Class: BBA - 5th Sen

Subject: Business Environment

		organized	be given to the students	
up to 15th Aug.	Unit - 1 - Business Environment	t;		
	of Business Environment, ker			
16 th Aug. to 31 st Aug.	Consumer Protection Act of and Roles of Voluntary			
1st Sent to 15th	Obsanisations in Protecting		Assignment:	
Sept.	Grlobalization, Industrial	7	Topic- Consume Botection Act.	
16 th Sept. fo 30 th Sept.	Golicy and On dection Act		Assignment Test - 9 mpact of privatization and 6	labelizate
1 st Oct. to 15 th Oct.	Indian Platining System		Liberary was the	
	Enterprises:	Teach the		
Oct.	and Lemedies. Intellections - An over	(0);		
1st Nov. to till the commencement of exams	Influences of WTO on India's Economic Growt Roles of IMF and World	4		
	16 th Aug. to 31 st Aug. 1st Sept. to 15 th Sept. 16 th Sept. to 30 th Sept. 1st Oct. to 15 th Oct. 16 th Oct. to 31 st Oct.	Nature, Components, Dynamics of Business Environment; Ker Indication: Environment Scanning Consumer Protection Act of Manual Consumer Protection Act of Consumer Protection Act of Consumer Protection Act of Consumer Rights. Ist Sept. to 15th Economic Reforms: Impact of Gricalization, Liberalization Grobalization, Liberalization Grobalization, Indicated Indian Planning System. Bill 2001: Indian Planning System. Oct. Micro, Small and Medical Enterprises: 16th Oct. to 31st Problems of Sick Industrial Grand Regions - An Overn. Ist Nov. to till Influences of WTO on the commencement India & Economic Grands.	Nature, Components, Dynamics of Business Environment; key Indication: Environment Seganing. 16th Aug. to 31th Aug. Consumer Anotection Act of Consumer Anotecting Consumer Rights. Organisations in Protecting Consumer Rights. Sept. 1st Sept. to 15th Ecomomic Reforms: Impact of Brivatization. Industrial Policy. Globalization: Industrial Policy. The Oct. to 15th An Overview: Competition Act An Overview: Competition Bill 2001: Impact of Entry Oct. 1st Oct. to 15th Indian Planning System. Oct. Oct. 1st Oct. to 31th Oct. to 31th Oct. Oct. 1st Nov. to till the Indian A Conomic Growth. Influences of wife on one	Nature, Components, Dynamics of Business Environment; key Indication: Environment; key Indication: Environment Segmin. 1st Aug. 10 31st Aug. Consument Protection Act of Consument Rights. 1st Sept. to 15th Economic Reforms. Impact of Brivatization. Protection Act. 16th Sept. to 30th Sept. 10 3

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Class: B. Com Ith sem Subject: Advertising

Name of	Period	Topics to be covered		Academic	Topic of
Assistant / Associate				activities to be	Assignments / Tests to
Professors				organized	be given to the
1101633013					students
			^		
11.	up to 15th Aug.	Unit - 1: - Introduce	hois trocess		
car		of Communication, Ac	luertsing		
Mrs Brigank	2	as a fool of comme	inication;		
')	veth a	Meaning, Nature and	mpostance		
	16 th Aug. to 31 st Aug.	Topes of Advertising	1. Objecti	res,	
		Agoliènce analysis	setting		
		of Advertising Budg	et: Deter-		
	1st Sept. to 15th	thinguts and major			
	Sept.	Media Decisions: Ma	jor med		
		types - Hein change	eter-istics.		
		internet as an ad			
	16th Sept. to	media merita de Factor influencing	modis		Assignment
	30th Sept.	1	1		on Topic:
		choice medie so			Types of
		media scheduling			Advodsing
	1st Oct. to 15th Oct.	Advertising through	AND DESCRIPTION OF THE PERSON		Assignment test
	Ou.	internet media	devices.		on topic;
		Unit - 11: - Message	Developne	t:	Audience
	16th Oct. to 31st	Advertising appeal	Achreshay		analysis
	Oct.		ethods	7	
			7		
	1433	illusterations and m	essage!	ar"	
	1st Nov. to till the	Measury Adu Effecti			
	commencement	Unit-19 Advert	sing agency	:	
	of exams	Revisions and Don	ibs 9		
		front -out.			
		Revisions and Don boat out.	ibs		

