

Affiliated Colleges

115. Bachelor of Business Administration

Programme Structure and Scheme of Examination (under CBCS)

(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)

| Course Code | Part | Study Components & Course Title | Credit | Hours/ Week | Maximum Marks | | |
|-------------------------------------|------|--|--------|-------------|---------------|-----|-------|
| | | | | | CIA | ESE | Total |
| | | SEMESTER – I | | | | | |
| 23UTAML11 23UHINL11 23UFREL11 | I | Language - I பொது தமிழ்-I Hindi-I French-I | 3 | 6 | 25 | 75 | 100 |
| 23UENGL12 | II | General English-I | 3 | 6 | 25 | 75 | 100 |
| 23UBBAC13 | | Core – I Principles of Management | 5 | 5 | 25 | 75 | 100 |
| 23UBBAC14 | | Core -II Accounting for Managers | 5 | 5 | 25 | 75 | 100 |
| 23UBBAE15-1 23UBBAE15-2 | III | Departmental Elective - I Generic / Discipline Specific Managerial Economics (OR) Business Organisation | 3 | 4 | 25 | 75 | 100 |
| | IV | Skill Enhancement course- 1 (NME-I) | 2 | 2 | 25 | 75 | 100 |
| 23UBBAF17 | | Foundation Course: Managerial Communication | 2 | 2 | 25 | 75 | 100 |
| | | Total | 23 | 30 | | | 700 |
| | | SEMESTER – II | | | | | |
| 23UTAML21 23UHINL21 23UFREL21 | I | Language – II பொது தமிழ்-II Hindi—II French-II | 3 | 6 | 25 | 75 | 100 |
| 23UENGL22 | II | General English-II | 3 | 6 | 25 | 75 | 100 |
| 23UBBAC23 | III | Core - III Marketing Management | 5 | 5 | 25 | 75 | 100 |
| 23UBBAC24 | | Core - IV Business Environment | 5 | 5 | 25 | 75 | 100 |
| 23UBBAE25 | | Departmental Elective - II Generic / Discipline Specific International Business (OR) Principles of Banking System | 3 | 4 | 25 | 75 | 100 |
| | IV | Skill Enhancement course- 2 (NME-II) | 2 | 2 | 25 | 75 | 100 |
| 23USECG27 | | Skill Enhancement course- 3 INTERNET AND ITS APPLICATIONS (Common Paper) | 2 | 2 | 25 | 75 | 100 |
| | | Total | 23 | 30 | | | 700 |

List of Non-Major Elective Courses Offered to Other Departments

| Semester | Course Code | Course Title | H/W | C | CIA | ESE | Total |
|-----------------|--------------------|------------------------------|------------|----------|------------|------------|--------------|
| I | 23UBBAN16 | Basics of Event Management | 2 | 2 | 25 | 75 | 100 |
| II | 23UBBAN26 | Managerial Skill Development | 2 | 2 | 25 | 75 | 100 |

B.B.A., GENERAL

| LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME | |
|--|---|
| Programme: | B.B.A., General |
| Programme Code: | |
| 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 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</p> |

| | |
|-------------------------------------|--|
| | <p>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 trades and demands of work place through knowledge/skill development/reskilling.</p> |
| Programme Specific Outcomes: | <p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p> |

| | 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

Core-I

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours |
|---------------------|---------------------------------|-----------------|----------|----------|----------|----------|----------------|--------------------|
| 23UBBAC13 | Principles of Management | Core-I | Y | - | - | - | 5 | 5 |

Learning Objectives

1. To impart knowledge about evolution of management
2. To provide understanding on planning process and importance of decision making in organization
3. To learn the application of principles in organization
4. To study the process of effective controlling in organization
5. To familiarize students about significance of ethics in business and its implications.

UNIT – I

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Principles.

UNIT – 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.

UNIT – III

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

UNIT – IV

Direction – Nature and Purpose – Staffing – Recruitment & Selection - Controlling – Meaning and Importance – Control Process.

UNIT – V

Co-ordination – Need, types & Techniques for Excellent Coordination - Definition of Business ethics - Role and importance of Business Ethics and Values in Business

Course Outcomes

On completion of this course, students will;

1. Describe nature, scope, role, levels, functions and approaches of management
2. Apply planning and decision making in management

3. Identify organization structure and various organizing techniques
4. Understand Direction, Co-ordination & Control mechanisms
5. Relate and infer ethical practices of organisation.

Reading list

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.

