SOPHIA COLLEGE FOR WOMEN

(EMPOWERED AUTONOMOUS)

Affiliated to the University of Mumbai

Programme: Bachelor of Science

Course: Information Technology

Syllabus for the Academic Year 2025-2026

based on the National Education Policy 2020

SOPHIA COLLEGE FOR WOMEN (EMPOWERED AUTONOMOUS)

DEPARTMENT OF INFORMATION TECHNOLOGY

SEMESTER 3			
COURSE TYPE	**COURSE CODE**	**COURSE TITLE**	**CREDITS**
MAJOR	T233MJ	PYTHON PROGRAMMING	3
MAJOR PRACTICAL	T233MJP	PYTHON PROGRAMMING PRACTICAL	1
MAJOR	T234MJ	DATABASE MANAGEMENT SYSTEM	3
MAJOR PRACTICAL	T234MJP	DATABASE MANAGEMENT SYSTEM PRACTICAL	1
MINOR	T233MN	DATA STRUCTURES	3
MINOR PRACTICAL	T233MNP	DATA STRUCTURES PRACTICAL	1
OPEN ELECTIVE (OE) 1	TOE301	DIGITAL MARKETING	2
VOCATIONAL SKILL COURSE (VSC)	TVSC301	COMPUTER NETWORKS	(1+1) =2
ABILITY ENHANCEMENT COURSE (AEC)	TAEC301	CAMPUS TO CORPORATE	2

SOPHIA COLLEGE FOR WOMEN (EMPOWERED AUTONOMOUS)

Preamble:

Information Technology (IT) refers to the use, development, and management of computer systems, software, and networks to process, store, retrieve, and exchange information. It encompasses a broad range of technologies and practices aimed at solving problems, improving efficiency, and enabling communication within and between organizations and individuals.

In an era marked by rapid digital transformation and technological advancements, our program is designed to equip students with a comprehensive understanding of the foundational and emerging concepts in Information Technology.

Our BSc IT curriculum integrates theoretical knowledge with practical skills, preparing students to tackle real-world challenges and excel in a diverse range of IT careers. Through a combination of rigorous coursework, industry-relevant projects, and learning experiences, we aim to develop well-rounded professionals who are adept at problem-solving and equipped with the tools to drive technological innovation.

PROGRAMME OBJECTIVES

PO 1	To think analytically and creatively in developing robust, extensible and maintainable technological solutions to simple and complex problems
PO 2	To imbibe quality software development practices
PO 3	To apply their knowledge and skills to be employed and excel in IT professional careers and/or to continue their education in IT and/or related post graduate programmes
PO 4	To communicate effectively with a range of audiences both technical and non-technical
PO 5	To work effectively as a part of a team to achieve a common stated goal

PROGRAMME SPECIFIC OUTCOMES

PSO 1	Demonstrate understanding of fundamental concepts in information technology, including programming, databases, networking, and software engineering principles
PSO 2	Apply technical skills in software development, system analysis, and design using various tools and technologies
PSO 3	Develop proficiency in identifying, formulating, and solving IT-related problems using appropriate techniques, algorithms, and methodologies
PSO 4	Apply concepts of computing, data structures, and software engineering to solve problems using AI and BI technologies.
PSO 5	Develop effective communication skills, both oral and written, essential for articulating technical concepts and collaborating in a team environment

SOPHIA COLLEGE FOR WOMEN (EMPOWERED AUTONOMOUS)

MAJOR: PYTHON PROGRAMMING	**Semester – 3**
Course Title: PYTHON PROGRAMMING	**Course Code: T233MJ**

COURSE OBJECTIVES:

1. To learn core python scripting elements such as variables, expressions, condition statements, loop and control statements.
2. To learn usage of function and strings in Python.
3. To learn the concept of list, tuple, dictionary, exception.
4. To get familiar with the topic- classes and objects, inheritance, polymorphism
5. To learn the concept of file handling in Python.
6. To learn how to handle the exception.

COURSE OUTCOMES:

The learner will be able to:

1. Install, debug and run a Python program, define variables, use if, if-else, for, while loops.
2. Explore python function, recursion, a string as a sequence, string slices, and string operations.
3. Explore python lists, tuples, dictionary and exception handling.
4. Explore python object-oriented concepts, classes, objects, inheritance, and polymorphism.
5. Explore file handling mechanism in python.
6. Explore the use of try, catch and finally to handle the exception.

