



# **UNIVERSITY OF CALCUTTA**

## **Notification No. CSR/64/2024**

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in the exercise of her powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 21.08.2024 approved the complete syllabus for semester-4 to 8 of "Advertising Sales Promotion & Sales Management" (Core Vocational), under CCF, 2022.

The above shall take effect For "Advertising Sales Promotion & Sales Management" (Core Vocational) under CCF, which was introduced from the academic Session 2023-2024.

**SENATE HOUSE**

**Kolkata-700073**

**30.08.2024**

*30/8/2024*

**Prof.(Dr.) Debasis Das**

**Registrar**

REGISTRAR  
UNIVERSITY OF CALCUTTA



**ADVERTISING, SALES PROMOTION & SALES MANAGEMENT**

**(WITH CORE VOCATIONAL)**

**CCF, 2022 (under NEP 2020) SYLLABUS**



	<p><b>DSC 9-</b> Integrated Marketing Communications &amp; Brand Management</p> <p><b>DSC 10-</b> Media Management &amp; Film Studies</p> <p><b>DSC 11-</b> Sales force Management</p> <p><b>DSC 12-</b> Graphics Designing &amp; Photography</p>								
6	<p><b>3X4=12 (3X(3TH+1TU))</b></p> <p><b>DSC 13-</b> Entrepreneurship Development</p> <p><b>DSC 14-</b> Digital Marketing</p> <p><b>DSC 15-</b> Advance Sales force Management</p>								20
7	<p><b>1X4=4 (3TH+1TU))</b></p> <p><b>DSC 16-</b> Organizational Behavior</p>	<p><b>Internsh ip</b> 1X16=16 (12 weeks)</p>							20
8		<p><b>Project</b> 1X16=16 + Project Viva (4)=20</p>							20
Cre dits	16X4=64 + (2X16=32 + Project Viva (4)=36)=100		8x4=32	3x3=9	4x2=8	3x4=12	4x2=8	1x3=3	169+3=172
Mar ks	16X100= 1600 + (2X400)+100=2500		8x100=800	3x75=225	4x50=200	3x100=300	4x50=200	1x75=75	Total Marks = 4300

## **QUESTION PAPER & INTERNSHIP/ PROJECT MARKING SYSTEM**

### **1. All DSC/ CC Papers- 100 marks**

25 marks Tutorial (Project/ PowerPoint Presentation/ Written)

75 marks Theory (Group A- 5 questions out of 7 questions of 5 marks each & Group B- 5 questions out of 7 questions of 10 marks each)

### **2. All SEC Papers- 100 marks**

(Theory-written) 10 questions out of 12 questions of 10 marks each

### **3. Internship Assessment- 100 marks**

30 marks to be marked by the organization of Internship

40 marks Internship Report to be submitted by the student after internship is complete

30 marks Viva to be taken by Internal Examiner on the report prepared and internship done

### **4. Project/Research – 100 marks**

50 marks on Project Report/Research Report

10 marks written examination on project executive summary

40 marks on Project/Research viva to be taken by Internal Examiner

## **Semester 4**

### **Paper- DSC/CC5 : Personal Selling & Salesmanship**

#### **Unit I:**

##### **Nature and Characteristics and Importance of Personal Selling**

- Door to door selling
- Nature & Characteristics of Personal selling
- Strength and weakness
- Role of Personal Selling in Marketing
- Professional Salesmanship
- Situations where Personal Selling is more effective than Advertising

#### **Unit II:**

##### **AIDA model of selling**

- Selling situations
- Types of sales person
- Buyer seller Dyad
- Diversity of Personal Selling
- AIDA theory In selling
- Peddlers
- Professional sales person
- Peddler VS professional sales person
- Industrial sales person

#### **Unit III:**

- Types of Market –
  - Consumer and industrial markets
  - Characteristics and implications for selling function:
- Difference between organisation and consumer behaviour
- Organisation buyer behaviour
- Factor affecting organization buyer behaviour

#### **Unit IV:**

Background Knowledge essential to sales person-

- Knowledge of products
- Company and competition
- Different stages of personal selling process

#### **Unit V:**

##### **Qualities of successful sales person with particular reference to consumer services**

- Personal selling skills
- Personal development- Goal Setting

- Positive mental attitude
- Effective Communication
- Art of persuasion
- Time Management

