

IV SEMESTER

PAPER –I : BUSINESS COMMUNICATION

Unit – I :Concept of Communication: Process of Communication – Barriers to effective Communication – Overcoming barriers – Typology of communication – Oral communication – Listening process. Elements of good oral communication – Relevance of feedback.

Unit – II : Nonverbal communication- Types and relevance of nonverbal communication Negotiation process – Its relevance in business – Effective negotiation strategy – Negotiation process and phases involved.

Unit – III : Business Presentations – Ingredients of effective presentation – Types of presentations – Process and structuring presentations – Team presentations – Nonverbal dimensions in presentations.

Unit – IV : Business report writing – Types of reports – Essentials of a good report – Structure and contents of presentation **Business letters** – Different types – Effective business letters – Styles and format features of good business letters.

Unit – V : Resume- Curriculum vitae – Contents of good resume – Different styles of resume writing; **Group discussion** – Objective – Approaches for effective group discussion – Group discussion techniques – Ingredients of good discussion – evaluation parameters of group discussion. **Interview** – Concept – Types of interviews – Interview facing techniques – components of effective interview – Do's and Don'ts in a good interview.

Suggested Books:-

1. Penrose, Rasberry and Myers, "Business Communication for Managers". Cengage Learning.
2. C S G Krishnamacharyalu and L. Ramakrishnan, "Business Communications", 2009, Himalaya Publishing House.
3. U S Rai & S M Rai, "Business Communication". Himalaya Publishing House.
4. Mary Munter, "Guide to Managerial Communication". 2008 Edition.
5. Paul R. Timm, "Straight Talk: Written communication for career success", Routledge Publication.

PAPER-II: ENTREPRENEURSHIP

Unit – I : Concept of Entrepreneur and Entrepreneurship: its evolution, characteristics, role of Entrepreneurship in Economic Development, Entrepreneurship in India – Factors and Institutional framework. Theories of Entrepreneurship.

Unit – II :Relationship between small and large business: problems of small scale industries in the Indian context, growth of small Scale Industries and Entrepreneurial Motivation, Policy support to small scale industries and Entrepreneurship.

Unit – III :Forms of Ownership: Structural patterns, Entrepreneurial Development and Training aspects involved in the growth of Entrepreneurial Environment.

Unit – IV : Projects managements: Project idea to Project Appraisal. Issues in financing small business.

Unit – V : Production and Operation Management: issues in small business, marketing channels/ methods in small business – Problem of Entrepreneurship – reasons and remedies.

Suggested Readings:

1. Entrepreneurship Development: Dr.C.B.Gupta
2. Udyamita: Sudha G.S.
3. Dynamics of Entrepreneurship development & Management: Vasant Desai
4. Entrepreneurship Development: G.A.Kaulgud

PAPER – III - ADVERTISING AND SALESMANSHIP

Unit – I :Advertising : definition, objectives. Types of Advertising: Newspaper, Magazines, Journals. Outdoor Ads, Theatre Ads, Radio, TV Advertisement, Product placement.

Unit – II : Ad Agencies : Its Types and functions. Ethics in Advertisement

Unit – III : Advertisement Budget: Element of Advertisement – Copy Writing. Advertisement layout, Proof reading, Typography, Lithography. Use of Symbols, Slogans Caption Catch Phrase.

Unit – IV : Salesmanship : Importance of Salesman, Steps in selling. Direct Marketing. Different Salesman – retailer, wholesaler, etc.

Unit – V : Negotiation: Knowledge, Skills and Qualities required in salesmanship. Training and supervising the salesman. Motivating the salesman- perks, commission, incentives, remuneration, awards and rewards

Suggested Books:

1. Dawar S.R : Salesmanship and Advertisement
2. Cummins. J : Sales Promotion
3. Birth and Boyd: New patterns in Sales Management
4. Debbie Gilliland : Marketing

PAPER – IV: LAW OF CONTRACT–II

Unit-I : Indemnity and Guarantee - Contract of Indemnity, definition - Rights of Indemnity holder - Liability of the indemnified - Contract of Guarantee - Definition of Guarantee - Essential characteristics of Contract of Guarantee - Distinction between Indemnity and Guarantee - Kinds of Guarantee - Rights and liabilities of Surety - Discharge of surety. Contract of Bailment - Definition of bailment - Essential requisites of bailment - Kinds of bailment - Rights and duties of bailor and bailee - Termination of bailment - Pledge - Definition of pledge - Rights and duties of Pawnor and Pawnee - Pledge by non-owner.

Unit-II: Contract of Agency - Definition of Agent - Creation of Agency - Rights and duties of Agent - Delegation of authority - Personal liability of agent - Relations of principal and agent with third parties - Termination of Agency.

Unit-III: Contract of Sale of Goods - Formation of contract - Subject matter of sale - Conditions and Warranties - Express and implied conditions and warranties - Pricing - *Caveat Emptor* – Hire purchase agreements.

