



St. JOHN'S COLLEGE OF ARTS & SCIENCE

(Accredited with B++ by NAAC & Approved by UGC under section 2(f) & 12(B) status)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(A Christian Minority Institution)

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1.3 Curriculum Enrichment

MANONMANIAM SUNDARANAR UNIVERSITY

TIRUNELVELI -12

COMMON SKILL BASED SUBJECT FOR U.G. PROGRAMME

Personality Development

UNIT -I

PERSONALITY - Definition – Determinants – Personality Traits –Theories of Personality – Importance of Personality Development. **SELF AWARENESS** – Meaning – Benefits of Self – Awareness – Developing Self – Awareness. **SWOT** – Meaning – Importance- Application – Components. **GOAL SETTING** Meaning- Importance – Effective goal setting – Principles of goal setting – Goal setting at the Right level.

UNIT – II

SELF MONITORING – Meaning – High self – monitor versus low self monitor – Advantages and Disadvantages self monitor- Self –monitoring and job performance. **PERCEPTION**- Definition- Factor influencing perception- Perception process –Errors in perception – Avoiding perceptual errors. **ATTITUDE** – Meaning- Formation of attitude – Types of attitude - Measurement of Attitudes – Barriers to attitude change – Methods to attitude change. **ASSERTIVENESS** - Meaning – Assertiveness in Communication – Assertiveness Techniques – Benefits of being Assertive – Improving Assertiveness.

UNIT – III

TEAM BUILDING – Meaning – Types of teams – Importance of Team building- Creating Effective Team. **LEADERSHIP** – Definition – Leadership style- Theories of leadership – Qualities of an Effect leader. **NEGOTIATION SKILLS** – Meaning – Principles of Negotiation – Types of Negotiation – The Negotiation Process – Common mistakes in Negotiation process. **CONFLICT MANAGEMENT** – Definition- Types of Conflict- Levels of Conflict – Conflict Resolution – Conflict management .

UNIT –IV

COMMUNICATION – Definition – Importance of communication – Process of communication - Communication Symbols – Communication network – Barriers in communication – Overcoming Communication Barriers. **TRANSACTIONAL ANALYSIS** – Meaning – EGO States – Types of Transactions – Johari Window- Life Positions. **EMOTIONAL INTELLIGENCE**- Meaning – Components of Emotional Intelligence- Significance of managing Emotional intelligence – How to develop Emotional Quotient. **STRESS MANAGEMENT** – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress

UNIT – V

SOCIAL GRACES – Meaning – Social Grace at Work – Acquiring Social Graces. **TABLE MANNERS** – Meaning – Table Etiquettes in Multicultural Environment- Do's and Don'ts of Table Etiquettes. **DRESS CODE** – Meaning- Dress Code for selected Occasions – Dress Code for an Interview. **GROUP DISCUSSION** – Meaning – Personality traits required for Group Discussion- Process of Group Discussion- Group Discussion Topics. **INTERVIEW** – Definition- Types of skills – Employer Expectations –Planning for the Interview – Interview Questions- Critical Interview Questions.

References :

1. Dr.S. Narayana Rajan, Dr. B. Rajasekaran, G. Venkadasalapathi, V. Vijuresh Nayaham and Herald M.Dhas, **Personality Development**, Publication Division, Manonmaniam Sundaranar University, Tirunelveli
2. Stephan P.Robbins, **Organisational Behaviour**, Tenth Edition, Prentice Hall of India Private Limited, New Delhi,2008
3. Jit S. Chandan, **Oragnisational Behaviour**, Third Edition, Vikas Publishing House Private Limited, 2008
4. Dr.K.K. Ramachandran and Dr.K.K. Karthick, **From Campus to Corporate**, Macmillan Publishers India Limited, New Delhi,2010.

