



**KRUPANIDHI GROUP OF INSTITUTIONS
BANGALORE**

TOPICS RELATING TO HUMAN VALUES

Course Code	Course	Semester	Module	Programme	Year Introduced	Topics
1.2	ORGANIZATIONAL BEHAVIOUR	I	2	MBA	2014	Personality, Shaping of personality, Determinants of personality, Types of personalities, Personality and work, Self-concept, self-esteem and self-efficiency, Perception, perceptual process, Managing the perceptual process
1.5	MARKETING FOR CUSTOMER VALUE	I	2	MBA	2014	Customer value, satisfaction and loyalty, Customer relationships, Life time value of customers, Customer databases
2.4	HUMAN CAPITAL MANAGEMENT	II	1	MBA	2014	Nature of HRM, Scope, functions and importance of HRM, Evolution of HRM, Difference with HRD, Contemporary issues and practices in HRM, Changing concept of HRM in India and in the globe
MCA407 T	SOFT SKILLS AND PERSONALITY DEVELOPMENT	IV	7	MCA	2014	Introduction to Soft Skills and Hard Skills, The process of attitude formation, Meaning and definition of personality, Motivation Skills & Personality Development, Public speaking, Improving Personal Memory, Problem Solving and Decision Making Skills,


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