
 <p>Estd. 1999 Suryadatta Group Enriching Careers & Enhancing Lives</p>	<p>Suryadatta Education Foundation's Suryadatta Institute of Management & Mass Communication (SIMMC)</p>	 <p>SIMMC SURYADATTA B-School of International Repute</p>
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AY 2018-19
PROGRAMME:
COURSE SYLLABUS



Course Code	102	Course Title	PPM & OB
Course Type	Core	Sessions in TT per week	3
Credit Type	Full	Total Marks	100
Credit Value	3	Formative Assessment Marks	50
Credit Pattern (LTP)	2:1:0	Summative Assessment Marks	50

Course Objectives:

Sr. No.	Particulars
CO1	To develop a sound conceptual framework for understanding management sciences & Global management practices.
CO2	To get in-depth knowledge in various functions of Management.
CO3	To get knowledge of Individual behavior, Interpersonal & Group perspectives at work
CO4	To be able to understand & solve case studies in Management.

Course Syllabus:



Unit. & Sub Unit	Syllabus	Tentative Number of Sessions
1	Concept of Management	5
1.1	Basic concepts of management & Contribution of Management Thinkers: Definition, Need and Scope, Different schools of Management thoughts, Evolution of Management Concepts	
1.2	Functions of Management	
1.2.1	Planning — Concept, Nature, Importance, Steps, Management by objectives	
1.2.2	Organizing – Concept, Nature, Importance, Principles, Process	
1.2.3	Staffing, Co-ordinating and Directing – Concept, Nature, Importance.	
1.2.4	Controlling – Concept, Nature, Importance, Control Techniques	
1.2.5	Budgeting- Concept, Nature, Importance, Process	
2	Decision Making	4
2.1	Decision making: Concept, Nature, Importance, Types of decisions and Process of Decision Making in various situations.	
2.2	Quantitative Techniques in decision making and decision making under process of uncertainty and risk.	
3	Individual/ group behavior	6
3.1	Introduction to Organizational Behavior: Definition, Scope, Fundamental	

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	Concepts of OB, Organizational Structure & Design	
3.3	Perception: Process, Skills, Characteristics of perceiver, Target and Situation, Impression Management.	
3.4	Attitudes & Values: Nature and dimensions of attitude, Components of attitudes, Theories & Methods for changing attitudes at the work place, Values and ethical behavior in Global perspective.	
4	Personality and Motivation	
4.1	Personality: Meaning of personality, Development of personality — Attributes of personality Theories- Type theories, & Trait theories. Approaches: Humanistic approach, Cognitive approach, the shaping of personality, personality traits & OB.	6
4.2	Motivation: Definition, Importance, Classification of motives, Theories of Motivation, Global implications of Motivation	
5	Group dynamics and leadership	
5.1	Interpersonal communication: Transactional analysis, Johari Window, Firo - B	
5.2	Group Dynamics and Team building: Concept of Groups & Teams. Types of Groups, Theories of Group Formation & Team building Process	6
5.3	Leadership: Concept, Various Leadership Theories, Leadership Styles, Leadership Grid, Types of Leaders.	
5.4	Management Gurus :Key contributors to Management Discipline	3
	Total Hours	30

Learning Resources:

Sr. No.	Particulars
Reference Books	
1	Organizational Behaviour by Stephen Robins, Timothy Judge, Neharika Vohra, Tata Mc Grow Hill Publications
2	Organizational Behaviour by K Ashwathappa Himalaya Publications
3	Organizational Behaviour by Nelson & Quick Cengage learning
4	Management by Koontz and Wechrich, TMGH
5	Management by Stoner, et. al., Prentice Hall of India, New Delhi.
6	Principles and Practice of Management, Tripathi Tata MacGrow hill
Web links 1	http://www.druckerinstitute.com/link/about-peter-drucker/
2	http://www.nwlink.com/~donclark/leader/leadob.html
Professional Resources 1	Indian Ethos - Nandagopal Tata McGraw Hill
Other Resources: Journals 1	Journal of Human Values
2	The Five Minds of a Manager by Gosling, Jonathan; Mintzberg, Henry. Harvard Business Review

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Course Code	4301-103	Course Title	Management Accounting & Control
Course Type	Core	Sessions in TT per week	3
Credit Type	Full	Total Marks	100
Credit Value	3	Formative Assessment Marks	50
Credit Pattern (LTP)	1:1:1	Summative Assessment Marks	50

