



**Jharkhand University of Technology (JUT),
Ranchi**

DRAFT SYLLABUS OF MBA (II/2nd Semester)
from the academic session 2021-2022

Jharkhand University of Technology (JUT), Ranchi
MBA (Semester-II/2nd- First Year)

SUBJECT: ORGANIZAIONAL BEHAVIOUR (OB)
SUBJECT CODE: MBA 201 (CCC)

Total Credits: 03	Full Marks: 100
Total Credit Hours: 45 hours	Internal Assessment Marks: 40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-0, Practical-0.	End Term Examination Marks: 60 each subject

Course Objective:

The objective of the course is to familiarize the students with various behavioral dimensions occurring in organizations including group dynamics and other organizational process. On completion of the course, the students will be able to build up effective and meaningful behavioral approach at work for higher yield in all spheres of their works. They will be able to inculcate managerial mindset and develop behavioral competency so as to solve problems and minimize conflicts.

Learning Outcome:

On completion of the course, the students will be able to-

1. Think, understand, analyze and act to enhance the performance of individual, groups and organization.
2. Deliver desired outcomes and create “nice place to work”.
3. Analyze individual and group behavior in terms of creating healthy work culture and entrepreneurial mindsets.
4. Evaluate the perception and learning process of human behavior.

UNIT-I : Introduction to Organization (10 hours):

Concept, Structure, Types of Organization. Concept, Characteristics, Process of Organizational Development. Basics of Organizational Change. Significance of Organizational Behaviour in context of individual, group, society and organization. Foundations and Models of OB. Challenges and Opportunities for OB. Human Behaviour – Nature and Process of Human Behaviour. Role of Positive Thinking in Human Behaviour.

UNIT-II : Determinants of Individual Behaviour (10 hours) :

Personality – Concept determinants, traits, types and theories. Perception – Concept and Process of Perception. Factors Influencing Perception. Learning – Concept, Process, Components,

Determinants, Theories of Learning- Classical Conditioning, I.Pablov, Operant Conditioning – B.F.Skinner, Trial & Error Theory-E.L. Thondiki.

UNIT-III : Interpersonal Behaviour (9 hours):

Meaning and concept of Interpersonal Behaviour, Transactional Analysis – Levels of Self-awareness. Ego-states. Life Positions. Transactions. Stroking. Group and Group Dynamics – Concept and Classification of Groups. Stages of Group Development. Formal vs. Informal Groups. Team and Skill required for Team Management.

UNIT-IV: Strengthening Organization (6 hours):

Organizational Conflicts – Concept, Levels, Sources and Effects of Conflicts. Factors governing to strengthen organization. Concept of Motivation and its relevance for Individual and Organization. Important Theories of Motivation – Maslow, Herzberg, McClelland, Vroom's, Equity.

UNIT-V : Communication and Leadership (10 hours):

Communication – Concept, Functions, Process and Direction of Communication. Formal and Informal Communication Channel. Barriers to Communication and the Measures to overcome them. Leadership – Concept, Types of Leaders and Styles of Leadership. Role of Leadership Skill in Management Authority vs. Power. Self Presentation, Physical Appearance, Body and Sign Language.

Text Books:

1. Stephen P. Robbins : Organizational Behaviour (Pearson Education, 2018).
2. J.W. Newstrom & Keith Davis : Organizational Behaviour – Human Behaviour at Work (Tata Mc Graw-Hill, 12th edition, 2006).
3. Fred Luthans : Organizational Behaviour (Mc Graw-Hill, 12th edition, 2010).
4. L.M. Prasad : Organizational Behaviour (Sultan Chand & Sons,2020).
5. Paul E. Smith, Wendy Yellowley, Christopher J. McLachlan : Organizational Behaviour :Managing People in Dynamic Organizations (Routledge and CRC Press, 2021)
6. M.N. Mishra : Organizational Behaviour (Vikas Publishing House, 2001).
7. Suja R. Nair : Organizational Behaviour (Himalaya Publishing House, 2017).