Unit-IV : Property - Possession and Rules relating to passing of property - Sale by non-owner - *Nemo dat quad non habet* - Delivery of goods - Rights and duties of seller and buyer before and after sale - Rights of unpaid seller - Remedies for breach.

Unit-V : Contract of Partnership - Definition and nature of partnership - Formation of partnership- Test of partnership - Partnership and other associations - Registration of firm - Effect of non-registration - Relations of partners - Rights and duties of partners - Property of firm - Relation of partners to third parties - Implied authority of partners - Kinds of partners - Minor as partner - Reconstitution of firm - Dissolution of firm – LLP.

Suggested Readings:

1. Anson's *Law of Contract*, Oxford University Press, London.
2. Venkatesh Iyyer: *The Law of Contracts and Tenders*, Gogia & Company ,Hyderabad.
3. Cheshire & Fifoot: *Law of Contract*, Butterworth, London, 1976.
4. Mulla: *The Indian Contract Act*, N.M.Tripathi (P) Ltd. Bombay, 1984.
5. G.C.V. Subba Rao: *Law of Contracts*, S. Gogia & Co., Hyderabad
6. Krishnan Nair: *Law of Contracts*, S. Gogia & Co. Hyderabad
7. Avtar Singh: *Law of Contracts*, Eastern Book Company, Lucknow
8. A Ramaiah's *Saleof Goods Act*, The Law Book Co., Allahabad.
9. Benjamin's *Saleof Goods*, Sweet & Maxwell, London.
10. P.S.Atiyah: *Saleof Goods Act*, Universal Book Traders, Delhi.
11. Chales D.Drale: *Law of Partnership* , Sweet & Maxwell, London.
12. Bowstead *On Agency*, Sweet and Maxwell, London.

PAPER – V: FAMILY LAW-II

(Muslim Law and Other Personal Laws)

Unit-I : Origin and development of Muslim Law - Sources of Muslim Law - Schools of Muslim Law - Difference between the Sunni and Shia Schools – Sub- schools of Sunni Law - Operation and application of Muslim Law - Conversion to Islam - Effects of conversion - Law of Marriage, nature of Muslim Marriage - Essential requirements of valid Marriage - Kinds of Marriages - distinction between void, irregular and valid marriage - Dower (Mahr) - Origin, nature and importance of dower, object of dower and classification of dower.

Unit-II: Divorce - Classification of divorce - different modes of Talaq - Legal consequences of divorce - Dissolution of Muslim Marriage Act, 1939 - Maintenance, Principles of maintenance, Persons entitled to maintenance - The Muslim Women (Protection of Rights on Divorce) Act, 1986 - Effect of conversion on maintenance and difference between Shia and Sunni Law.

Unit-III: Parentage - Maternity and Paternity - Legitimacy and acknowledgment - Guardianship - Meaning - Kinds of guardianship - Removal of guardian - Difference between Shia and Sunni Law. Gift - Definition of Gift - Requisites of valid gift - Gift formalities - Revocation of gift - Kinds of gift. Wills - Meaning of Will - Requisites of valid Will - Revocation of Will - Distinction between Will and Gift - Difference between Shia and Sunni Law.

Unit-IV : Waqf _ Definition - Essentials of Waqf - Kinds of Waqf – Creation of Waqf - - Revocation of Waqf - Salient features of the Waqf Act, 1995 – **Recent Changes in Wakf Laws and impact**- Mutawalli - Who can be Mutawalli - Powers and duties of Mutawalli - Removal of Mutawalli and Management of Waqf property. Succession - Application of the property of a deceased Muslim - Legal position of heirs as representatives - Administration - Waqf Tribunals and Jurisdiction.

Unit-V : Special Marriage Act, 1954 - Salient features of Indian Divorce Act, 1869 - Domicile - Maintenance to dependents/ Spouses - Intestate succession of Christians under the Indian Succession Act, 1925.

Suggested Readings:

1. Tahir Mahmood: *The Muslim Law of India*, Law Book Company, Allahabad.
2. Aquil Ahmed: *Text Book of Mohammadan Law*, Central Law Agency, Allahabad.
3. G.C.V. Subba Rao: *Family Law in India*, S.Gogia & Company, Hyderabad.
4. Asaf A.A.Fyzee: *Outlines of Mohammadan Law*, Oxford University Press, Delhi.
5. Mulla: *Principles of Mohammedan Law*.
6. Paras Divan: *Family Law (Hindu, Muslim, Christian, Parsi and Others)*, Allahabad Law Agency, Allahabad.
7. M.A. Qureshi: *Text Book on Muslim Law*, Central Law Publications, Allahabad.
8. B.R. Varma, *Mohammedan Law*, Delhi Law House, New Delhi