### **Suggested Readings**

- Personal Selling and Salesmanship Paperback– 2018 by Neeru Kapoor(Author)
- Salesmanship Practices and Problems Paperback– Import, 15 Mar 2007 by Bertrand R. Canfield (Author)
- Personal Selling by M. C. Cant, C. H. van Heerden
- Selling & Sales Management 6th Edition by David Jobber(Author), Geoff Lancaster(Author)
- Sales Management: Concepts, Practices, and Cases Eugene M. Johnson, David L. Kurtz, Eberhard Eugen Scheuing McGraw-Hill, 1994
- Personal Selling: Building Customer Relationships and Partnerships Hardcover– 10 Mar 2006 by Rolph E. Anderson(Author), Rajiv Mehta(Author), Alan J. Dubinsky(Author)
- Sales force Management by Still, Cundiff & Govoni

## **Paper- DSC/CC6 : PR & Event Management**

### **Unit I:**

Public relations: Meaning; features, growing importance, role in marketing, strategies of Public Relation.

### **Unit II:**

Major tools of public relations: News, Speeches, Special Events, handouts and leaflets, audio – visual, public service activities, miscellaneous tools.

### **Unit III:**

Publicity: Meaning, Goals, Importance, PR Vs Publicity, Publicity in practicality

### **Unit IV**

Event Management- Meaning, Definition, Principles, Historical Perspective

### **Unit V**

Event Marketing & Advertising, Event Planning & Team Management, Event Leadership & Communication, Event Safety and Security

### **Suggested Readings**

- Publicity and Public Relations (Barron's Business Library) Paperback– Bargain Price, January, 2001 by Dorothy I. Doty(Author), Marilyn Pincus (Author)
- Public Relation Today (In the Indian Context)-Subir Ghosh (Rupa & Co.)
- Public Relations- Moore & Kalupa (Surjeet Publications)
- Spinglish: The Definitive Dictionary of Deliberately Deceptive Language by Henry Beard
- The PR Masterclass: How to Develop a Public Relations Strategy that Works! by Alex Singleton

- Handbook of Public Relations in India- D.S. Mehta (Allied Publishers Pvt. Ltd.)
- Event Management and Marketing- Theory, Practical Approaches and Planning- Dr. Anukrati Sharma and Dr. Shruti Arora
- Event Management y Dr. Hoshi Bhiwandiwalla and Bhavana Chaudhari
- Event Management for Dummies by Laura Capell

## **Paper- DSC/CC7 : Sales Promotion**

### **Unit 1**

Nature and importance of sales promotion; its role in marketing.

### **Unit 2**

Forms of sales promotion: Consumer oriented sales promotion; trade-oriented sales promotion and sales force oriented sales promotion

### **Unit 3**

Major tools of sales promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offers, premium and free goods, Price packs, rebates, patronage, rewards etc. Conventions, conferences and trade shows, specialties and novelties, Developing sales promotion programmes, pre-testing implementing, evaluating the results and making necessary modification

### **Unit 4**

Integration of Sales Promotion with advertising

### **Suggested Readings**

- Kotler“MarketingManagement”,8<sup>th</sup> Edition
- Kotler,Keller,KoshyAndJha“MarketingManagement”13<sup>th</sup>editionPearsonEducation
- Advertising &Sales Promotion by Kazmi & Batra
- Fundamentals of Marketing by Stanton, Etzel, Walker
- Sales Promotion by Julian Cummins (Universal Book Stall)
- Promotion by Stanley

## **Paper- DSC/CC8 : Logistics & Supply Chain Management (SCM)**

### **Unit 1**

Concept, Origin of the term, definition, Functions, Importance



## **Unit 2**

Historical Developments

## **Unit 3**

Business Process Integration

## **Unit 4**

Concept of Supply Chain Network

## **Unit 5**

Components of Supply Chain Management, Reverse Supply Chain

## **Unit 6**

Global Application

## **Unit 7**

Skills, Competencies, Roles and Responsibilities of SCM professionals

## **Unit 8**

Logistics and SCM

## **Suggested Readings**

1. Essentials of Supply Chain Management by Micheal Hugos
2. Logistics and Supply Chain Management by Martin Christopher
3. Supply Chain Management: Strategy, Planning and Operations by Sunil Chopra
4. Productions and Operations Management by P. Chari

## **Semester 5**

### **Paper- DSC/CC9 : Integrated Marketing Communications & Brand Management**

#### **Unit I:**

Introduction to Integrated Marketing Communication, Analyzing the Communication Process

#### **Unit II:**

Developing the IMC Program & Measuring the effectiveness of promotional program

#### **Unit III:**

Tools of IMC

#### **Unit IV:**

Marketing Communication through Product cues, Marketing Communication through Price cues, Place as a component in Marketing Communication, Promotion as a component in Marketing Communication.