Lectures per week (1 Lecture is 60 minutes)		**3**	
Total number of Hours in a Semester		**45**	
Credits		**3**	
Evaluation System	**Semester End Examination**	**2 Hours**	**50 marks**
	Internal Assessment	**--**	**50 marks**

Unit 1	**Introduction:** History of Python, Features of Python, Installing Python, Running Python program, Comments in Python, Variable, Data type in Python, Type conversion **Operators in Python :** Arithmetic operator, Assignment operator, Relational operator, Logical operator, Boolean operator, Bitwise operator, Membership operator, Identity operator **Input and Output :** Input statement, print() statement **Control Statements:** if statement, if…..else statement, if…..elif…else statement, while loop, for loop, infinite loop, nested loops, break statement, continue statement, pass statement, return statement	15 hours

Unit 2	**Functions:** Defining a function, Calling a Function, Format and actual arguments, method overloading, Recursive function, Creating our own module in python **Strings:** Creating Strings, Length of string, Indexing in string, Slicing the strings, String method(find(), rfind(), index(), rindex(), lstrip(), rstrip(), count(), replace(), upper(), lower(), swapcase(), title(), split(), join()), String testing methods, Sorting strings, Traversal with a for Loop, String operation **Lists:** List, creating list and Accessing Elements, Lists are mutable, updating list, Repetition of lists, Membership in List, Cloning list, Built-in List functions and methods, Nested Lists **Tuple:** Tuple, creating tuples, accessing tuple elements, basic operation on tuple, Built-in Tuple Functions, Inserting elements in tuple, Modifying elements in tuple, Deleting elements in tuple	15 hours
Unit 3	**Dictionary :** Creating a Dictionary, Accessing Values in a dictionary, Updating Dictionary, Built-in Dictionary Method, Sorting elements of Dictionary, Converting list into Dictionary, Converting Strings into Dictionary **OOPs in Python** : Features of OOPs, Classes and Objects, self variable, constructor, Inner classes, Inheritance, Constructors in Inheritance, super() method, types of inheritance, method overriding, Polymorphism, operator overloading, Abstract method and abstract class **Exceptions:** Errors in Python, Exception, Exception Handling, Types of Exceptions **File Handling in Python:** Python File Open, modes for opening a file, Reading the File, Read Lines, Close Files, write to an Existing File, create a New File, delete a File, check if File exist, Delete Folder	15 hours

SOPHIA COLLEGE FOR WOMEN (EMPOWERED AUTONOMOUS)

MAJOR: PYTHON PROGRAMMING PRACTICAL		**Semester – 3**	
Course Title: PYTHON PROGRAMMING PRACTICAL		**Course Code: T233MJP**	
Lectures per week (1 Lecture is 60 minutes)		**2**	
Total number of Hours in a Semester		**30**	
Credits		**1**	
Evaluation System	**Practical Examination**	**2 Hours**	**50 marks**

List of Practical:

1	a. Calculate the student's grade based on the results of five subjects. The grade must be calculated as per the following rules:

Average Mark	Grade
91-100	A1
81-90	A2
71-80	B1
61-70	B2
51-60	C1
41-50	C2
33-40	D
21-32	E1
0-20	E2

	b. Write a program to generate the Fibonacci series.
2	a. Write a function that reverses the user defined value.
	b. Write a recursive function to print the factorial for a given number.
3	a. Design a Python function to check if a given number is prime or not.

	b. Design a Python function that returns the results of addition, subtraction, multiplication and division.	
4	a. Design a python program to display all positions of a sub string in a given main string.	
	b. Design a python program to sort a group of strings into alphabetical order.	
5	a. Design a python program to create a list with employee data and then retrieve a particular employee details.	
	b. Design a Python program to sort a list of tuples.	
6	a. Design a python program to create a dictionary from keyboard and display the elements.	
	b. Design a python program to convert the elements to two lists into key-value pairs of a dictionary.	
7	a. Design a python to create employee class.	
	b. Design a Python class called Book with a constructor to initialize attributes like title, author, and year_published.	
8	a. Design a python program to implement single inheritance.	
	b. Design a python program to implement multiple inheritance.	
9	a. Design a Python code to implement exception handling to handle the scenario where the user attempts to divide by zero.	
	b. Design a Python code to show the use of finally clause.	
10	a. Write a Python program to read an entire text file.	
	b. Write a Python program to append text to a file and display the text.	