MANONMANIAM SUNDARANAR UNIVERSITY TIRUNELVELI

UG COURSES – AFFILIATED COLLEGES

Part IV Value Based Education for the Academic Year 2023-2024 onwards

Syllabus (For all UG Courses)

IV Semester

Unit-I Introduction to Value based Education

- a. **Value:** meaning and Classification
- b. **Value based Education:** Meaning, Characteristics, Components and Contents
- c. **Value Erosion and Inculcation:** Value crises in social life, economic life, and political life - Value inculcation: need and importance - Role of Parents and Teachers in inculcating values

Unit-II Harmony in Being and Living

a. **Harmony of the self (I) with the body:** Nurturing of the body- Understanding myself as co-existence of the self and the body- Understanding needs of self and needs of the body- Understanding the activities in the self and activities in the body.

b. **Harmony in the Family, Society and Nature:** Family as a basic unit of human interaction and values in relationships - Affection, care, guidance, reverence, Glory, gratitude, and love – **Harmony in society:** Justice preservation, Production Work, Exchange Storage **Harmony in nature:** four orders in nature- The holistic perception of harmony in existence.

Unit III: Social Issues, Social Justice and Human Rights

Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment

Social Justice: Definition and need – factors responsible for social injustice: caste and gender – contributions of social reformers.

Human Rights: Concept and Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women

Unit IV: Values and Mass Media

Mass media: Meaning, functions and characteristics – Effects and Influence on youth and children – **Media Power** – socio, cultural and political consequences of mass mediated culture - consumerist culture – Globalization – new media- prospects and challenges – Role of media in value building

Unit V: Ethics

Ethics: Meaning and importance

Social ethics: tolerance, equity, justice for all, sensitivity towards mankind, love for nature and creatures, nationalism-love for nation, pride for nation, Honour to the law, Indian culture and traditions – Civic Sense: Being a good civilian

Professional Ethics: Dedication to work and duty – Commitment to the Profession

References:

1. Allport, G.W., Vernon, P.E., and Lindzey, G. (1970) study of values, Boston: Houghton Mifflin.
2. Central Board of Secondary Education (1997), Value Education: A Handbook for Teachers, Delhi: Central Board of Secondary Education.
3. Delors, J. (1996), Learning: The Treasure within- Report of the International Commission on Education for the Twenty-First Century, Paris: UNESCO.
4. Morris, Charles W. (1956). Varieties of Human Values. Chicago: University of Chicago Press.
5. Shukla, R.P. (2005). Value Education and Human Rights. Sarup & Sons, New Delhi
6. Satchidananda. M.K. (1991), "Ethics, Education, Indian Unity and Culture" – Delhi, Ajantha Publications
7. Saraswathi. T.S. (Ed) 1999. Culture", Socialisation and Human Development: Theory, Research and Application In India" – New Delhi Sage Publications.
8. Venkataiah. N (Ed) 1998, "Value Education" New Delhi Ph. Publishing Corporation.
9. Chakraborti, Mohit (1997) "Value Education: Changing Perspectives" New Delhi: Kanishka Publications.

Web Resources

<https://testbook.com/ugc-net-paper-1/value-education>

B.B.A., GENERAL

SYLLABUS

**FROM THE ACADEMIC YEAR
2023 – 2024**



**MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI - 627012**

SEMESTER I		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	External	
Part I	Paper-I	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-I	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-I	Principles of Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	Accounting for Management I	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	Managerial Economics	Y	-	-		4	3	25	75	100
Part IV	Skill Enhancement course SEC 1-Basics of Event Management		Y	-	Y	-	2	2	25	75	100
	Foundation Course BBA FC 01-Managerial Communication						2	2	25	75	100
	Total						30	23			

SEMESTER II		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper-II	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-II	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-III	Organisational Behaviour	Y	-	-	-	5	5	25	75	100
	Core Paper-IV	Accounting for Management - II	Y	-	-	-	5	5	25	75	100
	Elective -II	Business Regulatory Frame Work	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC 2 - Managerial Skill Development		Y	-	-	-	2	2	25	75	100
	Skill Enhancement course SEC 3 Business Etiquette and Corporate Grooming						2	2	25	75	100
	Total						30	23			

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Principles of Management	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge about evolution of management										
CLO2	To provide understanding on planning process and importance of decision making in organization										
CLO3	To learn the application of principles in organization										
CLO4	To study the process of effective controlling in organization										
CLO5	To familiarize students about significance of ethics in business and its implications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.							15	CLO1		
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.							15	CLO2		
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15	CLO3		
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.							15	CLO4		
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business							15	CLO5		
	Total							75			
Course Outcomes											



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Declaration

I hereby declare that the details and information given above are complete and true to the best of my knowledge and belief.

Dr. V.Y. DASAPPAN M.A., M.Phil., Ph.D.
PRINCIPAL
Principal
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