

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

S.No	PROGRAMME NAME	COURSE CODE/ PAPER CODE	COURSE NAME	SEMESTER
1	BBA	P2'	Business Communication	I
		CC1	Personality Development and Grooming	I
		VC1	Resume Writing and Corporate Communication	II
		P6'	Human Resource Management	III
		P8'	Industrial Relation Management	IV
2	BCA	BCA- 101	Essentials of Professional Communications	I
		BCA- 105	Fundamentals of Environmental Science	I
3	BAJMC	Paper A	Role of Social Science in Mass Communication	I
		Paper 3	Language and Cultural Studies	II
		Paper C	Introduction to Communication Principles and Models	II
		Paper 9	Public Relation	V
		Paper J	New Media Tools for Social Change	V
		Paper XVII	Media and Contemporary Social Issues	VI
4	B.Com (H)	BCH- 201	Human Resource Management	II
		BCH- 204	Business Communication and Office Management	II
		BCH- 206	Business Environment	II
		BCH- 502	Industrial Law	V
		BCH- 603	Governance and Business Ethics	VI
5	B.Com	P10	Business Communication	II
		P16	Managing Human Resources	IV
		Paper II	Labour Welfare Laws	VI

**Note: Rashtra Gaurav is a compulsory subject at undergraduate level.**

  
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**Course Structure & Syllabus: Rashtra Gaurav & Environmental Studies**

**UNIT- 1**

1. Indian society: unity in diversity.
2. Indian culture: art forms, literature and architecture in India from ancient to modern times.
3. Issues of gender equality and roles of women organizations.
4. Issues of poverty, development and urbanization.
5. Social empowerment.
6. National and International awards and awardees.

**UNIT- 2**

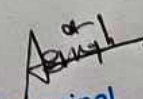
1. Impact of globalization on Indian Society: Education, Health and Economy.
2. Development of Science and Technology in India.
3. Issues relating to intellectual property rights.
4. Cultural Heritage and Important Tourist Destinations.

**UNIT-3**

1. Multidisciplinary nature of environmental studies.
2. Definition, scope and importance.
3. Need for public awareness.
4. Natural resources and associated problems.
  - a. Forest resources: use and over- exploitation, deforestation
  - b. Water resources: use and over- utilization of surface and ground water, floods, conflicts over water, Dams- benefits and problems.
  - c. Mineral resources: use and exploitation.
  - d. Food resources: world food problems.
  - e. Energy resources: renewable and non-renewable energy resources.
  - f. Land resources: land as a resource, land degradation, soil erosion and soil desertification.

**UNIT-4**

1. Ecosystems: Concept and structure
  - a. Forest Ecosystem.
  - b. Grassland Ecosystem.
  - c. Desert Ecosystem.
  - d. Aquatic Ecosystem.
2. Biodiversity and its conservation.
3. India as mega diversity nation.

  
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4. Hot spots of biodiversity.

5. Environmental Pollution: cause, effects and control measures of-

- a. Air Pollution.
- b. Water Pollution.
- c. Soil Pollution.
- d. Marine Pollution.
- e. Thermal Pollution.
- f. Noise Pollution.
- g. Nuclear Pollution.

6. Solid waste management: causes, effects and control measures of Urban and Industrial wastes.

7. Role of an individual in prevention of pollution.

#### UNIT-5

1. Disaster Management: flood, earthquake, cyclone and landslide
2. Social issues and environment.
3. Concept of sustainable development.
4. Environmental Protection Act.
5. Environmental Ethics: issues and possible solutions, Eco-feminism.
6. Climate change and global warming.
7. Human population and the environment.
8. Population Explosion- family welfare programs.
9. Human Rights and value education.
10. Women and child welfare.