Class: B. Com Tit Sen

Subject: Environment Studies

Name of Assistant / Associate Professors	Period	Topics to be covered	Academic activities to be organized	Topic of Assignments / Tests to be given to the students
. 4	up to 15th Aug.	Natural resources: Definition		
Mrs.		and classification Biotic		
Mrs. Pringanka		Resources Water Resources.		
	16 th Aug. to 31 st Aug.	Evergy Resources over		
		exploitation and Environated impacts. Biodiversity:		
	1 st Sept. to 15 th Sept.	Ecosystem Conservation Policis in situ and ex- sity Conservation, National and	2	Assignment on
		Internetional Conservation.		Classification of
	16th Sept. to 30th Sept.	waste, Hazzards waste		14000
		acid rain, smog land use and Land cover change		
	1 st Oct. to 15 th Oct.	Regional: Soil Pollution: Noise Pollution Global: Air Pollution: Indoor air		Assignment Test on Topic:- Pollution.
	16 th Oct. to 31 st Oct.	Rermal and Redioactive		
	1st Nov. to till the	Pollutions on Human Health and Ecosystem Ozone layer depletion	*	
	commencement of exams	climate change. Revision and Doubts sort-		
		Out.		

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Class: BBA - Ist Sem

Subject: Business Communication Skills.

Name of Assistant / Associate Professors	Period	Topics to be covered	Academic activities to be organized	Topic of Assignments / Tests to be given to the students	
Mrs Prinjanks	up to 15 th Aug.	Unit-1: - Communication. Meaning, Process, Need, objectives and Importances Types of Communication. Borriers in Communication.			
	16 th Aug. to 31 st Aug.	Modern Johns of Communicate	A.		
	1 st Sept. to 15 th Sept.	Original Communication. Unit-2: - Non-verbal aspect of Communication: Kinesices Proximics and Pava languas Writing Skills: Listening Skill bresentation skills: Audien	0	On Topic; Communication Communication	rd
	16 th Sept. to 30 th Sept.	Analysis Communication within the Organisation	1,	Aria at Tast	
	1 st Oct. to 15 th Oct.	Preparation of meno, Notice: Circular and Order, Agenda and Mi	nikk	Assignment Tests - Non Verbel Aspects of Commi	mi ca-
	16 th Oct. to 31 st Oct.		· · · · · · · · · · · · · · · · · · ·		
	1st Nov. to till the commencement of exams	Communication with outside the Organis Revision and Doubts soon	ston		

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Class: BA 33d sem & CA-33d sem_ Subject: Essentials of Aublic Relations.
& Com 33d sem

Name of	Period	Topics to be covered	Academic	(T-sis
Assistant / Associate Professors			activities to be organized	Topic of Assignments / Tests to be given to the students
	up to 15th Aug.	010 2 0-0-1		
ys an		Trucker Ketartions - Meaning		
2: - 6		Definition, Nature and		
Truging		Scope, Historical Background	d.	
	16th Aug. to	Televal single of the		
	31 st Aug.	lechnological and medic		
		Revolution and Reles in		
		Business, Government, Politics	,	
	1st Sept. to 15th	Concepts of Public Relations		Acia I
	Sept.	a sept of the Kelstons		Assignment on
		Press Publicity Labying.	300	bpic - Concept
		Giral Dolverticine		of tublic feleta
	16th Sept. to 30th Sept.	Promotion and Corporate		V
		Marketing Services, Tools		
		of Public Felations.		
	Ist Oct. to 15th	Brance C. I		1
	Oct.	Bress Conferences, Meets,	ŕ	Loignner Test
		kress Release, Announcement		in topic:
+	16th Oct. to 31st	webcasts.	'	Seles Boundions
	Oct. 10 31*	Verbal Public Rolations		s new power ons.
		and Mass modia		
		Besent and future of Aublic		
	Ist Nov. to till	and Mass media Present and future of Abblic Relations in India.		
	he	Ethics of public kelations		
	commencement	and sociel Responsibility.	Carle Land	
0	of exams	Ethics of Rublic Relations and social Responsibility. Revision and Problems		
		sort -out.		

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