REFERENCES:

Sr. No.	Title	Author/s	Publisher	Edition	Year
1	Core Python Programming	Dr. Nageshwara Rao	Dreamtech Press	2nd Edition	2018
2	Think Python	Allen Downey	O'Reilly	1st	2012
3	An Introduction to Computer Science using	Jason Montojo, Jennifer	SPD	1st	2014

	Python 3	Campbell, Paul Gries			
4	Python GUI Programming Cookbook	Burkhard A. Meier	Packt		2015
5	Introduction to Problem Solving with Python	E. Balagurusamy	TMH	1st	2016
6	Object-oriented Programming in Python	Michael H. Goldwasser, David Letscher	Pearson Prentice Hall	1st	2008

MAJOR: DATABASE MANAGEMENT SYSTEM	**Semester – 3**
Course Title: DATABASE MANAGEMENT SYSTEM	**Course Code: T234MJ**

COURSE OBJECTIVES:

1. The objective of the course is to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently, and effectively - information from a DBMS.
2. Analyze database requirements and determine the entities involved in the system and their relationship to one another.
3. To study the introduction to PL/SQL.

COURSE OUTCOMES:

The learner will be able to:

1. Describe the fundamental elements of relational database management systems
2. Explain the basic concepts of relational data model, entity-relationship model, relational database design, relational algebra and SQL.
3. Design ER-models to represent simple database application scenarios
4. Convert the ER-model to relational tables, populate relational database and formulate SQL queries on data.
5. Improve the database design by normalization.

Lectures per week (1 Lecture is 60 minutes)		**3**	
Total number of Hours in a Semester		**45**	
Credits		**3**	
Evaluation System	**Semester End Examination**	**2 Hours**	**50 marks**
	Internal Assessment	**--**	**50 marks**

UNIT 1	**Introduction to Databases and Transactions** What is database system, purpose of database system, view of data, relational databases, database architecture, transaction management	

	Data Models The importance of data models, Basic building blocks, Business rules, The evolution of data models, Degrees of data abstraction. **Database Design, ER Diagram and Unified Modeling Language** Database design and ER Model: overview, ER Model, Constraints, ER Diagrams, ERD Issues, weak entity sets, Codd's rules, Relational Schemas, Introduction to UML	15 hours
UNIT 2	**Relational database model:** Logical view of data, keys, integrity rules, Relational Database design: features of good relational database design, atomic domain and Normalization (1NF, 2NF, 3NF, BCNF). **Constraints, Views and SQL** Constraints, types of constrains, Integrity constraints, Views: Introduction to views, data independence, security, updates on views, comparison between tables and views SQL: data definition, aggregate function, Null Values, nested sub queries, Joined relations. Triggers. **Transaction management and Concurrency** Control Transaction management: ACID properties, serializability and concurrency control, Lock based concurrency control (2PL, Deadlocks), Time stamping methods	15 hours
UNIT 3	**PL-SQL**: Beginning with PL / SQL, Identifiers and Keywords, Operators, Expressions, Sequences, Control Structures, Cursors and Transaction, Collections and composite data types, Procedures and Functions, Exceptions Handling, Packages, With Clause and Hierarchical Retrieval, Triggers.	15 hours

SOPHIA COLLEGE FOR WOMEN (EMPOWERED AUTONOMOUS)

MAJOR: DATABASE MANAGEMENT SYSTEM		**Semester – 3**	
Course Title: DATABASE MANAGEMENT SYSTEM		**Course Code: T234MJP**	
Lectures per week (1 Lecture is 60 minutes)		**2**	
Total number of Hours in a Semester		**30**	
Credits		**1**	
Evaluation System	**Practical Examination**	**2 Hours**	**50 marks**

List of Practical:

1	**SQL Statements – 1**
	Writing Basic SQL SELECT Statements Restricting and Sorting Data
2	**SQL Statements – 2** Single-Row Functions Displaying Data from Multiple Tables
3	**SQL Statements – 3** Aggregating Data Using Group Functions
4	**SQL Statements – 4** Subqueries
5	**Manipulating Data** Using INSERT statement Using DELETE statement Using UPDATE statement
6	**Creating and Managing Tables** Creating and Managing Tables
7	**Creating and Managing other database objects** Including Constraints Creating Views

	Other Database Objects
8	**Using SET operators, Date/Time Functions, GROUP BY clause (advanced features) and advanced subqueries** Using SET Operators Datetime Functions Enhancements to the GROUP BY Clause Advanced Subqueries
9	Introduction to print hello world in pl/sql
10	Write a program for Control Structures in PL/SQL

REFERENCES:

