

Course Title	Credit	Minimum weeks per Week (15 hours)
Business English - 4	02	Course Category: AEC
Unit-1	<p>Course Introduction and Review of Business Communication Basics</p> <ul style="list-style-type: none"> ● Course overview and expectations ● Review of basic business writing principles ● Assignment: Write a professional email <p>Advanced Business Correspondence</p> <ul style="list-style-type: none"> ● Writing business letters and memos ● Email etiquette and tone ● Assignment: Write a formal business letter <p>Business Reports and Proposals</p> <ul style="list-style-type: none"> ● Structure and components of business reports ● Writing proposals ● Assignment: Draft a business proposal <p>Presentation Skills</p> <ul style="list-style-type: none"> ● Designing and delivering business presentations ● Use of visual aids ● Prepare and present a business presentation 	
Unit-2	<p>Meetings and Negotiations</p> <ul style="list-style-type: none"> ● Conducting and participating in business meetings ● Techniques for successful negotiations ● Role-play exercises <p>Advanced Reading and Comprehension</p> <ul style="list-style-type: none"> ● Analyzing business articles and case studies ● Extracting and summarizing key information ● Assignment: Summarize a business article <p>Business Vocabulary and Terminology</p> <ul style="list-style-type: none"> ● Industry-specific vocabulary ● Practice exercises and quizzes ● Assignment: Vocabulary quiz 	
References:		



Structure of Course Examination

Evaluation for each course shall be done by a Continuous and Comprehensive Evaluation (CCE) by the concerned course teacher as well as by an end semester examination and will be consolidated at the end of the course. The components for continuous internal assessment are:

Internal Evaluation System

Internal Tests	15 Marks
Class participation / Case analysis and presentation/ assignment, tutorials/ slip tests (announced/ surprised),quizzes etc.	10 Marks
Total	25 Marks

Component, the end semester examination, which will be a written-type examination of at least 2:00 hours duration. , would also form an integral component to the evaluation. The ratio of marks to be allotted to Continuous and Comprehensive Evaluation (CCE) and to end semester examination is 50 : 50.

Question No.	Unit	Type of Questions	Marks
1	1	Essay question with choice OR Short Notes	10
2	2	Essay question with choice OR Short Notes	10
3	All	Objective Type Questions/ Definitions/ Fill in the blanks/ Short questions/ True- False/ Match A with B	05



Course Title	Credit	Minimum weeks per Week (15 hours)
Soft Skills-2	02	Course Category: AEC
Unit-1	<p>Introduction to Soft Skills and Communication</p> <ul style="list-style-type: none"> ● Overview of soft skills ● Verbal and non-verbal communication ● Assignment: Self-assessment of communication skills <p>Effective Teamwork</p> <ul style="list-style-type: none"> ● Dynamics of effective teams ● Roles and responsibilities in a team ● Assignment: Team-based project <p>Leadership Skills</p> <ul style="list-style-type: none"> ● Characteristics of a good leader ● Leadership styles and their application ● Assignment: Leadership case study analysis <p>Conflict Resolution and Negotiation</p> <ul style="list-style-type: none"> ● Identifying and addressing conflicts ● Negotiation techniques ● Role-play exercises 	
Unit-2	<p>Problem Solving and Decision Making</p> <ul style="list-style-type: none"> ● Problem-solving models and strategies ● Decision-making processes ● Assignment: Solve a real-world problem case study <p>Emotional Intelligence</p> <ul style="list-style-type: none"> ● Understanding emotional intelligence (EI) ● Applying EI in the workplace ● Assignment: EI self-assessment and improvement plan <p>Time Management and Personal Productivity</p> <ul style="list-style-type: none"> ● Time management techniques ● Prioritization and goal setting ● Assignment: Create a personal time management plan 	
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Course Title	Credit	Minimum weeks per Week (15 hours)
Marketing and Mass Communication	02	Course Category: AEC
Unit-1	<p>Introduction to Marketing and Mass Communication</p> <ul style="list-style-type: none"> ● Overview of marketing and mass communication ● The role of marketing in business ● Assignment: Marketing fundamentals quiz <p>Consumer Behavior and Market Segmentation</p> <ul style="list-style-type: none"> ● Understanding consumer behavior ● Techniques for market segmentation ● Assignment: Market segmentation analysis <p>Marketing Communication Strategies</p> <ul style="list-style-type: none"> ● Integrated marketing communication (IMC) ● Developing communication strategies ● Assignment: Create a marketing communication plan 	
Unit-2	<p>Advertising</p> <ul style="list-style-type: none"> ● Principles of advertising ● Designing effective advertisements ● Assignment: Design an advertisement for a product <p>Public Relations</p> <ul style="list-style-type: none"> ● Role of public relations in marketing ● PR strategies and tools ● Assignment: Develop a PR campaign <p>Digital Marketing</p> <ul style="list-style-type: none"> ● Digital marketing channels and strategies ● Social media marketing ● Assignment: Create a digital marketing campaign <p>Media Planning and Buying</p> <ul style="list-style-type: none"> ● Media planning principles ● Budgeting and buying media space 	
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Course Title	Credit	Minimum weeks per Week (15 hours)
Human Values and Ethics	02	Course Category: AEC
Unit-1	Ethics -Definitional aspects; relevance of ethics in society; scope of ethics	
Unit-2	The philosophical basis of ethics, considerations on moral philosophy personal and family ethics	
Unit-3	Ethics in public affairs - Ethical standards for elected representatives of the people; ethics for the bureaucracy, police and other institutions of coercive authority; basic values in the civil services such as dispassion, non-partisanship, moral integrity, objectivity, dedication to public service and empathy for weaker sections and groups in society, and non-corruptibility.	
Unit-4	Ethics and professions: - ethical values, standard and practices concerning the legal profession, medicine, engineering, etc. Ethics at the workplace: - cybercrime, plagiarism, sexual misconduct, fraudulent use of institutional resources, etc.	
References:	1. A Textbook on Professional Ethics and Human Values by R S Naagarazan. 2. A Foundation Course in Human Values and Professional Ethics by R.R. Gaur, R. Sangal, G.P. Bagaria. 3. Human Values And Professional Ethics by Vaishali R Khosla, Kavita Bhagat	

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1	1-2	Essay question with choice OR Short Notes	10
2	3-4	Essay question with choice OR Short Notes	10
3	All	Objective Type Questions/ Definitions/ Fill in the blanks/ Short questions/ True- False/ Match A with B	05



Course Title	Credit	Minimum weeks per Week (15 hours)
Corporate Law	02	Course Category: AEC
Unit-1	Introduction Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Special Courts]; characteristics of a company; common seal; lifting of corporate veil; pre incorporation contract and provisional contracts; on-line registration of a company.	
Unit-2	Types of Companies: types of companies including private and public company, government company, foreign company, one person company Small company, associate company, dormant company, producer company; association not for profit; illegal association; formation of company, promoters and their legal position,	
Unit-3	Documents Memorandum of association and its alteration, articles of association and its alteration, doctrine of constructive notice and indoor management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; GDR	
References:	Hicks, Andrew & Goo S.H., Cases and Material on Company Law, Oxford University Press Gowar, LCB, Principles of Modern Company Law, Stevens & Sons, London.	

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