

<b>Code – MJ-2</b>	<b>Course – MARKETING MANAGEMENT</b>			
<b>Sem – II</b>	L – 60	T – 0	P – 0	C – 4
<b>Marks Scheme – F.M. 100 (75 End Sem Exams + 25 Sem Internal Theory exams)</b>				

**Objective:** The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

**Course contents:**

<b>Unit 1</b>	<b>Introduction to Marketing (7 Classes)</b> Definition of Market and Marketing, Core Concepts of Marketing, Marketing and Selling (concepts and differences), Relationship of marketing with other functional areas of Management.
<b>Unit 2</b>	<b>The Marketing Environment (10 Classes)</b> Elements of Company's Micro and Macro environment, Market Segmentation: Concept, Needs, Variables/Bases for Segmenting Consumer Market, Attributes of Effective Segmentation, Concept of Target Market, Selection of Target Market, Marketing Mix.
<b>Unit 3</b>	<b>Product Management and Pricing Decision: (12 Classes)</b> Definition of Product, Classification of Product and Levels of Product, Concept of Product Line, Product Line Decisions, Product Mix Definition, Definition of Brand and Brand Equity, Selection of Brand Name, Product Lifecycle: Concept, Stages and strategies in PLC, Concept of Price, Factors Influencing Pricing, Methods of Pricing (Cost based and Competition oriented), Price Adaptation.
<b>Unit 4</b>	<b>Channel Management (7 Classes)</b> Concept and Importance of Distribution Channels, Functions of Marketing Channel, Types of Marketing Intermediaries, Channel Design Decision, Channel conflicts
<b>Unit 5</b>	<b>Promotion Decisions (10 Classes)</b> Promotion mix, Advertising, Difference between advertising and promotion, personal selling, sales promotion, publicity and public relations; Determining factors of advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.
<b>Unit 6</b>	<b>Marketing Research (6 Classes)</b> Meaning and scope of marketing research; Marketing research process. Marketing Organization and Control: Organizing and controlling marketing operations.
<b>Unit 7</b>	<b>Issues and Developments in Marketing: (8 Classes)</b> Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing

**Text Books:**

1. Kotler, P. and Armstrong G. Principles of Marketing (Pearson Prentice Hall: New Delhi)
2. Ramaswamy, V.S. and Namakumari, S. Marketing Management (Macmillan: New Delhi)
3. Saxena, R. Marketing Management (Tata McGraw Hill: New Delhi)
4. Stanton, W.J., Fundamentals of Marketing

<b>Code – MJ-3</b>	<b>Course – HUMAN RESOURCE MANAGEMENT</b>			
<b>Sem – II</b>	<b>L – 60</b>	<b>T – 0</b>	<b>P – 0</b>	<b>C – 4</b>
<b>Marks Scheme – F.M. 100 (75 End Sem Exams + 25 Sem Internal Theory exams)</b>				

**Objectives:** The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

**Course Contents:**

<b>Unit 1</b>	<b>Introduction (6 Classes)</b> Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM, Difference between HRM and Personnel Management.
<b>Unit 2</b>	<b>Acquisition of Human Resources (11 Classes)</b> HR Planning: Definition, Objectives, Need, Importance and the Process, Job analysis — job description and job specification; recruitment— sources and process, selection process— tests and interviews; placement, induction and retention (Strategies). Job changes— transfers, promotions/demotions, separations.
<b>Unit 3</b>	<b>Training and Development (11 Classes)</b> Concept and importance of training: types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development— process and techniques; career planning and development.
<b>Unit 4</b>	<b>Compensation and Maintenance (12 Classes)</b> Compensation: Elements of Compensation, Base Compensation, factors Affecting Compensation, Fringe Benefits, Time Wage and Piece Wage Systems; Job evaluation— concept, process and significance; components of employee remuneration— base and supplementary.
<b>Unit 5</b>	<b>Performance and Potential appraisal (12 Classes)</b> Concept and objectives; traditional and modern methods, limitations of performance appraisal methods, 360 degree appraisal technique; Maintenance: overview of employee welfare, health and safety, social security, Potential appraisal (Introduction and comparison with performance appraisal)
<b>Unit 6</b>	<b>Worker's Participation in Management (4 Classes)</b> Concept and Evolution, Trade Unionism (TU): Meaning, Objectives and Criticism, Collective - Bargaining - Features - Pre-requisite of Collective Bargaining - Agreement at different levels.
<b>Unit 7</b>	<b>Maintenance and Emerging trends (4 Classes)</b> E-HRM, Human Resource Information System (HRIS), Emerging issues in HRM, International Human Resource Management

