

# Division of Yoga and Management

## Skill Oriented Courses

### Objective:

1. To provide Holistic personality growth of the students and equip them with necessary skills required for Business world.
2. To inculcate the Human values based on Indian Philosophy.
3. To provide students with Technical skills and hands on experience to be efficient in workplace environment.

The number of hrs and respective credits are as below -

CODE	SEM-I	HRS	LTPF	CREDITS
MBA-DSS1	Managerial Communications Skills	45	15+0+30+0	2
MBA-DSS2	Information Technology Skills	45	15+0+30+0	2
MBA-DSS3	Self Management Skills	45	15+0+30+0	2
MBA-DSS4	Decision Making Skills	45	15+0+30+0	2
MBA-DSS5	Leadership Skills	45	15+0+30+0	2

### Teaching techniques for Skill oriented course:

- a) **Lectures** – Classroom sessions and presentations by faculty. Emphasis will be given on students' participation and content will have latest case studies on business,
- b) **Tutorials** – Group Discussions, Students' theme presentations, Brainstorming, Home works, Self study. Simulation and Role play activity.
- c) **Practical** – Field work, Organisational Visits, Event Management, Volunteering tasks, Group tasks, Project work etc.

Students will be asked to maintain a diary of their learning activity and everyday course faculty will check and guide the students on further improvement.

Each session will have review of progress and competency mapping of the student and periodic progress will be recorded every month in student's dossier.

### Evaluations Methods:

Two Assignments, two internal tests, and continuous assessment by Course faculty. Final examination will be in the form of report submission and presentation by students before the examiners. Based on the marks obtained respective grades will be allotted in grade card.

## Managerial Communication skills

CODE	SEM-I	Time in Hrs	LTPF	CREDITS
MBA-DSS1	Managerial Communications	45	15+0+30+0	2

### Content

#### Unit 1: Introduction to managerial communication

Meaning, Importance & objectives - Principles of Communication, forms of communication, Communication Process, Barriers of effective communication, Techniques of effective communication.

#### Unit 2: Nonverbal communication

Body Language, Gestures, Postures, Facial Expressions, Dress codes. The Cross Cultural Dimensions of Business Communication. Listening & Speaking, techniques of eliciting response, probing questions, Observation. Business and social etiquettes.

#### Unit 3: Managerial speeches

Principles of Effective Speech & Presentations. Technical & Non-technical presentations. Speech of introduction - speech of thanks - occasional speech - theme speech. Use of audio visual aids.

#### Unit 4: Interview Techniques

Mastering the art of conducting and giving interviews, Placement interviews - discipline interviews - appraisal interviews – exit interviews.

#### Unit 5: Group communication

Importance, Meetings - group discussions. Video Conferencing.

#### Unit 6: Introduction to managerial writing

Business letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference. Memos, minutes, Circulars & notices.

#### Unit 7: Reports writing

Types of Business Reports - Format, Choice of vocabulary, coherence and cohesion, paragraph writing, organization reports by individual, Report by committee.

### Reference books:

1. Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall Hall of India Pvt. Ltd.
3. Adair, J. (2003). Effective Communication. Pan Mcmillan.
4. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York.

## Information Technology Skills

CODE	SEM-II	Time in Hrs	LTPF	CREDITS
MBA-DSS2	Information Technology Skills	45	15+0+30+0	2

### Content -

#### Unit 1. Management Information Systems

Need, Purpose and Objectives, Contemporary Approaches to MIS, Information as a strategic resource, Use of information for competitive advantage, MIS as an instrument for the organizational change

#### Unit 2. Information Technology

Definition, IT Capabilities and their organizational impact, Telecommunication and Networks, Types and Topologies of Networks, IT enabled services such as Call Centers, Geographical Information Systems etc.

#### Unit 3. Systems Analysis and Design

Systems Development Life Cycle, Alternative System Building Approaches, Prototyping, Rapid Development Tools, CASE Tools – Object Oriented Systems (Only introduction to these tools & techniques)

#### Unit 4. Management Issues in MIS

Information Security and Control, Quality Assurance, Ethical and Social Dimensions, Intellectual Property Rights as related to IT Services / IT Products, Managing Global Information Systems

#### Unit 5: Application Software

MIS, ERP, DSS, BI, DBMS, Practical Exposure to MS office, Word, Powerpoint, Excel, Access, Outlook.

