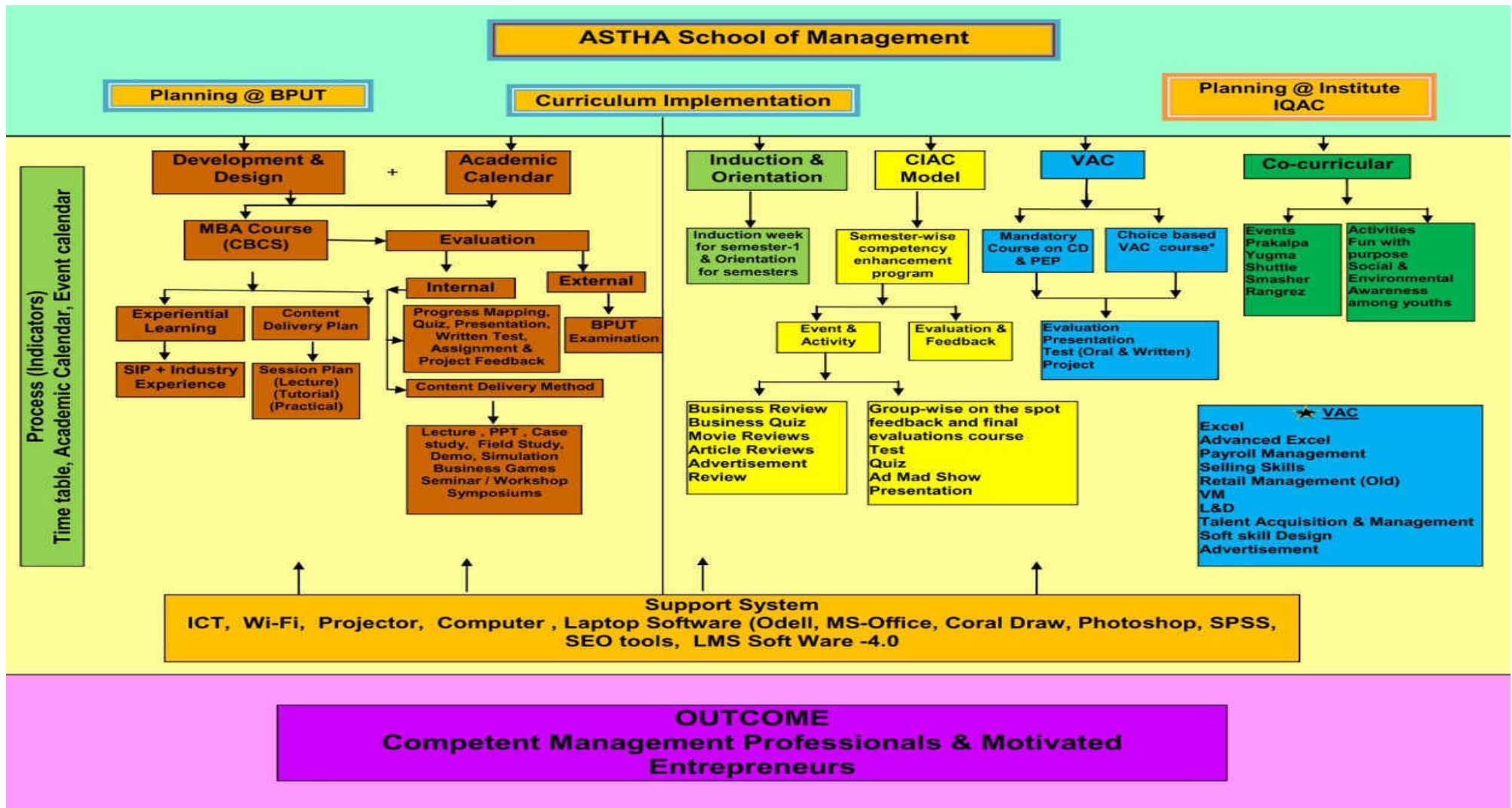


The Curriculum Planning & Implementation Process of ASTHA School of Management



Sharnika
Principal

Astha School Of Management

ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KHAMRDA-752101

(FIRST YEAR)**1st SEMESTER**

Sl No.	Sub. Code	Name of the subjects	L-T-P	Credit	University Marks	Internal Evaluation
1.	18MBA101	Managerial Economics	3-0-0	3	100	50
2.	18MBA102	Marketing Management	3-0-0	3	100	50
3.	18MBA103	Organizational Behaviour	3-0-0	3	100	50
4.	18MBA104	Management Principles	3-0-0	3	100	50
5.	18MBA105	Decision Science	3-0-0	3	100	50
6.	18MBA106	Business Communication	3-0-0	3	100	50
7.	18MBA107	Financial Accounting and Analysis	3-0-0	3	100	50
8.	18MBA108	Business Law	3-0-0	3	100	50
9.	18MBA109	Business Environment & Ethics	3-0-0	3	100	50
		TOTAL		27	900	450

2nd SEMESTER

Sl No.	Sub. Code	Name of the subjects	L-T-P	Credit	University Marks	Internal Evaluation
1.	18MBA201	Corporate Finance	3-0-0	3	100	50
2.	18MBA202	Indian Financial Systems and Services	3-0-0	3	100	50
3.	18MBA203	Human Resources Management	3-0-0	3	100	50
4.	18MBA204	Business Research	3-0-0	3	100	50
5.	18MBA205	Operations Management	3-0-0	3	100	50
6.	18MBA206	International Business	3-0-0	3	100	50
7.	18MBA207	Fundamentals of IT & ERP	3-0-0	3	100	50
8.	18MBA208	Corporate Strategy	3-0-0	3	100	50
9.	18MBA209	Entrepreneurship Development	3-0-0	3	100	50
		TOTAL		27	900	450
The colleges may provide for a PD Lab for the students which shall be a non-credit course. An indicative list of lab sessions is attached for reference.						
