

**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(HRM)**  
**(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)

- c. External evaluation 70% weightage (35 marks)

- d. 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. 1<sup>st</sup> assignment after completing 6 weeks of teaching and 2<sup>nd</sup> on completion of 13<sup>th</sup> 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.

**SEMESTER-I**

## **NEP-2020:First Year UG Major-BBA**

**Course Code:-BBAH- 111**

**Course Name:- Human resource Principles and Practices**

**Credits allotted: - 02**

**Course Type-Theory**

**Lectures allotted-30**

### **Module-1**

#### **Unit 1. Concepts of HRM**

- 1.1 Introduction to HRM- Meaning, Definition, Features, Scope, Objectives, Importance
- 1.2 Principles of HRM, Evolution of HRM
- 1.3.Functions of HRM
- 1.4 Challenges of HRM, Role of HR Manager

Published by McGraw Hill Education (India) Private Limited

7th Edition, Tata McGraw Hill (Page Numbers- 10 to 64)

.Tapas Kumar Maji, Surabhi Khare, Anirudh Sharan, Manohar Lal, Hema

Razdan and other editorial staff of McGraw-Hill Education. K. Ashwathappa

**4th Edition (Page Numbers 13 to 64)**

**First south Asian Edition 20006 . printed 2008 ,personal management Hnad book ,by Gopsons papersLtd,Noida U.P. (page Number 03 to 70)**

**10th edition of Michael Armstrong .**

#### **Unit 2. Planning for Human Resources**

**1.1 Job Analysis-** Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Description, Job Specification, Job Evaluation

**1.2. Human Resource Planning (HRP)-** Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organization, Advantages Limitations/Barriers of HRP.

**1.3 Case lets on Job Analysis & Human Resource Planning**

Let us C–Yashwant Kanetkar, BPBpublication.(Page Numbers:- Page No:128t--145)

**First south Asian Edition 20006 . printed 2008 ,personal management Hnad book ,by Gopsons papersLtd,Noida U.P. (page Number 363 to 389)**

**10th edition of Michael Armstrong .**

### **Module-2**

#### **Unit 3.Career Planning , Employee Morale & Job Satisfaction**

**1.1Career Planning-** Meaning, Definition, Objectives, Process, Benefits and Stages.

**3.2 Employee Morale & Job Satisfaction-**

**3.3 Employee Morale-** Meaning, Definition, causes of low Morale,

3.4 Job Satisfaction- Meaning, Definition, Factors contributing to Job Satisfaction, Measures to increase Job Satisfaction, Advantages of Job Satisfaction  
Case lets on Career Planning, Employee Morale & Job Satisfaction

**First Edition : 2015 Published by : Mrs. Meena Pandey for Himalaya Publishing House Pvt. Ltd., “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004.**

**(page Number 125 to 136 )**

#### **Unit 4.Trends in HRM**

1.Work force Diversity, Technological Changes & HRM, International HRM,  
4.2 E- Human Resource Management, Human Resource Information System (HRIS), HRM in Virtual Organizations, Work from Home, Out-Sourcing, Changing Role of HRM.

**Author :** K. Aswathappa

**Publication:**Tata McGraw Hill

2.Personne & Human Resource Management

**Author :**A. M. Sharma

**Publication:**Himalaya Publishing House

**First Edition : 2015 Published by : Mrs. Meena Pandey for Himalaya Publishing House Pvt. Ltd., “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004.**

**(page Number 187 to 203 )**

#### **Course Outcomes (COs):**

CO1: To develop the understanding of the concept of human resource management.

CO2: To understand the concept of Job Analysis various functions of human resource.

CO3: To understand the concept of Career Planning and Job Satisfaction.

CO4: To understand various functions of human resources.

CO5: To develop necessary skill sets for application of various HR issues.

CO6: To analyze the strategic issues and strategies required to select and develop manpower resources.

CO7: To understand recent trends in HR Practices.

CO8: To integrate the knowledge of HR concepts to make correct business decisions.

