

P. D. E. A's
Prof. Ramkrishna More Arts, Commerce and Science
College Akurdi Pune-411044

Affiliated to



Savitribai Phule Pune University [SPPU]



BACHELOR OF BUSINESS ADMINISTRATION
(Three Years BBA Program)

Choice Based Credit System [CBCS]

Under

Autonomy and NEP-2020

From Academic Year

2023-2024

Syllabus

First Year Graduate (F.Y. B.B.A.)

BBA

Board of Studies Business Administration

Preamble

The Bachelor of Business Administration (BBA) degree is a three-year undergraduate program designed to provide students with a systematic education in business principles and practices. The program aims at catering to the demand for the skilled in managing personnel in the industry in general and at all levels in the world of business. The expressed objective of this course is to provide a wider and sound base to the students not only for an advanced course in management. The degree provides students with the opportunity to develop creative thinking, problem-solving, communication, leadership skills that are essential in the competitive and rapidly changing business world.

Rules and Regulations

- 1.** National Credit Framework (NCrF): For creditisation and integration of all higher education qualifications leading to a certificate/ diploma/ degree with multiple entry and exit options, college will refer to National Credit Framework (NCrF) which encompasses the qualification frameworks for higher education, vocational and skill education and school education, namely National Higher Education Qualification Framework (NHEQF), National Skills Qualification Framework (NSQF) and National School Education Qualification Framework (NSEQF) respectively.
- 2.** Structure of three years multidisciplinary UG Programme Multiple Entry and Exit Options at Different Levels:
 - (i) Students will have the flexibility to enter a four years multidisciplinary UnderGraduate Programme in odd semesters and exit a programme after the successful completion of even semesters as per their future career needs.
 - (ii) Students will get a Certificate after a One year programme (minimum 44 Credits), a Diploma after two years (minimum 88 Credits), a Bachelor's degree after three years (minimum 132 Credits).
- 3.** Qualification Type and Credit Requirements of Three Years Multidisciplinary Degree Programme with Multiple Entry and Exit Options

- (i) Details of qualifications, minimum credit requirements, exit credit courses, year and semester are as under:

Level	Qualification title	Credit Requirement		Semester	Year
		Minimum	Maximum		
4.5	UG certificate	40	44	2	1
5.0	UG Diploma	80	88	4	2
5.5	Bachelor's Degree Honour's with Major	120	132	6	3

- (i) An exit 6-credit bridge course(s) lasting two months, including at least 6-credit job specific internship/apprenticeship that will help the graduates acquire job-ready competencies required to enter the workforce will be an additional requirement for the award of the undergraduate Certificate/ Diploma/ three year Bachelor's Degree.
- (ii) On exit, the students will have the option to re-enter the programme in the college, or in a different higher education institution. Re-entry at various levels for lateral entrants in academic programmes should be based on the earned and valid credits as deposited and accumulated in the Academic Bank of Credits (ABC) through Registered Higher Education Institutions (RHEI) and proficiency test records.
- (iii) Eligibility for admission to the fourth year of four-year Honours with Research Degree Programmes as per UGC guidelines: Minimum CGPA of 7.5 or minimum 75% at three-year degree.
- (iv) PG curriculum, as illustrated below, have flexibility a) One-year Post-Graduate Diploma (PGD), b) Two year Post-graduate Programme and c) 5 Years Master's degree programmes with multiple Entry and Exit options at different levels.
- (a) Post-Graduate Diploma (PGD): Programme duration- One year (2 semesters) after any bachelor's degree, min. 40 credits

(i) UGC: 1-Year (2 semesters) Post-Graduate Diploma (PGD) after 3-years Bachelor's degree:
Level 6.0

(ii) UGC: 1-Year (2 semesters) PGD after 4 years Bachelor's degree (Honors/ Research):
Level 6.5

2. Lateral Entry/ Re-entry at higher Levels after exit from lower levels of Three years multidisciplinary UG degree programme:

(i) The credit points earned and accumulated shall be used to determine the eligibility for taking admission to various programs at multiple levels, subject to fulfilment of the broad principles laid down under NCrF. Students who leave with a Certification, Diploma, or a Basic Bachelor's Degree will be eligible to re-enter the programme at the exit level to complete or progress to the next level through lateral entry mode. Depending upon the academic and physical facilities available, the State Universities/ Autonomous Colleges (Higher Education Institutions or HEI) may earmark specific seats/ intake for lateral entry into the second year/ third year/ fourth year of a four years multidisciplinary UG degree programme as approved by Professional Standard Setting Bodies (PSSB/Govt. of Maharashtra/ statutory council of affiliating University plus any consequential vacancies caused by exits to an ongoing programme (four-year Degree Programme and Integrated Master's or second year Master's). Lateral entry or Re-entry is open to those students if he/she has either –

(a) successfully completed the first year/second year/third year of the particular four years multidisciplinary degree programme in any ABC registered HEI with valid credits in ABC

and re-entering into the second year/third year/fourth year, respectively of the same four years degree programme of any ABC registered HEI, within stipulated/ permissible period of years as decided by Statutory Councils of that HEI

OR

(b) Already successfully completed a multidisciplinary four-year first-degree programme and is desirous of and academically capable of pursuing another multidisciplinary four years first-degree programme in an allied subject.

(ii) A student will be allowed to enter/re-enter only at the odd semester. Re-entry at various

levels for lateral entrants in academic programmes should be based on the earned and valid credits as deposited and accumulated in Academic Bank of Credits (ABC) through Registered Higher Education Institutions (RHEI) and proficiency test records. However, in terms of the admission eligibility requirements, the student shall belong to the same faculty/ discipline in terms of Major Subject i.e., the Major subject of his earlier Programme and the Major subject of the new Programme for which he is seeking admission must be from the same faculty/discipline. Reservation for lateral entry will be executed as per the Government of Maharashtra norms.

3. Distribution of Credits across Multidisciplinary Four Years Degree Programme:

(i) Three-year multidisciplinary degree programme with Honors / Specialization Degree will have Internship and Core /Major Courses with a minimum of 22 credits per sem. in the Fourth Year.

