

**Program: MBA**

L	T	P	C
2	0	0	2

**Semester: I**

**Course: Character Building & Holistic Development of Personality I**

**Course Code: MBVAC101**

**Course Learning Objective:**

**CLO 1:** To create awareness among students about Pancha Kosha and Annamaya Kosha and impart significance of good health.

**CLO 2:** To prepare the students for playing positive role for self, family, society, nation and the world.

**CLO 3:** To generate awareness about health through Yoga among students.

**CLO 4.** To develop intellectual emotional development.

**Course Outcome:**

On completion of the Course, the students will be able to:

CO 1: Develop a good understanding of spiritual and mental health.

CO2: Analyze the concept of behavioral aspect of an individual.

CO3: Correlate the importance of yoga in one's life.

CO4: Enable to become self-reliant and behavioral aspect.

**Course Content:**

Topics	Hours
Unit I: Cognitive Development	
<p>Panch aKosha - General Introduction, Concept and its Importance (Indian concept of Pancha kosha) - Basic study of Panchakosha described in Upanishads.</p> <p>Annamaya Kosha - Importance and significance of food in the process of construction, development and enrichment of the Annamaya Kosha</p> <p>External Personality - Importance and significance of the Annamaya Kosha.</p> <p>Development of Annamaya Kosha and the creation of a healthy, strong, vigorous, tolerant, elastic and elegant body.</p> <p>Dimensions - Physical Education, Sports, Health Education, Healthy food, Sanitation and Cleanliness, Physical Labour and Environmental Protection.</p>	8
Unit II: Moral Spiritual Development	
<p>Contribution of great Indian Personalities in the process of Character-Building and Personality Development (especially in the context of Human, Society and Nation building).</p> <p>Mahatma Buddha, Maharishi Valmiki, Sant Ravidass, Guru Jambheshwar and Guru Nanak Dev.</p>	4
Unit III: Physical Development	
<p>General Introduction: Exercises and Surya Namaskar.</p> <p>Asana - Introduction and types, (Asanas in standing position) - Tadaasana, Vrikshaasana, Chakraasana and Trikonaasana.</p> <p>Pranayama - Introduction: Deep-breathing, Anuloma-Viloma and Kapal-Bhati.</p> <p>Hasta Mudra – Introduction: Gyana Mudra and Vaayu Mudra</p>	8
Unit IV: Intellectual – Emotional Development	4

**Suggested Reading:**

- i.* Personality Development, Swami Vivekananda, Advaita Ashram, Kolkata
- ii.* Rabindranath Tagore : An Interpretation, Sabyasachi Bhattacharya, Penguin Delhi

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**Semester: II**

**Course: Character Building & Holistic Development of Personality II**

**Course Code: MBVAC102**

**Course Learning Objective:**

**CLO 1:** To create awareness among students about Pranamaya Kosha and Manomaya Kosha.

**CLO 2:** To make students acquainted with Indian cultural values and motivate them for protection and conservation of values.

**CLO 3:** To generate awareness about different asanas through yoga among students.

**CLO 4:** To prepare the students to develop psychosocial competency.

**Course Outcome:**

On completion of the Course, the students will be able to:

**CO 1:** Develop a good understanding of Pranamaya Kosha and Manomaya Kosha.

**CO2:** Analyze the concept of character building and personality development in the context of human, society and nation building.