## SEMESTER-I

**Course Code: BBA- 112**

**Course Title: Principles of Management**

**Course Credits: 02**

**Hours/Week: 30**

<b>Module 1</b>	
<b>Unit 1: Introduction to Management</b>	
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.	
<b>Unit 2. Evolution of Management</b>	
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.	
<b>Unit 3 : Functions of Management</b>	

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 3.6Controlling: Meaning, Needs, Process, Techniques. Ref. Principles of Management.- By Dr.G. K. VIJAYKUMAR, Dr. M. SIVAKUMAR (LAKSHMI PUBLICATIONS). Pg NO. 85 to 105.	
<b>Unit 4: Emerging trends in Management</b>	
4.1 Management of change, management of crises, 4.2 Sustainable Management 4.3 Total 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.

## SEMESTER-I

NEP-2020:First Year UG Major-BBA

**Course Code:-** BBAV-111

**Course Name:-** Organizational Behavior

**Credits allotted: -** 02

**Course Type-Theory/practical**

**Lectures allotted-60**

### Module-1

#### Unit 1. Introduction to Organizational Behavior

- .1. Meaning, Definition, Nature, Scope, Importance,
- 1.2 Key Elements of OB, Disciplines that contribute to the OB field,
- 1.3 Models of OB,
- 1.4. Challenges for OB

Mrs. Meena Pandey for Himalaya Publishing House Pvt. Ltd., “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004. Phone: 022-23860170/23863863, Fax: 022-23877178 E-mail: [himpub@vsnl.com](mailto:himpub@vsnl.com); Website: [www.himpub.com](http://www.himpub.com)

**First Edition : 2015**

**K. Aswathappa, Ph.D. Former Director, Canara Bank School of Management Studies, Bangalore University, Bangalore.**

**(Page Numbers- 06 to 47)**

#### Unit 2. Determinants of Organizational Behavior

- 2.1. Individual Behaviour- Influencing factors- Personal, Psychological, Organizational System & Resources & Environmental Factors.
- 2.2 Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality
- 2.3 Value & Attitude- Meaning, Definition and Types.
- 2.4 Motivation- Meaning, Definition, Importance, Types,
- 2.5 Theories- Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory

**P. SUBBA RAO, Vice-Chancellor Oriental University, Indore, M.P**

**(Page Numbers- 197 to 223)**

**First Edition : 2010 Second Revised Edition : 2013 Edition : 2015 Third Revised Edition : 2017**

**Published by : Mrs. Meena Pandey for Himalaya Publishing House Pvt. Ltd., Ramdoot, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004 Phone: 022-23860170/23863863; Fax: 022-23877178 E-mail: [himpub@vsnl.com](mailto:himpub@vsnl.com); Website: [www.himpub.com](http://www.himpub.com)**

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### Module 2

#### Unit 3 : Group Interaction & Organizational Behaviour

- 1 Group Dynamics- Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness
- 3.2. Conflict - Meaning, Definition, Traditional & Modern View of Conflict, Organizational Performance & Conflict, Frustration Model, Conflict Management- Competing, Collaborating,

Compromising, Avoiding, Accommodating.

**Mrs. Meena Pandey for Himalaya Publishing House Pvt. Ltd., “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004. Phone: 022-23860170/23863863, Fax: 022-23877178 E-mail: himpub@vsnl.com; Website: [www.himpub.com](http://www.himpub.com)**

**First Edition : 2015**

**K. Aswathappa, Ph.D. Former Director, Canara Bank School of Management Studies, Bangalore University, Bangalore.**

**(Page Numbers- 401 to 420)**

#### **Unit 4: Dynamics of Organization**

4.1 Organisational Culture- Meaning, Definition, Levels, Formation & Sustaining Organizational Culture.

4.2 Organizational Change- Meaning, Definition, Types, Forces for Change in Organization, Resistance to Change, Management of Change

4.3 Case lets on Organizational Culture & Change Management .

**Published by : Mrs. Meena Pandey for Himalaya Publishing House Pvt. Ltd., “Ramdoot”, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004. Phone: 022-23860170/23863863, Fax: 022-23877178 E-mail: himpub@vsnl.com; Website: [www.himpub.com](http://www.himpub.com)**

**K. Aswathappa, Ph.D. Former Director, Canara Bank School of Management Studies, Bangalore University, Bangalore.**

**Page Numbers-( 363 to 400)**

### **References and text books**

1.Organisational Behaviour: Text, Case Games

**Author:**K. Aswathappa

**Publication:**Himalaya Publishing House

2.Organisational Behaviour

**Author:**stephen P. Robbins ,Timothy A. Judge, Neharika Vohra.

**Publication:**Pearson Education, Inc

#### **Course Outcome (CO):**

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

CO-1-To understand why Organizational Behavior study is important

CO-2-Describe the use of the models of Organizational Behavior in Specific Organizational Settings

CO-3-Describes determinants of Organizational Behavior at Individual Level

CO-4-Ability of the students about the concepts of Personality, Motivation, Value & Attitude.