Sr. No.	Title	Author/s	Publisher	Edition	Year
1	Database System and Concepts	A Silberschatz, H Korth, S Sudarshan	McGraw-Hill	Fifth Edition	
2	Database Systems	Rob Coronel	Cengage Learning	Twelfth Edition	
3	Programming with PL/SQL for Beginners	H. Dand, R. Patil and T. Sambare	X –Team	First	2011
4	Introduction to Database System	C.J.Date	Pearson	First	2003

SOPHIA COLLEGE FOR WOMEN (EMPOWERED AUTONOMOUS)

MINOR: DATA STRUCTURES	**Semester – 3**
Course Title: DATA STRUCTURES	**Course Code: T233MN**

COURSE OBJECTIVES:

1. To provide the knowledge of basic data structures and their implementations.
2. To understand the importance of data structures in context of writing efficient programs.
3. To develop skills to apply appropriate data structures in problem solving.
4. To understand and apply various searching and sorting algorithms.

COURSE OUTCOMES:

Upon Completing the Course, Students will able to:

1. Learn the basic types for data structure, implementation and application.
2. Know the strength and weakness of different data structures.
3. Use the appropriate data structure in context of solution of given problem.
4. Apply Algorithm for solving problems like sorting, searching, insertion and deletion of data.

Lectures per week (1 Lecture is 60 minutes)		**3**	
Total number of Hours in a Semester		**45**	
Credits		**3**	
Evaluation System	**Semester End Examination**	**2 Hours**	**50 marks**
	Internal Assessment	**--**	**50 marks**

UNIT 1 Concepts	**Arrays:** Introduction, One Dimensional Array, Memory Representation of One-Dimensional Array, Traversing, Insertion, Deletion, Searching, Sorting, Merging of Arrays, Memory Representation of Two-Dimensional Arrays, Advantages and Limitations of Arrays. **Sorting Techniques:** Bubble Sort and Selection Sort **Searching Techniques:** Sequential Search and Binary Search.	**15 hours**
UNIT 2 Theories	**Linked List:** Linked List, One-way Linked List, Traversal of Linked List, Searching, Memory Allocation and De-allocation, Insertion in Linked List, Deletion from Linked List, copying a List into Other List, Merging Two Linked Lists, splitting a List into Two Lists, Reversing One-way linked List. **Stack**: Introduction, Operations on the Stack, Memory Representation of Stack - Array Representation of Stack, Linked List Representation of Stack, Matching Parenthesis, Recursion.	**15 hours**

UNIT 3 Application	**Queue:** Introduction, Operations on the Queue, Memory Representation of Queue, Array representation of queue, Linked List Representation of Queue, Circular Queue: Insertion, Deletion, Traversal, Deque: Insertion, Deletion and Traversal, Applications of Queues. **Trees:** Tree, Binary Tree, Properties of Binary Tree, Memory Representation of Binary Tree, Operations Performed on Binary Tree: Preorder, Inorder and Postorder; Reconstruction of Binary Tree from its Traversals, Binary Search Tree, Operations on Binary Search Tree: Traversal, Search, Insertion and Deletion operations.	**15 hours**

MINOR: DATA STRUCTURES PRACTICAL		**Semester – 3**	
Course Title: DATA STRUCTURES PRACTICAL		**Course Code: T233MNP**	
Lectures per week (1 Lecture is 60 minutes)		**2**	
Total number of Hours in a Semester		**30**	
Credits		**1**	
Evaluation System	**Practical Examination**	**2 Hours**	**50 marks**

List OF PRACTICAL	
1.	Write a program to store the elements in 1-D array and perform the operations like searching, sorting and reversing the elements.
2.	Write a program to create a singly linked list and display the node elements in reverse order.
3.	Write a program to implement the concept of Stack with Push, Pop, Display and Exit operations.
4.	Write a program to implement Tower of Hanoi problem.
5.	Write a program to implement bubble sort.
6.	Write a program to implement selection sort.
7.	Write a program to search the element using sequential search.
8.	Write a program to search the element using binary search.
9.	Write a program to implement the concept of Queue with Insert, Delete, Display and Exit operations.
10.	Write a program to implement the concept of Deque.

