

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
General Elective Course Offered by Department of Commerce to students of
B.Sc. / B.Com. / B.C.A. / B.S.W. Degree Programmes

SYLLABUS
(Effective from the academic year 2015-2016)

BUSINESS LEADERSHIP

CODE: 15CM/GE/BL22

CREDITS: 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE

- To introduce the concept and theories of leadership management
- To understand the essentials of leadership traits and approaches

Unit 1

Introduction

(6 hrs.)

- 1.1 Definition and Characteristics of Leadership
- 1.2 Differences Between Leadership and Management
- 1.3 Role of a Leader- Group Task Roles, Group Building and Maintenance Roles

Unit 2

Functions and Responsibilities

(10 hrs.)

- 2.1 Functions and Responsibilities of a Leader
- 2.2 Qualities of a Leader
- 2.3 Leadership Patterns - Autocratic, Democratic, Free Rein, Bureaucratic, Manipulative and Expert Leadership

Unit 3

Leadership Styles

(10 hrs.)

- 3.1 Degrees of Leadership- Blake and Mouton's Managerial Grid
- 3.2 Facets of Leadership-Factors Affecting Choice of Leadership
- 3.3 Different Approaches to Leadership- Trait Oriented, Situational Approach and Functional Approach

BOOKS FOR STUDY

Mamoria, C.B. and S.V.Gankar. *Personnel Management*. Mumbai: Himalaya, 2004

BOOKS FOR REFERENCE

Aswathappa, K. *Organisational Behaviour Text, Cases and Games*. Mumbai: Himalaya, 2007.

Edwin B. Flippo, *Personnel Management*. Mumbai: Tata McGrawHill, 2004.

Peter F. Drucker. *Principles of Management*. Sultan Chand, 2003.

Prasad, L.M. *Human Resource Management*, New Delhi: Sultan Chand, 2004.

JOURNALS

International Journal of Management Reviews

International Journal of Business Management and Leadership

International Journal of Complexity in Leadership

WEB RESOURCES

www.insead.edu/library/rankings/journal_rankings.cfm

www.hbr.org

www.inderscience.com

PATTERN OF EVALUATION (Internal only- No End Semester Examination)

One Continuous Assessment for 25 marks

Third Component:

Test for 25 marks

Third Component:

List of Evaluation modes:

Seminars

Assignments

Submission of AD Copy

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

BASICS OF PUBLIC RELATIONS

CODE: 15PR/PC/BP14

CREDITS : 4

L T P: 4 1 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To understand the basic premises and fundamental concepts of Public Relations
- To comprehend the distinction of Public Relations from Advertising, Marketing and Event Management

Unit 1

Definitions

(13 hrs.)

1.1 Publics

1.1.1 Internal Publics and External Publics

1.1.2 Two-way Communications

1.2 Functions of Public Relations :

1.2.1 Employee Relations

1.2.2 Customer Relations

1.2.3 Community Relations

1.2.4 Government Relations

1.2.5 Investor Relations

1.2.6 Media Relations

1.3 Advertising and Public Relations

1.4 Publicity, Propaganda and Public Relations

Unit 2

Evolution of Public Relations

(15 hrs.)

2.1 History of PR – World and India

2.1.1 The Eras of PR.

2.1.2 PR in UK, U.S.

2.1.3 PR in India- During Freedom Struggle & Post Industrial Revolution, PRSI

2.2 PR as an Industry

2.2.1 Need for Public Relations

2.2.2 Outsourcing of PR- Use of PR Agencies

2.2.3 Structure of a PR Department / Agency

2.3 Skill set for PR Personnel

2.3.1 Qualities of a PR Person

2.3.2 Ethics in PR

Unit 3

Corporate Image and Corporate Identity Management

(12 hrs.)

3.1 Corporate Image Defined and the Image Management Process

3.2 Image Makers

3.3 Stock Market and the Image

3.4 Corporate Identity Mix and Developing a Corporate Identity

Unit 4 (13 hrs.)

Event Management

- 4.1 Event Management Industry – A Historical Perspective
- 4.2 Events – Classification and Types
- 4.3 Special Events
- 4.4 Organizing an Event
- 4.5 Public Relations and Event Management

Unit 5 (12 hrs.)

Crisis Management

- 5.1 Kinds of Crises
- 5.2 Public Relations in Crisis Management
- 5.3 Ten Commandments of Crisis Management

BOOKS FOR STUDY

Black, Sam. *Practical Public Relations*. New Delhi: Universal Book Stall, 2005.

Cutlip, S.M., A.H Center and G.M Broom. *Effective Public Relations*. New Jersey: Pearson Education, 2006.

