



**St Aloysius College (Autonomous)**  
**Mangaluru**

**SYLLABUS OF**

**CBCS – III<sup>RD</sup> SEMESTER**

**MANAGEMENT**  
**(BBA)**

## **INDEX**

<b><u>SL. NO.</u></b>	<b><u>SUBJECT CODE</u></b>	<b><u>OPEN ELECTIVE SUBJECT</u></b>	<b><u>PAGE NO.</u></b>
1.	G 406.3E	BUSINESS ETIQUETTES	1
2.	G 407.3E	TRAINING THE TRAINER	3
3.	G 408.3E	PERSONAL SELLING	4
4.	G 409.3E	CORPORATE SOCIAL RESPONSIBILITY	6

# **B.B.A.**

## **BUSINESS ETIQUETTES**

### **G406.3E**

**OBJECTIVE OF THE PAPER:** To define professional behaviour and suggest standards of appearance, action and attitude in a business environment.

#### **MODULE 1 - INTRODUCTION TO ETIQUETTE**

Introduction, modern etiquette, benefits, Classification of etiquette -. Manners, Poor manners noticed in the youth, why should you practice good manners? Practicing good manners.

Learning Outcome: To understand the concept of Business Etiquette.

#### **MODULE 2 - CLASSIFICATION OF ETIQUETTE**

Work Etiquette- -Making Introduction with Ease, applying titles and forms of address, remembering names, Speaking and Listening-KISS principle in communication, Tips for effective communication, barriers for communication, 7 C's of communication, Kinds of listening- Handling office conversations, Common Conversation faux pas - Developing good relations with peers, superiors, subordinates- Offering compliments and criticism

Telephone etiquette- Speaking and listening on the phone, conducting conference calls and video conferencing with Care-Meeting Etiquette- Planning a meeting.

Dining Etiquette- Coming to the table -Behaving after you are seated- Beginning the meal- Formal table settings -Managing meals, Distinguishing Between American and Continental Dining Styles, eating with grace, coping with difficult-to-eat foods and unusual utensils, Managing Dining Mishaps.

Dress Etiquette- Dealing with dress codes- Defining 'business casual' and 'casual', Formal business clothes for men and women, Personal hygiene and Grooming.

Learning Outcome: To understand various kinds of etiquettes.

### **MODULE 3- BODY LANGUAGE**

Introduction-Body talk – Origin of Body language- Voluntary and involuntary body language -Forms of Body language -Parts of Body language- Uses of Body languages-Body language in building interpersonal relations-Body language in building industrial relations-reasons to study body language-improving your body language- Kinds of Hand Shake, four territory zones, Kinds of postures, gender differences- -Shaking hands with Women -Developing confidence with correct body language.

Learning Outcome: To understand the importance of Body Language.

#### **SKILL DEVELOPMENT**

1. Role play activity in Telephone etiquette practices.
2. Drawing an illustration of Table setting.
3. Group presentation of Etiquette in Different countries.

#### **BOOKS FOR STUDY AND REFERENCE**

1. Alex K (2010) *Soft Skills*, New Delhi: S Chand & Company Ltd.
2. Fox Sue (2010) *Business Etiquette for Dummies*, New Jersey: Wiley Publications.
3. Kumar Suresh E, Shreehari P, Savithri J (2010) *Communication Skills and Soft Skills: An Integrated Approach*, Chennai: Pearson Education.
4. Pachter Barbara &Cowie Denis (2013) *Essentials of Business Etiquette*, New York: McGraw Hill Education.

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## **B.B.A.**

### **TRAINING THE TRAINER**

#### **G407.3E**

**OBJECTIVE OF THE PAPER:** To get an overview of service marketing concepts and understand its contribution towards marketing arena with an Indian perspective.

#### **MODULE 1- ORATORY SKILLS**

Meaning-types of oratory skills- etiquettes to be followed in elocution, extempore speech, group discussion, panel discussion. Key points to be considered in formal speeches-welcome address- vote of thanks -Art of compering (master of ceremonies)

Learning Outcome: To understand the significance oratory skills in our personality

#### **MODULE 2- PRESENTATION SKILLS**

Meaning and role of presenter, Dress code and other etiquettes, Art of compering (master of ceremonies), Role of moderator. Role of news anchors, negotiation skills

Learning Outcome: To understand the importance of presentation skills.

#### **MODULE 3- RESOURCE PERSON SKILLS**

Meaning of resource person, preparations to be done before taking a session, forming groups, Ice breakers, group games, time management

Learning Outcome: To know the art of conducting sessions.

#### **SKILL DEVELOPMENT**

1. Organise some group games.
2. Conduct some sessions on time management.
3. Rehearse a welcome speech and vote of thanks for different occasions.

