

## **Bachelor of Business Administration (BBA) Syllabus**

### **Paper Code: BB301 - SEC- I (Common course) – Semester III**

#### **Personality Development and Communication Skills**

##### **Objective of this Course:**

To create awareness and motivation among UG learners about personality development in terms of their basic skills including goal setting and time management: To train the learners adequately by exposure to theory and practice pertaining to these skills.

##### **The Syllabus:**

**Unit – I Basics of English** - Tenses, reported speech: Acquiring the Communication skills – Interpersonal skills, Speaking skills (brief speeches, group discussion); Writing skills (paragraph, Summary, note making, Editing, business letters)

**Unit – II Acquiring the soft Skills for personality development** : Body language: goal setting  
Time Management: Emotional Intelligence: Problem-solving; Team work

##### **References.**

1. Jeremy Harmer & John Arnold. **Advance Speaking Skills**. Essex, Longman Group Limited, 1978
2. Hedwig Lewis. **Body Language: A Guide for Professionals** . Response Books (a division of Sage Publications India, Pvt. Ltd., ) New Delhi., 1998
3. Daniel Goldman. **Emotional Intelligence**. New York, Bantam Books 1995
4. Rajiv Mishra, **Personality Development**, Rupa & Co.
5. Sherfield, R.M., Montgomery, R.J., Moody, P.G., **Developing Soft Skills**, 4<sup>th</sup> Edition, Pearson, 2010.
6. Barun K. Mitra, **Personality Development and Soft Skills**, Oxford University Press

**(Total 16 topics to be taught in 25-30 hrs during the semester)**

## Communication Skills

**B.Com. (Gen. /Comp.Appl./Hons.),B.Sc.& BBA**

### SEC-SEMESTER-III

Credits: 02

Duration: 30 Hours

Number & Titles of Modules: Total of 7 Modules

Module 1-	Listening	4 Hours
Module 2-	Speaking	6 Hours
Module 3-	Reading	3 Hours
Module 4-	Writing and different modes of writing	4 Hours
Module 5-	Digital Literacy	4 Hours
Module 6	Effective use of Social Media	4 Hours
Module 7	Non-verbal communication	5 Hours

#### **Module Outline:**

#### **Module 1: Listening** **4 Hours**

- Techniques of effective listening
- Listening and comprehension
- Probing questions
- Barriers to listening

#### **Module 2: Speaking** **6 Hours**

- Pronunciation
- Enunciation
- Vocabulary
- Fluency
- Common Errors

#### **Module 3: Reading** **3 Hours**

- Techniques of effective reading
- Gathering ideas and information from a given text

- i. Identify the main claim of the text
- ii. Identify the purpose of the text
- iii. Identify the context of the text
- iv. Identify the concepts mentioned
- Evaluating these ideas and information
- i. Identify the arguments employed in the text
- ii. Identify the theories employed or assumed in the text
- Interpret the text
- i. To understand what a text says
- ii. To understand what a text does
- iii. To understand what a text means

**Module 4: Writing and different modes of writing**

**4 Hours**

- Clearly state the claims
- Avoid ambiguity, vagueness, unwanted generalisations and oversimplification of issues
- Provide background information
- Effectively argue the claim
- Provide evidence for the claims
- Use examples to explain concepts
- Follow convention
- Be properly sequenced
- Use proper signposting techniques
- Be well structured
- i. Well-knit logical sequence
- ii. Narrative sequence
- iii. Category groupings
- Different modes of Writing -

- i. E-mails
- ii. Proposal writing for Higher Studies
- iii. Recording the proceedings of meetings
- iv. Any other mode of writing relevant for learners

**Module 5: Digital Literacy**

**4 Hours**

- Role of Digital literacy in professional life
- Trends and opportunities in using digital technology in workplace
- Internet Basics
- Introduction to MS Office tools

i. Paint

ii. Office

iii. Excel

iv. Powerpoint

**Module 6: Effective use of Social Media**

**4 Hours**

- Introduction to social media websites
- Advantages of social media
- Ethics and etiquettes of social media
- How to use Google search better
- Effective ways of using Social Media
- Introduction to Digital Marketing

