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UNIVERSITY OF MYSORE

Estd.1916

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www.uni-mysore.ac.in

Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A' Grade)

(NIRF-2022 Ranked 33 in University Category & 54 in Overall Category)

No.: PMEB-1/Spl./29 (1)/2021-22

Date: 19-04-2023

NOTIFICATION

Sub.: Syllabus and Examination pattern of **B.B.A. (Modelling and Fashion Management)** course under Specialized Programmes from the academic year 2023-24-reg.

- Ref.: 1. Decision of the BOS Meeting held on 11-01-2023.
2. Decision of the Faculty of Commerce meeting held on 09-03-2023.
3. Decision of the Academic Council meeting held on 24-03-2023.

The Board of Studies in **B.B.A. (Modelling and Fashion Management) (UG)** at its meeting held on 11-01-2023 has recommended the approval of 2nd year Syllabus of **B.B.A. (Hons.) (Modelling and Fashion Management)** course in University of Mysore under specialized/specified programs from the academic year 2023-24 as per NEP-2020.

The Faculty of Commerce and the Academic Council at their meetings held on 09-03-2023 and 24-03-2023 respectively, have also approved the above proposal and the same is hereby notified.

The syllabus of **B.B.A. (Hons.) (Modelling and Fashion Management)** course is uploaded in University website. The contents may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.


REGISTRAR
REGISTRAR
University of Mysore
MYSURU - 570 005



To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, Dept. of Commerce, Hemagangotri, Hassan.
3. Prof. Suresha, DoS in Computer Science, Manasagangothri, Mysuru.
4. The Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.

Dr. Suresha
Professor and Chairman
BoS in BBA (Modelling and Fashion Management)

To,

1. The Syndicate Section, University of Mysore
2. The Academic Section, University of Mysore
3. The Director, PMEBA, University of Mysore

Dear Sir / Madam,

Sub: Submitting proceedings of the BoS meeting in connection with specialized BBA
(Modelling and Fashion Management) program.

Ref: Your letter No. PMEBA-5/21/Spl./2022-23 dated 27-12-2022.

With reference to the above, I am herewith submitting a copy of the proceedings of the meeting of the members of BoS in BBA (Modelling and Fashion Management) along with the recommended list of courses and respective syllabi for your further needful action.

Thanking you,

Sincerely yours



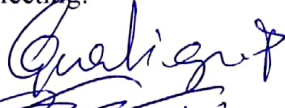
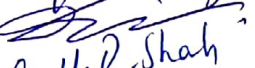
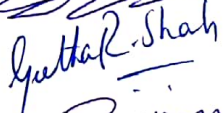
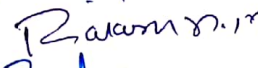

(Suresha)

Copy to: The Registrar, University of Mysore, for your Information

Proceedings of the meeting of the members of the Board of Studies in BBA (Modelling and Fashion Management) (UG) held on 11-01-2023 at 11.30 AM at the CRESTA First Grade College, Mysuru.

- Ref:** 1. No. UA2/159/2017-2018 dt 18-03-2021
2. No. PMEB-5/21/Spl./2022-23 dt 27-12-2022

With references to the above cited, a meeting of the members of the Board of Studies in BBA (Modelling and Fashion Management) has been conducted at the CRESTA First Grade College on Wednesday the 11-01-2023 at 11.30 AM. The following members have attended the meeting.

- | | | |
|-----------------------|----------|--|
| 1. Mr. Gurulingu P | Member |  |
| 2. Dr. S Devraj | Member |  |
| 3. Mrs. Geetha R Shah | Member |  |
| 4. Dr. Rakesh H M | Member |  |
| 5. Prof. Suresha | Chairman |  |

The following member were absent for the meeting.

- | | |
|-------------------------|--------|
| 1. Mr. Prasad Bidapa | Member |
| 2. Sri. M Praveen Kumar | Member |

The meeting was initiated with a welcome speech by Prof. Suresha, Chairman of the board. The importance of the meeting was presented along with the agenda of framing the syllabus for 2nd Year (3rd and 4th Semester) as per NEP 2020 Regulations for various courses to be offered as part of the proposed BBA (Hons.) (Modelling and Fashion Management) UG program. The draft of the proposed scheme, titles of the courses and the respective syllabi are placed before the members of the board for discussion and suggestions were sought.