References:

1. Stephen P. Robbins, Timothy A. Judge : Essentials Of Organizational Behavior Book By Stephen Robbins (Pearson, 2019).
2. K. Aswathappa : Organizational Behavior (Himalaya Publishing House, 2018)

Jharkhand University of Technology (JUT), Ranchi
MBA (Semester-II/2nd- First Year)

SUBJECT: CONSUMER BEHAVIOUR (CB)
SUBJECT CODE: MBA 202(CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks: 40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Classes per week: Lectures-3, Tutorial-1, Practical-1.	End- Term Examination Marks: 60

Course Objectives:

The objective of the course is to introduce the students to the types of consumers and their demographic characteristics for a product, their attitudes and behavior in market place and the impact on marketing strategy.

Learning Outcome:

On completion of this course, the students will be able to:

1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.
2. Identify and explain factors which influence consumer behaviour.
3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
4. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
5. In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.

UNIT-I : Introduction (12 hours) :

Meaning and Definition of Consumer Behaviour. Difference between consumer and customer. Personal Consumer vs. Organisational Consumer. Consumer Behaviour and Marketing Strategy. Development of Consumer Behaviour as a Field of Study. Determinants of Indian Consumer Behaviour. Consumer Buying Model. Consumer Movement in India. Rights and Responsibilities of consumers in India. An International Perspective of Cross-Cultural Consumer Behaviour.

UNIT-II: Consumer Behavior Analysis and marketing Strategy (12 hours):

Introduction to Consumer Behavior Analysis. Consumer Behaviour Product Strategy. Consumer Behavior and Pricing Strategy. Consumer Behaviour and Distribution Strategy. Consumer Behavior and Promotion Strategy. Consumer Behaviour and Retail Marketing. Role of research in understanding Consumer behavior. Market Segmentation.

UNIT-III : Motivation and Personality (12 hours) :

Concept and Characteristics of Motivation. Needs and Goals. Dynamic Nature of Motivation. Maslow's Hierarchy of Human Needs. Motivation Research. Personality – Concept and Nature of Personality. Theories of Personality. Personality and Understanding Consumer Diversity. Brand Personality.

UNIT-IV : Models of Consumer Behavior (12 hours) :

Input-Process-Output Model. Nicosia Model. Howard Sheth Model. Engel-Kollat-Blackwell Models of Consumer Behavior. Internal Influence- Motivation, Personality, Perception, Learning. Attitude, Communications. External Influence- Social class, Culture & Sub-culture, reference Groups, Family Members. Brand Loyalty. Consumer Imagery. Models of Organisational Buying Behaviour-The Webster and Wind Model and The Sheth Model.

UNIT-V: The Global Consumer Behaviour (12 hours): -

Meaning, Concept and types of Global Consumer Behaviour. Global vrs cross-cultural consumer buying habits. Perceptions of emerging non-store choices. Research and applications of consumer responses. Approaches to marketing. Issues of Consumer ethics and privacy. Alternative Multinational Strategies – Global vs. Local. Consumer Buying/Decision/making Models. Diffusion Process and Adoption Process. Consumer Behaviour Audit.

Books:

1. Leon G. Schiffman and Leslie Lazar Kanuk : Consumer Behaviour (Pearson Education, 2013).
2. Suja R. Nair : Consumer Behaviour in Indian Perspective (Himalaya Publishing House,2011).
3. Bennet and Kassarian, Consumer Behavior,(Prentice Hall of India, New Delhi, Latest edition).
4. Michael R. Solomon, Consumer Behaviour (PHI Learning Private Limited, New Delhi, 2011).
5. Ramanuj Majumdar, Consumer Behavior(Prentice Hall of India, New Delhi, 2011).