References:

Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	A Simplified Approach to Data Structures	Lalit Goyal,Vishal Goyal,Pawan Kumar	SPD	1st	2014

2.	An Introduction to Data Structure with Applications	Jean – Paul Tremblay and Paul Sorenson	Tata MacGraw Hill	2nd	2007
3.	Data Structure and Algorithm	Maria Rukadikar	SPD	1st	2017
4.	Schaum's Outlines Data structure	Seymour Lipschutz	Tata McGraw Hill	2nd	2005
5.	Data structure – A Pseudocode Approach with C	AM Tanenbaum, Y Langsam and MJ Augustein	Prentice Hall India	2nd	2006
6.	Data structure and Algorithm Analysis in C	Weiss, Mark Allen	Addison Wesley	1st	2006

OE : DIGITAL MARKETING	**Semester – 3**
Course Title: DIGITAL MARKETING	**Course Code: TOE301**

COURSE OBJECTIVES:

1. To learn to evaluate the historical evolution discerning between traditional and digital approaches while appraising their respective advantages and drawbacks.
2. Understand to analyze sophisticated SEO strategies
3. Learn SEM skills through comprehensive keyword research, strategic PPC campaign management utilizing Google AdWords.
4. Critically evaluate social media marketing strategies.

COURSE OUTCOMES:

1. Discriminate between traditional and digital marketing methodologies, discerning their respective advantages and limitations.
2. Evaluate and adapt SEO strategies based on evolving algorithms and industry best practices to ensure sustained search engine visibility and traffic.
3. Develop and refine PPC advertising campaigns using Google AdWords, employing advanced ad copywriting and optimization techniques
4. Evaluate the effectiveness of social media marketing strategies in achieving business objectives, utilizing analytical tools to measure engagement and audience reach.

Lectures per week (1 Lecture is 60 minutes)	**2**
Total number of Hours in a Semester	**30**
Credits	**2**

UNIT 1	**Introduction to Digital Marketing** Overview of digital marketing , History of digital marketing , Digital marketing vs traditional marketing , Advantages and disadvantages of digital marketing **Search Engine Optimization (SEO)** Introduction to SEO , how search engines work, On-page optimization techniques, Off-page optimization techniques, SERP ,Technical SEO,404 Error, Canonical Tag, What Is AMP & Importance? What Is Sitemap & Importance? What Are Robots.Txt & Importance? What Is SSL & Importance? What Is Schema & Importance? Page load Optimization. **Search Engine Marketing (SEM)** Introduction to SEM , Keyword research and analysis , Pay-per-click (PPC) advertising ,Google Ad Words ,Ad copywriting and optimization , Landing page optimization, SEO algorithms	15 hours
UNIT 2	**Social Media Marketing (SMM)** Introduction to SMM , Social media platforms and their differences(Facebook ,Twitter , instagram ,LinkedIn) , Developing a social media strategy , Measuring social media success, Newsfeed and Recommendation Algorithms. **Website Hosting using Word Press** Website Planning & Development- Website, Types of Websites, Phases of website development, Keywords: Selection process, An introduction to how a web server works with Word Press, Creating basic things like posts, pages, and users, and changing settings.	15 hours

REFERENCES:

Books and References:					
Sr. No.	**Title**	**Author/s**	**Publisher**	**Edition**	**Year**
1.	Digital Marketing, V. Ahuja, Oxford University Press 4,	Digital Marketing, S.Gupta	McGraw-Hill	4	
2.	The Art of SEO Marketing: Mastering SEO Engine Optimization Media	Eric Enge and Stephan Spencer	O'reilly	3	
3	SOCIAL MEDIA MARKETING WORKBOOK 2022 by	Jason McDonald	Oxford University Press	Illustrated	2015

SOPHIA COLLEGE FOR WOMEN (EMPOWERED AUTONOMOUS)

VSC : COMPUTER NETWORKS	**Semester – 3**
COURSE TITLE: COMPUTER NETWORKS	**Course Code**: **TVSC301**

COURSE OBJECTIVES:

1. Students will grasp the foundational concepts of computer networking, including network models, topologies.
2. Students will gain comprehensive knowledge of how data is transmitted, organized, and processed across networks.
3. They will understand the functions and protocols associated with each layer in OSI and TCP/IP.
4. Students will be equipped with practical skills in configuring, managing, and troubleshooting computer networks.

