



# ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

## Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. III Semester

Subject- Marketing Management

Paper- Core

### Course Outcomes

| CO. No. | Course Outcomes                                                                                        | Cognitive Level |
|---------|--------------------------------------------------------------------------------------------------------|-----------------|
| CO 1    | To identify the marketing process and its applicability in business operations.                        | App, U          |
| CO 2    | To communicate marketing information persuasively and accurately in oral, written and graphic formats. | K, L            |
| CO 3    | To differentiate between categories of consumer criteria for determining value.                        | L               |
| CO 4    | To recognize how to identify target markets and environments.                                          | An              |
| CO 5    | To list best practices for responsible marketing.                                                      | U, K,           |
| CO 6    | To know various aspects of service marketing.                                                          | K               |

### Credit and Marking Scheme

|        | Credits | Marks    |          | Total Marks |
|--------|---------|----------|----------|-------------|
|        |         | Internal | External |             |
| Theory | 6       | 30       | 70       | 100         |

### Evaluation Scheme

|        | Marks                                                                                |                                              |
|--------|--------------------------------------------------------------------------------------|----------------------------------------------|
|        | Internal                                                                             | External                                     |
| Theory | 3 Internal Exams of 15 Marks each<br>(During the Semester)<br>(Best 2 will be taken) | 1 External Exams<br>(At the End of Semester) |





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## Content of the Course

### Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks:100

| Units | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | No. of Lectures |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I     | Concept of Marketing in Bhartiya Knowledge System, Meaning, Nature & Objectives. Bazaar-Haat Traditions, Melas & Pilgrimage Markets; Segmentation by Season, Geography & Community; Relationship Marketing Roots. Marketing System for the Welfare of All Beings 'Sarva Bhuta Hite Ratah', Dharma-based Marketing Ethics, Value-based Buying & Selling (Satvik-Rajas-Tamas Consumers), Panchakosha Model applied to Consumer Needs, Selling Vs Marketing, Basic Concepts and Approaches, Marketing Management Philosophies, Concept of Holistic Marketing. Market Segmentation, Marketing Mix, Marketing Environment, Marketing System. | 10              |
| II    | Product Strategy. Product Classification & Product Mix, Branding and Packaging Decision, Integrated Marketing Communication. Promotion Mix: Advertising, Publicity, Selling, Sales Promotion and Public Relations. The Katha-Prosanga (Storytelling) Model of Integrated Marketing Communication.                                                                                                                                                                                                                                                                                                                                       | 10              |
| III   | Pricing Decision: Methods and Strategies, Product Promotion, Rural Marketing, Steps for taking Lead in Startups. Modern Marketing, Future Marketing. Gram Swarajya (Village Self Reliance) as a Philosophy for Rural Marketing.                                                                                                                                                                                                                                                                                                                                                                                                         | 10              |
| IV    | Service Marketing - Introduction, Growth of Service Sector, Concept, Characteristics, Classification of Service Designing, Developing Human Resources. Marketing of Services with Special Reference to Key Sectors - Hospitality, Professional Public Utility and Educational Services. Atithi Devo Bhava as a Blueprint for Service Excellence.                                                                                                                                                                                                                                                                                        | 10              |
| V     | Channel of Distribution, Logistics Supply Chain Management, Factors affecting Choice of Channel, Types of Intermediaries and their Roles. Types of Retailing. Retail Management, Internet Marketing, Non-profit Marketing. The Haath Bazaar (Traditional Open Market).                                                                                                                                                                                                                                                                                                                                                                  | 10              |

## REFERENCE

- Saxena Rajan, Marketing Management; Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019- 6th Edition)
- S.A. Sherlekar, Marketing Management, Himalaya Publishing House (2015)
- Philip Kotler, Marketing Management, Pearsons Education (2015).



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- Krishna K. Havaladar & Shailendra Dasari, B2B Marketing Text & Cases, Mc Graw, New Delhi. (2021-5th Edition)
- Nair Rajan & Gupta C.B., Marketing Management, Sultan Chand & Sons, New Delhi (2018) Books published by Madhya Pradesh Hindi Granth Academy.