References :

1. Paco Underhill : Why We Buy: The Science of Shopping (Simon & Schuster, 2008).
2. Michael Solomon : Consumer Behavior: Buying, Having, and Being (Pearson Education; 12th edition 2014).
3. Constantinos Pantidos : Living Brands: How Biology & Neuroscience Shape Consumer Behaviour & Brand Desirability(LID Publishing, 2018).

Jharkhand University of Technology (JUT), Ranchi

MBA (Semester-II/2nd- First Year) SUBJECT: FINANCIAL MANAGEMENT (FM) SUBJECT CODE: MBA 203(CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks: 40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-0, Practical-1.	End- Term Examination Marks: 60

Course Objectives:

The objective of the course is to familiarize the students with basic concepts of financial management, contemporary theory and policy in order to master them to apply tools and techniques of financial management in the organization. By combining theoretical cognitions and practical attitudes, the students will be able to take financial decision and resolve financial problems for maximization of wealth, management of resources and distribution of various funds.

Learning Outcome:

On completion of this course, the students will be able to:

1. Demonstrate an understanding of the overall role and importance of the finance function.
2. Demonstrate basic finance management knowledge.
3. Communicate effectively using standard business terminology.

UNIT-I : Introduction to Financial Management (12 hours):

Concept, Nature and Scope of Business Finance. Objectives and Functions of Financial Management. Role of the Finance Manager. Time Value of Money, Risk and Return. Goal of Financial Management- Wealth Maximization vrs Profit Maximization. Forms of Business Organisation and financial considerations underlying the choice of form of Business Organisation.

UNIT-II : Fundamentals of Financial Planning (12 hours):

Meaning, Concept, Definition ,Objectives, Importance and Limitations of Financial Plan. Types of Financial Plans. Process of Financial Planning. Characteristics of Sound Financial Plans. Factors Affecting Financial Plan. Sources of Long-term, Medium-term and Short-term Finance. Cost of Capital- Cost of debt, cost of equity capital, Weighted Average Cost of Capital.

UNIT-III : Funds Management (12 hours):

Meaning, Concept, Definition and Significance of Capital Budgeting. Nature of Investment Decisions. Factors Affecting Capital Investment Decisions. Methods of Evaluating Investment Opportunities. Capital Rationing. Risk Analysis in Capital Budgeting. Cost of Capital – Meaning

and Significance, Costs of Equity and preference Capital, Cost of Borrowings, Combined Cost of Capital. A Broad out line of Working Capital Management.

UNIT-IV : Finance Decisions (12 hours):

Leverage – Meaning and Types of Leverages, Measurement of Leverages, Effects of Operating and Financial Leverage on Profit, Combined Leverage and Analysis of Alternative Financial Plan. Capital Structure – Meaning and Theories, Factors Influencing Capital Structure Decisions and Determining Capital Structure in Practice. Ratio Analysis.

UNIT-V : Income Management (12 hours) :

Meaning and Concept of Income Management. Need and Importance of Income. Accounting and economics of Income. Internal Financing – Determinants and Dangers. Issues in Dividend Decisions – Walter’s Model, Gordon’s Model and M.M. Hypothesis. Forms of Dividend Payment. Factors Determining the Quantum of Dividend Policy in Practice. Stability in Dividend Policy. Corporate Dividend Behaviour.

Text Books:

1. Inamdar S.M. : Financial Management (Everest Publishing House,2010).
2. Kishore, R. M. Financial Management (Taxman Allied Service, Latest edition).
3. Pandey, I. M : Financial Management (Vikas Publishing House, 2016).
4. Horne, J. C. V. : Financial Management & Policy: Pearson, 12th edition, 2016).
5. Srivastava, R. M : Financial Management & Policy: Global Perspective (Himalaya Publication, Latest edition) .

