

# MAZHARUL ULOOM COLLEGE (AUTONOMOUS)

(Established & Managed by the Ambur Muslim Educational Society)

Accredited by NAAC with Grade 'A' CGPA 3.23 in Cycle 3

Affiliated to Thiruvalluvar University, Vellore

Ambur 635802 (Tirupattur District)



## COURSE STRUCTURE & SYLLABUS

**(For the students admitted from year 2025-2026 onwards)**

**Programme: BBA**

**Course: BBA**

Program Outcomes (POs)	
PO Code	Program Outcome Statement
<b>PO1</b>	<b>Disciplinary knowledge, Communication Skills and Critical Thinking</b> Develop a sound understanding of core disciplines in commerce and management, demonstrate effective oral and written communication and apply critical thinking to evaluate real-world business challenges.
<b>PO2</b>	<b>Problem Solving and Analytical Reasoning</b> Identify, analyze and solve business and financial problems using appropriate tools and logical reasoning with a data-driven approach.
<b>PO3</b>	<b>Research Related Skills and Teamwork</b> Acquire research skills to investigate business issues systematically and collaborate effectively in diverse teams to achieve organizational objectives.
<b>PO4</b>	<b>Scientific Reasoning and Reflective Thinking</b> Apply principles of scientific enquiry and logical reasoning to access economic and business scenarios and engage in reflective thinking for continuous personal and professional improvement.
<b>PO5</b>	<b>Digital Literacy and Self-Directed Learning</b> Use contemporary digital tools and platforms efficiently for commerce and management functions and cultivate the ability to learn independently and adapt to technological advancements.
<b>PO6</b>	<b>Multicultural Competence and Moral and Ethical Awareness</b> Demonstrate cultural sensitivity, inclusiveness and social responsibility, while upholding ethical values and integrity in personal, academic and professional spheres.
<b>PO7</b>	<b>Leadership Qualities and Lifelong Learning</b> Exhibit leadership skills, entrepreneurial mindset and decision-making abilities and embrace continuous learning for professional growth in a dynamic global environment

## **Program Specific Outcomes (POs)**

<b>PSO Code</b>	<b>Program Specific Outcome Statement</b>
<b>PSO1</b>	Acquire foundational knowledge of administration subjects such as management, accounting, marketing, managerial communication, taxation and economics to understand the functioning of trade and industry.
<b>PSO2</b>	Demonstrate effective communication skills for professional environments, including report writing, presentations and interpersonal interactions.
<b>PSO3</b>	Develop the ability to record and maintain basic financial transactions and prepare simple financial statements relevant to small and medium enterprises by using common business software like MS Office & Tally to enhance productivity and accuracy in commercial tasks.
<b>PSO4</b>	Gain basic entrepreneurial skills to identify business opportunities and understand the essentials of starting and managing a business.
<b>PSO5</b>	providing employment opportunities in administration-related roles and pursue further studies or professional certifications to advance career prospects.

Level	Definition	Key Actions
<b>K1: Remembering</b>	Ability to recall or recognize facts, terms, basic concepts, or answers without necessarily understanding them.	Retrieve, Memorize, Repeat, Define, Identify, Recognize
<b>K2: Understanding</b>	Comprehending the meaning of information, interpreting or translating knowledge into your own words.	Explain, Describe, Summarize, Interpret, Paraphrase
<b>K3: Applying</b>	Using knowledge in new situations, such as solving problems or applying theories to real-world situations.	Use, Demonstrate, Implement, Calculate, Practice
<b>K4: Analyzing</b>	Breaking information into parts to explore understandings and relationships; identifying motives or causes.	Compare, Contrast, Categorize, Distinguish, Examine, Organize
<b>K5: Evaluating</b>	Making judgments based on criteria and standards, often involving checking and critiquing.	Judge, Critique, Justify, Assess, Prioritize, Recommend
<b>K6: Creating</b>	Putting elements together to form a new coherent whole or original product.	Design, Develop, Invent, Compose, Construct, Generate

## Department of Business Administration

### SYLLABUS AND SCHEME OF EXAMINATIONS – I &II SEMESTER

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs/ Week	Credit	Marks		Total
							CIA	ESE	
Semester I	URDU - 25BLU10 / TAMIL - 25BLT10	I	Language – I(Tamil / Urdu)	Tamil – I / Urdu – I	6	3	25	75	100
	25BLE10	II	English – I	English – I	6	3	25	75	100
	25BBA11	III	Core – I	Principles of Management	5	5	25	75	100
	25BBA12	III	Core – II	Accounting for Managers I	5	5	25	75	100
	25BEBA13A	III	Elective – I	a) Managerial Economics	4	3	25	75	100
	25BEBA13B			b) Business Organization					
	25BSBA14	IV	Skill Enhancement Course – I (SEC-I)	Basics of Event Management	2	2	25	75	100
	25BFBA15	IV	Foundation Course	Managerial Communication	2	2	25	75	100
	<b>Total</b>					<b>30</b>	<b>23</b>		
Semester II	URDU - 25BLU20 / TAMIL - 25BLT20	I	Language – II(Tamil / Urdu)	Tamil - II/ Urdu – II	6	3	25	75	100
	25BLE20	II	English – II	English – II	6	3	25	75	100
	25BBA21	III	Core – III	Marketing Management	5	5	25	75	100
	25BBA22	III	Core – IV	Accounting for Managers II	5	5	25	75	100
	25BEBA23A	III	Elective – II	a) International Business	4	3	25	75	100
	25BEBA23B			b) Office Management					
	25BSBA24	IV	Skill Enhancement Course – II (SEC-II)	Managerial Skill Development	2	2	25	75	100
	25BSBA25	IV	Skill Enhancement Course – III (SEC-III)	Business Etiquettes and Corporate Grooming	2	2	25	75	100
	<b>Total</b>					<b>30</b>	<b>23</b>		