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## Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. III Semester

Subject- Logistics and Supply Chain Management

Paper- Minor

### Course Outcomes

| CO. No. | Course Outcomes                                                                                                   | Cognitive Level |
|---------|-------------------------------------------------------------------------------------------------------------------|-----------------|
| CO 1    | Understand the strategic role of Logistics & Supply Chain Management in enhancing efficiency and competitiveness. | U               |
| CO 2    | Analyze the design and optimization of supply chain networks.                                                     | A               |
| CO 3    | Evaluate the impact of sourcing and pricing decisions on supply chain performance.                                | U, E            |
| CO 4    | Apply techniques to coordinate demand and supply in a global market context.                                      | App             |
| CO 5    | Integrate sustainable and technology-driven practices into modern supply chain management.                        | A               |

### Credit and Marking Scheme

|        | Credits | Marks    |          | Total Marks |
|--------|---------|----------|----------|-------------|
|        |         | Internal | External |             |
| Theory | 4       | 30       | 70       | 100         |

### Evaluation Scheme

|        | Marks                                                                                |                                              |
|--------|--------------------------------------------------------------------------------------|----------------------------------------------|
|        | Internal                                                                             | External                                     |
| Theory | 3 Internal Exams of 15 Marks each<br>(During the Semester)<br>(Best 2 will be taken) | 1 External Exams<br>(At the End of Semester) |





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## Content of the Course

### Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 100

| Units | Topics                                                                                                                                                                                                                                                                                                                                                                                                           | No. of Lectures |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I     | Kautilya's Arthashastra's Guidelines on Storage, Inventory Control. Ancient Indian Trade Routes as early examples of Integrated Supply Chain. Shreni (Guild) System & its Role in Logistics. Indigenous Principles for Supply Chain Ethics, Indigenous Packaging, Labelling & Transportation. Supply Chain Management - Meaning, Objective, Decision Phases, Strategic Fit in Supply Chain, Drivers and Metrics. | 10              |
| II    | Designing Distribution: Factors, Designing Options, Online Sales & Omni Channel Retailing. Network Design in Supply Chain: Role, Factors, Framework and Models. Ancient Ports like Lothal, Bharuch and Surat as early trade and Distribution Hubs.                                                                                                                                                               | 10              |
| III   | Sourcing Decisions in a Supply Chain Cost of Ownership, Impact of Incentives on Third-Party. Pricing and Revenue Management in Supply Chain: Role, Differential Pricing, Dynamic Pricing and Overbooking for Perishable Assets, Portfolio of Bulk Contracts and Spot Buying. Pricing Strategies in Ancient Indian Markets (Haats, Bazaars, Ports)                                                                | 10              |
| IV    | Concepts of Logistics- Evolution-Nature and Importance-Components of Logistics Management, Managing Economies of Scale in a Supply Chain Cycle Inventory: Role, Exploiting Fixed Cost, Aggregating Multiple Products in Single Order, Trade Promotions. Managing Uncertainty in Supply Chain Safety Inventory. Village-Level Shared Granaries and Bulk Buying Models.                                            | 10              |
| V     | Demand Forecasting in Supply Chain: Role, Components, Forecasting Models, Time-Series Forecasting Methods, Forecasting Errors. Aggregate Planning in Supply Chain: Role, Basic Tradeoffs, Aggregate Planning using Linear Programming. Sales and Operations Planning in Supply Chain. Panchangam-Based Forecasting for Agricultural and Trade Planning.                                                          | 10              |

## REFERENCE

- Chopra, S., & Meindl, P. (2023). Supply chain management: Strategy, planning, and operation. Pearson.
- Christopher, M. (2021). Logistics and supply chain management. Pearson.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2020). Designing and managing the supply chain: Concepts, strategies, and case studies. McGraw-Hill Education.



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- Janat Shah (2009). Supply chain management: Text and cases. Pearson Education.
- Sahay, B. S., & Mohan, R. (2018). Supply chain management for global competitiveness. Macmillan India.
- Books published by Madhya Pradesh Hindi Granth Academy.

