

1.1 Curriculum Planning and Development

1.1.1. The Institution ensures effective curriculum delivery through a well planned and documented process

IQAC

<https://www.mannaniyacollege.ac.in/index.php/overview-3/>

University academic calendar

<https://www.keralauniversity.ac.in/academic-calendar>

Walk with a Scholar

<https://www.mannaniyacollege.ac.in/index.php/www/>

Scholar Support Programme

<https://www.mannaniyacollege.ac.in/index.php/ssp/>

Library

<https://www.mannaniyacollege.ac.in/index.php/library-2/>

Calendar & Handbook

<https://www.mannaniyacollege.ac.in/wp-content/uploads/2019/07/CALENDAR-HANDBOOK-NEW-4.pdf>

Certificate / Diploma Courses

<https://www.mannaniyacollege.ac.in/wp-content/uploads/2019/06/Income-tax-law-and-practises-syllabus.pdf>

<https://www.mannaniyacollege.ac.in/wp-content/uploads/2019/06/Spoken-arabic.pdf>

<https://www.mannaniyacollege.ac.in/wp-content/uploads/2019/06/Spoken-english.pdf>

E-Resources

<https://www.mannaniyacollege.ac.in/index.php/e-resources/>

<https://www.youtube.com/channel/UCFQaD2cl-2qfFgrKikMP-hg/videos>

LESSON PLAN

Mannaniya College of Arts & Science

Lesson plan for the Academic year 2018-19

Course : B.Com TTM (Semester III) -2017 Admission

Course Code : PG 1331.1

Course Name : SOCIAL INFLUENCES

Total Hours per week : 4

Name of the teacher : Dr. Dilshad Bin Ashraf

Month and Year	Content
July 2018	Module I Social influences: Nature of conformity, factors influencing the development of conformity, normative and informational social influences, social support, gender difference in conformity, nature of conformity. Compliance – principles of compliance, techniques of compliance. Obedience <i>Group discussion : techniques used in business to impress the customer (topic - compliance)</i>
August 2018	Module II Persuasion: Elements of persuasion, effect of persuasive communication, content of the message, channels of communication, effectiveness of communication, resisting persuasion, attitude inoculation, strengthening commitment. Activities <ol style="list-style-type: none"> 1. <i>Chinese whisper (communication)</i> 2. <i>Effective communicator – a spot speech to find out the best communicator in class – 10 participants</i>
September 2018	Module III Conflict and peacemaking : nature of conflicts, development of conflicts, social dilemma, mis perceptions, perceived injustice, contact , conciliation, resolution of conflict, GRIT, influence of communication in the resolution of conflict. <i>Power point presentation – conflict</i>

	resolution
October 2018	Module IV Social exchange : coming with terms with others – cooperation, competition, bargaining, social equality, perceived fairness in social exchange, social exchange theory, role of transactional analysis in understanding behavior. <i>Role paly – types of transactions and how can it modified (based on transactional analysis theory of Eric Burn)</i>
November 2018	Module V Influence of mass media: Types of media – influence on behavior, propaganda upon behaviour <i>Debate :- pros and cones of social media</i>

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Pangode, Trivandrum Dt 1