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# BBA

## Year 1 (Semester 1+2)

Semester		Major 1 @ 4		Major 2@4		Minor 1 @4	CC/VC @ 4 Credits
Semester-1	P1	Principals of Management	P1'	Financial & Management Accounting - I	P1"	Computer & IT Applications - I	CC1
	P2	Business Organisations	P2'	Business Communication			
Semester-2	P3	Organizational Behaviour	P3'	Financial & Management Accounting - II	P2"	Quantitative Techniques - I	VC1
	P4	Managerial Economics	P4'	Business Environment			

  
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**Course Structure & Syllabus BBA**

**Semester 1**

**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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## Semester II

### **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**

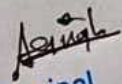
Resume Writing, Cover Letters, Interview Follow Up Letters Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of reports- writing reports Group discussions – interview skills, Impact 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.

  
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# BBA

## Year 2 (Semester 3+4)

Semester		Major 1 @ 4		Major 2@4		Minor 1 @4	CC/VC @ 4 Credits
Semester-3	P5	Financial Management	P5'	Marketing Management	P3"	Computer & IT Applications - II	CC2
	P6	Operations Management	P6'	Human Resource Management			
Semester-4	P7	Taxation & Laws	P7'	Customer Relationship Management	P4"	Quantitative Techniques - II	VC2
	P8	Logistic & Supply Chain Management	P8'	Industrial Relations Management			

  
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## Semester 3

Total Session: 40

### **P6': Human Resource Management**

#### **UNIT I**

Introduction to Human Resource Management: Personnel vs. Human Resource Management, Significance, Functions and Objectives of HRM. Evolution and Development of HRM. Human Resource Planning: Process, Significance and Integration with Strategic Planning. Job Analysis: Concept and Components.

#### **UNIT 2**

Recruitment: Concept, Sources and Assessment of Recruitment Techniques. Selection: Concept and Procedure. Placement and Induction, Training and Development: Concept, Need, Objectives and Methods, Stages in Training Process. Job Design: Approaches and Techniques of Job Design.

#### **UNIT 3**

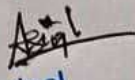
Job Evaluation: Concept, Objectives and Methods/ Techniques. Employee Remuneration: Concept of Wage and Salary, Reward Management. Fringe Benefits and Incentive Payments. Performance Appraisal: Concept, Objectives, Process and Techniques.

#### **UNIT 4**

Industrial Relations: Concept, Objectives, Approaches and Actors of Industrial Relations. Discipline: Disciplinary Procedure, Objectives and Aspects of Discipline. Grievance Procedure: Characteristics, Need and Model Grievance Procedure. Trade Unionism: Concept, Functions, Objectives and Problems of Trade Unions. Collective Bargaining and Industrial Disputes

#### **References:**

1. Dessler, G. & Varkkey, B. (2015); Human Resource Management; New Delhi: Pearson; 14th Edition.
2. Armstrong, M. & S. Taylor. (2017); Armstrong's Handbook of Human Resource Management Practice London: Kogan Page; 14th Edition.
3. Aswathappa, K. (2010); Human Resource and Personnel Management; Tata McGraw-Hill Education; 6th v
4. Rao, P. S., & Rao, V. S. P. (2009); Personnel and Human Resource Management; Himalaya Publishing House; 5th Edition.
5. Bernardin, John H. (2012); Human Resource Management; McGraw Hill; 6th Edition.

  
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## Semester 4

### **P8': INDUSTRIAL RELATION MANAGEMENT**

**Total Session: 40**

#### **UNIT- I**

Industrial Relations: Concept Objectives, Nature and Scope; Approaches to Industrial Relations. Trade Unions – Industrial disputes and their Resolutions. International Labor Organization: Role & Functions

#### **UNIT - II**

Workers participation in Management – Works Committee , Joint Management Councils, Pre-Requisite for successful participation, Collective Bargaining – Form, process and Role of Government in Collective Bargaining.

#### **UNIT - III**

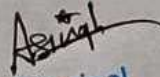
Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.