CO-5-Explain the determinants of Organizational Behaviour at Group Level

CO-6-Application of Theories of Motivation to motivate employees to achieve higher performance in Organization.

CO-7-Development of Problem solves and decision making skills.

CO-8-understanding of theoretical concepts, improvement of communication skills, confidence

### **SEMESTER-I**

### **SEMESTER-I**

**Course Code:** BBAF -111(VSC)

**Course Title:** Micro Economics

**Course Credits:** 02

**Hours/Week:** 30

<b>Module 1</b>	
<b>Unit 1: Introduction to Business Economics</b>	
1.1 Meaning and definition of Business economics 1.2 Scope, forms of economy economic activities 1.3 Central problems of economics 1.4 Importance of economics in life 1.5 Circular flow of income and expenditure in Two, Three, four and five sector	
<b>Unit 2: Concept of demand and supply</b>	
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.	
<b>Module 2</b>	
<b>Unit 3 : Revenue and cost analysis</b>	
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.	
<b>Unit 4: Concept of markets and Competitions</b>	
4.1Concept 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.	

## Suggested References and text books

<b>Sr. no.</b>	<b>Name of book</b>	<b>Author</b>	<b>Publication</b>
1.	Managerial Economics	Christopher Thomas , Charles Maurice	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

## SEMESTER-I

**Course Code:** BBAFIKS-111

**Course Title:** Indian Management

**Course Credits:** 02

**Hours/Week:** 30

<b>Module 1</b>	
<b>Unit 1: Introduction to Indian Ancient Management</b>	
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.	
<b>Unit 2:</b> sources of ancient Indian Management	

1.1. Bhagwat Gita 1.2. Vedas 1.3. Kautilya's Arthshastra 1.4. Buddhism 1.5. Upanishadas. REF. INDIAN MANAGEMENT -By KARMINDER GHUMAN, PARESHA SINHA. Pg. No. 60 to 120. .	
<b>Module 2</b>	
<b>Unit 3 : Indian Management Ethos and Practices</b>	
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.	
<b>Unit 4: Unit No. 4 Indian Business Management leaders- case studies</b>	
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

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

### **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 solve business problems.

## **SEMESTER-I**

**Course Code: BBA (SEC)**

**Course Credits: 02**

**Course 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. 1 to 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**

<b>Name of the Books</b>	<b>Authors</b>	<b>Publication</b>
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 Memories 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.

**OE/GE.**

**Course Code: BBAOE111**

**Title: Corporate Social Responsibility**

**Course Credits: 02**

**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.**

### **SEMESTER-II**

#### **NEP-2020:First Year UG Major-BBA**

**Course Code:- BBAM- 111**

**Course Name:- Global Competencies.**

**Credits allotted: - 02**

**CourseType-Theory/practical  
Lectures allotted-30**

#### **Module-1**

##### **Unit 1 Introduction to Personality and its Development.**

1.1 Definition and nature of personality

1.2 Characteristics of good personality

1.3 Determinants of personality development

1.4 Theories of personality development

1.5. Psychoanalytical Theory by Sigmund Freud

1.6 Trait Theory by Allport and Big Five model

1.7 Social Cognition Theory by Albert Bandura

**Theories of personality development ,forth edition, of Calvin S.Hall -university of california,santa cruz,Californiya.**

**Wiley India Pvt .4435-36/7.Ansari Road,Daryaganj New Delhi.**

**Page Numbers-( 02 to 73)**

##### **Unit 2: Global Competence and Self Development**

2.1 Meaning and need of global competence.

2.2 Characteristics of globally competent individual (life-long learning, understanding cultural differences ,adaptability, comfortable with change.

problem-solving ability, critical and comparative thinking).

