

**Learning Outcomes based Curriculum Framework
(LOCF)**

For

**BACHELOR OF BUSINESS ADMINISTRATION (BBA) MULTIPLE ENTRY AND
EXIT PROGRAMME**

Four Year Graduate Programme



**Department of Business Administration
Chaudhary Devi Lal University
Sirsa-125055
2022**

Handwritten signature

Handwritten signature

Table of Contents

1. About the Department
2. Learning Outcome Based Curriculum Framework
 - 2.1 Objectives of the Programme
 - 2.2 Programme Outcomes (POs)
 - 2.3 Programme Specific Outcomes (PSOs)
3. Programme Structure

John

John

1. About the Department

Established in 2003, the Department of Business Administration engaged in offering quality management education and research. Through effective research, teaching and extension activities, the department constantly seeks to strengthen the ongoing process of management and extend the frontiers of management knowledge. Being conscious of its commitment and obligations to the society, it has continuously striven towards upgrading and fine-tuning the skills and insights of the students through well-designed and industry-focused courses. As of today, it offers two-year full time MBA (General), MBA (Honours) and Ph.D. programme from the University campus. In addition, it also offers two-year MBA program and one-year PGDBM through distance education mode under University Centre for Distance Learning. Students from the department are well-received by the Corporate Sector for training and placement. The department has committed faculty and provides scholastic infrastructure conducive for learning to the students. The main motive is to prepare a class of proficient scholars and professionals with ingrained human values and commitment to expand the frontiers of knowledge for the advancement of society.

2. Learning Outcome based Curriculum Framework

The Choice Based Credit Scheme (CBCS) has evolved into learning outcome based curriculum framework and provides an opportunity for the students to choose courses from the prescribed courses comprising Core, Discipline Specific, Skill Enhancement and Open Elective courses. The courses are evaluated following the grading system, which is considered to be better than the conventional marks system. Grading system provides uniformity in the evaluation and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations which enables the student to move across institutions of higher learning. The uniformity in evaluation system also enables the potential employers in assessing the performance of the candidates.

2.1. Objectives of the Programme

- To enable students in identifying, assessing and shaping entrepreneurial opportunities in a variety of contexts.
- To prepare managers capable of demonstrating effective communication and professional behavioral skills in business settings



- To produce ethically and socially responsible managers both for society and business organizations
- To acquaint students with problem solving skills supported by appropriate analytical and quantitative techniques.

2.2. Programme Outcomes (POs) of BBA Multiple Entry and Exit Programme

The BBA is a highly prominent management course of modern times and prepares the participants for taking up middle and top level challenging executive assignments in private and public sector organizations. Accordingly, they are imparted adequate conceptual knowledge and practical training in various functional areas of Organizations including Finance, Marketing and Human Resource Management. BBA programme at CDLU is a four years graduate programme divided into eight semesters. The programme is aimed at following outcomes:

| | |
|------------|--|
| PO1 | Business Practical Knowledge and Industry Interaction and Overview: To develop comprehensive professional skills those are required for an Administrative graduate and to develop language abilities of students to inculcate writing skills and Business correspondence. |
| PO2 | Entrepreneurship, Leadership and Industry Problem Solutions: Adopt a problem solving approach to identify timely opportunity using Organizations innovation to harness the available resources in order to create value and wealth for the stakeholders of the society. Also ability to develop Value based Leadership ability that offers problem solutions |
| PO3 | Communication (Speaking, Writing) and Other Skills: Create an Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of Organizations. And able to comprehend and write effective reports and design documentation by adhering to appropriate standards, make effective presentations, and give and receive clear instructions. |
| PO4 | Group Dynamics and Team Management: Understanding group dynamics recognize opportunities and contribute positively to collaborative-multidisciplinary management research, demonstrate a capacity for self-management and teamwork with an ability to lead themselves and others in the achievement of organizational goals and contributing effectively to a team environment. |
| PO5 | Research and Innovation: Analyse complex managerial problems critically, conceptualize and solve these problems, assess a wide range of potential solutions and arrive at feasible, optimal solutions in core areas of expertise at the national and international levels. |

| | |
|------------|--|
| PO6 | Team Work: Possess knowledge and understanding of group dynamics, recognize opportunities and contribute positively to collaborative-multidisciplinary management research, demonstrate a capacity for self-management and teamwork, decision-making based on open-mindedness, objectivity and rational analysis in order to achieve common goals and further the learning of themselves as well as others. |
| PO7 | Values, Ethics and Professional Integrity: Acquire and exhibit professional and intellectual integrity, professional code of conduct, ethics of research and scholarship, consideration of the impact of research outcomes on professional practices and an understanding of responsibility to contribute to the community for sustainable development of society. |
| PO8 | Employment & Entrepreneurship, Successful Career: Adopt a problem solving approach to identify timely opportunity using business innovation to harness the available resources in order to create value and wealth for the stakeholders of the society. |

