

Syllabus

Panjab University

BBA125: Personality Development And Professional Skills

OBJECTIVES: *Today's business context requires adaptation to change through acquisition of new skills and abilities to seize opportunities and improve productivity. This course deals with personality development, creativity skills, ethics in business and help students to acquire a range of useful strategies and other skills for enhancing their professional effectiveness.*

UNIT – I

PERSONALITY DEVELOPMENT

Interpersonal Skills: Components of self-concept, factors affecting self-concept, self management techniques, forms of interpersonal relationships, competencies and enhancing interpersonal skills.

Improving Personal Skills: improving reading skills, problem solving skills, creativity skills, listening skills, time management skills.

Career Development: Public speaking and presentation skills, group discussion, types of group discussions, tips for successful participation in GD, job interviews and it's types, preparation and do's and don'ts for an interview, Resume writing and job application.

UNIT – II

PROFESSIONAL SKILLS

Team Building and Negotiation Skills: Team development, conflict resolution and team behaviours, concepts and guidelines for successful negotiation, leadership skills, trends in leadership style.

Work Culture, Ethics and Stress Management: Meaning and learning organizational culture, work environment and ethics, sources of stress and ways to cope up with stress, need and importance of capacity building, zones of learning and strategies for capacity building.

Non-Verbal Communication : Work Place Etiquettes: Personal appearance, posture and gestures, facial expressions, conduct at the work place, telephone and email etiquettes.

NOTE: *The question paper will include short case studies in Section – A.*

SYLLABUS

PANJAB UNIVERISTY

BBA (6TH SEMESTER)

BBA 325 : ADVERTISING AND BRAND MANAGEMENT

Objective: The objective of his course to provide an understanding of the basic principles of advertising management, nature, purpose & complex constructions in the planning and execution of a successful advertising program and to develop an interest of the brand concept and the operational aspects of managing a brand. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

Unit - I

Advertising & Advertising Management: Introduction, scope, need & importance; type & classification of advertisement, advertising & the promotion mix, Role of advertising in Social & Economic development, Ethics in Indian advertising.

Advertising Planning: Advertising Objectives-DAGMAR, determining advertising budgets: percentage of sales method, objective to task method, competitive parity & all you can afford; Advertising planning and strategy, creative strategy development and implementation

Media planning & Scheduling: broadcast & non-broadcast media; Key factory influencing media planning; setting media objectives, media decisions; media class, media vehicle & media option; Scheduling : flighting, pulsing & continuous; developing media strategies, evaluation of different media and media selection, media buying, measuring advertising effectiveness

Unit - II

Brands an Brand Management: concept, nature, importance, brand evolution, brand life cycle, brand v/s generics, associating feelings with a brand; branding challenges and opportunities; Brand Identity: conceiving, planning and executing (Aaker model); Brand Loyalty: concept and measures of brand loyalty

Brand Equity: concept and measures of brand equity, cost, price and consumer based methods, sustaining brand equity

Brand Personality: concept, measures and formulation of brand personality; Brand Image Vs Brand Personality

Brand Positioning: Concept, repositioning, Celebrity Endorsement, Brand Extension, Differential Advantage, Strategies for Competitive Advantage, Brand Pyramid

GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA

DEPARTMENT OF BUSINESS ADMINISTRATION
PRESENTS

Biz Brain Challenge

Quiz Time

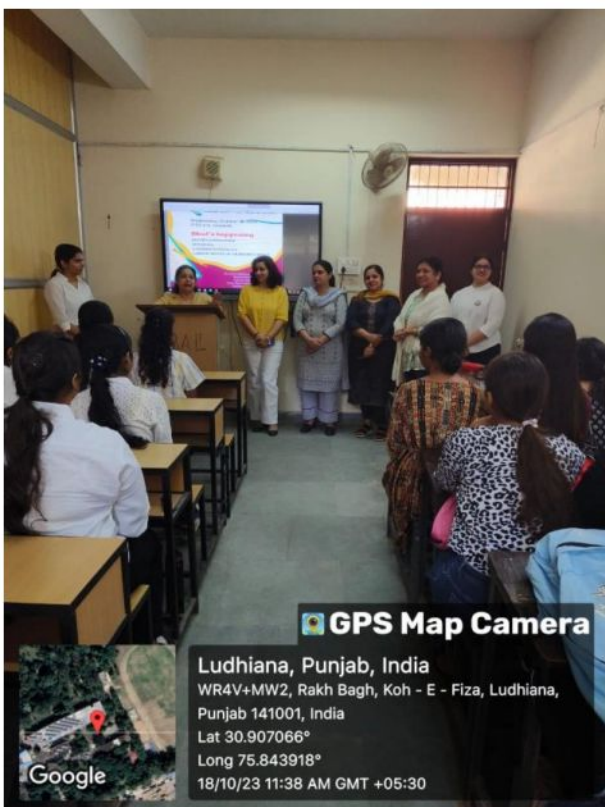
Wednesday, October 18, 2023
11:00 a.m. onwards

