

**Ahmednagar Jilha Maratha Vidya Prasarak Samaj's**  
**New Arts, Commerce, and Science College, Ahmednagar**  
**(Autonomous)**  
**(Affiliated to Savitribai Phule Pune University, Pune)**



**National Education Policy (NEP)**  
**Choice Based Credit System (CBCS)**

**Programme Skeleton and Syllabus of**  
**Open Elective (OE)**

**MANAGEMENT**

Implemented from  
**Academic Year 2023-24**

**Credit Distribution: UG Programme**

	Type of Courses	III Yr	IV Yrs (Honours)	IV Yrs Research
Major BBA and BBA (IB)	Discipline-Specific Courses (DSC)	46	74	66
	Discipline Specific Elective (DSE)	08	16	16
	Skill Enhancement Courses (SEC)	06	06	06
	Vocational Skill Courses (VSC)	08	08	08
	On-Job Training (OJT)	04	08	04
	Field Project (FP)	04	04	04
	Community Engagement and Service (CEP)	02	02	02
	Research project	00	00	12
	Research Methodology	00	04	04
	<b>Total (I, II and III Year)</b>	<b>78</b>	<b>122</b>	<b>122</b>
Minor	Minor	20	20	20
Other Courses	Open Elective (OE)/ Multidisciplinary Courses	12	12	12
	Indian Knowledge System	02	02	02
	Co-Curricular Courses	08	08	08
	Ability Enhancement Courses	08	08	08
	Value Education Courses	04	04	04
	<b>Total</b>	<b>132</b>	<b>176</b>	<b>176</b>

**Bucket list of Open Elective Courses (OE) offered by the college**

Sr. No.	School/Department	Department	Credits/Course	Courses	Total Credits
1.	Marathi	Marathi	03	04	12
2.	Hindi	Hindi	03	04	12
3.	English	English	03	04	12
4.	Economics	Economics	03	04	12
5.	Social Sciences	History, Political Science Sociology, Defense Studies	03	04	12
6.	Mental and Moral Sciences	Philosophy Psychology	03	04	12
7.	Music	Music	03	04	12
8.	Commerce	Commerce	03	04	12
9.	Management	BBA and BBA (CA)	03	04	12
10.	Chemical Science	Chemistry	03	04	12
11.	Life Sciences	Botany, Zoology, Microbiology, and Biotechnology	03	04	12
12.	Physical Sciences	Physics and Electronics	03	04	12
13.	Mathematical Science	Mathematics and Statistics	03	04	12
14.	Computational Science	CASAS	03	04	12
15.	Media Studies	Communication Studies and Animation	03	04	12
16.	Earth and Environmental Science	Geography and Environmental Science	03	04	12

**List of OE under the Faculty of Science**  
**Open for Commerce and Humanities(Arts)**

Sr. No.	Offering Departments	OE-01	OE-02	OE-03	OE-04
	Credits	03	03	03	03
1.	Chemical Science	ABC	ABC	ABC	ABC
2.	Life Sciences	ABC	ABC	ABC	ABC
3.	Physical Sciences	ABC	ABC	ABC	ABC
4.	Mathematical Science	ABC	ABC	ABC	ABC
5.	Computational Science	ABC	ABC	ABC	ABC
6.	Media Studies	ABC	ABC	ABC	ABC
7.	Earth and Environmental Science	ABC	ABC	ABC	ABC

**List of OE under the Faculty of Commerce**  
**Open for Humanities (Arts) and Science**

Sr. No.	Offering Departments	OE-01	OE-02	OE-03	OE-04
	Credits	03	03	03	03
1.	Commerce	ABC	ABC	ABC	ABC
2.	Management	Google tools in Business Administration	Principles of Management	Personality Development	Digital Marketing with Blogging Platforms

**List of OE under the Faculty of Humanities(Arts)**  
**Open for Commerce and Science**

Sr. No.	Offering Departments	OE-01	OE-02	OE-03	OE-04
	Credits	03	03	03	03
1.	Marathi	ABC	ABC	ABC	ABC
2.	Hindi	ABC	ABC	ABC	ABC
3.	English	ABC	ABC	ABC	ABC
4.	Economics	ABC	ABC	ABC	ABC
5.	Social Sciences	ABC	ABC	ABC	ABC
6.	Mental and Moral Sciences	ABC	ABC	ABC	ABC
7.	Music	ABC	ABC	ABC	ABC

**Programme Framework (Courses and Credits): Open Elective (OE) in Management**

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	OE-01	OE-01	Google tools in Business Administration	03
2.	I	II	4.5	OE-02	OE-02	Principles of Management	03
3.	II	III	5.0	OE-03	OE-03	Personality Development	03