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## Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. III Semester

Subject- Accounting for Managerial Decision Making

Paper- DSE - 1

Group: A–Finance

### Course Outcomes

| CO. No. | Course Outcomes                                                                     | Cognitive Level |
|---------|-------------------------------------------------------------------------------------|-----------------|
| CO 1    | Enrich the knowledge for managerial decision making.                                | K               |
| CO 2    | Provide with the basic understanding of budgetary control.                          | U               |
| CO 3    | Develop the knowledge of the learners to understand and prepare management reports. | K, L            |

### Credit and Marking Scheme

|        | Credits | Marks    |          | Total Marks |
|--------|---------|----------|----------|-------------|
|        |         | Internal | External |             |
| Theory | 4       | 30       | 70       | 100         |

### Evaluation Scheme

|        | Marks                                                                                |                                              |
|--------|--------------------------------------------------------------------------------------|----------------------------------------------|
|        | Internal                                                                             | External                                     |
| Theory | 3 Internal Exams of 15 Marks each<br>(During the Semester)<br>(Best 2 will be taken) | 1 External Exams<br>(At the End of Semester) |





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## Content of the Course

### Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 100

| Units | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                    | No. of Lectures |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I     | Managerial Decision-Making Methods in Mahajani System Indigenous Accounting Systems of India. Indian Cultural & Behavioral Influences on Managerial Accounting. Ethical Decision-Making in Indian Accounting Traditions. Management Accounting - Definition, Features, Objectives, Scope, Advantages and Limitations, Application in Decision Making. Relationship and Difference between Management Accounting and Financial Accounting. | 10              |
| II    | Marginal Costing — Meaning, Importance. Marginal Cost Equation - Difference between Marginal costing and Absorption costing. Break-even Point, Problems in Marginal costing for Decision Making.                                                                                                                                                                                                                                          | 10              |
| III   | Budgets - Meaning and Importance, Types of Budgets, Practical Problems - Flexible Budget and Cash Budget. Budgetary Control: Meaning and Importance, Ancient Indian Approaches to Resource Allocation and Control.                                                                                                                                                                                                                        | 10              |
| IV    | Financial Statement Analysis - Comparative Statements, Common Size Statements. Trend Analysis. Ratio Analysis: Classification & Interpretation of Ratios, Liquidity Ratios. Solvency Ratios, Proprietary Ratios, Profitability Ratios, Leverage Ratios and Turnover Ratios.                                                                                                                                                               | 10              |
| V     | Cash Flow Statement - Inflow and Outflow of Cash, Preparation of Cash Flow Statements with Adjustments. Management Reporting - Meaning, Objectives and Purpose. Objectives of Reporting. Aligning Artha (Wealth) with Dharma (Ethics).                                                                                                                                                                                                    | 10              |

## REFERENCE

- Arora, M. N., Cost and Management Accounting, Himalaya Publishing House
- Jain, S.P., & Narang, K.L., Cost Accounting. Principles and Practice, Kalyani Publishers (Latest Edition).
- Kishor, R.M. Cost and Management Accounting, Taxman Allied Services (Latest Edition).
- Pillai, R.S.N & Bagavathi, V., Cost Accounting, Sultan Chand (Latest Edition).





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- Arora, M.N., Management Accounting, Himalaya Publishing House (Latest Edition).
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## Faculty of Management

**Bachelor of Business Administration (B.B.A)**

**B.B.A. III Semester**

**Subject- Product and Brand Management**

**Paper- DSE II |**

**Group: B–Marketing**

### Course Outcomes

| CO. No. | Course Outcomes                                                                                            | Cognitive Level |
|---------|------------------------------------------------------------------------------------------------------------|-----------------|
| CO 1    | Understand various concepts involved in learning Product and Brand Management.                             | U               |
| CO 2    | Understand how the product manager implements business strategy in the marketplace.                        | U, L            |
| CO 3    | Explores the methodology for managing the cohesive development and marketing of new products.              | K               |
| CO 4    | Apply these principles at the consumer level to improve managerial decision-making with respect to brands. | App             |