(ii) Students shall select a ‘Major or Core Subject/ Discipline’ and a ‘Minor Subject/Discipline’ from the lists of various Subject Combinations and Options provided by the Colleges. In general, for the Three years multidisciplinary bachelor’s degree programme, the distribution of credits will be as follows:

(a) Disciplinary/interdisciplinary Major/ Core Subject (minimum of 68 credits)- Mandatory and Elective Courses

(b) Disciplinary/interdisciplinary Minor Subject (maximum of 22 credits)

(c) Skill based/Vocational studies corresponding to the Major/ Core Subject (8 credits)

(d) Field projects/internship/apprenticeship/community engagement and service corresponding to the Major/ Core Subject (14-22 credits) with a maximum of six credits per Semester

(e) Generic/ Open Electives through Baskets of Elective Courses (12 credits),

(f) Ability Enhancement Courses including Languages, Literature and Environmental Studies (12 credits),

(g) In-built modules on the Indian Knowledge System (IKS) in Major/ Core Subject at Level 4.5 – 2 credits

(h) Value-based Education, Life Skills and Professional Ethics: Co-curricular Courses such as Sports and Culture, NSS/NCC and Fine/ Applied/Visual Arts (8 credits).

Student can earn some credits (SEC/VSC/GE/OE) in the form of online from-

(i) The National Skills Qualifications Framework (NSQF) organizes qualifications for Vocational and Skill Courses in a series of 8 levels based on professional knowledge, professional skills, core skills and responsibilities, in the increasing order of complexity and competency.

(ii) University Grants Commission (Credit Framework For Online Learning Courses through Study Webs of Active-Learning for Young Aspiring Minds) Regulations, 2021, permits up to 40 per cent of the total courses being offered in a particular programme in a semester through the Online Learning Courses offered through the Study Webs of Active- Learning for Young Aspiring Minds (SWAYAM) platform.

4. Examination and Assessment Process:

(i) The basic principle of the credit framework is that credits are a function of the successful completion of a program of study/ vocational education/ training and assessment. No credit can be earned by the student unless the student is assessed for the achievement of the desired competencies and outcome of a program.

(ii) Exit options are provided with certification, diploma and basic Bachelor's degrees to the students at the end of the second, fourth and sixth semesters of a four years multidisciplinary degree programme. Students will receive a Bachelor's degree with Honours/ Research on successfully completing of all eight semesters of the UG Program either at a stretch or with opted exits and re-entries.

(iii) For the smooth success of four-year multidisciplinary degree programme with multiple entry and exit systems, the examination mode will be based on the combination of innovative trends in formative (informal and formal tests administered during the learning process) and summative (evaluation of students learning at the end of an instructional unit) examination modes. This is in line with the UGC Report on 'Evaluation Reforms in Higher Educational Institutions (2019)'.

(iv) Evaluation of each students in each course will be done as follows

a Internal evaluation 30% weightage (15 mark)

b. External evaluation 70% weightage (35 marks)

c. Students should secure 40% marks in each type of evaluation for successful completion of a course (student should secure at least 6 marks in internal and 14 marks in external evaluation).

(v) Evaluation Pattern.

a. Internal evaluation - Two written test, each of 20 marks will be conducted i. e. two tests on two modules. 1st assignment after completing 6 weeks of teaching and 2nd on completion of 13th week of teaching. Question paper should be designed so that evaluation of CO, PO, PSO can be performed. 10 marks out of 15 will be assigned from these written tests. Remaining 5 marks will be assigned from other types of evaluation such as seminars, orals, poster presentation, open book challenging tests, surprise test, objective test on whole syllabus of the course (at least 40 questions of objective type must be designed), etc. for 5 marks at least two different types technique must be utilized.

b. External Evaluation - External evaluation will be done at the end of semester. For theory, 35 marks written examination will be conducted and time of examination will be 2-hours.

5. Declaration of Results:

(i) Declaration of result is based on the Semester Grade Point Average (SGPA) earned towards the end of each semester or the Cumulative Grade Point Average (CGPA) earned at the completion of all eight semesters of the programme and the corresponding overall alpha-sign or letter grades as given in Table 2. If some candidates exit at the completion of the first, second or third year of the four years Undergraduate Programmes, with Certificate, Diploma or Basic Degree, respectively, then the results of successful candidates at the end of the second, fourth or sixth semesters shall also be classified on the basis of the CGPA obtained in the two, four, six or eight semesters, respectively. Successful candidates at the end of the tenth semester of the integrated Master's Degree Programmes shall also be classified on the basis of CGPA obtained in the ten semesters of the Programmes. Likewise, the successful candidates of one year or two semesters Master's Degree Programme are also classified on the basis of the CGPA of two semesters of the Master's Degree Programme.

(ii) A student obtaining Grade F shall be considered failed and will be required to reappear in the examination. For non-credit courses 'Satisfactory' or 'Unsatisfactory' shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.

6. Award of Major and Minor Degree:

(i) A student pursuing four-year multidisciplinary UG programme will be awarded an appropriate Honours/ Research degree in Major/ Core Subject on completion of VIII Semester with the minimum of 176 credits if he secures in that Subject at least 50% of the total credits

for that programme. He shall thus study the specific number of Mandatory Core Courses, Core Electives, Vocational and Skill Courses and Field projects/ Internships connected to Core Subjects in eight semesters so as to cover at least 50% of the total credits.

(ii) In case of a Research Degree, a student shall pursue a research project and write a dissertation in that Major in the VII and VIII semesters.

On the basis of above rules and regulations under NEP-2020 following course framework is adopted by the Prof. Ramkrishna More Arts, Commerce and Science College, Akurdi, Pune-411044 for the completion of four years honours degree in Major and Minor subjects.

7. Distribution of Credits across four Years Degree Programmes:

In general, for the four years' bachelor's degree programme, the distribution of credits will be as follows:

(a) Major (Core) Subject comprising Mandatory and Elective Courses:

- i. Minimum 50% of total credits corresponding to Three/Four - year UG Degree- Mandatory Courses offered in all Three years;
- ii. 2 credit course on Major Specific IKS shall be included under Major;
- iii. Elective courses of Major will be offered in the third and/or final year.
- iv. Vocational Skill Courses, Internship/ Apprenticeship, Field Projects, Research Projects connected to Major first to fourth year.

(b) Minor Subject: 18-20 Credits

- i. The Minor subjects may be from the different disciplines of the same faculty of DSC Major (Core) or they can be from different faculties altogether.
- ii. The credits of Minor subjects shall be completed in the first three years of UG Programme.

(c) Generic/ Open Elective Courses (OE): 10-12 credits

- i. It is to be offered in I and/or II year

- ii. Faculty-wise baskets of OE shall be prepared by University/ Autonomous Colleges.
- iii. OE is to be chosen compulsorily from faculty other than that of the Major.