#### **UNIT IV**

Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. General provisions of Workmen's Compensation Act , Bonus Act and Gratuity Act.

#### **References:**

1. Mamoria, C.B. (2020); Dynamics of Industrial Relations; Himalaya Publishing House; 16th Edition.
2. Mustafa, M. and Dharma, Onkar (2002); Workers' Participation in Management, Concept and Practice; Deep and Deep Publications; 2nd Edition.
3. Pylee, M.V (1997); Worker's Participation in Management; Vikas Publications; 2nd Edition.
4. Ramanujam, G.(1990) Indian Labour Movement, Sterling Publications; 2nd Edition.
5. Sharma R.C. (2016); Industrial Relation and Labour Legislation; PHI Learning Pvt. Ltd; 1st Edition.
6. Sinha (2004); )Industrial Relations, Trade Unions, and Labour Legislation; Pearson Education India; 4th Edition.
7. Monappa Arun (2012); Industrial Relations and Labour Laws; Tata McGraw-Hill Education; 2nd Edition..
8. Sivarethinamohan R (2010); Industrial Relations and Labour Welfare: Text and Cases; PHI Learning Pvt. Ltd.; Revised Edition 2016.

  
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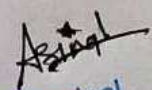
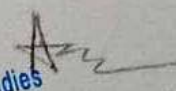
**STUDY AND EVALUATION SCHEME  
BACHELOR OF COMPUTER APPLICATION  
UNIVERSITY OF LUCKNOW, LUCKNOW  
Total Credits = 132**

YEAR: FIRST, SEMESTER -I

Sl. No.	Paper Code	Subject	Periods			Evaluation Scheme				Sub Total	Credit
						Sessional Exam		Exam. ESE			
			L	T	P	CT	TA		Total		
1	BCA-101	Essentials of Professional Communication	3	1	0	20	10	30	70	100	4
2	BCA-102	Principal of Management	3	0	0	20	10	30	70	100	3
3	BCA-103	Mathematics-I	3	1	0	20	10	30	70	100	4
4	BCA-104	Computer Fundamentals and Programming in C	3	1	0	20	10	30	70	100	4
5	BCA-105	Fundamentals of Environmental Sciences	3	0	0	20	10	30	70	100	3
<b>PRACTICALS</b>											
6	BCA-106P	Computer Application Lab	0	0	3	10	10	20	30	50	2
7	BCA-107P	Programing in C Lab	0	0	2	10	10	20	30	50	1
8	BCA-108P	Professional Communication Lab	0	0	2	10	10	20	30	50	1
9	BCA-GP	General Proficiency	-	-	-	-	-	-	-	50	-
		Total	15	3	7					700	22

YEAR: FIRST, SEMESTER -II

Sl. No.	Paper Code	Subject	Periods			Evaluation Scheme				Sub Total	Credit
						Sessional Exam		Exam. ESE			
			L	T	P	CT	TA		Total		
1	BCA-201	Mathematics-II	3	1	0	20	10	30	70	100	4
2	BCA-202	Advanced Professional Communication	3	0	0	20	10	30	70	100	3
3	BCA-203	Digital Electronics and Computer Organization	3	1	0	20	10	30	70	100	4
4	BCA-204	Data Structure using C	3	1	0	20	10	30	70	100	4
5	BCA-205	Accounting and Financial Management	3	0	0	20	10	30	70	100	3
<b>PRACTICALS</b>											
6	BCA-206P	Advanced Professional Communication Lab	0	0	2	10	10	20	30	50	1
7	BCA-207P	Data Structure Lab	0	0	3	10	10	20	30	50	2
8	BCA-208P	Digital Electronics and Computer Organization Lab	0	0	2	10	10	20	30	50	1
9	BCA-GP	General Proficiency	-	-	-	-	-	-	-	50	-
		Total	15	3	7					700	22

  
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**ESSENTIAL OF PROFESSIONAL COMMUNICATION**

**Unit I**

(8)