**CO3:** Correlate the importance of physical development asana in one's life.

**CO4:** Enable to become self-reliant and behavioral aspect.

**Course Content:**

Topics	Hours
<b>Unit I: Cognitive Development</b>	
<ul style="list-style-type: none"> <li>Pranamaya Kosha - General Introduction, Concept and its Requirement. Prana's four impulses- Aahaar, Nidra, Bhay (Fear] and Maithun.</li> <li>The development of Prana-Shakti and its relation to body and mind, Efforts for the development of Pranas Imbalance in Pranas and its side effects.</li> <li>Manomaya Kosha - General Introduction, Concept and its Requirement. Manomaya Kosha as the operator of the body, Peace, concentration, detachment, positivity.</li> <li>Process of development of Mana, Activities and programmes for development of Mana.</li> </ul>	8
<b>Unit II: Moral Spiritual Development</b>	
<ul style="list-style-type: none"> <li>Contribution of great Indian Personalities in the process of Character-Building and Personality Development (especially in the context of Human, Society and Nation building).</li> <li>Veer Shivaji, Guru Gobind Singh, Swami Dayananda Saraswati, Savitri Bai Phule and Ravindra Nath Tagore.</li> </ul>	4
<b>Unit III: Physical Development</b>	
<ul style="list-style-type: none"> <li>Asana- (Asanas in sitting position) Singhasana, Padmasana Vajrasana, Matsyasana, Gomukhasana and Parvatasana.</li> <li>Pranayama- Chandra Bhedan, Surya Bhedan and Udgeeth.</li> <li>Hasta Mudra - Surya Mudra and Prana Mudra.</li> </ul>	8
<b>Unit IV: Intellectual – Emotional Development</b>	
<ul style="list-style-type: none"> <li>Scientific Approach, Non-violence, Self-Confidence.</li> <li>Student: The future of the nation, love, Ideal Friend, Student Life and Benevolence, and Spirit of Nationality.</li> </ul>	4

**Suggested Reading:**

- Light on Yoga, B.K.S.Iyengar – Thorsons, London
- Savitri Phule, Prof. Gopu Sudhakar, Raj Prakashnan, Delhi
- Ravindranath Tagore : An Interpretation, Sabyasachi Bhattacharya, Penguin , Delhi

**Program: MBA**

**Semester: III**

**Course: Character Building and Holistic Development of Personality 3 (Universal Human Values and Ethics)**

**Course Code: MBVAC201**

L	T	P	C
2	0	0	2

**Course Learning Objective:**

**CLO 1:** To familiarize students with Indian cultural values.

**CLO 2:** To inspire students to preserve and protect values and ethics.

**CLO 3:** To build moral, ethical, energetic individual dedicated towards the service of humanity.

**CLO 4:** To focus on holistic development of an individual.

**Course Outcome:**

On completion of the Course, the students will be able to:

CO 1: Understand the importance of Indian cultural values.

CO 2: Learn to adapt, protect and preserve values and ethics.

CO3: Become a responsible citizen for serving the mankind.

CO4: Develop one's personality holistically in a balanced manner.

**Course Content:**

Topics	Hours
Unit I: Personality Development	
<p>Personality Development: Meaning, Concept, Constituent elements of personality and Means/Ways of Personality Development.</p> <p>Panchakosha: General Introduction, Meaning, Objectives, Characteristics and Significance.</p> <p>Benefits of Panchakosha, development and deficiencies due to underdevelopment of Panchkosha.</p>	4
Unit II: Mental Emotional Development	
<p>Values and Individual: Non-Possession, Non- Stealing, Self Restrain, Enthusiasm, Dutifulnes, Reticence, Silence, Self-study, Considerateness and Self-respect.</p> <p>Values and Family: Respectful Salutation, Obedience, Contentment, Patience, hospitality, Parent Service, Rectitude, Good Behaviour, Family feeling and worship.</p>	4
Unit III: Indian Values	
<p>Values and Society: Discipline, Social Responsibility and Duties of Citizens, Altruism/ Charity, Keeping good company, Gratefulness, Fraternity/ Friendship, Courtesy, Tactfulness, Soft Spoken and Feeling for the Oppressed.</p> <p>Values and Constitution: Dignity of an Individual, Fundamental Duties, Fundamental rights, Directive Principles of State Policies, Social Equality, Democracy, Justice, Freedom, Sarva-Pantha Samman and Scientific Approach.</p>	8
Unit IV: Practice of Values and Ethics	
<p>Values and Indian Culture: Integrity of the nation, Glory of the Past, Swadeshi, Nation Building, Patriotism, Mother Tongue, National Unity, Public Welfare, Equality and Spirituality.</p> <p>Values and Vision of the World: Humanity, Integrity, Human rights, The Highest or Most Sublime Good, Vasudhaiva Kutumbakam, Tolerance, Peaceful Coexistence, World-Welfare, Environmental Protection, Swavalamban/Self-reliance</p>	8