(d) Vocational and Skill Enhancement Courses (VSC): 14-16 credits

Vocational Skill Courses (VSC): 8-10 credits, including Hands on Training corresponding to the Major and/or Minor Subject:

- i. To be offered in first to three years;
- ii. Wherever applicable vocational courses will include skills based on advanced laboratory practicals of Major

(e) Skill Enhancement Courses (SEC): 06 credits

- i. To be offered in I and II year;
- ii. To be selected from the basket of Skill Courses approved by University/ Autonomous Colleges

(f) Ability Enhancement Courses (AEC): Indian Knowledge System (IKS) and Value Education Courses (VEC): 14 Credits

AEC: 08 credits

- i. To be offered in I and II year
- ii. English: 04 Credits
- iii. Modern Indian Language: 04 credits
- iv. To be offered from the Basket approved by the College;
- v. The focus for both languages should be on linguistic and communication skills.

G. IKS: 2 Credits

- i. To be offered in I Year
- ii. Courses on IKS to be selected from the basket of IKS courses approved by the Colleges

H. VEC: 04 Credits

- i. To be offered in I year
- ii. Value Education Courses (VEC) Environmental Science Education (Compulsory), Understanding India, and Digital and Technological Solutions.

(I) Field Projects/ Internship/ Apprenticeship/ Community Engagement and Service corresponding to

the Major (Core) Subject, Co-curricular Courses (CC) and Research Project

Internship/Apprenticeship corresponding to the Major (Core) Subject: 8 Credits

Field Projects/Community Engagement and Service corresponding to the Major (Core) Subject: minimum 4-6 credits

To be offered in II, and III years of UG Degree Programmes.

Co-curricular Courses (CC) such as Health and Wellness, Yoga education, sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/ Visual/ Performing Arts: 8 credits. To be offered in I and/or II year

Research Projects: 12 credits

The UGC Regulations, 2021 permit up to 40% of the total courses being offered in a particular programme in a semester through the Online Learning Courses offered through the SWAYAM platform and/or other State Level Common Platforms which can be developed in due course with the participation of different Universities/ HEIs.

Abbreviations: Generic/ Open Electives: GE/OE; Vocational Skill and Skill Enhancement Courses: VSEC; Vocational Skill Courses: VSC; Skill Enhancement Courses: SEC; Ability Enhancement Courses: AEC; Indian Knowledge System: IKS; Value Education Courses: VEC; OJT: On Job Training; Internship/ Apprenticeship; Field projects: FP; Community engagement and service: CEP; Co-curricular Courses: CC; Research Methodology-RM; Research Project: RP Note: The Credit Distribution Table given above is illustrative only. The Universities/ Autonomous Colleges may suitably modify within the broader framework of credit distribution across six verticals.

Business Administration in Marketing Management:

Only code of the course is given here

Semester	Major Courses	Major Elective Courses	Minor Courses	VSC	IKS
I	BBAMT- 111	0	0	BBAM V-111	BBAMIKS-111
	BBAMT - 112				
	BBAMP - 113				
II	BBAMT- 121	0	BBAMMIT-121	BBAM V-121	0
	BBAMT - 122				
	BBAMP - 123				
III	BBAMT- 231	0	BBAMMIT 231	BBAMV-231	0
	BBAMT - 232		BBAMMIP 232		
	BBAMT- 233				
	BBAMP - 234				
IV	BBAMT - 241	0	BBAMMIT 241		0
	BBAMT - 242		BBAMMIP 242		
	BBAMT- 243				
	BBAMP - 244				
V	BBAMT - 351	BBAM ET-356-A	BBAMMIT 351	BBAMV-351	0
	BBAMT- 352	BBAM ET-356-B			
	BBAMT - 353	BBAM EP-357-A	BBAMMIP 352		
	BBAMP-354	BBAM EP-357-B			
	BBAMP - 355				
VI	BBAMT - 361	BBAM ET-366A	BBAMMIT 361		0
	BBAMT-362	BBAM ET-366B			
	BBAMT- 363	BBAM EP-367A	BBAMMIP-362		
	BBAMP - 364	BBAM EP-367B			
	BBAMP -365				

Marketing Management: Codes, Generic name and Title of the paper

Major Courses			
Semester	Course code	Generic Name	Title of the paper
I	BBAMT- 111	BBA theory paper-1	Marketing Principles and Practices
	BBAMT- 112	BBA theory paper-2	Principles of Management
	BBAM-P 113	BBA practical paper-1	Consumer Behaviour and Sales management
II	BBAMT- 121	BBA theory paper-3	Advertising and promotion management
	BBAMT- 122	BBA theory paper-4	Business Organization & System
	BBAMP- 123	BBA practical paper-2	Marketing Environment Analysis
III	BBAMT-231	BBA theory paper-5	Supply Chain Management
	BBAMT-232	BBA theory paper-6	Entrepreneurship Development
	BBAM-T233	BBA theory paper-7	Decision Making and risk Management
	BBAMP-234	BBA practical paper-3	Retail Management
IV	BBAMT-241	BBA theory paper-8	E commerce
	BBAMT-242	BBA theory paper-9	Production and operations Management
	BBAMT-243	BBA theory paper-10	International Business Management
	BBAMP-244	BBApractical paper-4	Digital Marketing
V	BBAMT-351	BBA theory paper-11	International Brand Management
	BBAMT-352	BBA theory paper-12	Business Ethics
	BBAMT-353	BBA theory paper-13	Management of Corporate Social Responsibility
	BBAMP-354	BBA practical paper-5	Import Export Procedure
	BBAMP-355	BBA practical paper-6	Marketing Reporting and Analysis
VI	BBAMT-361	BBA theory paper-14	Marketing strategies
	BBAMT-362	BBA theory paper-15	Business Law
	BBAMT-363	BBA theory paper-16	Management of Innovation Sustainability
	BBAMP-364	BBA practical paper-7	Recent trends in Marketing
	BBAMP-365	BBA practical paper-8	Cases in Marketing
Major Elective			
V	BBAMET-356A	Elective BBA theory paper-1-A	Warehouse and Logistics Management
	BBAMEP-357A	Elective BBA practical paper-1-A	Legal aspects in Marketing
VI	BBAMET-366A	Elective BBA theory paper-A	Marketing Research
	BBAMEP-367A	Elective practical paper-1-A	Profession selling
Vocational Skill Courses (VSC) Related to Major			