Basics of Communication: Definition, Meaning, Process, Types, Forms, Levels, Flow, Importance and Features of Communication; Language as a tool of Communication; Barriers to Communication; 7 Cs of Communication

**Unit II**

(12)

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

**Unit III**

(8)

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**

(12)

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 Banerjee, Macmillan India Ltd.
2. A Manual of Practical Communication by L U B Pandey and R P Singh, AITBS Publications India Ltd.
3. Professional Communication by Meenakshi Raman and Sangeeta Sharma, OUP
3. Functional Skills in Language and Literature by R P Singh, OUP
4. How to Write Correct English by R P Sinha, Bharti Bhawan Prakashan

  
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**FUNDAMENTALS OF ENVIRONMENTAL SCIENCES**

**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, Causes, 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 Bharucha
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 - Spinger
6. Environmental studies- R. Rajagopalan- Oxford Publication-2005.

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**Department of Journalism & Mass Communication, University of Lucknow**  
**Proposed Structure UG-BA-Journalism & Mass Communication 4 Years**

Semester	Paper No.	Major1	Credits	Paper No.	Major 2	Credits	Paper No.	Minor	Credits	CC/VC	Credits	Total Credits	Award
1	1	History of media	4	A	Role of social sciences in mass communication	4	a	Feature & Creative Writing	4	CC1	4	24	Certificate in Journalism & Mass Communication
	2	Introduction to journalism	4	B	Message and mass media audience	4	b	Editorial Writing	4	VC1	4	24	
2	3	Language and Cultural studies	4	C	Introduction to Communication principles and models	4	c	Writing for Journalists	4	CC2	4	24	Diploma in Journalism & Mass Communication
	4	Computer Applications for Journalism	4	D	Implementation of computers in Journalism- Lab	4							
3	5	Introduction to print media	4	E	Introduction to broadcasting media-radio	4	d	Business Journalism	4	VC2	4	24	Degree in Journalism & Mass Communication
	6	Basics of Reporting and Editing	4	F	Technology of T.V production	4							
4	7	Media Management & Newspaper Production	4	G	Photography Lab	4	Media Internship		4		4	24	
	8	Advertising	4	H'	Multimedia Production	4							
5	9	Public Relation	4	I	Mobile Communication	4	Minor Project/News paper Production/ Documentary Production		4		4	24	
	10	Economics of New Media Communication	4	J	New Media Tool For Social Change	4							
6	11	Exposure to New Media Industries	4	K	Sports Journalism	4			4		4	24	
	12	Basics of Development communication	4										
7	13	Science and Environment Journalism	4	L	Language of communication and translation	4	Research Methodology		4		4	24	Research Methodology
	14	Media & Social Issues	4										
8	15	Web Journalism	4			4			4		4	24	Research Methodology
	16	e-education and learning	4										
4	17	Communication Research	4			4			4		4	24	Research Methodology
	18	Media & Gender	4										
	19	Production Management	4			4			4		4	24	Research Methodology
		<b>Total Credits</b>	<b>76</b>			<b>48</b>			<b>16</b>			<b>192</b>	

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*Principal*  
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*Lucknow Public College of Professional Studies, Lucknow*  
*Yashraj Khand, Sr. Manager, Lucknow*



## Semester 1

**Paper No. A**

**Course Name: ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION**

### **Unit-I**

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

### **Unit-II**

Introduction to Psychology  
Nature and scope of Psychology and its relationship with Mass-Communication  
Applications of Psychology: Behaviour and attitude  
Contemporary Perspective: Biological, Psychoanalytical, Humanistic, Evolutionary, and Cross - Cultural  
Cognitive process: Perception, Learning and thinking [?] Intelligence and creativity

### **Unit-III**

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

### **Unit-IV**


Introduction of Economics  
Nature and scope of Economics  
Basic feature of Indian Economy  
Economic Planning in India  
Liberalization and Globalization  
Essential Economic terms which are frequently used in media

### **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

### **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

  
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## Semester II

Paper No. 3

Course Name: 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 Suassure
- Codes & conventions: technical codes, symbolic codes
- Media language: written, verbal, non- verbal, visual, aural, denotation, connotation
- Culture as a tool of consumerism.