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BBA11	Core – I	5	5	25	75	100
<b>Course Title</b>		<b>Principles of Management</b>					

### **Learning Objectives**

<b>LO1</b>	To impart knowledge about evolution of management
<b>LO2</b>	To provide understanding on planning process and importance of decision making in organization
<b>LO3</b>	To learn the application of principles in organization
<b>LO4</b>	To study the effectiveness of Directing in organization
<b>LO5</b>	To study the process of effective controlling in organization and to familiarize students about significance of ethics in business

### **SYLLABUS**

Unit	Contents	Hours
<b>I</b>	<b>Management</b> Importance – Definition and Nature of Management -Levels of Management – F. W. Taylor’s scientific Management Principles. Henry Fayol’s Principles of Management. Functions of Manager.	<b>15 HRS.</b>
<b>II</b>	<b>Planning</b> Meaning - Nature – Importance – Limitations - Steps - Types of Planning – Objectives – Policies –Procedures and Methods – Types of Policies – Decision Making – Process &Types.	<b>15 HRS.</b>
<b>III</b>	<b>Organizing</b> Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.	<b>15 HRS.</b>
<b>IV</b>	<b>Directing</b> Meaning, Importance, Principles & Elements. Motivational Theories – Types – Importance. Co-ordination – Meaning, Need& Type.	<b>15 HRS.</b>
<b>V</b>	<b>Controlling</b> Meaning and Importance – Control Process – Control Techniques – Budgetary and non-budgetary. Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics.	<b>15 HRS.</b>

#### **Text Book(s):**

1. P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
2. Dr..C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
3. Harold Koontz, HienzWeihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015.

#### **Reference Book(s):**

1. JAF Stoner, Freeman R.E and Daniel R Gilbert "Management", 6th Edition, Pearson Education, 2004
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014
3. Stephen A. Robbins & David A. Decenzo& Mary Coulter, "Fundamentals of Management" 7th Edition, Pearson Education, 2011
4. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi:Prentice Hall India
5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

#### Web Resource(s):

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://blog.hubspot.com/marketing/management-principles>
3. <https://open.umn.edu/opentextbooks/textbooks/693>
4. <https://open.umn.edu/opentextbooks/textbooks/34>
5. <https://openstax.org/subjects/business>

#### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Describe nature, scope, role, levels, functions and approaches of management	K2
CO2	Apply planning and decision making in management	K3
CO3	Identify organization structure and various organizing techniques	K1
CO4	Understand Directing and Co-ordination	K2
CO5	Control mechanisms and infer ethical practices of organization.	K4

#### Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	3	3	3	3	2	2	2	2	2.42
CO2	3	3	2	2	3	3	3	3	2	2	3	2	2.58
CO3	3	2	2	2	3	3	2	3	2	2	2	2	2.33
CO4	3	3	2	2	3	3	3	3	3	2	2	2	2.58
CO5	3	3	3	3	3	3	3	3	2	2	3	2	2.75
	Mean Overall Score												2.53
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BBA12	Core – II	5	5	25	75	100
<b>Course Title</b>		<b>ACCOUNTING FOR MANAGERS I (30 Theory: 70 Problem)</b>					

### Learning Objectives

<b>LO1</b>	To impart knowledge about basic concepts of accounting its applicationsa
<b>LO2</b>	To analyze and interpret financial reports of a company
<b>LO3</b>	To understand the gross profit and net profit earned by organization
<b>LO4</b>	To foster knowledge on Hire Purchase system
<b>LO5</b>	To understand the procedures of Accounting under Single entry system.

### SYLLABUS

Unit	Contents	Hours
<b>I</b>	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance.	<b>15 HRS.</b>
<b>II</b>	Concept of Depreciation- Meaning- Causes- Objectives – Methods under Straight Line and Written down value - Bank Reconciliation Statement (Simple Problem).	<b>15 HRS.</b>
<b>III</b>	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.	<b>15 HRS.</b>
<b>IV</b>	Hire Purchase System–Interest Calculation– Default and Repossession–Hire Purchase Trading Account – Installment System – Average Due Date.	<b>15 HRS.</b>
<b>V</b>	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System–Statement of Affairs Method – Conversion Method.	<b>15 HRS.</b>

#### **Text Book(s):**

1. Goel, D.K. & Shelly Goel, 2018, *Financial Accounting*, Arya Publications, 2nd edition.
2. Jain, S.P. & Narang, K., 1999, *Financial Accounting*, Kalyani Publishers, Ludhiana, 4th edition.
3. Rakesh Shankar, R. & Manikandan, S., *Financial Accounting*, SCITECH, 3rd edition.
4. Shukla & Grewal, 2002, *Advanced Accounting*, Sultan Chand & Sons, New Delhi, 15th edition.
5. Tulsian, P.C., 2006, *Financial Accounting*, Pearson Education

#### **Reference Book(s):**

1. Dr. K. Ganesan & S. Ushena Begam – *Accounting for Managers - Volume 1*, Charulatha Publications, Chennai.
2. T.S. Reddy & A. Murthy; *Financial Accounting* – Margham Publications, 6th Edition, 2019.
3. David Kolitz; *Financial Accounting* – Taylor and Francis Group, USA, 2017.
4. M.N. Arora; *Accounting for Management* – Himalaya Publications House, 2019.

