



B. B.A. Part – III, Semester V & VI, CBCS
Syllabus with effect from June, 2020

| | | | |
|--------------|------------------------------|----------------|------------------------------|
| Semester | V | Total credit | 4 |
| Course code | CC-1377E | Credit pattern | L-60 HRS T- 40 MARKS P- 0 |
| Course title | Financial Management Paper I | | |

Course Objective The objective of the course is to help student learn and understand nature and Scope of Financial Management'

| Course Outcome - Financial Management Paper I CC-1377E | |
|---|---|
| CO 1 | Understand the concepts in Financial Management |
| CO 2 | Prepare statement of Working Capital |
| CO 3 | Demonstrate calculations of Leverage. |
| CO 4 | Understand the concepts Capitalization.. |

| Module | Content | Teaching hours |
|-------------------|---|-----------------------|
| MODULE I | Nature of Financial Management: Meaning and Significance, Nature; Finance and related disciplines, Scope: Traditional and Modern approaches, Objectives: Profit maximization versus wealth maximization, Functions of Financial Management: Recurring and non - recurring. | 15 |
| MODULE II | Financial Planning: Meaning, Objectives, Characteristics, Steps, And Types of financial plans, Capitalization: Concept, Theories of capitalization, Over - capitalization and under - capitalization. | 15 |
| MODULE III | Management of Working Capital : Meaning and Concept, Importance of adequate working capital, Types of working capital, Determinants of working capital, Computation of | 15 |



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|------------------|---|-----------|
| | working capital (Practical Problems) Operating and Financial Leverage : Meaning, Concept, EBIT &EPS ,Measurement of leverages, | |
| MODULE IV | Mutual Funds : Concept, importance, Types of Mutual Funds open ended and close ended-Money Market Funds, Income Funds, Bond Funds, Balanced Funds, Equity Funds, International Funds, Specialty Funds, Index Funds, Exchange-Traded Funds Present position of Mutual Funds in India. | 15 |

| Learning Recourses | | |
|--------------------|-----------------|--|
| 1 | Reference Books | 1.Financial Management : Prasanna Chandra 2.Financial Management : Text and Problems : M. Y. Khan and P. K. Jain 3.Financial Management : I. M. Pandey 4.Taxman's Financial Management : Ravi M. Kishore 5.Financial Management : Principles and Practice : S. N. Maheshwari |

B.B.A. SEMESTER SYSTEM

Nature of Question Paper - For All Semesters

Duration: 2Hours-

Total Marks – 40]

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|-----|------------------------------|-------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |



| | | |
|--|----|--|
| | a) | |
| | b) | |
| | c) | |
| | d) | |

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|--------------|-------------------------------|----------------|------------------------------|
| Semester | VI | Total credit | 4 |
| Course code | CC-1377F | Credit pattern | L-60 HRS T- 40 MARKS P- 0 |
| Course title | Financial Management Paper II | | |

Course Objective The objective of the course is to helps student learns and understands nature and Scope of Financial Management'

| Course Outcome - Financial Management Paper I CC-1377F | |
|--|--|
| CO 1 | Understand the concepts in Cost of Capital |
| CO 2 | Understand the Techniques of evaluation of capital budgeting proposals |
| CO 3 | Demonstrate calculations of Cost of Capital |
| CO 4 | Understand the concepts Corporate Restructuring |

| Module | Content | Teaching hours |
|------------|--|----------------|
| MODULE I | Capital Structure: Meaning , Factors to be considered while framing capital structure, capital structure theories: Net income approach, net operating income approach, Traditional theory, Modigliani and Miller approach. | 15 |
| MODULE II | Cost Of Capital: Meaning, Importance, Measurement of cost of capital (i) specific cost: Cost of debt, Cost of equity shares, Cost of preference shares; (ii) Overall cost: Weighted averages cost of capital. (Practical Problems) | 15 |
| MODULE III | Capital Budgeting Decision : Meaning, Importance, Techniques of evaluation of capital budgeting proposals - Payback period, Accounting rate of return, Net percent value, Internal rate of return, Profitability index (practical problems) | 15 |