2.3. Programme Specific Outcomes (PSOs) of BBA Programme

| | |
|-------------|---|
| PSO1 | Social Responsibility and Life-long Learning: Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of global business environment dynamics. |
| PSO2 | Environmental Awareness for Sustainability: Understanding the impact of the professional business solutions in economic, societal and environmental contexts, and demonstrate the business knowledge for sustainable global business development. |

3. Programme Structure

BBA Multiple Entry and Exit Graduate Programme is 176 credits weightage consisting of Core Courses (CC), Discipline Specific Elective Courses (DSC), Skill Enhancement Courses (SEC) and Open Elective Courses (OEC).

| Sr. No. | Duration | Course Credits | Name of Programme |
|---------|----------------------------|----------------|---|
| 1. | 1 Year (i.e. 2 Semesters) | 48 | Certificate Course in Business Administration |
| 2. | 2 Years (i.e. 4 Semesters) | 48+52 = 100 | Under Graduate Diploma in Business Administration |
| 3. | 3 Years (i.e. 6 Semesters) | 100+40 = 140 | Bachelor's in Business Administration |
| 4. | 4 Years (i.e. 8 Semesters) | 140+34 = 174 | Bachelor's with Research in Business Administration |

Table 1: Course and Credit Scheme

| Semester | Core Courses (CC) | | Discipline Specific Courses (DSC) | | Skill Enhancement Courses (SEC) | | Ability Enhancement Courses (AECC) | | Generic Elective Courses (GEC) | | Total Credits |
|--------------|-------------------|---------------|-----------------------------------|---------------|---------------------------------|---------------|------------------------------------|---------------|--------------------------------|---------------|---------------|
| | No. of Courses | Total Credits | No. of Courses | Total Credits | No. of Courses | Total Credits | No. of Courses | Total Credits | No. of Courses | Total Credits | |
| I | 4 | 16 | | | | | 1 | 4 | 1 | 4 | 24 |
| II | 4 | 16 | | | | | 1 | 4 | 1 | 4 | 24 |
| III | | | | | | | | | | | |
| IV | | | | | | | | | | | |
| V | | | | | | | | | | | |
| VI | | | | | | | | | | | |
| VII | | | | | | | | | | | |
| VIII | | | | | | | | | | | |
| Total | CC Credits | | DSC | | SEC | | AECC | | GEC | | 176 |
| %age | CC Credits | | DSC | | SEC | | AECC | | GEC | | 100 |

John

det

Table 2: Detailed Breakup of Credits

| | Core Course (CCs) | Discipline Specific Course (DSC) | Skill Enhancement Course (SEC) | Ability Enhancement Courses (AECC) | Generic Elective Courses (GEC) | Total Courses |
|---------------|-------------------|----------------------------------|--------------------------------|------------------------------------|--------------------------------|---------------|
| Semester I | CC1 | | | AECC1 | GEC1 | 06 |
| | CC2 | | | | | |
| | CC3 | | | | | |
| | CC4 | | | | | |
| Semester II | CC5 | | | AECC2 | GEC2 | 06 |
| | CC6 | | | | | |
| | CC7 | | | | | |
| | CC8 | | | | | |
| Semester III | | | | | | |
| Semester IV | | | | | | |
| Semester V | | | | | | |
| Semester VI | | | | | | |
| Semester VII | | | | | | |
| Semester VIII | | | | | | |

John

du

Scheme and Syllabus of BBA Multiple Entry and Exit Programme

The syllabus and scheme of examinations of BBA, a four-year full-time multiple entry and exit programme, is as under:

Table 3: Course code and Title along with credits detail

| Code | Course Title | Credits | | |
|--|--|---------|-----------|-----------|
| | | Theory | Practical | Total |
| BBA 1st Semester (Total Credits: 24) | | | | |
| BBA/1/CC1 | Principles and Practices of Management | 4 | - | 4 |
| BBA/1/CC2 | Business Economics | 4 | - | 4 |
| BBA/1/CC3 | Business Environment | 4 | - | 4 |
| BBA/1/CC4 | Business Communication | 4 | - | 4 |
| BBA/1/AECC1 | Proficiency in English | 4 | - | 4 |
|/1/GEC1 | To be opted from other Departments | 4 | - | 4 |
| Total | | | | 24 |
| BBA 2nd Semester (Total Credits: 24) | | | | |
| BBA/2/CC5 | Organizational Behaviour | 4 | - | 4 |
| BBA/2/CC6 | Fundamentals of Accounting | 4 | - | 4 |
| BBA/2/CC7 | Business Legislation | 4 | - | 4 |
| BBA/2/CC8 | Understanding Human Behaviour | 4 | - | 4 |
| BBA/2/AECC2 | व्यावहारिक हिन्दी | 4 | - | 4 |
|/2/GEC2 | To be opted from other Departments | 4 | - | 4 |
| Total | | | | 24 |

* After Completion of 1 Year (i.e. 2 Semesters) Certificate Course in Business Administration will be provided to students.

