BBA-III YEAR(2023-24)

Year	Sem	Subject	Course Code	Paper Title	Theory / Practical/ Project	Credits	Cumulative Minimum credits required for Award of Certificate/ Diploma/ Degree
3	V	Core 13	F010501T	Income Tax	Theory	5	
		Core 14	F010502T	Entrepreneurship & Small Business Management	Theory	5	
		Core 15	F010503T	Industrial Relations & Business Law	Theory	5	
		Core 16	F010504T	Sales Management	Theory	5	
		SEC 3	F010505T	Training/Survey Report & Viva Voce	Theory	4	
		Co-C 3	Z050501	Analytic Ability and Digital Awareness	Theory	2(Qualifying)	**(92) Degree in Business Administration**
Total Credit						**26**	
3	VI	Core 17	F010601T	Goods & Service Tax	Theory	5	
		Core 18	F010602T	Auditing	Theory	5	
		Core 19	F010603T	Training & Development	Theory	5	
		Core 20	F010604T	International Trade	Theory	5	
		SEC 4	F010605T	Research Project & Viva Voce	Theory	4	
		Co-C 4	Z060601	Communication Skills and Personality Development	Theory	2(Qualifying)	
Total Credit						**26**	

L-Lecture; T-Tutorial; P-Practical; 1L=1Hour; 1T=1Hour; 2P=1Hour.

GE: General Electric; SEC: Skill Enhancement Course; Co-C: Co-Curricular Course.

1. *Each paper in all semesters will be of 100 Marks out of which 75 Marks will be for written examination and 25 Marks for internal assessment.*
2. *Co-Curricular courses will be qualifying only and only 50% marks are required for passing marks.*
3. *Vth Semester – For Industrial Training (*F010505T*), Each students has to go for training after 4th semester and viva of the same will be conducted in 5th sem.*

BBA Semester V

Programme/Class: Degree	Year: Third	Semester: Fifth
Course Code: F010501T		Course Title: Income Tax

Course outcomes:

The aim of the course is to build knowledge, understanding about income tax among the student. Thecourse seeks to give detailed knowledge about the subject matter by instilling them basic ideas aboutIncome Tax. The outcome of the course will be as follows –

To provide knowledge about Income Tax Act.

To provide knowledge about gross income and taxable income. To give an overview about different deductions and exemptions.

Credits: 5	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-1-0

Unit	Topics	
I	Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross TotalIncome, Total Income, Person, Tax Evasion, Tax Avoidance.	No. of Lectures
II	Basis of Charge: Scope of Total Income, Residence and Tax Liability,Income which does not form part of Total Income.	
III	Heads of Income: Income from Salaries, Income from House Property. Profit and Gains of Business or Profession, Capital Gains,Income from other sources.	Total=60-75
IV	Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.	

Suggested Readings:
1. Mehrotra, H.C., Income Tax Law and Account
2. Prasad, Bhagwati, Income Tax Law and Practice
3. Chandra Mahesh and Shukla D.C., Income Tax Law and Practice
4. Agarwal, B.K., Income Tax
5. Jain, R.K., Income Tax

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: ……………………………………………………..

Further   Suggestions:……………………………………………………………...

Programme / Class: Degree	Year: Third	Semester: Fifth
Course Code: F010502T	Course Title: Entrepreneurship and small business management	

Course outcomes:

The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. Thecourse seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows –

To provide knowledge about entrepreneurial concept

To provide knowledge about entrepreneurship development, EDPs and support systemTo give an overview about project and project report preparation

To give an overview about the small businesses

Credits: 5	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-1-0

Unit	Topics	
I	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrapreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs	No. of Lectures

Total=60-75 |
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions	
III	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	
IV	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI	

Suggested Readings:

1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill
2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.
3. Kumar, Arya; Entrepreneurship; Pearson Education.
4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: ………………………………………………..

Further Suggestions: ………………………………………………..