What's happening

- BUSINESS MANAGEMENT
- MARKETING
- COMMUNICATION SKILLS
- CURRENT AFFAIRS OF THE BUSINESS WORLD

For more details and registration contact
Department Representative
Yashika Sama (85580 95675)
Class Representative (BBA 3RD Year)
Palakpreet Kaur (88725 25722)

A Biz Brain Challenge Quiz was organised by The Department of Business Administration, Government College for Girls, Ludhiana. With great support of Principal, Mrs. Suman Lata Ji and HOD Commerce Department, Mrs. Sarita Khurana Ji this event was organised. It was conducted on October 18, 2023 in Rusa Crèche under the guidance of BBA Department Teachers, Mrs. Poonam Arya, Mrs. Jaspreet Kaur and Dr. Monika Arora. The event was hosted by BBA Department Representative, Yashika Sama and Class Representative of BBA 3rd Year, Palakpreet Kaur. There were total of 5 teams having 3 contestants each. An audience of 20 students of BBA Department were present there. The quiz helped the students to enhance their knowledge and business skills and general knowledge.



GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA

DEPARTMENT OF BUSINESS ADMINISTRATION

(SESSION 2023-24)

"BIZ BRAIN CHALLENGE" QUIZ

Winners List

POSITION 1 : Team 4 - Business Bees

Khushi Sharma
Kamalpreet Kaur
Shagunjot Kaur

POSITION 2 : Team 2 - Market Masters

Uditi Sharma
Bhavandeep Kaur
Manmita Bedi

POSITION 3 : Team 3 - Financial Phantoms

Mansirat Ghally
Anjali
Dilpreet Kaur

Barid
18/10/23

Attendance of BBA Quiz Activity.

S No. Team Member	Name	Class	Roll No.	Sign
1.	Nandini	BBA 3	4121	Nandini
2.	Diksha	BBA 2	4008	Diksha
3.	Smriti Jain	BBA 1	0036	Smriti Jain
4.	Uditi Sharma	BBA 3	4133	Uditisharma
5.	Bhavandeep Kaur	BBA 2	4007	Bhavandeep Kaur
6.	Mansirat Beshi	BBA 1	0020	Mansirat
7.	Mansirat Ghally	BBA 3	4117	Mansirat
8.	Anjali	BBA 2	4003	Anjali
9.	Silpreet Kaur	BBA I	0044	Silpreet
10.	Khushi Sharma	BBA III	4113	Khushi Sharma
11.	Shagunjet Kaur	BBA 1	0031	Shagunjet Kaur
12.	Kamalpreet Kaur	BBA - II	4016	Kamalpreet Kaur
13.	Geeta Adhikari	BBA - I	1230861480067	Geeta Adhikari
14.	Khushraj Sekhri	BBA - III	4114	Khushraj
15.	Khushi	BBA - I	1230861480045	Khushi
Audience				
1.	Jasmeet Kaur	BBA 3	4108	Jasmeet Kaur
2.	Kirandeep Kaur	BBA 3	4115	Kirandeep Kaur
3.	Poonam Kumari	BBA 3	4124	Poonam Kumari
4.	Hansimani Kaur	BBA 3	4105	Hansimani Kaur
5.	Supreet Kaur	BBA 3	4132	Supreet Kaur
6.	Yogita Rani	BBA 3	4135	Yogita Rani
7.	Manya	BBA 3	4136	Manya
8.	Smriti	BBA 3	4137	Smriti
9.	KAJAL KUMARI	BBA 2	4041	Kajal Kumari
10.	Triptinder Kaur	BBA 2	4040	Triptinder Kaur
11.	Savita Rani	BBA 2	4039	Savita Rani
12.	Anshudeep Kaur	BBA 2	4006	Anshudeep Kaur
13.	Taniya	BBA 2	4025	Taniya
14.	Indrajeet Kaur	BBA 2	4010	Indrajeet Kaur
15.	Suphmanjot Kaur	BBA 2	4034	Suphmanjot Kaur
16.	Jyanti Melan	BBA 2	4014	Jyanti Melan

17.	Prachi	BBA 2	4032	Prachi
18.	Manika	BBA 2	4021	Manika
19.	Sanya	BBA 2	4038	Sanya
20.	Aakriti	BBA 2	4001	Aakriti

Host				
1.	Palakpreet Kaur	BBA 3	4022	Palak
2.	Yashika Sama	BBA 3	4134	Yashika