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| MODULE IV | Corporate Restructuring Merger & acquisition- motives & benefits ,merger negotiations ,significance of P/E Ratio & EPS Analysis | 15 |
|------------------|---|-----------|

| Learning Recourses | | |
|--------------------|-----------------|---|
| 1 | Reference Books | 1. Financial Management : Prasanna Chandra 2. Financial Management : Text and Problems : M. Y. Khan and P. K. Jain 3. Financial Management : I. M. Pandey 4. Taxman's Financial Management : Ravi M. Kishore 5. Financial Management : Principles and Practice : S. N. Maheshwari |

B.B.A. SEMESTER SYSTEM

Nature of Question Paper - For All Semesters

Duration: 2Hours-

Total Marks – 40]

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|-----|------------------------------|-------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |



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|--------------|---|----------------|------------------------------|
| Semester | V | Total credit | 4 |
| Course code | GEC-1376E | Credit pattern | L-60 HRS T- 40 MARKS P- 0 |
| Course title | Recent Trends in Marketing - Paper I | | |

Course Objective: The objective of the course is to develop an understanding of recent marketing trends with emphasis on various aspects of marketing.

| Course Outcome - Recent Trends in Marketing –I - GEC-1376E | |
|---|---|
| CO 1 | To understand importance of marketing information. |
| CO 2 | To describe marketing communication and future medium of communications |
| CO 3 | To find out reasons of customer dissatisfaction and delight |
| CO 4 | To distinguish between rural marketing and agro marketing |

Marks-50

Lectures-60

Credit-4

| MODULE | CONTENT | LECTURES |
|--------|---|----------|
| I | Marketing Information System - Meaning and Characteristics, Elements or Components of MIS, Need for MIS, Benefits of MIS. | 15 |
| II | Marketing Communication and Direct Marketing - Meaning and Concept of Marketing Communication, Process of Integrated Marketing Communication, Factors determining - Marketing Communication Mix, Future Medium of Communication - WEBS & INTERNET. Direct Marketing - Meaning, Forms of Direct Marketing | 15 |
| III | Customer Relationship Management (CRM) - Meaning, Changing, Nature of Customer relationship, Customer relation, Customer dissatisfaction and delight, e-CRM, Customer strategy for building customer relationship. | 15 |
| IV | Rural Marketing - Meaning, Definition, Concept, Characteristics of Rural Market, Reasons for growth of Rural Market, Segmenting & Targeting Rural Markets, Problems in Rural Marketing. Agro Marketing – Objectives and challenges in agricultural marketing. | 15 |



| Learning Recourses | | |
|--------------------|-----------------|---|
| 1 | Reference Books | 1. Principles of Marketing - Philip Kotler Gavy Armstrong - Pearson-Prentice Hall Ltd., D e l h i . 2. Marketing Management (Text & cases in Indian context) - Dr. Karunakaran - Himalaya Publishing House, Mumbai 3. Rural Marketing - Pradeep Kashap - Pearson-Prentice Hall Ltd., Delhi. 4. Rural Marketing - CSG Krishna - Marharyulud, Lalita Rama - Krishanan - Pearson- |

B.B.A. SEMESTER SYSTEM

Nature of Question Paper - For All Semesters

Duration: 2Hours-

Total Marks – 40]

Instructions:- 1) All Questions are compulsory

2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|-----|------------------------------|-------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |



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|--------------|--|----------------|------------------------------|
| Semester | VI | Total credit | 4 |
| Course code | GEC-1376F | Credit pattern | L-60 HRS T- 40 MARKS P- 0 |
| Course title | Recent Trends in Marketing - Paper II | | |

