

ENGL 1050: THOUGHT AND WRITING

Objective:

Thought and Writing is your opportunity to improve upon abilities you have developed in critical thinking, communication, and specifically writing. Our focus will be on careful analysis of ideas, images, stories, and texts, examining how analysis leads to interpretation. The papers required for this course will articulate your analysis and interpretation in prose that meets the expectations of an academic audience. This course requires a significant amount of reading, participation, writing, and rewriting. Broad goals for you in the course include:

- Developing dexterity with processes of generating, drafting, revising, editing, and proofreading.
- Adapting your writing for academic readers by incorporating suggestions from your peers and instructor.
- Developing skill at writing papers which present and elaborate on ideas.

Module: 1 **10 hrs**
Introduction: Intro to Exploratory Writing

Module: 2 **12 hrs**
Exploratory Draft

Module: 3 **15 hrs**
Conferences

Module: 4 **15 hrs**
Sentence combining

Module: 5 **8 hrs**
Thesis statements, Research strategies, Prewriting

Recommended Books:

- 1) Steven M View, CA (McGraw Hill) Mayfield, 1996 – Writing Exploratory Essays.
- 2) Silverman, Jay, Hughes, Elaine and Roberts Wienbroer, Diana, New McGrae Hill, 2002 – Rules of Thumb: A guide for Writers.

COM 1700: INTERPERSONAL COMMUNICATION

Course Objective

Introductory course in communication their practice. Students will utilize their powers of Speech to increase effectiveness in interpersonal relationships through understanding of self and others.

Course Contents

Module 1: *Foundations*

5 hrs

Module 2. Interpersonal Process

5 hrs

Why we communicate, the communication process, interpersonal communication defined, communication principles, communication misconceptions, communication competence.

Module 3. Communication and the Self

5 hrs

Communication and the self concept presenting the self, communication as impression management

Module 4. Perception

5 hrs

The perception process, influences on perception, common tendencies and perception, perceiving others more accurately, perceptions and emotions

Module 5. Creating and Responding to Messages

5 hrs

Listening

The importance of listening, the challenges of listening, reasons for listening, components of listening, types of listening responses

Module 6. Language

5 hrs

The nature of language, the impact of language, uses (and abuse) of language, gender and language

Module 7. Non verbal communication

5 hrs

Non verbal communication defined, characteristics of non verbal communication, differences between verbal and non verbal communication, functions of non verbal communication, types of non verbal communication

Module 8. Dimensions of interpersonal relationships

5 hrs

Goals of interpersonal relationships, why we form relationships, communications and relational states, communicating about relationships, compliance gaining in interpersonal relationships, making relationships work

Module 9. Communication climate

5 hrs

What is Communication climate? How Communication climates develop, creating positive climates, transforming negative climates

Module 10. Intimacy and distance in relationships

5 hrs

Intimacy and distance, striking a balance, inferences on intimacy and distance, self disclosure in relationships, alternatives to self disclosure, choosing and optimum level of self disclosure

Module 11. Managing conflicts**5 hrs**

What is conflict? Function and dysfunctional conflicts, individual conflict styles, conflict in relational systems, variable in conflict style, methods of conflict resolutions.

Module 12. Intercultural communication**5 hrs**

Why study intercultural communication? Fundamental concepts, cultural values and norms, codes and culture, verbal codes, non verbal codes, decoding messages, developing intercultural communication competence.

Recommended text books

Title: Interplay. 6th CD

Authors: Adler, Ronald B, Lawrence B Reseafeld, Neil Towne

Publisher: Harcourt Brace. 1995

Supplemental Text Books

Title: Why am I afraid to tell you what I am?

Author: Powell, John S. J

Publisher: Tabor Publishing

BUS 1750 – BUSINESS ENTERPRISE

- Module 1** **5 hrs**
Business, What is Corporate Social Responsibility, How to Succeed,
- Module 2** **5 hrs**
Capitalism and Free Market, Entrepreneurship, Why Entrepreneurship Fails?
- Module 3.** **5 hrs**
Team Roles, Team Development, Positive and Negative Roles, Team process, Team Assignments, Forms of Business Ownerships.
- Module 4.** **5 hrs**
Management and Leadership. Employee Empowerment, Competitive Analysis
- Module 5** **5 hrs**
Managing the move towards Customer Driven Business Organizations
- Module 6** **5 hrs**
Managing Production and Operations
- Module 7** **5 hrs**
Human Resource Management, Finding and keeping the Best Employees
- Module 8** **5 hrs**
Marketing: Customer and Stakeholder Relationship Marketing, Developing and pricing products and services.
- Module 9** **5 hrs**
Distributing products effectively and competitively; Supply chain Management, promoting products using interactive and integrated marketing communication.
- Module 10** **5 hrs**
Understanding Financial Information and Accounting. Financial Management Securities markets, Financing and Investing opportunities. Understanding Money and Financial Institutions.
- Module 11** **5 hrs**
Competing and Global Markets, Motivating and building self managed Teams
- Module 12** **5 hrs**
Demonstrating Ethical Behavior and Social Responsibility

