

SYBBA- IB
Semester - III

Course Code: B2-21/30323BI3-H061	Subject: Global Competencies	Marks: 50 Credits: 2
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Course Objectives:

- To develop reasonable knowledge about Competencies and Personality Development.
- To build self-confidence, enhance self-esteem, and improve overall personality of the students.
- To enhance global and cultural competencies of the students.
- To groom the students for appropriate behavior in social and professional circles.

Course Outcome:

After completing the course, the student shall be able to

CO1: To understand the nature, meaning, competencies required for a pleasing personality and learn various theories of personality development.

CO2: To understand the concept of Global Competence and develop self- esteem and self-confidence among the students.

CO3: To understand and learn global and cultural competencies for positive attitude development and explain various styles and qualities of leaders and encourage students for effective leadership.

CO4: To understand the social and professional grooming traits and study various social and international etiquette.

Unit	Unit Title	Contents

I	Introduction to Personality Development and Theories.	<ul style="list-style-type: none"> • Define Personality and different types of Personalities, Factors of Association-Five Factor Model, Personality Traits /Determinants. (Traits required to be successful at global level) • Developing Positive Personality, Importance of Empathy and Emotional Intelligence, Ethics and Values (National and International protocols for individuals as well as business) • Building emotional stability, Types of Personalities – Introvert, Extrovert & Ambivert person, Effective Communication & Its key aspects. • Interpersonal Relationship, Personality – Spiritual journey beyond management of change, good manners & Etiquettes.
II	Global Competence and Self Development	<ul style="list-style-type: none"> • Self-Assessment-Finding Own Personality type (Conduct any Personality Test like Myers Briggs’ 16 Categories of Personalities. • Goal Setting- SWOT Analysis, Interpersonal skills, understanding people/Social behavior- Johari Window (Understand how behaviors and social etiquette differ across the world) • Ability to work in Team- Be a team player, adapt in different cultural and work styles, Maintain professional and social relationships, • Self Esteem and Maslow, Self Esteem & Erik Erikson, Mind Mapping, Competency Mapping & 360 Degree Assessment. • Assertiveness, Decision making skills, Conflict: Process & Resolution, Leadership & Qualities of Successful Leader.

III	Development of Social and Interpersonal Skills	<ul style="list-style-type: none"> • Creating impressive Self Image, and critical thinking skills • Motivation-Need for self- motivation, National and International standards and how they differ in major countries of business) • Social Etiquettes and Grooming basics, Body Language-Basic understanding and projecting Positive Body Language, Dressing Etiquettes and Hygiene, First Impressions. • Effective Speech, Understanding Body language, projective positive body language • Attitude - Concept -Significance -Factors affecting attitudes – Positive attitude–Advantages –Negative Attitude-Disadvantages
IV	Projecting a Positive Social Image	<ul style="list-style-type: none"> • Traits of a globally competent individual – (Adaptability/Team player/flexible/people’s skills etc.), Self- adaptability and awareness about others (Cross culture adaptiveness) • Bridging the differences, Understanding Cross-Cultural values and ethics, Global Communication Styles. • Business protocols and practices and personal lifestyles –(How they vary from country to country and the need to adapt). • Stress Management: Introduction, Causes, stress management techniques. Time management: Importance of time management, Techniques of time management, Time management styles.

No of Lectures	48 (48 min)
No of Lectures for Evaluation	09

Total No of Lectures	57
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Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Personality Development and Theories	Group Discussion & Quiz	Popular case studies on Personality Development and Theories	Understand the Fundamentals of Personality Development and Theories	<ul style="list-style-type: none"> ➤ To study the nature and meaning of personality. ➤ To understand various factors affecting personality development of an individual. 	20%
2	Global Competence and Self Development	Discussion, Group Presentations. Videos, Posters.	Presentations and Talks on Global Competence and Self Development	Understand the need of Global Competence and Self Development	<ul style="list-style-type: none"> ➤ To understand the concept of Global Competence. ➤ To decipher the characteristics of globally competent individual and encourage students to develop that characteristics among themselves. 	25%
3	Development of Social and Interpersonal Skills	Informative lectures, case studies and presentations.	Presentations and Talks on Development of Social and Interpersonal Skills	Understand various aspects of Development of Social and Interpersonal Skills	<ul style="list-style-type: none"> ➤ To explain various techniques for effective communication. ➤ To train students for impressive self-introduction. 	30%

4	Projecting a Positive Social Image	Discussion based on suggested readings, Informative Lecture, Role Play, Case Studies.	Presentations and talks on Projecting a Positive Social Image Role plays on Projecting a Positive Social Image.	Understand the need for and importance of Projecting a Positive Social Image	<ul style="list-style-type: none"> ➤ To explain the importance of positive social image of the individual. ➤ ➤ To introduce basics of grooming and effective use of body language. 	25%
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Unit	Evaluation Method	Marks (50)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (10)	CCE II (10)	SEMESTER (30)	
I	Quiz and Discussions on Consumer Protection Act and Market Structure.				NA
II	Presentations on Unfair Trade Practices and Regulatory Standards				NA
III	MCQs/ Presentations on Consumer Protection Bodies/ Councils and its Functions				NA
IV	Group Discussion on Role of Industry and Non-commercial Organizations in Consumer Protection.				NA