**Text Books:**

1. Chhabra, T.N; Human Resource Management; Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.
2. Dr. Gupta, C.B.; Human Resource Management, Sultan Chand and Sons, New Delhi, 2003.
3. Rao, V S P, Human Resource Management, Text and Cases, Taxmann publication.
4. Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata McGraw Hill Publishing Company, New Delhi, 2003
5. Flippo, Edwin B., Personnel Management, Tata McGraw Hill.

<b>Code – MN – 2A</b>	<b>Course – ENTREPRENEURSHIP DEVELOPMENT</b>			
<b>Sem – II</b>	<b>L – 45</b>	<b>T – 0</b>	<b>P – 0</b>	<b>C – 3</b>
<b>Marks Scheme – F.M. 75 (60 End Sem Exams + 15 Sem Internal Theory exams)</b>				

#### Course Objectives:

It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

#### Syllabus Content:

<b>Unit-1</b>	<b>Introduction:</b> The entrepreneur <b>(8 Classes)</b> Definition, emergence of entrepreneurial class; Definition and concern of Entrepreneurship, role of social economic environment; classification, Characteristics and importance of entrepreneur; leadership; risk taking ; decision making and business planning, Role of entrepreneur
<b>Unit-2</b>	<b>Promotion of a venture:</b> <b>(8 Classes)</b> Opportunities analysis; external environmental analysis (economic, social and technological, competitive factors), legal requirements of establishment of a new unit and rising of funds; Venture capital sources and documentation required.
<b>Unit-3</b>	<b>Entrepreneurial Behaviour:</b> <b>(10 Classes)</b> Innovation and entrepreneur (Concept, Creativity, Invention & Innovation, Strategy for Innovation, Effective Commercialization, Innovation and Intellectual Property Rights), entrepreneurial behavior and Psycho- theories. Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.
<b>Unit-4</b>	<b>Entrepreneurship &amp; Innovation:</b> <b>(12 Classes)</b> Overview of project identification, search of a business idea, Identification of project, Business Opportunities, Understanding Design Thinking {concept and scope, key factors of design thinking, benefits, phases (Empathize, Define, Ideate, Prototype, Test)} Creativity: Creativity, identification creative tools (S-C-A-M-P-E-R), Vertical thinking, lateral thinking, Critical Thinking, Phases of decision making, Critical thinking and objectivity, Applying structured knowledge to unstructured problems, Domain criteria, traditional and out-of-the-box thinking.
<b>Unit-5</b>	<b>Legal and ethical considerations:</b> <b>(7 Classes)</b> Legal forms of business organization, ethical Issues and social responsibilities of an entrepreneur

#### Text Books:

1. Vasant, DCSAI; Entrepreneurship, Himalaya Publishing House, 2003.
2. Taneja & S.L. Gupta.; Entrepreneurship Development, 2003.
3. Pandey , I.M.; venture capital- The Indian Experience, Prentice Hall of India, 2003.
4. Tandon B.C, "Environment and Entrepreneur ", Chug publication, Allahabad.
5. Srivastava S.B.; A practical guide to industrial entrepreneurs, Sultan Chand & Sons, New Delhi.
6. Chandra, Prasana ; Project Preparation, Appraisal, Implementation, TMH ,New Delhi.

