



## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

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

### Course Structure & Syllabus BBA Semester 1

P2'

Course Name: **Business Communication**

Total Session: 40

**Course Outcome (Cos):** This course aims to develop communication skills in equip students with a broad based knowledge business communication.

#### **UNIT 1**

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 2**

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 3**

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 4**

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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## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

CC1

Course Name: **Personality Development And Grooming** Total Session: 40

**Course outcomes (Cos):** The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Personality and teaches the basic techniques of how an organization manages and develops its people .

### UNIT 1

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

### UNIT 2

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

### UNIT 3

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 4

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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# LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

## Semester 2

**VC1 Course Name: Resume Writing and Corporate Communication Total Session: 40**

**Course outcomes (Cos):** The course is designed to empower students to carry out day to day communication at work place by adequate understanding of various types of communication and use of technology to facilitate efficient interpersonal communication. The course will also equip with effective writing skills necessary for resume building and other forms of written corporate communication.

### **UNIT 1**

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 2**

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 3**

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 4**

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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## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

### Semester 3

P6\*

Course Name: **Human Resource Management**

Total Session: 40

**Course outcomes (Cos):** The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Human Resource Management and teaches the basic techniques of how an organization acquires, rewards, motivates, and manages its people effectively.

#### **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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# LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

## Semester 4

P8\*

Course Name: **Industrial Relation Management**

Total Session: 40

**Course Outcome (Cos):** The objective of the course is to make the students aware and understand about the dynamics of the industrial relations in the rapidly changing environment and also, they will have knowledge about the disciplinary procedure and grievance management process along with their implementation aspect.

### **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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## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

### Course Structure & Syllabus BCA

#### Semester I

NBCA-105

Course Name: Soft Skills and Personality Development

Total Session: 40

**Course Outcomes (COs):** After the completion of the course, students are expected to have the ability to:

1. Understand personality and personality aspects.
2. be able to communicate professionally.
3. be able to put forward own view point and create a professional and profitable Pitch.
4. be able to communicate across organizational levels and cultures effectively.
5. be able to negotiate with the odds and bring in best of the results with specific success.
6. Understand the need for feedback and constant improvement.

#### Unit-I

Strategic Thinking and Listening: Constant Learning and Self Improvement: Being Proactive, Understanding Counter Argument, Optimizing with Experiences; Benefits of Strategic Thinking; Planning with Mind Mapping; Listening: Maintaining Eye Contact, Being Attentive, Keeping an open mind, Turning words into Pictures, Ensuring understanding, Giving Feedback, Reading between the lines (Nonverbal cues); Active Listening vs. Passive Listening.

#### Unit-II

Developing Speaking and Persuasive Writing Skills: Speaking: Modes of Speaking, Using Nonverbal communication, Time Management, Preparing draft, Pacing, Pronunciation, Practicing; Persuasive Writing: Building Argument, Understanding cultural context, Using recommendation, Using concrete evidence in support, Countering perspectives, using logical opening, body and close, Using typography and highlights.

#### Unit-III

Persuasive Presentation and Self-Assessment: Persuasive Presentation: Using ten-minute interactive argument on presentation slides, Attracting and persuading external Audience, Enacting change in strategy, Providing a course of action; Self-assessment: Self-evaluation (strength of argument, clarity in message, structure and use of verbal and nonverbal cues) at the end of presentation, Getting peer evaluation, Synthesizing observations, SOAR (strength, opportunity, aspirations and results) analysis.

#### Unit-IV

Reflection Report: Leadership Communication: Highlighting specific and attainable leadership goals and plan for achieving it; Using progress report as a strategic communicator: Accomplishments as mindful leader and strategic communicator, outlining critical communication experience (receiving meaningful feedback, reaching out audience, making a persuasive pitch etc.)

#### Unit-V

Developing Personality and Soft Skills: Motivation- Factors of motivation, Self-talk, Intrinsic & Extrinsic Motivators; Assertiveness and Negotiation; Personality Traits; Empathy, sympathy and altruism, Importance of empathising with others; Understanding stress and its impact, Stress management techniques; Entrepreneurship; Critical and Creative Thinking: Characteristics of a creative person.