Darrow, R.W., D.J Forrestal, and A.D. Cookman. *The Dartnell Public Relations – Handbook. 2nd Ed.* Chicago and London: The Dartnell, 2005.

Heath, Robert L., Elizabeth Toth and D. Waymer (Eds). *Rhetorical and Critical Approaches to Public Relations II.* New York and London: Routledge, 2009.

Lesly, P. *Handbook of Public Relations & Communications. 3rd Ed.* Mumbai: Jaico, 2008.

McKee, Kathy .B and L.F. Lamb. *Applied Public Relations: Cases in Stakeholder Management. 2nd Ed.* New York and London: Routledge, 2009.

Sachdeva, I.S. *Public Relations: Principles and Practices*. New Delhi: Oxford, 2009.

Stephenson, H. *Handbook of Public Relations : The Standard Guide to Public Affairs and Communications. 2nd Ed.* New Jersey: McGraw Hill, 2007.

Swann, Patricia. *Cases in Public Relations Management*. New York and London: Routledge, 2010.

BOOKS FOR REFERENCE

Dunn, J. *Successful Public Relations: The Insider's Way to get Successful Media Coverage*. New Delhi: Viva, 2005.

Datta. K.B. *Fundamentals of Public Relations. 2nd Ed.* New Delhi: Akansha, 2007.

Harrison, Shirley. *Public Relations: An Introduction. 3rd Ed.* U.K.: Thomson Learning, 2008.

Jefkins, F. *Public Relations for your Business. 2nd Ed.* Mumbai: Jaico, 2006.

Kasor, Shrutika. *Public Relations. 2nd Ed.* New Delhi: Mohit, 2007.

Kaul, J.M. *Public Relations in India. 3rd Ed.* Calcutta: Naya Prokash, 2009.

Mehta, D.S. *Handbook of Public Relations in India. 6th Ed.* New Delhi: Allied, 2006.

Marconi, J. *Public Relations: The Complete Guide. 2nd Ed.* U.K.: Thomson and Racom Communications, 2006.

Moss, D and Santo De Barbara (Eds). *Public Relations Cases: International Perspectives. 3rd Ed.* London and New York: Routledge Taylor and Francis Group, 2009.

Wilcox, D.L, P.H. Ault, and W.K.Agree. *Public Relations. 2nd Ed.* New York: Longman, 2007.

JOURNALS

Getting To the Heart of Public Relations: The Concept of Strategic Intent: Melanie James

What it means to become Public Relations Professional: Student Perceptions of Professional Identity through real-world learning: Amisha Mehta, Ingrid Larkin

Key messages in public relations campaigns: Melanie James

Exploring the Concept of Mindfulness in Public Relations Practice: Douglas J. Swanson, Ed. D

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three Questions out of five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

Seminars

Group discussion

Assignments /Case studies

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A –10x2=20 marks (Answer all the Questions)

Section B – 5x8=40 marks (Five out of eight to be answered)

Section C – 2x20=40 marks (One out of two to be answered)

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B.A. / B.Sc. / B.Com. / B.C.A. / B.S.W.**

**SYLLABUS
(Effective from the academic year 2015-2016)**

FINANCIAL SERVICES

CODE: 15CM/GE/FS22

CREDITS: 2

L T P: 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE

- To expose students to the innovative services offered by Financial Institutions
- To enlighten on the practical aspects of the financial services industry

Unit 1 (6 hrs.)

Financial Services

- 1.1 Meaning and Characteristics
- 1.2 Importance of Financial Services

Unit 2 (10 hrs.)

Basic Concepts in Financial Services

- 2.1 Types of Financial Services
- 2.2 Fund-based Financial Services – Leasing, Venture Capital, Hire-Purchase
- 2.3 Non Fund-Based Financial Services – Stock Broking, Credit Rating, Merger and Acquisition

Unit 3 (10 hrs.)

Mutual Funds

- 3.1 Meaning and Importance of Mutual Funds
- 3.2 Selection of a Mutual Fund
- 3.3 Mutual Funds in India

BOOK FOR STUDY

Gordon E., Natarajan K. *Emerging Scenario in Financial Services*. Mumbai: Himalaya, 2009.

BOOKS FOR REFERENCE

Bhalla. V.K. *Management of Financial Services*. 1st ed. New Delhi: Anmol, 2009.

Gurusamy, S. *Financial Services and Markets*. Chennai: Vijay Nicole, 2012.

Khan M.Y. *Financial Services*. 2nd ed. New Delhi: Tata Mc Graw Hill, 2011.