**Module 7: Non-verbal communication**

**5 Hours**

- Meaning of non-verbal communication
- Introduction to modes of non-verbal communication
- Breaking the misbeliefs
- Open and Closed Body language
- Eye Contact and Facial Expression
- Hand Gestures

- Do's and Don'ts
- Learning from experts
- Activities-Based Learning

**Pedagogy** : Instructor-Led Training, Supplemented by Online Platform (SWAYAM)

**Materials** : Teaching & Learning

**Assessment** : Paper-Based or Online Assessment

Bibliography & Suggested Reading including audio video material

**Books**

- Sen Madhuchanda (2010), An Introduction to Critical Thinking, Pearson, Delhi
- Silvia P. J. (2007), How to Read a Lot, American Psychological Association, Washington DC

## Leadership and Management Skills

B.Com. (Gen. /Comp.Appl./Hons.),B.Sc.& BBA

### SEC-SEMESTER-IV

Credits: 02

Duration: 30 Hours

Number & Titles of Modules:

Module 1	Leadership Skills	6 Hours
Module 2	Managerial Skills	6 Hours
Module 3	Entrepreneurial Skills	6 Hours
Module 4	Innovative Leadership and Design Thinking	6 Hours
Module 5	Ethics and Integrity	6 Hours

Module Outline:

#### **Module 1- Leadership Skills** **6 Hours**

a. Understanding Leadership and its Importance

- What is leadership?
- Why Leadership required?
- Whom do you consider as an ideal leader?

b. Traits and Models of Leadership

- Are leaders born or made?
- Key characteristics of an effective leader
- Leadership styles
- Perspectives of different leaders

c. Basic Leadership Skills

- Motivation
- Team work
- Negotiation
- Networking

#### **Module 2 - Managerial Skills**

**6 Hours**

a. Basic Managerial Skills

- Planning for effective management
- How to organise teams?
- Recruiting and retaining talent
- Delegation of tasks
- Learn to coordinate
- Conflict management

b. Self Management Skills

- Understanding self concept
- Developing self-awareness
- Self-examination
- Self-regulation

**Module 3 - Entrepreneurial Skills**

**6 Hours**

a. Basics of Entrepreneurship

- Meaning of entrepreneurship
- Classification and types of entrepreneurship
- Traits and competencies of entrepreneur

b. Creating Business Plan

- Problem identification and idea generation
- Idea validation
- Pitch making

**Module 4 - Innovative Leadership and Design Thinking**

**6 Hours**

a. Innovative Leadership

- Concept of emotional and social intelligence
- Synthesis of human and artificial intelligence
- Why does culture matter for today's global leaders

b. Design Thinking

- What is design thinking?
- Key elements of design thinking:
  - Discovery
  - Interpretation
  - Ideation
  - Experimentation
  - Evolution.
- How to transform challenges into opportunities?
- How to develop human-centric solutions for creating social good?

### **Module 5- Ethics and Integrity**

**6 Hours**

#### a. Learning through Biographies

- What makes an individual great?
- Understanding the persona of a leader for deriving holistic inspiration
- Drawing insights for leadership
- How leaders sail through difficult situations?

#### b. Ethics and Conduct

- Importance of ethics
- Ethical decision making
- Personal and professional moral codes of conduct
- Creating a harmonious life

Pedagogy: Pedagogy for the modules is as follows:

1. Leadership Skills - Lectures (augmented with videos); role-plays for leadership models;

Team building games

2. Managerial Skills - Lectures (augmented with videos), case studies (AMUL, TESLA, Toyota, DMRC, Tata Group, Google, The Mumbai Dabbawala), SWOT analysis, Johari window

3. Entrepreneurial Skills - Lectures (augmented with videos), case studies and practicing



business plans

4. Innovative Leadership and Design Thinking- Concept discussion through lecture and videos followed by role-plays and exercises for each set of intelligence, activities using 5 steps – discovery, interpretation, ideation, experimentation, and evolution (Ref.: Workbook of Design Thinking by IDEO)

5. Ethics and Integrity- Experiential learning through stories suggested list (Ahilya Bai, Holkar, Abdul Kalam, Raja Harishchandra, Mahatma Gandhi, Abraham Lincoln), audio visual augmented role plays and storytelling (leaders from varied fields like academics, corporate, social, sports, art, etc.)