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Personality development.	Swami Vivekananda	Adhyaksha Advaita Ashram	2009	New Delhi
2	Personality Development and Communication skills.	C Rajya Lakshmi Kalyani, D S Vittal, AnithaRaju	Himalaya Publishing House.	2006	New Delhi
3	Effective Life Management.	Swami Amartyananda	Advaita Ashrama	2012	New Delhi

4	Personality Development and Soft Skills.	BarunMitra	Oxford University Press	2013	New Delhi
5	Soft Skills- Personality Development for Life Success.	Prashant Sharma	BPB Publication	2017	New Delhi
6	Theories of Personality 4th Edition.	Hall CS, Lindsey G and Campbell J B	Wiley	2002	New Delhi

Suggested Web/E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/Case studies
1	Introduction to Personality Development and Theories	Courses Personality Development - Course (swayam2.ac.in) Developing Soft Skills and Personality - Course (nptel.ac.in) Free Online Course: Personality Development from Swayam Class Central	--	Personality Development Articles (managementstudyguide.com) Personal Development Articles (essentiallifskills.net) Personal Development Articles Everyday Power
2	Global Competence and Self Development	Courses Personality Development - Course (swayam2.ac.in) Developing Soft Skills and Personality - Course (nptel.ac.in)		Personality Development Articles (managementstudyguide.com) Personal Development

		Free Online Course: Personality Development from Swayam Class Central		Articles (essentiallifskills.net) Personal Development Articles Everyday Power
3	Development of Social and Interpersonal Skills	Courses Personality Development - Course (swayam2.ac.in) Developing Soft Skills and Personality - Course (nptel.ac.in) Free Online Course: Personality Development from Swayam Class Central	--	Personality Development Articles (managementstudyguide.com) Personal Development Articles (essentiallifskills.net) Personal Development Articles Everyday Power
4	Projecting a Positive Social Image	Courses Personality Development - Course (swayam2.ac.in) Developing Soft Skills and Personality - Course (nptel.ac.in) Free Online Course: Personality Development from Swayam Class Central	--	Personality Development Articles (managementstudyguide.com) Personal Development Articles (essentiallifskills.net) Personal Development Articles Everyday Power

SYBBA-IB Semester-III

Course Code: 23BI3-F051	Subject : Digital Marketing	Marks : 50 Credits : 2
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Course Objectives :

1. To develop understanding Fundamentals of Digital Marketing.
2. To know how to develop a Digital Marketing Plan.
3. To study the concept and various tools of Social Media Marketing.

Course Outcome :

After completing the course, the student shall be able to-

CO 1: Fundament aspects of Digital Marketing.

CO2: Develop a Digital Marketing Plan.

CO3: Know various tools of Social Media Marketing and its utility in business.

Unit	Unit Title	Contents	No of Lectures
I	Fundaments of Digital Marketing	2.1 Digital Marketing-Concept, Meaning, Advantages, Limitations and Process. 2.2 Visibility-Meaning Increasing Visibility, Types and Examples. 2.3 Concept of Engagement, Visitors Engagement, its Importance and examples of engagement. 2.4 Inbound and outbound marketing 2.5 Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process 2.6 Tools of Digital Marketing	15

		2.7 E-Commerce- Meaning, Advantages, Limitations and Business Models.	
II	Developing Digital Marketing Plan	<p>3.1 Creating initial digital marketing plan</p> <p>3.2 Target group analysis</p> <p>3.3 Creating virtual presence</p> <p>3.4 Website, Domains, Buying a Domain, Core Objective of Website and Flow, Web design and Optimization of Web sites.</p> <p>3.5 Essentials of good website and Strategic design of home page</p> <p>3.5 Optimization of Web sites, SEO tools and Web analytics.</p>	07
III	Social Media Marketing	<p>4.1 Social Media Marketing-Meaning, Importance, Limitations and types.</p> <p>4.2 Digital Marketing Vs. Social Media Marketing.</p> <p>4.3 Social Media Marketing Tools- Facebook, Instagram, LinkedIn, Twitter, Google AdWords, E-Mail Marketing, Mobile App Marketing and YouTube.</p>	07
Total No of Teaching Lectures			24

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
I	Fundamentals of Digital Marketing	PPT, Videos.	Branding the social media handles.	To create the basic understanding of Digital Marketing.	<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking 	40
II	Developing Digital Marketing Plan	Case study, Short film.	Select any brand and making its social media plan.	To study how to Develop Digital Marketing Plan	<ul style="list-style-type: none"> • Problem Solving • Reflective Thinking • Application Skills • Employability 	35
III	Social Media Marketing	Demonstration, Guest lecture.	Desk Research	To study the concept and various tools of Social Media Marketing.	<ul style="list-style-type: none"> • Reflective Thinking • Professional Skills 	35