4.	II	IV	5.0	OE-04	OE-04	Digital Marketing with Blogging Platforms	03
							12

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**Syllabus**  
**B.B.A. (OE-1)**

Title of the Course: Google tools in Business Administration								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical					
						CIE	ESE	Total
OE-1	OE-1	03	00	03	45	30	70	100

### Learning Objectives:

#### Course Outcomes (Cos)

1. Basic knowledge of google tools
2. Easy automation of workflow which help student to be smarter

#### Unit I: Introduction to google tools (10)

- 1.1. Introduction
- 1.2 benefits of google tools
- 1.3 Advantages and disadvantages of using tools .
- 1.4 Automation benefits.
- 1.5. google tools list

#### Unit II: Google workforce for education (10)

- 2.1 Google Chrome
- 2.2 Gmail
- 2.3 Google Meet
- 2.4 Google Classroom

2.5 Google Calendar

2.6 Google Forms

2.7 Google Search

**Unit III: Google Drive**

**(12)**

3.1 Introduction to drive

3.2 Use google drive

3.3 operation on google drive

3.4 google Photos

3.5 Google Doc

3.6 Google Sheets

3.7 Google slides

**Unit IV: Marketing with google**

**(13)**

4.1 youtube

4.2 google maps & google business

4.2 Google sites

4.2 Google Lens

**Suggested Readings/Material:**

1. google search
2. youtube channels

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**Syllabus**  
**B.B.A. (OE-2)**

Title of the Course: Principles of Management								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OE-2	OE-2	03	00	03	45	30	70	100

**Learning Objectives :**

1. To understand various management principles.
2. To develop managerial skills.
3. To develop managerial thinking and cultivate business acumen.
4. To understand philosophy of management thinking.
5. To identify new systems and trends in modern management.

**Course Outcomes (Cos) :**

1. Recognize the management is an Art, Science, Profession and a Social System
2. Express themselves effectively in routine and special real business interactions and principles of management
3. Demonstrate appropriate use of administration, management.
4. Take part in professional meetings and decision making
5. Apprise the pros and cons of major managerial functions
6. Create and deliver effectiveness of quality management

**Deatiled Syllabus:**

**Unit No. I: Introduction to Management** (15)

- 1.1 Meaning, Importance, Functions
- 1.2 Role of Managers
- 1.3 Management as an Art, Science, Profession and a Social System
- 1.4 Concept of Management, Administration, Organization and Universality of Management
- 1.5 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker

**Unit No. II: Major Managerial Functions** (15)

- 2.1 Planning: Meaning, Need Types, methods, Advantages, Merits, Disadvantages

- 2.2 Organizing: Meaning, Concept, Delegation of Authority- Meaning, importance, Decentralization- Concepts, Meaning, Importance
- 2.3 Decision Making: Types, Process, and Techniques.
- 2.4 Directing: Nature and principles.
- 2.5 Motivation: Meaning, Importance, Nature, Principles,
- 2.6 Controlling: Meaning, Needs, Process, techniques
- 2.7 Forecasting : Meaning, Importance

### **Unit No. III: Recent trends in Management**

(15)

- 3.1 Management of change, Management of crises,
- 3.2 Total Quality Management (TQM): Meaning, Merits, Demerits, Stress Management
- 3.3 Knowledge Management: Meaning, Merits, Demerits
- 3.4 Outsourcing: Meaning, Merits, Demerits

#### **Suggested Readings:**

Sr.No	Title of the Book	Author/s	Publication	Place
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
2	Principles of Management	H. Koontz , H. Weihrich , A. Ramachandra Arysri	McGraw hill companies	New Delhi
3	Management – 2008 Edition	Robert Kreitner , Mamata Mohapatra	Biztantra – Management For Flat World	New Delhi
4	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
5	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	New Delhi
6	Management Text and Cases	R. SatyaRaju, A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
7	Management (Multi-Dimensional Approach )	H. R. Appannaiah , G. Dinakar, H.A. Bhaskara	Himalaya Publishing House	Mumbai
8	Principles of Management	Dr. Mangesh P. Waghmare	Nirhali Prakashan	Pune
<b>E- Resource</b> <a href="https://ndl.iitkgp.ac.in">https://ndl.iitkgp.ac.in</a> <a href="https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf">https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf</a> <a href="https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un_">https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un_</a>				

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**Syllabus**  
**B.B.A. (OE-3)**

Title of the Course: Personality Development								
Year: II					Semester: III			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical					
						CIE	ESE	Total
<b>OE-3</b>	<b>OE-3</b>	<b>03</b>	<b>00</b>	<b>03</b>	<b>45</b>	<b>30</b>	<b>70</b>	<b>100</b>

**Learning Objectives (Cos):**

1. To build self-confidence, enhance self-esteem, and improve overall personality of the students.
2. To enhance global and cultural competencies of the students.
3. To groom the students for appropriate behavior in social and professional circles.

