

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Re-Accredited with A++ Grade by NAAC (3rd Cycle)

Uthamapalayam - 625 533.



DEPARTMENT OF BUSINESS ADMINISTRATION

BACHELOR OF ARTS-

BUSINESS ADMINISTRATION

SYLLABUS

Choice Based Credit System – CBCS

(As per TANSCHÉ/MKU Guidelines)

with

Outcome Based Education (OBE)

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College Vision and Mission

Vision

Our vision is to provide the best type of higher education to all, especially to students hailing from minority Muslim community, rural agricultural families and other deprived, under privileged sections of the society, inculcating the sense of social responsibility in them. Our college is committed to produce talented, duty-bound citizens to take up the challenges of the changing times.

Mission

Our mission is to impart and inculcate social values, spirit of service and religious tolerance as envisioned by our beloved Founder President Hajee Karutha Rowther.

The Vision beckons the Mission continues forever.

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Department Vision and Mission

Vision

To inculcate managerial skills and leadership qualities in future managers through innovative learning methodology, continuous improvement, cultivation of practical skills and an unwavering commitment to academic quality.

Mission

To create a pool of managers with high values and competencies by imparting exemplary education and training to add value to the society.

To develop passion for knowledge, team work and a earning attitude.

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE
Syllabus for
Bachelor of Business Administration (B.B.A.)

CHOICE BASED CREDIT SYSTEM – SEMESTER PATTERN
(With effect from 2023-2024 onwards)

1. INTRODUCTION OF THE PROGRAMME

The Bachelor of Business Administration programme has been offered by this university since its inception to provide developmental avenue for working personnel and professionals for acquiring management qualifications to upgrade and refine their managerial skills, capabilities, and orientation. Also it aims to impart lifelong learning opportunities to the learners in the specific domains like leadership, entrepreneurial skills, and professional competence. The Programmes offered by the university are useful and geared to fulfill identified gaps in the corporate and business world.

2. OBJECTIVES OF THE PROGRAMME:

The objective of the BBA degree program is to prepare the higher secondary students of above average attainments for a course that will equip them with specific knowledge and skills for junior and middle positions of responsibilities in industrial and commercial organizations, after an initial spell of practical experience in their career. It is therefore, advisable to organize the instruction on the lines of professional courses. Participative methods of instruction should be adopted. Class work may be supplemented with field study report for enhancing their research interests.

3. OUTCOME OF THE PROGRAMME

At the end of the three year Bachelors in Business Administration program, students would gain a thorough grounding in the fundamentals of business management. The industry and entrepreneurship oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field. The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective business executives with strong leadership skills and social consciousness.

Industrial Visit

Every year Industrial visit has to be arranged to acquire practical knowledge in the field of production. Accompanying the staff may be given on duty permission.

**LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES
BASED REGULATIONS FOR B.B.A., PROGRAMME**

Programme:	B.B.A., General
Programme Code:	UBA
Duration:	3 years [UG]
Programme Outcomes:	<p>PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study</p> <p>PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.</p> <p>PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.</p> <p>PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.</p> <p>PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.</p>
	<p>PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation</p> <p>PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team</p> <p>PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and</p>

<p>Programme Specific Outcomes:</p>	<p>critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.</p> <p>PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.</p> <p>PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.</p> <p>PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.</p> <p>PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.</p> <p>PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.</p> <p>PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.</p> <p>PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trends and demands of work place through knowledge/skill development/reskilling.</p>
	<p>PSO1: Classify financial transactions, net result of transactions in terms of profit and Loss.</p> <p>PSO2: Understand the basics of Business law, Economics, Statistics and mathematics pertaining to commerce.</p> <p>PSO3: Identify the provenances to establish and sustain firms</p>

with optimum Utilization of human and technological resources.
PSO4: The students to gain knowledge not only in business administration but also in other field of study through non-major subject and skill based subjects.
PSO5: Statistics, Mathematics and Resource Management, Figure out solutions to business oriented problems with the help of Statistics and Mathematics Techniques and also on optimum utilization of scarce resources.

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 - Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.

- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome/ Benefits
I	Foundation Course To ease the transition of higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analyzing the world through the literary lens Gives rise to a new perspective.	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I,II,III,IV	Skill Enhancement papers (Discipline centric /Generic/Entrepreneurial)	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with essential skills to Make them employable
		<ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		<ul style="list-style-type: none"> ➤ Discipline centric skill will improve the Technical knowhow of solving real life problems.

<p>III,IV,V& VI</p>	<p>Elective papers</p>	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and interdisciplinary nature ➤ Emerging topics in higher education/industry/communication network/health sector etc. are introduced with hands-on-training.
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IV	Elective Papers	<ul style="list-style-type: none"> ➤ Exposure to industry moulds students into solution providers ➤ Generates Industry ready graduates ➤ Employment opportunities enhanced
V Semester	Elective papers	<ul style="list-style-type: none"> ➤ Self-learning is enhanced ➤ Application of the concept to real situation is conceived resulting Intangible outcome
VI Semester	Elective papers	<ul style="list-style-type: none"> ➤ Enriches the study beyond the course. ➤ Developing are search framework and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners/Honors degree		<ul style="list-style-type: none"> ➤ To cater to the needs of peer learners/research aspirants
Skills acquired from the Courses	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferable Skill	

Programme Scheme Eligibility

A Pass in 10+2 examination conducted by Board of Higher Secondary Education, Government of Tamilnadu or equivalent with Commerce & Accountancy.

For Programme Completion

A Candidate shall complete:

- Part I - Language papers – Tamil/Arabic in semesters I, II, III and IV respectively
- Part II - Language papers - English in semesters I, II, III, IV respectively
- Part III - Core papers in semesters I, II, III, IV, V and VI respectively
- Part III - Elective papers (Discipline / Generic) in semesters I, II, III, IV, V and VI respectively
- Part IV – Skill Enhancement Course (NME) papers in semesters I and II respectively
- Part IV - Skill Enhancement Course papers in semesters I, II, III, and IV respectively
- Part IV - Skill Enhancement Course (Foundation Course) paper in semester I respectively
- Part IV - Skill Enhancement Course (Professional Competency Skill) in semester VI respectively
- Part IV - Value Education paper in semester V respectively
- Part IV - Environmental Studies paper in semesters III and IV respectively
- Part IV – Summer Internship/Industrial Training paper in semester V respectively
- Part V - Extension activity in semester VI respectively

Scheme of Examinations under Choice Based Credit System

Term End Examinations (TEE)	-	75 Marks
Continuous Internal Assessment Examinations (CIAE)	-	25 Marks
Total	-	100 Marks

Pattern of Continuous Internal Assessment Examinations (CIAE)

Average of Two Internal Tests (each 20 marks)	-	20 Marks
Assignment	-	05 Marks
Total	-	25 Marks

Pattern of Term End Examinations(Max. Marks: 75 / Time: 3 Hours)

External Examinations Question Paper Pattern for Part I & III and Part IV (Elective & Skill Enhancement Course Subject)

Section – A (10 X 1 = 10 Marks) Answer ALL questions.

- Questions 1 - 10
- Two questions from each UNIT
- Multiple choice questions and each question carries Four choices

Section - B (5 X 7 = 35 Marks)

Answer ALL questions choosing either A or B.

- Questions 11 - 15
- Two questions from each UNIT (either.... or.... type)
- Descriptive Type

Section - C (3 X 10 = 30 Marks)

Answer any THREE out of five questions.

- Questions 16 - 20
- One question from each UNIT
- Descriptive Type

External Examinations Question Paper Pattern for Environmental Studies and Value Education

Section - A: (5 X 6 = 30 Marks)

Answer ALL questions choosing either A or B.

- Questions 1 - 5
- Two questions from each UNIT (either.... or.... type)
- Descriptive Type

Section - B (3 X 15 = 45 Marks)

Answer any THREE out of five questions.