#### **BOOKS FOR STUDY AND REFERENCE**

1. Chris Anderson (2018) *TED Talks: the official TED guide to public speaking*, Jenson Books.
2. Dan o' hair, (2017) *A pocket guide to Public speaking*, Jenson Books.
3. Jezra Kaye (2012) *Speak like yourself*, 3Ring Press.

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# **B.B.A.**

## **PERSONAL SELLING**

### **G408.3E**

**OBJECTIVE OF THE PAPER:** The paper attempts to acknowledge the skills to become a good sales person in order to deliver transparent and quality services.

#### **MODULE 1 - NATURE AND ROLE OF SELLING**

Importance of selling - Role in the context of organisation-survival and growth. Types of selling –Differences in selling situations, New business versus selling, Consumer indirect selling, industrial selling, Missionary, sales team/group selling Merchandising, Telesales, Franchise Selling, International selling.

Learning Outcome: To assess the role of personal selling.

#### **MODULE- 2 ATTRIBUTES OF A GOOD SALESPERSON**

Personality & Physical characteristics, enthusiasm, confidence, intelligence, self-worth, knowledge product, competition, organisation, market, customer, territory; communication skills, persuasive skills.

Learning Outcome: To study the attributes to become a good sales person.

#### **MODULE 3- SELLING SKILLS**

The Opening-need &problem identification-the presentation & demonstration-dealing with Objections-Negotiations- 5 phases of Negotiation -4 negotiation skills - Closing the Sale – Follow Up.

Learning Outcome: To understand the selling skills.

## **SKILL DEVELOPMENT**

- Hard Sell.
- Product presentation – Demonstration.
- Seek Appointment via Telephone, E-mails.
- Preparing sales pitch for tele callers.

## **BOOKS FOR STUDY AND REFERENCE**

1. Lancaster Geoffrey and Jobber David *Selling & Sales management*, Macmillan India Limited.
2. Gitomer Jeffrey *The Sales Bible: The Ultimate sales Resource*, Wiley India.
3. Spangle Michael L and Senhart Myra I *Negotiation: Communication for diverse settings*, Sage South Asia Edition.
4. Donaldson Bill, *Sales Management* by Palgrave Publications.
5. Crocker and Obermayer *Managing Sales Leads*, American Marketing Association.
6. Cohem Herb *You Can Negotiate anything*.

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## **B.B.A.**

### **CORPORATE SOCIAL RESPONSIBILITY**

#### **G409.3E**

**OBJECTIVE OF THE PAPER:** This paper attempts to understand the social responsibilities of the corporates and familiarise the theories on corporate social responsibilities of the relevant stakeholders.

#### **MODULE 1- INTRODUCTION TO CSR**

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate Citizenship, CSR-an overlapping concept. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

#### **MODULE 2- CONTEMPORARY CSR**

NGO and public services, CSR and marketing , CSR as organisation brand building identifying key stakeholders of CSR & their roles- Role of Public Sector in Corporate-government programs that encourage voluntary responsible action of corporations- Role of Non-profit and local self-governance in implementing CSR; Contemporary issues of CSR.

#### **MODULE 3- TRENDS AND OPPORTUNITIES IN CSR.**

CSR as a Strategic Business tool for Sustainable development. Review of successful corporate initiatives & challenges of CSR. Case Studies of Major CSR Initiatives



## **BOOKS FOR STUDY AND REFERNCE**

1. Schwartz Mark *Corporate Social Responsibility: An Ethical Approach*
2. Visser Wayne and Tolhurst Nick *The World Guide to CSR*
3. Idowu Lelouche and Filho *Innovative CSR*
4. Agarwal Sanjay *Corporate Social Responsibility in India*
5. Handbook on Corporate Social Responsibility in India, CII.
6. Muhammed Quaddus and Siddique Abu *Handbook of Corporate Sustainability: Frameworks, Strategies and Tools*
7. Srinivasan *Growth, Sustainability, and India's Economic Reforms.*
8. Baxi and Prasad Ajit *Corporate Social Responsibility: Concepts and Cases: The Indian.*
9. Mallin, Christine *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.
10. Blowfield, Michael, and Alan Murray, *Corporate Responsibility*, Oxford University Press.
11. Francesco Perrini, Stefano, and Antonio Tencati, *Developing Corporate Social Responsibility-AEuropean Perspective*, Edward Elgar. University of Delhi.
12. Sharma, J.P., *Corporate Governance, Business Ethics & CSR*, Ane Books Private Ltd, New Delhi.
13. Sharma, J.P., *Corporate Governance and Social Responsibility of Business*, Ane Books Pvt. Ltd, New Delhi.
14. Graeme martin and Susan Hetrick *Corporate reputation, branding and people management.*

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