

Gujarat Technological University

MAM (Masters in Applied Management) – Dual degree Programme

Semester I

Subject Code:4110504

Subject Name:Development of Human Skills

1. Course Objective:

- 1.To develop different human skills among students.
- 2.To enhance quality behavior.
- 3.To increase Emotional Quotient by learning values.

2. Course Duration: The course duration is of 50 sessions of 60 minutes each, i.e. 50 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	Marks (70 external exam)
I	Basics or Human Skills :Introduction to Human Skills, Types of Human Skills , reading , writing, learning, listening. Basic abilities- muscular, sensor, mental, social and conceptual. How skills are gained.	10	17
II	Self Discovery and Behavior :Journey of Self Discovery- Analysis of strength and weakness. Goal setting to overcome weakness, Learning through reinforcement. Learning through feedback, learning by observing, learning through experience, individual Behavior and process- Thinking, memory, learning, emotions, intelligence and ability.	10	17
III	Human Attitudes &Values :Attitudes-Meaning & Definition, Features. Formation of Attitudes, Functions of Attitudes Values-Meaning & Definition , Formation of Values, Types of Values (Mr. Milton Rokeach's Classification) Five universal values, Truth, Righteous conduct, peace, love and non violence and their sub values.	10	18
IV	New skills in Management : Creative style – emotional intelligence- leadership skills, work style, sales competencies, sports and mental skills, stress	10	18

	management, team role skills, critical thinking skills, computing skills, time management , assertive behavior		
V	Practical sessions through case studies , movies , role plays etc	10	20 Marks (CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Role plays
- (b) Case discussion.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 20% (Internal Assessment- 20 Marks)
B	Two Internal Examinations	Weightage 10 % (Internal Assessment-10 Marks)
C	End –Semester Examination	Weightage 70% (External Assessment-70 Marks)

6. Reference Books:

1. Basic Managerial Skills For All E.H. McGrath ,(Prentice Hall of India Ltd.)
2. Organizational Behavior Through Indian Philosophy M.N. Mishra (Himalaya Publishing House)
3. Total Quality Management S.D. Bagade (Himalaya Publishing House)
4. Education to Human Values Tilak Raj Bhardwaj ,(A Mittal Publication)
5. Education to human values – Tilak Raj Bhardwaj, A. Mittal Publication
6. Personnel Management – Edwin Filppo, McGraaw Hill International Editions

7. Session Plan:

Session Nos.	Topics to be covered
1-3	Introduction to Human Skills,
4-6	Types of Human Skills , reading , writing, learning, listening.

7-10	Basic abilities- muscular, sensor, mental, social and conceptual. How skills are gained
11-12	Journey of Self Discovery- Analysis of strength and weakness.
13-14	Goal setting to overcome weakness, Learning through reinforcement.
15-16	Learning through feedback
17-18	learning by observing, learning through experience,
19-20	individual Behavior and process- Thinking, memory, learning, emotions, intelligence and ability
21-23	Attitudes-Meaning &Definition, Features.
24-26	Formation of Attitudes, Functions of Attitudes Values-Meaning & Definition , Formation of Values,
27-30	Types of Values (Mr. Milton Rokeach's Classification) Five universal values, Truth, Righteous conduct, peace, love and non violence and their sub values.
31-34	Creative style – emotional intelligence- leadership skills, work style , assertive behavior .
35-37	sales competencies, sports and mental skills, stress management,
38-39	team role skills, critical thinking skills, computing skills,
40	time management ,
41-50	Case Studies , Role Plays, Movies – Practicals