Programme / Class: Degree	Year: Third	Semester: Fifth
Course Code: F010503T		Course Title: Industrial Relations & Labour Laws

Course outcomes:

This course will help students identify and develop an overview of industrial relations. It also help in acquiring knowledge and understanding of Industrial Labour and General Laws.

- Knowledge of Industrial Relation framework
- Competency to understand the importance of Employee Relation within the perspective of Industrial Relation
- Knowledge about relevant Laws of HR management
- Competency to interpreted and implement the Labour Laws within organization
- Competency to use Collective Bargaining and Grievance redressal Mechanism

Credits: 5	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-1-0

Unit	Topics	
I	Industrial Relations: Role - Importance - Trade Unions - Industrial disputes and their Resolutions.	
II	Participative Management: Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.	
III	Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.	No. of Lectures
IV	Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. Workmen's Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act	Total=60-75

Suggested Readings:

5. Sreenivasan M.R - Industrial Relations & Labor legislations.
6. Aswathappa K - Human Resource and Personnel Management.
7. Subba Rao P - Human Resource Management and Industrial Relations.
8. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: …………………………………………………..

Further Suggestions: …………………………………………………..

Programme / Class: Degree	Year: Third	Semester: Fifth
Course Code: F010504T	Course Title: Sales management	

Course outcomes:
The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management. The outcome of the course will be as follows –
To provide knowledge about sales personnel and salesmanship.
To provide knowledge about personal selling and focus light on the different perspectives of managingsales force.
 To give an overview about importance of sales force in organization.To give
an overview about concept of distribution channels.

Credits: 5	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-1-0		
Unit	**Topics**	
I	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	
II	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom &exhibition,	
III	Sales Organization and Relationship: Purpose of sales organization,Types of sales organization structures, Sales department external relations, Distributive network relations. Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.	No. of Lectures Total=60-75
IV	Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and theircharacteristics, Concept of physical distribution system.	

Suggested Readings:
1. Cundiff, Still, Govoni, Sales Management

2. Pradhan, Jakate, Mali, Salesmanship & Publicity

3. S.A. Chunawalla, Sales Management

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: ………………………………………………………..

Further Suggestions: …………………………………………………………..

Course Name: Training Survey Report and Viva-Voce

Course Code: F010505T

L	T	P	C.U.
0	2	4	4

Course Description: The Training Survey Report and Viva-Voce course is designed to develop students' skills in conducting training needs assessments, creating comprehensive training survey reports, and conducting viva-voce (oral) examinations to evaluate learners' understanding and knowledge retention.

Course Outcomes: By the end of this course, students should be able to:

1. **Understand Training Needs Assessment (TNA):** Describe the importance of TNA in identifying performance gaps, understand the various methods used for TNA, and apply them in practical scenarios.

2. **Develop Training Surveys:** Create effective and well-structured training survey questionnaires to gather data from learners, employees, or target groups.

3. **Analyze Training Survey Data:** Interpret and analyze survey responses using appropriate statistical methods and data visualization techniques.

4. **Generate Training Survey Reports:** Construct comprehensive training survey reports that highlight insights and recommendations for training improvements.

5. **Conduct Viva-Voce (Oral) Examinations:** Demonstrate effective oral examination techniques to assess learners' understanding and knowledge retention.

6. **Provide Constructive Feedback:** Give constructive feedback to learners based on their viva-voce performance, identifying areas of improvement and strengths.

Assessment Methods:

1. **Training Survey Report:** Students will be required to conduct a training needs assessment for a hypothetical organization or a real-world case study. They must design a survey questionnaire, collect data, and present their findings in a well-structured report. The report should include data analysis, actionable insights, and recommendations for addressing identified training needs. This assessment evaluates outcomes 1, 2, 3, and 4.