I	BBAMVT-111	Vocational BBA theory-I	Micro Economics
II	BBAMVP -121	Vocational BBA Practical-I	Business demography
III	BBAMVT-231	Vocational BBA theory-II	Fundamentals of Rural Development
IV	---	---	---
V	BBAMSP-351	Vocational BBA Practical-II	Business Analytics using Advance Excel / Power BI
Minor BBA			
I	-----	-----	-----
II	BBAMMI T-121	Minor BBA Theory-1	Macro Economics
III	BBAMMIT -231	Minor BBA Theory-2	Insurance and transport
	BBAMMIP232	Minor BBA Practical-1	Financial software
IV	BBAMMIT 241	Minor BBA Theory-3	Logistics and Transport
	BBAMMIP -242	Minor BBA Practical-2	Organisational skills development
V	BBAMMIT -351	Minor BBA Theory-4	Sustainable development
	BBAMMIP 352	Minor BBA Practical-3	Business Audit
VI	BBAMMIT -361	Minor BBA Theory-5	Tourism & Hospitality Marketing
	BBAMMI P-362	Minor BBA Practical-4	Research Methodology
IKS Related to BBA Major			
I	BBAMIKST-111	Indian Knowledge System BBA Paper	Indian Management
SEC for students from BBA discipline			
I	BBAMSET-111	Skill BBA Theory-I	Basic Programming using scratch
II	BBAMSEP-121	Skill BBA Practical-I	HTML Web Designing
III	-----	-----	
IV	BBAMSET-121	Skill BBA Theory-I	
OE/GE			
I	BBAOET- 111		Corporate Social Responsibility
II	BBAOET- 121		Business Communication

SEMESTER-I

Course Code: BBAMT- 111
Course Credits: 02

Course Title: Marketing principles and Practices
Hours/Week: 30

Module 1

Unit 1: Marketing Concepts

- 1.1 Marketing concepts, its objectives ,importance
- 1.2 functions of marketing
- 1.3 Challenges and opportunity of marketing manager in international market
- 1.4 Role of Marketing Manager
- 1.5 skill required for Marketing

Ref. book : Marketing Management, author: Philip Kotler, Publication – pearson custom publishing, page no. 4-31

Unit 2: Marketing environment

- 2.1 Marketing environment–meaning,
- 2.2 Internal and external factors influencing marketing environment
- 2.3 Segmentation: concepts, importance and its types of segmentation.
- 2.4 Market Positioning : concepts, importance

Ref. book : Marketing Management, author: Philip Kotler, Publication – pearson custom publishing, page no. 56-81

Module 2

Unit 3. Marketing Mix

- 3.1 Meaning, scope and importance of marketing mix
- 3.2 Product mix concept of a product, product characteristics, PLC.
- 3.3 Price mix-meaning, element, importance , factors influencing pricing, pricing methods
- 3.4 Place mix- meaning, element, importance, factors influencing place
- 3.5 Promotion mix- meaning, element, importance, factors influencing promotion
- 3.6 Place mix meaning and concepts of channel of distribution or intermediaries
- 3.7 Promotion mix meaning, definitions , importance and limitations of advertisement
- 3.7 People mix meaning & concepts, elements, importance.
- 3.8 Process mix -stages, meaning &importance.
- 3.9 Physical evidence-meaning, importance &components.

Ref. book : Marketing Management, author: Philip Kotler, Publication – pearson custom publishing, page no. 160-405

Unit 4.Emerging Trend in Marketing

- 4.1.Green Marketing
- 4.2.DigitalMarketing,
- 4.3.VirtualMarketing,
- 4.4.Hybrid Marketing

Ref. book : Marketing Management, author: Philip Kotler, Publication – pearson custom publishing, page no. 442-514

Suggested References and text books

Sr. no.	Name of book	Author	Publication
1.	Marketing Management	Philip Kotler & keven lane keller	Pearson India
2	Foundational Of Marketing	John Fahy& David Jobber	Tata McGraw Hill
3	Marketing Management	V. S. Ramaswamy , S. Namakumari	Macmillan
4	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication

Course Outcomes (COs):

After completing this course satisfactorily, a student will be able to-

CO1. Memories the term Marketing

CO2. Understand basic Marketing concept

CO3. Analyze the Marketing Environment

CO4. Explain concept of Marketing Mix

CO5. Discuss new trends in marketing

CO6. Evaluate how marketing creates value for the consumer, the company, and society

CO7. Evaluate the marketing function and the role it plays in achieving organizational success both in commercial and non-commercial settings

CO8. Apply key marketing theories, frameworks and tools to solve Marketing problems

Course Code: BBAMT 112

Course Title: Principles of Management

Course Credits: 02

Hours/Week: 30

Module 1

Unit 1: Introduction to Management

1.1. Introduction to Management

1.2. Role of Managers

1.3. Management as an Art, Science ,Profession and a Social System

1.4. Concept of Management, Administration, Organization

Ref. Principles of Management.- by Dr.g. k. vijaykumar, dr. m. sivakumar (lakshmi publications).Pg NO. 1 to 40

Unit 2. Evolution of Management

2.1 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker

2.2. Indian Management ethos and styles

2.3. Recent Indian Management leaders

Ref. Principles of Management.- By Dr.G. K. Vijaykumar, dr. M. Sivakumar (lakshmi publications).Pg NO45. to 80.

Module 2

Unit 3 : Functions of Management

3.1. Forecasting: Meaning, Need Types, Methods, Advantages, Disadvantages

3.2. Planning: Meaning, Need Types, methods, Advantages, Disadvantages

3.3 Organizing: Meaning, Concept, Methods, Advantages, Disadvantages

3.4. Delegation of Authority: Meaning, Concept, Methods, Advantages, Disadvantages

3.5. Importance Decentralization: Concepts, Meaning And, Importance

3.4 Decision Making: Types, Process, and Techniques Directions nature and principles

3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories

3.6 Controlling: Meaning, Needs, Process, Techniques

Ref. Principles of Management.- By Dr.G. K. Vijaykumar, dr. M. Sivakumar (lakshmi publications).Pg NO. 85 to 105

Unit 4: Emerging trends in Management

4.1 Management of change, management of crises,

4.2 Sustainable Management

4.3Total Quality Management(TQM)

4.4. Stress Management.

4.5 Knowledge Management:

4.6 Outsourcing

Ref. Principles of Management.- by dr.g. K. Vijaykumar, dr. M. Sivakumar (lakshmi publications). Pg no. 105 to 205.