<b>Code – MN – 2A (Practical)</b>	<b>Course – ENTREPRENEURSHIP DEVELOPMENT Practical</b>			
<b>Sem – II</b>	<b>L – 0</b>	<b>T – 0</b>	<b>P – 15</b>	<b>C – 1</b>
<b>Marks Scheme – F.M. 25 (Report &amp; Viva 10 + Written exam 15)</b>				

### Practical Work

<b>1</b>	Case studies of successful entrepreneurs
<b>2</b>	Conducting mock interviews: testing initiatives, team spirit and leadership
<b>3</b>	Conducting meeting: purpose, procedure, participation, physical arrangements, recording and writing of minutes.
<b>4</b>	Share Your Story: Identify area of innovation and prepare a project of design thinking in the area of Your choice and present it through Sketch modeling (Preparing project proposal)
<b>5</b>	Conduct Market survey to know the demand for different products.
<b>6</b>	Presentations by the students (Individual, Groups)

## Semester 2

### **COMMON COURSE (CC) : AEC 2 LANGUAGE AND COMMUNICATION SKILLS (LCS) Essentials of English Grammar and Composition**

**Credits: 2 F.M. : 50 P.M. : 20 Lecture Hours: 30**

**Course Level Learning Outcomes:** Some of the course learning outcomes that students of this course are required to demonstrate run thus:

- Acquire the basic understanding of English grammar
- Acquire the official and business writing skills
- Acquire skills to present one's ideas in English

#### **UNIT-I Grammar**

**20 Marks**

**[Credit- 0.8 Lecture Hours- 12]**

Grammar – Part of speech & their types – Noun, Pronoun, Verb, Adjective, Adverb, Conjunction, Determiners.

Type of sentences: Simple, Compound & Complex.

#### **UNIT II: Composition**

**30 Marks**

**[Credit- 1.2 Lecture Hours- 18]**

Composition: Factual Description, Paragraph Writing, Office Memo, Notices, Circulars, Agenda, Email, Blog Writing, Resume, Formal Letter, Letters of Complaint, Letters of Editor, Job Application, Inquiry Letter, Letter of Appreciation, Recommendation Letter.

#### ***Semester Examination and distribution of marks:-***

#### **End Semester Examination (ESE) : 50 Marks**

Group A Grammar

1. ***Ten objective questions based on grammatical exercises of the components prescribed (2 x10 = 20)***

Group B Composition

***Three questions based on the components prescribed in Unit II Composition (10 x 3 = 30)***  
(Three questions to be answered out of a choice of Six.)

Note: There may be subdivisions in each question asked in the examination.

**Source Book:**

Wren & Martin, High School English Grammar and Composition, S Chand Publication, New Delhi

Nesfield J C, English Grammar, Composition and Usage,

Sanjay Kumar & PushpLata, *Communication Skills*, Oxford University Press

**Jharkhand NEP, FYUGP 2022-23 onwards**

**Major in Political Science**



Revised Curriculum and Credit Framework for the Four-Year Undergraduate Programmes(FYUGP)

As per Provisions of NEP-2020, implemented from the Academic Year 2022-23 onwards (KU Ref.No.KU/R397/23,dated-14/03/23)