Course Objectives:

Sr. No.	Particulars
CO1	To impart sound understanding of accounting for managers
CO2	To equip students with decision making through accounting process
CO3	To study standards to maintain cost control
CO4	To know cost control techniques



Course Syllabus:

Unit. Sub Unit	Syllabus	Tentative Number of Sessions
1	Introduction to Business Accounting	7
1.1	Introduction to Book keeping & accounting	
1.2	Classification of accounts, double entry system	
1.3	Accounting concepts & conventions	
1.4	Introduction of accounting standards	
2	Understanding Financial Statements	6
2.1	Recording transactions	
2.2	Preparing ledgers & trial balance	
2.3	Adjusting entries, transfer entries and closing entries	
3	Preparation of final Accounts	7
3.1	Preparing trading account	
3.2	Preparing profit & loss account	
3.3	Preparing Balance sheet	
4	Introduction to Costing	4
4.1	Cost concepts, objectives, advantages & importance of cost accounting	
4.2	Difference between cost accounting & financial accounting	
5	Preparation of Cost Sheet	6
5.1	Classification of costs	
5.2	Preparation of cost sheet	
	Total	30

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Learning Resources:

Sr.No.	Particulars
Suggested Best Book	
1	Management Accounting – Dr. Mahesh Kulkarni
Text Books	
1	Accounting for Business Decisions- Dr. E.B Khedekar & Dr. D B Bharti
2	Management Accounting- Mr. Khan & Jain
Reference Books	
1	Management Accounting- Mr. Ravi Kishore
2	Accounting for Managers- Dearden & Bhattacharya
3	Cost & management Accounting- M.N.Arora
4	Management Accounting – Madhu Vij
Weblinks	
1	https://www.icai.org
2	https://www.icwa.org
Professional Resources	
1	Indian journal of Finance

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Course Code	2301-104	Course Title	Marketing Management
Course Type	Core	Sessions in TT per week	3
Credit Type	Full	Total Marks	100
Credit Value	3	Formative Assessment Marks	50
Credit Pattern (LTP)	1:1	Summative Assessment Marks	50

Course Objectives:

Sr. No.	Particulars
CO1	To impart understanding of Basics of Marketing for Managers
CO2	To impart students with Marketing skills
CO3	To learn Marketing Mix
CO4	To know Marketing Strategies

Course Syllabus:



Unit. Sub Unit	Syllabus	Tentative Number of Sessions
1	Introduction to Marketing: Definition & Functions of Marketing. Core concepts of marketing	7
1.1	Need, Want, Desire, Benefits, Demand, Value, Exchange	
1.2	Goods – Services Continuum, Product, Market	
1.3	Customer Satisfaction, Customer Delight	
1.4	Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational. Concept of Marketing Myopia. Selling versus marketing.	
1.5	Holistic Marketing Orientation & Customer Value	
2	Consumer Behaviour	5
2.1	Concept	
2.2	Characteristics of Consumer and Organisation Market	
2.3	Buying Behaviour Process	
3	Marketing Environment & Marketing Segmentation	6
3.1	Micro & Macro Environment	
3.2	Bases for market segmentation of consumer goods, industrial goods and Services Marketing	

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3.3	Concept of Target Market and Concept of positioning – Value Proposition & USP	
4	Marketing Mix	6
4.1	Components of 4 P's	
4.2	Extended P's	
4.3	Significance in Competitive Environment	
5	Marketing Planning, Organizing, Evaluation & Control	6
5.1	Developing Marketing Plan for variety of Goods & Services	
5.2	Marketing Organization- Concept & Types	
5.3	Need of Marketing Control & Marketing Audit	
	Total	30

Learning Resources:

Sr.No.	Particulars
Suggested Best Book	
1	Principles of Marketing (12th Edition) - <i>Philip Kotler and Gary Armstrong</i>
Text Books	
1	Marketing Management – RaajanSxena
2	
Reference Books	
1	Analysis for Marketing Planning (6th Edition) – <i>Donald Lehmann & Russell Winer</i>
2	Marketing Management - <i>V.S.Ramaswamy and S.Namakumari</i>
3	Fundamentals of Marketing - <i>Stanton</i>
4	
Weblinks	
1	
2	
Professional Resources	
1	
2	
Other Resources	
1	
2	