Suggested References and text books

Sr. no.	Name of book	Author	Publication
1.	Principles of Management	Harold Koontz , Heinz Weihrich , A. RamachandraArysri	McGraw hill companies
2	Management A Global and Entrepreneurial Perspective	Heinz Weihrich , Mark V. Cannice , Harold Koontz	McGraw hill companies

Course Outcome (CO):

After completing this course satisfactorily, a student will be able to:

CO1. Define concept of Management and Administration

CO2. Describe the role of Manager in an organization.

CO3. Describe various functions of Management.

CO4. Explain the contribution of Various Management Thinkers and their theories.

CO5. Explain recent trends in Management.

CO6: Use the techniques of individual and group decision making.

CO7; Summarize the direct co-ordination and control in the management.

CO8: Practice the process of management functions.

Course Code: BBAMP-111

Course Credits: 02

Course Title: Consumer Behaviour and sales Management

Hours/Week: 60

Module 1

Unit 1: Introduction of consumer Behaviour

- 1.1 Meaning of Customers & Consumers, Consumer Roles, Consumerism
- 1.2 Culture & Sub- Culture: Meaning, Characteristics & Relevance to Marketing Decisions.
- 1.3 Social Groups Meaning, Measurement, Effect on Lifestyles.
- 1.4 Family: Family Life Cycle & Purchasing Decisions.
- 1.5 Marketing Mix: Influence of marketing mix variables.
- 1.6 Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions.

Ref. book : Consumer Behaviour, author: Atish Singh , Publication –Himalaya Publication House, Page no. 1-41

Unit 2: Consumer Decision Making Process

- 1.1.Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information
- 1.2.Search & Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects –Marketing Implications
Situational Influences on Purchase Decisions
- 1.3 Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns.
- 1.4 Post-purchase Evaluation & Behaviour: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behaviour, Post-Purchase Dissonance.

Ref. book : Consumer Behaviour, author: Atish Singh , Publication –Himalaya Publication House, Page no. 42-113

Module 2

Unit 3 : Concepts of Sales Management

- 3.1.Sales Management:** Definition and meaning, Objectives, Sales Research, Sales Forecasting methods,
- 3.2 Sales Planning and control:** Goal setting, Performance measurement, diagnosis and corrective actions.

3.3 Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.

Ref. book : sales and distribution Management, author: Ramendra Singh , Publication –Vikas, Page no. 1-48

4. Development of Sales Force

4.1 Recruiting, Selection and Training of Sales force

4.2 Sales Force Job Analysis and Description

4.3 Areas of sales Training

4.4 customers and technology

4.5. Evaluating Sales Force Performance and Controlling Sales activities

4.6. Sales Records and Reporting Systems,

4.7 Improving Sales Productivity,

4.8 Ethical and Legal Issues in Sales Management.

Ref. book : sales and distribution Management, author: Ramendra Singh , Publication –Vikas, Page no. 110-189

Suggested References and text books

Sr. no.	Name of book	Author	Publication
1.	Consumer behavior & Sales Mgmt	David L.	Tata McGraw Hill
2	Consumer Behaviour &Sales Management	Still, Cundiff &Govani,	Pearson Education

Course Outcome (CO):

After completing this course satisfactorily, a student will be able to:

CO-1 Understanding of consumer behavior, its scope, objectives, opportunities and its challenges.

CO-2 Evaluate Strategy building & its effectiveness.

CO-3 Explain conceptual decision making insights.

CO-4 Apply creative strategies designed to cope against distorting challenges of sales environment

CO-5 Analysis of alternatives for Dynamic organization to ensure their success in a highly competitive sales environment.

CO-6 Analysis of success or failure factors behind the strategies implemented.

CO-7 Describe the importance of target based marketing to achieve desired results for sales organization.

CO-8 Classify f the tools and techniques necessary to effectively Manage & Control the sales function

Course Code: BBAMVT-111(VSC)
Course Credits: 02

Course Title: Micro Economics
Hours/Week: 30

Module 1

Unit 1: Concept of Business Economics

1. Meaning and definition of Business economics
2. Scope, forms of economy economic activities
3. Central problems of economics
4. Importance of economics in life
5. Circular flow of income and expenditure in Two, Three, four and five sector

Ref. book : Managerial Economics, author: Geetika,Piyali Ghosh, Purba Roy, Publication -Mc Graw Hill ,Page no. 3-31

Unit 2: Concept of demand and supply

2.1 Concept of demand, determinants of demand, Law of demand, elasticity of demand, types of elasticity of demand Methods of measuring elasticity of demand.

2.2 Concept of supply, determinants of supply, elasticity of supply.

Ref. book : Managerial Economics, author: Geetika,Piyali Ghosh, Purba Roy, Publication -Mc Graw Hill Page no. 61-83

Module 2

Unit 3 : Concept of Revenue and Cost Analysis

3.1 Concept and types of revenue, Importance of revenue , methods of calculation of revenue
Interrelationship between marginal , total, and average revenue

3.2 Concept of cost definition and importance of cost.

Ref. book : Managerial Economics, author: Geetika,Piyali Ghosh, Purba Roy, Publication -Mc Graw Hill Page no. 215-242

Unit 4: Concept of markets and Competitions

4.1 Concept of market and competition Meaning of market, types of markets – perfect competition, Monopoly, monopolistic competition, duopoly, and oligopoly.

4.2 Price and output determination in different market conditions.

Ref. book : Managerial Economics, author: Geetika,Piyali Ghosh, Purba Roy, Publication -Mc Graw Hill, Page no. 253-272

Suggested References and text books

Sr. no.	Name of book	Author	Publication
1.	Managerial Economics	<u>Christopher Thomas</u> , <u>Charles Maurice</u>	McGraw hill companies
2	Economics for management – Text and Cases	S,K. Sarangi	Himalaya Publishing House

Course Outcome (CO):

After completing this course satisfactorily, a student will be able to:

CO1. Describe the concepts and scope of Micro Economics.

CO2. Identify basic economic problems.

CO3. Understand various economic theories.

CO4. Analyze the causes and consequences of different market conditions.

CO5. Describe the difference between microeconomics and macroeconomics.

CO6. Compare relationship between Business economics methodologies and theories and business operations.

CO7. Apply various economic theories to solve business problems.

CO8. Evaluate effect of micro economic concept and theories on business operations

Course Code: BBAMIKST-111
Course Credits: 02

Course Title: Indian Management
Hours/Week: 30

Module 1

Unit 1: Introduction to Indian Ancient Management

1.1 Meaning of ancient Indian Management

1.2 Nature of ancient Indian Management

1.3 Need of ancient Indian Management

Ref. Indian management -by karminder ghuman, paresha sinha. Pg. No. 1 to 55.