### 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.

  
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Paper No. C

Course Name: Introduction to Communication principles and models

**Unit-I**

- Nature and Process of Human Communication
- Communication: Definition, Elements, Process,
- Functions
- Barriers
- Verbal, non-verbal, Paralinguistic

**Unit-II**

- Need and Significance of communication
- Kinds of Communication
- Models of Communication: Relevance & limitations
- Need of the communication Model
- Lasswell & SMCR
- Shannon and Weaver
- Osgood & Wilbur Schramm

**Unit-III**


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

**Unit-IV**

- Mass communication as a agent of Social change
- Demassification, Demystification, Decentralization and convergence
- Characteristics of Audiences, audience fragmentation,
- Type of audiences: Elite audience, General audience, specialized audience, target audience
- 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.

  
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Semester 5

Course Name: PUBLIC RELATIONS

Paper No. 9

**Unit-I**

- Definitions and concept of public relations
- Definitions and concept of propaganda
- Definitions and concept of advertising
- Definitions and concept of e-PR

**Unit-II**

- Difference between public relations and corporate communications
- Difference between public relations and advertising
- Difference between public relations and propaganda
- Difference between public relations and publicity
- Difference between propaganda and publicity

**Unit-III**

- Tools of public Relations
- Newspaper and magazine
- Radio, television and film
- New media and social media
- Alternate media and traditional media

**Unit-IV**

- Ethics of public relations
- Ethics of e-PR
- Code of ethics by professional bodies
- Laws relating to public relations and corporate communications
- Laws relating to e-PR

**Suggested Readings**

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul.Kolkotta:NayaProkash.
4. 'PR as Communication Management' By CrableE.Richard.Edina,Min: Bellwether Press
5. 'Public Relations: The Profession and the Practice' By Baskin W.Otis, Aronoff E.Croig and Lattimore Dan. Dunuque: Brown & Benchmark.
6. 'Vigyapanaurjansampark' By JaishriJethwaney, RaviShanker and NarendraNath Sarkar. New Delhi: Sagar Publications

  
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**Unit I**

- What is new media?
- New v/s old media
- Media convergence
- New Media technology- www,web2.0 and smart phone
- Constitutional framework: An overview
- Cultural Convergence

**Unit II:**

- Understanding media practice- Marshal Mc Luhan
- Uses and Gratification theory
- Diffusion of innovation
- Social network theory- Evert roger
- Technopoly- Neil Postman
- The technological society- Jaques Ell

**Unit III:**


- E-learning & LMS (learning management system)
- Moodle
- Smart board
- E-learning2.0 – Concept – Wikis
- m Learning
- Social Media and Free Culture

**Unit IV:**

- Social movement –perception
- Social movement theories
- Case studies -Arab Spring -Anna Movement
- Theorising Social Media Policy
- Networked youth and mobile culture

**Suggested Readings**

1. 1-Paul Anderson (2007),what is Web 2.0? Ideas, technologies and implications for education, JISC, Technology & Standards Watch (Report)
2. 2- Robert Hassan and Julian Thomas (2006), The New Media Theory Reader, Open university Press, McGraw-Hill Education
3. 3-Anna Everett and John T. Caledwel (2003),New Media Theories And Practices Of Digitextuality, Raoutledge.
4. Lister, Dovey, Giddings, Grant, and Kelly.2003. New Media: A Critical Introduction. London: Routledge.
5. Pavlik, McIntosh. 2003. Converging media : an introduction to mass communication. Boston: Pearson Education, 2004.