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, 8 th 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>

OUTCOME MAPPING:

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO 1 | M | S | S | S | S | S | S | S |
| CO 2 | S | S | S | S | M | M | S | S |
| CO 3 | M | S | S | M | S | S | S | S |
| CO 4 | S | M | S | S | S | S | S | S |
| CO 5 | S | S | S | S | S | S | S | S |

CO-PO Mapping with program specific outcomes ,**Level of Correlation between PSO's and CO's**

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 |
|--|-------------|-------------|-------------|-------------|-------------|
| 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 |
| Weightage | 15 | 15 | 15 | 15 | 15 |
| Weighted percentage of Course Contribution to Pos | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |
| CO1 | 3 | 3 | 3 | 3 | 3 |

CORE – II

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours |
|--------------|-------------------------|----------|---|---|---|---|---------|-------------|
| 23UBBAC14 | Accounting for Managers | Core-II | Y | - | - | - | 5 | 5 |

Learning Objectives

1. To impart knowledge about basic concepts of accounting its applications
2. To analyze and interpret financial reports of a company
3. To understand the gross profit and net profit earned by organization
4. To foster knowledge on Depreciation Accounting.
5. To understand the procedures of Accounting under Single entry system

UNIT – 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

UNIT – II

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

UNIT – 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

UNIT – IV

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System

UNIT – V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Course Outcomes

On completion of this course, students will;

1. Prepare Journal, ledger, trial balance and cash book

2. Classify errors and making rectification entries
3. Prepare final accounts with adjustments
4. Pass depreciation entries and prepare depreciation accounts
5. Prepare single and double entry system of accounting.

Reading list

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, New 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 & 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>

OUTCOME MAPPING:

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | M | M | M | M | M | S | L | M |

| | | | | | | | | |
|-------------|---|---|---|---|---|---|---|---|
| CO 2 | S | M | M | M | M | S | L | S |
| CO 3 | S | M | M | M | M | S | L | S |
| CO 4 | S | M | M | M | M | S | L | M |
| CO 5 | S | M | M | M | M | S | L | M |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

| CO /PO | 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 |
| | 3 | 3 | 3 | 3 | 3 |
| | 15 | 15 | 15 | 15 | 15 |
| Weighted percentage of Course Contribution to Pos | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

DEPARTMENTAL ELECTIVE – I

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours |
|--------------|----------------------|------------------|---|---|---|---|---------|-------------|
| 23UBBAE15-1 | Managerial Economics | Generic Elective | Y | - | - | - | 3 | 4 |

Learning Objectives

1. To familiarize students with concepts of economics and its relevant in business scenario
2. To understand the applications & implications of economics in decision-making and problem solving.
3. To understand the optimal point of productivity of a firm.
4. To describe the pricing strategies that are consistent with evolving marketing needs
5. To Provide insights to the various market structures in an economy.

UNIT – 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.

UNIT – 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.

UNIT – 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.

UNIT – IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT – V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Course Outcomes

On completion of this course, students will;

1. Analyze & apply the various economic concepts in individual & business decisions.

2. Explain demand concepts, underlying theories and identify demand forecasting techniques.
3. Employ production, cost and supply analysis for business decision making
4. Identify pricing strategies
5. Classify market under competitive scenarios.

Reading list

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. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
3. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
4. <http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
5. <https://www.intelligenteconomist.com/profit-maximization-rule/>

OUTCOME MAPPING:

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | M | S | M | M | M | S | L | M |
| CO2 | S | L | M | M | | S | | S |

| | | | | | | | | |
|------------|---|---|---|---|---|---|--|---|
| CO3 | S | S | M | M | M | S | | M |
| CO4 | S | S | M | M | | S | | M |
| CO5 | | S | M | M | | S | | S |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

| CO /PO | 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 |
| Weightage | 15 | 15 | 15 | 15 | 15 |
| Weighted percentage of Course Contribution to PO's | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

DEPARTMENTAL ELECTIVE – I

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours |
|--------------|------------------------------|------------------|---|---|---|---|---------|-------------|
| 23UBBAE15-2 | Business Organisation | Generic Elective | Y | - | - | - | 3 | 4 |

Learning Objectives

1. The course aims to provide the basic concept and knowledge with regard to business enterprises and its functional areas.
2. To know about Business Ethics
3. To understand the various forms of Business.
4. To know about various types of companies to start an organization
5. To create the Knowledge about Business

UNIT – I

Business Organization: Definition, Concept, Characteristics, Objectives, Significance, Components, Functions.

