



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

S.No.	PROGRAM NAME	COURSE CODE/PAPER CODE	COURSE NAME	SEMESTER
2021 -22				
2	BBA	P2'	BUSINESS COMMUNICATION	I
		CC1	PERSONALITY DEVELOPMENT AND GROOMING	I
		VC1	RESUME WRITING AND CORPORATE COMMUNICATION	II
		BBA-303	BUSINESS ENVIRONMENT	III
		BBA-403	HUMAN RESOURCE MANAGEMENT	IV
1	BCA	BCA-101	ESSENTIALS OF PROFESSIONAL COMMUNICATIONS	I
		BCA-105	FUNDAMENTALS OF ENVIRONMENTAL SCIENCE	I
5	BA-JMC	PAPER- A	ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION	I
		PAPER-C	INTRODUCTION TO COMMUNICATION PRINCIPLES AND MODELS	II
		PAPER- XVII	MEDIA AND CONTEMPORARY SOCIAL ISSUES	VI
3	B.COM (H)	BCH-201	HUMAN RESOURCE MANAGEMENT	II
		BCH-204	BUSINESS COMMUNICATION & OFFICE MANAGEMENT	II
		BCH-206	BUSINESS ENVIRONMENT	II
		BCH-603	GOVERNANCE AND BUSINESS ETHICS	VI
4	B.COM	P 10	BUSINESS COMMUNICATION	II
		PAPER-5	MANAGING HUMAN RESOURCE	IV

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

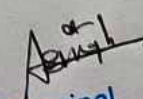
1. Impact of globalization on Indian Society: Education, Health and Economy.
2. Development of Science and Technology in India.
3. Issues relating to intellectual property rights.
4. Cultural Heritage and Important Tourist Destinations.

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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Course Structure & Syllabus BBA

P2': BUSINESS COMMUNICATION

Total Session: 40

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

References:

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

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CC1: PERSONALITY DEVELOPMENT AND GROOMING

Total Session: 40

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

References:

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

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VC1: RESUME WRITING AND CORPORATE COMMUNICATION

Total Session: 40

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

References:

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

BBA 303 Business Environment

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV:

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

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BBA 403 HUMAN RESOURCE MANAGEMENT

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV:

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

Course Structure & Syllabus BCA

BCA- 101 Essentials of Professional Communication

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

Text and Reference Books:

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

UNIT I

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

UNIT II

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

UNIT III

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

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

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


UNIT IV

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

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

Text and Reference Books:

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



Course Structure & Syllabus BA(JMC)

Paper No. A

ROLE OF SOCIAL SCIENCES IN MASS COMMUNICATION

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Suggested Readings:

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

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Text Book:

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

Web Reference

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



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Paper No. C

Introduction to Communication principles and models

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Suggested Readings:-

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

Text Book:

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

Web Reference

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

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Paper- XVII Mass – Media & Contemporary Social Issues

Unit-I

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

Portrayal of women in advertisement, Print Media and Women issue

Unit-II

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

Unit-III

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

Unit –IV

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

Suggested Readings:

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

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Course Structure & Syllabus B. Com (H)

BCH 201 HUMAN RESOURCE MANAGEMENT

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV:

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

SUGGESTED READINGS:

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

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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. Korihalli, 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.

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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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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
3. <https://edu.gcfglobal.org/en/business-communication/>
4. <https://www.salesforce.com/ca/blog/2015/06/10-communication-skills-for-business-success.html>

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Course Structure & Syllabus B. Com

PAPER – V: MANAGING HUMAN RESOURCES

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV:

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

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