  
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## Semester VI

### **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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**B. Com (H)**  
**1<sup>st</sup> 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:**

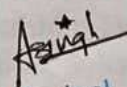
Performance Management System: Concept and Objectives, Methods of Performance, Appraisal; Job changes – Transfers and Promotions; Employee counselling. Compensation and Management: Components of Compensation, Performance Linked Compensation.

**Unit IV:**

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

  
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## **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. Korlhalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
5. R.K.Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd.

  
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## **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.

*Aswini*



**Unit I**

The Industrial Dispute Act, 1947, Introduction, Scope and Objectives, Definitions: Industry, Lay Off, Lockout, Strike, Retrenchment, Authorities, under this Act, Power and duties of authorities, Strikes and lock out, Unfair labour practices, Penalties.

**Unit II**

The Payment of Wages Act, 1936, Introduction, Definitions: Industrial or other establishments, Wages, Responsibility for payment of wages, Fixation of wages, Time of payment, Mode of payment, Deductions from wages. The Child Labour (Prohibition and Regulation) Act 1986. Object and Scope, Hours and periods of works, weekly holiday, Notice to inspector, Health and Safety, Penalties.

**Unit III**

The Payment of Bonus Act, 1965. Definition: Accounting Year, Salary or Wages, Employer, Employee, Eligibility for Bonus, Disqualification for Bonus, Payment of minimum and maximum bonus, Calculation of number of working days, Adjustment of customary or interim bonus against bonus payable, Deduction of certain amounts from bonus payable under the Act, Time limit for payment of bonus, Recovery of bonus from employer. Workman compensation Act.

**Unit IV**

The Factory Act, 1948. Introduction, Definitions: Manufacturing Process, Factory, Occupier, Inspector, Powers of Inspector, Health, safety, Welfare measure, working hours of Adults, Restriction on employment of women, Annual leave with wages, General penalty for offence. \

**Suggested Readings:**

- Labour Legislation: Goswami V.G
- Companies Act and Corporate Laws, Bharat House Pvt. Ltd.

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## 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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**BCom Semester I**

- P1. Financial Accounting
- P2. Business Organisation
- P3. Micro Economics
- P4. Currency Banking and Exchange
- P5. Essentials of Management
- P6. Co-curricular Course I

**BCom Semester II**

- P7. Corporate Accounting
- P8. Business Regulatory Framework
- P9. Public Finance
- P10. Business Communication
- P11. Selling and Advertising
- P12. Vocational Course I

**BCom Semester III**

- P13. Business Finance
- P14. Statistical Methods
- P15. Banking Operations
- P16. Managing Human Resources
- P17. Information Systems and E-Business
- P18. Co-curricular Course II

**BCom Semester IV**

- P19. Cost Accounting
- P20. Contemporary Audit
- P21. Foreign Trade of India
- P22. Macro Economics
- P23. Institutional Framework for Business
- P24. Vocational Course II

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### **BCom Semester V**

- P25. Goods and Service Tax (GST)
- P26. Principles and Practice of Insurance
- P27. Introduction to Entrepreneurship
- P28. Managing Business Operations
- P29X. Company Law and Practice
- P29Y. Concepts of Valuation
- P30. Internship Project

### **BCom Semester VI**

- P31. Income tax Law and Accounts
- P32. Principles and Practice of Marketing
- P33. Indian Economy
- P34. Applied Business Statistics
- P35X. Economics of Public Enterprises
- P35Y. Export Import Procedure and Documentation
- P36. Minor Project

### **Specialisation in Commerce**

#### **BCom Semester VII**

- P37. Accounting for Managers
- P38. Financial Planning
- P39. Rural Marketing
- P40X. Labour Welfare Laws
- P40Y. Legal Environment of Business
- P41X. Financial Institutions and Markets
- P41Y. Essentials of E-commerce
- P42. Research Methodology

#### **BCom Semester VIII**

- P43 Major Research Project (24 Credits)