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Assignment	Assignment	Assignment	MCQ/	Nil

				Written Examination	
II	Assignment	Assignment	Assignment	MCQ/ Written Examination	Nil
III	Assignment	Assignment	Assignment	MCQ/ Written Examination	Nil

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Digital Branding	Daniel Rowles Kogan	Page New Delhi/Mumbai
2	Digital Marketing	Dave Chaffey	Pearson Pune/Mumbai
3	Marketing 4.0	Philip Kotler/Herman Kartajaya	Pearson Pune/Mumbai
4	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page Mumbai
5	Digital Marketing	Dave Chaffey/Fiona Ellis	Pearson Mumbai

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on YouTube/Swayam/MOOCs etc)	Films	Journals/Articles/Case studies
1	Fundamentals of Digital Marketing	https://onlinecourses.swayam2.ac.in/cec22_mg04/preview?user_email=sandeprathod40@gmail.com	-	https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf
2	Developing Digital Marketing Plan	https://onlinecourses.swayam2.ac.in/cec22_mg01/preview?user_email=sandeprathod40@gmail.com	-	https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-

				of-Digital-Marketing.pdf
3	Social Media Marketing	-	-	-

SYBBA IB- Semester- III

Course Code: 23BI3-A021	Subject: Personality Development (Theory)	Marks: 50 Credits: 2	
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Course Objectives: <ol style="list-style-type: none"> 1. To develop reasonable knowledge about Personality Development. 2. To build self-confidence and goal setting among the students.

Course Outcome: After completing the course, the student shall be able to CO1: Understand qualities required for a pleasing personality.. CO2: Build self-confidence and set their goals.

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Personality Development	<ul style="list-style-type: none"> • Meaning of Personality, • Define Personality and different types of Personalities, , Personality Traits /Determinants. (Traits required to be successful) • Types of Personalities – Introvert, Extrovert & Ambivert person, Effective Communication & Its key aspects. • Developing Positive Personality, Importance of Empathy and Emotional Intelligence, Ethics and Values (National and International protocols for individuals as well as business) • Manners & Etiquettes. 	13
II	Goal Setting and Self Development	<ul style="list-style-type: none"> • Self-Assessment- Finding Own Personality type (Conduct any Personality Test like Myers Briggs') • Goal Setting- SWOT Analysis, Interpersonal skills, understanding people/Social behavior • Team Building- Be a team player, adapt in different cultural and work styles, Maintain professional and social relationships 	12

		<ul style="list-style-type: none"> Assertiveness, Decision making skills, Leadership & Qualities of Successful Leader. 	
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No of Teaching Lectures	25 hours
No of Lectures for Evaluation	05 hours
Total No of Lectures	30 hours

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Personality Development	Lecture, Group Discussion, Videos, Case studies on Personality development		Understand the Fundamentals of Personality Development	<ul style="list-style-type: none"> ➤ To study the nature and meaning of personality. ➤ To understand various factors affecting personality development of an individual. 	50%

2	Goal Setting and Self Development	Lectures, Group Activities Presentations. Videos on goal setting & self development		Understand the need of Global Competence and Self Development	<ul style="list-style-type: none"> ➤ To understand the concept of Global Competence. ➤ To decipher the characteristics of globally competent individual and encourage students to develop that characteristics among themselves. 	50%
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Unit	Evaluation Method	Marks (50)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (10)	CCE II (10)	SEMESTER (30)	
I	Introduction to Personality Development	Assignment	Internal	Semester End	NA
II	Goal setting & Self Development				NA

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Personality development.	Swami Vivekananda	Adhyaksha Advaita Ashram	2009	New Delhi
2	Personality Development and Communication skills.	C Rajya Lakshmi Kalyani, D S Vittal, AnithaRaju	Himalaya Publishing House.	2006	New Delhi
3	Effective Life Management.	Swami Amartyananda	Advaita Ashrama	2012	New Delhi
4	Personality Development and Soft Skills.	BarunMitra	Oxford University Press	2013	New Delhi
5	Soft Skills- Personality Development for Life Success.	Prashant Sharma	BPB Publication	2017	New Delhi

6	Theories of Personality 4th Edition.	Hall CS, Lindsey G and Campbell J B	Wiley	2002	New Delhi
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Suggested Web/E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Introduction to Personality Development	Courses Personality Development - Course (swayam2.ac.in) Developing Soft Skills and Personality - Course (nptel.ac.in) Free Online Course: Personality Development from Swayam Class Central	--	Personality Development Articles (managementstudyguide.com) Personal Development Articles (essentiallifskills.net) Personal Development Articles Everyday Power
2	Goal Setting and Self Development	Courses Personality Development - Course (swayam2.ac.in) Developing Soft Skills and Personality - Course (nptel.ac.in) Free Online Course: Personality Development from Swayam Class Central		Personality Development Articles (managementstudyguide.com) Personal Development Articles (essentiallifskills.net) Personal Development

