 7 C's of Communication-Barriers to effective communication- Forms of Communication: one-to-one-informal and formal

### UNIT II

Non Verbal Communication: Relevance and effective usage, Para language, Chronemics, Haptics Proxemics, Body language, Object language Listening Skills: The process, importance and types of listening Effective Listening: Principles and Barriers Enhancing Listening Skills: Paraphrasing, Summarizing Guidelines to increase listening, Activities to enhance listening

### UNIT III

Resume Writing, Cover Letters, Interview Follow Up Letters Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of reports- writing reports Group discussions – interview skills, Impact of Technological Advancement on Business Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – videoconferencing

### UNIT IV

Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation- types of visual aid Negotiations skills: What is negotiations – nature and need for negotiation – factors affecting negotiation –stages of negotiation process – negotiation strategies

### References:

1. Fred Luthans, Organizational Behaviour, Boston, McGraw-Hill, 8th edition, 1998
2. Essentials of Business Communication by Rajindra Pal and J. S. Korlahalli. Sultan Chand and Sons., New Delhi.16
3. Effective Business Communication by Herta A. Murphy and Charles E. Peck. Tata McGraw Hill Publishing Company Limited., New Delhi.
4. Essentials of Business Communication by Pettett and Lesikar. Tata McGraw Hill Publishing Company Limited., New Delhi.

## **BBA 303 Business Environment**

### **Unit I:**

Various types of economic systems being followed in the world, Comparison between the capitalist and socialist economies, The Indian economic system pre and post-independence, The industrial policy 1951 and 1991 (statement, functions, implication and comparison) Private, Public and Co-operative sectors: meaning, role and importance.

### **Unit II:**

Macro and Micro factors that affect the environment, Controllable and uncontrollable factors as regards the organization, macro and micro environment and their respective components, Environment scanning techniques: SWOT,ETOP with practical examples, Monetary, Fiscal, Exim Policies, Budget – roles and functions affecting the business environment.

### **Unit III:**

Globalization and Liberalization and their effect on the Indian business environment, SEZs ,EPZs, Privatization: implications and effects with examples, MNCs as a source of technology, merits and demerits, Indian MNCs, Social responsibilities of business – definition, examples and effects on the business environment.

### **Unit IV:**

Regulatory and control mechanism such as fiscal policy ,MRTP,FEMA,IRDA,SEBI and their changing dimensions, Delicensing, Price control mechanism, functioning of bureaucratic decision making and its effect on business environment, SSI – types, role in the economy, merits and demerits, Financial institutions – structure, functions, roles and working.

*Arun*

## **BBA 403 HUMAN RESOURCE MANAGEMENT**

### **Unit I:**

Nature and Concept of HRM: Human Resource Management: History. Concepts Personnel Management, Human Resource Development and Human Resource Management, Importance of HRM and present day challenges, Understanding the present day scenario, Evolution of HRM into strategic HRM, Human Resource Planning: The process of Human Resource Planning, Limitations.

### **Unit II:**

Job Analysis: Process of Job-analysis and Design: Outcomes of Job-analysis- Job Description, Job Specification and job Evaluation. Job-Design. Recruitment, Selection and Placement: Factors affecting Recruitment, Process of Recruitment, Sources of Recruitment. Process of Selection- Stages; Socialization and Induction; Promotions, Demotions, Transfers and Separations.

### **Unit III:**

Training & Development: Difference between training and development, Training Methods, Executive Development. Performance Appraisal: Methods of Performance Appraisal, Possible Errors in Appraisal Process, Planning for Performance Improvement.

### **Unit IV:**

Compensation Planning: Objective of Compensation Planning, Theories underlying Motivation and Remuneration, Developing Pay Structures, Principles of Wage and Salary Administration, Current Trends in Salary Administration. Industrial Relations & Workers Participation in Management: Theories of Industrial Relations, HRM Practices – Change in perspective, Strategic management of Industrial Relations, Collective Bargaining– Policies and Practices, Workers' Participation in Management, Quality Circles.



