

GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/

OPEN ELECTIVE COURSES - 13

BBA(Digital Marketing) Semester VII

UGOE701: Leadership Development

Course objective: - To enable students to understand leadership concepts, enhance self-awareness, and develop skills to lead individuals and teams effectively in dynamic organizational settings.

Syllabus & Detailed Contents

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Unit	Content	Hrs./ Weightage
Unit 1:	Introduction to Leadership: Concept and Importance of Leadership; Leadership vs Management; Evolution of Leadership Theories: Trait, Behavioral, Contingency, and Transformational; Leadership Styles and Approaches; Qualities and Skills of Effective Leader	10/25%
Unit 2:	Self-Leadership and Emotional Intelligence: Self-Awareness and Self-Assessment, Personality and Leadership, Emotional Intelligence (EI); Components and Significance; Leadership Competencies and Personal Development Plans	11/25%
Unit 3:	Team Leadership and Communication: Building and Leading Teams; Team Roles, Dynamics, and Conflict Management; Communication Skills for Leaders; Coaching, Mentoring, and Empowerment; Diversity and Inclusion in Leadership	12/25%
Unit 4:	Leadership in Action and Contemporary Trends : Leading in Times of Change and Crisis; Strategic Leadership; Leadership in Digital and Global Contexts; Emerging Leadership Models (Servant, Authentic, Adaptive Leadership); Case Studies on Indian and Global Leaders.	12/25%

Course Learning Outcomes (CLO)

On completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the fundamental theories and styles of leadership.	2
CO2	Analyzing	Analyze personal leadership strengths and areas for development.	4
CO3	Applying	Demonstrate effective communication and team leadership skills.	3
CO4	Evaluating	Evaluate leadership approaches in diverse and dynamic contexts.	3
CO5	Creating	Develop ethical and strategic leadership perspectives with real-world insights.	6

SUGGESTED READINGS

Textbooks:

1. Prasad, L.M. – Organizational Behaviour – Sultan Chand & Sons
2. Pareek, Udai – Understanding Organizational Behaviour – Oxford University Press
3. Pattanayak, Biswajeet – Leadership: Theory and Practice – PHI Learning

Reference Books

1. Sanghi, Seema – The Handbook of Competency Mapping – Sage Publication
2. Barua, M.K. – Leadership and Management – Himalaya Publishing House

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