Internship Training during vacation.						

SECOND YEAR OF MBA**1. ELECTIVES:**

a) FUNCTIONAL AREA : MARKETING							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3 rd	18MBA301A	Consumer Behaviour	3-0-0	3	100	50
2.	3 rd	18MBA302A	Sales & Distribution Management	3-0-0	3	100	50
3.	3 rd	18MBA303A	Digital Marketing	3-0-0	3	100	50
4.	3 rd	18MBA304A	Service Marketing	3-0-0	3	100	50
5.	4 th	18MBA401A	Retail Management	3-0-0	3	100	50
6.	4 th	18MBA402A	Product & Branding Management	3-0-0	3	100	50
7.	4 th	18MBA403A	B2B Marketing	3-0-0	3	100	50
			TOTAL		21	700	350

b) FUNCTIONAL AREA : FINANCE							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3 rd	18MBA301B	Security Analysis & Portfolio Management	3-0-0	3	100	50
2.	3 rd	18MBA302B	Financial Derivatives	3-0-0	3	100	50
3.	3 rd	18MBA303B	Advanced Management Accounting	3-0-0	3	100	50
4.	3 rd	18MBA304B	Project Appraisal and Financing	3-0-0	3	100	50
5.	4 th	18MBA401B	Business Taxation	3-0-0	3	100	50
6.	4 th	18MBA402B	Behavioural Finance	3-0-0	3	100	50
7.	4 th	18MBA403B	Mergers and Corporate Restructuring	3-0-0	3	100	50
			TOTAL		21	700	350

c) FUNCTIONAL AREA: HUMAN RESOURCES							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301C	Manpower Planning	3-0-0	3	100	50
2.	3rd	18MBA302C	Employee Relations	3-0-0	3	100	50
3.	3rd	18MBA303C	Compensation and Benefit Management	3-0-0	3	100	50
4.	3rd	18MBA304C	Performance Management System	3-0-0	3	100	50
5.	4th	18MBA401C	Team Dynamics at work	3-0-0	3	100	50
6.	4th	18MBA402C	Strategic HRM	3-0-0	3	100	50
7.	4th	18MBA403C	Industrial Legislations	3-0-0	3	100	50
			TOTAL		21	700	350