*Suggested Readings:*

- i. My Idea of Education, Swami Vivekanand, Advaita Ashram, Kolkata*
- ii. Personality Development, Swami Vivekananda, Advaita Ashram, Kolkata.*
- iii. The Man India Missed the Most; Subhash Chandra Bose, huwan Lall, Notion Press, Chennai*

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**Semester: IV**

**Course: Character Building & Holistic Development of Personality IV**

**Course Code: MBVAC202**

**Course Learning Objective:**

**CLO 1:** To create awareness among students about Anandamaya Kosha and its requirement.

**CLO 2:** To convert students into ideal personalities by inculcating Sanskaaras.

**CLO 3:** To generate awareness about different asanas through yoga among students.

**CLO 4:** To develop the virtue of Vasudhaiva-Kutumbakam among students.

**Course Outcome:**

On completion of the Course, the students will be able to:

CO 1: Develop a good understanding of Anandamaya Kosha.

CO2: Analyze the concept of character building and personality development in the context of human, society and nation building.

CO3: Correlate the importance of physical development asana in one's life.

CO4: Develop the understanding that the whole world is one (my family).

**Course Content:**

Topics	Hours
Unit I: Cognitive Development	6
Anandamaya Kosha - General Introduction, Concept and its requirement.  Anandamaya Kosha - in original form of Ananda, Love, Beautifulness, Independence and Spontaneity. Differences among Happiness, Fun, Pleasure and Ananda.  Spirituality: Meaning and Nature, Stages of Satta, Chitta and Ananda. Developing the habit of looking inside, Swastha i.e. being in self, Selfless work and Service.	
Unit II: Moral Spiritual Development	
Contribution of great Indian Personalities in the process of Character-Building and Personality Development (especially in the context of Human, Society and Nation building).  Dr. Sarvepalli Radhakrishnan, Dr. Bhimrao Ambedkar, Subhash Chandra Bose, Swami Brahmanand and Dr. Abdul Kalam.	4
Unit III: Physical Development	8
Asanas- (to be laid on the side of the abdomen) Makarasana, Dhanurasana, Bhujangasana, Shalabhasana, Viprit-Naukasana and Khagasana.  Pranayama - Bhrastrika, Bhraamri and Ujjayee. Hasta Mudra - Shunya Mudra and Apan Mudra.	

**Suggested Reading:**

- i.* Light on Yoga, B.K.S.Iyengar – Thorsons, London
- ii.* The Man India Missed the Mos: Subhash Chandra Bose, Bhuvan Lall, Notion Press, Chennai

**COURSE SCHEME: (For MBA Course)**

**Credit-2**

Maximum Marks- 100

Internal Evaluation- 50 Marks

External Evaluation-50 Marks

Teacher Contact – 1 Hour every week

Yoga Classes- 1 Hour every week

**Internal Evaluation: Total Marks: 50**

Sl.No.	Assignment for the Student(for each Semester)	Marks
1	Tree Plantation(two plants- each student)	10
2	To teach needy students (one hour per week)	10
3	To make aware five needy families about government schemes for their welfare	05
4	Demonstration of Yoga-Abhyasa	05
5	Practical file(based on all of the above social works done)	10
6	Presentation based on social works done during semester	10
	<b>TOTAL MARKS</b>	<b>50</b>

**External Evaluation: Total Marks: 50**

**Maximum Time: 02 Hours**

Sr. No.	Type of Question	Total Questions	Availability of Choice	Total Questions to be attempted	Marks for the question	Total Marks
1	Very-short-answer	12	Yes (10 out of 12 questions)	10	(Q10 X 1M)	10
2	Short-answer (from the	9	Yes (any 2 out of 3 questions)	6	(Q 6 X 5M)	30



	<b>first three units)</b>					
<b>3</b>	<b>Essay Writing (Only from Fourth unit)</b>	<b>3</b>	<b>Yes (any 1 out of 3 Questions)</b>	<b>1</b>	<b>(Q 1 X 10M)</b>	<b>10</b>
	<b>Total Marks</b>					<b>50</b>

**Note:** All the assignments need to be performed and Geo-tagged. Only Geo-tagged submission will be considered for evaluation.