**Web Resource(s):**

- [https://ebooks.lpuude.in/management/mba/term\\_1/DMGT403\\_ACCOUNTING\\_FOR\\_MANAGER.pdf](https://ebooks.lpuude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGER.pdf)
- <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
- <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
- [https://en.wikipedia.org/wiki/Single-entry\\_bookkeeping\\_system](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system)

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Prepare Journal, ledger, trial balance and Cashbook	K3
CO2	To understand Depreciation and Bank Reconciliation Statement	K2
CO3	Prepare final accounts with adjustments	K3
CO4	To understand Purchase system and Average Due Date	K2
CO5	Prepare single and double entry system of accounting.	K3

**Relationship Matrix:**

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	3	3	2	3	2	2	3	2	3	2	2	2.58
CO2	3	3	2	2	2	2	2	2	2	2	2	2	2.25
CO3	3	3	3	2	3	2	2	3	2	3	2	2	2.58
CO4	3	2	2	2	2	2	2	2	2	2	2	2	2.17
CO5	3	3	3	2	3	2	2	3	2	3	2	2	2.58
	Mean Overall Score												2.43
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BEBA13A	Elective I (A)	4	3	25	75	100
<b>Course Title</b>		<b>MANAGERIAL ECONOMICS</b>					

### **Learning Objectives**

<b>LO1</b>	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
<b>LO2</b>	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
<b>LO3</b>	To Understand the optimal point of cost analysis and production factors of the firm
<b>LO4</b>	To describe the pricing methods and strategies that are consistent with evolving marketing needs
<b>LO5</b>	To Provide insights to the various market structures in an economy.

### **SYLLABUS**

Unit	Contents	Hours
I	<b>Nature and scope of managerial economics</b> Definition of economics - Meaning, nature, scope, objectives and importance of managerial economics – Relationship with other disciplines.	12 HRS
II	<b>Demand analysis</b> Meaning of Demand – Objectives of Demand Analysis – Types of demand - Determinants of demand – Law of Demand: Meaning & Assumption - Demand forecasting: Meaning, significance, criteria for a good demand forecasting.	12 HRS
III	<b>Production and Cost Analysis</b> Production – Meaning and Factors of production – production function & assumption – Law of variable proportion, Relationship between Average Product and Marginal Product – Law of return to scale: Meaning, assumption & types – Cost Analysis: Meaning & Different cost concepts.	12 HRS
IV	<b>Pricing methods and strategies</b> Objectives – Factors – General consideration of pricing – Methods of pricing – Role of Government in Pricing.	12 HRS
V	<b>Market classification</b> Perfect Competition – Monopoly – Monopolistic Competition - Oligopoly	12 HRS

### **Text Book(s):**

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2. Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi
3. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
4. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015
5. H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
6. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

### Reference Journal(s):

1. Journal of Economic Literature – American Economic Association
2. Arthasastra Indian Journal of Economics & Research
3. Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House –Mumbai Indian Economic Journal/Sage Publications

### Web Resource(s):

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisaduniversiteti/business-and-management/lecture-notes-on-managerialeconomics/6061597>
2. <https://www.intelligenteconomist.com/profit-maximization-rule>
3. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
4. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>

### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	K4 & K3
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K2 & K1
CO3	Describe employ production, factors and functions of production.	K2
CO4	Identify pricing strategies	K1
CO5	Classify market structures under competitive scenarios.	K4

### Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	2	2	3	3	3	3	3	2.83
CO2	3	3	2	3	3	2	2	3	3	3	2	2	2.67
CO3	3	3	2	3	3	2	2	3	3	3	3	2	2.75
CO4	3	3	2	2	3	2	2	3	3	3	2	2	2.58
CO5	3	3	2	3	3	2	2	3	3	3	3	3	2.83
Mean Overall Score													2.73
Correlation													High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BEBA13B	Elective I (B)	4	3	25	75	100
<b>Course Title</b>		<b>BUSINESS ORGANIZATION</b>					

### **Learning Objectives**

<b>LO1</b>	The course aims to provide the basic concept with regard to business enterprises
<b>LO2</b>	To obtain knowledge of business and its functional areas.
<b>LO3</b>	To understand in detail the types of Business and the factors that influence the location
<b>LO4</b>	To obtain in depth understanding of the Stock Exchanges and its functions.
<b>LO5</b>	To gain Knowledge about Trade Associations and Chamber of commerce

### **SYLLABUS**

Unit	Contents	Hours
<b>I</b>	Business - Meaning – Objectives of Business – Classification of Business - Organization - Difference between Business Vs Profession and Employment	<b>12 HRS</b>
<b>II</b>	Forms of Business Organization - Sole Trader - Merit and Limitation - Partnership – Types – Partnership vs sole trader - Joint Hindu Family System - Joint Stock Companies – Types – Formation of Company - Joint venture – Franchise – Merit and Demerit.	<b>12 HRS</b>
<b>III</b>	Location of Industry - Factors influencing location and size - District Industries Centre- Structure of DIC – SSI – Merit and Demerit – various Institutional support like SIDCO, SIPCOT, SFC, SIDCO, and SIDBI – Support Agencies for SSI.	<b>12 HRS</b>
<b>IV</b>	Stock Exchange – Functions of SEBI – Types of speculators - Regulations of Stock Exchange in India – Factors influencing Share pricing – Listing – Merit and Demerit – Categories of listing.	<b>12 HRS</b>
<b>V</b>	Business Combination- Benefit and Drawbacks –Types – Forms of combinations. - Trade Associations and Chamber of Commerce - Differences between Trade Association and Chamber of Commerce.	<b>12 HRS</b>

#### **Text Book(s):**

1. Sundar K, Business Organization, Vijay Nicole Imprints Pvt. Ltd.
2. G. Prasad, C.D. Balaji, Business Organization, Margham Publications
3. Gupta C B –Modern Business Organisation, National Publishing House
4. Vasudevan and Radhaswami , Business Organization, S. Chand & Company, New Delhi

#### **Reference Book(s):**

1. Bhusan Y. K , Business Organization
2. Prakesh Jagadeesh , Business Organization and Management.
3. Reddy P. N. and Gulshan S , Principles of Business Organization and Management
4. Chabra T N , Business Organisation.