#### **Unit V:**

Brand Management: Definition, History, Brand Orientation, Role of Social Media in Marketing Brands

#### **Unit VI:**

Important Concepts of Brand Management: Definition of Brand, Brand name, Brand Attributes, Brand Positioning, Brand Identity, Sources of Brand Identity, Brand Image, Brand Personality, Brand Awareness, Brand Loyalty, Brand Association, Brand Preference, Building a brand, Brand Equity, Brand Equity and Customer Equity, Brand Extension, Co-Branding,

#### **Unit VII:**

Branding Decisions:

- i) Branding decisions
- ii) Brand Sponsor decision
- iii) Brand name decision
- iv) Brand Strategy Name
- v) Brand Repositioning;

#### **Unit VIII:**

Brand Challenges, Global Branding, Digital Branding, Luxury Brand Management, Brand Communication & Strategic Brand Management

#### **Suggested Readings:**

- Kotler “Marketing Management”, 8<sup>th</sup> Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)

- Ramaswamy VS, Namakumari “Marketing Management” 4<sup>th</sup> Macmillan
- Marketing Communication: Principles and Practice By Richard J. Varey
- Integrated Marketing Communications: A Primer By Philip J. Kitchen; Patrick De Pelsmacker
- Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries By Larissa A. Grunig; James E. Grunig; David M. Dozier
- Service Management and Marketing: Customer Management in Service Competition By Christian Grönroos
- What is a Brand: Building Equity through Advertising-John Philip Jones- Tata McGraw Hill
- Product and Brand Management: U.C. Mathur- Excel Books
- Brand Positioning: Strategies for Competitive Advantage- Subroto Sengupta

## **Paper- DSC/CC10 : Media Management& Film Studies**

### **Unit I:**

Introduction to Media, Media Management, History of media, Types of Media- Importance, History, Advantages, Disadvantages, Role of Media in current scenario

### **Unit II:**

Origin and growth of media

### **Unit III:**

Media Organizations

### **Unit IV:**

Media Laws and Ethics

### **Unit V**

Media Research

### **Unit VI:**

Print Media Management; Electronic Media Management, Social Media Management, Advertising Management

### **Unit VII**

Case Studies

### **Suggested Readings**

- Media Management by B.K. Chaturvedi
- Media Management and Economics by Norman Grobb
- Advertising Media Planning by Jack Z. Sissors and Roger B. Baron
- Media Management by Mittika Singhal
- Media Management by Dr. Saroj Kr. Mishra
- Professional Media Management by Adam Musgrave
- Mass Media Research: An Introduction by Roger D. Wimmer and Joshep R. Dominick

## **Paper- DSC/CC11 : Sales force Management**

### **Unit I:**

Importance of sales force and its management and introduction regarding what is sales force and its Management.

### **Unit II:**

#### **FUNCTIONS OF SALES MANAGERS (Brief)**

##### **• Planning Functions :**

- a) Setting the sales objective
- b) Designing the sales programme
- c) Formulating Policies
- d) Designing and development of the Sales Organization
- e) Participating in the marketing planning function.

##### **• Operating Functions :**

##### **i. Management of sales forces**

- a) Recruitment
- b) Selection
- c) Training
- d) Development
- e) Control
- f) Motivation
- g) Direction
- h) Control
- i) Territory Management

##### **ii. Establishing working relationship with other Departmental Heads.**

##### **iii. Establishing Communication System both upward and downward.**

### **Unit III:**

#### **RECRUITMENT AND SELECTION:**

##### **• Recruitment**

What is recruitment?

Recruitment Sources - advertisement, employment agencies, educational institutions, salesman of Non- competitor companies, salesman of competing companies, inter transfer, Recommendation of present salesman.

##### **• Selection**

Importance and Need for selection

Selection policy decision

Selection tools

Difficulties to be encountered in selection the right personnel

Interview type.