**Kolhan University,Chaibasa,Jharkhand**

**Revised Courses of Study for Four Year Undergraduate Programme 2022-23, Major in Political Science**

**w.e.f. 2022-23 Academic Year**

**Semester wise Course Code, Paper name and Credit Points**

<b>Jharkhand, NEP, FYUGP 2022-23 onwards</b>							
<b>Table 6: Semester wise Course Code and Credit Points for Single Major:</b>							
<b>Semester</b>	<b>Common, Introductory, Major, Minor, Vocational &amp; Internship Courses</b>						
	<b>Code</b>	<b>Papers</b>	<b>Credits</b>	<b>F.M.</b>	<b>P.M.</b>	<b>Internal Exam.F.M.</b>	<b>University Exam.F.M.</b>
<b>I</b>	<b>AEC-1</b>	<b>Language and Communication Skills (MIL-1)(Modern Indian Language including TRL) Hindi(50 Marks)</b>	<b>2</b>	<b>50</b>	<b>20</b>	<b>No Internal Exam</b>	<b>50</b>
	<b>VAC-1</b>	<b>Value added Course-1 Section-A- Understanding India Section-B- Environmental Science</b>	<b>2+2 =4</b>	<b>50 50</b>	<b>20 20</b>	<b>No Internal Exam</b>	<b>50 50</b>
	<b>SEC-1</b>	<b>Skill Enhancement Course-1 Digital Education</b>	<b>3</b>	<b>75</b>	<b>30</b>	<b>No Internal Exam</b>	<b>75</b>
	<b>MDC-1</b>	<b>Multi-disciplinary Course-1 Citizenship and Governance</b>	<b>3</b>	<b>75</b>	<b>30</b>	<b>No Internal Exam.</b>	<b>75</b>
	<b>MN-1A</b>	<b>Minor from Discipline-1 Globalization and Politics</b>	<b>4</b>	<b>100</b>	<b>40</b>	<b>25</b>	<b>75</b>
	<b>MJ-1</b>	<b>Major paper 1 (Disciplinary/ Interdisciplinary Major) Understanding Political Theory and Politics</b>	<b>4</b>	<b>100</b>	<b>40</b>	<b>25</b>	<b>75</b>

**Multi-disciplinary Course-1**  
**Citizenship and Governance**

**Course Code- MDC-1**

**Full Marks-75**

**End Sem.UniversityExam-75**

**Pass Marks-30**

**No Internal Examination**

**Credit-3**

**Paper Name- Citizenship and Governance**

**Course Objective:**

This course will help the students to understand the meaning of good governance and how to realize this. In spite of the best of the policy formulations and institutional arrangements, the government is unlikely to yield good governance if there is no active citizen participation. This course will not only help the students to learn about several institutional arrangements but will also equip them with information and techniques of how to apply them for better governance. They will be able to understand how both citizens and government complement each other in realizing good governance.

**Learning Objectives:**

1. The students will be able to explain meaning and factors and forces which enable good governance.
2. The students will be able to know about their rights which have been given to them and how the exercise of those rights set things right in the functioning of government and delivery of services to the people.
3. The students will understand the key areas of governance issues

**Unit-I: Introduction to Good Governance**

- a) What is Good Governance?
- b) Factors and Models of Good Governance

**Unit-II: Democracy and Governance**

- a). Relationship between democracy and Good Governance
- b). Democratic Governance, Environment Governance, Education and Health Governance

**Unit-III: State and Citizenship in Governance**

- a) Role of the state in governance, policy formulations and enforcement of Social Audit



b) Role of the citizen in Governance: Civic Culture, Citizen Participation and Social Audit

#### **Unit-IV: Institutional and Legal Arrangements**

- a) Citizen Charter
- b) Right to Information
- c) Consumer Protection Act
- d) E-Governance
- e) Public Service Delivery
- f).Lokpal
- g) Lokayukta

#### **Readings:**

Yadav,Sushama And Balwan Gautam, “Lok Prashasan: Siddhant Evam Vyavahar”,Orient Blackswain, Hyderabad.

Basu,Rumaki “Lok Prshasan”, Jawahar Publication, Delhi.

Sharma,M.P., and B.L. Saana, “Lok Prashasan”, Kitab Mahal, Delhi.

Avasthi and Avasthi, “Public administration”, Laxmi Narayan Agrawal, Agra.

Phadia,B.L., “ Bharatiya Prashasan”, Sahitya Bhawan Agra.

Phadia,B.L., “Bharat Main LokPrashasan”, Sahitya Bhawan Agra.

Fadia,B.L. & K.Fadia, “Lok Prashasan”, Sahitya Bhawan Agra.

Maheswari,S.R., “Indian Administration”, Laxmi Narayan Agrawal, Agra.

White,L.D.,“Introduction to the Study of Public administration”, S. Chand & Company, New Delhi.

Bhagawan,Vishnu and Vidya Bhushan, “A text Book of Public administration”, S. Chand & Co. New Delhi.