The Department offers following Open Elective Courses for the students of Other Departments:

| Code | Course Title | Credits | |
|-----------|---------------------------------------|---------|---------------|
| BBA-OE-01 | Event Management | 4 | For Odd Sem. |
| BBA-OE-02 | E-Commerce | 4 | For Even Sem. |
| BBA-OE-03 | Introduction to Business Organization | 4 | For Odd Sem. |
| BBA-OE-04 | Personality Development | 4 | For Even Sem. |
| BBA-OE-05 | Stress Management | 4 | For Odd Sem. |
| BBA-OE-06 | Business Ambience and Etiquettes | 4 | For Even Sem. |
| BBA-OE-07 | Essentials of Public Relations | 4 | For Odd Sem. |
| BBA-OE-08 | Soft Skills for Managers | 4 | For Even Sem. |

Note:

1. The lectures of each Course will be five in a week which include five lectures and one tutorial for each course. The Teacher's workload of each course having four and six credits may be calculated as Six hours and two hours for Summer Training Report Presentation and Seminar in a week.

2. The total credits of the BBA 4 years programme i.e. from the 1st to 8th semesters will be 176 (Core Courses: 88 credits, Discipline Specific Courses: 36 credits and Skill Enhancement Course: 22 credits and Ability Enhancement Courses: 14 Credits, Generic Elective Courses: 16 credits). Out of total, 16 Credits for Generic Elective Courses shall be earned by the students from other departments up to 4th Semester in each semester as per syllabus and scheme of the examination of the concerned department.
3. The evaluation of students consists of both internal and external evaluation. Internal evaluation consists 30 Marks includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end-term examination of 70 marks covering the whole syllabus.
4. For end-term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions shall carry equal marks.
5. The students will have an option to choose MOOCs/SWAYAM courses offered by another department as an Open Elective Course to earn requisite credits for their degree.



**PRINCIPLES AND PRACTICES OF MANAGEMENT
(BBA/1/CC1)**

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of concepts, principles and functions of management.

Course Outcomes:

After completing the course students would be able to:

CO1: Evaluate the global context for taking managerial actions of planning, organizing and controlling to develop the skills and helps to build entrepreneurs.

CO2: Assess global situation, including opportunities and threats that will impact management of an organization.

CO3: Integrate management principles into management practices to enhance employability.

CO4: Assess managerial practices and choices relative to ethical principles and standards

Course Contents:

Unit 1 Management: Nature, Scope, Process and Significance; Management as an Art, Science and Profession; Management and Administration; Role and Skills of Managers; Principles of Management; Levels of Management; Contribution of F. W. Taylor and Henry Fayol.

Unit 2 Planning: Meaning and Importance, Types of Plans, Planning Process; Decision Making: Concept, Nature, Types of Decision, Process and Techniques; Organizing: Nature, Process, Importance and Principles; Organizational Structure: Centralization and Decentralization, Delegation of Authority, Span of Control.

Unit 3 Staffing: Concept, Nature and Scope; Directing: Concept, Nature and Importance, Principles and elements of directing; Leadership: Meaning, Importance, Styles and Characteristics of a Good Leader.

Unit 4 Communication: Meaning, Types and Significance; Motivation: Meaning, Types, Significance and Theories; Control: Nature, Process and Significance, Control Techniques.

Suggested Readings:

- Gupta C. B., *Management –Theory and Practice*, Sultan Chand & Sons, New Delhi.
- Koontz, H. and Wehrich, H., *Management*, McGraw Hill, New York.
- Prasad, L.M., *Principles of Management*, S. Chand & Sons, New Delhi.
- Rao, V. S. P., *Management*, Excel Books, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



BUSINESS ECONOMICS
(BBA/1/CC2)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To introduce basic concepts, analytical tools and theories of business economics.

Course Outcomes:

After completing the course students would be able to:

CO1: Discuss various economic models of managerial decision making.

CO2: Analyze the demand and supply conditions and assess the position of a company.

CO3: Acquire the ability to design competitive strategies including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

CO4: Develop the understanding of the different costs of production and how they affect short and long run decisions.

Course Contents:

Unit 1 Economics: Meaning, Nature and Scope; Micro and Macro Economics; Introduction to Business Economics: Nature and Scope of Business Economics; Functions and Objectives of a Firm.

Unit 2 Theory of Demand: Meaning, Law of Demand, Types of Demand, Factors Affecting Demand; Elasticity of Demand; Types and Measurement of Elasticity of Demand.

Unit 3 Consumer Behavior: Cardinal and Ordinal Utility Approach, Indifference Curve: Meaning, Assumptions, Properties, Consumer Equilibrium; Concepts of Revenue, Break-Even Analysis.