				Articles Everyday Power
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SYBBA IB (NEP)--Semester-3

Course Code: 23B13- A011	Subject: Productions and Operations Management	Marks: 100 Credits: 4
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Course Objectives:

- To know the concepts of Production and Operations Management and analyze the Plant location and layout strategies.
- To apply the concepts of product and process design and analyze the product life cycle issues of the products.
- To apply the concepts of Materials and Maintenance Management and analyze the problems related to inventory management and maintenance issues of plants.
- To critically evaluate the problems of Production Planning and Control
- To analyze the problems of Quality Management in organizations.

Course Outcome:

After completing the course, the student shall be able to

CO1: know the concepts of Production and Operations Management and analyze the Plant location and layout strategies.

CO2: apply the concepts of product and process design and analyze the product life cycle issues of the products.

CO3: apply the concepts of Materials and Maintenance Management and analyze the problems related to inventory management and maintenance issues of plants.

CO4: critically evaluate the problems of Production Planning and Control

CO5: analyze the problems of Quality Management in organizations.

Unit	Unit Title	Contents

I	Introduction to Production and Operations Management	<p>1.1 Meaning & Definition of Production and Operations Management</p> <p>1.2 Objectives, Functions and Scope of Production and Operations Management,</p> <p>1.3 Types of production systems</p> <p>1.4 Waste Management - Scrap and Surplus Disposal, Salvage and Recovery.</p> <p>1.5 Definition and Objectives of Plant Location,</p> <p>1.6 Importance of Location, Locating Foreign Operations Facilities, Location Decision Process;</p> <p>1.7 Principles of Layout, Objectives of a Good Plant Layout, Factors for a Good Plant Layout, Types of Layout</p>
II	Product and process Design	<p>2.1 Meaning, concept, importance of Product design</p> <p>2.2 Types of design, relation to Product life cycle</p> <p>2.3 Product development process</p> <p>2.4 Product Policy</p> <p>2.5 Strategies of product development</p> <p>2.6 Process design</p>
III	Materials and Maintenance Management	<p>3.1 Definition of Material Management,</p> <p>3.2 Material Handling Principles and Practices,</p> <p>3.3 Inventory Control:</p> <p>3.4 Definition and Importance of Maintenance Management,</p> <p>3.5 Objectives of Maintenance Management,</p> <p>3.6 Types of Maintenance Systems</p>
IV	Production Planning and Production Control	<p>4.1 Production Planning: Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing Scheduling,</p> <p>4.2 Master Production Schedule, Production Schedule, Dispatch, Follow up.</p> <p>4.3 Production Control-Meaning, Objectives, Factors affecting Production Control.</p>
V	Quality Management	<p>5.1 Concept of Quality, TQM, Statistical Quality Control and techniques,</p> <p>5.2 Quality Circles, Kaizen, Kanban, Six Sigma</p> <p>5.3 ISO standards.</p>

No of Lectures	50
No of Lectures for Evaluation	10
Total No of Lectures	60

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Production and Operations Management (POM)	PPT, discussion, demonstration, videos	-	Students will know the concepts of Production and Operations Management and analyze the Plant location and layout strategies.	➤ Conceptual skills, reflective skills	25%
2	Product and process Design	PPT, diagrammatic representation, discussion, videos	-	Students will apply the concepts of product and process design and analyze the product life cycle issues of the products.	➤ Conceptual skills, critical thinking and reflective skills	20%

3	Materials and Maintenance Management	PPT, case study, discussion	-	Students will apply the concepts of Materials and Maintenance Management and analyze the problems related to inventory management and maintenance issues of plants.	➤ Conceptual skills, critical thinking, analytical thinking, reflective skills	20%
4	Production Planning and Production Control (PPC)	PPT, case study, discussion	-	Students will critically evaluate the problems of Production Planning and Control	➤ Conceptual skills, reflective skills and analytical skills	20%
5	Quality Management	PPT, Diagrams, discussion.	-	Students will analyze the problems of Quality Management in organizations.	➤ Conceptual skills, reflective skills and analytical skills	15%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz	5			NA
II	Case study solving	5			NA
III	Home assignments	10			NA
IV	Descriptive paper	-	20	60	NA

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Productions and Operations Management	L.C. Jhamb	Everest	7 th	Pune
2	Productions and Operations Management	Shridhar Bhat	Himalaya	-	Mumbai
3	Productions and Operations Management	Chunawala & Patel	Himalaya	-	Mumbai
4	Productions and Operations Management	J.P.Saxena	McGraw Hill	-	NY, USA
5	Plant Layout and Materials Handling	James Apple	Wiley	-	Houston,US A