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### Text Books:

1. Functional skills in Language and Literature, by R.P. Singh, Oxford Univ. Press, 2005, New Delhi.
2. The Nature of Narrative by Robert Scholes, James Phelan and Robert Kellogg, OUP, 2006, New Delhi.
3. Soft Skills for Everyone by Jeff Butterfield, Cengage Learning: 2023, New Delhi.
4. Spoken English- A manual of Speech and Phonetics by R.K. Bansal & J.B. Harrison Orient Blackswan, 2013, New Delhi.

### Reference Books:

1. A Glossary of Literary Terms by M. H. Abrams, Cengage Learning, 2015, New Delhi.
2. Communication Skills for Engineers and Scientists, Sangeeta Sharma et.al. PHI Learning Pvt. Ltd, 2011, New Delhi.
3. Business Correspondence and Report Writing by Prof R.C. Sharma & Krishna Mohan, Tata McGraw Hill & Co. Ltd. ,2001, New Delhi.
4. Word Power Made Easy by Norman Lewis, W.R. Goyal Pub. & Distributors, 2009, Delhi.
5. Developing Communication skills by Krishna Mohan, Meera Banerji Macmillan India Ltd. 1990, Delhi.

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## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

NBCA-108P

Course Name: **Soft Skills and Personality Development**

**Note: At least 5 tasks needs to be conducted from each section.**

### **Section 1: Soft Skills**

1. Language Proficiency Test
2. Augmentative Skills- Outlining & Conveying
3. Reading Online Articles & Advertisement
4. Paper Presentation
5. Vocabulary Enhancement Exercises
6. Role Play- Dialogue and Conversation
7. Public Speaking Skills- 2 minutes pitch
8. Self-Assessment & Peer Feedback Script

### **Section 2: Personality Development**

1. Personality Test
2. Office Behavioral Skills- Building Self-awareness & Adaptability in Workplace
3. Positive Thinking Exercises
4. Greeting/Introducing
5. Group/Panel Discussion
6. Presentation Skills-Drafting & Formatting Presentation Slides
7. Startup/Project Presentation
8. Interview etiquette- FAQs related to Job Interviews.

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# LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

## Course Structure & Syllabus BAJMC

### Semester 1

Paper No. A

Course Name: **Role of Social Sciences in Mass Communication**

**Course Outcomes (Cos):** After completion of the course the learners will be able

1. Students would be able to understand the sociological concept and theories.
2. Students would be able to understand the importance of sociology.
3. Students would be able to create understanding of the human society
4. Students would be able to develop the knowledge of Indian culture and Society.
5. Students would be able to inculcate the knowledge of current socio-cultural issues

#### Unit-1

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

#### Unit-2

- 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-3

- 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-4

- 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

  
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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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# LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

## Semester II

Paper No. 3

Course Name: Language & Cultural Studies

**Course Outcomes (Cos):** After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of communication and it's cultural aspects
- To know the elements of language and culture in communication.
- To illustrate the fundamentals of cultural aspects in communication.
- To describe the concepts of language and culture communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

### Unit- 1

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

### Unit- 2

- 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- 3

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

### Unit- 4

- 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

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## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

**Paper No. C**

**Course Name: Introduction to Communication principles and models**

**Learning Outcomes (Cos):** After completion of the course the learners will be able:

- To enhance the knowledge of students with regard to the fundamentals of communication and its different forms.
- To know the elements of effective communication and barriers of communication.
- To illustrate the fundamentals of Mass Communication and its various forms.
- To describe the theories of communication that make the students understand about the role of communication in society and media.
- To understand various Communication Models and significance of Models in understanding communication process.
- To identify the target audience and segmentation of audience for the purpose of understanding communication process.

### Unit- 1

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

### Unit- 2

- 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- 3

- 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- 4

- 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

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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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# LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

## Semester 5

**Paper No. 9**

**Course Name: Public Relations**

### **Course Outcomes (Cos)**

- Students would learn about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR.
- Students would know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
- Students would gain knowledge about the tools of public relations.
- Students would learn the basics of public relations writings.
- Students would gain knowledge about the basic ethics and laws of public relations.

### **Unit- 1**

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

### **Unit- 2**

- 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- 3**

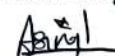
- Tools of public Relations
- Newspaper and magazine
- Radio, television and film
- New media and social media
- Alternate media and traditional media

### **Unit- 4**

- 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, AronoffE.Croig and Lattimore Dan. Dunuque: Brown & Benchmark.