Unit 2: sources of ancient Indian Management

2.1 Bhagwat Gita

2.2 Vedas

2.3 Kautilya's Arthshastra

2.4 Buddhism

2.5 Upanishadas.

Ref. Indian management -by karminder ghuman, paresha sinha. Pg. No. 60 to 120.

Module 2

Unit 3 : Indian Management Ethos and Practices

3.1. Indian Management Ethos

3.2. Indian Management Practices

3.4. Indian Management Principles

3.5. Indian Management Practices

Ref. Indian management -by karminder ghuman, paresha sinha. Pg. No. 125 to 165.

Unit 4: Unit No. 4 Indian Business Management leaders- case studies

Entrepreneur Mr. Ratan Tata

Entrepreneur Mr. Azim Premji

Entrepreneur Mr. N.R. Narayan Murthy

Entrepreneur Mr. Mukesh Ambani

Ref. Indian management -by karminder ghuman, paresha sinha. Pg. No. 170 to 265

Suggested References and text books

Sr. no.	Name of book	Author	Publication
1.	New Age Management Philosophy	<u>V. Srinivasan</u> Author	Lotus collection Roli Books
2	Ancient Wisdom for Modern Management	Shri sharada,Peetham,shrigari	Tattavavoloka

Course Outcome (CO):

After completing this course satisfactorily, a student will be able to:

CO1. Describe the concepts and scope of Ancient Indian Management.

CO2. Understand Sources of Ancient Indian Management.

CO3. Identify basic business management Problems.

CO4. Apply Ancient Indian Management to solve business problems.

Course Code: BBASECT-111
Course Credits: 02

Title: Basics of Stock Market
Hours/Week: 30

Module 1

Unit 1: Introduction

1.1 Meanings, Definition, Types of stock

1.2 Meaning of stock Market

1.3 Various Investors

- 1.4 Participants of stock Market
- 1.5 Characteristics of Stock market

Book-Basic of Stock market By Ronak N. & S Kothari (Page no. 1to 3)

Unit 2: Investor Education

- 2.1 Importance Investing
- 2.2 Savings v/s Investing
- 2.3 What should be the investment objectives
- 2.4 Investor Age and Asset Allocation

Book-Basic of Stock market By Ronak N. & S Kothari (Page no.4 to7)

Module 2

Unit 3. Capital Market

- 3.1. Meaning and importance of Primary Market
- 3.2. Instruments in Primary Market
- 3.3. Meaning and importance secondary Market
- 3.4 Instruments of secondary Market

Book-Basic of Stock market By Ronak N. & S Kothari (Page no.8 to16)

Unit 4. Authorities and Regulatory bodies in India

- 4.1. SEBI (Security Exchange Board of India)
- 4.2. NSE (National Stock Exchange)
- 4.3. BSE (Bombay Stock Exchange)
- 4.4. Impact of stock Market on Indian Economy

Book-Basic of Stock market By Ronak N. & S Kothari (Page no. 17 to 28)

Suggested References and text books

Name of Book	Author	Publication
1 .Guide to Indian Stock Market	Jitendra Gala Buzzing	Stock Publishing House
2 Fundamental Analysis for Investor	Raghu Palat	Vision Books

Course Outcomes (COs):

After completing this course satisfactorily, a student will be able to-

CO1. Understand the term of basic concepts about Shares and stock

CO2. Understand characteristics and functions of stock Market

CO3. Discuss various types of stock Market

CO4. Explain the concept of Primary and Secondary Market.

CO5. Explain Functioning Of SEBI

CO6. Interpret the Role and policy NSE and BSE.

Course Code: BBAOET-111

Course Credits: 02

Title: Corporate Social Responsibility

Hours/Week: 30

Module 1**Unit 1: Introduction to CSR**

1.1 Meaning and Definition

1.2 Sustainability and Stakeholders Management,

1.3 Concept of Charity

1.4 Corporate Philanthropy

1.5 Relation between CSR and Corporate Governance

1.6 Evolution of CSR in India

1.7 Models of CSR in India

1.8 Carroll's Model

1.9 Initiatives in India

REF. Corporate Social Responsibility - By CA KAMAL GARG. Pg.no. 1 to 50.

Unit 2:

Modules of Corporate Social Responsibility

- 2.1 Models of CSR- Trusteeship, Stakeholders,
- 2.2 Ethical Model, Statist Model, Liberal Model
- 2.3 International Framework of CSR
- 2.4 Sustainable Development Goals

REF. corporate social responsibility - By CA KAMAL GARG. Pg.no. 55 to 100.

Module 2

UNIT 3:CSR-Legislation in India and the World

- 3.1 Section 135 of Companies Act,
- 3.2 Scope of CSR Activities under Schedule VII,
- 3.3 Appointment of Independent Directors on Board
- 3.4 Computation of Net Profit's implementation in India

REF. Corporate social responsibility - By CA KAMAL GARG.Pg.no. 105 to 150.

Unit 4. Identifying key stakeholders and their Roles and recent trends and opportunities in CSR

- 4.1 Role of Public Sector in Corporate, Government programmes that encourage voluntary responsible action of corporate
- 4.2 Role of Non-profit & Local Self-Governance in implementing CSR
- 4.3 CSR as. Strategic Tool for Sustainability and Challenges
- 4.4 Case Studies CSR initiatives

Ref. Corporate social responsibility - By CA KAMAL GARG .Pg. No. 200 To 205..

Suggested References and text books

Sr. No.	Name of Book	Author	Publication
1.	Corporate Social Responsibility:		

An Ethical to Approach

Mark S. Schwartz

TATA McGraw Hill

2. Corporate Social Responsibility in India

Sanjay K Aggarwal

Taxmann

Course Outcome (CO):

After completing this course satisfactorily, a student will be able to:

Co-1-To describe multidisciplinary, strategic, and evolving nature of Corporate Social Responsibility.

Co-2-To explain the wider social and environmental consequences of business decisions.

Co-3-Apply ethical decision making principles in a professional or business context.

Co-4-Evaluate (from an integrated CSR viewpoint) stakeholder perspectives, environmental sustainability, marketing, governance and/or reporting issues.

Co-5- analyze unstructured ethical and/or CSR issues, recognize opportunities, and formulate and evaluate options.

Co-6-Formulate and defend ethical issues.

SEMESTER-II

Course Code: BBAMT- 121

Course Title: Advertising and Promotion Management

Course Credits: 02

Hours/Week: 30

Module 1

Unit 1: Introduction and Advertising Effectiveness.