After detailed presentation and discussion among the members, the following were resolved to be recommended.

1. The proposed BBA (Hons.) (Modelling and Fashion Management) should be offered under the common NEP 2020 regulations being followed by the University from time to time for the existing general (conventional) BBA (Hons.) program. The only difference is in the titles of various courses and their respective syllabi offered under DSC and DSE.
2. The overall number of credits to be earned by the students and distributions of credits in each semester are exactly on par with the existing BBA (Hons.) program of the University.
3. The titles of the various courses along with the credit patterns and the respective syllabi for the proposed program are given in ANNEXURE BBA (Hons.) (Modelling and Fashion Management).


Prof. Suresha
CHAIRMAN

ಸಂಖ್ಯೆ: ಪಿ.ಎಂ.ಇ.ಬಿ.-5/21/Spl./2022-23

ದಿನಾಂಕ: 27.12.2022

ಇವರಿಗೆ:

ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರು/ಸದಸ್ಯರುಗಳು
Specialized Programme
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು

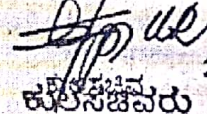
ಮಾನ್ಯರೇ,

ವಿಷಯ: ಅಧ್ಯಯನ ಮಂಡಳಿಯ ವಾರ್ಷಿಕ ಸಭೆಯನ್ನು ಏರ್ಪಡಿಸುವ ಬಗ್ಗೆ

.....

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ Specialized Programme ಆಡಿಯಲ್ಲಿ ರಚಿತವಾಗಿರುವ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳು, ವಾರ್ಷಿಕ ಸಭೆಗಳನ್ನು ದಿನಾಂಕ 16.01.2023ರೊಳಗೆ ಏರ್ಪಡಿಸಿ, Specialized Programmeನಡಿ ಮಾನ್ಯತೆ ಪಡೆದ ಕೋರ್ಸ್‌ಗಳ ಪಠ್ಯಕ್ರಮಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ತಮ್ಮ ಶಿಫಾರಸ್ಸುಗಳಲ್ಲಿ ಸದರಿ ಶಿಫಾರಸ್ಸುಗಳನ್ನು ಸಭೆಯ ನಡವಳಿ ಪತ್ರದೊಂದಿಗೆ ಈ ಕಛೇರಿಗೆ (ಪಿ.ಎಂ.ಇ.ಬಿ.) ಜರೂರಾಗಿ ಮುಂದಿನ ಕ್ರಮಕ್ಕಾಗಿ ಸಲ್ಲಿಸುವಂತೆ ತಿಳಿಸಲಾಗಿದೆ.

ತಮ್ಮ ವಿಶ್ವಾಸಿ


ಕುಲಸಚಿವರು 21/1/2023

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ಮೈಸೂರು-570 005

4/1/23

ಪ್ರತಿ:

1. Specialized Programme ಆಡಿಯಲ್ಲಿ ಮಾನ್ಯತೆ ಪಡೆದಿರುವ ಸಂಸ್ಥೆಯ ನಿರ್ದೇಶಕರು/ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ
2. ಮಾನ್ಯ ಕುಲಸಚಿವರು/ಕುಲಸಚಿವ (ಪರೀಕ್ಷಾಂಗ)ರವರ ಆಪ್ತ ಸಹಾಯಕರು, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
3. ಕಛೇರಿ ಪ್ರತಿ.

NOTIFICATION

Sub: Constitution of the Board of Studies in BBA (Modelling and Fashion Management) (UG)

Ref: Letter dated 01-03-2021 received from Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.

Pursuant to the approval of the Hon'ble Vice-chancellor and pending approval of the University Syndicate the Board of Studies in **BBA (Modelling and Fashion Management) (UG)** is constituted as per the Statutes framed under Section 33 (1) and (2) of the Karnataka State Universities Act 2000, with the following members for a period of **three years** from the date of this notification or until further orders, whichever is earlier.