Unit 4 Production and Cost Analysis; Meaning of Production; Production Function, Returns to Scale; Cost Concepts: Traditional and Modern Theory of Cost in Short and Long Run; Economies of Scale.

Suggested Readings:

- Dean, Jod, *Managerial Economics*, Prentice Hall, New Delhi,
- Dwivedi, D. N., *Managerial Economics*, Vikas Publication, New Delhi,
- Jhingan, M.L., *Managerial Economics*, Vrinda Publication, New Delhi.
- Koutsoyiannis, A., *Modern Micro Economics*, McMillan, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



BUSINESS ENVIRONMENT
(BBA/1/CC3)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: The main objective of this course is to apprise the students of Economic Policies of Government and parameters of Indian Macro Economic Environment.

Course Outcomes:

After completing the course students would be able to:

CO1: Understand relationship between environment and business and applying the environmental analysis techniques in practice

CO2: Understand Economic, Socio-Cultural and Technological Environment

CO3: Evaluate state policies, Economic legislations and Economic reforms laid by the government.

CO4: Examine the Influence of WTO on India's Economic.

Course Contents:

Unit 1 Business Environment: Nature, Components; Dynamics of Business Environment; Key Indicators; Environment Scanning; Consumer Protection Act and Role of Voluntary Organizations in Protecting Consumer Rights.

Unit 2 Economic Reforms; Impact of Privatization, Liberalization, Globalization; Industrial Policy; Environment Protection Act - An Overview; Competition Bill 2001; Impact of Entry of MNC's.

Unit 3 Indian Planning System; Micro, Small and Medium Enterprises; Problems of Sick Industries and Remedies.

Unit 4 Intellectual Property Regime - An Overview; Influence of WTO on India's Economic Growth; Role of IMF and World Bank.

Suggested Readings:

- Cherunilam, Francis, *Business Environment*, Himalaya Publishing House, New Delhi.
- Joshi, Rosy & Kapoor Sangam, *Business Environment*, Kalyani Publishers, Ludhiana.
- Aswathappa, K., *Essentials of Business Environment*, Himalaya Publishing House, New Delhi.
- Mishra, S. K. & Puri, V. K., *Economic Environment of business*, Himalaya Publishing House, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



BUSINESS COMMUNICATION
(BBA/1/CC4)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: The course is aimed at equipping the students with the necessary skills to help them in communicating effectively for handling inter as well as intra organizational issues.

Course Outcomes:

After completing the course students would be able to:

CO1: Develop competence in oral, written, and visual communication.

CO2: Capable to develop communication theories.

CO3: Proficient in understanding of opportunities in the field of communication.

CO4: Capable to respond effectively to cultural communication differences.

Course Contents:

Unit 1 Communication: Meaning, Process, Need, Objectives and Importance; Types of Communication; Barriers in Communication; Guidelines for Effective Communication; Modern forms of Communication, Ethics in Communication.

Unit 2 Non-verbal Aspect of Communication: Kinesics, Proxemics and Para-Language; Writing Skills; Listening Skills; Presentation Skills; Audience Analysis.

Unit 3 Communication within the Organization: Preparation of Memo, Notice, Circular and Order; Agenda and Minutes of the Meeting; Report-Writing; Communication outside the Organization: Meaning and importance of Business Correspondence; Layout and essential features of Business letter.

Unit 4 Employment Oriented Communication: Preparing Resume and Application; Tips for Interview and Group Discussion.

Suggested Readings:

- Bhatia, R. C., *Business Communication*, Ane Books India, New Delhi.
- Chaturvedi, P. D and Chaturvedi, Mukesh, *Business Communication*, Pearson Education, New Delhi.
- Kapoor, A. N., *Business Correspondence and Communication Skills*, S. Chand & Company, New Delhi
- Pal, Rajender and Korahalli, J.S., *Essentials of Business Communication*, Sultan Chand and Sons, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



PROFICIENCY IN ENGLISH
(BBA/1/AECC1)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: The objective of the course is to make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

Course Outcomes:

After completing the course students would be able to:

CO1: Demonstrate an understanding of importance of listening Skills and understanding the nuances to develop listening skills.

CO2: Demonstrating speaking skills and ways to improve

CO3: Enabling to draft mail and emails.

CO4: Eliciting and imparting the knowledge of English using comprehension skills.

Course Contents:

Unit 1 Basic Grammar: Spotting the errors pertaining to Articles, Nouns, Pronouns, Adjectives, Adverbs, Subject Verb Concord, Active & Passive voice, Reporting Speech; Reading and writing skills - Paragraph Writing, Outline Development, Slogan Writing, Dialogue Writing and Comprehension Passage.

Unit 2 Vocabulary, Antonyms, Synonyms, Idioms and Phrases, Words often Confused, One Word Substitution, Homonyms and Formation of words (Suffixes, Prefixes and Derivatives).