### **Unit IV:**

##### **• Training And Direction**

- i. Need of training
- ii. Objectives of training
- iii. Advantages of good training programme
- iv. Deciding training content
- v. Selecting training methods
- vi. Organization for sales training
- vii. Evaluation of training programme
- viii. Informal training

##### **• Direction**

- i) The essence of sales leadership
- ii) Sales managers' leadership roles
- iii) Individual leadership skills

### **Unit V:**

#### **MOTIVATION AND COMPENSATION**

- Meaning of motivation, Motivation Theories (in brief), Need for motivating the sales force.
- Motivational techniques e.g.
- a) Meeting between managers and sales force
  - b) Clarity of job
  - c) Sales targets or quotas
  - d) Sales contest
  - e) Sales- convention and conferences
  - f) Positive affect –praise, feedback, warmth and understanding of personal problems, etc.
  - g) Leadership style of manager
  - h) Freedom to work
  - i) Reward and recognition
  - j) Persuasion
  - k) Financial Incentives, Fringe benefits.

### **Unit VI:**

#### **APPRAISAL OF PERFORMANCE**

- Need for appraisal of performance
- Some basic issues involved in appraisal of performance. Viz : Evaluation based on qualitative, vis -a – vis quantitative data, comparison of the results of evaluation, problems of determining standard of performances, periodicity of evaluation, Company Data Base as a basis of developing the system of evaluation etc.
- Performance Standards Viz : Sales quotas, Sales coverage effectiveness index, Sales expense ratio, Net profit ratio or gross margin rates per territory, call frequency ratio, Calls per day, average cost per call.

#### **Suggested Readings**

- Sales Promotion: How to Create and Implement Campaigns that Really Work Book by Julian Cummins
- How to Sell More Stuff!: Promotional Marketing That Really Works by Steve Smith
- Building a Winning Sales Management Team: The Force Behind the Sales Force – Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer
- Sales Force Design for Strategic Advantage – Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer
- Sales Management: Concepts, Practices and

### **Paper- DSC/CC12: Graphics Designing & Photography**

#### **Graphics Designing**

- The history of graphic design.
- Elements of Graphic Designing
- What a layout is and how to create an effective one.
- Principles of Graphics Designing

- About lettering/fonts and their implications.
- What a logo is and how to create one.
- The basics of two dimensional design including the elements and principles of art.
- About colour theory and its implications in Graphic Design.
- How to use art criticism effectively.
- About Graphic Design as a career.
- Layout of Print Media

## **Photography**

### 1. Basic Photography

Meaning and Definition of Photography. - Basic principle in the film and digital photography.

### 2. Camera

Basic Camera - Different parts of camera and their basic functions -

Camera Accessories

### 3. Types of Cameras

Classification of cameras - Focusing arrangements viewfinder systems - large format cameras to digital cameras.

### 4. Main Controls on a camera

Parts of Camera -Types of Lenses - Shutter - Diaphragm - Exposure – Film and digital image sensor - Depth of field- Lighting -Photography with flash -Filters in photography.

### 5. Aesthetics of Photography

Definition of Lighting – Principles of Lighting – Reflection – Light

Characteristics – Colour – Direct Light and Indirect Light – Light and

Subject – Light as subject – Shadow as subject – Light sources – Natural

Light and Artificial Light – Principles of Visualization – Composition

Guidelines – Principles of Design – Types of Perspectives

## **Suggested Readings**

- How to be a Graphic Designer, Without Losing Your Soul by Adrian Shaughnessy
- Thinking With Type by Ellen Lupton
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
- Making and Breaking the Grid: A Layout Design Workshop by Timothy Samara
- Elements of Graphic Design by Alex White
- Graphic Design: The New Basics by Ellen Lupton, Jennifer Cole Phillips
- Graphic Design, Referenced by Armin Vit, Bryony Gomez-Palacio