UNIT – II

Business ethics, social responsibilities of Business, Promotions of Business: Meaning, Functions, Stages of Promotion.

UNIT – III

Forms of Business Organization: Detailed Study of Sole Proprietorship and Partnership.

UNIT – IV

Company Organisation: Meaning, Definition, Formation of Private and Public Company, Merits and Demerits, Types of Companies, Cooperative Organisation-Meaning, Significance and its Merits - Demerits.

UNIT – V

Public Enterprises: Concept, Meaning, Characteristic, Objectives and Significance. Multi-National Corporations. (MNC'S) - An Introduction in India.

Course Outcomes

1. To introduce the concepts and forms of business organization and provide insights into advertising and stock exchange.
2. To learn about the various forms of business organization and the process of setting a new venture entity under a country's legal-economic structure
3. To explore the international prospects of trade and business under globalization and understand the working of different functionaries of business
4. To acquaint the students with the forms of business organization.
5. To create the Knowledge about Business

Reading list

1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organisation, Pearson Education, New Delhi

Reference Books

1. Dr.Padmakar Astana-Business organisation
2. C.D.Balaji-Business organisation
3. R.K.Sharma-Business Organisation

Web Resources

OUTCOME MAPPING:

| | PO1 | PO2 | PO3 | PO 4 | PO 5 | PO 6 | | |
|------|-----|-----|-----|------|------|------|--|--|
| CO 1 | S | | M | | M | | | |
| CO 2 | | | M | M | M | | | |
| CO 3 | S | | M | | | M | | |
| CO 4 | | | | M | M | | | |
| CO 5 | M | | M | | | M | | |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

| CO /PO | 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 |
| Weightage | 15 | 15 | 15 | 15 | 15 |
| Weighted percentage of Course Contribution to PO's | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|--------------|----------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 23UBBAN16 | Basics of Event Management | NME-I | Y | - | - | - | 2 | 2 | 25 | 75 | 100 |

Learning Objectives

1. To know the basic of event management its concepts
2. To make an event design
3. To make feasibility analysis for event.
4. To understand the 5 Ps of Event Marketing
5. To know the financial aspects of event management and its promotion

UNIT – I

Introduction: Event Management – Definition, Need, Importance, Activities.

UNIT – II

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

UNIT – III

Event Feasibility: Resources – Feasibility, SWOT Analysis

UNIT – IV

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

UNIT – V

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

Course Outcomes

1. To understand basics of event management
2. To design events
3. To study feasibility of organising an event
4. To gain Familiarity with marketing & promotion of event
5. To develop event budget

Reading list

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 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, Paul Walters & 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 Genadinik CreateSpace 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/>

OUTCOME MAPPING:

| | PO1 | PO2 | PO3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|
| CO 1 | M | S | S | S | M | S | S | S |
| CO 2 | M | S | S | S | M | S | S | S |
| CO 3 | S | M | S | S | S | S | S | M |
| CO 4 | S | M | S | S | S | S | S | S |
| CO 5 | M | S | S | S | M | S | S | S |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

| CO/PO | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
|--|--------------|--------------|--------------|--------------|--------------|
| CO 1 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 3 | 3 | 3 | 3 |
| Weightage | 15 | 15 | 15 | 15 | 15 |
| Weighted Percentage of Course Contribution to Pos | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|--------------|--|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 23UBBAF17 | Foundation Course: Managerial Communication | | Y | - | - | - | 2 | 2 | 25 | 75 | 100 |

Learning Objectives

1. To educate students role & importance of communication skills
2. To build their listening, reading, writing & speaking communication skills.
3. To introduce the modern communication for managers.
4. To understand the skills required for facing interview
5. To facilitate the students to understand the concept of Communication.

UNIT – I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

UNIT – II

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

UNIT – III

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

UNIT – IV

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

UNIT – V

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

Course Outcomes

On completion of this course, students will;

1. Understand communication process and its barriers.
2. Develop business letters in different scenarios
3. Develop oral communication skills & conducting interviews
4. Use managerial writing for business communication
5. Identify usage of modern communication tools & its significance for managers

Reading list

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 - 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 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>

OUTCOME MAPPING:

| | PO1 | PO2 | PO3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|
| CO 1 | S | S | M | S | M | S | S | S |
| CO 2 | S | S | S | S | S | S | M | M |
| CO 3 | M | S | S | S | S | S | S | M |
| CO 4 | S | S | M | S | S | S | M | S |
| CO 5 | M | M | S | S | S | S | S | S |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

| CO /PO | 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 |
| Weightage | 15 | 15 | 15 | 15 | 15 |
| Weighted percentage of Course Contribution to Pos | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

