

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	24UBAVAC1	Value Added Course - I	30	-	-	100	100
Course Title		PERSONALITY DEVELOPMENT					

SYLLABUS		
Unit	Contents	Hours
I	PERSONALITY - Introduction - Dimensions of personality – Theories of Freud & Erickson- Significance of personality development. The concept of success and failure of Individuals.	6
II	PERSONALITY IMPROVEMENT TECHNIQUE – Introduction – Behavioural Analysis - Group Discussion – Role play – Self assessment – Self appraisal – Character building.	6
III	ATTITUDE – Concept- Positive attitude- Ways to develop positive attitude- –Negative attitude- Disadvantages- - Differences between personalities having positive and negative attitude.	6
IV	BODY LANGUAGE - Introduction – Non Verbal Communication – Gestures – Facial Expressions- Eye and Hand Gestures - Postures – Cultural difference – Formal and Informal Dress codes.	6
V	ETIQUETTE TRAINING - Introduction – Digital Etiquette – Effective use of Digital platform - Workplace Etiquette – Dining Etiquette – Social Etiquette – Difference between Etiquette and Manners.	6

Text Book (s):
1. Hurlock, E.B. Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill, 1 st July 2017. 2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behaviour 16th Edition: Prentice Hall. 3. Personality Development and Career management: By R.M.Onkar, S Chand Publications, 1 st January 2014.
Reference Book (s):
1. Lucas, Stephen, Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill, 16 th November 2011. 2. Wehtlel David A and Kin S Kemerron – Developing Management Skills – Pearson Education New Delhi, 25 th May 2017.
Web Resource (s):
1. https://onlinecourses.swayam2.ac.in/cec19_mg36/preview 2. https://www.udemy.com/course/the-complete-personal-development-course/ 3. https://www.coursera.org/learn/personality-types-at-work

Course Coordinator: Dr.S.SANATH KUMAR

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	24UBAVAC2	Value Added Course - II	30	-	-	100	100
Course Title		FUNDAMENTALS OF LOGISTICS MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	LOGISTICS: Definition- History and evolution – objectives – elements –activities – importance - the work of logistics and Retail logistics	6
II	LOGISTICS MANAGEMENT: Definition – concept – model – process - activities - Role of Logistics Management and Integrated logistics Management	6
III	LOGISTICS STRATEGY: Strategic role of logistics – Definition - Role of logistics managers in strategic decisions	6
IV	VEHICLE SELECTION: Types of Vehicles - Types of operation – Load - types and characteristics - Main types of vehicle body - implications of vehicle selection - vehicle acquisition.	6
V	LOGISTICS INFORMATION SYSTEM: Need - Characteristics and design - E-logistics – Logistics control - Structure and operation - logistics Resource Management (E-LRM) and Green Logistics	6

Text Book (s):
1. Fundamentals of logistics management, David Grant, Douglas M. Lambert, James R stock, lisa M.ellram, Mc Graw Hill Higher education,2005.
2. Logistics Management, Ismail Reji Excel Book First Edition, 2008
Reference Book (s):
1. Donald J Bowersox, David J Closs M Bixby Cooper (2004) logistical management, Tata McGraw Hill publication co ltd New Delhi
2.Sathish C Ailawadi & Rakesh Singh (2013) Logistics management, Second edition Prentice Hall of India Pvt Ltd New Delhi
3. Martin Christopher, Pearson Education Limited 2011, Logistics & supply chain management,
Web Resource (s):
1. http://www.logisticsmgmt.com
2. http://www.international .com
3. http://www.lohisticsmanagement.com

Course Coordinator: Dr. M. Abdul Kareem