### **Specialisation in Applied Economics**

#### **BCom Semester VII**

- P37. Advanced Economic Analysis
- P38. Accounting for Financial Decisions
- P39. Demography and Population Studies
- P40X. Foreign Exchange Management
- P40Y. Industrial Economics
- P41X. Rural Economics
- P41Y. Environment and Resource Economics
- P42. Research Methodology

#### **BCom Semester VIII**

- P43 Major Research Project (24 Credits)

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## Course Structure & Syllabus B. Com

### 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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## Semester IV

### **P 16 - Managing Human Resources**

#### **Unit I:**

Nature and Concept of HRM: Human Resource Management: Importance of HRM and present-day challenges, Human Resource Planning: The process of Human Resource Planning, Limitations.

#### **Unit II:**

Job Analysis: Process of Job-analysis and Design: Job Description, Job Specification and 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: Training objective, Process and methods, Management 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, Collective Bargaining, Workers' Participation in Management.

#### **Text Books**

- M. Sharma, Understanding Wage and Compensation System. Himalaya Publishing House.
- Biswajeet Pattanayak, Human Resource Management, PHI Learning.
- C.B. Gupta, Human Resource Management- Text and Cases. Sultan Chand and Sons,
- Ekta Sharma, Strategic Human Resource Management and Development, Pearson Publication
- J.P. Mahajan, Ravindra Singh, Human Resource Management. Vikas Publishing.
- L.M. Prasad, Human Resource Management. Sultan Chand and Sons.
- Raju T. and Dr. S. Jaya Bharathi, Human Resource Management. Dreamtech Press.
- S.S. Khanka, Human Resource Management (Text and Cases). S. Chand
- V.S.P Rao, Human Resource Management (CBCS). Taxmann

#### **Reference Books**

- Gary Dessler, Biju Varrkey, Human Resource Management. Person Publications.
- K Aswathappa, Sadhna Dash, International Human Resource Management. Mc Graw Hill
- P.L. Malik, Sumeet Malik, Industrial Law (Covering Labour Law in India). Vol. 1 & Eastern Book Company
- R.C. Sharma and Nipun Sharma, Human Resource Management: Theory and Practice, Sage Publications Private Limited.
- Raman Preet, Future of Human Resource Management: Case Studies with Strategic Approach. Wiley.
- Sharon Pandey, Swapnalekha Basak, Human Resource Management: Text and Cases, Pearson Education.

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## Semester VI

### Paper II.

### Labour Welfare Laws

#### Unit I:

Employees State Insurance Act, 1948 – Definition, Scope of the Act, Corporation, Standing committee, Medical Benefit council, Finance and Audit, Employees' State Insurance fund, Combination, Benefits, Adjudication of Disputes and Claims, Penalties.

#### Unit-II:

Payment of Gratuity Act, 1952 – Scope and application, definition, continuous service, controlling authority, payment of gratuity, power to exempt, nomination, determination of the amount of gratuity, inspectors, recovery of gratuity, penalties.

#### Unit-III:

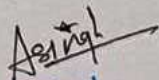
Employees' Provident Funds and Miscellaneous Provisions Act, 1952 – Definition, scope of the act, Employees Provident fund, scheme and authorities. Determination of money due from Employers, Appellate Tribunal, Inspectors, offences and penalties.

#### Unit-IV:

Workmen's Compensation Act, 1923 – Introduction, definitions, employer's liability for compensation, rules as to compensation, commission and procedure before them, offences and penalties. Trade Union Act, 1926 – Definitions, scope of the act, Objectives and its provisions.

#### References :

1. S.K. Shukla & K.P. Tewari – Labour & Welfare Law (Hindi & English)
2. S.N. Mishra – Industrial Law
3. V.K. Goswami - Industrial Law
4. P.K. Jain - Industrial Law
5. Badri Prasad – Udyogik Sanniyam (Hindi)

  
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