Recommended Books:

1. William G Nickels, James M McHugh and Susan M. Mchugh, Irwan, Understanding Business, McGraw Hill, 1999.

ECON 2010: PRINCIPLES OF MICROECONOMICS

Objective:

This course is designed to provide you with a basic understanding of microeconomic concepts. You will learn to understand and use the tools that economists use to analyze various economic issues and apply the science of economics to everyday problems. This course introduces the concepts of scarcity and opportunity cost, supply and demand, the demand for goods, costs of production, market structures, labor markets, regulation and deregulation of business, financial markets, taxation, welfare, social security, and an introduction to international trade and finance. Students completing this course will have a greater understanding of key microeconomic issues and how they affect businesses and individuals, as well as the important economic terms and trends.

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| Module 1 Economics: The Core Issues | 2 hrs |
| Module 2 The U.S. Economy: A Global View | 3 hrs |
| Module 3 Supply and Demand | 5 hrs |
| Module 4 The Public Sector | 5 hrs |
| Module 5 The Demand for Goods | 5 hrs |
| Module 6 Costs of Production | 5 hrs |
| Module 7 The Competitive Firm | 5 hrs |
| Module 8 Competitive Markets, Monopoly, Oligopoly, Monopolistic Competition | 5 hrs |
| Module 9 Regulation, Deregulation of Business | 5 hrs |
| Module 10 Environmental Protection | 5 hrs |
| Module 11 The Farm Problem, The Labor Market, Labor Unions | 5 hrs |
| Module 12 Financial Markets, Taxation | 5 hrs |
| Module 13 Transfer Payments, International Trade | 5 hrs |

Recommended Books:

1) Schiller, Bradley McGraw-Hill Irwin, 2003 – The Micro Economy Today.

ACTY 2100 – PRINCIPLES OF ACCOUNTING I

Module - I: THE ACCOUNTING MODEL

5 hrs

Accounting as a form of communication Ben & Jerry's: The need to make financial decisions; Forms of Organization; Nature of Business Activity; What is Accounting? Users of Accounting Information and their needs; Financial Statements; How Accountants communicate; Who determines the rules of the game? ; The Accounting Profession

Module - 2 Financial Statements and the Annual Report

5 hrs

Objectives of financial reporting; What makes Accounting Information useful? ; Classified Balance Sheet; Using a Classified Balance Sheet; Examples of Classified Balance Sheets; Income Statement; Examples of Income Statements; Statements of Retained Earnings and Stockholders Equity; Statement of Cash Flows; Elements of an Annual Report

Module - 3 Processing Accounting Information

5 hrs

Economic events: the basis for recording transactions; The account: basic unit for Recording Transactions; Double Entry System; The Journal: The firm's Chronological Record of Transaction; The Trial Balance

Module - 4 Income Measurement and Accrual Accounting

5 hrs

Recognition and Measurement in Financial Statements; The Accrual Basis of Accounting; Accrual Accounting and Adjustment Entries; The Accounting Cycle

Module - 5 ACCOUNTING FOR ASSETS

5 hrs

Merchandise Accounting and Internal Control
The Income Statement for a Merchandiser; Net Sales of Merchandise; The Cost of Goods Sold; An introduction to Internal Control; Internal Control for a Merchandising Company

Module - 6 Inventories and Cost of Goods Sold

5 hrs

The nature of Inventory; Inventory Valuation and the Measurement of Income; Inventory Costing Methods with a Periodic System; Changing Inventory Methods; Valuing Inventory at Lower of Cost or Market; Method for estimating Inventory Value; How Inventories Affect Cash Flow Statement

Module - 7 Cash and Receivables

5 hrs

What constitutes cash? ; Control over Cash; Accounts receivable; Notes receivable; Accelerating Inflow of Cash from Sales; How liquid Assets affect the Cash flow Statement