## Course Structure & Syllabus BCA

### **BCA- 101 Essentials of Professional Communication**

#### **UNIT I**

**Basic of Communication:** Definition, Meaning, Process, Types, Forms, Levels, Flow, Importance and Features of Communication; Language as a tool of Communication; Barriers to Communication; 7 C's of Communication

#### **UNIT II**

**Basic of Grammar:** Parts of Speech; Articles; Pronouns; Verbs; Prepositions; Conjunctions; Tenses

#### **UNIT III**

**Vocabulary and Paragraph Development:** Word formation, Homophones, Homonyms, Synonyms, Antonyms; Sentence Formation; Subject and Predicate; Paragraph Development; Techniques and Methods of Paragraph Development, Précis Writing, Note Taking, Summary

#### **UNIT IV**

**Written Communication:** Writing process and Strategies; Letter Writing: Application writing, Sales Letter; Purchase Letter, Claim Letter, Adjustment Letter, Proposal Writing: Importance and Methods, Elements of Proposal; Report Writing: Importance, Process, Building Questionnaire, Elements, Memo, Notice, Basic E- mail Etiquettes.

#### **Text and Reference Books:**

1. Developing Communication Skills by Krishna Mohan and Meera Bennerji, Macmillan India Ltd.
2. A Manual of Practice Communication by LUB Pandey and RP Singh, AITBS Publications India Ltd.
3. Professional Communication by Meenakshi Raman and Sangeeta Sharma, OUP
4. Functional Skills in Language and Literature by RP Singh, OUP
5. How to Write Correct English by RP Sinha, Bharti Bhawan Prakashan

**UNIT I**

Fundamentals of Environmental Sciences: Definition, Scope, Importance of Environmental Sciences and Need of public awareness. Ecosystem- Definition, Energy flow in ecosystem, Ecological succession and Balanced ecosystem. Effect of Human Activities on Environmental Impact, Assessment and Sustainable development.

**UNIT II**

Natural Resources & Environmental Quality standard: Water resources- Availability and quality aspects of water, Mineral resources, Material Cycle- Carbon, Nitrogen & Sulphur cycles, Different types of energy- Conventional and non- conventional energy resources.

**UNIT III**

Environmental Pollution & Current Environmental Issues: Environmental Pollution- Definition, Causes, Effects and control measures of:

1. Air Pollution
2. Water Pollution
3. Soil Pollution
4. Marine Pollution

Importance of current environmental issues: Population growth, Climate change & Global warming and its causes, Urbanization, Acid rain. Ozone layer depletion- causes and effects on health, Control measures, Photochemical smog, Solid waste management, Waste water treatment.


**UNIT IV**

Environmental Quality Standard & Legal Aspects: Modern techniques used in analysis of Pollutants- Determination of disinfectants, Pesticides, Ambient Quality standards.

Role of Government, Legal aspects, Environment protection Act, Introduction to ISO 14000, Green building concept.

**Text and Reference Books:**

1. Environmental Studies – Dr. D.L Manjunath, Pearson Education
2. Text book of Environmental Studies – Erach Bharucha
3. Environmental Studies – Arun K Tripathi, Teri Publication, 2017
4. Principal of Environmental Sciences – Jan J. Boersema – Spinger
5. Text book of Environmental studies – S.K. Dhameja, Rai Publication
6. Environmental studies – R. Rajagopalan – Oxford Publication- 2005



## Course Structure & Syllabus BA(JMC)

### Paper No. A

#### **ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION**

##### **Unit-I**

1. Historical backgrounds of social sciences in Indian Context
2. Nature and scope of Sociology in Mass-Communication
3. Social groups, Family, Community, Institution, Institution, Society
4. Social change: Concept, Process; Types of Social change and Social change agents
5. Media and Social Change, Technology for Social Change.

##### **Unit-II**

1. Introduction to Psychology
2. Nature and scope of Psychology and its relationship with Mass-Communication
3. Applications of Psychology: Behaviour and attitude
4. Contemporary Perspective: Biological, Psychoanalytical, Humanistic, Evolutionary, and Cross-Cultural
5. Cognitive process: Perception, Learning and thinking
6. Intelligence and creativity

##### **Unit-III**

1. Introduction to political thoughts: Karl Marx, Plato, Aristotle
2. Need and significance of Political thoughts in Media studies
3. Fundamental Rights, Human rights,
4. Equality and Justice
5. Political Participation and Democracy
6. Basic Features of Indian Constitution
7. Indian Political System, Multi-Party Systems – National and Regional Parties

##### **Unit-IV**

1. Introduction of Economics
2. Nature and scope of Economics
3. Basic feature of Indian Economy
4. Economic Planning in India
5. Liberalization and Globalization
6. Essential Economic terms which are frequently used in media: Per capita Income, G.D.P, Budget, Inflation, FDI, Stock Market, Devaluation etc.