d) FUNCTIONAL AREA: OPERATIONS MANAGEMENT							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301D	Supply Chain Management & Logistics	3-0-0	3	100	50
2.	3rd	18MBA302D	Pricing and Revenue Management	3-0-0	3	100	50
3.	3rd	18MBA303D	Operations Strategy	3-0-0	3	100	50
4.	3rd	18MBA304D	Sales and Operation Planning	3-0-0	3	100	50
5.	4th	18MBA401D	Management of Manufacturing System	3-0-0	3	100	50
6.	4th	18MBA402D	Sourcing Management	3-0-0	3	100	50
7.	4th	18MBA403D	Operations Research Applications	3-0-0	3	100	50
			TOTAL		21	700	350

MBA 2Yrs Syllabus from Admission Batch 2018-19 onwards

e) FUNCTIONAL AREA: SYSTEMS MANAGEMENT							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301E	Data Mining for Business Decisions	3-0-0	3	100	50
2.	3rd	18MBA302E	Business Analytics	3-0-0	3	100	50
3.	3rd	18MBA303E	E-Commerce and Digital Markets	3-0-0	3	100	50
4.	3rd	18MBA304E	Managing Digital Platforms	3-0-0	3	100	50
5.	4th	18MBA401E	Strategic Management of IT	3-0-0	3	100	50
6.	4th	18MBA402E	Managing Digital Innovation and Transformation	3-0-0	3	100	50
7.	4th	18MBA403E	Managing Software Projects	3-0-0	3	100	50
			TOTAL		21	700	350

f) FUNCTIONAL AREA: RURAL MANAGEMENT							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301F	Agribusiness Management	3-0-0	3	100	50
2.	3rd	18MBA302F	Rural Marketing	3-0-0	3	100	50
3.	3 rd	18MBA303F	Rural Development	3-0-0	3	100	50
4.	3rd	18MBA304F	Livelihood and Development Management	3-0-0	3	100	50
5.	4th	18MBA401F	Rural Credit and Micro Finance	3-0-0	3	100	50
6.	4th	18MBA402F	Cooperative Management	3-0-0	3	100	50
7.	4th	18MBA403F	Strategies for Smart Villages	3-0-0	3	100	50
			TOTAL		21	700	350

ASTHA School of Management
1ST SEMESTER SUBJECT ASSIGNMENT (2022-23)

Sl. No.	Subject	Faculty
1	Managerial Economics	Asst. Prof. S.Biswal
2	Marketing Management	Asst. Prof. S.I.Hasnain
3	Organizational Behaviour (Section-A)	Asst. Prof. Abhipsa Mishra
4	Organizational Behaviour (Section-B & C)	Dr.Tulika Singh
5	Management Principles	Asst. Prof. Rupali Paikray
6	Decision Science	Dr.Abhijit Mohanty
7	Business Communication	Prof. (Dr.) Sharmila Subramanian & Asst.Prof. Md.A.Khan
8	Financial Accounting & Analysis	Asst. Prof. N.Mohapatra
9	Business Law	Asst.Prof. B.P.Kar
10	Business Environment & Ethics	Asst.Prof.Amita Panda

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MBA 2nd SEMESTER SUBJECT ASSIGNMENT (2022-23)

Sl. No.	Subject with Code	Faculty
1	Corporate Finance(18MBA201)	Dr.S.Biswal (Section-A)
		Dr.S.Ali (Section-B & C)
2	Indian Financial Systems and Services(18MBA202)	Asst.Prof.B.P.Kar (Section-A)
		Asst.Prof.Satrupa(Section-B)
		Asst.Prof.D.Behera(Section- C)
3	Human Resources Management(18MBA203)	Asst. Prof. S.Nayak(Module-I)
		Asst. Prof. A.Mishra (Module-II & III)
4	Business Research(18MBA204)	Dr.A.Mohanty
5	Operations Management(18MBA205)	Asst. Prof. M. Nayak
6	International Business(18MBA206)	Dr.P.Rachayeeta(Section-B & C)
		Asst.Prof.P.Kumar (Section-A)
7	Fundamentals of IT & ERP (18MBA207)	Asst.Prof.Md.A.Khan
8	Corporate Strategy(18MBA208)	Asst. Prof. J. Mohanty
9	Entrepreneurship Development(18MBA209)	Asst. Prof. R.Paikray