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## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

**Paper No. J**

**Course Name: New Media Tool for Social Change**

**Course Outcomes (Cos):** After completion of the course the learners will be able to have knowledge of:

- Tools that has the power to change or influence society
- Various convergence and difference between new and old media
- Various theory related to social movements
- Various trends like E-learning, smart board etc

### **Unit - 1**

- 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 - 2**

- 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 - 3**

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

### **Unit - 4**

- 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.

  
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## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

### Semester VI

**Paper- XVII**

**Course Name: 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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# LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

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

### Semester 2

**BCH 201**

**Course Name: Human Resource Management**

#### **Course Outcomes (Cos):**

- To develop the understanding of the concept of human resource management and to understand and apply Human Resource Management. Ability to Draft HR planning. Ability to Design Job Description and Job Specifications.
- Ability to recruit Select and interview job candidates and to train them using various methods of training. Implement Management Development Techniques.
- Ability to appraise the Performance of the employees and apply the factors determining pay rates to implement Employee benefits and Welfare measures.
- Ability to implement the practices related to employee integration to implement methods of Industrial Democracy. Ability to implement participative management in organizations.

#### **Unit -1**

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 - 2**

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 - 3**

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 - 4**

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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# LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

**BCH 204**

**Course Name: Business Communication & Office Management**

**Course Outcomes (Cos):**

- Students will be able to communicate their ideas through different modes and mediums.
- Students will be able to handle job opportunities successfully.

**Unit - 1**

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 - 2**

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 - 3**

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 - 4**

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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## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

BCH 206

Course Name: Business Environment

### Course Outcomes (COs):

- On completion of this course, learners will be able to familiarize with the nature of business environment and its components.
- On completion of this course, learners will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business.
- On completion of this course, learners will be able to understand the definition of ethics and the importance and role of ethical behavior in the business world today

### Unit - 1

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 - 2

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 - 3

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 - 4

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.

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# LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

**BCH 502**

**Semester 5**

**Course Name: Industrial Laws**

## **Course Outcomes (COs):**

- The successful completion of this course shall enable the student to understand the basics of the industrial relations and the parties involved in it.
- The successful completion of this course shall enable the student to understand the role and responsibility of trade union and their origin.
- The successful completion of this course shall enable the student to understand the negotiable rights and the way by which they can negotiate, to understand workers' participation in management.
- The successful completion of this course shall enable the student to understand the rules and regulation of the organization, grievance redressal machinery and standing order ACT 1946.
- The successful completion of this course shall enable the student to understand the industrial dispute Act, 1947 and authorities under the Act.

### **Unit - 1**

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 - 2**

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 - 3**

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 - 4**

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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## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

### Semester 6

**BCH 603**

**Course Name: Governance & Business Ethics**

**Course Outcomes (Cos):** By the end of the semester the students would be having a better understanding of how businesses devise their strategy to positively engage all their stakeholders.

#### Unit - 1

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

#### Unit - 2

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 - 3

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

#### Unit - 4

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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# LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

## Course Structure & Syllabus B. Com

### Semester 2

P 10

**Course Name: Business Communication**

**Course Outcomes (Cos):** Upon successful completion of this course the students will be able to:

- Apply principles of effective communication in their verbal and non-verbal communication.
- Write effective e-mails, memos, and business correspondence.
- Illustrate presentation skills
- Plan effective business meetings
- Identify communication barriers

#### **Unit - 1**

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 - 2**

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

#### **Unit - 3**

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

#### **Unit - 4**

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 3

P 16

**Course Name: Managing Human Resources**

**Course Outcomes (Cos):** Upon successful completion of this course the students will be able to:

- Develop the basic understanding about the importance of HR function
- Learn the various concepts of Human Resource Management processes required to Induct and Recruit the employees
- Develop the basic knowledge of Training and Performance Appraisal of employees
- Learn important issues related to Compensation and Wage Administration

### Unit - 1

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 - 2

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 - 3

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 -4

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 & 2; Eastern Book Company
- R.C. Sharma and Nipun Sharma, Human Resource Management: Theory and Practice, Sage Publications Private Limited.

  
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## LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

### 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.
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.

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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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