### Credit and Marking Scheme

|               | Credits | Marks    |          | Total Marks |
|---------------|---------|----------|----------|-------------|
|               |         | Internal | External |             |
| <b>Theory</b> | 4       | 30       | 70       | <b>100</b>  |

### Evaluation Scheme

|               | Marks                                                                                |                                              |
|---------------|--------------------------------------------------------------------------------------|----------------------------------------------|
|               | Internal                                                                             | External                                     |
| <b>Theory</b> | 3 Internal Exams of 15 Marks each<br>(During the Semester)<br>(Best 2 will be taken) | 1 External Exams<br>(At the End of Semester) |





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### Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 100

| Units | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | No. of Lectures |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I     | Key features of ancient Product Management Traditional Product Variety in Regional. Crafts. Vedic & Classical Concepts of Quality (Guna, Rupa, Sparsha). Shilpa Shastra Principles in Product Design. Indigenous Branding Practices. Ancient Indian Marketing & Product Positioning. Introduction and Concept of Product, Product Components, Objectives of Product Management, Roles of Product Manager. Product Mix and Product Line Decisions, Growth Strategies for the FMCG sector. | 10              |
| II    | New Product Development Process of New Product Development, The Latent Factors Behind Marketing Success and Failure of any Product, Product Elimination Strategies. Seasonal Product Ideas. Testing New Products in Local Fairs.                                                                                                                                                                                                                                                         | 10              |
| III   | Brand Management: Branding Concept, Benefits of Branding, Brand Perspectives, Characteristics of a Brand, Branding Decisions, Global Branding - Concept, Advantages and Disadvantages. Use of Symbols and Marks on Pots and Weaves.                                                                                                                                                                                                                                                      | 10              |
| IV    | Brand Personality and Brand Extension: Brand Personality -Introduction, Concept, Types, and Brand Personality Scale including Western models (such as Aaker's Model) integrated with the Indian 'Triguna Theory' (Sattva. Rajas, Tamas) for the classification of brand personalities (e.g. Sattvic and Rajasi brands). Brand Extension - Types of Brand Extension and Strategies for Successful Brand Extension. Naming Products after Local Traits or Places.                          | 10              |
| V     | Brand Positioning and Repositioning: Concept and Methods of Positioning and Repositioning. Brand Equity and Brand Loyalty : Brand Equity- Introduction and Concept of Brand Equity, Cost Based, Price Based, Customer-Based Methods. Brand Loyalty-Concept. Loyalty Pyramid. Cultural Ties to Products.                                                                                                                                                                                  | 10              |



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## REFERENCE

- Majumdar, R. (2007). Product management in India. New Delhi: PHI Learning Pvt. Ltd.
- Keller, K. L. (2019). Strategic brand management: Building, measuring, and managing brand equity (5th ed.). Harlow: Pearson Education.
- Moorthy, Y. L. R. (2002). Brand management: The Indian context. New Delhi: Vikas Publishing House Pvt. Ltd.
- Kapferer, J. N. (1997). Strategic brand management: Creating and sustaining brand equity long term (2nd ed.). London: Kogan Page.
- Ramaswamy, V. S., & Namakumari, S. (2016). Marketing management :Indian context - Global perspective (6th ed.). New Delhi: McGraw Hill Education India.
- Sinha, D. (2015). India reloaded: Inside India's resurgent consumer market. New Delhi: Palgrave Macmillan India.
- Kumar, N., & Steenkamp, J. B. E. M. (2013). Brand breakout: How emerging market brands will go global. New Delhi: Palgrave Macmillan India.
- Sankhya Darshan.
- Srimad Bhagavad Gita (Gunatraya Vibhaga Yoga)
- Books published by Madhya Pradesh Hindi Granth Academy.