##### **Suggested Readings:**

1. Indian Economy: Dutta & Sundram
2. Indian Constitution: Kashyap
3. Political Theory: H.D. Aashirvadam
4. Structure of Sociological Theory: J.H. Turner
5. Social Theory: Lemort

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**Text Book:**

1. Pashtay Rajneetek Vicharak :Dr.Bhairav Dutta Tiwari
2. Rajneeti ke Sidhant: B.K. Tiwari
3. Samajik Anusandhan Ke Mool Tatva: Sunil Goyal
4. Bhartiya Samaj: Sunil Goyal
5. Indian Economy: Dutta & Sundram

**Web Reference**

1. [https://www.mcgill.ca/ahcs/files/ahcs/communication as social science and more.pdf](https://www.mcgill.ca/ahcs/files/ahcs/communication%20as%20social%20science%20and%20more.pdf)
2. <https://www.sociologygroup.com/relationship-sociology-mass-media/>
3. [https://link.springer.com/content/pdf/10.1007/978-1-4612-5722-6\\_7.pdf](https://link.springer.com/content/pdf/10.1007/978-1-4612-5722-6_7.pdf)
4. <https://www.jyu.fi/hytk/fi/laitokset/kivi/en/our-department/degree-programmesdisciplines/communication>



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**Paper No. C**

**Introduction to Communication principles and models**

**Unit-I**

1. Nature and Process of Human Communication
2. Communication: Definition, Elements, Process,
3. Functions
4. Barriers
5. Verbal, non-verbal, Paralinguistic

**Unit-II**

1. Need and Significance of communication
2. Kinds of Communication
3. Models of Communication :
4. Relevance & limitations
5. Need of the communication Model
6. Lasswell & SMCR
7. Shannon and Weaver
8. Osgood & Wilbur Schramm

**Unit-III**

1. Need of Understanding Theories of Communication
2. Sociological, Cultivation, Uses and Gratification, Dependency theory.
3. Bullet, Psychological or Individual Difference, Personal Influence theory.
4. Normative theory: Authoritarian, Free Press, Social Dependency, Agenda Setting, Development, Communist Media theory
5. Democratic Participant Media Theory.

**Unit-IV**

1. Mass communication as a agent of Social change
2. Demassification, Demystification, Decentralization and convergence
3. Characteristics of Audiences, audience fragmentation,
4. Type of audiences: Elite audience, General audience, specialized audience, target audience
5. Limitations of Mass Communication

**Suggested Readings:-**

1. Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
2. Mass-Communication theory-An Introduction: Denis McQuail:Sage Delhi
3. Mass-Communication: Concepts and issues: D.V.R Murthy: Olive green:Kochi
4. Mass-, Culture, Language and arts in India: Mahadev L.Apte: Popular Prakashan, Mumbai
5. News, Information & Communication: Dr.Mukul Srivastava, New Royal Book Company Lucknow.

**Text Book:**

1. Media of the Mass Communication: John F. Vivian
2. Introduction to Communication Studies: John Fiske: Methuen London
3. Soochna Sanchar aur Samachar, Dr. Mukul Srivastava, New Royal Book Company, Lucknow

### Web Reference

1. <https://pressbooks.bccampus.ca/professionalcomms/chapter/3-2-the-communicationprocess-communication-in-the-real-world-an-introduction-to-communication-studies/>
2. <https://ecampusontario.pressbooks.pub/evolutionhumancommunication/chapter/chapter1/>
3. <http://egyankosh.ac.in/bitstream/123456789/7156/1/Unit-2.pdf>
4. <https://helpfulprofessor.com/communication-models/>

Asingh

## Paper- XVII Mass – Media & Contemporary Social Issues

### Unit-I

Women's Issue in media, Historic status of women in Society and culture Status of Women: Legal status of women, Economic and Political Status Portrayal of women in Media: Portrayal of Women on T.V.