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Course Code	5301-105	Course Title	E-Commerce and Digital Marketing
Course Type	External	Sessions in TT per week	3
Credit Type	Full	Total Marks	100
Credit Value	3	Formative Assessment Marks	50
Credit Pattern (LTP)	1:0:2	Summative Assessment Marks	50

Course Objectives:

Sr. No.	Particulars
CO1	To encompasses any commercial transaction that involves the transfer of information across the internet
CO2	To understand the concept and issues of e commerce and Internet Infrastructure, Payment System and various online and planning strategies
CO3	To understand the latest Digital Marketing concepts

Course Syllabus:



Unit. Sub Unit	Syllabus	Tentative Number of Sessions
1	Introduction to E- Commerce	6
1.1	Introduction to E-commerce, Electronic Commerce Framework	
1.2	Types of E-Commerce business models	
1.3	Advantages and Disadvantage of E-commerce	
1.4	The Internet Hierarchy, E-mail	
1.5	The Advantages of Internet, World Wide Web	
2	Electronic Payment System	6
2.1	Introduction to electronic system, Electronic Cash	
2.2	Smart Cards and Electronic Payment Systems	
2.3	Credit Card Based Electronic Payment Systems	
2.4	Electronic Fund Transfer	
2.5	Examples	
3	Introduction to Digital Marketing	6
3.1	Introduction to Digital Markets	
3.2	Need of Digital Markets	
3.3	Marketing in a Digital World	
3.4	Digital media and Marketing principles	
4	Fundamentals and Content Marketing	6

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4.1	Fundamentals of digital marketing	
4.2	Digital media and Marketing Strategies and Planning	
4.3	Content marketing	
4.4	Website Language & Technology	
4.5	Core Objective of Website	
5	Overview of Digital Marketing	6
5.1	Web Marketing	
5.2	Search Engine Optimization	
5.3	Social Media Marketing	
5.4	Mobile Marketing, Email Marketing	
5.5	Presentations and Review	
	Total	30

Learning Resources:

Sr.No.	Particulars
Suggested Best Book	
1	Principles of Marketing (12th Edition) - <i>Philip Kotler and Gary Armstrong</i>
Text Books	
1	Marketing Management – RaajanSxena
2	
Reference Books	
1	Analysis for Marketing Planning (6th Edition) – <i>Donald Lehmann & Rusell Winer</i>
2	Marketing Management - <i>V.S.Ramaswamy and S.Namakumari</i>
3	Fundamentals of Marketing - <i>Stanton</i>
4	
Weblinks	
1	
2	
Professional Resources	
1	
2	
Other Resources	
1	
2	

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Course Code	1303-106	Course Title	Indian and Global Business Environment
Course Type	Core	Sessions in TT per week	03
Credit Type	Full	Total Marks	100
Credit Value	03	Formative Assessment Marks	50
Credit Pattern (LTP)	2:1:0	Summative Assessment Marks	50

Course Objectives:

Sr. No.	Particulars
CO1	To develop knowledge base of environmental factors affecting global business and Commerce.
CO2	To make the students aware about Business environmental and its consequences.
CO3	To inculcate values of Environmental ethics amongst the students.

Course Syllabus:



Unit. Sub Unit	Syllabus	Tentative Number of Sessions
1	Global Business Environment	5
1.1	Overview of Nature, Need of environmental studies for business	
1.2	Introduction to types of environment – Internal and External environment	
2	Political and Legal Environment	6
2.1	Democracy	
2.2	Political risk and its sources, Risk assessment	
2.3	System of law	
2.4	International Dispute Resolution	
3	Economic Environment	7
3.1	Income wise classification of countries- Developing & Developed countries	
3.2	Countries classified by economic system- Market, Command, Mixed	
3.3	Economic scenario- Rate of growth, Inflation, Saving and Investment, Fiscal stability, BOP, Financial system.	
3.4	Economic policies – Industrial & Trade policies	
4	Socio-Cultural Environment	5
4.1	Nature, Effects of culture	

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4.2	Elements of culture	
4.3	Culture and competitive advantage	
4.4	Managing diversity	
4.5	Business ethics and Social Responsibility of Business	
5	Technological Environment	7
5.1	Management of technology	
5.2	Classification of technology	
5.3	Impact of technology	
5.4	International technology transfer	
	Total	30