Suggested Web/E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Production and Operations Management	https://nptel.ac.in/courses/110107141 https://www.youtube.com/watch?v=mSJ8LGD_uXI https://www.youtube.com/watch?v=viIBhQEufM	-	-
2	Product and Process Design	https://www.youtube.com/watch?v=oLmSw236UFA (NPTELHRD)	-	-
3	Materials and Maintenance Management	https://www.youtube.com/watch?v=f58SW0Hwcf0 (NPTELHRD)	-	-

4	Production Planning and Production Control (PPC)	https://nptel.ac.in/courses/112107143	-	https://www.youtube.com/watch?v=PRjExZxWsNc
5	Quality Management	https://onlinecourses.nptel.ac.in/noc20_mg34/preview	-	-

SYBBA IB – Semester III (NEP 2020)

Course Code : 23BI3-A031	Subject: Principles of Human Resource Management (Theory)	Marks: 100 Credits: 4
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Course Objectives:

- CO1: To introduce fundamental concepts of Human Resource Management
 CO2: To explain the processes pertaining to different functions of HRM like Recruitment & Selection
 CO3: To understand the concept & various aspects of Training and Development
 CO4: To understand the fundamental concept of Performance Appraisal.

Course Outcomes:

- CO1: Learn the importance of HRM functions in the business
 CO2: Gain knowledge about various sources and methods of Recruitment and Selection
 CO3: Understand what is Training & Development and its various aspects
 CO4: To know in brief the fundamental concept of Performance Appraisal

Unit	Unit Title	Contents
1	Introduction to Human Resource Management(HRM)	<ul style="list-style-type: none"> • Introduction, • Development of HRM, • Importance of Human Resource Management. • Functions of Human Resource Management. • Role of HR Manager, • Structure of HRM Department, • Duties and Responsibilities of HR-Manager.
2	Manpower Planning and Recruitment and Selection.	<ul style="list-style-type: none"> • Need, Importance of Human Resource Planning: Short term and Long term, • Process of Human Resource Planning. • Concept of Recruitment, • Importance of Recruitment, • Sources of Recruitment. • Concept of Selection, • Importance of selection, • Selection Tests and Types of Interviews
3	Training and Development	<ul style="list-style-type: none"> • Definition of Training and Development, • Methods & Types of Training, • Objectives and Importance of Training, • Training Methods, • Evaluation of Training Programme, • Cross-Cultural Training,

4	Performance Appraisal	<ul style="list-style-type: none"> • Concept of Performance Appraisal, • Importance of Performance Appraisal, • Methods of Performance Appraisal. • Limitations in Performance Appraisal
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No	Suggestive Teaching Methodology	Practical	Outcome expected		Weightage of Marks (%)
			Conceptual understanding	Knowledge/Skills/Attributes etc.	
1	Chart preparation of functions of HRM, Duties of HR manager, Concept of HRM/HRD	NA	Conceptual understanding		25%
2	Newspaper cut outs showing different recruitment adds, Mock interviews of students in the class How to face of interviews..		Industry exposure		25%
3	Guest lecture , workshop		Real life examples		25%
4	Case studies signifying methods of different PA in HRM				25%

Teaching Methodology

Evaluation Method:

Marks (100)			Project/Practical
Formative Assessment		Summative Assessment	
CCE I (20) Marks	CCE II (20) Marks	SEMESTER(60) Marks	NA

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human resource management text and cases	K.Aswathappa	Tata McGraw Hill	New Delhi
2	Human resource management text and cases	L.M. Prasad	Sultan Chand and Sons	New Delhi
3	Human resource management text and cases	V.S.P Rao	Excel Books	New Delhi
4	Human Resources Management.	K. Ashwathappa –	Tata McGraw Hill	New Delhi

Sr. No.	Topic of the course	Lectures (Available on Youtube/Swayam/MOOCs etc.)	Link	Journals/Articles/Case studies
1		Swayam Course - HRM	https://onlinecourses.swayam2.ac.in/cec21_mg06/preview	Online - http://jhr.uwpress.org/
2		Swayam Course – HRM for non-HR people	https://onlinecourses.swayam2.ac.in/cec20_mg20/preview	Online - https://www.sciencedirect.com/journal/research-in-organizational-behavior

M.E.S. Garware College of Commerce (Autonomous)

National Service Scheme

S.Y.B.Com/BBA/BBA-

IB/BBA-CA/ BBA -DI

Semester III

Total Credits- 2

Course Objectives:

1. To help learners know about NSS in the context of youth, community and voluntary service.
2. To propagate yoga as a way of healthy living.

Course Outcomes:

1. Learners will have the knowledge about NSS and its role in the fields of health, hygiene and sanitation so as to build a strong country.
2. They will be able to use Yoga for healthy living.