Portrayal of women in advertisement, Print Media and Women issue

### Unit-II

Consumerism: Concept and Definition The rights of buyers and sellers The origin of consumerism Advertising and consumers Consumerism: Role of Media

### Unit-III

Media and human rights Concept of Human Rights U. N. declaration of human rights Human rights Scenario world over Human rights and the Indian context Role of Mass-Media: Film, Radio, Print, T.V

### Unit –IV

Environment and media Environment issue and the Indian context Role of media Agriculture issues v/s Environment Globalization and the Media Communication Imperialism

### Suggested Readings:

1. The future of consumerism: Bloom, Paul N and Smith Ruth B. Lexington mass Lexington Books,(1986)
2. Women Television and Rural development: Binod C agrawal and Kumkum Rai New Delhi: National Publishing house (1988)
3. Women and Media: Analysis, alternatives and Action: Kali for Women 1984
4. Passing of Traditional Society: Denial Lerner: Free Press New York
5. Culture Communication and Social Change: P.C.Joshi
6. Great Indian Middle Class: Pawan K. Verma: Viking Publication Delhi.
7. Human rights and Media(In Hindi): Dr.Mukul Srivastava: Atlantic Publication: New Delhi 2006

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## Course Structure & Syllabus B. Com (H)

### **BCH 201 HUMAN RESOURCE MANAGEMENT**

#### **Unit I:**

Introduction: Nature, Functions and Importance of Human Resource Management. Development of Human Resource Management. Contribution of Industrial Psychology. Organization of Human Resource Department, Human Resource Policies. Procurement: Human Resource Planning – Quantitative and qualitative dimensions; Job Analysis, Job descriptions and Job specifications. Sources of recruitment, Selection process – Tests and Interviews, Induction and Socialization.

#### **Unit II:**

Training and Development: Concepts and Importance. Identification of Training Needs. Types of Training, On-the-job and Off-the-job methods of training. Designing of Training Programme. Methods of Executive Development.

#### **Unit III:**

Performance Management System: Concept and Objectives, Methods of Performance, Appraisal; Job changes – Transfers and Promotions; Employee counselling. Compensation and Management: Components of Compensation, Performance Linked Compensation.

#### **Unit IV:**

Employee Health; Employee Welfare; Social Security, Emerging Horizons in HRM, Human Resource Management and Information Technology, Business Process Reengineering, Downsizing and VRS

#### **SUGGESTED READINGS:**

1. Human Resource Management – Text & Cases, by VSP Rao, Excel Books
2. Human Resource Management – Text & Cases, by K. Ashwatappa – TMH
3. Human Resource Management, by Cynthia Fisher, Shaw – Wiley / Biztantra
4. Human Resource Management, by Gary Dessler, Person Publications

*Ashish*



## **BCH 204 BUSINESS COMMUNICATION & OFFICE MANAGEMENT**

### **Unit I**

Communication: definition, main features, classification of communication, barriers to communication. Typing and Duplicating. Introduction to the essentials of business communication: Theory and Practice, Citing references, and using bibliographical and research tools. Writing a project report, writing reports on field work/visits to industries, business concerns etc. business negotiations.

### **Unit II**

Communication: Oral & Written (Meaning, Advantages/Disadvantages, Types) Summarizing annual report of companies. Writing minutes of meetings. Ecorrespondence. Spoken English for business communication, making oral presentations; Correspondence: handling correspondence, drafting correspondence (types and essentials of letter writing.)

### **Unit III**

Definition and elements of Office Management. Functions of a Modern Office. Office Manager – Job Analysis. Office accommodation and layout. Office environment. Office Reports: kinds of reports, preparing a good report. Record Management: Classification; filing system; Indexing. Public Relations:

### **UNIT IV**

Office automation: machines and equipment used. Computers: application and advantages. Office Information Management: definition, difference between information and data, process. Office systems and procedures and flow of work. Personnel Management: Office Personnel relations, Office supervision, work measurement, standards of performance and control.

### **SUGGESTED READING:**

1. Debashish S.S. & Das B., Business Communication, Prentice Hall India.
2. K.K.Sinha, Business Communication, Galgotia Publishing Company, New Delhi.
3. C.S. Rayudu, Media and Communication Management Himalaya Publishing House, Bombay.
4. Rajendra Pal and J.S. Korihalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
5. R.K.Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd.

*Amish*

## **BCH 206 BUSINESS ENVIRONMENT**

### **Unit I**

The concept of Business Environment, its significance and Nature, Matrix of Different Environmental Factors. The process of Environmental Scanning, Basic Philosophies of Capitalism and Socialism with their variants.