Machiraju H. R. *Indian Financial System*. 2nd ed. New Delhi: Vikas, 2010.

Shashi K. Gupta, Nisha Agarwal. *Financial Services*. 2nd ed. New Delhi: Kalyani, 2006.

JOURNALS

Indian Journal of Finance

Journal of Internet Banking and Commerce

International Journal of Banking and Finance

WEB RESOURCES

www.kpmg.com

www.india-financing.com

PATTERN OF EVALUATION (Internal only- No End Semester Examination)

One Continuous Assessment for 25 marks

Third Component:

Test for 25 marks

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SYLLABUS

(Effective from the academic year 2015-2016)

BASIC ACCOUNTING

CODE: 15CM/GE/BA23

CREDITS: 3

L T P: 3 0 0

TOTAL TEACHING HOURS: 39

OBJECTIVES OF THE COURSE

- To introduce the accounting principles and basic concepts in the preparation of the financial statements for trading and non-trading organizations
- To expose students to the accounting practices in financial, cost and management accounting

Unit 1 (8 hrs.)

Basic Accounting Concepts

- 1.1 Introduction to Double Entry System
- 1.2 Kinds of Accounts- Rules of Debit and Credit
- 1.3 Preparation of Journal
- 1.4 Preparation of Trial Balance

Unit 2 (8 hrs.)

Final Accounts of a Sole Trader

- 2.1 Preparation of Trading and Profit and Loss account
- 2.2 Preparation of Balance Sheet
(Basic Concepts and Adjustments Relating to Closing Stock, Depreciation, Outstanding and Prepaid Expenses and Income and Bad Debts - Simple Problems)

Unit 3 (8 hrs.)

Final Accounts of a Company

- 3.1 Preparation of Final Accounts- Forms and Contents as per Provisions of Companies Act 2013 as per Schedule- III (Simple Problems)

Unit 4 (8 hrs.)

Accounting of Non-Profit Organizations

- 4.1 Features of Non – Profit Entities
- 4.2 Preparation of Summaries -Receipts and Payments Account
- 4.3 Preparation of Income and Expenditure and Balance Sheet

Unit 5 (7 hrs.)

Management Accounting and Cost Accounting

- 5.1 Definition and Nature of Management Accounting
- 5.2 Definition and Nature of Cost Accounting
- 5.3 Scope and Limitations of Management Accounting and Cost Accounting

BOOKS FOR STUDY

Arjun Saini. *How to Read Balancesheet and other Financial Statements*. 1st ed. Himalaya, 2013.

Chatterjee, D.K. *Basic Accounts and Finance for Non-Accountants*. 4th ed. Himalaya, 2011.

PATTERN OF EVALUATION (Internal only - No End Semester Examination)

One Continuous Assessment Test for 50 marks (90 mins.)

Third Component:

Test for 50 marks

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SYLLABUS

(Effective from the academic year 2015 -2016)

CONTEMPORARY ADVERTISING

CODE: 15CM/GE/CA23

CREDITS : 3

L T P : 3 0 0

TOTAL TEACHING HOURS: 39

OBJECTIVES OF THE COURSE

- To introduce the concept and types of Contemporary advertising
- To enable students to meet the growing demands and challenges of the promotional aspects of advertising

Unit 1

Scope of Advertising (7 hrs.)

- 1.1 Introduction - Definition and Meaning
- 1.2 Role of Advertising

Unit 2

Advertising Copy (8 hrs.)

- 2.1 Elements of an Ad. Copy
- 2.2 Ad. Layout - Principles of Ad. Layout

Unit 3

Modern Advertising (9 hrs.)

- 3.1 Types of Modern Advertising
- 3.2 Comparison - Indoor & Outdoor Advertising

Unit 4

Online Advertising (7 hrs.)

- 4.1 Introduction - the Internet as an Advertising Medium
- 4.2 Types of Online Advertising - Alternative Offline Advertising Media and Mass Online Advertising Web Resources, Banner Ads, Pop Ups, Interstitials, Superstitials and Sponsorships

Unit 5

Challenges and trends of Online Media (8 hrs.)

- 5.1 Reasons for Failure of Online Advertising
- 5.2 Changing Trends in Online Advertising.

BOOK FOR STUDY

Jefkins, Frank. *Advertising*. New Delhi: Pearson Education 2007.

BOOKS FOR REFERENCE

- David W. Schumann and Esther Thorson. *Internet Advertising Theory and research*. Psychology Press, 2007.
- Joseph, Plummer., Steve Rappaport, Teddy Hall and Robert Borocci. *The online Advertising play Book. Proven Strategies and tested tactics from the advertising research foundation*. John Wiley, 2006.
- Terence A. Shimp. *Advertising, Promotion and supplemental Aspects of Intergrated Marketing Communications*. USA: Thomson Learning, 2003
- Wilmschurs, John and Adrian Mackay. *The fundamentals of Advertising*. Reed Educational and Professional, 1999.