Module - 8 Operating Assets: Property, Plant and Equipment, Natural Resources and Intangibles

5 hrs

Operating Assets: property, plant and equipment , operating assets, natural resources; Operating Assets: Intangible Assets, analyzing Long term assets for average life and asset turnover; how long term assets affect the statement of cash flows

Module - 9 Accounting for liabilities and owners equity

5 hrs

Current liabilities, contingent liabilities and time value of money

1. Long term liabilities

Balance sheet presentation, bonds payable , other long term liabilities; how long term liabilities affect the statement of cash flows

2. Stock holders equity

An overview of stockholders equity; what is preferred stock? Issuance of stock; what is treasury stock? Retirement of stock; dividends; distribution of income to shareholders; what analyzing owners equity reveals about a firms value .how changes in stock holders equity affect the standards of cash flows.

Module - 10.additional corporate accounting issues

5 hrs

Reading a corporate income statement; analyzing profitability-using earning per share. Transactions affecting stockholders equity; statement of stockholders equity. What is comprehensive income? How income statement transactions affect the statement of cash flows

Module - 11 Additional topics in financial reporting

5 hrs

1.Accounting and reporting issues for the global corporation ; operating in a Global Environment: Inter company Investments: Investments without Significant Influence: Investment in stock Using the equity Method: Business Combinations: Consolidated Financial Statement: Accounting for the Global Corporation: Reporting Requirements for Segments of a Business: Reporting by a Global Company: Whirlpool Corporation.

Module - 12The statement of Cash Flows

5 hrs

Cash Flows and Accrual Accounting: Purpose of the Statement of Cash Flows: Reporting Requirements for a Statement of cash Flows: How the Statement of Cash Flows is put together: The use of cash flow information.

Module - 13Financial Statement Analysis

5 hrs

Precautions in Statement Analysis: Analysis of comparative and common size statements: liquidity analysis about the management of working capital: solvency analysis: profitability analysis

Recommended Books:

Gary A Porter, Curtis L Norton, Financial Accounting, The Impact on Decision Makers, Harcourt Brace & Company, 1995

BENV 2360: BUSINESS ENVIRONMENT

Objective: To develop a systematic understanding about the different forces influencing the conduct of business

MODULE-1

Business and its environment

6 hrs

Meaning, scope and characteristics, Internal and External Environment, macro Environmental change, SWOT analysis, 7s model

MODULE -2

6 hrs

Political Environment

Indian Constitution-Preamble, Fundamental Rights, Directive principles of state policy (in brief), political institution-Legisleture, Judiciary, Executives, Role of govt.in business, rationale and extent of state intervention, political risks, Indicators of political instability.

MODULE-3

3 hrs

Demographic Environment

Population size, Falling birth rate and changing age structure, its implication to business, Migration and Ethnic aspects.

MODULE-4

8 hrs

Technological Environment

Innovation, Technology S Curve, technological leadership and followership, Technology and competitive advantage, Impact of technology, Technology and society, technological dynamics, Management of Technology.

MODULE-5

10 hrs

Global Environment

Nature of globalization, Manifestation of Globalization, GATT, Uruguay round of GATT, WTO, Trading blocks (SAARC,EU,NAFTA),Stages of Globalization, Merits and demerits.

MODULE-6

11 hrs

Economic Environment

Characteristics of Indian Economy, factors affecting economy, Economic resources, Impact of Liberalization and Privatisation,Expansion of public sector and its defects, Ways of privatization,Obstacles,Benefits of privatization.

MODULE-7

9 hrs

Government Policies

Impact of Fiscal, Monetary and Exim policy, Industrial policy in business, IRDA and Industrial licensing, Industrial sickness, Causes of sickness, preventive and curative measures.

MODULE-8

5 hrs

Socio-cultural Environment

Business and society, Professionalisation, Business Ethics, Social responsibility of business, Responsibility to shareholders, employees, consumers and the community, Indian situation.

MODULE -9

2 hrs

Natural environment

Impacts of natural environment in Business. Eco Tourism sector

Books Recommended:

1. Business Environment by Dr. Aswattahappa –Himalaya Publishing House 1st Edition
2. Business Environment by Suresh Bedi –Excel Books-5th Edition
3. Business Environment by by Francis Cherunilam –Himalaya Publishing House – National Edition
4. Business Environment by Rosy Walia –Vikas Publication House-5th Edition