References:

1. Eugene F. Brigham & Joel F. Houston : Fundamentals of Financial Management (Cengage Publications, 2015).
2. Eugene F. Brigham/Joel F. Houston : Fundamentals of Financial Management (Cengage Learning India Pvt. Ltd.2021)

Jharkhand University of Technology (JUT), Ranchi

MBA (Semester-II/2nd- First Year)

SUBJECT: HUMAN RESOURCE MANAGEMENT (HRM)

SUBJECT CODE: MBA 204(CCC)

Total Credits: 03	Full Marks: 100
Total Credit Hours: 45 hours	Internal Assessment Marks: 40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Classes per week: Lectures-3, Tutorial-0, Practical-0.	End- Term Examination Marks: 60

Course Objectives:

The objective of the course is to equip the students with knowledge, skill and competencies to manage people along with capital, material, information, knowledge and intelligence assets in the organization. They will be able to practice the HRM theories and processes for effective and efficient use of human resources in the organization by applying their own perception, assumption and belief about the people.

Learning Outcomes:

On completion of the course, the students will be able to:

1. Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM.
2. Demonstrate competence in development and problem-solving in the area of HR Management.
3. Provide innovative solutions to problems in the fields of HRM.
4. Be able to identify and appreciate the significance of the ethical issues in HR.

UNIT-I: Introduction to HRM (10 hours):

Evolution of Personnel Management, Meaning, Definition, and types of Personal Management (HRM and HRD), Nature, Principles, Objectives and Scope of HRM. Growth of HRM in India.

UNIT-II: Designing and Developing HR System (15 hours):

Introduction to Human Resources Planning, Job Design, Job Enrichment, , Job Enlargement, Job Rotation, Job Analysis, Job Evaluation(feedback), Recruitment, Selection, Placement, Induction, Transfer & Promotion. Different techniques, development function, training & development and performance appraisal of Human Resource Development. Quality of work and productivity in context to HRM - Total Quality Management, Quality Circle.

UNIT-III: Compensation Management and Rewards (10 hours):

Introduction, Meaning, Concept and objectives of Compensation and Rewards. Types of Compensation and Rewards., Influencing Factors, Different forms of employee compensation for Executives & Non- Executives. Basics of Compensation Laws. Best Compensation Policies in India with case studies.

UNIT-IV: Human Behavioral and its Dimensions(10 hours):

Understanding Human Behavior, Nature, Importance and Dimensions of HRM. Identifying employee needs and their satisfaction. Fundamentals of Global HRM practices.

Text Books:

- 1- Ian Beardwell & Len Holden : Human Resource Management (Macmillan India Ltd, Latest edition).
- 2- Raymond Noe and John Hollenbeck and Barry Gerhart and Patrick Wright: Human Resource Management: gaining Competitive Advantage (McGraw Hill,.2021).
- 3- R S Dwivedi : A Text Book on Human Resource Management (Vikas Publishing, 2007).
- 4- Ajit Kumar Ghosh : Managing Human Resources Strategic Approach to Win(Jain Book Depot, 2005).

References:

1. K Aswathappa & Sadhna Dash : Human Resource Management - Text and Cases(McGraw Hill, 2021).
2. Gary Dessler & Biju Varkkey :Human Resource Management (Pearson, 2017)
3. Gary Dessler & Biju Varrkey : Human Resource Management (Pearson, 2017)

Jharkhand University of Technology (JUT), Ranchi

MBA (Semester-II/2nd- First Year)

SUBJECT: BUSINESS RESEARCH METHODS (BRM)

SUBJECT CODE: MBA 205(CCC)

Total Credits: 02	Full Marks: 100
Total Credit Hours: 30 hours	Internal Assessment Marks: 40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Classes per week: Lectures-2, Tutorial-0, Practical-0.	End- Term Examination Marks: 60

Course Objectives:

The objective of the course is to acquaint the students with **tools** and techniques of Business Research Methodology (BRM) and their application to explore the unknown and unlock new possibilities in the business by taking appropriate management decisions.