**Web Resource(s):**

- <https://www.bilaspuruniversity.ac.in/PDF/Departments/CommerceNFinancialStudies/Business%20Organization.pdf>
- <https://www.britannica.com/money/business-organization>
- <https://nios.ac.in/media/documents/vocinsservices/m1-3f.pdf>
- [https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBAA1104.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1104.pdf)

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the nature, objectives, and classifications of business, and distinguish between business, profession, and employment.	K2
CO2	Identify and compare various forms of business organization including their merits and limitations.	K4
CO3	Analyze factors influencing industrial location and understand the structure and support provided by institutions like DIC, SIDBI, SIPCOT, etc.	K4
CO4	Describe the functioning of stock exchanges, SEBI regulations, and share pricing mechanisms.	K2
CO5	Understand the concept, benefits, and forms of business combinations and the roles of trade associations and chambers of commerce.	K2

**Relationship Matrix:**

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	2	2	3	2	2	2	2	2.08
CO2	3	3	2	2	2	2	2	3	2	2	2	2	2.25
CO3	3	3	2	3	2	2	2	3	2	2	2	2	2.42
CO4	3	2	1	2	2	2	1	3	2	2	2	2	2.00
CO5	3	2	1	2	2	3	1	3	2	2	2	2	2.08
	Mean Overall Score												2.17
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BSBA14	SEC I	2	2	25	75	100
<b>Course Title</b>		<b>BASICS OF EVENT MANAGEMENT</b>					

### Learning Objectives

<b>LO1</b>	To know the basic of event management its concepts
<b>LO2</b>	To make an event design
<b>LO3</b>	To make feasibility analysis for event.
<b>LO4</b>	To understand the 5 Ps of Event Marketing
<b>LO5</b>	To know the financial aspects of event management and its promotion

### SYLLABUS

Unit	Contents	Hours
<b>I</b>	<b>Introduction to Event Management</b> Introduction: Event Management–Definition, Need, Importance, Activities.	<b>6 HRS</b>
<b>II</b>	<b>Concept and Design of Events</b> Event Co-ordination, Developing &, evaluating event concept – Event Design.	<b>6 HRS</b>
<b>III</b>	<b>Event Leadership</b> Event Leadership and Communication skills- Leadership Skills-Development, Managing meeting- time management.	<b>6 HRS</b>
<b>IV</b>	<b>Event Planning &amp; Promotion</b> Event Planning & Promotion – Marketing & Promotion–5 Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.	<b>6 HRS</b>
<b>V</b>	<b>Event Budget</b> Event Budget – Financial Analysis – Event Cost– Event Sponsorship.	<b>6 HRS</b>

#### **Text Book(s):**

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore Ganga Sagar Singh -Har-Anand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal-Adhyayan Publisher-2009.
3. Event Management & Public Relations by Savita Mohan- Enkay Publishing House.
4. Event Planning – The ultimate guide – Public Relations by S.J.Sebellin Ross.
5. Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

#### **Reference Book(s):**

1. Chaudhary, K. (n.d.). *Event Management*. Bio-Green Publishers.
2. Shone, A., & Parry, B. (n.d.). *Successful Event Management*. [Publisher not specified].
3. Raj, R., Walters, P., & Rashid, T. (n.d.). *Event Management: An Integrated & Practical Approach*. [Publisher not specified].
4. Sharma, S. (2018). *Leadership and Communication Skills*. Book Enclave.

5. Allen, J. (n.d.). *Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management*. Wiley Publishers.
6. Genadinik, A. (2015). *Event Planning: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series*. CreateSpace Independent Publishing Platform

#### Web Resource(s):

1. [https://ebooks.lpuude.in/management/bba/term\\_5/DMGT304\\_EVENT\\_MANAGEMENT.pdf](https://ebooks.lpuude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf)
2. <https://www.inderscience.com/jhome.php?jcode=ijhem>
3. <https://www.emeraldgrouppublishing.com/journal/ijefm>
4. <https://www.eventbrite.com/blog/?s=roundup>
5. <https://www.eventindustrynews.com/>

#### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To understand basics of event management	K2
CO2	To design events	K6
CO3	To study feasibility of organizing an event	K4
CO4	To gain Familiarity with marketing & promotion of Event	K2
CO5	Identify usage of modern communication tools & its Significance for managers	K1

#### Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	1	3	2	2	2	2	2.08
CO2	2	2	2	2	3	2	2	3	2	2	2	2	2.17
CO3	2	3	3	3	2	2	2	3	2	2	2	2	2.33
CO4	2	2	1	2	3	2	1	2	2	2	2	2	1.92
CO5	2	2	2	2	3	2	2	2	2	3	2	2	2.17
	Mean Overall Score												2.13
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	25BFBA15	Foundation Course	2	2	25	75	100
<b>Course Title</b>		<b>MANAGERIAL COMMUNICATION</b>					

### Learning Objectives

<b>LO1</b>	To educate students role & importance of communication skills
<b>LO2</b>	To build their LSWR communication skills and letter writing.
<b>LO3</b>	To introduce the Interview skill and group discussion.
<b>LO4</b>	To understand the Report and Resume writing.
<b>LO5</b>	To facilitate the students to understand the modern communication.