**Course Outcomes (Cos)::**

1. To learn various theories of personality development
2. To understand the concept of Global Competency.
3. Knowledge to develop ability to work under pressure
4. To evaluate the structure of team as well as to ability to work under pressure and SWOC
5. The students should groom themselves and effective use of body language.  
Creating skills of managing the time, ability of effective public speaking and writing e-mail

**Detailed Syllabus :**

**Unit No 1 : Introduction to Personality and Its Development**

**(15)**

- 1.1 Definition and nature of personality
- 1.2 Characteristics of good personality
- 1.3 Determinants of personality development
- 1.4 Theories of personality development
  - i. Psychoanalytical Theory by Sigmund Freud
  - ii. Trait Theory by Allport and Big Five model
  - iii. Social Cognition Theory by Albert Bandura



**Unit No 2 : Global Competence and Self Development****(15)**

- 2.1 Meaning and need of global competence.
- 2.2 Characteristics of globally competent individual (life-long learning, understanding cultural differences, adaptability, comfortable with change, problem- solving ability, critical and comparative thinking)
- 2.3 Building self-esteem and self confidence
- 2.4 SWOC Analysis and Personal Goal setting

**Unit No 3: Development of Social and Interpersonal Skills****(15)**

- 3.1 Effective communication skills, Preparation for self-introduction.
- 3.2 Working on attitude i.e., Aggressive, assertive and submissive
- 3.3 Development of leadership skills and introduction to Leadership styles.
- 3.4 Team Building; develop ability to work under pressure, flexibility at workplace. Social empathy, building blocks of social empathy and development of social empathy. Social Responsibilities
- 3.5 Workplace ethics

**Suggested Readings:-**

Sr. No.	Title of theBook	Author/s	Publication	Place
1	Personality Development	Swami Vivekanand	Adhyaksha Advaita Ashram, India	New Delhi
2	Personality Development and Communication Skill	C Rajya Lakshmi Kalyani, D S Vittal, AnithaRaju	Himalaya Publishing House, New Delhi,India	New Delhi
3	Effective Life Management	Swami Amartyananda	Advaita Ashrama, India	New Delhi
4	Personality Development and Soft Skills.	BarunMitra	Oxford University Press, New Delhi India	New Delhi
5	Soft Skills- Personality Development for Life Success	Prashant Sharma	BPB Publication, New Delhi India	New Delhi
6	Theories of Personality 4th Edition	Hall CS, Lindsey G and Campbell J B	Wiley, New York	New York
	E-sources:- <a href="https://youtu.be/QLqTYtka2Vg">https://youtu.be/QLqTYtka2Vg</a> <a href="https://youtu.be/Zj586b_MxdU">https://youtu.be/Zj586b_MxdU</a> <a href="https://youtu.be/_DX82AI2IoE">https://youtu.be/_DX82AI2IoE</a>			

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**Syllabus**  
**B.B.A. (OE-4)**

Title of the Course: Digital Marketing with Blogging Platforms								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical					
						CIE	ESE	Total
OE-4	OE-4	03	00	03	45	30	70	100

### Learning Objectives:

### Course Outcomes (Cos)

1. Understanding the blogging
2. Make a good blog

### Detailed Syllabus: Example

#### Unit I: Introduction (10)

- 1.1 Introduction to Digital Marketing
- 1.2. Blogs Introduction
- 1.3 Content writing
- 1.4 Publishing and copyright
- 1.5 Market need
- 1.6 Earning through blogging
- 1.7 Design banners

#### Unit II: Blogger (12)

- 2.1 Creating an account
- 2.2 Understanding the menus
- 2.3 Adding blog
- 2.4 View the blog
- 2.5 Change the themes
- 2.6 Understand and change the layout of blog
- 2.7 Pages, comment and statistics

#### Unit III: Wordpress (12)

- 3.1 Creating an account
- 3.2 Customizing site
- 3.3 Understanding the menus
- 3.4 Adding the blog
- 3.5 View the blog

**Unit IV: Themes and plugins in wordpress:**

**(11)**

- 4.1 Change the themes
- 4.2 Understand plugins
- 4.3 Install plugins
- 4.4 Use plugins
- 4.5 Understand and change the layout of blog
- 4.6 Adding Pages
- 4.7 Working with comment

**Suggested Readings/Material:**

1. The Habits of Highly Successful Bloggers by Ryan Robinson
2. How to Promote Your Blog (and Get Readers) in 2023 by Ryan Robinson