## Semester 6

### Paper- DSC/CC13 : Entrepreneurship Development

- **Unit-I: Entrepreneurship**-Definition of Entrepreneurship, Entrepreneur, features of Entrepreneurship, functions of Entrepreneurship, Entrepreneurship & Creativity, Definition of Innovation, and Personal Ethics in Business, Social Responsibility and Business Ethics, Environmental Awareness, Evolution of Entrepreneurship in India, Different forms of Entrepreneurship, Small business Entrepreneurship, Roll of small business Entrepreneurship in Indian Economy, Problems of small business Entrepreneurship in India, Industrial and Economic Policies declared by the Government from time to time
- **Unit-II: Project Report Formulation:** concept, objective, preparation of a Project Plan, Project Cost Components, Break Even Analysis, Working Capital Management, Economic Viability, Financial Feasibility, PERT and CPM
- **Unit-III: Human Resource Management-** Importance, Role of HRD, Planning, Recruitment, Training and Development, Performance Management (Appraisal), Leadership, Reward Management (Motivation, Positive Reinforcement), Stress Management, HRIS (Human Resource Information System), Work-Life Balance
- **Unit IV: Financial Management**-Financing Procedure and financial incentive, costing and pricing, knowledge of capital market, working capital management, fund flow and cash flow, Financial ratios, Break-even Analysis, Management Information System (MIS), Financial Institutions, Entrepreneurship in Service Industry, Nature of Service, Importance of Finance in Tourism Business, Financial Institution –SIDBI, TFCI, Commercial Bank etc. Identification of Opportunities, SWOT Analysis, Decision Making, Choice of Technology, Make or Buy Decision, Exposure to demand based industries, resource based industries, service based industries, Import substitute and export promotion industries

- **Unit V:Marketing Management**-Market Survey techniques, Elements of Marketing Management: Marketing Mix, Packaging, Analysis Marketing Opportunities, Planning and Implementing Marketing Strategies, New Product Development

**Unit VI: Legal Aspects**- Business and Industrial Laws; Licensing, Registration, Municipal Byelaws and Insurance coverage; Factory Act, Sales of Goods Act, Partnership Act; Income Tax, Sales Tax and Excise Tax; Pollution Control and Environmental Act.

The Consumer Protection Act 1986: Features, Rights And Responsibilities Of Consumers, Redressal Mechanism•EnvironmentProtectionAct1986: Features, Offences, Prevention And Control Of Environment Pollution• The Essential Commodities Act 1955: Features, Essential Commodities, Control of Production, Supply and Distribution Of Commodities, Public Interest

### **Suggested Readings:**

1. Lesikar R.V. & Flatley, M.E.; Basic Business Communication Skills for empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee and Thill Business Communication Today, Pearson Education
3. Shirley Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
6. Reuben, Ray; Communication today –understanding creating skills, Himalaya Publishing House, 2001.
7. E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
8. Stephen R. Covey; The seven habits of highly effective people
9. Entrepreneurship Development by Dilip Gangopadhyay
10. "The Attention Merchants: The Epic Scramble to Get Inside Our Heads" By Tim Wu
11. Entrepreneurial Development by Dr. S.S. Khanka – Chand publication
- 12.The Hard Thing About Hard Things by Ben Horowitz
- 13.Antifragile: Things That Gain from Disorder by Nassim Nicholas Taleb
- 14.The Ecology of Commerce by Paul Hawken
- 15.Cradle to Cradle: Remaking the Way We Make Things by M. Braungart & W. McDonough
16. Vasant Desai, Dynamics of Entrepreneurial Development and Management
17. Arya Kumar, Entrepreneurship
18. David H. Holt, Entrepreneurship: New Venture Creation
19. C B Gupta, Entrepreneurship Development in India

### **Paper- DSC/CC14 :Digital Marketing**

#### **Unit I:**

History, New non-linear marketing approach, Use in the digital era, Brand awareness: Ease of Access, Competitive advantage, Effectiveness; Latest developments and strategies; Ways to further increase the Effectiveness of digital marketing

#### **Unit II:**

Channels; Multi-channel communications, Advantages and limitations

#### **Unit III:**



Digital Marketing Strategy, Planning, Stages of planning- Opportunity, Strategy, Action

**Unit IV:**

Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowd sourcing), Web Marketing, Search Engine Optimisation (SEO), Online Advertising, Social Media Marketing, Mastering Google, Copy Writing For The Web, Social Media & Mobiles, Mobile Marketing, Email Marketing Video & Audio (Podcasting) Marketing.

**Suggested Readings:**

- Ryan, Damian; Jones, Calvin (2009), Understanding digital marketing: marketing strategies for engaging the digital generation, Kogan Page
- Carter, Ben; Brooks, Gregory; Catalano, Frank; Smith, Bud (2007), Digital Marketing for Dummies, John Wiley & Sons
- Ramaswamy VS, Namakumari “Marketing Management” 4<sup>th</sup> Macmillan

**Paper- DSC/CC15: Advance Sales Force Management**

**Unit I:**

**SALES FORCE SIZE**

- What is sales force size?
- Need for determining size
- Models available to aid and assist determination of right – size , Viz marginal Model and sales potential model
- Limitations of determining sales force size.