Learning Outcomes:

On completion of this course, the students will be able to:

1. Describe the research process and list the characteristics of various types of research.
2. Given a management problem determine the related Research Problem.
3. Formulate Research Objectives and Hypothesis from a given research problem.
4. Given the research budget select suitable Research Design for achieving the research Objectives.

Objectives.

5. Organize the data collection process, Analyse data and draw inferences and recommend solutions to the research problem.

UNIT-I : Fundamentals of Business Research (7 hours):

Basics of Business Research; Objectives and types of Business Research. Business Research Design. Application of Business Research in product design/production/promotion. Business Research Process. Steps in Preparing a Research Design.

UNIT-II:: Sampling, Data Sources and Scaling Techniques(10 hours):

The Sampling Process; Types of Sampling; Methods of Collection of Data: Primary & Secondary Sources and Data Mining; Reliability and Validity of a Questionnaire; Abilities of a Good Interviewer; Process & Types of Observation. Concept of Measurement and Scaling; Procedure for Constructing Likert Scale;

UNIT-III: Data Analysis, (4 hours):

Basic Descriptive Statistics and Its use in Business Research; Vicariate Regression & Correlation Analysis; Time Series Analysis;

UNIT-IV: Hypothesis:

Multivariate Applications: An Overview. Elementary Probability Theory; Application of Poisson Distribution; Hypothesis Testing Procedure;

UNIT-V: Testing and Reporting:

Types of Tests- Student's t Tests, F -Test & ANOVA, Chi-Square Test for Independence & Goodness of Fit. Types of Research Report; Mistakes Commonly Committed in Interpreting Data; Business Research Report Components.

Text Books:

1. Cooper & Schindler : Business Research Methods (Tata McGraw Hill, 2006).
2. Saunders: Research Methods for Business Students (Pearson Education, Latest Edition).
3. Kothari C.R : Research Methods in Business & Social Sciences (Macmillan, Latest Edition).
4. Alan Bryman & Emma Bell: Business Research Methods (Oxford University Press,2011).

Reference:

1. Sidney Siegel: Parametric and Non-Parametric Statistics (American Statistical Association, 2012).
2. Shenray & Pant : Statistical Methods in Business & Social Sciences(Macmillan, Latest Edition)
3. Dwivedi R.S : Research Methods in Behavioural Sciences (Macmillan, Latest Edition).
4. Uma Sekaran : Research Methods for Business (Wiley Publications, Latest Edition).

Jharkhand University of Technology (JUT), Ranchi

MBA (Semester-II/2nd- First Year)
SUBJECT: BUSINESS COMMUNICATION (BC)
SUBJECT CODE: MBA 206(CCC)

Total Credits: 02	Full Marks: 100
Total Credit Hours: 30 hours	Internal Assessment Marks: 40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Classes per week: Lectures-2, Tutorial-0, Practical-0.	End- Term Examination Marks: 60

Course Objectives:

The objective of the course is to familiarize the students with strong written, oral, and interpersonal communication and presentation skills so as to ensure proper performance of the organization and the achievement of the system of exchange of information, develop a plan, implement a plan, facilitate policy formulation, organize resources, increase efficiency and bring dynamism.

Learning Outcomes:

On completion of the course, the students will be able to:

1. Develop ability to create documents based on communication made between/among individuals/groups, report to the competent authority, flow of information so as establish strong communication system.
2. Make use of different tools and techniques of communication eg: local media, print media, files etc.
3. To solve the problems and take appropriate decisions under different situations.

UNIT I : Fundamentals of Business Communication (6 hours) :

Meaning and Objectives of Communication; Importance of Communication in an organization.

UNIT II : Communication System(4 hours):

Flow of Communication; Communication Process; Communication Models; Channels of Communication.

UNIT III : Dimensions of Business Communication (10 hours) :

Nature and Characteristics of Oral and Written Communication; Advantages and Disadvantages of Oral and Written Communication; Business Letter Writing; Characteristics of Non-Verbal Communication, Components of Non-Verbal Communication; Body Language; Effective use of Body Language; Main Factors of Para Language; Advantage and Limitations of Para Language. Nature of Effective Communication, Barriers to communication. Effective Listening. Barrier to effective listening.