### SYLLABUS

Unit	Contents	Hours
I	<b>Fundamentals of Business Communication</b> Definition - Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.	6 HRS
II	<b>Types of Business Letters</b> Kinds of Business Letters - Enquiry, replies, Order, Sales, circulars, Grievances. – Tender and Quotation.	6 HRS
III	<b>Oral Communication and Presentation Skills</b> Interviews- Types of Interview - Discussion and Types of Group Discussion - Presentation skills– body language.	6 HRS
IV	<b>Business Reports and Professional Writing</b> Report writing –Agenda -Minutes of Meeting – Difference between Resume Writing & CV.	6 HRS
V	<b>Modern Communication Tools in Business</b> Modern Forms of Communication: Fax – E-mail – Video conferencing – Internet – classification of Internet – Uses of Web in Business.	6 HRS

#### Text Book(s):

1. J. Priyadarshini – Business Communication – Charulatha Publication.
2. Varinderkumar, Bodh Raj - Business Communication Kalyani publisher
3. Bovee Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.
4. Michael Brown, Making Presentation Happen, Allen & Unwin, Australia,2008
5. Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai

#### Reference Book(s):

1. Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017

3. R C Sharma & Krishan Mohan, Business Correspondence and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, (2006)
4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5. R C Bhatia, Business Communication, Books Pvt Ltd, Delhi, 2015

#### Web Resource(s):

1. [https://www.managementstudyguide.com/business\\_communication.html](https://www.managementstudyguide.com/business_communication.html)
2. <https://studiousguy.com/business-communication/>
3. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>
4. <https://open.umn.edu/opentextbooks/textbooks/8>

#### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand communication process and its barriers.	K2
CO2	Develop business letters in different scenarios	K6
CO3	Develop oral communication skills & conducting Interviews	K6
CO4	Use managerial writing for business communication	K3
CO5	Identify usage of modern communication tools & its Significance for managers	K1

#### Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	1	2	3	2	1	1	1.92
CO2	3	2	2	2	2	3	2	2	3	3	1	2	2.33
CO3	3	2	3	2	2	2	3	2	3	3	2	2	2.42
CO4	2	3	3	2	3	2	2	2	3	3	2	2	2.42
CO5	2	2	2	2	3	2	1	2	3	3	1	2	2.08
	Mean Overall Score												2.23
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	25BBA21	Core – III	5	5	25	75	100
<b>Course Title</b>		<b>MARKETING MANAGEMENT</b>					

### **Learning Objectives**

<b>LO1</b>	To understand the market place.
<b>LO2</b>	To identify the market segmentation and the Product mix
<b>LO3</b>	To select the different pricing methods.
<b>LO4</b>	To know the communication mix and sales promotion tools and latest trends in market.
<b>LO5</b>	To understand Sales Force.

### **SYLLABUS**

Unit	Contents	Hours
<b>I</b>	<b>Introduction to Marketing and the Marketing Environment</b> Fundamentals of Marketing – Role of Marketing – Concept of Marketing Mix – Marketing Approaches – Environmental Factors Affecting the Marketing Functions.	<b>15 HRS</b>
<b>II</b>	<b>Market Segmentation and Product Strategy</b> Segmentation – Need and Basis of Segmentation - Targeting-Positioning- Product – Characteristics – Consumer Goods – Industrial Goods. New Product Development Process- Product Life Cycle.	<b>15 HRS</b>
<b>III</b>	<b>Pricing and Distribution Strategies</b> Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance–Various Kinds of Marketing Channels.	<b>15 HRS</b>
<b>IV</b>	<b>Marketing Communication and Promotion Tools</b> A Brief Overview of Marketing Communication - Types of Media - Print- Electronic - Outdoor – Internet- Sales Promotion Tools - Definition, Process, importance. Digital Marketing: Benefits.	<b>15 HRS</b>
<b>V</b>	<b>Sales Force and Personal Selling Management</b> Sales Force Management: Personal Selling Process-Motivation, Compensation and Control of Sales Force.	<b>15 HRS</b>

#### **Text Book(s):**

1. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian
2. Rajan Saxena, Marketing Management Tata McGraw Hill,2017.
3. L.Natarajan, Marketing, Margham Publications, 2017.
4. J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House,2017.
5. K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.

#### **Reference Book(s):**

1. C.B.Gupta&RajanNairMarketingManagement,SultanChand&Son2020
2. V.S.Ramaswamy&S.Namakumari,2002,PrinciplesofMarketing,first edition, S. G. Wasani / Macmillan India Ltd,
3. Cranfield, Marketing Managemen, Palgrave Macmillan. Cranfield,
4. Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017
5. Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016

#### Web Resource(s):

- <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
- <https://efinancemanagement.com/financial-accounting/management-accounting>
- <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
- <https://www.wallstreetmojo.com/ratio-analysis/>

#### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To list and identify the core concepts of Marketing and its mix.	K2
CO2	To sketch the market segmentation nature of Product, PLC.	K6
CO3	To analyze the appropriate pricing methods	K6
CO4	To determine the importance of various media and applications of digital marketing	K3
CO5	To assess the sales force management.	K1

#### Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)				Mean Score of Cos	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	1	3	2	2	2	1	2.00
CO2	3	2	2	2	2	2	2	3	3	2	3	2	2.33
CO3	3	3	2	2	2	2	1	3	3	2	3	2	2.33
CO4	3	2	2	2	3	2	1	2	3	3	2	1	2.17
CO5	2	2	2	1	2	2	1	2	2	2	2	1	1.75
	Mean Overall Score												2.12
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	25BBA22	Core – IV	5	5	25	75	100
<b>Course Title</b>		<b>ACCOUNTING FOR MANAGER II (30 Theory: 70 Problem)</b>					

### Learning Objectives

<b>LO1</b>	To provide basic understanding of cost concepts and classification.
<b>LO2</b>	To develop and understand the skills in tools & techniques and critically evaluate decision making in business and Various Rations.
<b>LO3</b>	To gain in sights of cash flow related to finance and the importance.
<b>LO4</b>	To recognize the role of budgets and variance as a tool of planning and control.
<b>LO5</b>	To understanding the Marginal costing and Analysis.

