

LJ UNIVERSITY
Integrated MBA – 5 Years Program
(School Of Management Studies)
(W.E.F. Academic Year 2021-22)

Subject Name: Corporate Etiquettes
Subject Code: 50160111
Course Credit: 1

1. Course Educational Objectives:

CEO 1	Understanding Corporate Etiquettes and its importance & relevance in corporate world. Importance of acceptance of diversity & being inclusive
CEO 2	Understanding the Iceberg concept of habits, beliefs, attitude, mindset and personality
CEO 3	Focus on punctuality, task management, goal setting & basics of communication
CEO 4	Self-awareness, self-presentation – grooming, mannerisms & creating impressions

2. Course Outcomes:

CO 1	Students have understood the importance of goal setting even for planning & prioritizing studies or any other tasks
CO 2	Accepting people as they are, willing to understand, listen and then respond rather than reacting
CO 3	Importance of punctuality, taking initiatives, and improving on self-presentation
CO 4	How to be a better listener and communicate with acknowledgement and show gratitude

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Sub heading1(Topic)		
I	Corporate Etiquettes – importance & relevance	2	Visual, AV, ppt

II	Self- awareness & presentation	1	AV, roleplay & activity
III	Goal Setting & task management, time mngmt	1	PPT, AV
IV	Inclusive, respecting diversity, communication	2	Role plays, ppt, AV

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Subject Name: Theatre (Elective)
Subject Code:50160112
Course Credit: 1

3. Course Educational Objectives:

CEO 1	To enable students to build their self confidence
CEO 2	To learn to communicate their own thoughts clearly to others
CEO 3	To enhance the student’s ability to observe their environment
CEO 4	To learn how to face difficult and tricky situations

4. Course Outcomes:

CO 1	To build confidence
CO 2	The ability to communicating their personal thoughts
CO 3	To enhance observation skills and develop co-ordination skills
CO 4	Ability to understand and analyze situations, people and things better

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
General Observation			
I	Observation, Copy, Team co-ordination		Practical Learning
Developing Actor’s personal skills			
II	Debate, Stage fear, Voice exercise and voice modulation		Practical Learning
Topic Selection			

III	Story building, story-telling, Topic selection		Practical Learning
	Performance		
IV	Script, Performance, Using Stage		Practical Learning

Integrated MBA – 5 Years Program
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Elective Course Outline
Sem 1

Subject Name: Voice Over (Voice Art)
Subject Code: 50160113
Course Credit: 2

1. Course Educational Objectives:

CEO 1	To make students understand the voice industry
CEO 2	To make students learn the concept of voice over and dubbing
CEO 3	To make students understand voice acting
CEO 4	To make students understand voice culture

2. Course Outcomes:

CO 1	Students will understand the voice industry and how it works
CO 2	Students will understand voice over and its various types
CO 3	Students will understand the process of dubbing
CO 4	Students will understand voice culture

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
Sub heading1(Topic)			
I	Introduction to voice over and dubbing	3	Understanding voice industry and how it works
Sub heading 2(Topic)			
II	Practical sessions for voice over and voice-acting	5	Exploring different types of voice overs and

			learning them
	Sub heading 3		
III	Practical sessions for dubbing	4	Understanding the process of dubbing
	Sub heading 4		
IV	How to make voice demo and find work in real world	3	Understanding how to approach and find work
V	Practical Presentation	5	

Integrated MBA – 5 Years Program
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Course Outline
Sem 1

Subject Name: Photography
Subject Code: 50160114
Course Credit: 2

1. Course Educational Objectives:

CEO 1	To make students understand the Photography Business Model
CEO 2	To make students learn the Basics of Photography
CEO 3	To make students understand Latest Technology of the Camera
CEO 4	To make students understand Types of Photography

2. Course Outcomes:

CO 1	Students will understand how Photography Industry works
CO 2	Students will understand Photography Techniques
CO 3	Students will understand how to operate Professional Camera
CO 4	Students will understand how to set up the lights for different types of Photography

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
	Basics of Photography		
I	What is Photography & concept of Photography,	2	Understanding Basics of Photography
	7 Rules of Photography	2	Core of Photography
II	Camera		
	KYC Know Your Camera	2	Practical Knowledge of camera

Types of Photography			
III	Practical aspects of Product and Event Photography	4	Practical sessions taken to make students understand the difference
Photography Industry			
IV	Business Model of Photography Industry	2	Covered costing and profitability of photography
VI	Editing Software Light Room	3	Post photography process
V	Practical Presentation		

Integrated MBA – 5 Years Program
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Tentative Elective Course Outline

Subject Name: Basics of Graphic Designing
Subject Code:50160115
Course Credit: 2

1. Course Educational Objectives:

CEO 1	To make students aware of Graphic designing industry and its importance in advertisement
CEO 2	To make them explore there visual creativity
CEO 3	To make them basic graphic designing software ready
CEO 4	To make them understand how to manage a graphic designing project

2. Course Outcomes:

CO 1	Development of Creativity as a skill
CO 2	Proper Color selection for Graphic designing projects
CO 3	Composition of project by understanding client’s need and objectives
CO 4	Analytical skills for understanding the idea behind a Creative Post/ad

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Applied Learning
Introduction to Graphic designing:			
I	Graphic Designing importance in different fields Different formats and Dimensions of Social Media and Print How to approach a project?	2	AV, PPT
Introduction to Corel Draw			
II	Reference selection and idea generation process Introduction to basic tools of Corel Draw	5	PPT, Corel Draw Software
Layout and Composition			
III	Image Selection: How to Choose Better Image and download from different resources,	6	PPT, Corel Draw

	Royalty free Recourses. Font Paring: How to choose right font for the design, combining different fonts, Downloading fonts from different free websites, Color Harmony: Selecting attractive colors, Colors for Branding.		Software, Web Surfing
Exporting Design			
IV	Exporting for Social Media and Digital Posting Formatting for Print Exporting for Print Sending file for Print	2	PPT, Corel Draw
V	Practical Presentation	5	

4. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Austin Kleon	Steal Like an Artist: 10 Things Nobody Told You About Being Creative	Workman Publishing Company	2012
T2	David Dabner, Sandra Stewart, Eric Zempol	Graphic Design School: The Principles and Practice of Graphic Design	Wiley	2013
T3	Tom Kelley, David Kelley	Creative Confidence: Unleashing the Creative Potential Within Us All	Crown Business	2013
R1	Allen Gannett	The Creative Curve: How to Develop the Right Idea, at the Right Time	Currency	2018

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.