

IOP Syllabus

Unit I

Marketing Management:

Meaning, Concept of Marketing, Product Planning and Development. Channels of Distribution, Pricing Policies and Strategies. (3 lectures)

Business communication Skills:

Meaning, Importance, Process of Communication, Types of Communication-Oral, Written, Non-Verbal, Formal & Informal. Public Speaking; Presentation; Interview; Group Discussion. Resume. (3 lectures)

Public Relations:

P.R. Concepts, Structures & Practice; P.R. & Media Relations; Client servicing; News reporting (3 lectures)

Accounting and Banking

Basic Journal, Ledger, Cash book, Depreciation, Bank reconciliation, Rectification of errors, (3 lectures)

Office Management:

Meaning, functions and importance of office, relation of office with other department; Office systems and procedures; Nature of forms, design, forms control, reproduction of forms; Written procedures, procedures manuals and their uses, Records storage and retrieval. (3 lectures)

Unit II

Case Studies based on industrial Problems (3 lectures)

Practical Training & Project:

A student pursuing this course has to undergo practical training in the related field of 4 Weeks and has to submit a project assigned to him or her at the end of the course. Any topic assigned or selected by an individual.

At the end of the training the student will submit a project report of 50 pages of any related topic to the subject. (Report has to submit within 4 weeks)

Reference Books:

1. A : Business Communication Skills, Agrawal, Tailor
2. B : Marketing Management, Chhabra, Grover
3. C : Banking and Finance, Gupta Swami