Course Objective: The objective of the course is to develop an understanding of recent marketing trends with emphasis on various aspects of marketing.

| Course Outcome - Recent Trends in Marketing –I - GEC-1376E | |
|---|--|
| CO 1 | To understand the concepts of online and digital marketing |
| CO 2 | To elaborate about retailing |
| CO 3 | To understand need have study of global marketing |
| CO 4 | To understand emerging payment modes |

Marks-50

Lectures-60

Credit-4

| MODULE | TITLE | LECTURES |
|---------------|--|-----------------|
| I | Online Marketing - Meaning and Concepts, Merits of online marketing, Demerits of online marketing, Online Marketing Domains, Setting up an online marketing Presence. Digital Marketing- Mobile marketing | 15 |
| II | Retail Marketing - Meaning and Functions of retailing, Characteristics of retailing, types of retailing, Retail marketing strategy, Retail Management Activities, Retail Organization Structure, Retailing Scene in India. | 15 |
| III | Global Marketing / International Marketing - Meaning, Definition, Objectives / reasons for global marketing, difference between domestic and global marketing, global marketing environment, Marketing -mix strategy for global marketing (i.e. Product, Price, Promotion, Distribution, Strategies.) | 15 |
| IV | Emerging payment modes- QR, online And other- advantages and disadvantages News In Marketing - Holistic Marketing, Emotional Marketing experiential marketing, Event Marketing, Consumerism, Marketing Ethics. | 15 |

B.B.A. SEMESTER SYSTEM



Nature of Question Paper - For All Semesters

Duration: 2Hours-

Total Marks – 40

Instructions:- 1) All Questions are compulsory

2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|-----|------------------------------|--------------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |

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|----------|---|--------------|---|
| Semester | V | Total credit | 4 |
|----------|---|--------------|---|



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|--------------|----------------------|----------------|------------------------------|
| Course code | GEC-1381 | Credit pattern | L-60 HRS T- 40 MARKS P- 0 |
| Course title | Research Methodology | | |

Course Objective: To understand some basic concepts of research and its methodologies. Prepare a project proposal (to undertake a project)

| Course Outcome - Research Methodology GEC-1381 | |
|--|--|
| CO 1 | To understand the basic idea of research |
| CO 2 | To choose proper sample design |
| CO 3 | To analyze data |
| CO 4 | To write research report |

| Marks-50 | Lectures-60 | Credit-4 |
|----------|--|----------|
| MODULE | TITLE | LECTURES |
| I | Introduction to Research Methodology - Meaning, definition, objective and types of research, significance of research, selection of research problem. Research Design: Meaning, steps in research design, characteristics of good research design. | 15 |
| II | Sampling Design and Data Collection - Meaning of sampling, characteristics of good sample design, Types of sample design. Data collection-Meaning, types, of data, methods of collecting primary data- observation, interview questionnaire and schedules, Sources of secondary data. | 15 |
| III | Processing and Analysis of data - Classification of data, types of classification, Tabulation, parts of table, types of tables, Graphical presentation of data- Bar –diagram, pie-chart and curves. Analysis and Interpretation of data-meaning, methods of data analysis, techniques of interpretation. Practical- preparing questionnaire, collection of data, use of MS-excel and introduction to SPSS | 15 |
| IV | Report Writing Meaning, significance, steps in writing report, logout of the research report, Types of report, mechanics of writing a research report, Precautions for writing research report, Uses of computer in research. Practical- writing a research paper | 15 |

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|--------------------|
| Learning Recourses |
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| | | |
|---|-----------------|--|
| 1 | Reference Books | 1. Principles of Marketing - Philip Kotler Gavy Armstrong - Pearson-Prentice Hall Ltd., Delhi. 2. Marketing Management (Text & cases in Indian context) - Dr. Karunakaran - Himalaya Publishing House, Mumbai 3. Rural Marketing - Pradeep Kashap - Pearson-Prentice Hall Ltd., Delhi. 4. Rural Marketing - CSG Krishna - Marharyulud, Lalita Rama - Krishanan - Pearson- |
|---|-----------------|--|