**Assessment** : It can be combination of written evaluation and presentations, including simulations, case studies and business plan.

### **Bibliography and Suggested Readings:**

#### **Books**

- Ashokan, M. S. (2015). Karmayogi: A Biography of E. Sreedharan. Penguin, UK.
- Brown, T. (2012). Change by Design. Harper Business
- Elkington, J., & Hartigan, P. (2008). The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World. Harvard Business Press.
- Goleman D. (1995). Emotional Intelligence. Bloomsbury Publishing India Private Limited
- Kalam A. A. (2003). Ignited Minds: Unleashing the Power within India. Penguin Books India
- Kelly T., Kelly D. (2014). Creative Confidence: Unleashing the Creative Potential Within Us  
All. William Collins
- Kurien V., & Salve G. (2012). I Too Had a Dream. Roli Books Private Limited
- Livermore D. A. (2010). Leading with cultural intelligence: The New Secret to Success. New York: American Management Association
- McCormack M. H. (1986). What They Don't Teach You at Harvard Business School: Notes From A Street-Smart Executive. RHUS

- O'Toole J. (2019) *The Enlightened Capitalists: Cautionary Tales of Business Pioneers Who Tried to Do Well by Doing Good*. Harpercollins
- Sinek S. (2009). *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Penguin
- Sternberg R. J., Sternberg R. J., & Baltes P. B. (Eds.). (2004). *International Handbook of Intelligence*. Cambridge University Press.

### **E-Resources**

- Fries, K. (2019). 8 Essential Qualities That Define Great Leadership. Forbes. Retrieved 2019-02-15 from <https://www.forbes.com/sites/kimberlyfries/2018/02/08/8-essentialqualities-that-define-great-leadership/#452ecc963b63>.
- How to Build Your Creative Confidence, Ted Talk by David Kelly - [https://www.ted.com/talks/david\\_kelley\\_how\\_to\\_build\\_your\\_creative\\_confidence](https://www.ted.com/talks/david_kelley_how_to_build_your_creative_confidence)
- India's Hidden Hot Beds of Invention Ted Talk by Anil Gupta - [https://www.ted.com/talks/anil\\_gupta\\_india\\_s\\_hidden\\_hotbeds\\_of\\_invention](https://www.ted.com/talks/anil_gupta_india_s_hidden_hotbeds_of_invention)
- Knowledge@Wharton Interviews Former Indian President APJ Abdul Kalam - . "A Leader Should Know How to Manage Failure" <https://www.youtube.com/watch?v=laGZaS4sdeU>
- Martin, R. (2007). How Successful Leaders Think. *Harvard Business Review*, 85(6): 60.
- NPTEL Course on Leadership - <https://nptel.ac.in/courses/122105021/9>

**COURSE NO. SEC - 3 (a)**  
**BUSINESS CORRESPONDENCE AND COMMUNICATION**

**OBJECTIVES :**

This course is intended to help the students to present themselves properly to the corporate world. It enables them to communicate formally highlighting their strengths.

**UNIT - I: INTRODUCTION TO BUSINESS COMMUNICATION**

**Introduction** - Understanding Workplace Communication, Communicating across cultures, Importance of Business Correspondence, Communication and organizational effectiveness, Perception and conception, Formal and informal communication systems.

The role of and process of communication. Barriers to communication Surmounting barriers to communication, Types of communication; Listening process–Elements of good listening–improving listening competence. Importance of feedback – Principles of feedback.