SEMESTER - II

CORE – III

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours |
|--------------|----------------------|----------|---|---|---|---|---------|-------------|
| 23UBBAC23 | MARKETING MANAGEMENT | Core-III | Y | - | - | - | 5 | 5 |

Learning Objectives

1. To understand the marketplace
2. To identify the market segmentation and the Product mix
3. To select the different pricing methods and channels of distribution.
4. To know the communication mix and sales promotion tools
5. To prepare according to the latest trends in market.

UNIT – 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

UNIT – 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.

UNIT – III

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market
Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

UNIT – 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.

UNIT – V

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force–
Digital Marketing: Introduction- Applications & Benefits -

Course Outcomes

On completion of this course, students will:

1. To list and identify the core concepts of Marketing and its mix.
2. To sketch the market segmentation, nature of product, PLC
3. To analyze the appropriate pricing methods
4. To determine the importance of various media
5. To assess the sales force and applications of digital marketing

Reading list

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.stiperdharmawacana.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)

OUTCOME MAPPING:

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO 1 | S | S | M | M | M | S | M | M |
| CO 2 | S | S | M | S | M | S | M | S |
| CO 3 | S | S | M | M | M | S | M | S |
| CO 4 | S | S | M | M | M | S | M | M |
| CO 5 | S | S | M | M | M | S | M | S |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**Level of Correlation between PSO's and CO's**

| CO/PO | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
|--|--------------|--------------|--------------|--------------|--------------|
| CO 1 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 2 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 15 | 15 | 14 | 15 |
| Weighted Percentage of Course Contribution to Pos | 2.8 | 3.0 | 3.0 | 2.8 | 3.0 |

CORE – IV

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours |
|--------------|-----------------------------|----------|---|---|---|---|---------|-------------|
| 23UBBAC24 | Business Environment | Core | Y | - | - | - | 5 | 5 |

Learning Objectives

1. To impart knowledge on the concept of business environment & its significance.
2. To know the various environment factors and its impact on business.
3. To throw light on importance of the types of Social Organization.
4. To discuss on the role of Planning.
5. To create awareness of RBI & Stock Exchange.

UNIT – I

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions

UNIT – II

Political Environment – Government and Business relationships in India

UNIT – III

Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization

UNIT – IV

Economic Environment – Economic systems and their impact of business – Role of planning - NITI aayog.

UNIT – V

Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non-Banking Financial Companies NBFCs

Course Outcomes

On completion of this course, students will;

1. To understand the concepts of Business Environment.
2. To apply knowledge in the business and strategic decisions.
3. To analyze the importance of business.
4. To evaluate the types of business environment and its global impact.
5. To construct and stimulate environment for real-time business.

Reading list

1. Francis Cherunilam, 2002, *Business environment*, Himalaya Publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran, *Business Environment*, Margham Publications.
3. K.Ashwathappa, 1997, *Essentials of Business Environment*, Himalaya Publishing House, 6th Edition, India.
4. Joshi Rosy Kapoor Sangam, *Business Environment*, Kalyani Publishers, Ludhiana.
5. C B Gupta, *Business Environment*, Sultan Chand & Sons, 2018.

Reference Books

1. Justin Paul, *Business Environment*, Tata McGraw Hill, New Delhi, 2006.
2. John Brinkman, Ilve Navarro Bateman, Donna Harper, Caroline Hodgson, *Unlocking the Business Environment*, Routledge.
3. Shaikh Saleem, *Business Environment*, Pearson Education; Fourth edition (15 July 2020); Pearson Education.
4. Dr.Amit Kumar, *Business Environment*, Sahitya Bhawan Publications; 2021st edition (1 January 2019).
5. Wim Hulleman and Ad Marijs, *Economics and Business Environment*, Routledge.