Unit 3 Introduction to Principal Components of Spoken English - Transcription, Word Accent and Intonations; Techniques of developing proficiency in English language: Newspaper, Magazine reading, reviewing and rewriting.

Unit 4 Audio Visual Aids for language skill enhancement, Book Review Writing; Writing for Media and Advertising, Group Discussion, Problem Solving Exercise and Visual Interpretation.

Suggested Readings:

- Anjana Neira Dev, Anuradha Marwah & Swati Pal, *Creative Writing - A Beginner's Manual*, Pearson, New Delhi.
- Balasubramania, *English Phonetics for Indian Students*, Macmillan Publishers, Chennai.
- Sharma, S. D., *Communication Skill in English*, Natraj Publishing House, New Delhi.
- Wren and Martin: *High School Grammar & Composition*: Sultan Chand & Sons, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



ORGANIZATIONAL BEHAVIOUR
(BBA/2/CC5)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of human behaviour and its varied determinants.

Course Outcomes:

After completing the course students would be able to:

CO1: Acquire the knowledge of organization in students helpful to them to make their careers in business firms

CO2: Develop the learning skills and different learning theories in business organizations

CO3: Capable to give the emotional intelligence to build the strong entrepreneurs

CO4: Develop the personality skills in students and enhance the spirit of team work to boost the employability.

Course Contents:

Unit 1 Organizational Behaviour: Concept and Significance, Understanding Individual and Group Behaviour, Perception - Meaning and Significance; Perceptual Organization - Laws of Organization, Errors in Perception.

Unit 2 Learning – Meaning, Process and Types; Learning Theories - Classical Conditioning, Operant Conditioning, Social Learning Theories; Interpersonal and group dynamics.

Unit 3 Emotions: Meaning and Theories, Management of Emotions; Emotional Intelligence - Meaning, Significance and Assessment; Attitude and Value: Meaning, Components and Theories.

Unit 4 Personality – Meaning, Types and Determinants; Theories of Personality: Psychoanalytic Theory, Trait Theory and Self Theory; Managing Change and Conflicts.

Suggested Readings:

- Luthans, Fred, *Organizational Behaviour*, McGraw Hill, New Delhi.
- Morgan, C. T. and King, *Introduction to Psychology*, McGraw Hill, New Delhi.
- Parsad L. M., *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.
- Robert, A. Baron, *Psychology*, Pearson, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



FUNDAMENTALS OF ACCOUNTING
(BBA/2/CC6)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To develop conceptual understanding of the fundamentals of financial accounting system.

Course Outcomes:

After completing the course students would be able to:

CO1: Ability to prepare financial statements in accordance with Generally Accepted Accounting Principles

CO2: Develop the skills to track record and report financial information.

CO3: Apply cost accounting methods to evaluate and project business performance.

CO4: Recognize circumstances providing for increased exposure to fraud and define preventive internal control measures.

Course Contents:

Unit 1 Accounting: Nature, Scope, Functions and Limitations, Types of Accounting and Accounting System, Accounting Concepts and Conventions, Accounting Equation.

Unit 2 Accounting Process: Journal and Ledger, Trial Balance, Subsidiary Books Rectification of Errors; Capital and Revenue: Classification of Income, Receipts and Expenditure.

Unit 3 Depreciation: Concept, Features, Causes, Objectives and Methods; Bank Reconciliation Statement; Role of Computer in Accounting.

Unit 4 Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet (with adjustments).

Suggested Readings:

- Bhattacharya's. K. and Dearden J., *Accounting for Management - Text and Cases*, Vikas Publishing House, New Delhi.
- Goyal, V. K., *Financial Accounting*, Excel Books, New Delhi.
- Gupta, R. L. and Ramaswamy, *Advanced Accounting, Vol.1*, Sultan Chand & Sons, New Delhi.
- Hingorani, N. L. and Ramanathan, A. R., *Management Accounting*, Sultan Chand & Sons, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



BUSINESS LEGISLATION
((BBA/2/CC7))

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To give an exposure to the students of some of the major commercial laws affecting business.

Course Outcomes:

After completing the course students would be able to:

CO1: Define laws applicable to a business.

CO2: Classify different laws and explain their specific purpose.

CO3: Illustrate cases of law and interpret own manner to solve the problems of business class.

CO4: Evaluate the existing business laws in India and analyse their importance.

Course Contents:

Unit 1 Indian Contract Act: Meaning and Essentials of a Valid Contract, Void Agreements, Capacity to Contract, Free Consent.

Unit 2 Performance of Contract, Breach of Contract and its Remedies; Quasi Contracts; Contracts of Indemnity and Guarantee.

Unit 3 Bailment and Pledge; Law of Agency; Contract of Sale, Conditions and Warranties, Transfer of Property, Unpaid Seller and his Rights.

Unit 4 Indian Partnership Act; Consumer Protection Act; Right to Information Act (Brief outlines only).