1.	Prof.Suresha Professor, DOS in Computer Science, Manasagangotri, Mysuru.	Chairman
2.	Dr.H.M.Rakesh Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028	Member
3.	Sri.M.Praveen Kumar HOD - Management & Assistant Professor, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028	Member
4.	Mrs.Geetha R. Shah Ex-Principal, Queen's School of Design, "Anugraha", #594/A, 7 th Main, Vijayanagar 1 st Stage, Mysuru - 570 017	Member
5.	Dr.S.Devraj Associate Director, #30, LISAA School of Design, Opp, Adugodi Police Station, Koramangala, Bengaluru - 560 030	Member
6.	Mr.Prasad Bidapa Founder, Prasad Bidapa Associates, # 203, Casa Andree, Andree Road, Shanthinagar, Bengaluru - 560 027	Member

[Signature]
REGISTRAR 20/3/2021
[Signature]

To:

1. The Concerned Members.
2. Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028
3. The Dean, Faculty of Commerce, University of Mysore, Mysuru
4. The Registrar (Evaluation), University of Mysore, Mysuru.
5. The Finance Officer, University of Mysore, Mysuru.
6. The Director, PMEB, University of Mysore, Mysuru.
7. The Deputy Registrar/Assistant Registrar/Superintendent (Academic), AB, UOM, Mysuru.
8. P.A. to the Vice-Chancellor/Registrar/Registrar(Evaluation), UOM, Mysuru.
9. The Superintendent, Ph.D Section, Examination Branch, UOM, Mysuru.

**Curriculum as per
National Educational Policy (NEP 2020)**

**BACHELOR OF BUSINESS
ADMINISTRATION (BBA)
(Modelling and Fashion Management)**

III and IV Semester Syllabus.

Q.L.
(Total 12 pages)

Syllabus of BBA (Modelling and Fashion Management)

Sl. No.	Subject	Hrs/Wk	Courses	Credit	L:T:P Pattern
III Semester					
3.1	Language I	4	AECC	3	2:1:0
3.2	Language II	4	AECC	3	2:1:0
3.3	Fashion Marketing Management	4	DSC-7	4	4:0:0
3.4	Fashion Design Thinking	4	DSC-8	4	4:0:0
3.5	Fitness and Nutrition Management	4	DSC-9	4	4:0:0
3.6	Artificial Intelligence/ Financial Education and Investment Awareness	4	SEC	2	2:0:0
3.7	India and Indian Constitution/Open Elective	4	OEC	3	3:0:0
3.8	Sports/NCC/NSS/Cultural/others (if any)	-	SEC-VB	2	0:0:2
			Total	25	
IV Semester					
4.1	Language I	4	AECC	3	2:1:0
4.2	Language II	4	AECC	3	2:1:0
4.3	Fashion Trends and Forecasting	4	DSC-10	4	4:0:0
4.4	Public Relations Management	4	DSC-11	4	4:0:0
4.5	Management Accounting	4	DSC-12	4	4:0:0
4.6	Artificial Intelligence/ Financial Education and Investment Awareness	4	SEC	2	2:0:0
	India and Indian Constitution/ Open Elective	4	OEC	3	3:0:0
	Sports/NCC/NSS/Cultural/others (if any)	-	SEC-VB	2	0:0:2
			Total	25	

III SEM

3.1 Language I (3 Credits)

2:1:0

3.2 Language II (3 Credits)

2:1:0

3.3 Fashion Marketing Management (4 Credits)

4:0:0

Unit 1 Phenomenon of Fashion Demand: Market Response to Fashion Demand, Management of Fashion Business Research and Communication Skills, Strategic Fashion Marketing.

Unit 2 Fashion Marketing Systems and Processes: Introduction to Fashion Marketing Systems, Introduction to Fashion Marketing Processes, Advanced Marketing Research.

Unit 3 Types of Marketing: Luxury Marketing, Creative Fashion Marketing Communication.

Unit 4 Fashion Marketing & Promotion: Fashion Images, Design Cultures Common Module, Marketing Research and the Fashion Consumer, Fashion Trends, Historical and Contextual Studies in Fashion.

Unit 5 Introduction to Fashion Communication, Fashion Product, Buying and Merchandising, Theoretical Studies in Fashion, Fashion Marketing Strategies, Fashion Branding.

Books for References

1) Fashion Marketing Management by A. Arunraj and V. Ramesh Babu.

