

G.VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS)

(Re-Accredited with "A" Grade by NAAC)

Department of BBA

U23BB6OE - LEADERSHIP AND MANAGEMENT SKILLS

Course Code	Course Title	Category	Lecture	Tutorial	Practical	Credit
U23BB6OE	Leadership and Management Skills	Part - IV - Open Elective -Self Study Course	0	0	0	3

Year	Semester	Internal Marks (CIA)	External Marks (ESE)	Total Marks
III	VI	0	100	100

Course Objective

- Through this course the students will be able to understand the Leadership Concepts and principles and also they will be influenced by success stories of Business and revolutionary leaders

Course Outcomes (COs)

On the completion of the course the student will be able to

CO	Course Outcome	Knowledge Level (RBT)
CO1	remember the basic concepts of Leadership	K1,K2,K3,K4,K5
CO2	understand the basic structure of leadership and its concepts	K1,K2,K3,K4,K5
CO3	extract the real time business ideas from the inspiring stories of contemporary Business Leaders	K1,K2,K3,K4,K5
CO4	Get practical exposures by analyzing from the success stories of business leaders b	K1,K2,K3,K4,K5
CO5	Evaluate the strategies and philosophies of successful Leaders	K1,K2,K3,K4,K5

K1–Remember; K2–Understand; K3–Apply; K4–Analyze; K5–Evaluate; K6–Create

CO-PO and CO-PSO Mapping (Course Articulation Matrix)

COs	POs							PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	2	2	3	2	2
CO2	3	2	2	2	3	2	2	3	2	2
CO3	3	2	2	3	2	2	2	3	3	3
CO4	2	2	2	2	3	2	2	2	2	2
CO5	2	2	2	2	2	3	3	3	2	2
Total	13	10	10	11	12	11	11	14	11	11

(3-Strong, 2-Medium, 1-Low, -No Correlation)

Course Content

Unit I – Leadership Introduction

SELF STUDY

Leadership – Definition, Meaning, Nature, Importance, Merits of Leadership.

Unit II – Leadership Styles

SELF STUDY

Qualities and Roles of Leader – Leadership Styles – Types of Leaders.

Unit III - Contemporary Business Leaders

SELF STUDY

BBA

Success story – Mr.Bill Gates (Microsoft) – Mr.Jeff Bezos (Amazon) – Mr.Mark Zuckerberg (Facebook) - Mr.Mukesh Ambani (Reliance Industries Ltd)

Unit IV - Tamil Business Leaders

SELF STUDY

Success story – Mr.G.Kuppuswamy Naidu (Lakshmi Mills Group) - Mr.V. R. Muthu (Idhayam oil Groups) – Mrs.Indra Nooyi (PepsiCo) – Mr.Shiv Nadar (HCL)

Unit V – Political and Revolutionary Leaders

SELF STUDY

Success story – Mahatma Gandhi – Fidel Castro- Martin Luther King Jr –Ernesto Rafael Che Guevara.

Text Books

1. Study Material Prepared by Department Of Business Administration

Reference Books

1. Organizational Behavior – Dr.P.C.Sekar, ENPEE Publications, Madurai, Second edition.
2. Organizational Behavior – K.Aswathappa, Himalaya Publishing house, Mumbai,Fourth revised edition.

Web Resources

1. https://en.wikipedia.org/wiki/Che_Guevara
2. <https://www.thegreatcourses.com/courses/36-revolutionary-figures-of-history.html>
3. https://en.wikipedia.org/wiki/Revolutionary_movement_for_Indian_independence

Course Designer

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