Bhattacharya,Mohit “Public Administration and Planning”, The World Press Pvt. Ltd., Calcutta.

Bhattacharya,Mohit“New Horizons of Public administration”, Jawahar Publisher Delhi.

Avasthi,A & S.R. Maheshwari, “Public Administration”, Agra: Lakshmi Narain Agarwal, (latest Hindi and English editions)

S. R. Maheswari: Indian Administration.Orient BlackSwan

R.B. Jain: Contemporary Issues in Indian Administration,Vishal Publication

B. Chakrabarty and P. Chand: Indian Administration,Sage Publications

Noorjahan Bava, Development Policies and Administration in India, Uppal Publishing

Satyajit Singh and Pradeep K. Sharma [eds.] Decentralisation: Institutions and Politics in Rural India, Oxford

Basu Rumki: Public Administration in India Mandates, Performance and Future Perspectives, Sterling Publishers

Maheshwari, S., & Maheswari, S. (1987). Public Policy Making in India. *The Indian Journal of Political Science*, 48(3), pp. 336-353.

Frederickson, H. George et al. (2015). Theories of Governance. In *The Public Administration Theory Primer*, Boulder, CO: Westview Press, pp. 219-244.

Leftwich, A. (1994). Governance, the State and the Politics of Development. *Development and Change*, 25(2), Blackwell Publishing Ltd, pp. 363–86.

World Bank Report. (2017). *World Development Report: Governance and the Law*. Washington.

Keping, Y. (2018). Governance and Good Governance: A New Framework for Political Analysis. *Fudan Journal of the Humanities and Social Sciences*, 11(1), pp. 1–8.

□Singh, A.P., & Murari K. (2018). *Governance: Issues and Challenges*. New Delhi: Pearson.

□Ragi, S. K. (2019). *Citizenship and Governance*. New Delhi: National Book Trust

Currie, B. (1996). Governance, Democracy and Economic Adjustment in India: Conceptual and Empirical Problems. *Third World Quarterly*, 17(4), pp. 787-807.

□Leftwich, A. (1993). Governance, Democracy and Development in the Third World. *Third World Quarterly*, 14(3), pp. 605-624.

□Bevir, M. (2006). Democratic Governance: Systems and Radical Perspectives. *Public Administration Review*, 66(3), pp. 426-436.

Faur, D. L. (2012). *From “Big Government” to “Big Governance”?* The Oxford Handbook of Governance.

□Crow, D. (2009). How Citizens Interact with Their Government and Why We Care. *Public Administration Review*, 69(2), pp. 353-355.

□Shastri, S. (2002). Citizen Confidence in Political Institutions and Processes in India: Some Findings from the World Values Survey. *The Indian Journal of Political Science*, 63(1), pp. 89-104.

□Almond, G., & Verba, S. (1963). *The Civic Culture: Political Attitudes and Democracy in Five Nations*. Princeton University Press

Haque, M.S. (2007). Limits of the Citizen's Charter in India: The critical impacts of social exclusion. *Journal of Public Management Review*, pp. 391-416.

□Paul, S. (2008). India's Citizen's Charters: In Search of a Champion. *Economic and Political Weekly*, 43(7), pp. 67-73.

□Jain, A. (2012). Good Governance and Right to Information: A Perspective. *Journal of the Indian Law Institute*, 54(4), pp. 506-519.

□Birkinshaw, P. (2006). Freedom of Information and Openness: Fundamental Human Rights? *Administrative Law Review*, 58(1), pp. 177-218.

Saxena, I. (1988). The Consumer Protection Act 1986: A Viewpoint. *Journal of the Indian Law Institute*, 30(3), pp. 321-331.

□Saxena, A. (2005). E-Governance and Good Governance: The Indian Context. *The Indian Journal of Political Science*, 66(2), pp. 313-328.

□Yadav, S. (2009). Implementing E-Governance in India Exploring the Administrative Reforms Agenda. *The Indian Journal of Political Science*, 70(3), pp. 679-692.