- Questions 6 - 10
- One question from each UNIT
- Descriptive Type

Part V (Extension Activities)

- Internal Evaluation

Passing Marks

Minimum 27 for External Exam

Eligibility for the degree - passing minimum is 40%

Practical Examination

Internal - 40 marks

External - 60 marks

Total - 100 marks

Passing minimum is **40%**

Semester-I

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part I	23UTALL11	பொதுத்தமிழ் - 1 தமிழ் இலக்கிய வரலாறு -1	6	25	75	100	3
	23UARLL11	Paper I: Prose					
	23UMMLL11	Prose, Composition and Translation					
Part II	23UENLL11	General English - I	6	25	75	100	3
Part - III	23UBACC11	Principles of Management	5	25	75	100	5
	23UBACC12	Accounting for Managers I	5	25	75	100	5
	23UBAGE11	Managerial Economics	4	25	75	100	3
Part IV	23UBASE11	Basics of Event Management	2	25	75	100	2
	23UBAFN11	Managerial Communication	2	25	75	100	2
Total			30				23

Semester-II

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part I	23UTALL21	பொதுத்தமிழ் - 2 தமிழ் இலக்கிய வரலாறு -2	6	25	75	100	3
	23UARLL21	Paper II : Grammar					
	23UTMLL21	Office Communication Malayalam					
Part II	23UENLL21	General English- II	6	25	75	100	3
Part - III	23UBACC21	Marketing Management	5	25	75	100	5
	23UBACC22	Accounting for Managers II	5	25	75	100	5
	23UBAGE21	International Business	4	25	75	100	3
Part IV	23UBASE21	Managerial Skill Development (NME-2)	2	25	75	100	2
	23UBASE22	Business Etiquette and Corporate Grooming	2	25	75	100	2
Total			30				23

SEMESTER - I

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UBACC11	PRINCIPLES OF MANAGEMENT	CORE	5	5	25	75	100

Learning Objectives		
L1	To impart knowledge about evolution of management	
L2	To provide understanding on planning process and importance of decision making in organization	
L3	To learn the application of principles in organization	
L4	To study the process of effective controlling in organization	
L5	To familiarize students about significance of ethics in business and its implications.	
UNIT	Contents	No. of Hours
I	Management: Importance - Definition - Nature and Scope of Management - Process - Role and Functions of a Manager - Levels of Management- Development of Scientific Management and other Schools of thought and approaches.	15
II	Planning: Nature - Importance - Forms - Types - Steps in Planning - Objectives - Policies - Procedures and Methods - Natures and Types of Policies - Decision -making - Process of Decision - making - Types of Decision.	15
III	Organizing: Types of Organizations -Organization Structure - Span of Control and Committees - Departmentalization - Informal Organization- Authority - Delegation - Decentralization - Difference between Authority and Power - Responsibility.	15
IV	Direction - Nature and Purpose. Co- ordination - Need, Type and Techniques and requisites for excellent Co-ordination - Controlling - Meaning and Importance - Control Process.	15
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business- Ethics internal - Ethics External - Environment Protection - Responsibilities of Business	15
Total		75

Course Outcomes		
CO	On completion of this course, students will	Knowledge Level
1	Describe nature, scope, role, levels, functions and approaches of management	K1,K2,K3,K4
2	Apply planning and decision making in management	K1,K2,K3,K4,K5,K6
3	Identify organization structure and various organizing techniques	K1,K2,K3,K4,K5,K6
4	Understand Direction, Co-ordination & Control mechanisms	K1,K2,K3,K4,K5,K6
5	Relate and infer ethical practices of organisation	K1,K2,K3,K4,K5
Textbooks		
1	JAF Stoner, Freeman R.E and Daniel R Gilbert – <i>Management</i> , 6th Edition, Pearson Education, 2004	
2	Griffin, T.O., <i>Management</i> , Houghton Mifflin Company, Boston, USA, 2014	
3	Stephen A. Robbins & David A. Decenzo & Mary Coulter, – <i>Fundamentals of Management</i> 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert Jr. (2014). <i>Management</i> (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., <i>Management: Arab World Edition</i> , Pearson, 2014.	
Reference Books		
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017	
2.	L.M. Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.	
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
Web Resources		
1.	https://www.toolshero.com/management/14-principles-of-management/	
2.	https://open.umn.edu/opentextbooks/textbooks/693	
3.	https://open.umn.edu/opentextbooks/textbooks/34	
4.	https://openstax.org/subjects/business	
5.	https://blog.hubspot.com/marketing/management-principles	