JOURNALS

- Journal of Advertising Research
International Journal of Advertising
International Journal of Internet Marketing and Research
Journal of Advertising
Journal of Advertising Education

WEB RESOURCES

- www.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf
advertising.knoji.com/what-are-the-different-roles-of-advertising/
techcrunch.com/2009/03/22/why-advertising-is-failing-on-the-internet/
www.networkadvertising.org/understanding-online-advertising/

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of evaluation modes:

Seminars

Assignments

Submission of AD Copy

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE : PUBLIC RELATIONS
SYLLABUS
(Effective from the academic year 2015 - 2016)**

INTERPERSONAL AND GROUP COMMUNICATION

CODE: 15PR/PC/IG14

CREDITS : 4

L T P: 4 1 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To comprehend the variety of communication theory and practices.
- To acquire skills in using communication tools

Unit 1 (13 hrs.)

Introduction

- 1.1 Definitions and Origin of Communication
- 1.2 Elements and Process of Communication
- 1.3 Types, Levels and Functions of Communication
- 1.4 Barriers to Effective Communication

Unit 2 (13 hrs.)

Intrapersonal Communication

- 2.1 Concept of Self – Johari Window Theory, Self-Esteem, Self-Acceptance and Personality Development
- 2.2 Coping with Fear, Shyness and Anger
- 2.3 Nonverbal Traits of Communication – Kinesics, Haptics, Oculisics, Vocalics, Chronemics, Archival and Olfactics

Unit 3 (13 hrs.)

3.1 Interpersonal Communication

- 3.1.1 Definition of Interpersonal Communication, Verbal and Non-Verbal Communication
- 3.1.2 Models of Interpersonal Communication : Lasswell Formula, Shannon and Weaver's, Osgood and Schramm's, David Berlo's SMCR model

3.2 Techniques of Interpersonal Communication

- 3.2.1 Verbal and Non-Verbal Traits of Public Speaking
- 3.2.2 Preparation, Planning and Practice of Oral Presentations
- 3.2.3 Telephone and Mike Techniques for Effective Communication
- 3.2.4 Letter Writing and Styles for Different Occasions

Unit 4 (13 hrs.)

Group Communication

- 4.1 Group Processes, Group Leadership and Group Dynamics
- 4.2 Group Discussions – People Involved, Procedure to Organize a GD, types- Symposium, Seminars, Panel Discussion, Debate; Interviews – Types and Procedure.
- 4.3 Intra-group and Inter – Group Communication Techniques and Methodologies
- 4.4 Organizing and Conducting a Conference, Meetings and Exhibition

Unit 5

(13 hrs.)

Models of Group Communication

5.1 Model of Communication : Riley and Riley's Sociological Model

5.2 Roger's and Shoemaker's Model of Innovation Diffusion

5.3 Katz and Lazarsfeld's Two Step Flow Model, Stimulus and Response Models

BOOKS FOR STUDY

Black, Sam. *Practical Public Relations*. New Delhi: Universal Book Stall, 2006.

Lesly, P. *Handbook of Public Relations and Communications*. Mumbai: Jaico, 2008.

Stephenson, H. *Handbook of Public Relations : The Standard Guide to Public Affairs and Communications*. 2nd Ed. New Jersey: McGraw Hill, 2007.

McQuail, D and S.Windahl. *Communication Models for the Study of Mass Communications*. U.K: Longman, 2008.

Wakhlu, Savita. *Managing Presentations*. New Delhi: Response Books, 2006.

Zappala, J.M. and Ann R. Carden. *Public Relations Writing Worktext: A Practical Guide for The Profession*. 3rd Ed. New York: Routledge – Taylor and Francis Group. 2010.

BOOKS FOR REFERENCE

Adair, J. *Training for Communication*. U.K: Gower Press, 2005.

Bivins, T.H. *Public Relations Writing: The Essentials of Style and Format*. 7th Ed. McGraw Hill, 2011.

Figgins, R., S.P. Golen and C.G. Pearce. *Business Communication Basics : Application and Technology*. 3rd Ed. New York: John Wiley, 2008.

Gould Marks, L. *Management Communication through Audio – Visual Aids*. London: Leonard Hill, 2005.

Pace, R.W., R.R. Boren and B.D.Peterson. *Communication Behaviour and Experiments: A Scientific Approach*. 2nd Ed. California: Wadsworth, 2005.

