



Department of Management

# Open Elective Matrix & Course Contents

Open Elective Course Matrix

	#	Course Title	Offered to	Duration	Credits
I Semester	1	Business Environment	All students	3 Hours a Week	3
	2	Personal Branding & Leadership	All students	3 Hours a Week	3
II Semester	1	Tourism and Travel Management	All students	3 Hours a Week	3
	2	Event Management	All students	3 Hours a Week	3

Department of Management						
I Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	BBAOE01	<b>Business Environment</b>	45 Hours	All students	3 Hours a Week	3

Course Objectives:	To enable students, analyse the overall business environment and asses impact of its various components on business.
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Course Outcomes:	
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C01	Define nature and objectives of business and articulate its structure
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C02	Explain the purpose of environmental scanning in business decision making
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C03	Identify various functional areas of business and its distinct operations
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C04	Understand the impact of dynamic business environment on the operations of business.
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Reference Books:	
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#	Title	Author/s	Publisher
1	Business Environment Text and Cases	Francis Cherunilam	Himalaya Publishing House
2	Essentials of Business Environment	K. Aswathappa	Himalaya Publishing House
3	Business Organisation & Management	Sherlekar	Himalaya Publisher
4	Business Organisation and Management	C.B. Gupta	Sultan Chand & Sons
5	Business Environment	Justin Paul	McGraw Hill India

Unit	Title	Hours	Contents
1	Nature of Business	10	Meaning, Characteristics and Scope of Business; Distinction between trade, business, industry and commerce; Difference between Business & Profession; Classification of business activities and types of Industries; Objectives and social responsibilities of business; Government and business interface; Challenges of business in the modern era.
2	Environment Scanning	10	Meaning and objectives of environment scanning, Environmental Appraisal and Scanning Techniques; Difference between micro and macro environment, Components of micro environment and its implications on business performance, analysing organisational position and preparing strategic advantage profile, core competencies of business.
3	Analysis of Internal Business Environment	10	Marketing - Nature, Scope and Importance of Marketing, Marketing Mix; Finance - Scope of Finance; Financial Management System; Finance Functions; Role of a Finance Manager. Human Resources Management - Functions, Scope and Human Resource Practices. Productions and Operations - Production Process, Objectives and Scope of Production Management, Technology in Production.
4	Analysis of External Business Environment	10	Nature of economic environment, evaluation of economic systems, Types of economic policies and its impact on business policies, positive and negative effects of new economic policy, Types of Political Systems, business risks posed by the Indian political system, component of legal environment, laws impacting industry in India, need for embracing technology, impact of technology on Business.
Learning by Doing activities: 5 Hours			

Department of Management						
I Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	BBAOE02	<b>Personal Branding and Leadership</b>	45 Hours	All students	3 Hours a Week	3

Course Objective:	The course aims at familiarising the students with the art of personal branding; students learn how to develop individual soft skills such as leadership style, communication skills, and organization skills.
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**Course Outcomes:**

C01	Articulate the self-concept and recognize personal SWOT.
C02	Understand the personal branding concept & Learn how to manage self.
C03	Assess potential leadership traits, skills, behaviours, and develop a leadership portfolio.
C04	Learn know to establish the relationship with other through effective leadership skills.

**Reference Books:**

#	Title	Author/s	Publisher
1	Self-Management	Baird Chris a	Create space Independent
2	Self-Management	Patnaik & Srikanta	Partridge Publishing India
3	Self-Branding	Pierlorenzi Dott. Monica	Lulu.com
4	Self-Identity and Brand	Sidi Aissa Ismail	LAP Lambert Academic
5	Leadership	Saxena Sanjay	PHI Learning

Unit	Title	Hours	Contents
1	Self-discovery	10	Self-discovery: self-awareness and self-regulation; Self Criticism; Explore your biases, values, assumptions, emotions, habits, and reflect on how well you govern yourself to pursue your goals; Goals setting and different types of goals; Identifying one's strengths and weaknesses; Managing self – emotions, ego, pride.
2	Self-Branding	10	Concept of personal branding; Elements for self-analysis: Knowledge, skills, abilities and values; Concept of career planning and personal brand maintenance; Successful personal branding and career development; Tactics for Successful Career Branding; Online identity and how to use social media for personal branding – LinkedIn profile.
3	Leadership	10	What Do We Mean by Leadership? Leader: Power and Influence; Leadership, Ethics, and Values; Leadership Behavior, styles and attributes; Leadership and Change management; The Dark Side of Leadership; How do leaders influence their follower?
4	Making of Leader	10	Role of effective communication in leadership; Team building; Issues when there is no team work, Leadership emerging through team, how to identify team players; Empathy and social skills; Reflect on the quality of your connections with others and of your support networks; time management and crisis management techniques.
<p>Learning by Doing activities: 5 Hours</p> <ol style="list-style-type: none"> <li>1. Strategy for life: purpose and values. Explore how you can find meaning in your career and how you can project your future in a compelling manner.</li> <li>2. Context: cultural and political skills. Reflect on your understanding of the context, different societal mores, and the impact of peer pressure and business culture.</li> <li>3. Practice on Oral and spoken communication skill &amp; testing –voice &amp; accent, voice clarity, voice modulation &amp; intonation, word stress etc.</li> <li>4. Team Building / Coordination Skills - Team Building Practices, through group exercises, team task / role play. Ability to mixing &amp; accommodation, ability to work together.</li> <li>5. How is emotional intelligence linked to good leadership?</li> </ol>			