**Unit II:**

**ORGANIZATION OF SALES DEPARTMENT**

- Need for sales organization
- Developing a sales organization
- Basic types of organization, viz. Line and staff
- Geographic product and market based sales organization.

**Unit III:**

**SALES PLANNING AND CONTROL**

**A. Nature and importance of sales planning**

**B. Sales control**

- Nature
- Objectives
- Process
- Difficulties

**C. Market analysis**

## **D. Sales Forecasting**

- Definition
- Importance
- Factors governing sales forecasting
- Limitations.

## **E. Methods of forecasting**

### **Unit IV:**

#### **SALES TERRITORY**

### **Unit V:**

#### **SALES QUOTA**

### **Suggested Readings**

- High-Profit Selling: Win the Sale without Compromising on Price by Mark Hunter
- Personal Selling & Salesmanship by Still & Cundiff
- The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales by Trish Bertuzzi
- Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers by Jill Konrath
- Jill Rowley on #SocialSelling: 140 Tweets on Modern Selling the Social Way by Jill Rowley
- The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results by Brent Adamson, Matthew Dixon, Pat Spenner, and Nick Tolman
- Cracking the Sales Management Code by Jason Jordan
- Solve for the Customer: Using Customer Science to Build Stronger Relationships and Improve Business Results by Denis Pombriant
- Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy by R "Ray" Wang
- CRM at the Speed of Light by Paul Greenberg
- Sales Management: Concepts, Practices and Cases- Johnson, Kurtz, Scheuing, McGraw Hill Inc.

## **Semester 7**

### **Paper- DSC/CC16: Internship**

Each student of the Course shall undergo Practical Internship of four weeks during the fifth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit two copies of training report duly endorsed by the organisation. The internship report will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

The Head of the organisation imparting training shall furnish a confidential report regarding attendance and an assessment of the performance of every student duly endorsed by the guide from the organisation to the Principal of the College concerned which will be taken into account at the time of final evaluation/viva-voce examination.

## **Report Content**

- History & Structure of the Organisation
- Broad functions of the organisations
- Functions of different departments of the organisation
- Interdepartmental relationship
- Functions of the departments worked in
- Job Description in details
- Practical Gains from the training
- Realisation
- Conclusion

## **Paper- DSC/CC17: Organization Behaviour**

### **UNIT - I**

Concept of organizational Behaviours –scope of organizational psychology– individual differences – intelligence tests – personality tests – nature, types and uses.

### **UNIT – II**

Perception factors affecting. Motivation theories (Maslow, Herzberg, Mc Gregor, X and Y theory) – financial and non financial motivation.

### **UNIT –III**

Job satisfaction – meaning – factors – job simplification- job enlargement – job enrichment – job design – morale – employee – attitude – and behaviour – and their significance to employee productivity quality of work life.

### **UNIT –IV**

Concept of group Dynamics – concept and features of group – types of group behaviour – formal and informal groups – group behaviour – group norms Hawthorne experiment conflict – types of conflict- resolution of conflict.

### **UNIT –V**

Leadership – types – theories (Trait, managerial) organization development –communication – communication network –counselling and guidance.

### **Suggested Readings:**

- 1) Kavita Singh, Organizational Behaviour, Vikas Publications
- 2) Robbins, Timothy Judge, Seema Sanghi, Organizational Behaviour, Stephen Pearson Prentice Hall, 12th edition

3) Fred Luthans, Organizational Behaviour, McGraw Hill Inc.

4) John Newstrom and Keith Davis, Organizational Behaviour, Tata McGraw Hill, 11th edition

## **Semester 8**

### **Paper- DSC/CC18: Project & Research Methodology**

Project work shall have to be undertaken during sixth semester by every student individually under the guidance of the teacher from the Colleges concerned/external expert in matters relating to the area of study, collection of data, preparation of questionnaire, compilation of data, use of relevant reading materials and presentation of report. Individual Report shall have to submit in two bound and typed copies to the College concerned in the form of a dissertation and duly endorsed by the course-coordinator and the Principal of the College concerned at least fifteen days before the commencement of the University examination. The report shall be jointly evaluated by one internal and one external examiner in a viva-voce examination.

#### **Report Content:**

- Introduction
- Objectives
- Study Area
- Research Methodology
- Data Analysis
- Interpretation
- Inference
- Executive Summary
- Conclusion
- Bibliography
- Annexure