Pace, R.W., B.D. Peterson and M.D. Burnett. *Techniques for Effective Communication*. California: Addison Wesley, 2009.

Peterson, B.D., G.M. Goldhaber and R.W.Pace. *Communication Probes*. Chicago: Science Research Associates, 2007.

Peterson, B.D., N.D. White and E.G. Stephan. *Speak Easy: An Introduction to Public Speaking*. St Paul: West, 2008.

Phillips, Bonnie. D. *Effective Business Communications*. New York: Van Nostrand Reinhold , 2007.

Pool, Ithiel de Sola, Maccoby W.N. Schramm and E.B. Parker, eds. *Handbook of*

Communication. Chicago: Rand McNally College, 2010.

Singhal, A and E.M. Rogers. *India's Information Revolution: From Bullock Carts to Cyber Cafes*. 2nd Ed. New Delhi: Sage, 2011.

Srinivas, M.R. *Communication for Development in the Third World: Theory and Practice*. New Delhi: Sage, 2006.

Turk, C and Kirkmann. *Effective Writing*. London: E and FN Spoon, 2006.

Williams, Beryl. *Communicating Effectively: A Manager's Guide to getting through to People*. U.K: Thomson, 2007.

JOURNALS

Skilled Interpersonal Communication: Research, Theory, and Practice: Owen Hargie; David Dickson, Routledge

Interpersonal Communication Research: Advances through Meta-Analysis: Mike Allen; Raymond W. Preiss; Barbara Mae Gayle; Nancy Burrell

Handbook of Communication and Social Interaction Skills: John O. Greene; Brant R. Burleson: Lawrence Erlbaum Associates

The Dark Side of Interpersonal Communication: William R. Cupach; Brian H. Spitzberg

Teaching Communication - Theory, Research, and Methods: Anita L. Vangelisti; John A. Daly; Gustav W. Friedrich

PATTERN OF EVALUATION

Total Marks: 50

Duration: 90 mins

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

Seminars

Group discussion

Assignments / Case studies

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A –10x2=20 marks (Answer all the questions)

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SYLLABUS
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PERSONNEL MANAGEMENT

CODE: 15CM/GE/PM23

CREDITS: 3

L T P: 3 0 0

TOTAL TEACHING HOURS: 39

OBJECTIVES OF THE COURSE

- To expose the students to the managerial, operative and maintenance aspects of Human Resources
- To provide an insight into Human resources as an asset to the organization

Unit 1

Introduction (8 hrs.)

- 1.1 Definition – Characteristics, Objectives & Importance of Personnel Management
- 1.2 Functions of Personnel Management

Unit 2

Staffing (8 hrs.)

- 2.1 Nature, Elements and Importance of Staffing
- 2.2 Recruitment and Selection
- 2.3 Promotion – Types and Basis of Promotion

Unit 3

3.1 Training and Development (8 hrs.)

- 3.1.1 Training – Importance, Need & Types
- 3.1.2 Training Methods – on-the Job, Off-the Job and Vestibule Training.
- 3.2 Performance Appraisal – Concept, Objectives & Methods of Performance Appraisal

Unit 4

Components of Compensation (8 hrs.)

- 4.1 Factors to Be Considered for Determination of Wages and Salaries
- 4.2 Incentives & Perquisites
- 4.3 Fringe Benefits – Meaning and Types

Unit 5

Leadership & Communication (7 hrs.)

- 5.1 Leadership – Qualities of a Leader, Types of Leaders, Trait and Situational Approach to Leadership, Leadership Grid
- 5.2 Communication – Meaning, Nature, Importance and Types of Communication

BOOK FOR STUDY

Gupta, C.B. *Human Resource Management*. New Delhi: Sultan Chand, 2014

BOOKS FOR REFERENCE

Aswathappa, K. *Human Resource Management*. New Delhi: Tata McGraw Hill, 2007.

Flippo V. Edwin. *Personnel Management*. New Delhi: McGraw Hill, 2008

Khanka, S.S, *Human Resource Management*. New Delhi: Sultan Chand, 2007.

Mamoria, C.B, *Personnel Management*. New Delhi: Himalaya, 2004

Prasad, L.M., *Human Resource Management*. New Delhi: Sultan Chand, 2007

JOURNALS

International Journal of Management Reviews

European Journal of Business Management

WEB RESOURCES

www.exed.hbs.edu

www.hbr.org

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

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Section A – 7 x 2 = 14 Marks (no choice)

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Third Component:

List of evaluation modes:

Seminars

Assignments

No End Semester Examination