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3RD SEMESTER SUBJECT ASSIGNMENT (2022-23)

SI No.	Subject	Faculty
1	Sales & Distribution Management	Dr.Abhijit Mohanty
2	Services Marketing	Asst. Prof. M. Nayak
3	Consumer Behaviour	Asst. Prof. S.I.Hasnain
4	Digital Marketing	Asst. Prof. J. Mohanty
5	Security Analysis & Portfolio Management	Asst. Prof. S.Biswal
6	Financial Derivatives	Asst. Prof. S.Biswal
7	Advanced Management Accounting	Asst.Prof. B.P.Kar
8	Project Appraisal and Financing	Asst. Prof. Nandita Mohapatra
9	Manpower Planning	Dr.Tulika Singh
10	Employee Relations	Asst. Prof. Abhipsa Mishra
11	Compensation and Benefit Management	Asst. Prof. Rupali Paikray
12	Performance Management System	Asst.Prof. Md.A.Khan & Asst.Prof.Amita Panda
13	Supply Chain Management & Logistics	Asst. Prof. S.I.Hasnain
14	Pricing and Revenue Management	Dr.Abhijit Mohanty
15	Operations Strategy	Asst. Prof. J. Mohanty
16	Sales and Operation Planning	Asst. Prof. M. Nayak
17	Data Mining for Business Decisions	Asst.Prof.Amita Panda with External Resources
18	Business Analytics	
19	E-Commerce and Digital Markets	
20	Managing Digital Platforms	



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MBA 4th SEMESTER SUBJECT ASSIGNMENT (2022-23)

Sl No.	Subject with code	Faculty
1	Business Taxation(18MBA401B)	Asst.Prof.B.P.Kar
2	Behavioural Finance(18MBA402B)	Asst. Prof. Satrupa
3	Merger and Corporate Restructuring(18MBA403B)	Asst.Prof.B.P.Kar
4	Retail Management (18MBA401A)	Asst. Prof. P.Kumar
5	Product & Branding Management (18MBA402A)	Asst.Prof.D.Behera
6	B2B Marketing(18MBA403A)	Asst.Prof.D.Behera
7	Team Dynamic at Work 18MBA401C	Asst. Prof. R.Paikray
8	Strategic HRM (18MBA402C)	Asst. Prof. S.Nayak
9	Industrial Legislations 18MBA403C	Asst. Prof. S.Nayak
10	Management of Manufacturing System(18MBA401D)	Asst. Prof. P.Kumar
11	Sourcing Management(18MBA402D)	Asst.Prof.D.Behera
12	Operations Research Applications(18MBA403D)	Asst.Prof.D.Behera
13	Strategic Management of IT(18MBA401E)	Asst. Prof. P.Kumar
14	Managing Digital Innovation and Transformation(18MBA402E)	Asst. Prof. P.Kumar
15	Managing Software Projects(18MBA403E)	Asst.Prof.D.Behera

Tharunika
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1st Semester Class Time Table 2022-23 w.e.f. 12.12.2022

Section - A

DAY	9.45 AM-10.45 AM	10.45 AM-11.45 AM	11.45AM - 12.45PM	12.45 PM -1.30 PM	1.30 PM-2.45PM	2.45 PM-3.45PM	3.45PM-4.45PM
MON	ME	MM	BC	L U N C H B R E A K	CD/LIBRARY	BEE	FAA
TUE	OB	DS	BEE		Soft Skills	MP	BL
WED	FAA	BL	BC		Advertisement Review	ME	MM
THU	BEE	DS	BL		CD/LIBRARY	MP	OB
FRI	MM	BC	FAA		Business Language Comprehension	ME	PROCTORSHIP (3.45 PM Onwards)
SAT	MP	DS	OB		Business Environment Review	IQAC ACTIVITY	