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	1	3	3	3	3	2	3
CO 2	2	3	3	3	2	2	1	3
CO 3	2	3	3	2	3	3	2	3
CO 4	3	2	3	3	3	3	1	3
CO 5	2	3	3	3	3	3	2	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UBACC12	ACCOUNTING FOR MANAGERS - I	CORE	5	5	25	75	100

Learning Objectives		
L1	To impart knowledge about basic concepts of accounting its applications	
L2	To analyze and interpret financial reports of a company	
L3	To understand the gross profit and net profit earned by organization	
L4	To foster knowledge on Hire Purchase system	
L5	To understand the procedures of Accounting under Single entry system.	
UNIT	Contents	No. of Hours
I	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	15
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account	15
III	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.	15
IV	Hire Purchase System – Default and Repossession–Hire Purchase Trading Account – Instalment System	15
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method	15
	Total	75
Course Outcomes		
CO	On completion of this course, students will	Knowledge Level
1	Prepare Journal, ledger, trial balance and cash book	K1,K2,K3,K4
2	Classify errors and making rectification entries	K1,K2,K3,K4,K5,K6
3	Prepare final accounts with adjustments	K1,K2,K3,K4,K5,K6
4	To understand Hire Purchase system	K1,K2,K3,K4,K5,K6
5	Prepare single and double entry system of accounting.	K1,K2,K3,K4,K5
Textbooks		
1	Goel.D.K and 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,Delhi, 15th edition.	
5	Tulsian P.C., 2006, Financial Accounting, Pearson Education	

Reference Books	
1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2.	TS Reddy & amp; 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.
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.
Web Resources	
1.	https://ebooks.lpude.in/management/mba/term 1/DMGT403 ACCOUNTING FOR MANAGERS.pdf
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5.	https://www.profitbooks.net/what-is-depreciation

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	2	2	2	3	1	3
CO 2	3	2	2	2	2	3	1	3
CO 3	3	2	2	2	2	3	1	3
CO 4	3	2	2	2	2	3	1	2
CO 5	3	2	2	2	2	3	1	2

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UBAGE11	MANAGERIAL ECONOMICS	Generic Elective	3	4	25	75	100

Learning Objectives		
L1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario	
L2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem Solving.	
L3	To Understand the optimal point of cost analysis and production factors of the firm	
L4	To describe the pricing methods and strategies that are consistent with evolving marketing needs.	
L5	To Provide insights to the various market structures in an economy	
UNIT	Contents	No. of Hours
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.	12
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting	12
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.	12
IV	Pricing methods and strategies – Objectives – Factors –General consideration of pricing – methods of pricing – Dual pricing – Price discrimination	12
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly	12
Total		60

Course Outcomes		
CO	On completion of this course, students will	Knowledge Level

1	Analyze & apply the various managerial economic concepts in individual & business decisions	K1,K2,K3,K4
2	Explain demand concepts, underlying identify demand forecasting techniques. theories and	K1,K2,K3,K4,K5,K6
3	Employ production, cost and supply business decision making analysis for	K1,K2,K3,K4,K5,K6
4	Identify pricing strategies	K1,K2,K3,K4,K5,K6
5	Classify market structures under competitive scenarios	K1,K2,K3,K4,K5

Textbooks

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
4	Indian Economic Journal/Sage Publications
5	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

Reference Books

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

Web Resources

1	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597
2	https://www.intelligenteconomist.com/profit-maximization-rule
3	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134
4	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/
5	https://businessjargons.com/determinants-of-elasticity-of-demand.html

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3	2	2	2	3	1	2
CO 2	3	1	2	2	1	3	2	3
CO 3	3	3	2	2	2	3	2	2
CO 4	3	3	2	2	3	3	2	2
CO 5	3	3	2	2	3	3	2	3

Strong-3

Medium-2

Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Inst. Hours	Marks		
					CIAE	External	Total
23UBAFN11	MANAGERIAL COMMUNICATION	FOUNDATION COURSE	2	2	25	75	100