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Paul, S., Suresh Balakrishnan, K. Gopakumar, Sita Sekhar, & M, Vivekananda. (2004). State of India's Public Services: Benchmarks for the States. *Economic and Political Weekly*, 39(9), pp. 920-933.

□Sangita, S. (2007). Decentralisation for Good Governance and Service Delivery in India: Theory and Practice. *The Indian Journal of Political Science*, 68(3), pp. 447-464.

Panchu, S. (2011). Lokpal: Where Do We Stand Now, and How We Got Here. *Economic and Political Weekly*, 46(41), pp. 19-21.

Panchu, S. (2012). Repairing the Lokpal Bill. *Economic and Political Weekly*, 47(3), pp. 10-13.

□Nanth, V. (2011). Lokpal Bill Campaign: Democratic and Constitutional. *Economic and Political Weekly*, 46(16), pp. 20-22.

Jha, R. R. (2018). India's Anti-Corruption Authorities: Lokpal and Lokayukta. *Indian Journal of Public Administration*, 64(3), pp. 502-517.

Lele, S. et al. (2010). A Structure for Environmental Governance in India: A Perspective. *Economic & Political Weekly*, 45(6), pp. 13-16.

Kandpal, P.C. (2018). *Environmental Governance in India: Issues and Challenges*. New Delhi: Sage.

□Abrol, D. (2010). Governance of Indian Higher Education: An Alternate Proposal. *Social Scientist*, 38(9/12), pp. 143-177.

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Qadeer, I. (2008). Health Planning in India: Some Lessons from the Past. *Social Scientist*, 36(5/6), pp. 51-75.

□Gupta, M. et al. (2010). How Might India's Public Health Systems Be Strengthened? Lessons from Tamil Nadu. *Economic and Political Weekly*, 45(10), pp. 46-60.

**Semester-1 total Credits=20**

**For all Semesters=160 Credits**

1 Credit -1-hour Class in a Week

4 Credit - 4 hours Class in a Week

15 weeks 60 hrs Class (60 Lectures)

In a week 3 classes+1 Tutorial=4 Classes

25 Marks Internal Examination may include 20 marks questions from **written Examination (1 Hr Exam)**/Assignment/Project/Tutorial wherever applicable whereas 5 marks will be awarded on the attendance/overall class performance in the semester

**For End Sem.Examination-75 Marks,3Hrs Exam**

There will be two group of questions. Group A is Compulsory which will contain three questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Objective type= $1 \times 5 = 5$

Short Answer= $5 \times 2 = 10$

Long Answer= $15 \times 4 = \underline{60}$

Total                      75

**Note: Follow the Revised NEP Guidelines 2023, for details Ref.No.KU/R/397/23,dated-14/03/23(Enclosed)**

**KOLHAN UNIVERSITY, CHAIBASA**  
**FYUGP SEMESTER –II UNDER NEP**  
**SEC-II (SKILL ENHANCEMENT COURSE)**  
**Course Title: COMMUNICATION SKILLS AND PERSONALITY**  
**DEVELOPMENT**

Total Marks: 75  
 CREDITS: 03

Pass Marks: 30  
 Total Lecture: 45 Hours

**Learning Outcome**

- To understand the concept of Personality. To learn what personal grooming pertains.
- To learn to make good resume and prepare effectively for interview.
- To learn to perform effectively in group discussions.
- To explore communication beyond language. To learn to manage oneself while communicating.
- To acquire good communication skills and develop confidence.