1.1 Meanings, Definition, Functions, Criticism, Ethics, Social issues.

1.2 Strategic advertising decisions -advertising budget, advertising framework planning and organization.

1.3 Advertising agency- Definition, functions, types structure.

1.4 Advertising effectiveness – objectives of measuring advertising effectiveness, difficulties and evaluation of advertising effectiveness

Ref. book : Advertising management, author: Rajeev Batra, Publication – pearson custom publishing, page no. 3-56

Unit 2: Copy and media decisions

2.1 Advertising copy- objectives, elements, types of copy, advertising layouts, components, layout format.

2.2 Copy creations, pre-testing methods and measurements.

2.3 Media decisions – advertising media, media planning, media research, media selection.

Ref. book : Advertising management, author: Rajeev Batra, Publication – pearson custom publishing, page no. 541-614

Module 2

Unit 3. Promotion Management

3.1 Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth,

3.2 techniques, Media technology used for promotions.

3.3 Strategic Promotion – strategic and promotion, cross promotion, surrogate promotion

Ref. book : Marketing Management, author: Philip Kotler, Publication – pearson custom publishing, page no. 386-405

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Unit 4. Online advertising

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4.1 Online advertising – pre-requisites of online advertising,

4.2 Internet Advertising Today, purpose, types, advantages, social media advertising

Ref. book : Advertising management, author: Rajeev Batra, Publication – pearson custom publishing, page no. 711-733

Suggested References and text books

Sr. no.	Name of book	Author	Publication
1.	Marketing Management	Philip Kotler & keven lane keller	Pearson India
2	Advertising and Promotion	Belch and Belch	Tata McGraw Hill

Course Outcomes (COs):

After completing this course satisfactorily, a student will be able to-

CO1. Memories the term Marketing

CO2. Understand basic Marketing concept

CO3. Analyze the Marketing Environment

CO4. Explain concept of Marketing Mix

CO5. Discuss new trends in marketing

CO6. Evaluate how marketing creates value for the consumer, the company, and society

CO7. Evaluate the marketing function and the role it plays in achieving organizational success both in commercial and non-commercial settings

CO8. Apply key marketing theories, frameworks and tools to solve Marketing problems

Course Code: BBAMT 122

Course Title: Business Organisation System

Course Credits: 02

Hours/Week: 30

Module 1

Unit 1 : Nature and evolution of business

- 1.1 Concept of business and its characteristics,
- 1.2 Objectives of business and prerequisites of a successful business,
- 1.3 Development and evolution of Trade, commerce and industry, Recent Trends in Modern Business i.e. BPO, KPO, Entrepreneur & Homepreneur and online trading, digital marketing and payment methods

Unit 2. Forms of Business Organization

- 2.1 Forms of business organization and its selection, Meaning, characteristics, advantages, Limitations of Sole proprietorship,
- 2.2 Partnership Firm, Limited Liability partnership Firms and private company, Joint Stock Company, virtual business organizations, boundary less organizations, OPC (One Person company)

Module 2

Unit 3 : Setting up of a business enterprise

- 3.1 Identification of ideas and opportunities,
- 3.2 Influencing factors while setting up of business enterprise,
- 3.3 Feasibility report of a business enterprise, Size and location of a business enterprise. 3.4 licensing and basic legal formalities to start a new business enterprise

Unit 4: Study of Domestic and Foreign Trade

- 4.1 Levels of Distribution Channels and their role Domestic
- 4.2 Trade: Concept of Domestic Trade, Wholesaling and Retailing
- 4.3 Foreign Trade: Concept of Export and Import; Export and Import Procedure

Suggested References and text books

Sr. no.	Name of book	Author	Publication
1.	Business Organization and Management	Vijay Kumar Kaul	Pearson

Course Outcome (CO):

After completing this course satisfactorily, a student will be able to:

CO-1-Understand how a business functions.

CO- 2-Define Concept of business and its characteristics

CO-3-Knowledge of selection and appropriateness of a form of business organization

CO-4-To understand modern commerce performs new business initiatives

CO-5-Describe how a retail trade works in business system, different forms of retail trade and their contribution in the economy

CO-6-Explain the procedure of Setting up of a business enterprise

CO-7-Describe the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business

CO-8-Classify recent trends in modern businesses

Course Code: BBAMP-123

Course Credits: 02

Course Title: Marketing Environment Analysis

Hours/Week: 60

Module 1**Unit 1: Marketing Environment**

1.1 Introduction – Marketing Micro environment

1.2 Macro Environment

Ref. book : Marketing Management, author: Philip Kotler, Publication – pearson custom publishing, page no. 56-79

Unit 2: Business Analysis

2.1 Business Analysis process,

2.2 Analysis Parameters - Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns,

2.3 Growth Drivers, Competition CSF, KPI, BCG matrix, Porter's 5 force analysis

2.4 Data Analytics – Role of Data Analytics in Business Analysis. Scope, and its importance concerning marketing strategies.

2.5 Types of Data Analytics.

2.6.Challenges of Business Data Analytics

Ref. book : Marketing Management, author: Philip Kotler, Publication – pearson custom publishing, page no. 56-79

Module 2

Unit 3 : Marketing Research

3.1 Need of Marketing research,

3.2 marketing research process,

3.3 Consumer Buying Behavior, Marketing environment affecting consumer-buying behaviour

3.4 Big Data Analytics – Concerning Consumer Psychologies .

Ref. book : Marketing Management, author: Philip Kotler, Publication – pearson custom publishing, page no. 56-79

Unit 4. Marketing Strategies

4.1 Introduction,

4.2 Product and Pricing Strategies,

4.3 Market Segmentation and Targeting Strategies,

4.4 Distribution Strategies, Communication Strategies.

4.5 Digital Marketing Strategies – Importance, and Challenges

Ref. book : Marketing Management, author: Philip Kotler, Publication – pearson custom publishing, page no. 56-79

Suggested References and text books

Sr. no.	Name of book	Author	Publication
1.	Business Environment	Francis Cherunilam	Himalaya Publishing House Pvt. Ltd.
2	Business Environment for Strategic Management	Aswathappa, K.	Himalaya Publishing House Pvt. Ltd.

Course Outcome (CO):

After completing this course satisfactorily, a student will be able to:

CO-1.To describe the marketing environment.

CO-2.To Analyze the business position in the market

CO-To understand the business analysis process

CO-4.To explain marketing research

CO-5.To understand the Customers buying behavior.