### **Unit II**

The Politico-Legal Environment, The relationship between Business and Government in India, An introduction to some important business laws like MRTP, Industries (Development and Regulation) Act, FEMA, SEBI, the competition law, The Changing Dimension of these Laws and their impact on Business.

### **Unit III**

The Economic Environment, Strategy and planning in India. The concept of mixed economy, The public Sector- and the private sector and their changing Roles. The Industrial Policy in India in recent years. The new Economic Policy- Liberalization, Globalization and privatization and their impact on businesses, The Monetary Policy and Fiscal Policy and Union Budget as an instrument of growth and their impact on business. Foreign Trade Policy.

### **Unit IV**

Socio-Cultural Environment in India, Salient features of Indian Culture and Values and their Implications for Industrialization and Economic growth, New Demand for Consumer Industries; theory of Consumerism, Development of Business Entrepreneurship in India, Social Responsibility of Business, Policy for Research and Development in India. The Problem of Selecting Appropriate Technology. The Multinationals as a source of Technology.

### **SUGGESTED READINGS**

1. Fernando AC: Business Environment, Pearson
2. Cherunilum, Francis, Business Environment, Himalaya Publishing House
3. Dutta and Sundaram, Indian Economy, S. Chand and Co.
4. Mamoria, C.B., Social Problems and Social Disorganization in India, Kitab Mahal
5. Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996.

*Asmita*

## **BCH 603 GOVERNANCE & BUSINESS ETHICS**

### **Unit-I**

Introduction ; Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behaviour; Ethical abuses; Work ethics; Code of conduct; Public good.

### **Unit-II**

Management of Ethics – Ethics analysis [ Hosmer model ]; Ethical dilemma; Ethics in practice- ethics for managers; Role and function of ethical managers- the Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability, and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological/environmental issues in the Indian context and case studies.

### **Unit-III**

Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology.

### **Unit-IV**

Environmental Ethics, Corruption and Gender Issues—Gender Ethics, Harassment and Discrimination. (w.e.f. July 2018)

### **SUGGESTED READINGS:**

1. Business Ethics and Corporate Governance: B.N.Gosh, TMH
2. Governance & Business Ethics: Bimal Jaiswal & Deepak Verma

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## **P 10 - Business Communication**

### **Unit I:**

Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.

### **Unit II:**

Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, Mal-functions of communication, Business Etiquettes,

### **Unit III:**

Forms of Business Communication, Written Communication, Oral Communication, Nonverbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.

### **Unit IV:**

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing. Business Correspondence: Letter Writing, Inviting tenders and quotations, Designing quotations, Placing orders, Sales letters, Claim & Adjustment Letters and Social correspondence. Memorandum, Inter – office Memo, Notices, Agenda, Minutes of general business meetings. Time management in meetings. Modern communication forms: e-mail, video conferencing, social media communication.

### **Text Books:**

1. Business Communication, R.K. Madhukar - Vikas Publication
2. Essentials of Business Communication - C. B. Gupta - Cenage
3. Business Communication, Jha & Shekhar - Orient Blackswan Pvt. Ltd
4. Reference Books
5. Business Communication- Techniques & Methods - Juneja & Majumdar - Orient Black swan Pvt Ltd.
6. Business Communication - Payal Mehra – Pearson

### **Web References**

1. <https://blog.smarp.com/11-reasons-why-business-communication-is-crucial-for-companys-success>
2. [https://www.managementstudyguide.com/business\\_communication.htm](https://www.managementstudyguide.com/business_communication.htm)
3. <https://edu.gcfglobal.org/en/business-communication/>
4. <https://www.salesforce.com/ca/blog/2015/06/10-communication-skills-for-business-success.html>

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Course Structure & Syllabus B. Com

**PAPER – V: MANAGING HUMAN RESOURCES**

**Unit I:**

Nature and concept of HRM, importance, present day challenges. Human Resource Planning concept and process

**Unit II:**

Job Analysis: Job Description and job Specification. Recruitment & Selection: difference between them, Process of Selection- Stages; Socialization and Induction

**Unit III:**

Training & Development: Difference between the two, Process and methods of training and development, Performance Appraisal: Methods of Performance Appraisal

**Unit IV:**

Compensation Planning: Meaning and objectives, Developing Pay Structures, Principles of Wage and Salary Administration, Promotions, Demotions, Transfers and Separations.

*Asmita*

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