Unit	Topics	No of hours
I	<p style="text-align: center;"><b>PERSONALITY AND PERSONAL GROOMING</b></p> <p><b>Understanding Personality</b></p> <ul style="list-style-type: none"> <li>• Definition and Meaning of Personality</li> <li>• Types of Personality</li> <li>• Components of Personality</li> <li>• Determinants of Personality</li> <li>• Assessment of Personality</li> </ul> <p><b>Grooming Self</b></p> <ul style="list-style-type: none"> <li>• Dress for success</li> <li>• Make up &amp; skin care</li> <li>• Hair care &amp; styles for formal look</li> <li>• Art of accessorizing</li> <li>• Oral Hygiene</li> </ul>	10 Lecture hours (Including practical training upon all topics)
II	<p style="text-align: center;"><b>INTERVIEW PREPARATION AND GROUP DISCUSSION</b></p> <ul style="list-style-type: none"> <li>• Meaning and Types of Interview [ Face to Face, Telephonic, Video]</li> <li>• Interview procedure [Opening. Listening, Closure]</li> <li>• Preparation for Interview</li> <li>• Resume Writing</li> <li>• LinkedIn Etiquette</li> <li>• Meaning and methods of Group Discussion</li> <li>• Procedure of Group Discussion.</li> <li>• Group Discussion simulation</li> </ul>	12 Lecture hours (Including mock interviews)

	<ul style="list-style-type: none"> <li>• Group discussion common error</li> </ul>	
<b>III</b>	<p><b>BODY LANGUAGE AND BEHAVIOUR</b></p> <ul style="list-style-type: none"> <li>• Concept of human behavior</li> <li>• Individual and group behavior</li> <li>• Developing Self-Awareness</li> <li>• Behaviour and body language</li> <li>• Dimensions of body language: <ul style="list-style-type: none"> <li>Proxemics</li> <li>Haptics</li> <li>Oculesics</li> <li>Paralanguage</li> <li>Kinesics</li> <li>Sign Language</li> <li>Chromatics</li> <li>Chronemics</li> <li>Olfactics</li> </ul> </li> <li>• Cultural differences in Body Language</li> <li>• Business Etiquette &amp; Body language</li> <li>• Body Language in the Post Corona Era</li> <li>• Virtual Meeting Etiquette</li> <li>• Social Media Etiquette</li> </ul>	10 Lecture hours
<b>IV</b>	<p><b>ART OF GOOD COMMUNICATION</b></p> <ul style="list-style-type: none"> <li>• Communication Process</li> <li>• Verbal and Non-verbal communication</li> <li>• 7 C's of effective communication</li> <li>• Barriers to communication</li> <li>• Paralinguistics <ul style="list-style-type: none"> <li>Pitch</li> <li>Tone</li> <li>Volume</li> <li>Vocabulary</li> <li>Word stress</li> <li>Pause</li> </ul> </li> <li>• Types of communication <ul style="list-style-type: none"> <li>Assertive</li> <li>Aggressive</li> <li>Passive Aggressive</li> </ul> </li> <li>• Listening Skills</li> <li>• Questioning Skills</li> <li>• Art of Small Talk</li> <li>• Email Writing</li> </ul>	13 Lecture hours

**Suggested Readings:**

1. Cloninger, S.C., "Theories of Personality: Understanding Person", Pearson, New York, 2008, 5<sup>th</sup> edition.
2. Luthans F. "Organizational Behaviour", McGraw Hill, New York, 2005, 12th edition.

3. Barron, R.A. & Brian D. "Social Psychology", Prentice Hall of India, 1998, 8th edition.
4. Adler R.B., Rodman G. & Hutchinson C.C., "Understanding Human Communication". Oxford University Press: New York, 2011.
5. A Reading for Academic Purpose by Robyn Brinks & Kelly Sipped.
6. Academic Writing by Aptech Onlinevarsity
7. Pronunciation by Jonathan Smith & Annette Margobs.
8. English Grammar by Aptech Learning Center.
9. Oxford Online LSR W
10. Basic Knowledge of Computer by John Monyjok.
11. Objectives of Reading, Writing & Listening Skills by Aptech Academy.

**Suggested Digital platforms/ web links for reading:**

1. <https://www.smashigmagazine.com>
  2. <https://files.eric.ed.gov>
  3. <https://site.nationalacademies.org>
  4. [www.aptechmeerut.com](http://www.aptechmeerut.com) , [www.aptechlearning.com](http://www.aptechlearning.com)
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