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1st Semester Class Time Table 2022-23 w.e.f. 12.12.2022

Section - B

DAY	9.45 AM-10.45 AM	10.45 AM-11.45 AM	11.45AM - 12.45PM	12.45 PM -1.30 PM	1.30 PM-2.45PM	2.45 PM-3.45PM	3.45PM-4.45PM
MON	OB	DS	FAA	L U N C H B R E A K	Soft Skills	MP	BL
TUE	MM	BL	BC		CD/LIBRARY	ME	BEE
WED	BEE	DS	MP		Business Language Comprehension	FAA	OB
THU	BL	BC	ME		Advertisement Review	BEE	MM
FRI	DS	FAA	MP		CD/LIBRARY	OB	PROCTORSHIP (3.45 PM Onwards)
SAT	MM	BC	ME		Business Environment Review	IQAC ACTIVITY	

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1st Semester Class Time Table 2022-23 w.e.f. 12.12.2022

Section - C

DAY	9.45 AM-10.45 AM	10.45 AM-11.45 AM	11.45AM - 12.45PM	12.45 PM -1.30 PM	1.30 PM-2.45PM	2.45 PM-3.45PM	3.45PM-4.45PM
MON	BL	BC	BEE	L U N C H B R E A K	Advertisement Review	MIM	ME
TUE	MP	OB	FAA		Business Language Comprehension	BC	DS
WED	ME	BC	MM		CD/LIBRARY	BEE	BL
THU	DS	FAA	MM		Soft Skills	MP	OB
FRI	ME	BEE	BL		Business Environment Review	DS	PROCTORSHIP (3.45 PM Onwards)
SAT	FAA	MP	OB		CD/LIBRARY	IQAC ACTIVITY	


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2nd Semester Class Time Table 2022-23 w.e.f. 08.05.2023

Section - A

DAY	9.45 AM-10.45 AM	10.45 AM-11.45 AM	11.45 AM - 12.45 PM	12.45 PM-1.45 PM	1.45 PM-3.00 PM	3.00 PM-4.00PM	4.00 PM-5.00 PM
MON	CF	BR	OM	L U N C H B R E A K	CIAC	IB	ERP
TUE	IFSS	HRM	CS		CIAC	ED	OM
WED	CF	BR	ED		CIAC	ERP	IB
THU	IFSS	CS	OM		CIAC	ED	HRM
FRI	ERP	BR	CF		CIAC	HRM	PROCTORSHIP
SAT	IB	IFSS	CS		CIAC	IQAC ACTIVITY	

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2nd Semester Class Time Table 2022-23 w.e.f. 08.05.2023

Section - B

DAY	9.45 AM-10.45 AM	10.45 AM-11.45 AM	11.45 AM - 12.45 PM	12.45 PM-1.45 PM	1.45 PM-3.00 PM	3.00 PM-4.00PM	4.00 PM-5.00 PM
MON	IFSS	ED	BR	L U N C H B R E A K B R E A K	CIAC	CS	HRM
TUE	ERP	CF	IFSS		CIAC	IB	ED
WED	IB	CS	BR		CIAC	HRM	OM
THU	ERP	CF	CS		CIAC	IFSS	OM
FRI	IB	OM	BR		CIAC	CF	PROCTORSHIP
SAT	HRM	ERP	ED		CIAC	IQAC ACTIVITY	


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2nd Semester Class Time Table 2022-23 w.e.f. 08.05.2023

Section - C

DAY	9.45 AM-10.45 AM	10.45 AM-11.45 AM	11.45 AM - 12.45 PM	12.45 PM-1.45 PM	1.45 PM-3.00 PM	3.00 PM-4.00PM	4.00 PM-5.00 PM
MON	HRM	CS	ED	L U N C H B R E A K B R E A K	CIAC	CF	IFSS
TUE	IB	OM	BR		CIAC	CS	ERP
WED	HRM	ED	OM		CIAC	IFSS	CS
THU	HRM	IB	BR		CIAC	ERP	CF
FRI	IB	IFSS	OM		CIAC	ERP	PROCTORSHIP
SAT	CF	ED	BR		CIAC	IQAC ACTIVITY	