Department of Management						
II Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
	BBAOE03	<b>Tourism &amp; Travel Management</b>	45 Hours	All students	3 Hours a Week	3

Course Objective:	The course aims at familiarising the students Basics of tourism & acquaint students with the travel and tourism cluster.
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Course Outcomes:	
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C01	Articulate the concept, industry structure & form of tourism
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C02	Understand the travel motivations and market drivers of tourism
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C03	Develop a tourism planning & package
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C04	Articulate various tourism products of India
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Reference Books:	
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#	Title	Author/s	Publisher
1	Tourism	Barwick J	Echidna
2	Backpacker tourism: Concepts and profiles	Hannam, K., & Ateljevic, I	Channel View Publications
3	Tourism Management and Marketing	Bhatia, A. K.	Sterling Publishers
4	Introduction to Tourism	Khan M. A.	Anmol Publications
5	Tourism System	Mill R.C & Morrison	Kendall/Hunt Publishing Co.

Unit	Title	Hours	Contents
1	Foundation to tourism	10	Definition and historical development of tourism; Types of tourists: tourist, traveller, excursionists; Forms of tourism - inbound, outbound, domestic and international; Nature and forms of Travel/Tourism; Tourism System; Characteristics and components of tourism industry; Push-pull factors in Tourism;
2	Motivation for travel	10	Motivation for travel- basic travel motivators, early travel motivators; religion as a motivator; pleasure travel; Tourism Demand; Motivation of Tourism Demand; Measuring Tourism Demand; Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply; Role of state in promoting social tourism.
3	Tourism planning & development	10	Planning programme of package holidays; Contracting; accommodation; Flights; Cruise ships, hire Cars; the Role of Ground Handling agents. Itinerary Preparation: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation.
4	Tourism products of India	10	Classifications & Characteristic of India's Tourism Products; Seasonality & Diversities; Heritage - Indigenous, Colonial, Handicrafts of India; Craft Meals Fairs & Festivals of Social & Religious importance; National Parks & Wildlife Sanctuaries; Hill Stations; Beach Resorts; Islands; Adventure Tourism - Adventure in Water, Air based adventure; Eco- tourism.
Learning by Doing activities: 5 Hours			



DEPARTMENT OF MANAGEMENT					
II Semester	Code	Course Title	Offered to	Session	Credits
	BBAOE04	<b>Event Management</b>	All students	3 Hours a Week	3

Course Objective:	To familiarize students with a conceptual framework of Event Management, Event Services, Conducting Event and Managing Public Relations.			Course Duration
Course Outcomes:				44 Hours [Including 4 Hours of Self-Learning activities]
C01	Understand the policies & procedures involved in Event Management			
C02	Understand event requirements			
C03	Comprehend the importance of public relations for an event.			
C04	Acquire Event management skills			
Reference Books:				
#	Title	Author/s	Publisher	
1	Event Entertainment and Production	Mark Sonderm	Wiley & Sons	
2	Event Management	Anne Stephen	Himalaya Publishing House	
3	Event Management	K. Venkataramana	SHBP	
4	Event Management & Public Relations	Savita Mohan	Enkay Publishing House	
5	Event Management & Public Relations	Swarup K. Goyal	Adhyayan Publisher	

Unit	Title	Hours	Contents
1	Introduction to Event Management	08	Meaning, Need, Scope of Event; Analysis of Event; Decision Makers: Event Manager, Technical Staff; Establishing of Policies & Procedure, Event Team, Why Event Management, Requirement of Event Management, Decision makers, career in event management.
2	Event Management Procedure	12	Principles for Holding an Event; emergency procedures, Health and safety issues, insurance, licenses and permission; Locating People, Clarifying Roles, developing content Guidelines, Participant Tips, Fees & Honorariums, Travel Arrangements, Worksheets Preparing a planning schedule, Organizing Tasks, Assigning Responsibility, Overall Planning Tips, Protocols, Dress Codes, Staging, staffing.
3	Public Relations & Event Leadership	10	Concept, Nature, Importance & Limitations of PR; Media, Types of Media; Media Management; Public Relation Strategy & Planning; Image branding, Advertising and PR, Meetings and Group Development; Tools of Promotion, Tips on writing a New Release, Direct Marketing, Word of Mouth; Planning a Promotion Campaign for an Event.
4	Private and Corporate Events	10	Planning for a private event; Special Events - Types, wedding, meetings, sports, rallies, Event Sponsorship; Event Organizer, Event Partners, Event Associates; Planning of Corporate Events; Types of Corporate Events; Job Responsibility of Corporate Events: Organizer, Budgeting, Safety of Guests and Participants, Creating Blue Print; Need for Entertainment in Corporate Events.
Learning by Doing activities: 5 Hours			