Suggested Readings:

- Gulshan, S. S., *Business Law*, New Age International Publication, New Delhi.
- Kapoor, N. D., *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi.
- Kuchhal and Prakash, *Business Legislation for Management*, Vikas Publishing, New Delhi.
- Tulsian P. C., *Business Law*, McGraw Hill, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (10 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 80 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



UNDERSTANDING HUMAN BEHAVIOUR
(BBA/2/CC8)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of human behaviour and its varied determinants.

Course Outcomes:

After completing the course students would be able to:

CO1: Acquire the knowledge of organization in students helpful to them to make their careers in business firms

CO2: Develop the learning skills and different learning theories in business organizations

CO3: Capable to give the emotional intelligence to build the strong entrepreneurs

CO4: Develop the personality skills in students and enhance the spirit of team work to boost the employability.

Course Contents:

Unit 1 Organizational Behaviour: Concept and Significance, Understanding Individual and Group Behaviour, Perception - Meaning and Significance; Perceptual Organization - Laws of Organization, Errors in Perception.

Unit 2 Learning – Meaning, Process and Types; Learning Theories - Classical Conditioning, Operant Conditioning, Social Learning Theories; Interpersonal and group dynamics.

Unit 3 Emotions: Meaning and Theories, Management of Emotions; Emotional Intelligence - Meaning, Significance and Assessment; Attitude and Value: Meaning, Components and Theories.

Unit 4 Personality – Meaning, Types and Determinants; Theories of Personality: Psychoanalytic Theory, Trait Theory and Self Theory; Managing Change and Conflicts.

Suggested Readings:

- Luthans, Fred, *Organisational Behaviour*, McGraw Hill, New Delhi.
- Morgan, C. T. and King, *Introduction to Psychology*, McGraw Hill, New Delhi.
- Parsad L. M., *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.
- Robert, A. Baron, *Psychology*, Pearson, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (10 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 80 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



व्यावहारिकहिन्दी
(BBA/2/AECC2)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

उद्देश्य: प्रस्तुत पाठ्यक्रम का उद्देश्य व्यवसाय एवं प्रबंधन से जुड़े विद्यार्थियों को राजभाषा हिन्दी का व्यावहारिक ज्ञान प्रदान करना है।

Course Outcomes:

After completing the course students would be able to:

CO1: Understand about the Hindi literature

CO2: Analyse Hindi language and its usages

CO3: Examine Hindi as national language

CO4: Understand about the Hindi as a communication language.

पाठ्यक्रमविषयवस्तु:

Unit 1 राजभाषा अधिनियम, राष्ट्रपति के अध्यादेश तथा केंद्रीय सरकार की हिन्दी शिक्षण योजना।

Unit 2 पत्राचार के विविधरूप (मूलपत्र, पत्रोत्तर, पावती, अनुस्मारक, अर्ध-सरकारीज्ञापन, परिपत्र, आदेश, पृष्ठांकन, अंतः विभागीय टिप्पणी, निविदासूचना, विज्ञापन, प्रैसविज्ञप्ति, प्रैस नोट, प्रतिवेदन)।

Unit 3 अनुवाद: स्वरूप, प्रकृति, प्रक्रिया, वर्गीकरण, व्यावहारिक अनुवाद (प्रदत्त अंग्रेजी /हिन्दी अनुच्छेद का अनुवाद); पल्लवन: परिभाषा, प्रक्रिया और गुण।

Unit 4 संक्षेपण: परिभाषा, विधि और गुण; पारिभाषिक शब्दावली (मंत्रालयों, उपक्रमों, निगमों, बैंकों, रेलवे-क्षेत्रों, रेडियो तथा दूरदर्शन में प्रयुक्त पारिभाषिक शब्दों एवं व्यक्तियों का अध्ययन; निबंध लेखन: महंगाई, कालाधन, बैंक और वाणिज्य, लघु उद्योग, श्रमिक असंतोष, विज्ञापन और व्यवसाय।

संदर्भग्रन्थ:

- प्रयोजनमूलकहिन्दी, राजनाथभट्ट, हरियाणासाहित्यअकादमी, पंचकुला।
- अनुवादविज्ञान, राजमणिशर्मा, हरियाणासाहित्यअकादमी, पंचकुला।
- प्रयोजनमूलकहिन्दीकेछः अध्याय, दर्शनकुमारजैन, लिपिप्रकाशन, अंबालाछावनी।

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



Open Elective Course(s)

**EVENT MANAGEMENT
(BBA-OE-01)**

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To give an exposure to the students about business etiquette and event management.

Course Outcomes:

After completing the course students would be able to:

CO1: Demonstrate an understanding of professionalism in terms of workplace behaviors and workplace relationships.

CO2: Adopt attitudes and behaviors consistent with standard workplace expectations.

CO3: To make the students familiar with techniques and skills required for successful organization of special events.

CO4: To make students acquire leadership traits.