**Non -Verbal Communication:**

Characteristics of non- verbal communication–Types and functions of non verbal communication– Interpreting non- verbal communication;

**UNIT - II: REPORT WRITING, BUSINESS LETTERS, MEETINGS AND AGENDA:**

**Report Writing** - What is a report, Importance of Reports, Types of reports, Characteristic of good report, Structure of Reports.

**Business Letters** - Structure and Format of Business Letter, Types of Business Letters, Writing Cover letters, Letters for enquiry, Offer, Order, Purchase and Complaint.

**Meetings** - Types of Meetings; Importance of Business Meetings; Different Types of Business Meetings -Developing agendas and Writing Minutes.

**SUGGESTED BOOKS:**

1. Penrose, Rasberry and Myers, “Business Communication for Managers”, Cengage Learning.
2. Lesikar, R.V. and M.E. Flatley, “Basic Business Communication”, 2008 11th Ed. New York, McGraw-Hill.
3. CSG Krishnamacharyalu and L.Ramakrishnan, “Business Communications”, 2019, 1<sup>st</sup> Edition, Himalaya Publishing House.
4. Technical Communication: M.Raman & Sharma, Oxford University Press.
5. Business Communication: From Principles to Practice – Matukutty M.Monippally, UBS Publishers.
6. Business Letters: The Effective Commercial Correspondence- R.Gupta, RPH Editorial Board.
7. Quintanilla, Business and Professional Communication, 1<sup>st</sup> Edition, 2011, Sage Publication
8. Rai + Rai, Business Communication, 2018, HPH.

**COURSE NO. AECC - 2**

**BASIC COMPUTER SKILLS**

**OBJECTIVE:**

The objective of this courses to enable student to understand the basic computer concepts related to day to day office environment.

**UNIT – I: INTRODUCTION TO COMPUTERS**

Introduction to Computation and Computers, components of computer CPU, Types of Memory, Types of computers – Software, Hardware Definition- Input devices (keyboard, MICR, OCR, OMR), Graphic input devices (Mouse, Graphic Tablet, Joystick), output devices (Printers - Impact & non-impact printer)- Introduction to Software, classification of software, Evolution of operating system, functions of operating system, Types of operating system.

**UNIT - II: INTRODUCTION TO INFORMATION SYSTEM, WORD PROCESSING AND PRESENTATION:**

Data & information, System, types of System, information system, Types system information system – definition, Application of information system, ethical and social issues in information system.

**Word Processing** -Creating, editing and saving documents, formatting features of word processing, working with tables and graphs, preview & printing documents;

**Presentation** – Creating, Editing and Saving shade shows, Templates, Animations – Breilitin Customer made – Preparing slideshows.

**SUGGESTED BOOKS :**

1. Computer fundamentals, 2e, A.K.Sharma, Universiy Press.
2. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
3. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
4. Computer fundamentals, Pearson, Anita Goel
5. Fundamentals of computers, Raja Raman, PHI
6. Basics of Computer Skills, Tulasi Ram, 2019, HPH

**PERSONALITY DEVELOPMENT – I**

**OBJECTIVE:**

The objective of the course is to provide a proper perspective towards one's personality development.

**UNIT - I: INTRODUCTION TO PERSONALITY**

Introduction to Personality- Basic of Personality, Human Growth and Behavior, Theories in Personality, Motivation; Attitudes: Types of Attitudes, Formation – importance of positive attitudes – steps in developing positive attitudes

**UNIT - II: COMMUNICATION AND LEADERSHIP SKILL**

Communication Skills – Definition, Significance of communication, disasters of non-communication, communication Gap, process of communication, forms of communication; listening skills, active and attentive listening, benefit of listening; Body Language, Right Posture and its importance – effects of right body language, Inter personal communication and relationships, leadership skills, team building and public speaking.

**SUGGESTED BOOKS :**

1. Personality Development by Rajiv K. Mishra. Rupa & Co.
2. Public Speaking – Collins.
3. Your Personal Pinnacle of Success - D.D. Sharma
4. Self development - Devesh.