
SEMESTER III

4 Papers**Total 100 x 4 = 400 Marks****I. ABILITY ENHANCEMENT COURSE****[ECCOM301A]:**

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100**Pass Marks (MSE:17 + ESE:28)=45*****Instruction to Question Setter:******Mid Semester Examination (MSE):***

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 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 be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Class Attendance Score (CAS) of 5 marks and (c) Class Performance Score (CPS) of 5 marks. "**Best of Two**" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1 mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd., 5 marks).

A. BUSINESS COMMUNICATION**Theory: 60 Lectures; Tutorial: 15 Hrs****Objectives:**

To understand the process of business communication, and acquire required skills to manage business communication. To give awareness about and to help develop the personality of the students.

Contents:**Unit I:**

Business Communication – meaning – need – process – methods – written, Verbal, non verbal, visual, telecommunications; types of business communications – internal and external, upward and downward, lateral; barriers to communication-physical, psychological, linguistic, mechanical.

Unit II:

Communication through letters, business letters, layout of letters, kinds of business letters, characteristics of a good letter; application for appointment – resume – references; appointment orders; Business enquiries – offers and quotations; orders- execution of orders – cancellation of orders. Letters of complaint, letters of agency – status enquiries; circulars and circular letters; notices; reports by individuals; reports by committees; annual report; writing of reports.

Unit III:

Principles of effective listening; factors affecting listening. Interviewing skills: appearing in interviews; conducting interviews.

Unit IV:

Self – development and communication: Development of positive personal attitudes; SWOT analysis. Personality development: Concept of personality; Concept of self; Perception; Personality types.

Unit V:

Game sand exercises: Business games, Group discussions; Mock interviews; Seminars; effective listening exercises; report writing. Public speaking: preparing and delivering effective public speeches. Physical exercises: Yoga and meditation for personality development.

Suggested Readings:

- ☐ Darmar Fisher, Communication in Organizations, Jaico Publishing House, Mumbai, 1999.
 - ☐ Bovee and Thill: Business Communication Today, Tata McGraw Hill, New Delhi.
 - ☐ Randall E. Magors: Business Communication, Harper and Row, New York.
 - ☐ Balasubramanyam: Business Communications: Vikas Publishing House, Delhi.
 - ☐ Kaul: Effective Business Communications, Prentice Hall, New Delhi.
 - ☐ Patri V.R.: Essentials of Communications; Greenspan Publications, New Delhi.
 - ☐ Allan Pease, Body Language, Sudha Publications, New Delhi.
 - ☐ Taylor, Shirley: Model Business Letters. Pearson Education Asia, New
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OR**ABILITY ENHANCEMENT COURSE****[ECCOM301B]:**

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100**Pass Marks (MSE:17 + ESE:28)=45*****Instruction to Question Setter:******Mid Semester Examination (MSE):***

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 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 be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Class Attendance Score (CAS) of 5 marks and (c) Class Performance Score (CPS) of 5 marks. **“Best of Two”** shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1 mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

B. ENTREPRENEURSHIP DEVELOPMENT**Theory: 60 Lectures; Tutorial:15 Hrs****Contents:****Unit I - The Entrepreneurial Development Perspective:**

The Concept and Evolution of Entrepreneurship Development, Characteristics, Role and different forms of Entrepreneurship, Attributes and Characteristics of a successful Entrepreneur, Role of Entrepreneurs in Indian economy and developing economies with reference to Self-Employment.

Unit II - Project Management:

An Overview of Project Life Cycle, Technical, Financial, Marketing, Personnel and Management Feasibility, Estimating and Financing funds requirement - Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, Project Appraisal and Reports.

Unit III - Entrepreneurship in Small Scale industry:

Present status of Entrepreneurship in Small Scale Industries in India, Various problems faced by Entrepreneurs, Role of agencies like District Industries Centre (DIC), Small Industries Service Institute (SISI).

Unit IV:

Role of Central Government and State Government in promoting Entrepreneurship, Various Incentives available to Entrepreneurs in India, Fiscal and Tax concessions available.

Unit V - Problems associated with Entrepreneurship in India:

Reasons for failure of several Entrepreneurs, The Four Entrepreneurial Pitfalls (Peter Drucker) Reasons for low number of women Entrepreneurs.

Unit VI- Case Studies

Case studies of Successful Entrepreneurial Ventures, Failed Entrepreneurial Ventures and Turnaround Ventures.

Unit VII - Assignments and Field Work:

There will be a group of 10 students who will prepare a project for a new venture giving details of Name, objective, Working Capital required, Fixed Capital required, Market survey, New Strategy for promoting sales, Challenges and suggestions.

Suggested Readings:-

- ☐ Vasant Desai & Urmila Ravi: Himalaya Publishing House Pvt. Ltd. – Entrepreneurial Development & Business Communication.
 - ☐ E. Gordon & K. Natarajan: 2008, Himalaya Publishing House Pvt. Ltd. – Entrepreneurship Development.
 - ☐ Bhide, Amar V.: Oxford University Press, New York -The Origin and Evolution of New Businesses.
 - ☐ Holt, David H: Prentice Hall of India, New Delhi, Latest Edition- Entrepreneurship: New Venture Creation.
 - ☐ Anda, Shiba Charan: Anmol Publications, New Delhi (Latest Edition) – Entrepreneurship Development.
 - ☐ Vasant Desai: Himalaya Publishing House Pvt. Ltd.-Dynamics of Entrepreneurship Development.
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