Course Contents:

Unit 1 Definition of Event Management, Need and Importance of Event Management, Principles of Event Management; Types of events- Sports, Rallies, Wedding, Festivals.

Unit 2 Educational and Corporate events; steps involved in Event Management Procedures, Preparing event proposal.

Unit 3 Leadership Traits and characteristics, Crowd management, Major risks and emergency planning.

Unit 4 Event Budget Different types of sponsorships, Strategic development and Implementation.

Suggested Readings:

- Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd.
- Event Management by Swarup K. Goyal - Adhyayan Publisher 2009
- Event Management & Public Relations by Savita Mohan - Enkay Publishing House.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



E-COMMERCE
(BBA-OE-02)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: This course exposes students to environment for E-commerce and developing application skills for the same.

Course Outcomes:

After completing the course students would be able to:

CO1: Illustrate the feature of internet, intranet, extranet and explain how they relate to each other.

CO2: Compare the different electronic payment system

CO3: Select the infrastructure for E-Commerce.

CO4: Create business model and strategy for online business

Course Contents:

Unit 1 Technology and Infrastructure for E-Commerce: Framework of E-commerce; Network Infrastructure for E-Commerce.

Unit 2 E-Commerce and Retailing: Changing Retail Industry Dynamics, Mercantile Models from the Consumer's Perspective, Management Challenges in Online Retailing.

Unit 3 Intranets and Manufacturing: Integrated Logistics, Agile Manufacturing, Emerging Business Requirements, Manufacturing Information Systems.

Unit 4 Intranet-based Manufacturing, Logistics Management. E-Commerce and Online Publishing.

Suggested Readings:

- Kalakota & Whinston, *Electronic Commerce: A Manager's Guide*, Pearson Education.
- Greenstien & Vasarhelyi, *Electronic Commerce: Security, Risk Management and Control*, Tata McGraw Hill.
- Joseph, *E-Commerce: An Indian Perspective*, Prentice Hall of India.
- Turbon, et. al., *Electronic Commerce: A Managerial Perspective*, Pearson Education.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid-term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



**INTRODUCTION TO BUSINESS ORGANIZATION
(BBA-OE-03)**

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of concepts, principles and functions of management.

Course Outcomes:

After completing the course students would be able to:

CO1: Recall the concepts of management in Business organisation.

CO2: Analyse different Financial Activities for organisation.

CO3: Assess the potential effects Human Resource activities in organisation.

CO4: Explain the Marketing activities and marketing conditions.

Course Contents:

Unit 1 Business: Concept and Nature; Organization: Concept, Scope, Significance and Functions.

Unit 2 Management: Concept, Nature and Scope; Management Process, Principles and Functions of Management; Levels of Management; Management versus Administration, Managerial Roles.

Unit 3 Financial Management: Concept, Approaches, Objectives, Functions and Importance; Organization of Finance Functions.

Unit 4 Human Resource Management: Concept, Scope, Significance and Functions; Human Resource Planning; Recruitment and Selection: Basic concepts only. Marketing: Concept, Nature and Scope; Marketing Mix, Product Life Cycle; Advertising and Sales Promotion.

Suggested Readings:

- Aswathappa, K., *Human Resource and Personnel Management (Text and Cases)*, Tata McGraw Hills, New Delhi.
- Prasad, L.M., *Principles of Management*, S. Chand & Sons, New Delhi.
- Khan, M.Y and Jain, P.K., *Financial Management*, Tata McGraw Hill, New Delhi.
- Kotler Philip, Keller Kevin Lane, Koshy Abraham, JhaMithileshwar. *Marketing Management – A South Asian Perspective*, Pearson India, New Delhi.
- Pandey, I. M., *Financial Management*, Vikas Publishing House, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



PERSONALITY DEVELOPMENT
(BBA-OE-04)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: The course is aimed at equipping the students with the necessary skills and etiquettes to help them in developing their overall personality.

Course Outcomes:

After completing the course students would be able to:

CO1: Analyse the basics of Personality.

CO2: Capable to innovate Leadership skills.

CO3: Able to analyse resume writing, Interview skills, Group discussion.

CO4: Capable to analyse Stress management, Time management, Conflict Management.

Course Contents:

Unit 1 Personality: Basics of personality, analyzing strengths and weakness; Building self-confidence and Team building.

Unit 2 Leadership skills, Making positive attitude a way of life, Positive thinking and Character building.

Unit 3 Preparation for self-introduction, Sense of dressing, Body language, Application and resume writing, Interview skills.

Unit 4 Stress management, Time management, Change management, Conflict management, Boss management.

Suggested Readings:

- Brown, David, *Dealing with Difficult People*, Harper Collins Publishers, London
- Kahnean, Daniel et. al, *On Making Smart Decisions*, Harvard Business School Publishing Corporation Ltd., Boston
- Manser, Martin, *Time Management*, Harper Collins Publishers, London
- Narula, S. S., *Personality Development and Communication Skills*, Taxmann Publications Pvt. Ltd., New Delhi
- Slater, Rus, *Getting Things Done*, Harper Collins Publishers, London

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



STRESS MANAGEMENT
(BBA-OE-05)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To develop basic skills among students to independently handle a wide range of employees Stress.