Web Resources

1. <https://pestleanalysis.com/political-factors-affecting-business/>
2. https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf
3. <https://www.marketingtutor.net/political-factors-affect-business/>
4. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>
5. <https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-political-environment/>

OUTCOME MAPPING:

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO 1 | S | S | M | S | S | M | S | S |
| CO 2 | S | S | M | S | S | M | S | S |
| CO 3 | S | S | M | M | S | M | S | S |
| CO 4 | S | S | M | S | S | M | S | S |
| CO 5 | S | S | M | S | S | S | S | S |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

| CO/PO | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
|--|--------------|--------------|--------------|--------------|--------------|
| CO 1 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 3 | 3 | 3 | 3 |
| Weightage | 15 | 15 | 15 | 15 | 15 |
| Weighted Percentage of Course Contribution to POs | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

DEPARTMENTAL ELECTIVE – II

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours |
|--------------|-------------------------------|------------------|---|---|---|---|---------|-------------|
| 23UBBAE25-1 | International Business | Generic Elective | Y | - | - | - | 3 | 4 |

Learning Objectives

1. To familiarize students with basic concepts of International Business
2. To impart knowledge about theories of international trade
3. To know the concepts of foreign exchange market and foreign direct investment
4. To understand the global environment
5. To gain knowledge on the Contemporary Issues of International Business

UNIT – 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.

UNIT – II

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

UNIT – 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.

UNIT – IV

Drivers in Globalisation - Globalisation 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.

UNIT – 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.

Course Outcomes

On Completion of the course the students will

1. Discuss the modes of entry to International Business
2. Explain international trade theories
3. Understand Foreign exchange market and FDI
4. Outline the Global Business Environment
5. Identify the relevance of international institutions and trading blocs.

Reading list

1. Gupta CB, 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 Books

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th 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 P, International Business, (Text and Cases), 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/>

OUTCOME MAPPING:

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | S | M | M | M | S | S | M | M |
| CO2 | M | M | S | S | S | S | M | S |
| CO3 | S | S | M | M | M | S | M | M |
| CO4 | S | S | M | S | S | S | M | S |
| CO5 | M | M | M | M | M | M | S | S |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**Level of Correlation between PSO's and CO's**

| CO/PO | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
|--|--------------|--------------|--------------|--------------|--------------|
| CO 1 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 3 | 3 | 3 | 2 |
| Weightage | 15 | 15 | 15 | 15 | 14 |
| Weighted Percentage of Course Contribution to Pos | 3.0 | 3.0 | 3.0 | 3.0 | 2.8 |

DEPARTMENTAL ELECTIVE – II

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours |
|--------------|-------------------------------------|------------------|---|---|---|---|---------|-------------|
| 23UBBAE25-2 | Principles Of Banking System | Generic Elective | Y | - | - | - | 3 | 4 |

Learning Objectives

1. To assist the students in understanding of the basic concepts in banking
2. To enlighten learners with the theoretical concepts of banking in India
3. To help them to attain the competencies required for a career in banking services

UNIT – I

Definition of Banking – Development of Banking in India-Classification of Banks – Nationalization of Banks

UNIT – II

Definition of the terms Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

UNIT – III

Reserve bank of India – Objectives – Functions- Private sector banks in India – Importance - Commercial Banking – Function – Types of accounts

UNIT – IV

Negotiable instrument – Meaning – Types - Cheques - Definition – Characteristics of Cheques – Crossing – Endorsement

UNIT – V

E-banking – Meaning – Service – Mobile Banking – Meaning – Service – Automated Teller machine (ATM) – Net Banking. Small Finance Bank - Foreign Bank.

Course Outcomes

1. After studied unit-1, the student will be able to learn the basic concepts of Banking and evolution of banking in India
2. After studied unit-2, the student will be able to know the relationship between the banker and the customer
3. After studied unit-3, the student will be able to have a clear picture about RBI and commercial banks
4. After studied unit-4, the student will be able to understand the different types of negotiable instruments
5. After studied unit-5, the student will be able to know the e-banking system and small, foreign banks

Reading list

1. Indian Banking – K. PARAMESWARAN & S. NATARAJAN, S.Chand& Company Ltd

Reference Books

2. Sundaram & Varshney P.N. – Banking Theory law and practice –Vijay Nichole Imprints Private Ltd
3. Natarajan, Indian Baking, S. Chand Publication

Web Resources

OUTCOME MAPPING:

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | | M | | | | | | |
| CO2 | | | | | | | | |
| CO3 | S | | S | | | | | |
| CO4 | | M | | | | | | |
| CO5 | | | L | | | | | |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**Level of Correlation between PSO's and CO's**

| CO/PO | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
|--|--------------|--------------|--------------|--------------|--------------|
| CO 1 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 2 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 3 | 3 | 2 | 3 |
| Weightage | 14 | 15 | 15 | 14 | 15 |
| Weighted Percentage of Course Contribution to Pos | 2.8 | 3.0 | 3.0 | 2.8 | 3.0 |

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|--------------|------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 23UBBAN26 | MANAGERIAL SKILL DEVELOPMENT | NME-2 | Y | - | - | - | 2 | 2 | 25 | 75 | 100 |

Learning Objectives

1. To improve the self-confidence, groom the personality and build emotional competence
2. To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
3. To assess the Emotional intelligence
4. To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
5. To improve professional etiquettes

UNIT – 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

UNIT – 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.