3.4 Fashion Design Thinking (5 Credits)

4:0:0

Unit 1 Introduction Design: Design Thinking Background Definition of Design Thinking, Business uses of Design Thinking, Variety within the Design Thinking Discipline, Design Thinking Mind-set, Design Thinking in Practice, Process Stages of Designing for Growth, Design Thinking Tools and Methods, Purposeful Use of Tools and Alignment with Process, Visualization, Journey Mapping, Value Chain Analysis.

Unit 2 Design Thinking Approach: Fundamental Concepts, Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking, Assumption Testing, Prototyping, Time for Learning and Validation.

Unit 3 Design Thinking Resources: People, Place, Materials, Organizational, Fit, Design Thinking Processes, Numerous Approaches, Double Diamond Process, Designing for Growth Process, Role of Project Management.

Unit 4 Introduction to Anatomy, study of bone and muscular structure, proportions of males, females and children. Study of face, torso, legs and arms.

Unit 5 Introduction to Mind Mapping, Brainstorming, Concept Development, Assumption Testing, Customer Co-Creation, Design Thinking Application, Design Thinking Applied to Product Development.

Books for References

- 1) "Designing for growth: A design thinking tool kit for managers", by Jeanne Liedtka and Tim Ogilvie.
- 2) "The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems", by Michael Lewrick, Patrick Link, Larry Leifer.
- 3) Fashion Design Thinking by Alliance for Qualification.

3.5 Fitness and Nutrition Management (5 Credits)

4:0:0

Unit 1 Overview of fitness industry-Roles and responsibilities of all individuals/teams involved in physical exercise and fitness, understanding of anatomy and physiology.

Unit 2 Introduction to effect of various exercises according to physical characteristics of a person. Introduction to exercise schedule - Fitness for Life Style Diseases, Exercise limitations based on physical and mental limitations.

Unit 3 Nutrient content of foods - classification of foods according to nutrient content. Food groups for balance diets - food in relation to health. Cooking methods -study of the different cooking methods, merits and demerits - solar cooking – microwave cooking. Cereals And Millets -Source of manufacture, structure, composition, storage, processing, milling, parboiling,

Unit 4 Scientific methods of preparation and cooking, acceptability and palatability of rice, wheat, maize and millets, factors affecting gelatinization. And PULSES- Source of manufacture, nutritive value, judicious combination of cereals and pulses.

Unit 5 Flesh foods-meats - nutritive value, methods of cooking, purchase, storage. Fish - classification,

nutritive value, purchase, storage, cooking and preservation. Eggs- structure and composition, nutritive value, palatability, methods of storage, preservation and uses in cookery. Milk and milk products- nutritive Storage and preservation.

Books for References

1. Hughes, O and Bennion, M. 1970 Introductory Foods, 5th ed., The macmillan Co., New York.
2. Griswold, R.M. 1962. Experimental Study of Foods, Houghton mifflin company, Boston.
3. Ghose, R.L.M., Ghate, M.B. and Subramaniam, V. 1960. Rice in India. ICMR, New Delhi.
4. How to Build The Female Fitness Model Body? by M Laurence.

OEC

3.5 Social Media Marketing (OEC) (3 Credits)

3:0:0

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- Define social media marketing goal setting for successful online campaigns.
- Analyze the effective social media marketing strategies for various types of industries and businesses.
- Design social media content and create strategies to optimize the content's reach to the target audience.
- Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.
- Design a suitable social media campaign for the business goals.

Syllabus:

Unit 1 Social Media Introduction - Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social, media analytics; Impact of online reputation; Social Technology and its marketing influence in India.

Unit 2 Facebook -Instagram marketing Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, Creating automation for Instagram, Audience

Insights, page Insights, exploring the various IG content types, Setting a theme and flow on Instagram, and generating Leads.

Unit 3 Twitter Marketing - Creating a Twitter account, optimizing a page, content types, posting contents, Integrating a personal brand on Twitter, Twitter Analytics & Ads, post assistants and automation for Twitter.

Unit 4 YouTube marketing - Youtube marketing, creating a youtube channel, posting content, youtube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset.

Unit 5 Search Engine Optimization-Recent trends and challenges - Search Engine Optimisation (SEO) Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media vs Social Media, recent trends and challenges in Social Media marketing.

Skill Developments Activities:

- a) Prepare Facebook Page in your name.
- b) Open a YouTube channel.
- c) Create a blog and write an article on Climate change.
- d) Create a search engine optimization(SEO) dashboard.