Learning Objectives		
L1	To educate students role & importance of communication skills	
L2	To build their listening, reading, writing & speaking communication skills.	
L3	To introduce the modern communication for managers.	
L4	To understand the skills required for facing interview	
L5	To facilitate the students to understand the concept of Communication	
UNIT	Contents	No. of Hours
I	Definition – Methods – Types – Principles of effective Communication– Barriers to Communication – Communication etiquette.	6
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances	6
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language	6
IV	Communication through Reports Agenda- Minutes of Meeting – Resume Writing	6
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites	6
Total		30
Course Outcomes		
CO	On completion of this course, students will	Knowledge Level
1	Understand communication process and its barriers.	K1,K2,K3,K4
2	Develop business letters in different scenarios	K1,K2,K3,K4,K5,K6
3	Develop oral communication skills & conducting interviews	K1,K2,K3,K4,K5,K6
4	Use managerial writing for business communication	K1,K2,K3,K4,K5,K6
5	Identify usage of modern communication tools & its significance for managers	K1,K2,K3,K4,K5
Textbooks		
1	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008	
2	Mallika Nawal –Business Communication – CENGAGE	
3	Bovee, Thill, Schatzman, Business Communication Today - Peason 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 Books	
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 Correspondance 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, Ane Books Pvt Ltd., Delhi, 2015
Web Resources	
1.	https://www.managementstudyguide.com/business_communication.html
2.	https://studiousguy.com/business-communication/
3.	https://www.oercommons.org/curated-collections/469
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/
5.	https://open.umn.edu/opentextbooks/textbooks/8

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	3	2	3	3	3
CO 2	3	3	3	3	3	3	2	2
CO 3	2	3	3	3	3	3	3	2
CO 4	3	3	2	3	3	3	2	3
CO 5	2	2	3	3	3	3	3	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

FIRST YEAR SEMESTER - II

Course Code	Course Title	Category	Credits	Inst. Hours	Marks		
					CIAE	External	Total
23UBACC21	MARKETING MANAGEMENT	CORE	5	5	25	75	100

Learning Objectives		
L1	To understand the marketplace.	
L2	To identify the market segmentation and the Product mix	
L3	To select the different pricing methods and channels of distribution	
L4	To know the communication mix and sales promotion tools	
L5	To prepare according to the latest trends in market	
UNIT	Contents	No. of Hours
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.	15
II	Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.	15
III	Pricing – Factors Influencing Pricing Decisions– Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.	15
IV	A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) Definition, Process, Need & Significance - CRM – Importance	15
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits	15
	Total	
Course Outcomes		
CO	On completion of this course, students will	Knowledge Level
1	To list and identify the core concepts of Marketing and its mix	K1,K2,K3,K4
2	To sketch the market segmentation, nature of product, PLC	K1,K2,K3,K4,K5,K6
3	To analyze the appropriate pricing methods	K1,K2,K3,K4,K5,K6
4	To determine the importance of various media	K1,K2,K3,K4,K5,K6

5	To assess the sales force and applications of digital marketing	K1,K2,K3,K4,K5
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Textbooks	
1	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018
2	Rajan Saxena, Marketing Management, Tata Mc Graw 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 Books	
1.	C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3.	Cranfield, Marketing Management, Palgrave Macmillan
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016
Web Resources	
1.	http://eprints.stiperdharma.wacana.ac.id/24/1/%5BPhillip Kotler%5D Marketing Management 14th Edition%28BookFi%29.pdf
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	2	3	2	2
CO 2	3	3	2	3	2	3	2	3
CO 3	3	3	2	2	2	3	2	3
CO 4	3	3	2	2	2	3	2	2
CO 5	3	3	2	2	2	3	2	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	2	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	2	3

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Inst. Hours	Marks		
					CIAE	External	Total
23UBACC22	ACCOUNTING FOR MANAGERS II	CORE	5	5	25	75	100

Learning Objectives		
L1	To provide basic understanding of cost concepts and classification.	
L2	To develop skills in tools & techniques and critically evaluate decision making in business.	
L3	To understand various ratios and cash flow related to finance	
L4	To recognize the role of budgets and variance as a tool of planning and control	
L5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios	
UNIT	Contents	No. of Hours
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation	12
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.	12
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.	12
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget	12
V	Marginal Costing – CVP analysis – Break even analysis	12
Total		60
Course Outcomes		
CO	On completion of this course, students will	Knowledge Level
1	Interpret cost sheet & write comments	K1,K2,K3,K4
2	Compare cost, management & financial accounting	K1,K2,K3,K4,K5,K6
3	Analyze the various ratio and compare it with standards to assess deviations	K1,K2,K3,K4,K5,K6
4	Estimate budget and use budgetary control	K1,K2,K3,K4,K5,K6
5	Evaluate marginal costing and its components	K1,K2,K3,K4,K5
Textbooks		
1	Gupta, R.L and M. Radhaswamy. <i>Advanced Accountancy</i> , Sultan Chand & Sons, 2016	
2	T. S. and A. Murthy. <i>Management Accounting</i> . Chennai: Margham, 2007.	