### Reference Books:

1. Management Information Systems, Laudon and Laudon, 7th Edition, Pearson Education Asia
2. Management Information Systems, Davis and Olson, Tata McGraw Hill
3. Analysis and Design of Information Systems, Rajaraman, Prentice Hall
4. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia.
5. MS Office User Guide

## Self Management Skills

CODE	SEM-II	Time in Hrs	LTPF	CREDITS
MBA-DSS3	Self Management Skills	45	15+0+30+0	2

### Content:

Unit 1: Introduction to SMET programme – need and importance, scope of SMET.

Unit 2: Concept of Stress – physiology of stress, ailments caused from stress, stress release mechanism.

Unit 3: Executive Growth – Layers of existence, Depth of perception, expansion of awareness.

Unit 4: Group Dynamics – Group formation, synergy effect, Laws of Group behaviour.

Unit 5: SMET practice – Cyclic Meditation, synchronised practice, Group harmony.

### Reference books –

1. Stress Management – Dr. H. R. Nagendra
2. Yoga for Stress – Dr R. Nagarathna
3. SMET booklet and audio CD by SVYP

## Decision Making Skills

CODE	SEM-III	Time in Hrs	LTPF	CREDITS
MBA-DSS4	Decision Making Skills	45	15+0+30+0	2

### Content:

#### Unit 1: Basic concepts

Introduction to Science of Decision making, Thinking process, Logical and rational thinking, Bayes's theorem. Theories of decision making, Normative and Descriptive theories, Structured Decision Making. Evolution of decision making – data driven culture.

#### Unit 2: Decision Modelling

Effective use of spreadsheets for modelling - issues include spreadsheet organization, parameters by reference, user interface, easing "what-if" analysis, and use of constraints. Influence diagrams & Dimensional Analysis. Decision Tree analysis. Techniques of decision making under risk and uncertainty-Profitability and expected values.

#### Unit 3: Decision tools

Business Analytics, Data warehousing, Data mining, Time series vs. Causal models. The Naive model. Moving Averages, Simple exponential smoothing. Regression. Time Series Decomposition - Seasonal Indices. Trend functions – Linear, quadratic, exponential, power, logistic. Bias, MAD, MAPE, and standard error. Monte Carlo Simulation, Experimental design and evaluation. Special purpose simulation software.

#### Unit 4: Decision Support Systems and Business Intelligence

Understanding DSS, characteristics components, major DSS applications. Business intelligence and analytics. Group decision support systems (GDSS), - elements, characteristics, how GDSS can enhance group decision – making.

### Reference Books -

1. Developing Decision Making Skills for Business, by Simon Julian L, 2003
2. Blink: The Power of Thinking without thinking, by Malcolm Gladwell, 2013
3. Harvard Business Essentials: Decision Making - 5 Steps to Better Results by Harvard Business Essentials, 2010.
4. The Decision Book: Fifty Models for Strategic Thinking, The Tschapeller and Kyogenus Collection, 2011.
5. Decision Support Systems, by Janakiraman, 2009.
6. Decision Support Systems: Concepts and Resources for Managers, by Daniel J. Power, 2002.

## Leadership Skills

CODE	SEM-III	Time in Hrs	LTPF	CREDITS
MBA-DSS5	Leadership Skills	45	15+0+30+0	2

### Content -

#### Unit 1: Leadership Concept

Nature and Importance of leadership phenomenon, Difference between leader and Manager. Attributes of a leader, developing leaders across the organization.

#### Unit 2: Leadership Theories

Leadership schools Leadership Theories, Leadership competencies, Factors affecting, Leadership Development influence of leader, Measurement tools for leadership. Leader Follower and Situations Role of decision making in leadership. Leadership Grid.

#### Unit 3: Leadership Development Programmes (LDP)

Design and development of leadership training, Leader Development Vs Leadership development. Leadership evaluations

#### Unit 4: Evaluation of Leadership Development

Methods for evaluation of Leadership Development. Indian and International Leadership.

#### Unit 5: Practices and field works

Case studies, simulations, role plays and Management games, Field activities and evaluations with respect to the topics above.

### Recommended Books -

1. Leadership: Theory and Practice, 7th Edition by Peter G. Northouse
2. The Centre for Creative Leadership Handbook of Leadership Development Third Edition, Ellen Van Velsor Cynthia D. McCauley Marian N. Ruderman
3. Developing the Leader within You. by John C. Maxwell, 2013.
4. Primal Leadership: Unleashing the Power of Emotional Intelligence by Goleman, Professor Daniel, PhD and Richard Boyatzis,
5. Leadership Development Basics (ASTD Training Basics Series), by Karen Lawson