Text Books:

1. Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration, 2nd Edition, SAGE Publications Ltd.
2. Matt Golden (2022), Social Media Marketing, 1st Edition, Bravex Publications.
3. Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page.
4. Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning.
5. Tracy L. Tuten and Michael R. Solomon, (2016), Social Media Marketing, 2nd Edition, Sage Publications India Private Limited.

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Describe the importance and application of various concepts of rural marketing.
- Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behavior.
- Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.
- Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.
- Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing.

Syllabus:

Unit 1 Introduction to Rural Marketing - Nature and scope of rural marketing, rural vs urban markets, concepts and classification of rural markets, rural marketing environment: rural population, occupation pattern, income generation, location of the rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities.

Unit 2 Rural Consumer Behavior Consumer buying behavior in rural markets, factors affecting consumer behaviour, rural consumer buying process, the rise of rural consumerism. Market segmentation – Bases for segmenting rural consumer markets.

Unit 3 Rural Product and Pricing Strategy - Rural product, Rural product classification, product life cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets – Factors and strategies.

Unit 4 Rural Distribution and Communication Strategy - Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models- FMCG companies, durable companies, Service organizations, emerging distribution models.

Rural communication strategy, challenges in rural Communication, creating promotion mix for rural audiences: advertisement, sales promotion, publicity.

Unit 5 Regulations and Recent Trends in Rural Marketing - Regulated market. Regulated Market in India, Future of Regulated Markets in India, Role of Govt in Developing rural marketing, Public Distribution Systems (PDS), Food Corporation of India, Self Help Groups (SHG's). Agricultural Credit

Policy, Digitalizing rural India, online marketing reach in the rural market, recent trends in packing, labelling, grading, transporting, order processing, payment methods, storage and warehousing and Corporate farming.

Skill Developments Activities:

- a) Prepare a Product life cycle for a Rural product
- b) Select a Rural Product and conduct a Consumer Satisfaction Survey
- c) Prepare an advertisement copy for a rural product
- d) Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing.

Text Books:

1. Debarun Chakraborty and Soumya Kanti Dhara, et al. (2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd
2. Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd.
3. Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd.
4. C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd.
5. T.P.Gopaldaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition, Vikas Publishing House.

IV SEM

4.1 Language I (3 Credits) 2:1:0

4.2 Language II (3 Credits) 2:1:0

4.3 Fashion Trends and Forecasting (5 Credits) 4:0:0

Unit 1 Course Introduction: What is a trend, what is a fashion, The timeline of trends. Fashion Forecasting Process, Diffusion of Innovation

Unit 2 Directional Theories, Fashion Cycles, Cultural Indicators, Color Forecasting, Communicating trends through images: moodboards, emotional videos, associations of images.

Unit 3 Textile Forecasting, Styling Forecasting, Styling Forecasting Consumer Research, Consumer Research, Sales Forecasting, the research trip and the trend report

Unit 4 Sales Forecasting Competitive and its Analysis, Fashions, Fads, and Classics; Consumer Segmentation.

Unit 5 Consumer Research Fashion Brands; Retail Formats: Emergence of Catalogs, TV Shopping and Online Shopping; Relational Marketing; Demographics: Geodemographics, Demographics and Preferences; Preferences with Ethnicity, Gender and Income.

Unit 6 Fashion trends and marketing of accessories, Study of any 2 accessory designers. (one Indian and one international).

Books for References

- 1 Fashion Trends and analysis Forecast by Eundeok Kim, Ann Marie Fiore, Hyejeong Kim.
- 2 Malolow Blahnik- Co Collin Mac dolw, " Shoes -Fashion and Fantasies", Thames and Hudson, 1989.
- 3 Claire Bill cocks," Century of Bags", Chartwell Books, New Jersey 1997.

4.4 Public Relation Management (4 Credits) 4:0:0

Unit 1 Introduction to Public Management, general education requirements for a public relation, Types of Public Relations Five Essential Keys of Public Relations.

Unit 2 Public relations management theories, Public relations by MBO its Programme and strategies, Research in PR and public opinion.

Unit 3 Marketing Communications, Introduction to Mass Communications and Public Relations, Public Affairs, Publicity, Writing Skills for Media, issues Management.