Unit	Topics	Lectures
1	Life Competencies & Youth Leadership Definition and importance of life competencies; communication and soft skills; Youth leadership	6
2	Youth Health Healthy lifestyles; drugs and substance abuse	8
3	Youth and Yoga History and philosophy of yoga; Yoga for healthy living	16
	Total	30

S.Y.B.Com Semester IV

Total Credits- 2

Course Objectives:

1. To help learners know about environmental issues and disaster management.
2. To learn documentation and reporting.

Course Outcomes:

1. Learners will learn to appreciate the concerns regarding the environment.
2. They will also be able to prepare a socio-economic development plan.

Unit	Topics	Lectures
1	Disaster Management Introduction; Classification of disasters; Role of NSS in disaster management with more emphasis on disasters specific to NE India; Civil Defense	16
2	Documentation and Reporting Collection and analysis of data; Documenting, reporting and their dissemination	14
	Total	30

Suggested Readings:

1. NSS Manual
2. National Youth Policy Document
3. National Service Scheme - A Youth Volunteers Programme For Under Graduate Students As Per UGC Guidelines by J D S Panwar, A K Jain & B K Rathi (Astral)
4. Communication Skills by N Rao & R P Das (HPH)
5. Light on Yoga by B K Iyenger (Thorsons)
6. Guide to Report Writing by Michael Netzley and Craig Snow (Pearson)



Maharashtra Education Society's
Garware College of Commerce (Autonomous)
Programme – B.Com/ BBA/ BBA-CA/ BBA-D&I/ BBA-IB
Board of Studies: - Co-Curricular

SY (Semester III)			
Course Code:	Course: National Cadet Corps		Marks: 50 Credits: 02
Course Objectives:			
<ol style="list-style-type: none"> 1. Understand the fundamental concepts and principles related to disaster management. 2. Comprehend the various types of disasters, their causes, and the importance of preparedness. 3. Recall key events, figures, and developments in military history. 4. Comprehend the historical context and circumstances surrounding Indian Army personnel who received the Param Vir Chakra. 			
Course Outcome:			
After completing the course, the student shall be able to			
<ol style="list-style-type: none"> 1. demonstrate a solid understanding of disaster management terminology and concepts. 2. analyze and assess potential risks and vulnerabilities in different disaster scenarios. 3. demonstrate a comprehensive understanding of key events and figures in military history. 4. analyzing the broader impact of their actions on military strategies and public perception. 			
Unit	Unit Title	Contents	No of lectures
I	Disaster Management	-Civil Defence Organisation and its duties/NDMA -Types of emergencies / Natural Disasters -Fire Services & Fire fighting -Traffic control during Disaster under Police Supervision -Essential services and their maintenance -Assistance during Natural/Other Calamities: Flood/Cyclone/Earth Quake/Accident etc. - Setting up of relief camp during Disaster Management -Collection & Distribution of Aid material	15
II	Military History	-Biographies of renowned Generals (Carriapa/Sam Manekshaw) -Indian Army War Heroes: PVCs -Study of Battles of Indo Pak war 1965,1971 & Kargil	15
Total No of Lectures			30

Unit	Unit Title	Teaching methodology	Project /Hands-on exposure/Prac tice-based	Outcome expected		Weight age of Marks (%)
				Conceptual understanding of Knowledge /Skills /Attributes etc.		
I	Disaster Management	PowerPoint Presentation, Group Discussion, Library Visit, Class Discussion.	Project report shall be prepared on Disaster Management	Create awareness of Disaster Management	To develop the knowledge about Disaster Management	50
II	Military History	Quiz Competition, Case Studies, Class Discussion, Internet Resources.	Project report shall be prepared on Military History	To provide basics of Military History.	To know about the Military History.	50

References

Sr. No.	Title of the Book	Author/s	Publication
1	NCC: Handbook	R.K. Gupta	Ramesh Publishing House
2	NCC Army Wing	RPH Editorial Board	Ramesh Publishing House
3	MISSION NCC MCQ Book	Nitin Nikode	Ujwala Prakashan
4	NCC Army, Air Force & Navy Wings Guide	Arihant Experts	Arihant Publications

Web References

Sr. No.	Website Address	Institution
1	https://indiancc.nic.in/	National Cadet Corps

SY B.Com/BBA/IB/CA D&I-Semester-III

Course Code:	Subject :Youth Red Cross (CO-Curricular)	Credits : 2
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Course Objectives:

1. To create awareness among students regarding the importance of First Aid training & learn CPR (Cardiopulmonary Resuscitation) techniques.
2. To understand the theoretical frameworks of disaster management.

Course Outcome :

After completing the course, the student shall be able to:

CO1: Equip with basic first aid training & learn how to handle medical emergencies.

CO2: Develop basic skills in disaster preparedness, response, mitigation & recovery.