UNIT IV : Modes of Business Communication (6 hours):

Vocabulary- confusion, miss pelt , and common errors. Memorandum, MOU, MOA, Notice, Agenda, Minutes, Job Application Letter, Resume Preparation, Letter writing, Business Correspondence, Report writing, Presentation- types, interviewing, Group discussion.

UNIT V : Digital Communication (4 hours):

Nature and scope of digital communication; Use of digital tools and techniques for communication.

Text Books:

1. Sanjay Kumar & PushpLata , Communication Skills (Oxford University Press, 2015)
2. Courtland L. Bovee, John. V. Thill : Business Communication Today (Pearson College Div, 2017).
3. Raymond V Lesikar, Marie, E, Flatley, Kathryn Rentz, Neerja Pande : Business Communication (Mcgraw Hill, Latest Edition).
4. R.C.Sharma, Krishna Mohan : Business Correspondence and Report Writing (Mcgraw Hill, 2017).

References:

1. Kumkum Bhardwaj : Professional Communication (Dreamtech Press, 2020).
2. C.R. Reddy: Business Communication (Dreamtech Press,2020).
3. Kaul A : Effective Business Communication,(Prentice Hall India Learning Private Limited,2015)

Jharkhand University of Technology (JUT), Ranchi
MBA (Semester-II/2nd- First Year)

SUBJECT: OPERATIONS RESEARCH (OR)
SUBJECT CODE: MBA 207(CCC)

Total Credits: 02	Full Marks: 100
Total Credit Hours: 30 hours	Internal Assessment Marks: 40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Classes per week: Lectures-2, Tutorial-0, Practical-0.	End- Term Examination Marks: 60

Course Objectives:

The objective of the course is to equip the students with theories, processes and practices of analytical methods and techniques for problem-solving and decision-making that are useful in the management of organizations under different situations. The students will be able to understand and structure complex situations, and to utilize their understandings to predict system behavior and improve system performance.

Learning Outcomes:

On completion of the course, the students will be able to :

1. Identify and develop operational research models from the verbal description of the real system.
2. Understand the mathematical tools that are needed to solve optimisation problems.
3. Use mathematical software to solve the proposed models.
4. Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management Engineering.

UNIT-I: Introduction to Operations Research(08 hours):

Meaning, Concepts, Nature and Significance of Operations Research. Nature and identification of research problems. Types and methods of Assignment Problems. Concept, importance and types of Decision Making. Decisions with Probability and Non-probability, EVM Decision, EOL Decision, Decision Tree. Approaches to Decision Making. Scientific Methods in Operations Research, Models in Operations Research, Application Areas of OR in Management.

UNIT-II: Formulation of Research Models (5 hours):

Linear Programming-Model Formulation, Graphical Method, Simplex Method, Degeneracy in L.P.P. Sensitivity Analysis Applied to Linear Programming Problems. Duality in Linear Programming. Dual Simplex Method.

UNIT-III: Transportation Problems (5 hours) –

Formulation of Transportation Problem, Balanced and Unbalanced Problems, North - West Corner Rule, Least Cost Method, Vogel's Approximation Method, MODI Method, and Degeneracy.

UNIT-IV: Assignment Problems (5 hours)-

Mathematical Formulation of an Assignment Problem, The Assignment Algorithm (Hungarian Assignment Method), Balanced and Unbalanced Assignment Problems. Basics of Game Theory and Probability.

UNIT-V: Time Analysis Models (07 hours):

Meaning, concept and types of Time Analysis. Replacement of items and reasons of failure. Theory of Time Analysis- the A theory and the B theory, Three and Four Dimensional theories. Queuing Theory, Managerial practices and Implications.

