

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 Framework and Syllabus for

Open Elective: Management

(For Students of Arts and Science Faculty)

Implemented from

Academic Year 2024-25

**Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)**

Introduction of Open Electives : For Arts and Science Faculty

Open Electives refer to the subjects and topics that students can opt for in addition to their primary area of study. These offer students greater autonomy over their curriculum, giving them the opportunity to customise it to reflect their passions and interests. The system of Open Electives also encourages cross and multidisciplinary learning, as students pick and choose subjects from across different faculties and streams. Students need to acquire a passing grade in their Open Electives (OE) to meet their credit requirement for the semester.

Open Elective/ Generic Elective Framework and Course Distribution:

Subject: (For Arts and Science Faculty only)

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	OE-01	OE-BBA 01T	Principles of Management	02
2.	I	II	5.0	OE-02	OE-BBA 02T	Personality Development	02
3.	II	III	5.5	OE-03	OE-BBA 03T	Digital Marketing	02
4.	II	IV	6.0	OE-04	OE-BBA 04T	Principles of HRM	02
Total							08

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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Syllabus
B.B.A. (OE-1)

Title of the Course: Principles of Management								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OE-1	OE-1	02	00	02	30	15	35	50

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 Indian management ethos (Indian) and different styles for example (J.R.D Tata, Dhirubai Ambani, N.R. Narayan Murthy, Verghese Kurien)

Unit No. II: Major Managerial Functions

(15)

2.1 Planning: Meaning,Need Types,Meathods,Advantages,Merits,Disadvantages

2.2 Organizing: Meaning,Concept,Delegation of Authority: Meaning

Importance,Decentralization : Concepts,Meaning and Importance

2.3 Decision Making : Types ,Process and Techniques,Directions, Nature and principles

2.44Motivation: Meaning ,Importance,Nature,Principles and theories

2.5 Controlling:Meaning,Needs,Process ,Techniques

2.6 Cases based on the above topics

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
	E- Resource https://ndl.iitkgp.ac.in https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un_			

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

Title of the Course: Personality Development								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OE-2	OE-2	02	00	02	30	15	35	50

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

Unit No 2: Development of Social and Interpersonal Skills

(15)

- 2.1 Effective communication skills, Preparation for self-introduction.
- 2.2 Working on attitude i.e., Aggressive, assertive and submissive
- 2.3 Development of leadership skills and introduction to Leadership styles.
- 2.4 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
- 2.5 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:- https://youtu.be/QLqTYtka2Vg https://youtu.be/Zj586b_MxdU https://youtu.be/_DX82AI2IoE			