B.B.A. SEMESTER SYSTEM

Nature of Question Paper - For All Semesters

Duration: 2Hours-

Total Marks – 40

Instructions:- 1) All Questions are compulsory

2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|-----|------------------------------|-------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |

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|-------------|----------|----------------|------------------------------|
| Semester | V | Total credit | 4 |
| Course code | GEC1378E | Credit pattern | L-60 HRS T- 40 MARKS P- 0 |



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|--------------|--|
| Course title | Fundamentals of Business Laws and Tax Laws V Paper I |
|--------------|--|

Course Objective: understand some basic concepts of Fundamentals of Business Laws

| Course Outcome - Research Methodology GEC-1381 | |
|--|-------------------------------------|
| CO 1 | To understand the Philosophy of Law |
| CO 2 | To understand Sale of goods |
| CO 3 | To analyze Tax Laws |
| CO 4 | To describe Classification of Taxes |

| Module | New Syllabus | Lectures |
|------------|--|----------|
| MODULE I | Introduction to Business Law - Meaning and Philosophy of Law - Object of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India - Meaning and Sources - Business Law. | 15 |
| MODULE II | The Indian Contract Act 1872 - Definition of Contract - Essentials of Valid Contract - Consideration - Free Consent - Void Contracts - Performance of Contract - Termination and Discharge of Contract – Breach of contract and remedies for breach (20 Periods) | 15 |
| MODULE III | Sale of Goods Act 1930 - Definition of Contract of Sale of goods - Agreement to sell - Essentials of Contract of Sale - Condition and Warranty - Transfer of Property - Transfer of Title - Performance of Contract of Sale - Unpaid Seller and his (10 Periods) | 15 |
| MODULE IV | Tax Laws - Sources of Government revenue - Meaning of Tax - Objectives of Taxes - Classification of Taxes - Tax Laws applicable to Business. (10 Periods) | 15 |

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| Learning Resources | | |
|--------------------|-----------------|--|
| 1 | Reference Books | 1. Elements of Mercantile Law - By N. D. Kapoor - Sultanchand & Sons 2. Indian Contract Act - By Avtar Singh - Eastern Book Company 3. Business Law for Managers - Prof. (cmde) P. K. Goel, Biztantra 4. Business Law - By M. C. Kuchal Vikas Publication |

B.B.A. SEMESTER SYSTEM

Nature of Question Paper - For All Semesters

Duration: 2Hours-

Total Marks – 40

Instructions:- 1) All Questions are compulsory

2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|-----|------------------------------|-------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |



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|--------------|---|----------------|------------------------------|
| Semester | VI | Total credit | 4 |
| Course code | GEC1378F | Credit pattern | L-60 HRS T- 40 MARKS P- 0 |
| Course title | Fundamentals of Business Laws and Tax Laws V PAPER II | | |

Course Objective: The objective of the course is to help student learn and understand Fundamentals of Business Laws

| Course Outcome - Research Methodology GEC-1381 | |
|--|--|
| CO 1 | To understand the Tax Laws |
| CO 2 | To understand Negotiable Instrument Act |
| CO 3 | To describe Intellectual Property Rights |
| CO 4 | To study Consumer Protection Act |