### SYLLABUS

Unit	Contents	Hours
<b>I</b>	Cost Accounting – Meaning, nature, scope and functions, need, importance and limitations - Cost concepts and classification – Cost sheets – Tenders & Quotation – Management accounting–Meaning, nature, scope and Functions.	<b>15 HRS</b>
<b>II</b>	Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis - Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios–Liquidity (Short-&Long-Term Solvency).	<b>15 HRS</b>
<b>III</b>	Funds Flow Statement and Cash Flow Statement- Meaning – Definition – Objectives – Methods - Scope and Applications.	<b>15 HRS</b>
<b>IV</b>	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, Flexible Budgets and Cash Budget.	<b>15 HRS</b>
<b>V</b>	Marginal Costing – CVP Analysis – Break Even Analysis.	<b>15 HRS</b>

#### Text Book(s):

1. Dr. K. Ganesan & S. Ushena Begam, *Accounting for Managers – Volume II*, Charulatha Publications, Chennai.
2. T. S. Reddy and Hari Prasad Reddy – *Management Accounting*, Margham Publication, 2016.
3. Antony Atkinson, Rebert S. Kalpan, *Advance Management Accounting*, Pearson Publications, 2015.

#### Reference Book(s):

1. Horngren, Sundem, Stratton, *Introduction to Management Accounting*, Pearson Education, 2013.
2. Rajiv Kumar Goel & Ishaan Goel, *Concept Building Approach to Management Accounting*, 2019.
3. Colin Drury, *Management and Cost Accounting (with CourseMate and eBook Access)*, Cengage, 2015.

### Web Resource(s):

- <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
- <https://efinancemanagement.com/financial-accounting/management-accounting>
- <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
- <https://www.wallstreetmojo.com/ratio-analysis/>

### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Interpret cost sheet & write comments. Compare cost, management & financial accounting.	K4
CO2	Analyze the various ratio and compare it with standards to assess deviations.	K4
CO3	Evaluate cash flow related to finance and the importance.	K5
CO4	Estimate budget and use budgetary control.	K3
CO5	Evaluate marginal costing and its components.	K5

### Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	1	1	3	2	3	2	1	2.17
CO2	3	3	2	2	2	1	1	3	2	3	2	1	2.17
CO3	3	3	3	2	2	1	1	2	2	3	2	1	2.08
CO4	2	3	2	2	2	1	1	2	2	2	2	1	1.83
CO5	3	3	3	2	2	1	1	2	2	3	2	1	2.17
	Mean Overall Score												2.08
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	25BEBA23A	Elective II (A)	4	3	25	75	100
<b>Course Title</b>		<b>INTERNATIONAL BUSINESS</b>					

### Learning Objectives

<b>LO1</b>	To familiarize students with basic concepts of International Business
<b>LO2</b>	To impart knowledge about the theories of international trade
<b>LO3</b>	To know the concepts of foreign exchange market and foreign direct investment
<b>LO4</b>	To understand the global environment
<b>LO5</b>	To gain knowledge on the Contemporary Issues of International Business

### SYLLABUS

Unit	Contents	Hours
<b>I</b>	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	<b>12 HRS</b>
<b>II</b>	Introduction of Trade theories - Mercantilism -Absolute Advantage - Comparative Advantage -Heckscher-Ohlin Theory - The New Trade Theory - Porter's Diamond Competitive Advantage Theory.	<b>12 HRS</b>
<b>III</b>	Foreign Investments-Pattern - Functions of Foreign Exchange Market- Foreign Direct Investments - Factors influencing FDI - Horizontal and Vertical Foreign Direct Investment.	<b>12 HRS</b>
<b>IV</b>	Drivers in Globalization - Globalization of Markets, production, investments and Technology. World trade in goods and services - Major trends and developments- World trade and protectionism - Tariff and non-tariff barriers	<b>12 HRS</b>
<b>V</b>	Regional Economic Groupings in Practice-Levels of Regional Economic Integration Regionalism vs Multilateralism- Institutional support to international business-like IMF, World Bank, ILO and WTO.	<b>12 HRS</b>

### **Text Book(s):**

1. Gupta C. B., *International Business*, S. Chand & Co. Ltd, 2014.
2. Bhattacharya, B., *Going International: Response Strategies of the Indian Sector*, Wheeler Publishing, New Delhi.
3. Hill, C. W. L. and Jain, A. K., *International Business: Competing in the Global Marketplace*, 11th Edition, Tata McGraw-Hill Education, 2018.
4. Cherunilam, F., *International Business: Text and Cases*, 5th Edition, PHI Learning, 2010.
5. Paul, J., *International Business*, 5th Edition, PHI Learning, 2010.