3	Jain S.P and K.L Narang. <i>Advanced Accountancy</i> , (Part II).Kalyani, 2007.
4	Maheshwari S.N, <i>Advanced Accountancy</i> (Part1I). Vikas, 2007.
5	Man Mohan and S.N. Goyal. <i>Principles of Management Accounting</i> . Agra: SahityaShawan, 2017
Reference Books	
1.	Dr.K.Ganesan & S. Ushena Begam, <i>Accounting for Managers</i> – Volume II, Charulatha Publications, Chennai
2.	T. S. Reddy and Hari Prasad Reddy- <i>Management Accounting</i> , Margham Publication, 2016
3.	Antony Atkinson, Rebert S Kalpan, <i>Advance Management Accounting</i> , Pearson Publications,2015
4.	Horngren Sunderu Stratton, <i>Introduction to Management Accounting</i> , Pearson Education,2013.
5.	Rajiv Kumar Goel & Ishaan Goel, <i>Concept Building Approach to Management Accounting</i> ,2019
6.	Colin Drury, <i>Management and Cost Accounting</i> (with Course Mate and eBook Access), Cengage, 2015
Web Resources	
1.	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/
2.	https://efinancemanagement.com/financial-accounting/management-accounting
3.	http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859
4.	https://www.wallstreetmojo.com/ratio-analysis/
5.	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-variance-analysis-cost-accounting/10656

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	2	2	2	3	1	2
CO 2	3	2	2	2	2	3	1	3
CO 3	3	2	2	2	2	3	1	3
CO 4	3	2	2	2	2	3	1	2
CO 5	3	2	2	2	2	3	1	2

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Inst. Hours	Marks		
					CIAE	External	Total
23UBAGE21	INTERNATIONAL BUSINESS	Generic Elective	3	4	25	75	100

Learning Objectives		
L1	To familiarize students with basic concepts of International Business	
L2	To impart knowledge about theories of international trade	
L3	To know the concepts of foreign exchange market and foreign direct investment	
L4	To understand the global environment	
L5	To gain knowledge on the Contemporary Issues of International Business	
UNIT	Contents	No. of Hours
I	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.	12
II	Introduction of Trade theories-Mercantilism -Absolute Advantage -Comparative Advantage -Heckscher-Ohlin Theory -The New Trade Theory -Porter's Diamond Competitive Advantage Theory.	12
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.	12
IV	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.	12
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO	12
Total		60
Course Outcomes		
CO	On completion of this course, students will	Knowledge Level
1	Discuss the modes of entry to International Business	K1,K2,K3,K4
2	Explain international trade theories	K1,K2,K3,K4,K5,K6
3	Understand Foreign exchange market and FDI	K1,K2,K3,K4,K5,K6

4	Outline the Global Business Environment	K1,K2,K3,K4,K5,K6
5	Identify the relevance of international institutions and trading blocs.	K1,K2,K3,K4,K5

Textbooks	
1	Gupta CB, <i>International Business</i> , S Chand & Co. Ltd, 2014
2	Bhattacharya, B., <i>Going International: Response Strategies of the Indian Sector</i> , Wheeler Publishing, New Delhi
3	Hill, C.W.L. and Jain, A.K., <i>International Business: Competing in the Global Marketplace</i> , 11th Edition, Tata McGraw-Hill Education, 2018.
4	Cherunilam, F., <i>International Business: Text and Cases</i> , 5th Edition, PHI Learning, 2010
5	Paul, J., <i>International Business</i> , 5th Edition, PHI Learning, 2010
Reference Books	
1.	Deresky, H., <i>International Management: Managing Across Borders and Cultures</i> , 6th Edition, Pearson, 2011.
2.	Griffin, R., <i>International Business</i> , 7th Edition, Pearson Education, 2012.
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, <i>International Business The New Realities</i> , 4 th edition, Pearson, 2017
4.	Aswathappa K , <i>International Business</i> , 7th Edition, McGraw-Hill, 2020
5.	Subba Rao P, <i>International Business, (Text and Cases)</i> , Himalaya Publishing House, 2016
Web Resources	
1.	https://online.hbs.edu/blog/post/international-business-examples
2.	https://saylordotorg.github.io/text_international-business
3.	https://www.imf.org/en/home
4.	https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/
5.	http://www.simplynotes.in/e-notes/mbabba/international-business-management/