Learning Resources:

Sr. No.	Particulars
Suggested Best Book	
1	International Business By K Aswathapa
Text Books	
1	
2	
Reference Books	
1	International Business By K Aswathapa
2	International Business By Francis Cherunilam, Himalaya Publishing House Text & Cases
3	Indian Economy By Gaurav Datt & Aswini Mahajan
Weblinks	
1	http://global.oup.com/uk/orc/busecon/business/hamilton_webster3e/
2	http://www.japanesestudies.org.uk/ejcs/links/business-and-economy.html
Professional Resources	
1	
2	
Other Resources	
1	Indian Economic Journal
2	Journal of International Business Studies

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Course Code	8301-107	Course Title	Business Statistics
Course Type	External	Sessions in TT per week	2
Credit Type	Half	Total Marks	50
Credit Value	2	Formative Assessment Marks	50
Credit Pattern (LTP)	1:0:2	Summative Assessment Marks	0

Course Objectives:

Sr.No.	Particulars
CO1	To emphasize importance of statistics in business
CO2	To impart knowledge about key fundamental concepts and techniques of statistics
CO3	To demonstrate use of statistics in business analysis and managerial decision making
CO4	To help students apply statistical techniques to real life business problems and propose alternatives

Course Syllabus:



Unit. Sub Unit	Syllabus	Tentative Number of Sessions
1	Graphical Representation of Data	3
1.1	Data, Types of data	
1.2	Classification, tabulation, grouping of data	
1.3	Histogram, frequency polygon	
1.4	Cumulative frequency polygons - ogives	
1.5	Types of graphs, charts	
2	Measures of Central Tendency	3
2.1	Meaning and Significance	
2.2	Mean, Median and Mode	
2.3	Quartiles, Deciles and Percentiles	
3	Measures of Dispersion	4
3.1	Meaning and Significance	
3.2	Range, Mean Deviation, Quartile Deviation	
3.3	Standard Deviation and Variance	
3.4	Coefficient of Variation	
4	Correlation & Regression Analysis	6
4.1	Meaning and Significance	
4.2	Types of Correlation	
4.3	Correlation Coefficient - Pearson R, Spearman Rank, Coefficient of Determination – R^2	

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4.4	Types of Regression	
4.5	Simple Linear Regression	
4.6	Multiple Linear Regression	
5	Time Series Analysis	4
5.1	Meaning and Significance	
5.2	Components and Models (additive)	
5.3	Components and Models (multiplicative)	
5.4	Trend Measurement - least square	
	Total	20

Learning Resources:

Sr.No.	Particulars
Suggested Best Book	
1	Black, Ken (2012), <i>Applied Business Statistics: Making Better Business Decisions</i> , Wiley, 7 th Edition, New Delhi
Text Books	
1	Srivastava, T.N., and Rego, Shailaja(2008), <i>Statistics for Management</i> , TataMcGraw-HillPublishing, 1 st Edition, New Delhi
Reference Books	
1	Levin, R. and Rubin, D. (1997), <i>Statistics for Management</i> , Pearson Publishing, 7 th Edition, New Delhi
2	Anderson, D.R., Sweeney, D.J., Williams, T.A. (2011), <i>Statistics for Business and Economics</i> , Thomson Press, 11 th Edition, India
Weblinks	
1	http://www.statisticshowto.com/
2	http://wiki.stat.ucla.edu/socr/index.php/SOCR_Videos_Analyses
Professional Resources	
1	https://www.openintro.org/stat/
Other Resources	
1	Websites of listed companies, stock exchanges, commodity exchanges, regulatory bodies etc.