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3rd Semester Class Time Table 2022-23 w.e.f. 09.01.2023

DAY	9.45 AM-10.45 AM	10.45 AM-11.45 AM	11.45AM - 12.45PM	12.45 PM-1.45 PM	1.45 PM-2.45PM	2.45 PM-3.45PM	3.45PM-4.45PM
MON	DM	CBM	AMA	MP	L U N C H B R E A K	Group Discussion/Personal Interview	Quantitative Aptitude
TUE	SAPM	PMS	ER	CB		Group Discussion/Personal Interview	Current Affairs
WED	SDM	PAF	FD	SM		Reasoning	General English
THU	FD	DM	ER	MP		Group Discussion/Personal Interview	Current Affairs
FRI	CBM	CB	SDM	SAPM		General English	Group Discussion
SAT	AMA	SM	PMS	PAF	Quantitative Aptitude	Reasoning	

Harvika
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4th Semester Class Time Table 2022-23

DAY	9.30-10.40 AM	10.40-11.50 AM	11.50 - 1.00 PM	1.00 - 2.00 PM	2.00-3.10PM	3.10-4.30PM
MON	DT	RM	TDW	L U N C H B R E A K	BF	CIAC
TUE	BA	SHRM	MAC		B2B	HRMA
WED	DT	RM	TDW		BF	CIAC
THU	BA	SHRM	MAC		B2B	HRMA
FRI	DT	RM	TDW		BF	CIAC
SAT	BA	SHRM	MAC		B2B	HRMA


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ASTHA SCHOOL OF MANAGEMENT

BHUBANESWAR

LESSON PLAN

Subject: Business Communication

Subject Credit: 3

Subject code: 18 MBA 106

Session: 2022-23

Semester- 1st Semester

Faculty: Prof. (Dr.) S. Subramanian

COURSE OBJECTIVES:

1. To introduce business communication as a field of study
2. To sensitize students about the nuances in business communication
3. To build requisite language skills to communicate effectively at workplace

MODULE I: Oral Communication

Session No.	Subject Topics	Delivery mode	Learning Outcomes	Action Verbs as per Blooms Taxonomy	KSA Component*	Reference Materials
1	The process of communication (2-way Model): Sender, Message, Channel, Receiver, Feedback.	Lecture cum discussion (PPT & audio visual)	Remember, Understand and Apply the Communication Model	Describe, explain and use	Knowledge (K)	Business Communication: Skills, Concepts, and Application –P.D. Chaturvedi and Mukesh Chaturvedi, Pearson.
2	Communication Flow in Organizations: Formal Channels – Vertical, Horizontal Diagonal.	Lecture cum discussion (PPT & audio visual)	Remember, Understand and Apply the concept of Communication Channels	Relate, discuss and classify	Knowledge (K)	-do-
3	The Grape-vine- Informal Channel	Lecture cum discussion (PPT & audio visual)	Remember, Understand and Apply the concept of Communication Channels	Relate, discuss and classify	Knowledge (K)	-do- Article- An Open Eye and Ear approach to Managerial Communication (VISION, Sage Journal)