UNIT – 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.

UNIT – 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.

UNIT – 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 on current topics.

Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes

E-banking – Meaning – Service – Mobile Banking – Meaning – Service – Automated Teller machine (ATM) – Net Banking. Small Finance Bank - Foreign Bank.

Course Outcomes

On completion of this course, students will;

1. Identify the personal qualities that are needed to sustain in the world of work.
2. Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
3. Acquire practical management skills that are of immediate use in management or leadership positions.
4. Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
5. Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.

Reading list

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

Reference Books

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 Carrer by Dr. Sumeet Suseelan

Web Resources

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. https://www.academia.edu/4358901/managerial_skill_development_pdf
3. https://www.academia.edu/4358901/managerial_skill_development_pdf
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units->

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)

OUTCOME MAPPING:

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | M | M | S | S | S | M | M | S |
| CO2 | M | M | S | S | S | S | S | M |
| CO3 | S | S | S | S | S | S | S | |
| CO4 | S | S | S | S | S | S | M | S |
| CO5 | M | M | S | S | S | M | S | S |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

| CO/PO | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
|---|-------|-------|-------|-------|-------|
| CO 1 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 3 | 3 | 3 | 3 |
| Weightage | 15 | 15 | 15 | 15 | 15 |
| Weighted Percentage of Course Contribution to Pos | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

| Subject Code | Subject Name | Category | L | T | P | O | Credits | Inst. Hours | Marks | | |
|--------------|--|----------|---|---|---|---|---------|-------------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 23USECG27 | Skill Enhancement Course-3 INTERNET AND ITS APPLICATIONS (Common Paper) | | Y | - | - | - | 2 | 2 | 25 | 75 | 100 |

Learning Objectives

1. To impart knowledge about basic etiquettes in professional conduct
2. To provide understanding about the workplace courtesy and ethical issues involved
3. To suggest on guidelines in managing rude and impatient clients
4. To familiarize students about significance of cultural sensitivity and the relative business attire
5. To stress on the importance of attire

UNIT – 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.

UNIT – 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 – conflict resolution strategies-Choosing appropriate gift in the business environment - real life workplace scenarios – company policy for business etiquette.

UNIT – III

Telephone Etiquette, email etiquette and Disability Etiquette

Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices

UNIT – IV

Diversity and Cultural Awareness at Workplace

Impact of diversity-Cultural Sensitivity-

Taboos and Practices-Inter-Cultural Communication

UNIT – V

Business Attire and Professionalism Business style and professional image – dress code – guidelines for appropriate business attire – grooming for success

Course Outcomes

On completion of this course, students will;

1. Describe basic concepts of business etiquette and corporate grooming.
2. Outline the etiquette and grooming standards followed in business environment and the significance of communication
3. Create cultural awareness and moral practices in real life workplace scenarios
4. Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success
5. Apply the professionalism in the workplace considering diversity and courtesy

Reading list

1. Journal of Computer Mediated Communication By ICA
2. Business and Professional Communication by Sage Journals
3. Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
4. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5. Shital Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", Harper Collins Publisher (2012)

Reference Books

1. Indian Business Etiquette, Raghu Palat, JAICO Publishers
2. Nina Kochhar, "At Ease with Etiquette", B.jain Publisher,2011
3. Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and manners", Pustak Mahi 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 , 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](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

OUTCOME MAPPING:

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO1 | M | M | S | S | S | M | M | S |
| CO2 | M | M | S | S | S | M | M | S |
| CO3 | M | M | S | S | S | M | M | S |
| CO4 | M | M | S | S | S | S | M | S |
| CO5 | M | M | M | S | S | S | M | S |

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**Level of Correlation between PSO's and CO's**

| CO/PO | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
|--|--------------|--------------|--------------|--------------|--------------|
| CO 1 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | - | 3 | 3 | 3 | 3 |
| Weightage | 12 | 15 | 15 | 15 | 15 |
| Weighted Percentage of Course Contribution to Pos | 2.4 | 3.0 | 3.0 | 3.0 | 3.0 |