CO-6.To understand the Types of Data Analysis.

CO-7.To apply marketing strategies

CO-8.Formulate case studies

Course Code: BBAMVT-121(VSC)

Course Credits: 02

Course Title: Business Demography

Hours/Week: 30

Module 1

Unit 1: Concept of demography

- 1.1 Meaning, importance and need of demography.
- 1.2 Studies Study of demography.
- 1.3 As an essential discipline of social economic change
- 1.4 components of Demography Factors affecting mortality, fertility rate, Methods to calculate fertility and mortality rate.

Ref. Demography and population studies.

By O.S. Shrivastava.

Pg. no. 5 to 45.

Unit 2: Distribution of population and population growth

- 2.1 Density and population distribution
- 2.2 Concept of over and under population
- 2.3 Method of assessment of population growth.

Ref. Demography and population studies.

By O.S. Shrivastava.

Pg. no. 50 to 95.

Module 2

Unit 3 : Unit 3: Population as resources

- 3.1 Importance of human resource as development of the nation
- 3.2 Concept of literacy and its importance in modern society
- 3.3 Concept of sex ratio age and sex pyramid
- 3.4 Concept of working and dependent population.

Ref. Demography and population studies.

By O.S. Shrivastava.

Pg. no. 100 to 145.

Unit 4. Urbanization and its implications

4.1 Concept of urbanization factors affecting urbanization.

4.2 rural population , Features

4.3 demographic Structure and various factors responsible for urbanization.

Ref. Demography and population studies.

By O.S. Shrivastava.

Pg. no. 150 to 195.

Suggested References and text books

Sr. no.	Name of book	Author	Publication
1.	The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia university press

Course Outcome (CO):

After completing this course satisfactorily, a student will be able to:

CO-1-Ability to understand the components of demography.

CO-2-To Develop Rational understanding of demography, analysis and effects on society

CO-3-Describe Density and population distribution

CO-4-Apply the method of assessment of population growth

CO-5-Explain Factors governing of a particular economics and government

CO-6-Define the concepts in demography

CO-7- Implications of changes in population and structure of population on economy and society

Course Code: BBAOET-122

Course Title: Business communication

Course Credits: 02

Lectures allotted-30

Module 1

Unit 1: Introduction to Communication

- 1.1 Role of Communication in social and economic system
- 1.2 Need for effective communication
- 1.3 Meaning and definition
- 1.4 Principles of effective communication
- 1.5 Barriers to communication and over comings.

Ref. Sinha K.K

Publisher: Galgotia.

Pg.no. 5 to 45.

Unit 2: Methods and types of Communication

- 2.1 Written communication,
- 2.2 Forms of written communication.
- 2.3 Qualities, difficulties in written communication,
- 2.4 Constraints in developing effective written communication
- 2.5 Merits and Limitations of written communication
- 2.6 Listening Written communication,
- 2.7 Forms of written communication.
- 2.8 Qualities, difficulties in written communication,

Ref. Sinha K.K

Publisher: Galgotia.

Pg.no. 50 to 95.

Module 2

Unit 3 : Business Correspondence

- 3.1 Concept,
- 3.2 Need and functions of Business. Correspondence,
- 3.3 Types of Business letters,
- 3.4 Layout Drafting of business,
- 3.5 Sales Letter
- 3.7 Orders sales circulars and business promotion letters

3.8 Written methods & types of communication.

Ref. Sinha K.K
Publisher: Galgotia.
Pg.no. 100 to145.

Unit 4: Analysis of different Media of Communication

4.1 Fax communication, Voice mail,
4.2 Emails and Teleconferencing
4.3 Communication through social media .

Ref. Sinha K.K
Publisher: Galgotia.
Pg.no.150 to 195.

Text Books:

Business Communication Meenakshi Raman , Prakash Singh Oxford
Business Communication HomaiPradhan , N.S. Pradhan Himalaya Publishing House

Course Outcome(CO):

The students will be able to:

- CO1: Define basic concepts of communication and communication skills.
- CO2: Discuss the importance of effective communication in business.
- CO3: Describe various communication methods (written and oral) in different businesses.
- CO4: Achieve appropriate verbal and nonverbal communication skills.
- CO5: Demonstrate effective listening, speaking, reading and writing skills in communication
- CO6: Draft business letters, reports, circulars, emails, minutes and agenda of meetings and business proposals.
- CO7: Demonstrate various technologies and its use in business communication
- CO8 : Discuss various media of communication

SEMESTER-II

Course Code : BBASECT-121
Development

Course Title: Personality

Course Credits: 02

Hours/Week:

Module 1

Unit 1: Introduction:

- 1.1. Meaning and Definition of Personality.
- 1.2. Factors affecting Personality Development
- 1.3. Self Concept and Self Esteem

Ref. Personality development, interpersonal skills and Career development

Author: Dr. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan

Pg. no. 3 to 29.

Unit 2: Personality Traits.

- 2.1. Meaning and Definition: Personality Traits.
- 2.2. Developing Positive Personality Traits
- 2.3. Personality habits: Meaning and concept of habits.
- 2.4. Developing effective Habits: Behaviour and Character.

Ref. Personality development, interpersonal skills and Career development

Author: Dr. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan

Pg. no. 61 to 85.

Module 2

Unit 3: Pillars of personality development:

3.1.Introspection,SelfAssessment,Self Appraisal,Self Development, Self Introduction : Meaning and importance

3.2.Defining Success: Real or Imaginative,obstacles to success, factors and qualities that make a person successful.

3.3 Concept of Failure: Reasons for failure.

Ref.Personality development,interpersonal skills and Career development

Author: Dr. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan

Pg. no. 86 to 120.

Unit 4.Personality Formation Structure:

4.1.Mind mapping and Competency mapping.

4.2.Effective Speech: Writing and delivering and successful negotiation.

4.3. Understanding body language, projecting positive body language.

4.4. Manners and etiquettes, Proper dressing for varied occasions.

Ref.Personality development,interpersonal skills and Career development

Author: Dr. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan

Pg. no. 123 to 153.

Course OutCome:

CO-1-To learn various concept of personality development

CO-2- To understand the concept of Self Development and Self Esteem.

CO-3- To explain personality traits.

CO-4- To elaborate the concept of positive attitude.

CO-5-To Explain the qualities required to become successful Person

CO-6- To utilize the concept of Mind mapping in Personality Formation Structure

CO-7- To develop the ability of effective public speaking

CO-8-To develop Grooming basics and use of body language.