Unit	Unit Title	Contents	No of Lectures
I	First Aid Training	2.1 Basic principles of first aid 2.2 Assessment of the scene and patient 2.3 CPR (Cardiopulmonary Resuscitation) techniques 2.4 Treatment of wounds, burns, and fractures 2.5 Management of choking and unconsciousness 2.6 Handling medical emergencies such as heart attacks, strokes, and seizures 2.7 Hands-on practice of first aid techniques	13
II	Disaster Management	2.1 Meaning of disaster & importance of disaster 2.2 Understanding different types of disasters (natural, man-made) 2.3 Preparedness measures for disasters 2.4 Search and rescue techniques 2.5 Shelter management 2.6 Psychological first aid for survivors	13

		2.7 Coordination with emergency services and authorities 2.8 Disaster scenarios and response drills 2.9 Risk communication & public awareness	
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No of Lectures (Hours)	26
No of Lectures for Evaluation (Hours)	04
Total No of Lectures (Hours)	30

Evaluation Method:

Unit	Internal Evaluation (20 Marks)	External Evaluation (30 Marks)
1		
2		
3		
4		

Course Code:	Subject/Course: YOGA PRACTICES	Marks: 50 Credits :2	
B. Com/ BBA/ BBA (IB)/ BBA (CA) / BBA (D&I) (Semester I)			
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To ensure the healthy life of students 2. To improve Physical and mental health of the students 3. To possess emotional and Spiritual stability of the students 4. To inculcate moral values. 5. To attain a higher level of consciousness. 			
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to:</p> <p>C01: Relate Yoga, Ashtanga Yoga, Pranayama and Meditation</p> <p>C02: Understand different Sitting and Standing Asnas</p> <p>C03: Illustrate Supine and Prone Asnas</p> <p>C04: Apply the Knowledge of Yoga to improve overall health of the students</p>			
Unit	Unit Title	Contents	No. of Lectures
I	Introduction of Yoga	1. Meaning and importance of Yoga 2. Introduction to Astanga Yoga 3. Active Lifestyle and stress management through Yoga	3
II	Sitting Position Asanas	Dandasana Gomukhasana (Cow Face Pose) Parvatasana (Mountain Pose) Padmasana Yog Mudra Vajrasana Yog Mudra	5
III	Standing Position Asanas	Itthita Parshvakonasana Tadasana Vrikshasana (Tree Pose) Virasana (Warrior Pose) Trikonasana (Triangle Pose)	5
IV	Supine Position Asanas	Naukasana (Boat Pose) Dwipad Uttanasana(Raised Leg Pose) Dwipad Uttanasana Kriya Pawanmuktasana (Wind Relieving Pose) Setubandhasana(Bridge Pose)	5

V	Prone Position Asanas	Sarpasana (Snake Pose) Bhujangasana(Cobra Pose) Ardha Salabhasana (Half Locust Pose/ Grasshopper Pose) Salabhasana (Locust Pose/ Grasshopper Pose) Dhanurasana (Bow Pose)	5
VI	Pranayama	Nadisuddhi ; Suryabedana ; Ujjai ; Sitali ; Sitacari ; ; Bhastrika ; Bramari ;	7

Evaluation Method / Unit	Marks (50)	
	Continuous Comprehensive Evaluations (CCE) (Internals) (Marks)	Assessment
I, II, III, IV, V, VI	Various Internal Examination CCE (20Marks)	Semester End Examination (30 Marks)
	Departmentally organized assignment	College Organized Examination

Suggested Readings:

Sr.	Title of the Book	Author/s	Publication	Place
1.	Light on Yoga	Iyengar, B.K.	Orient Longman Pvt. Ltd.	Mumbai
2.	Light on Astanga Yoga	Iyengar, B.K.	Alchemy Publishers.	New Delhi
3.	Guidelines for Yogic Practices	Gharote, M. L.	The Lonavla Yoga Institute	Pune

Course Code:	Subject/Course: YOGA PRACTICES	Marks: 50 Credits :2	
B. Com/ BBA/ BBA (IB)/ BBA (CA) / BBA (D&I) (Semester II)			
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To ensure the healthy life of students 2. To improve Physical and mental health of the students 3. To possess emotional and Spiritual stability of the students 4. To inculcate moral values. 5. To attain a higher level of consciousness. 			
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to:</p> <p>CO1: Relate Yoga, Ashtanga Yoga, Pranayama and Meditation</p> <p>CO2: Understand different Sitting and Standing Asnas</p> <p>CO3: Illustrate Supine and Prone Asnas</p> <p>CO4: Apply the Knowledge of Yoga to improve overall health of the students</p>			
Unit	Unit Title	Contents	No. of Lectures
I	Suryanamskar	Yogic Suryanamaskara with Mantras	5
II	Sitting Position Asanas	Naukasana (Boat Pose) Paschimottanasana (Forward Bend) Akarna Dhanurasana (Bow Pose) Vakrasana Ardha Matsyendrasana	5
III	Standing Position Asanas	Ugrasana Garudasana Nataraj Asana Ardha Chakrasana Kati Chakrasana	5
IV	Supine Position Asanas	Markatasana(Monkey Pose / Spinal Twist Pose) Markatasana Variation (Monkey Pose / Spinal Twist Pose) Sarvangasana (Shoulder Stand) Chakrasana (Wheel Pose) Halasana	5
V	Prone Position Asanas	Dhanurasana (Bow Pose) Bhujangasana (Cobra Pose) Adho Mukha Svanasana(Downward Dog Pose) Plank Pose Naukasana (Boat Pose) Makarasana	5