2.3 Building self-esteem and self confidence

2.4 SWOC Analysis and Personal Goal Setting

**Theories of personality development ,forth edition, of Calvin S.Hall -university of california,santa cruz,Californiya.**

**Wiley India Pvt .4435-36/7.Ansari Road,Daryaganj New Delhi.**

**Page Numbers-(434 to485 )**

## **Module 2**

### **Unit 3: Development of Social and Interpersonal Skills**

3.1 Effective communication skills,Preparation for self-introduction.

3.2 Working on attitude i.e. Aggressive,assertive and submissive

3.3 Development of leadership skills and introduction to Leadership styles.

3.4 Team Building; develop ability to work under pressure, flexibility at workplace.

3.5 Social empathy, building blocks of social empathy and development of social empathy.

3.6 Social Responsibilities

3.7 Workplace ethics

**Theories of personality development ,forth edition, of Calvin S.Hall -university of california,santa cruz,Californiya.**

**Wiley India Pvt .4435-36/7.Ansari Road,Daryaganj New Delhi.**

**Page Numbers-( 310 to 356)**

### **Unit 4:Projecting a Positive Social Image**

Definition and importance of social image

4.2 Grooming basics and use of body language

4.3 Time management

4.4 Public-speaking

4.5 Proper e-mail and telephone etiquettes

4.6 International and social etiquettes

4.7 Social graces and table manner

**heories of personality development ,forth edition, of Calvin S.Hall -university of california,santa cruz,Californiya.**

**Wiley India Pvt .4435-36/7.Ansari Road,Daryaganj New Delhi.**

**Page Numbers-(590 to 626 )**

## **References and text books**

1.Personality development

**Author:**Swami Vivekananda

**Publication:**Adhyaksha Advaita

Ashram

## 2. Personality Development and Communication skills

**Author:** C Rajya Lakshmi Kalyani, D S Vittal, Anitha Raju

**Publication:** Himalaya Publishing House

### Course Outcomes (COs):

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

CO-1-To learn various theories of personality development

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

CO-3-Understand the concept of Global Competence

CO-4-To explain various styles and qualities of leaders

CO-5-To develop the ability of effective public speaking and to train the students for emails writing

CO-6-To develop and exhibit an accurate sense of self.

CO-7- To develop Grooming basics and use of body language.

CO-8-To demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

## SEMESTER-II

### NEP-2020:First Year UG Major-BBA

**Course Code:-** BBAM- 111

**Course Name:-** Legal aspects in human resource.

**Credits allotted:-** 02

**Course Type-**Theory/practical

**Lectures allotted-**60

### Module 1

#### Unit 1: Introduction.

- 1.1 Employer, employee, Rights of an employee at work place.
- 1.2 HR Policy- Meaning and its importance.
- 1.3 Legal issues related to HR in the Organization.

**The reference book of Industrial Relation of Labor laws .B.D. Singh 1st Editioni ,2008.**

**Published by Anurag Jain for Excel Book, New Delhi.**

**Page Numbers-(03 to 23 )**

**Unit 2: Wage & Salary Administration and The Workmen's Compensation Act, 1923**

- 2.1 Wage & Salary Administration- Meaning & Definition of Wage & Salary,
- 2.2 Objectives of Wage & Salary Administration, Wage Differentials, Factors affecting Wage & Salary Levels
- 2.3 The Workers compensation Act ,1923.
  - Introduction, Main features of the Act , Definition.
  - Provisions under the Act.