4	Non-verbal Communication: Kinesics	Lecture cum demonstration (PPT & audio visual)	Remember, Understand and Apply	Relate, predict and illustrate	Knowledge (K)	Business Communication – Meenakshi Raman & Prakash Singh
5	Non-verbal Communication: Oculistics, Proxemics, Chronemics, Haptics, Paralanguage, and Artifacts	Lecture cum discussion (PPT & audio visual)	Remember, Understand and Apply	Relate, predict and illustrate	Knowledge (K)	Business Communication – Meenakshi Raman & Prakash Singh
6	Language Skill 1 - Listening : Listening Vs. Hearing – Importance of the listening skill Listening Types of Listening-(Active, Empathetic, Content, and Critical Listening)	Lecture cum discussion (PPT & audio visual)	Remember, Understand and Apply	Relate, predict and illustrate	Knowledge (K)	Business Communication: Skills, Concepts, and Application – P.D. Chaturvedi and Mukesh Chaturvedi, Pearson.
7	Listening Vs. Hearing	Audio Case Analysis	Apply, Analyze and Evaluate	Solve, explain and justify	Knowledge (K) and Skill (S)	British Council Podcast- Audio lessons
8	Barriers to Listening & Guidelines for improving Listening Skill- Avoiding 7 Sins of Listening	Lecture cum discussion (PPT & audio visual)	Remember, Understand and Apply	Relate, predict and illustrate	Knowledge (K)	Business Communication: Skills, Concepts, and Application – P.D. Chaturvedi and Mukesh Chaturvedi, Pearson.
9	Language Skill - Speaking: Guidelines for improving confidence, fluency, articulation, accent and voice modulation	Lecture cum demonstration (PPT & audio visual)	Remember, Understand and Apply	Relate, compare and use	Knowledge (K) and Skill (S)	Business Communication – Meenakshi Raman & Prakash Singh
10-11	Communication at workplace: Business conversation Essentials & Effective Conversation Management	Lecture cum demonstration through Role plays	Remember, Understand and Apply	Relate, predict and use	Knowledge (K) and Skill (S)	-do-

12-13	Cell phone Etiquette, Teleconference / Video Conference Skills.	Lecture cum demonstration through Role plays	Remember, Understand and Apply	Relate, predict and use	Knowledge (K) and Skill (S)	Business Communication: Skills, Concepts, and Application – P.D. Chaturvedi and Mukesh Chaturvedi, Pearson.
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MODULE II: Written Communication

Session No.	Subject Topics	Delivery mode	Learning Outcomes	Action Verbs as per Blooms Taxonomy	KSA Component	Books/materials to be referred
14	Language Skill 3- Reading : The process of Reading and Sub skills (Skimming, Scanning and Intensive Reading)	Lecture cum discussion (Use of PPT)	Remember, Understand and Apply	Relate, predict and use	Knowledge (K) and Skill (S)	Speaking and Writing for Effective Business Communication- Francis Soundararaj
15	Reading Comprehension- Inferencing, Guessing word-meaning, Using appropriate speed for various kinds of reading.	Activity cum debriefing	Remember, Understand and Apply	Write, explain and use	Knowledge (K) and Skill (S)	Speaking and Writing for Effective Business Communication- Francis Soundararaj
16	Correction of Reading faults of Eye-fixation, Regression, Finger-pointing, Sub-vocalising, Reading aloud, and indiscriminate use of the Dictionary.	Lecture cum discussion (Use of PPT)	Remember, Understand and Apply	Relate, discuss and use	Knowledge (K) and Skill (S)	Speaking and Writing for Effective Business Communication- Francis Soundararaj
17	Language skill 4 - Writing : Writing Process & guidelines for composing effective business messages (Structure of Routine Messages)	Lecture cum discussion (White Board Work)	Remember, Understand, Apply and Create	Relate, discuss use and compose	Knowledge (K) and Skill (S)	Business Communication: Skills, Concepts, and Application – P.D. Chaturvedi and Mukesh Chaturvedi, Pearson.
18	Persuasive business messages- Using Rhetorics, Components of Attitude and AIDA	Activity and debriefing (Use of AV aids)	Remember, Understand, Apply and Evaluate	Relate, discuss use and assess	Knowledge (K) and Skill (S)	Business Communication Strategies- M. Monnipally
19	Writing Persuasive Messages based on Situation	Activity and debriefing	Analyze and Create	Investigate and compose	Knowledge (K) and Skill (S)	Communication Skills- Leena Sen