2. **Viva-Voce Examination:** Students will conduct viva-voce examinations in pairs, with one student acting as the examiner and the other as the examinee. The examiner will ask questions related to the course content, and the examinee will respond orally. The examiner will assess the examinee's knowledge, clarity of expression, and ability to communicate effectively. This assessment evaluates outcomes 5 and 6.

3. **Final Project/Presentation:** Students may be required to prepare a final project or presentation that integrates the concepts learned throughout the course. This project will provide an opportunity for students to showcase their skills in conducting training needs assessments and creating survey reports.

L	T	P	C.U.
2	0	0	2

Course Name: Analytic Ability and Digital Awareness

Course Code: Z050501

Course outcomes: After completion of the course, the student will be able to -

1. Familiarize with analogy, number system, set theory and its applications, number system and puzzles.
2. To understand the basics of Syllogism, figure problems, critical and analytical reasoning.
3. Familiarize with word processing application and worksheet .
4. To understand the basics of web surfing and cyber security.

Unit – 1:
Alphabet test, Analogy, Arithmetic Reasoning, Blood relations, Coding and Decoding,Inequalities, Logical Venn diagram, Seating Arrangements, Puzzles and Missing numbers.

Unit – 2:
Syllogism, Pattern completion and figure series, Embeded Figure and counting of figures, Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, CriticalReasoning, Analytical and decision making.

Unit – 3:
Computer Basics:Block diagram of Digital Computer, Classification of Computers, Memory System, Primarystorage, Auxiliary memory, Cache memory, Computer Software (System/Application Software),
MS Word Basics: The word screen, Getting to word documents, typing and Revising text,Finding and Replacing, Editing and Proofing tools, Formatting text characters, FormattingParagraph, Document templates., Page set up, tables, Mail Merge, Macros, protectingdocuments, printing a document.

MS-Excel - Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date& Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around inan existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working withsingle and multiple workbook, Working with formulae & cell referencing, Auto sum, copingformulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet,Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros,Multiple worksheets- conceptsIntroduction of Open Source Applications: LibreOffice, OpenOffice and Google Docs etc.

Unit – 4:
Web Surfing: An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail,Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft InternetExplorer, Google Chrome, Mozilla Firefox, Tor, Search Engines lik Google, DuckDuckGoetc, Visiting web sites: Downloading.
Cyber Security: Introduction to Information System, Type of information system, CIA modelof Information Characteristics, Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cybersecurity, Business need, Ethical and Professional issues of security.

Suggested Readings:

1. Sharma, A., "How to prepare for Data Interpretation and Logical Reasoning for the CAT" McGraw HillEducation Pvt. Ltd., New Delhi, India, 2011, Ed. 5, ISBN 978 2007 070 481
2. Aggarwal, R.S., "A Modern Approach to Verbal and Non-verbal Reasoning" S. ChandPublishers NewDelhi, India, 2010, ISBN 10: 8121905516
3. Madan , Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India, 2009, 5th ed..
4. Goel, Anita, Computer Fundamentals, Pearson Education, India, 2012
5. Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, CengageLearning, 2017

BBA Semester VI

Programme/Class: Degree	Year: Third	Semester: Sixth
Course Code: F010601T	Course Title: Goods & Service Tax	

Course outcomes:
The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows –
To provide knowledge about indirect taxes before GST.
To provide knowledge about registration and documentation process under GST.To
give an overview about tax exemptions.
To give an overview about filing of GSTR.

Credits: 5	Compulsory
Max. Marks: 25+75	Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-1-0	

Unit	Topics	No. of Lectures
I	**Introduction :** Constitutional framework of Indirect Taxes before GST(Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST ; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.	
II	**Supply of Goods and Services** - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable tobe reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.	No. of Lectures
III	**Registration and Documentation: (A)** Registration-Persons liable to registration; Compulsory registration; Procedure of Registration;Exemption from Registration; Composition Scheme.	
	(B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher;Payment Voucher; Refund Voucher; Debit Note; Credit Note. **Returns:** GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.	Total=60-75
IV	**Input Tax Credit:** Introduction, Concept of Input Service Distributor,Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods **Payment of Tax**- (a) Through Input Tax Credit (b) By cash / bank aftergeneration of online Challan. **E-Way Bill:** Introduction, Preparation of E-Way Bill, Important Pointsfor Transporter **GST Portal:** Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices	