Fundamentals of Business Laws and Tax Laws Semester - VI (Paper - II)

| MODULE | New Syllabus | LECTURES |
|------------|---|----------|
| MODULE I | Indian Companies Act 1956 - Definition and Characteristics of Company - Classification of Company - Procedure of Incorporation - Memorandum of Association - Articles of Association - Prospectus - Share Capital - Management of Companies - Qualifications - Appointments - Removal of directors - Company Meetings - Winding up of a Company. | 15 |
| MODULE II | Negotiable Instrument Act 1881 - Definition - Features of Negotiable Instruments - Types of Negotiable Instruments - Holder and Holder in due Course- Negotiation - Assignment - Endorsement of Negotiable Instrument Crossing of Cheque - its Kind - Dishonour and Discharge of Negotiable Instruments. | 15 |
| MODULE III | The Consumer Protection Act 1986 - Definitions - Consumer - Service - Complaint - Complainant - Fair and Unfair Trade - Practices - Consumer dispute - Consumers dispute redressal agencies. | 15 |
| MODULE IV | Intellectual Property Rights and Right to Information Act - Intellectual Property Rights - Trade Marks - Patents - Copy Rights - Industrial Design (Only Concepts) Right to Information Act - Nature and Scope - Right to Information Act | 15 |



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| Learning Resources | | |
|--------------------|-----------------|--|
| 1 | Reference Books | 1. Elements of Mercantile Law - By N. D. Kapoor - Sultanchand & Sons 2. Indian Contract Act - By Avtar Singh - Eastern Book Company 3. Business Law for Managers - Prof. (cmde) P. K. Goel, Biztantra 4. Business Law - By M. C. Kuchal Vikas Publication |

B.B.A. SEMESTER SYSTEM

Nature of Question Paper - For All Semesters

Duration: 2Hours-

Total Marks – 40

Instructions:- 1) All Questions are compulsory

2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|-----|------------------------------|-------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |

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|-------------|------------|----------------|----------------------|
| Semester | V | Total credit | 4 |
| Course code | CC3-1375 E | Credit pattern | L-60 HRS T- 40 MARKS |



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|--------------|---------------------------------------|------|
| | | P- 0 |
| Course title | Practices in Modern Management | |

Course Objective: To understand the concept of modern management and its Different approach of modern management

| Course Outcome - Research Methodology GEC-1381 | |
|--|--|
| CO 1 | To knowledge about various modern management thoughts. |
| CO 2 | To understand the application of management techniques to solve various Management problems. |
| CO 3 | To Interpret concept of internal and external organizational environment. |
| CO 4 | To Understand the concept of Future manager and its challenges. |

| Module | Content | Lectures |
|-------------------|--|----------|
| Module-I | Development of Management Thought: Different Approaches to Management- Classical, Functional, Behavioral, Human relation, Contingency and System Approach. Management by Objectives | 15 |
| Module-II | Contribution of Michel Porter: Competitive Advantage- Cost leadership, differentiation – and Focus. Contribution of C.k.Pralhad- Core competency | 15 |
| Module-III | Organizational Environment: Internal and External Environment, Environment Analysis- SWOT Analysis, Applicability of SWOT to individual and organization Corporate Governance-concept and importance | 15 |
| Module-IV | Management in future: management: Challenges and tasks, skills needed by manager in future, changes in managerial functions and evolving new managerial systems. | 15 |

| Learning Resources | | |
|--------------------|-----------------|---|
| 1 | Reference Books | 1) Management: Concept and Strategies by J. S. Chandan, VikasPublishing 2) Business Environment and Policy – A book on Strategic |



| | |
|--|--|
| | <p>Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001Edition</p> <p>3) Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi</p> <p>4) Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001Edition</p> <p>5) Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi</p> <p>6) Principles and Practices of management byshejwalkar Essential of management by Koontz H and Weitrich Principles and practices of Management by T. N.Chabra Management theory and practice,</p> <p>7) Dr.C.B.Gupta Sultan Chand and sons Publication New Delhi</p> |
|--|--|

Nature of Question Paper

Duration: 2Hours-

Total Marks – 40

- Instructions:-** 1) All Questions are compulsory
2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|-----|------------------------------|-------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |



| | | |
|--|----|--|
| | a) | |
| | b) | |
| | c) | |
| | d) | |

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|--------------|---------------------------------------|----------------|------------------------------|
| Semester | VI | Total credit | 4 |
| Course code | CC3-1375 F | Credit pattern | L-60 HRS T- 40 MARKS P- 0 |
| Course title | Practices in Modern Management | | |