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Course Code	1304-108	Course Title	Understanding self- Indian Perspectives
Course Type	Core	Sessions in TT per week	2
Credit Type	Half	Total Marks	50
Credit Value	Two	Formative Assessment Marks	50
Credit Pattern (LTP)	1:1:0	Summative Assessment Marks	

Course Objectives:

Sr. No.	Particulars
CO1	To find commonly felt problems that individuals, organizations and the society faces
CO2	To realize the usefulness of Gita in addressing some of the problems of individuals, organizations and the society
CO3	To demonstrate how alternative world views and paradigms of management could be developed with a knowledge of Ancient Indian wisdom such as Gita

Course Syllabus:



Unit. Sub Unit	Syllabus	Tentative Number of Sessions
1	Ancient Wisdom Foundations:	4
1.1	Essence of ancient Indian wisdom can be acquired through the study of the major three contributors of the Indian consciousness	
1.2	Valmiki, Vyasa and Vivekananda in their works	
1.3	Ramayana, Mahabharata, Works of Vivekananda	
1.4	The impact of these works can be seen in the Indian thought, governance, leadership, culture and the soul of our civilization	
2	Spirituality in Business and Workplace to attain equilibrium : 1,	4
2.1	Current Challenges in Business Management & Society, Relevance and application of Ancient Indian Wisdom for contemporary society	
2.2	Spirituality in Business, Meaning & Importance of Spirituality in society & Business	
2.3	An introduction to Bhagavad Gita & its relevance in today's life	
3	Perspectives on Leadership and Work :	4
3.1	Failed Leadership : Causes & Consequences for masses	
3.2	Leadership Perspectives in the Gita & its relevance in today's society, perspective on Self -Management	

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3.3	Study of Mind , Breath & Body as a key player in an individual	
3.4	Importance of Meditation for self-management , Role of Yoga in addressing stress & balance of health	
4	Self management	4
4.1	Mind as a key player in an individual , Introduction to meditation technique , Self -Management by understanding the world within	
4.2	Understanding importance of Values & their role in Self-management with various examples in scriptures	
4.3	Shaping the personality through Trigunas	
5	New Age Spiritual Movements	4
5.1	Different new age movements in India and their impact on present personal, social and corporate world. The new areas of research, training and development acquiring a completely different and novel identity, Understanding the impact and fundamentals behind the organisations and their teachings	
5.2	Transcendental Meditation, Energy healings, Vipasanna Meditation, Bramhakumaris spiritual university,	
5.3	Art of Living, Sadhu Vaswani Foundation, etc.	
	Total	30

Learning Resources:

Sr.No.	Particulars
Suggested Best Book	
1	Bhagavad Gita As It is by A.C.Bhaktivedant Swami Prabhupada
Text Books	
1	Swami Chinmayananda,(1996), “Holy Geeta”,Central Chinmaya Mission Trust, Mumba
Reference Books	
1	Swami Dayananda Saraswati, (2007), “The value of values”, Arsha Vidya Research & Publication Trust,Chennai.
Weblinks	
1	http://www.iimb.ernet.in/webpage/b-mahadevan/bhagavad-gita-amp-management www.aol.org
Professional Resources	
1	Mahadevan, B.(2013).“Spirituality in Management:Sparks from The Anvil ”,IIMB Management Review, 25 (2).
Other Resources	
1	Beer,S.(1994).“May the Whole Earth be Happy:Loka Samastat Sukhino Bhavantu”,Interfaces,24(4),83–93.

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Course Code	8102-111	Course Title	Basics of Ms- Excel
Course Type	Core	Sessions in TT per week	1
Credit Type	Half	Total Marks	25
Credit Value	1	Formative Assessment Marks	25
Credit Pattern LTP)	0:0:1	Summative Assessment Marks	0

Course Objectives:

Sr. No.	Particulars
CO1	To familiarize Students with basic to intermediate skills for using Excel in the classroom
CO2	To gain proficiency in creating solutions for Data Management and Reporting
CO3	To provide students hands on experience on MS Excel Utilities
CO4	To improve the quality of work by letting easily creating dashboards, interfaces, charts and nicely formatted data.

Course Syllabus:

Unit. Sub Unit	Syllabus	Tentative Number of Sessions
1	Basic Excel	2
1.1	Introduction to Excel Environment	
1.2	Creating Basic Workbooks	
1.3	Ranges	
1.4	Updating Column and Rows	
2	Excel Functions	2
2.1	Text Functions	
2.2	Examples on Text Functions	
3	Excel Functions	2
3.1	Mathematical Functions	
3.2	Examples on Mathematical Functions	
4	Editing and Formatting Charts	2
4.1	Creating Charts, Selecting charts and chart elements	
4.2	Moving and Resizing Charts	
4.3	Changing Chart labels	
4.4	Changing chart background, Types of Charts	
5	Tables and Advanced Filters	2
5.1	Creating tables	
5.2	Filtering Data, Auto filter	
5.3	Creating and Updating Tables in Excel	