### Reference Book(s):

1. Deresky, H., *International Management: Managing Across Borders and Cultures*, 6<sup>th</sup> Edition, Pearson, 2011.
2. Griffin, R., *International Business*, 7th Edition, Pearson Education, 2012.
3. Tamer Cavusgil, S., Gary Knight, John Riesenberger, *International Business: The New Realities*, 4th edition, Pearson, 2017.
4. Aswathappa, K., *International Business*, 7th Edition, McGraw-Hill, 2020.
5. Subba Rao, *International Business (Text and Cases)*, Himalaya Publishing House, 2016.

### Web Resource(s):

- <https://online.hbs.edu/blog/post/international-business-examples>
- [https://saylordotorg.github.io/text\\_international-business](https://saylordotorg.github.io/text_international-business)
- <https://www.imf.org/en/home>
- <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Discuss the Introduction of International Business.	K2
CO2	Explain international trade theories	K2
CO3	Understand Foreign exchange market and FDI.	K2
CO4	Outline the Global Business Environment	K2
CO5	Identify the relevance of international institutions and Trading blocs.	K1

### Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	2	3	2	2	2	2	2.17
CO2	3	3	2	2	2	2	1	3	2	2	2	2	2.17
CO3	3	3	2	2	2	2	1	2	2	2	2	2	2.08
CO4	3	2	2	3	2	2	1	2	2	2	2	2	2.08
CO5	3	2	2	2	2	3	1	2	2	2	2	2	2.08
	Mean Overall Score												2.12
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	25BEBA23B	Elective II (B)	4	3	25	75	100
<b>Course Title</b>		<b>OFFICE MANAGEMENT</b>					

### **Learning Objectives**

<b>LO1</b>	To understand the concepts and basic functions of Office
<b>LO2</b>	To know the responsibilities and skills required by the office manager
<b>LO3</b>	To attain the knowledge of Location, Layout and the Environment of an Office.
<b>LO4</b>	To learn about various types of office furniture and its uses
<b>LO5</b>	To attain the skill of records management.

### **SYLLABUS**

Unit	Contents	Hours
<b>I</b>	Office - Meaning and scope - Office Functions - Qualifications of Office Manager - Office Management - Definition - Elements of Office Management - Functions of Office Management	<b>12 HRS</b>
<b>II</b>	Location of an Office - Office Accommodation - Office Layout - Office Environment	<b>12 HRS</b>
<b>III</b>	Office Furniture - Factors considered in selecting office furniture - Types of office furniture - Office Appliances and Equipment - Typewriter - Duplicators - Photo Copier - Franking Machine - Communication Equipment: Dictaphone - Intercom - Telephone - Telex - Fax - PABX - PBX - Uses of Computers in Office.	<b>12 HRS</b>
<b>IV</b>	Mail service - Handling Inward Mail Service - Handling Outward Mail Service - Communications - Internal and external communication - Mechanical Devices for Oral Communication & written Communication - Office Forms - Principles of Forms Design - Form Control - Continuous Stationery.	<b>12 HRS</b>
<b>V</b>	Records Management - Objectives - Filing - Definition - Essentials of a good filing system - Centralized and Decentralized Filing System - Methods of Filing - Classification of Files - Indexing - Definition – Types	<b>12 HRS</b>

### **Text Book(s):**

1. N.S, Raghunathan - Office Management
2. Margham Publications C.B.Gupta - Office Organisation and Management, Sultan Chand & Sons.
3. V.Balachandran and V.Chandrasekaran - Office Management - Vijay Nicole Imprints Private Limited

### **Reference Book(s):**

1. Denyer JC - Office Management.
2. Littlefield CL and Peterson RL - Modern Office Management.
3. Chopra PK - Office Management

4. Arora SP - Office Management

5. Dr.T.S. Devanarayan, N.S.Raghunathan - Office Management

#### Web Resource(s):

- [https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBAA1407.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1407.pdf)
- [https://www.hhrc.ac.in/ePortal/Computer%20Science%20&%20Applications/III\\_BCA\\_A\\_18UCAN2\\_OFFICE MANAGEMENT DR S HARI GANESH.pdf](https://www.hhrc.ac.in/ePortal/Computer%20Science%20&%20Applications/III_BCA_A_18UCAN2_OFFICE MANAGEMENT DR S HARI GANESH.pdf)
- [https://ws.alagappauniversity.ac.in/CDOE/Media/download/SLM/UG\\_B.Com\\_Commerce%20\(English\)\\_10\\_2%2043%20-%20Office%20Management.pdf](https://ws.alagappauniversity.ac.in/CDOE/Media/download/SLM/UG_B.Com_Commerce%20(English)_10_2%2043%20-%20Office%20Management.pdf)
- <https://assiniboine.net/programs/office-management>

#### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understands the concepts and basic functions of Office.	K2
CO2	Understands the responsibilities and skills required by the office manager.	K2
CO3	Attains the knowledge of Location, Layout and the Environment of an Office.	K2
CO4	The student gains knowledge of various types of office furniture and its uses.	K2
CO5	The student learns the skill of records management.	K3

#### Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	2	3	2	2	2	2	2.17
CO2	3	2	2	2	2	2	2	3	2	2	2	2	2.17
CO3	3	2	2	2	2	2	2	3	2	2	2	2	2.17
CO4	3	2	2	2	2	2	1	3	2	2	2	2	2.08
CO5	3	3	2	2	2	2	1	3	2	2	2	2	2.17
	Mean Overall Score												2.15
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	25BSBA24	SEC – II	2	2	25	75	100
<b>Course Title</b>		<b>MANAGERIAL SKILL DEVELOPMENT</b>					

### **Learning Objectives**

<b>LO1</b>	To improve the self-confidence, groom the personality and build emotional competence
<b>LO2</b>	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
<b>LO3</b>	To assess the Emotional intelligence
<b>LO4</b>	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
<b>LO5</b>	To improve professional etiquettes