Course Objective: To understand the concept of modern management and its Different approach of modern management

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|------|--|
| | Course Outcome - Research Methodology GEC-1381 |
| CO 1 | To Get knowledge about Social responsibility and Ethical Issues. |
| CO 2 | To Describe the concept of Time and event management. |
| CO 3 | To Interpret concept Stress and Disaster management. |
| CO 4 | To Understand the concept of Strategic management. |

| Module | Title of the Topic | Lectures |
|------------|--|----------|
| I | Social Responsibilities and Business Ethics: Concept of Social Responsibility – Areas of Social Responsibility. Concept of Ethics, Ethical issues in business. | 15 |
| II | Time and Event Management: Meaning, Importance and Techniques of Time Management, Concept and Importance of Event Management, Types of Events. (Case Study) | 15 |
| III | Stress and Disaster Management: Definition, causes, types of Stress, Management of stress. Meaning of Disaster, Types of Disaster and managing Disaster. (Case Study) | 15 |
| IV | Strategic Management: Introduction, Definition, Meaning Nature, Scope and Importance of Strategic Management, Levels of Strategies, Process of strategic management, Different phases of strategic management | 15 |



| Learning Resources | | |
|--------------------|-----------------|--|
| 1 | Reference Books | <ol style="list-style-type: none">1) Management: Concept and Strategies by J. S. Chandan, Vikas Publishing2) Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001Edition3) Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi4) Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001Edition5) Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi6) Principles and Practices of management byshejwalkar Essential of management by Koontz H and Weitrich Principles and practices of Management by T. N.Chabra Management theory and practice,7) Dr.C.B.Gupta Sultan Chand and sons Publication New Delhi |

Nature of Question Paper

Duration: 2Hours-

Total Marks – 40

- Instructions:-** 1) All Questions are compulsory
2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|--|---------------------|-------|
|--|---------------------|-------|



| | | |
|-----|------------------------------|-----------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |
| | a) | |
| | b) | |
| | c) | |
| | d) | GEC-1379E |

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|--------------|-----------------------------------|----------------|------------------------------|
| Semester | V | Total credit | 4 |
| Course code | GEC-1379E | Credit pattern | L-60 HRS T- 40 MARKS P- 0 |
| Course title | FOUNDATION OF HUMAN SKILLS | | |

Course Objective: To understand concept of Basics human skills

| Course Outcome - Research Methodology GEC-1381 | |
|--|--|
| CO 1 | To develops different human skills among |
| CO 2 | To enhance quality behavior. |
| CO 3 | To increase Emotional Quotient by learning values. |
| CO 4 | To Understand communication skills and personal ability. |

| Module | New syllabus | Lectures |
|--------|--|----------|
| I | Basics Of Human Skills Introduction to Human skills, Types of human skills – Reading, Writing, | 15 |



| | | |
|-----|---|----|
| | Listening, Speaking. Basic abilities – Muscular, sensor, mental, social and conceptual. Use of basic abilities in organizational life. | |
| II | Understanding Self And Others Understanding self and others through Johari Window. Journey of self discovery. Analysis of strength and weakness. Goal settings to overcome weakness. Learning – Concepts, Principles of learning, learning through reinforcement, learning through feedback's, learning by observations, learning through experience. | 15 |
| III | Human Attitudes And Values Attitudes – concept, components of attitudes. The attitude formation process. Values- Importance of values, sources of values, five universal values (Truth, Righteous conducts, Peace, Love, Non-violence) & sub values. | 15 |
| IV | Communication Meaning- Four functions of communication-control, Motivation, Emotional expression, Information, Characteristics of communication. Written communication- preparation of Resume. Oral communication- Facing an Interview. | 15 |

| Learning Resources | | |
|--------------------|-----------------|--|
| I | Reference Books | Basic Managerial Skills For All- E.H. McGrath (Prentice Hall of India Ltd.) Human Values For Managers- Chakraborty Organizational Behavior Through - M.N. Mishra (Himalaya Publishing House) Indian Philosophy- S.D. Bagade (Himalaya Publishing House) Total Quality Management - Luthans Fred Organizational Behavior- Tilak Raj Bhardwaj |



| | |
|--|--|
| | (A Mittal Publication) |
| | Education to Human Values - Edwin Flippo |