COURSE OUTCOMES:

1. Students will demonstrate competency in using basic networking commands for configuration and troubleshooting purposes.
2. Students will develop the ability to analyze and determine key information from given IP addresses and network masks.
3. Students will gain practical experience in configuring network topologies using simulation tools like GNS.
4. Students will acquire the skills to use Wireshark for packet analysis, aiding in network troubleshooting and optimization

Lectures per week (1 Lecture is 60 minutes)	**1**
Total number of Hours in a Semester	**15**
Credits	**1**

UNIT 1	**Basics of networking Model: introduction to Network, Topologies, OSI and TCP/IP model.** **Physical Layer:** Bit rate, modulation, transmission modes**. Data Link Layer Functions:** Framing, addressing, error detection**. Network Layer Functions:** Routing, logical addressing, sub-netting. IP addresses, routers, routing protocols. **Transport Layer Functions:** Segmentation, flow control, error recovery. TCP, UDP, ports, sockets**. Session Layer Functions:** Dialog control, session establishment, termination. Concepts: Sessions, dialog, synchronization**. Presentation Layer:** Translation, encryption, compression. **Application Layer:** Interface with user applications, network services. Concepts: Protocols (HTTP, FTP, SMTP), APIs**.**	15 hours

VSC 1: COMPUTER NETWORKS		**Semester – 3**	
Course Title: COMPUTER NETWORKS		**Course Code: TSEC201**	
Lectures per week (1 Lecture is 60 minutes)		**2**	
Total number of Hours in a Semester		**30**	
Credits		**1**	
Evaluation System	**Practical Examination**	**2 Hours**	

<table>
<tr><td colspan="2">List of Practical:</td><td></td></tr>
<tr><td>1</td><td>Study of Networking devices and Topologies.</td><td></td></tr>
<tr><td>2</td><td>Basic networking commands.
<table><tr><td>1. Ipconfigtracert
2. Nslookup
3. Hostname
4. Systeminfo
5. netstat</td><td>6. route
7. getmac
8. ping
9. pathping
10. arp</td></tr></table></td><td></td></tr>
<tr><td>3</td><td>Configuring basic topology on GNS and Understanding different classes of network.</td><td></td></tr>
<tr><td>4</td><td>Given an IP address and network mask, determine other information about the IP address such as:
▪ Network address
▪ Network broadcast address
▪ Total number of host bits
▪ Number of hosts</td><td></td></tr>
<tr><td>5</td><td>Configure network topology and implement static routing.</td><td></td></tr>
<tr><td>6</td><td>Configure a network using Distance vector Routing Model.</td><td></td></tr>
<tr><td>7</td><td>Configure network using Link State Vector Routing Protocol</td><td></td></tr>
<tr><td>8</td><td>Use of Wire-shark to scan and check the packet information of following protocols
▪ HTTP
▪ ICMP
▪ TCP
▪ SMTP</td><td></td></tr>
</table>

REFERENCES:

Books and References:					
Sr. No.	**Title**	**Author/s**	**Publisher**	**Edition**	**Year**
1.	Data Communications and Networking with TCPIP Protocol Suit	Behrouz-A.Forouzan	Mc Graw Hill	5	2022

AEC:	**Semester – 3**
Course Title: CAMPUS TO CORPORATE	**Course Code: TAEC301**

COURSE OBJECTIVES:

1. Gain knowledge about different types of interviews and improve interview performance.
2. Understand intrapersonal and interpersonal communication dynamics and conflict management in the workplace.
3. Develop skills and understand the importance of international communication.
4. Learn effective strategies for delivering group communication, teamwork and leadership.

COURSE OUTCOMES:

1. Utilize interview techniques to enhance job interview performance and have a impactful media interviews and press conferences.
2. Apply interpersonal communication skills to build effective relationships and manage conflicts in professional settings.
3. Demonstrate improved speaking skills with clarity, confidence, and fluency.
4. Effective deliver group communication, teamwork and exhibit impactful leadership.

Lectures per week (1 Lecture is 60 minutes)	**2**
Total number of Hours in a Semester	**30**
Credits	**2**

UNIT 1 Concepts	**Interviews:** Objectives of Interviews, Types of Interviews, Job Interviews, Media Interviews, Press Conferences. **Intrapersonal and Interpersonal Business Communication:** Intrapersonal Communication, Self-Concept and Dimensions of Self, Interpersonal Needs, Social Penetration Theory, Rituals of Conversation and Interviews, Conflict in the Work Environment.	15 hours
UNIT 2 Theories	**International Communication:** The Global Marketplace, Styles of Management, The International Assignment. **Group Communication, Teamwork, and Leadership:** Group Life Cycles and Member Roles, Group Problem Solving, Business and Professional Meetings, Teamwork and Leadership.	15 hours

REFERENCES:

Books and References:					
Sr. No.	**Title**	**Author/s**	**Publisher**	**Edition**	**Year**
1.	Business Communication for Success	University of Minnesota	University of Minnesota		2015
2.	Technical Communication: Principles and Practice	Meenakshi Raman	Oxford University Press	3rd Edition	2015