Suggested Readings:
1. Anandaday Mishra, GST Law & Procedure, Taxman.
2. Goods and Service Tax Acts.
3. Relevant Goods and Services Tax Rules. *Nitya Tax Associates Basics of GST Taxman*
4. Publication on GST by the Institute of Chartered Accountants of India (www.icai.org)
5. Publication on GST by the Central Board of Excise and Customs (www.cbec.org).
6. Nitya Tax Associates Basics of GST Taxman

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: ……………………………………………………..

Further Suggestions: ……………………………………………………………………..

Programme/Class: Degree	Year: Third	Semester: Sixth
Course Code: F010602T	Course Title: Auditing	

Course outcomes:
The aim of the course is to build knowledge and understanding about Auditing among the student. The outcome of the course will be as follows –
To provide knowledge about Auditing and its different types.
To provide knowledge about audit procedure and audit of limited companies.
Students will get an overview about special audit recent trends in auditing.

Credits: 5	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-1-0

Unit	Topics	
I	Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking	
II	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.	
III	Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.	
IV	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit	No. of Lectures Total=60-75

Suggested Readings:
1. Basu B.K., An insight with Auditing

2. Gupta Kamal, Contemporary Auditing

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:
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Further Suggestions:
……………………………………………………………………………………………..

Programme/Class: Degree	Year: Third	Semester: Sixth
Course Code: F010603T	Course Title: Training and Development	

Course outcomes:
- The field of Training and Development and its role in optimizing performance.
- Applying theoretical concepts and models to training design.
- Designing training interventions using a variety of methodologies.
- Evaluating the effectiveness of training & development interventions.
- Assessing whether training & development is a viable career option.

Credits: 5	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-1-0

Unit	Topics	No. of Lectures
I	Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training.	
II	Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA. Learning Theories.	
III	Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System's Approach to Training, Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.	No. of Lectures Total=60-75
IV	Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.	

Suggested Readings:
12. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.
13. Rao VSP, Human Resourse Management, Excel Books Publication, 3rd Edition. 2013.
14. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.
15. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.
16. Dayal, Ishwar, Management Training in Organisations, Prentice Hal

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: ………………………………………………………..

Further Suggestions: …………………………………………………………………………..

Programme/Class: Degree	Year: Third	Semester: Sixth
Course Code: F010604T	Course Title: International Trade	

Course outcomes:

The aim of the course is to build knowledge and understanding about International Trade among the student. The outcome of the course will be as follows –

- To provide knowledge about different methods of international trade.
- To provide knowledge about international economic institutions.
- Students will get an overview about India foreign trade and India's trade policy.

Credits: 5	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-1-0

Unit	Topics	
I	Introduction: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.	No. of Lectures

Total=60-75 |
II	Foreign trade: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.	
III	International economic institutions: IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.	
IV	India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export assistance, marketing plan for exports.	

Suggested Readings:

3. Varshney & Bhattacharya, International Marketing

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

………………………………………………………………………………………………..

Further Suggestions:

………………………………………………………………………………………………..

Course Name: Research Project and Viva-Voce

Course Code: F010605T

L	T	P	C.U.
0	2	4	4

Course Description: The Research Project and Viva-Voce course is designed to equip students with the essential knowledge and skills required to plan, execute, and present a research project effectively. This course focuses on developing research competence, critical thinking, and communication skills necessary for conducting in-depth investigations across various disciplines. Additionally, the viva-voce component ensures students can defend their research findings and demonstrate a comprehensive understanding of their work.

Course Outcomes: By the end of this course, students should be able to:

1. **Research Planning:** Formulate research questions or hypotheses, outline research objectives, and design a robust methodology appropriate for the research field.