Nature of Question Paper

Duration: 2Hours-

Total Marks – 40

Instructions:- 1) All Questions are compulsory

2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|-----|------------------------------|-------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |

| | | | |
|--------------|-----------------------------------|----------------|------------------------------|
| Semester | VI | Total credit | 4 |
| Course code | GEC-1379F | Credit pattern | L-60 HRS T- 40 MARKS P- 0 |
| Course title | FOUNDATION OF HUMAN SKILLS | | |

Course Objective: To understand concept of Basics human skills

| | |
|--|--|
| | Course Outcome - Research Methodology GEC-1381 |
|--|--|



| | |
|------|---|
| CO 1 | Describe new skills in management. |
| CO 2 | Elaborate the concept of personality and different Theory of personality. |
| CO 3 | Understand skill development method and interpersonal skill. |
| CO 4 | Understand the concept of career management. |

| Module | New syllabus | lectures |
|--------|---|----------|
| I | New Skills In Management Creative style – Emotional Intelligence (E.Q.) – Leadership skills, work style-sales competencies, sports mental skills, conflict management, stress management, Team role skills critical thinking skills, computing skills. | 15 |
| II | Personality Meaning- Aspects of personality, Development of personality: Erickson's eight life stages, Jung's Personality Theory, Traits in influencing organizational behavior. Locus of control. Problem solving styles. | 15 |
| III | Skills Development Decision making skills, Methods used to develop decision making skills- In the basket, Business games, case studies. Interpersonal skills- Meaning, Methods Used to develop interpersonal skills-role playing, Behavior modeling, sensitivity Training, Transactions Analysis – structural Insight. | 15 |
| IV | Utilizations of skills Career Management – Career stages model, basic career – Anchors – Security, Autonomy, creativity, Functional competence, Managerial Competence, factors affecting career choices, career opportunities in management. | 15 |

| Learning Resources | | |
|--------------------|-----------------|---|
| 1 | Reference Books | Basic Managerial Skills For All- E.H. McGrath (Prentice Hall of India Ltd.) Human Values For Managers- Chakraborty Organizational Behavior Through - M.N. Mishra (Himalaya Publishing House) Indian Philosophy- S.D. Bagade (Himalaya Publishing House) Total Quality Management - Luthans Fred |



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| | | Organizational Behavior- Tilak Raj Bhardwaj (A Mittal Publication) Education to Human Values - Edwin Flipp |
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Nature of Question Paper

Duration: 2Hours-

Total Marks – 40

- Instructions:-** 1) All Questions are compulsory
2) Figures to the right indicate full marks.

| | Nature of Questions | Marks |
|-----|------------------------------|-------|
| Q.1 | Broad Question | 14 |
| | OR | |
| Q.1 | Broad Question | 14 |
| Q.2 | Write Short Answers(Any Two) | 16 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |
| Q.3 | Write Short Notes(Any Two) | 10 |
| | a) | |
| | b) | |
| | c) | |
| | d) | |

INTERNAL MARKS

BBA- III

FOR ALL SUBJECTS



INTERNAL MARKS

10 marks

Home assignments

05 marks

Seminars

05 marks

A handwritten signature in blue ink, appearing to be "B.B.A.", written over a horizontal line.

Co-ordinator B B.A
Vivekanand College
Kolhapur (Autonomous)