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	3	2	2	2
CO 2	2	2	3	3	3	2	2	3
CO 3	3	3	2	2	2	2	2	2
CO 4	3	3	2	3	3	2	2	3
CO 5	2	2	2	2	2	3	3	3

Strong-3 Medium-2 Low-1
Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Inst. Hours	Marks		
					CIAE	External	Total
23UBASE22	BUSINESS ETIQUETTE AND CORPORATE GROOMING	SEC	2	2	25	75	100

Learning Objectives		
L1	To impart knowledge about basic etiquettes in professional conduct	
L2	To provide understanding about the workplace courtesy and ethical issues involved	
L3	To suggest on guidelines in managing rude and impatient clients	
L4	To familiarize students about significance of cultural sensitivity and the relative business attire	
L5	To stress on the importance of attire	
UNIT	Contents	No. of Hours
I	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.	6
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer 's perspective - Hierarchy and Protocol. Ethical issues – preventing sexual harassment –conflicted solution strategies-Choosing appropriate gift in the business environment- real life work place scenarios -company policy for business etiquette	6
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines -Basicdisability Etiquette practices	6
IV	Diversity and Cultural Awareness at Workplace Impact of diversity – Cultural Sensitivity-Taboos and Practices- Inter-Cultural Communication	6
V	Business Attire and Professionalism Business style and professional image-dress code-guidelines for appropriate business attire -grooming for success.	6
Total		30

Course Outcomes		
CO	On completion of this course, students will	Knowledge Level
1	Describe basic concepts of business etiquette and corporate grooming.	K1,K2,K3,K4

2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	K1,K2,K3,K4,K5,K6
3	Create cultural awareness and moral practices in real life workplace scenarios	K1,K2,K3,K4,K5,K6
4	Analyze work place courtesy and resolve ethical issues with respect to etiquette and grooming for success	K1,K2,K3,K4,K5,K6
5	Apply the professionalism in the work place considering diversity and courtesy	K1,K2,K3,K4,K5
Textbooks		
1	<i>Journal of Computer Mediated Communication</i> By ICA	
2	<i>Business and Professional Communication</i> by Sage Journals	
3	<i>Business Etiquette Made Easy: The Essential Guide to Professional Success</i> by Myka Meier, Sky horse	
4	<i>Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success</i> by Peggy Post and Peter Post, William Morrow	
5	Shital Kakkar Mehra, – <i>Business Etiquette: A guide for the Indian Professional</i> , Harper (2012)	
Reference Books		
1.	<i>Indian Business Etiquette</i> , Raghu Palat, JAICO Publishers	
2.	Nina Kochhar, – <i>At Ease with Etiquette</i> , B.jain Publisher,2011	
3.	Nimeran Sahukar, PremP.Bhalla,, The <i>Book of Etiquette and manners</i> , Pustak Mahi publishers, 2004	
4.	Sarvesh Gulati(2012), <i>Corporate Grooming and Etiquette</i> , Rupa Publications India Pvt. Ltd.	
5.	<i>The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success</i> by Barbara Pachter, Mc Graw Hill Education	
Web Resources		
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	
3.	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4.	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5.	https://wikieducator.org/Business_etiquette_and_grooming	

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	3	3	3	2	2	3
CO 2	2	2	3	3	3	2	2	3
CO 3	2	2	3	3	3	2	2	3
CO 4	2	2	3	3	3	3	2	3
CO 5	2	2	2	3	3	3	2	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UBASE11	BASICS OF EVENT MANAGEMENT	NME	2	2	25	75	100