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Course Code	-	Course Title	Human Rights
Course Type	Core	Sessions in TT per week	1
Credit Type	-	Total Marks	25
Credit Value	1	Formative Assessment Marks	25
Credit Pattern (LTP)	1:0:0	Summative Assessment Marks	0

Course Objectives:

Sr. No.	Particulars – Know your Constitution
CO1	History of Constitution
CO2	Constitution Preamble
CO3	Rights and Duties of Indian Citizens
CO4	National and International Bodies

Course Syllabus:

Unit. Sub Unit	Syllabus	Tentative Number of Sessions
1	Particulars – Know your Constitution	1
1.1	History of Constitution	
1.2	Constitution Preamble	
1.3	Rights and Duties of Indian Citizens	
1.4	National and International Bodies	
2	Gender Diversity and Human Rights	1
2.1	Concept	
2.2	Relevance in the Present Scenario	
2.3	Children and Human Rights	
3	Affirmative Action and Human Rights	1
3.1	Concept	
3.2	Human Resource Functions	
3.3	Practical Utility	
4	Media and Human Rights	1
4.1	Comparison Between Traditional Media and Modern Media	
4.2	Role of Media in Human Rights	
4.3	Use and Abuse of media	
5	Economic Development and Human Rights	1
5.1	Parameters of Economic Development	
5.2	Contribution of Human Rights in Economic Development	
5.3	Future Trends in Indian Economy	

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Course Code		Course Title	Corporate Communication
Course Type	Core	Sessions in TT per week	2
Credit Type	Half	Total Marks	50
Credit Value	1	Formative Assessment Marks	
Credit Pattern (LTP)		Summative Assessment Marks	

Course Objectives:

Sr. No.	Particulars
CO1	To Improve communication skills of students
CO2	To Boost confidence of students
CO3	To Train Students on presentation skills
CO4	To Make student Industry ready

Course Syllabus:

Unit. Sub Unit	Syllabus	Tentative Number of Sessions
1	CORPORATE COMMUNICATION	
1.1	Communication Foundations-Meaning of communication, Modes, Process, Channels, Barriers and Importance of Corporate Communications	
1.2	Oral Communication-Meaning, Importance, Advantages and Limitations of oral communication tools in the organization (Face to Face, Telephonic, Video/Tele Conferencing etc)	
1.3	Written Communication- Meaning, Importance, Advantages and Limitations of written communication tools in the organization (Emails, Faxes, Letters, Memos, Reports etc)	
1.4	Non-Verbal Communication-Meaning and significance of non-verbal communication with special emphasis on Gestures, Postures and overall body language aspects in corporate	
1.5	Manners & Etiquettes at Corporate Desk- This includes dressing right for the right occasion, grooming oneself, table etiquettes, telephonic etiquettes etc (Overall Personality Development)	
1.6	Modern Management Communication- This includes Crisis	

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	Communication, Negotiation and Convincing Skills and certain basic aspects of Communication Research	
2	CORPORATE PRESENTATION SKILLS	
2.1	Basics of Presentation- Meaning, Features, Essentials of Presentation, Requisites, Qualities, Need and Importance of Good Presentation Skills	
2.2	Types of Presentations (Written Presentations)-Presentation of matters in writing in logical manner to business, social and governmental authorities, representation at public forums, press releases, resume or CV making etc	
2.3	Types of Presentations (Oral Presentations) - Art of Public relations, team presentations, power point presentations, conduct of Group Discussions (GD) and Personal Interviews (PI) and Individual Presentations	
2.4	Practical's/Lab Assignments- Series of assignments, team games and activities based on the subject would be given to students in teams and individuals like report writing, conducting meetings and discussions, press conferences, exhibitions, surveys, road shows, launches, campaigns, promotional and brand building exercises, overcoming miscommunication, breaking the barriers to communication and much more such exercises	

Learning Resources:

Sr.No.	Particulars
Suggested Best Book	
1	Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. New Delhi
Reference Books	
1	Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
2	Chhabra T.N. – Business Communication Sun India Pub. N.Delhi.
3	Raman Meenakshi & Sharma Sangeeta – Technical Communication – Principles & Practices, - ONP, N. Delhi.



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