Text Books:

1. J.K. Sharma : Operations Research (Macmillan India Ltd, 2006)
2. Fredrick S. Hillier and Mark S. Hillier: Introduction to Management Science (McGraw Hill, 2021).
3. Wagner, H.M : Principles of Operations Research (Prentice Hall, Latest Edition).
4. Phillips: Principles and Practice - Operational Research (Wiley India Pvt. Limited, 2007).
5. Kanti Swarup, P.K. Gupta, Man Mohan : Operations Research (S. Chand and Company, Latest Edition).

References:

1. R. Paneerselvam : Operations Research (PHI Learning, Latest Edition).
2. P. Ramamurthy : Operations Research (New Age International Publisher, 2007)

Jharkhand University of Technology (JUT), Ranchi

MBA (Semester-II/2nd- First Year)

**SUBJECT: PERSONALITY DEVELOPMENT (PD) & VIVA-VOCE
(PDVV)**

SUBJECT CODE: MBA 208(CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks: 20 (Teacher's Assessment: 0 + Mid Term Examination: 20)
Classes per week: Lectures-0, Tutorial-1, Practical-3.	End- Term Examination Marks: 80

Course Objectives:

The objective of the course is to aspire the students to work effective and efficiently by building their own communication and interpersonal skills, and behavioral competencies through continual enhancement of knowledge and skills.

Learning Outcomes:

On completion of the course, the students will be able to:

1. Develop, exhibit and accurate sense of self.
2. Develop and nurture a deep understanding of personal motivation.
3. Develop an understanding of and practice personal and professional responsibility.
4. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

UNIT-I: Introduction to Personality Development (12 hours):

Personality Identification and Self/Social Recognition. Assessment of Personality -traits and types. IQ test, Personality Development and Enrichment. Ethics of Personality. Role of Personality in success and failure.

UNIT- II: Personality Ethics and Social Values(12 hours):

Basics of Personality Ethics:

- Personal behavior,
- Manner,
- Etiquette,
- Sincerity,

- Punctuality,
- Truthfulness,
- Honesty,
- Social Protocol,
- Sense of Dress Code, and
- Time Management.

UNIT- III: Personality and Social Culture(12 hours):

Assessment of Personality, Self-esteem, Social Identification and Social Recognition, Inter and Intra Personality development. Creating conducive environment. Development of moral ethics and standards. Basics of moral capital and intellectual property development and prevention. Work ethics and culture. Case identification/ location/inquiry/investigation. Finding of Proof related to case studies. Case study analysis (psychological, interpersonal, social and criminal aspects). Diagnostic of case studies.

UNIT- IV : Group Discussion and Personal Interview(16 hours)- Practical:

There are two GD Classes and two PI classes (mock) will be given to the students by the faculties/experts of related domain and focused on the following:

- GD (HR),
- Case Studies Analysis,
- Mock Interview,
- Resume Writing,
- Presentation,
- Life-style and Personality.
- Development of Employability skills

UNIT-V: SWOC Analysis and Viva-Voce:

SWOC(Strength, Weakness, Opportunities and Challenges) Analysis and Viva-Voce.

References:

1. Hurlock E.B : Personality Development (Tata McGraw Hill, 2006).
2. Stephen P. Robbins and Timothy A. Judge : Organizational Behavior (Prentice Hall, 2014).
3. Andrews, Sudhir: How to Succeed at Interviews (Tata McGraw-Hill 1988).
4. Heller, Robert : Effective Leadership- Essential Manager series (Dk Publishing, 2002).
5. Hindle, Tim: Reducing Stress. Essential Manager Series (Dk Publishing, 2003).

References:

1. Lucas, Stephen: Art of Public Speaking (Tata - Mc-Graw Hill. 2001).
7. Mile D.J: Power of positive thinking (Rohan Book Company, 2004).
8. Pravesh Kumar : All about Self- Motivation (Goodwill Publishing House. 2005).
9. Smith B .: Body Language (Rohan Book Company. 2004)