Learning Objectives		
L1	To know the basic of event management its concepts	
L2	To make an event design	
L3	To make feasibility analysis for event.	
L4	To understand the 5 Ps of Event Marketing	
L5	To know the financial aspects of event management and its promotion	
UNIT	Contents	No. of Hours
I	Introduction: Event Management – Definition, Need, Importance, Activities.	6
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design	6
III	Event Feasibility: Resources – Feasibility, SWOT Analysis	6
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	6
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship	6
	Total	30
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	To understand basics of event management	K1,K2,K3,K4
2	To design events	K1,K2,K3,K4,K5,K6
3	To study feasibility of organising an event	K1,K2,K3,K4,K5,K6
4	To gain Familiarity with marketing & promotion of event	K1,K2,K3,K4,K5,K6
5	To develop event budget	K1,K2,K3,K4,K5
Textbooks		
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
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Reference Books	
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers
2.	Successful Event Management By Anton Shone & Bryn Parry
3.	Event management, an integrated & practical approach By Razaq Raj, PaulWalters & Tahir Rashid
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadini k Create Space Independent Publishing Platform, 2015
Web Resources	
1.	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2.	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management
3.	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management
4.	https://www.eventbrite.com/blog/?s=roundup
5.	https://www.eventindustrynews.com/

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3	3	3	2	3	3	3
CO 2	2	3	3	3	2	3	3	3
CO 3	3	2	3	3	3	3	3	2
CO 4	3	2	3	3	3	3	3	3
CO 5	2	3	3	3	2	3	3	3

S-Strong-3 M-Medium-2 L-Low-1

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Strong-3 M-Medium-2 L-Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UBASE21	MANAGERIAL SKILL DEVELOPMENT	NME	2	2	25	75	100

Learning Objectives		
L1	To improve the self-confidence, groom the personality and build emotional competence	
L2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.	
L3	To assess the Emotional intelligence	
L4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions	
L5	To improve professional etiquettes	
UNIT	Contents	No. of Hours
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self -confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills	6
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.	6
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.	6
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.	6
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions	6
Total		30
Course Outcomes		Knowledge Level

CO	On completion of this course, students will	
1	To define pre-interview stage and factors consider in choosing a job for applying certificate arrangements	K1,K2,K3,K4
2	To analyse need for punctuality and dress code	K1,K2,K3,K4,K5,K6
3	To explain attitude formation and its components	K1,K2,K3,K4,K5,K6
4	To define territories and zones.	K1,K2,K3,K4,K5,K6
5	To measure hand and arm gestures and courtship gestures	K1,K2,K3,K4,K5
Textbooks		
1	https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5298161/	
2	https://central.edu/writing-anthology/2019/06/04/dress-codes-in-the-workplace-effects-on-organizational-culture/	
3	https://www.verywellmind.com/attitudes-how-they-form-change-shape-behavior-2795897	
4	https://escholarship.org/uc/territories/1/1	
5	https://www.sciencedirect.com/science/article/abs/pii/S1090513804000601	
Reference Books		
1.	ShalibniVarma – –art of reading gestures and posture – , S.Chand & Co	
2.	Allasn Pease – –How to read others thoughts – ,Sudha Publications, New Delhi	
3.	Farhatullah – –Planning Career in 21st Century Job Market – –Boston Publishers. Sudhir Andrews – –How to succeed Interviews – - Tata Mc Graw Hill Company.	
4.	Vinay Mohan – –Understanding Body Language - Pustak Mahal publications.	
5.	Diane Berk – –Preparing for interview, Viva Books Pvt. Ltd.	
Web Resources		
1.	https://www.businessmanagementideas.com/human-resource-management-2/types-of-interviews/types-of-interviews/2022	
2.	https://www.vedantu.com/blog/punctuality-is-the-key-to-success	
3.	https://study.com/learn/lesson/negative-attitude-concept-examples.html	
4.	https://www.academia.edu/19393692/body_language	
5.	https://www.paulekman.com/nonverbal-communication/types-of-gestures/	

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	3	3	3	2	2	3
CO 2	2	2	3	3	3	3	3	2
CO 3	3	3	3	3	3	3	3	1
CO 4	3	3	3	3	3	3	2	3
CO 5	2	2	3	3	3	2	3	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3 Medium-2 Low-1