### **SYLLABUS**

Unit	Contents	Hours
<b>I</b>	Self: Meaning, Components of Self - Self-identity, Self- concept, Self - confidence and Self-image. Skill Analysis and finding the right fit	<b>6 HRS</b>
<b>II</b>	Self Esteem: Meaning, Components of self-esteem, High and low self-esteem - effectiveness.	<b>6 HRS</b>
<b>III</b>	Emotional Intelligence — Meaning, Components, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking	<b>6 HRS</b>
<b>IV</b>	Thinking skills: Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical, Emotions and Critical Thinking. Creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain- Storming).	<b>6 HRS</b>
<b>V</b>	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics.	<b>6 HRS</b>

#### **Text Book(s):**

1. Managerial Skill Articles
2. Managerial Skills by Dr.K. Alex S.CHAND
3. Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
4. Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

#### **Reference Book(s):**

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication.
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney, A. Dutta, Managerial Skill Development, Alfa Publications, 2012.
5. EQ- soft skills for Corporate Carrier by Dr. Sumeet Suseelan.

### Web Resource(s):

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerialskill-development-syllabus/63>
2. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
3. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
5. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify the personal qualities that are needed to sustain in the world of work.	K1
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	K2
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	K3
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	K4
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	K3

### Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	3	2	3	2	2	2	2.33
CO2	3	3	3	3	2	3	3	3	3	2	2	2	2.67
CO3	3	3	3	3	3	3	3	3	3	3	2	2	2.75
CO4	3	3	3	3	3	2	3	3	3	3	3	2	2.83
CO5	3	2	2	2	2	2	2	2	3	3	2	2	2.25
	Mean Overall Score												2.57
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	25BSBA25	SEC – III	2	2	25	75	100
<b>Course Title</b>		<b>BUSINESS ETIQUETTES AND CORPORATE GROOMING</b>					

### Learning Objectives

<b>LO1</b>	To impart knowledge about basic etiquettes in professional conduct
<b>LO2</b>	To provide understanding about the workplace courtesy
<b>LO3</b>	To suggest on guidelines in managing rude and impatient clients
<b>LO4</b>	To familiarize students about significance of cultural sensitivity
<b>LO5</b>	To stress on the importance of attire

### SYLLABUS

Unit	Contents	Hours
<b>I</b>	Introduction to Business Etiquette: Introduction - ABCs of Etiquette - Meeting and Greeting Scenarios - Principles of Exceptional Work Behavior - Role of Good Manners in Business - Professional Conduct and Personal Spacing.	<b>6 HRS</b>
<b>II</b>	Business Ethics: Practicing Common Courtesy and Manners in a Workplace - Etiquette at Formal Gatherings - Professional Qualities Expected from an Employer's Perspective - Conflict Resolution Strategies.	<b>6 HRS</b>
<b>III</b>	Telephone Etiquette, Email Etiquette, and Disability Etiquette: Handling Rude or Impatient Clients - Internet Usage in the Workplace - Email Etiquette - Online Chat Etiquette Guidelines.	<b>6 HRS</b>
<b>IV</b>	Diversity and Cultural Awareness at Workplace: Impact of Diversity - Cultural Sensitivity - Taboos and Practices	<b>6 HRS</b>
<b>V</b>	Business Attire and Professionalism: Dress Code - Guidelines for Appropriate Business Attire - Grooming for Success.	<b>6 HRS</b>

#### **Text Book(s):**

1. Journal of Computer-Mediated Communication – Published by the *International Communication Association (ICA)*
2. Business and Professional Communication – Published by *SAGE Journals*
3. Business Etiquette Made Easy: The Essential Guide to Professional Success, *Author: Myka Meier, Publisher: Skyhorse Publishing*
4. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success, *Authors: Peggy Post & Peter Post, Publisher: William Morrow*
5. Business Etiquette: A Guide for the Indian Professional, *Author: Shital Kakkar Mehra, Publisher: HarperCollins Publishers (2012)*

#### **Reference Book(s):**

1. Indian Business Etiquette, Raghu Palat, JAICO Publishers

2. Nina Kochhar, *At Ease with Etiquette*, Jain Publisher, 2011
3. Nimeran Sahukar, Prem P. Bhalla, *The Book of Etiquette and Manners*, Pustak Mahal Publishers, 2004
4. Sarvesh Gulati (2012), *Corporate Grooming and Etiquette*, Rupa Publications India Pvt. Ltd.
5. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, McGraw Hill Education.

#### Web Resource(s):

1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
2. [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf)
3. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nnbsp-.pdf>
4. [https://www.tutorialspoint.com/business\\_etiquette/grooming\\_etiquettes.htm](https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm)
5. [https://wikieducator.org/Business\\_etiquette\\_and\\_grooming](https://wikieducator.org/Business_etiquette_and_grooming)

#### Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Describe basic concepts of business etiquette and corporate grooming.	K1
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication.	K2
CO3	Create cultural awareness and moral practices in real-life workplace scenarios.	K3
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success.	K4
CO5	Apply the professionalism in the workplace considering diversity and courtesy.	K3

#### Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO3	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	2	1	3	2	1	2	2	2.00
CO2	3	2	3	2	2	3	2	3	3	2	2	2	2.42
CO3	2	2	3	2	2	3	2	2	2	2	2	2	2.17
CO4	3	3	3	3	2	2	2	3	2	2	2	2	2.50
CO5	3	2	2	2	3	3	3	3	3	2	3	3	2.75
	Mean Overall Score												2.37
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High