2. **Literature Review:** Conduct a comprehensive literature review to identify existing gaps, relevant theories, and previous studies related to the research topic.

3. **Data Collection and Analysis:** Gather relevant data using appropriate research methods and tools, and apply suitable data analysis techniques to draw valid conclusions.

4. **Research Presentation:** Prepare a clear, well-structured, and articulate research report or thesis with appropriate citations and references.

5. **Viva-Voce Defense:** Effectively defend the research project during the viva-voce examination, showcasing a deep understanding of the research topic and responding to questions from the examination panel.

Assessment Methods:

1. **Research Report:** Each student will conduct their research project and maintain research report.The final research report or thesis will demonstrate their ability to apply appropriate research methods, analyze data, and present findings coherently.

2. **Viva-Voce Examination:** After submitting their research report, students will defend their work during a viva-voce examination. A panel of examiners will ask questions related to the research project, research process, and findings. The student's ability to articulate their research and respond to queries effectively will be assessed.

3. **Research Presentation:** In addition to the viva-voce examination, students may be required to deliver a research presentation to their peers and instructors. The presentation should effectively communicate the research background, objectives, methodology, findings, and implications.

L	T	P	C.U.
2	0	0	2

Course Name: Communication Skills and Personality Development

Course Code: Z060601

Course outcomes:

- To understand the concept of Personality.
- To learn what personal grooming pertains.
- To learn to make good resume and prepare effectively for interview.
- To learn to perform effectively in group discussions.
- To explore communication beyond language.
- To learn to manage oneself while communicating.
- To acquire good communication skills and develop confidence

Unit – 1:

PERSONALITY AND PERSONAL GROOMING

Understanding Personality
- Definition and Meaning of Personality
- Types of Personality
- Components of Personality
- Determinants of Personality
- Assessment of Personality

Grooming Self
- Dress for success
- Make up & skin care
- Hair care & styles for formal look
- Art of accessorizing
- Oral Hygiene

Unit – 2:

INTERVIEW PREPARATION AND GROUP DISCUSSION
- Meaning and Types of Interview [Face to Face, Telephonic, Video]
- Interview procedure [Opening, Listening, Closure]
- Preparation for Interview
- Resume Writing
- LinkedIn Etiquette
- Meaning and methods of Group Discussion
- Procedure of Group Discussion.
- Group Discussion simulation
- Group discussion common error

Unit – 3:

BODY LANGUAGE AND BEHAVIOUR
- Concept of human behavior
- Individual and group behavior
- Developing Self-Awareness
- Behaviour and body language
- Dimensions of body language:
  Proxemics
  Haptics
  Oculesics
  Paralanguage
  Kinesics
  Sign Language
  Chromatics
  Chronemics
  Olfactics
- Cultural differences in Body Language
- Business Etiquette & Body language
- Body Language in the Post Corona Era
- Virtual Meeting Etiquette
- Social Media Etiquette

Unit – 4:

ART OF GOOD COMMUNICATION

- Communication Process
- Verbal and Non-verbal communication
- 7 C's of effective communication
- Barriers to communication
- Paralinguistics
  Pitch
  Tone
  Volume
  Vocabulary
  Word stress
  Pause
- Types of communication
  Assertive
  Aggressive
  Passive Aggressive
- Listening Skills
- Questioning Skills
- Art of Small Talk
- Email Writing

SuggestedReadings:

1. Cloninger, S.C., "Theories of Personality : Understanding Person", Pearson, New York, 2008, 5thedition.
2. Luthans F, "Organizational Behaviour", McGraw Hill, New York, 2005, 12th edition.
3. Barron, R.A. & Brian D, "Social Psychology", Prentice Hall of India, 1998, 8th edition.
4. Adler R.B., Rodman G. & Hutchinson C.C. , "Understanding Human Communication", OxfordUniversity Press : New York, 2011.