Unit 4 Introduction to Public Relations in the Private and Public Sector, Importance of Media Management and Media Advocacy. Major Steps of Public Relations, Four Models of Public Relations, Theory of Practicing & Advertising.

Unit 5 Development and Fundraising, Employee and Member Relations, Financial Relations, Industry Relations, Media Relations, Government Affairs, Community Relations.

Books for References

- 1) Ahuja, B. N., Public Relations, Ed. 5th Surjeet Publication, New Delhi, 2006.
- 2) Public Relation and Management by Norman R. Nager.
- 3) Public Relation and Media by Mathew Knowles.
- 4) Public Relations and corporate Communication by Urmila Rai.

4.5 Management Accounting (5 Credits)

4:0:0

Unit 1 Management Accounting: Meaning and Definitions, Nature, Scope and Objectives of Management Accounting, Difference between Cost and Management Accounting and Management Accounting and Financial Accounting. Limitations of Management Accounting.

Unit 2 Marginal Costing: Basic concepts and Definitions, assumptions contribution, P/V ratio. BEP, margin of safety. Make or buy decisions, graphical analysis.

Unit 3 Relevant Costs: Meaning, Distinction between Incremental Cost and Opportunity Cost. Simple problems on relevant cost in decision making.

Unit 4 Analysis of Financial Statements: Meaning, tools of financial statements-(Common size, comparative, Trend analysis, Ratio analysis). Profitability Ratio- G/P, N/P, Operating Ratio, EPS, Turnover Ratio, Debtors Turnover ratio, Creditors Turnover ratio, Stocks Turnover ratio, working Capital Turnover ratio, Fixed Assets turnover ratio. Financial ratio- Current ratio, Liquid ratio, Debt-equity ratio, Proprietary ratio. (problems on above ratio only).

Unit 5 Budgetary control: Definitions- Budget, Budgetary control, objectives, Basic concepts, key factors. Types of Budgets, problems on Flexible Budget, Cash Budget and Sales Budget, Standard Costing: Meaning, Definition, Difference between standard costing and budgetary control, Advantages and limitations, Variance analysis, Simple problems on material and labour variances, Book Reference.

Books for Reference

1. Khan and Jain, Management Accounting, 5th Edition TMH 2010.
2. Louderback and Holmen, Managerial Accounting, Cengage learning 2002.
3. Nitin Balwani Accounting and Finance Excel Books 2001.
4. Dr. Jawaharlal, Accounting for Management, HPH 2011.

OEC

4.6 Business Leadership Skills (OEC) (3 Credits)

3:0:0

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

Course Outcomes: On successful completion of the course, the Students will Demonstrate

- To make students understand the significance of leadership skills for effective people management
- To increase the comprehension of leadership through various leadership theories
- To make students understand different leadership styles, types, patterns and functions
- To introduce various leadership approaches for effective management of people
- To make students aware of recent trends in the area of business leadership

Syllabus:

Unit 1 INTRODUCTION TO BUSINESS LEADERSHIP - Introduction to business leadership, meaning/definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; latest trends/current scenario of business leadership.

Unit 2 LEADERSHIP FROM MANAGERIAL PERSPECTIVE - Nature of leadership, Significance or importance of leadership, Qualities of an effective leader, leader v/s manager; authority v/s leadership; formal v/s informal leadership; different roles of leadership; different levels of leadership;

Unit 3 LEADERSHIP FROM THEORETICAL PERSPECTIVE Great man theory, Trait theory, Situational leadership theory, transactional leadership, transformational leadership theory, Likert's Management System; Fielder's contingency model, Blake and Mouton's Managerial Grid.

Unit 4 LEADERSHIP FROM AN OPERATIONAL PERSPECTIVE

Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership;

Unit 5 LEADERSHIP STRATEGIES –

Leadership Strategies a) leading from the front, b) supporting leadership, c) interactive leadership. Group conflict, leader's role in managing group conflict; challenges in leadership; change management.

Skill Developments Activities:

- Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room.
- Present the students with a workplace problem, and have each student participant write down what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in the class.
- Student can make a presentation on any famous corporate/political personality covering their leadership style, their approach to people management, their effectiveness in managing conflicts and how did they manage the crisis situations and so on

Text Books:

1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.
2. Stephen, R. P. (1988). Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.
3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.
4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.). Bangalore: Himalay Publishing House.

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(Total 12 pages)