20	Good-will, good-news, and bad-news messages- Styles of business writing	Activity and debriefing	Analyze and Create	Investigate and compose	Knowledge (K) and Skill (S)	Communication Skills- Leena Sen
21	Features of an effective business E-mail. Rules of Netiquette.	Lecture cum discussion (Use of PPT)	Remember, Understand and Apply	Relate, discuss and use	Knowledge (K) and Skill (S)	Business Communication Strategies- M. Monnipally
22	Preparing a Résumé -Parts of a Résumé – Résumé Styles: Chronological, Functional, and Chrono-functional - Résumé design	Lecture cum Activity and debriefing	Remember, Understand, Apply and Create	Relate, outline, use and Compose	Knowledge (K) and Skill (S)	Business Communication- K.K. Sinha
23-24	Writing Business Reports: Features of a good business report. Formats – Printed form, Memo, Letter, Manuscript. Structure of a Short Formal Report. Steps in planning and preparing a business report	Lecture cum Activity and debriefing	Remember, Understand, Apply and Create	Relate, outline, use and Compose	Knowledge (K) and Skill (S)	Business Communication: Skills, Concepts, and Application – P.D. Chaturvedi and Mukesh Chaturvedi, Pearson.
25-26	Applied English Grammar for Business Writing: Tenses, Subject Verb Concord, Modals, Active & Passive Forms, Non-finite forms punctuation	Lecture cum Activity and debriefing	Remember, Understand and Apply	Relate, predict and use	Knowledge (K) and Skill (S)	Advanced English Grammar- Hewings Communicative English- S. Subramanian

MODULE III: Business Presentation and Group Discussion

Session No.	Subject Topics	Delivery mode	Learning Outcomes	Action Verbs as per Blooms Taxonomy	KSA Component	Reference Materials
27	Presentations- Importance for a manager, features of a good business presentation: Planning, Preparing & Structuring. Rehearsal & Delivery Tips to Overcome stage fright & Glossophobia	Lecture cum discussion (Use of PPT)	Remember, Understand and Apply	Relate, discuss and use	Knowledge (K)	Business Communication- K.K. Sinha
28	PPT Preparation, Importance of Body Language in presentations.	Lecture cum demonstration (Use of PPT)	Remember, Understand and Apply	Relate, discuss and use	Knowledge (K)	Business Communication: Skills, Concepts, and Application – P.D. Chaturvedi and Mukesh Chaturvedi, Pearson.
29-31	Individual and Group presentations.	Activity and debriefing	Create	Plan, design and deliver	Knowledge (K), Skill (S), Ability (A)	
32	Group Discussion : Difference between GD and Debate – Parameters of Performance evaluation in a GD : Awareness, Reasoning ability, Discussion Skills, Leadership, Openness, Assertiveness, Attentive Listening, Motivation and Enthusiasm	Lecture cum demonstration (Use of PPT) And Activity	Remember, Understand and Apply	Relate, discuss and use	Knowledge (K), Skill (S)	Business Communication: Skills, Concepts, and Application – P.D. Chaturvedi and Mukesh Chaturvedi, Pearson.
33	How to get prepared for GD – Some Dos and Don'ts.	Lecture cum demonstration (Use of PPT)	Remember, Understand and Apply	Relate, discuss and use	Knowledge (K)	Communication Skills- Leena Sen
34-35	Group Discussion	Activity and debriefing	Create	Plan, design and deliver	Knowledge (K), Skill (S), Ability (A)	

***KSA Component- Knowledge, Skill and Ability constitute the basis for an Individual's Competency in any field. Business Communication is a subject that calls for a Competency Development based approach so that the learners become competent and industry-ready.**

Evaluation Criteria

A student shall be assessed using the following methods:

- 1. Quiz Test- 20 Marks**
- 2. *Project work & Presentation- 30 Marks**
- 3. End-Term Written Examination (internal)- 50 Marks**

The final marks shall be calculated out of 50 Marks as per BPUT requirement.

- **List of Project Work & Presentation**

- 1) Organizational Communication- A Case Study**
- 2) Communicative Aspects of Puja Pandals/ Events**
- 3) Semiotic Study of Ads**
- 4) A Study on Puja Pandals/ Events as a Business Model**
- 5) Observing communicative behaviour of street vendors**
- 6) A Study on lighting effects in shopping malls**
- 7) A Pragmatic study on Nonverbal Communication Cues- Use in Business**
- 8) Barriers to Communication and Remedies**
- 9) A study on Grapevine**
- 10) Listening Skills- A study on challenges in developing active listening skills**
- 11) Social Media Communication- Purpose and Relevance**