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## Faculty of Management

**Bachelor of Business Administration (B.B.A)**

**B.B.A. III Semester**

**Subject- Organizational Behaviour**

**Paper- DSE-III**

**Group (C) –Human Resource Management**

### Course Outcomes

| CO. No. | Course Outcomes                                                                                                                                                                 | Cognitive Level |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| CO 1    | To know the organizational behaviour, its important and comparison of various theories of organizational behaviour.                                                             | K               |
| CO 2    | Examine the components and theories behind outcomes leadership, power, and politics.                                                                                            | E               |
| CO 3    | Analyse various Stress management and coping strategies.                                                                                                                        | An              |
| CO 4    | Compare and access different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture. | K               |

### Credit and Marking Scheme

|               | Credits | Marks    |          | Total Marks |
|---------------|---------|----------|----------|-------------|
|               |         | Internal | External |             |
| <b>Theory</b> | 4       | 30       | 70       | <b>100</b>  |

### Evaluation Scheme

|               | Marks                                                                                |                                              |
|---------------|--------------------------------------------------------------------------------------|----------------------------------------------|
|               | Internal                                                                             | External                                     |
| <b>Theory</b> | 3 Internal Exams of 15 Marks each<br>(During the Semester)<br>(Best 2 will be taken) | 1 External Exams<br>(At the End of Semester) |





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## Content of the Course

### Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 100

| Units | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | No. of Lectures |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| I     | Organizational Behavior in Vedas & Upanishads. Transformational Leadership, Value Based Decision Making & Sustainable Harmony. Motivation & Values in Indian Traditions. Gita Principles for Managing Stress & Emotional Turmoil, Dharma-Based Ethical Framework, Niti Shastra (Ethics & Statecraft), Value-Centric Organizational Culture in Indian Traditions. Concept of Organizational Behavior, Contributing Disciplines to Organizational Behavior, Background/historical Perspective and Framework of OB. Comparative study of Modern & Traditional Philosophies. OB Model | 10              |
| II    | Individual Behaviour, Personality Perception- Perceptual Selectivity, Perceptual Organization, Social Perception and Impression Management, Attitudes and Values, Learning and Reinforcement. Yoga and Meditation in Behavioral Self-Regulation.                                                                                                                                                                                                                                                                                                                                  | 10              |
| III   | Leadership - Concept and Theories of Leadership. Group dynamics, Group Formation, Nature of Groups, Reasons for Joining Groups, Functions of Group within Organization. Panchayat System and Group Decision-Making.                                                                                                                                                                                                                                                                                                                                                               | 10              |
| IV    | Stress Management- Meaning, Cause, Effect and Coping Strategies for Stress, Work Stress, Organizational Change and Development. Healthy Daily Routine for Stress Management.                                                                                                                                                                                                                                                                                                                                                                                                      | 10              |
| V     | International Dimensions of Organizational Behavior, Equal Employment Opportunities, Organizational Culture, Weak v/s Strong Culture, Effective Organisational Culture, Managing Cultural Diversity, Learning Organization. Concept of Vasudhaiva Kutumbakam ('World as One Family').                                                                                                                                                                                                                                                                                             | 10              |

## REFERENCE

- Luthans, F., Brett C. Luthans & Kyle W. Luthans. Organizational Behavior: An Evidence-Based Approach (14th ed.). Information Age Publishing.
- Robbins, S. P., & Judge, T. A. Organizational Behavior (18th ed.). Pearson.
- Singh, D. Emotional Intelligence at Work (5th ed.). HarperCollins India.
- French, W. L., Bell, C. H. Jr., & Vohra, V. Organization Development: Behavioral Science Interventions for Organizational Improvement (6th ed.). Pearson Education.



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- Chitale, A. K., Mohanty, R. P., & Dubey, N. R. Organizational Behaviour: Text & Cases (2nd ed.). PHI Learning.
- Books published by Madhya Pradesh Hindi Granth Academy.
- Chhabra, T. N. Organisational Theory (2018) – Organisational Theory and Brehaviour , 17<sup>th</sup> Edition . Dhanpat Rai Publication , New Delhi .
- Aswathappa K.(2016) Organisational Behaviour (Text ,Cases and Games ) 12th Edition Himalaya Publication Bangalore .