Course Outcomes:

After completing the course students would be able to:

CO1: Demonstrate the process of Stress.

CO2: Difference theories of counselling.

CO3: Evaluate practical solutions to Moderations of Stress.

CO4: Develop their own Stress Management.

Course Contents:

Unit 1 Stress: Meaning and Concept, HANS Seyle Model of Stress. Physiological Stress and Pestonjee's bounce back Model of Stress.

Unit 2 Life Events and Organisational Role Stress; Types of Role Stressors; Coping Style or Strategies.

Unit 3 Moderations of Stress; Counteracting Stress; Spirituality and Stress.

Unit 4 Managing Stress, Stress Tolerance Level, Managing Stress in Individuals; Managing Stress in Organisations.

Suggested Readings:

- Luthans, Fred, *Organisationl Behaviour*, McGraw Hill, New Delhi.
- Morgan, C. T. and King, *Introduction to Psychology*, McGraw Hill, New Delhi.
- Parsad L. M., *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.
- Robert, A. Baron, *Psychology*, Pearson, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



BUSINESS AMBIENCE AND ETIQUETTE
(BBA-OE-06)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To give an exposure to the students about business etiquette and event management.

Course Outcomes:

After completing the course students would be able to:

CO1: Demonstrate an understanding of professionalism in terms of workplace behaviors and workplace relationships.

CO2: Adopt attitudes and behaviors consistent with standard workplace expectations.

CO3: To make the students familiar with techniques and skills required for successful organization of special events.

CO4: To make students acquire leadership traits.

Course Contents:

Unit 1 Meaning of Business Etiquette, understanding business etiquette, the importance of behaving in a professional manner, Knowledge and appreciation of courtesy and good manners at work.

Unit 2 Need and Importance of Professionalism, Email and Telephone Etiquette

Unit 3 Workplace Etiquette - Personal Appearance - Formal Dressing, Casual Dressing, Using the Right Tone of Voice, managing your volume in Business Settings.

Unit 4 Sounding Confident, Etiquette for Personal Contact- Introductions, Getting the names right, Handshakes, Facial Expressions, Eye Contact, Hand gestures & Posture.

Suggested Readings:

- Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
- Thomas Means (2009), Business Communication
- Lynn Van Der Wagen & Brenda R Carlos, Event Management, Pearson, New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



ESSENTIALS OF PUBLIC RELATIONS
(BBA-OE-07)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To develop basic skills among students to independently handle the Public Relationship.

Course Outcomes:

After completing the course students would be able to:

CO1: Understand the historical background and role Public Relations in various areas

CO2: Have insight into the use of the technological advancements in Public Relations

CO3: Comprehend tools of Public Relations in order to develop the required skills.

CO4: Understand the ethical aspects and future of Public Relations in India

Course Contents:

Unit 1 Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry.

Unit 2 Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services, Tools of Public Relations, Press Conferences, Meets, Press Releases, Announcements, Webcasts.

Unit 3 Verbal Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility.

Unit 4 Public Relations and Writing Printed Literature, Newsletters, Opinion papers and Blogs.

Suggested Readings:

- Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
- Cutlipscottetal, Effective Public Relations, London, 1995.
- Black Sam, Practical Public Relations, Universal Publishers, 1994.
- S.M.Sardana, Public Relations: Theory and Practice.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



**SOFT SKILLS FOR MANAGERS
(BBA-OE-08)**

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To develop basic skills among students to independently handle a wide range of employee performance and counselling.

Course Outcomes:

After completing the course students would be able to:

CO1: Demonstrate the process of counselling.

CO2: Differentiate between theories of counselling.

CO3: Evaluate practical solutions to human behaviour related problems in the organization.

CO4: Develop their own model of counseling.

Course Contents:

Unit 1 Introduction to Counseling- Emergence, Growth, Definition, Need, Goal, Role and Characteristics of Counselor and Counseee.

Unit 2 Difference between Leadership and Motivation, and General Principles of for Motivation.

Unit 3 Verbal and Non-verbal Communication Modalities, Listening Skills, Listening Barriers and Strategies to Overcome Listening Barriers.

Unit 4 Organizational Applications of Personality - Identifying Problems and Coping Strategies with regard to Occupational Personality and Performance Management.

Suggested Readings:

- Munro, C A, *Counseling: A Skills Approach*, Methuen.
- Reddy, Michael, *Counseling at Work*, British Psychological Society and Methuen.
- Rao, S. Narayana, *Counselling and Guidance*, Tata McGraw Hill.
- Gladding, S. T, *Counseling- A Comprehensive Profession*, Pearson.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