**The reference book of Industrial Relation of Labor laws .B.D. Singh 1st Editioni ,2008.**

**Published by Anurag Jain for Excel Book, New Delhi.**

**Page Numbers-( 329 to 434 )**

**Module 2**

**Unit 3 : The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention Redressal) Act 2013**

- 3.1 The Payment Gratuity Act 1972 .
  - Introduction, Scope and Application, Definitions and Provisions under this Act.
- 3.2 Sexual Harassment of Women at Workplace  
(Prevention , Prohibition And Redressal)
- 3.3 Introduction, Main Features of the Act, Prov Aisciot n2s0, 13  
Vishaka Guidelines

**The reference book of Industrial Relation of Labor laws .B.D. Singh 1st Editioni ,2008.**

**Published by Anurag Jain for Excel Book, New Delhi.**

**Page Numbers-( 386 to 445 )**

**Unit 4 ; Business Exposure in HR**

**References and text books**

1.Labour & Industrial Laws

**Author:**S.N.Mishra

**Publication:**Central law publication

2.Industrial and Labour Laws

**Author:**S. P. Jain, Simmi ,Agarwal

**Publication:**Dhanpat Rai & Co. (P) LTD.

## **SEMESTER-II**

**Course Code: BBA- 122**  
**Course Credits: 02**

**Course Title: Business Organisation System**  
**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
- 1.4 Modern Business i.e. BPO, KPO, Entrepreneur & Homepreneur and online trading, digital marketing and payment methods.

Ref. Dr. Padmakar Asthana.

Dr. I.M. Sahai.

Pg. no. 10 to 45.

#### **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).

Ref. Dr. Padmakar Asthana.

Dr. I.M. Sahai.

Pg. no. 100 to 150.

#### **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.

Ref. Dr. Padmakar Asthana.

Dr. I.M. Sahai.

Pg. no. 155 to 250.

#### **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 .

Ref. Dr. Padmakar Asthana.

Dr. I.M. Sahai.

Pg. no. 252 to 290..

#### **Suggested References and text books**

<b>Sr. no.</b>	<b>Name of book</b>	<b>Author</b>	<b>Publication</b>
<b>1.</b>	<b>Business Organization and Management</b>	<b>Vijay Kumar Kaul Pearson</b>	
<b>2</b>	<b>Business organization</b>	<b>Dr. Khushpat S. Jain</b>	<b>Himalaya PublishingHouse</b>

#### **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

## **SEMESTER-II**

**Course Code: BBAH-121 (VSC)**

**Course Title: Business Demography**

**Course Credits: 02**

**Hours/Week: 30**

### **Module 1**

#### **Unit 1: Unit 1: Concept of demograph**

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. 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. O. S. Shrivastava.

Pg. no. 50 to 95.

## **Module 2**

### **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. 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. O. S. Shrivastava.

Pg. no. 150 to 195.

### **Suggested References and text books**

<b>Name of book</b>	<b>Author</b>	<b>Publication</b>
1 .The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia university press
2 .The demographic dividend – A new perspective on the Economic	David E. Bloom	David Cannin

consequences of Population Change

3.The Continuing Demographic Transition

G.W. Jones ,R.M.Douglas

4 .Population , Ethnicity and Nation Building

By Calvin C.Goldscheider

**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

## **SEMESTER-II**

**Course Code : BBA- 122**

**Course Title: Business communication**

**Course Credits: 02**

**Hours/Week:**

### **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**

- 1.1 Written communication,
- 1.2 Forms of written communication.
- 1.3 Qualities, difficulties in written communication,
- 1.4 Constraints in developing effective written communication
- 1.4 Merits and Limitations of written communication
- 1.5 Listening Written communication,
- 1.6 Forms of written communication.
- 1.7 Qualities, difficulties in written communication,

Ref. Sinha K. K.

Publisher - Galgotia.

Pg. no. 50 to 95

## **Module 2**

### **Unit 3 : Business Correspondence**

- 1.1 Concept,
- 1.2 Need and functions of Business. Correspondence,
- 1.3 Types of Business letters,
- 1.4 Layout Drafting of business,
- 1.5 Sales Letter
- 1.6 Orders sales circulars and business promotion letters
- 1.7 Written methods & types of communication .

Ref. Sinha K. K.

Publisher - Galgotia.

Pg. no. 100 to 145.

#### **Unit 4: Analysis of different Media of Communication**

1.1 Fax communication

1.2 Voice mail,

1.3 Emails and Teleconferencing

1.4 Communication through social media.

Ref. Sinha K. K.

Publisher - Galgotia.

Pg. no. 5 to 45

#### **Text Books:**

**Business Communication Meenakshi Raman , Prakash Singh Oxford**

**Business Communication Homai Pradhan , 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 : BBA-**

**Course Title: Personality Development**

**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.