VI	Yoga for Health Problems and Remedies	Shashankasana (Rabbit Pose/ Child Pose) Ushtrasana (Camel Pose) Cat & Camel Pose Baddha Konasana(Cobbler's Pose) Supta Baddha Konasana(Goddess Pose) Supine : Setubandhasan(Bridge Pose) Matsyasana (Fish Pose) Prone : Adhomukhashwanasana (Downward Dog Position) Dhanurasana (Bow Pose) Sitting : Janu Sirasana (Head To Knee Pose) Paschimottanasana (Seated Forward Bend) Upavistha Konasana(Seated Straddle) Butterfly Baddha Konasana(Cobbler's Pose) Malasana (Garland Pose)	5
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Evaluation Method / Unit	Marks (50)	
	Continuous Comprehensive Evaluations (CCE) (Internals) (Marks)	Assessment
I, II, III, IV, V, VI	Various Internal Examination CCE (20Marks)	Semester End Examination (30 Marks)
	Departmentally organized assignment	College Organized Examination

Suggested Readings:

Sr.	Title of the Book	Author/s	Publication	Place
1.	Light on Yoga	Iyengar, B.K.	Orient Longman Pvt. Ltd.	Mumbai
2.	Light on Astanga Yoga	Iyengar, B.K.	Alchemy Publishers.	New Delhi
3.	Guidelines for Yogic Practices	Gharote, M. L.	The Lonavla Yoga Institute	Pune

SYBBA-Semester-III

Course Code: 23BB3- K091	Subject: Participation in Cultural Activities	Credits :2
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Course Objectives:

1. Acquire practical skills in at least one cultural activity through hands-on experience.
2. Critically evaluate the impact of cultural competitions on personal growth and community engagement.

Course Outcome:

After completing the course, the student shall be able to

CO1: Actively engage in cultural activities at various levels with confidence and enthusiasm.

CO2: Reflect on personal cultural experiences and articulate how participation has contributed to personal growth and identity.

Unit	Unit Title	Contents	No of Lectures
I	Cultural Participation	Participation in Cultural activities at National/International and State Level. Participation in Cultural activities at University/District Level. (Cultural Activates includes participation in competitions of Dance, Music, Drama, Paintings, Drawings, or any other art form.)	15 hrs

Credit Allocation

Sr. No	Details
1	Participation in Participation in Cultural activities at National/International and State Level: Participation: 01 Credit Rank Holder (1 st , 2 nd , and 3 rd): 02 Credits
2	Participation in Cultural activities at University/District Level: Rank Holder (1 st , 2 nd , and 3 rd): 01 Credit



**Maharashtra Education Society's
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Programme – B.Com/ BBA/ BBA-CA/ BBA-D&I/ BBA-IB
Board of Studies: - Co-Curricular**

SY (Semester III)			
Course Code:	Course: Performing Arts (Cultural and Dramatics Association)		Marks: 50 Credits: 02
Course Objectives:			
<ol style="list-style-type: none"> 1. To provide students with a comprehensive knowledge of Script Writing. 2. To learn the acting techniques along with Character Development. 			
Course Outcome:			
After completing the course, the student shall be able to			
<ol style="list-style-type: none"> 1. Analyse various script structures and formats across different mediums. 2. Demonstrate the effective use of voice, movement, and emotional range in conveying character intent. 			
Unit	Unit Title	Contents	No of lectures
I	Introduction Script Writing	1.1 Overview of script writing as a form of storytelling 1.2 Exploration of different mediums (theatre, film, television, radio) 1.3 Discussion of the role of the scriptwriter in the production process	15
II	Introduction to Drama and Theatre	2.1 History of drama and theatre 2.2 Acting techniques and methods 2.3 Script analysis 2.4 Character Development 2.5 Scene study and monologue performances	15
Total No of Lectures			30

Unit	Unit Title		Outcome expected	
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		Teaching methodology	Project /Hands-on exposure/Practice-based	Conceptual understanding of Knowledge /Skills /Attributes etc.		Weight age of Marks (%)
I	Introduction Script Writing	PowerPoint Presentation, Group Discussion.	Practical based on Script Writing	Understand the basics of Script Writing	To grasp the skills required for Script Writing	50
II	Introduction to Drama and Theatre	PowerPoint Presentation, Drama Practice	Practical based on Drama Performance	To provide basics of Drama and Theatre	To perform the Drama.	50

References

Sr. No.	Title of the Book	Author/s	Publication
1	Theater: The Lively Art	Edwin Wilson	McGraw Hill
2	The Oxford Handbook of Dance and Theater	Nadine George-Graves	Oxford Handbook
3	The Complete Idiot's Guide to Music Composition	Michael Miller	