

J.J. College of Arts and Science (Autonomous)
PG and Research Department of Business Administration UG Programme-BBA
Proposed Course Structure based on TANSCHÉ &UGC-LOCF
Choice Based Credit System
(Applicable for the candidates admitted from academic year 2023-2024 onwards)

Sem	Part	Course code	Course Title	Hrs/ Week	Credit	Exam Hours	Marks		Total Marks
							Int	Ext	
I	I	U1R3TL1/ HL1/FL1	Language Course– I	6	3	3	25	75	100
	II	U1R3EL1	English Language course–I	6	3	3	25	75	100
	III	U1R3BACC1	principles of Management	5	5	3	25	75	100
		U1R3BACC2	Accounting for managers I	5	5	3	25	75	100
		U1R3BADSE1	Managerial Economics	4	3	3	25	75	100
	IV	U1R3BASEC1	Basics of Event Management (offered to other department)	2	2	3	25	75	100
		U1R3BAFC1	Managerial Communication	2	2	3	25	75	100
TOTAL				30	23	-	-	-	700
II	I	U2R3TL2	Language Course – II	6	3	3	25	75	100
	II	U2R3EL2	English Language course–II	4	3	3	25	75	100
	III	U2R3BACC3	Marketing Management	5	5	3	25	75	100
		U2R3BACC4	Accounting for Managers II	4	5	3	25	75	100
		U2R3BADSE2	International Trade	4	3	3	25	75	100
	IV	U2R3BASEC2 NME	Managerial Skill Development	2	2	3	25	75	100
		U2R3BASEC3	Business Etiquette and Corporate Grooming	2	2	3	25	75	100
EVS				1					
TOTAL				30	23	-	-	-	800
*NME : Choose any one from other Department									

Title of the Course	: PRINCIPLES OF MANAGEMENT		
Course Code	: U1R3BACC1	Credits	: 05
Category of the Course	: Core Course	Marks	: CIA: 25+Ext:75 = 100
Nature of the Course	: Employability	Total Hrs	: 75
Semester	: I	Hrs / Week	: 5

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.

COURSE OBJECTIVES :

UNIT –I

(Inst.Hrs:15)

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.

UNIT –II

(Inst.Hrs:15)

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

(Inst.Hrs:15)

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

(Inst.Hrs:15)

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT-V

(Inst.Hrs:15)

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.

TEXT BOOK:

- 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 BOOK:

- 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,2 017
- 4.Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5. Harold Koontz, HienzWehrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

Web Resources:

<https://WWW.tooldhero.com/management/14-principles-of-management/>

<https://open.umn.edu/opentextbooks/textbooks/693>

<https://open.umn.edu/opentextbooks/textbooks/34>

<https://openstax.org/subjects/business>

<https://blog.hubspot.com/marketing/management-principles>

COURSE OUTCOMES:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
After Completion of This Course, Students Would be able to		
CO1	Describe nature, scope, role, levels, functions and approaches of management	K1
CO2	Apply planning and decision making in management	K2
CO3	Identify organization structure and various organizing techniques	K3
CO4	Understand Direction, Co-ordination & Control mechanisms	K3
CO5	Relate and infer ethical practices of organisation.	K4

RELATIONSHIP MATRIX FOR CO, PO & PSO :

Course Outcomes	Program Outcomes (Pos)								Program Specific Outcomes (PSO)					Mean Score of CO's
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	3	3	3	3	3	3	3	3	3	3	2.9
CO2	3	3	3	3	2	2	3	3	3	3	3	3	3	2.8
CO3	2	3	3	2	3	3	3	3	3	3	3	3	3	2.8
CO4	3	2	3	3	3	3	3	3	3	3	3	3	3	2.9
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.0
	Mean overall Score													2.9

Title of the Course	: ACCOUNTING FOR MANAGERS I		
Course Code	: U1R3BACC2	Credits	: 05
Category of the Course	: Core Course	Marks	: CIA: 25+Ext:75 = 100
Nature of the Course	: Employability	Total Hrs	: 75
Semester	: I	Hrs / Week	: 5

COURSE 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: **(Inst.Hrs:15)**
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: **(Inst.Hrs:15)**
Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

UNIT III: **(Inst.Hrs:15)**
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: **(Inst.Hrs:15)**
Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

UNIT V: **(Inst.Hrs:15)**
Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

TEXT BOOKS:

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,Newdelhi, 15th edition.
5. Tulsian P.C., 2006,Financial Accounting, Perason Education.

REFERENCES BOOKS:

1. TS Reddy & A.Murthy, Financial Accounting,Margham Publications, 6th edition.
2. David Koltz; Financial Accounting, Taylor and Francis group,USA 2017
3. MN Arora; Accounting for Management- Himalaya Publications House 2019.
4. SN Maheswari; Financial Accounting-Vikas Publishing House, Jan 2018.
5. T.HorngrenCharles.I.Sundern Gary, A.Elliott John ;Introduction to Financial Accounting, Pearson Publications Oct 2017.

WEB RESOURCES:

<https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>

<https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>

https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system

<https://www.profitbooks.net/what-is-depreciation>

COURSE OUTCOMES:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
After Completion of This Course, Students Would be able to		
CO1	Prepare Journal, ledger, trial balance and cash book	K2
CO2	Classify errors and making rectification entries	K2
CO3	Prepare final accounts with adjustments	K3
CO4	Pass depreciation entries and prepare depreciation accounts	K4
C05	Prepare single and double entry system of accounting.	K4

RELATIONSHIP MATRIX FOR CO, PO & PSO :

Course Outcomes	Program Outcomes (Pos)								Program Specific Outcomes (PSO)					Mean Score of CO's
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	2	3	3	3	3	3	3	2.9
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3	3.0
CO3	3	3	3	3	3	2	3	3	3	3	3	3	3	2.9
CO4	3	3	3	3	3	2	3	3	3	3	3	3	3	2.9
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3	3.0
	Mean over all Score													2.9

Title of the Course	: MANAGERIAL ECONOMICS		
Course Code	: U1R3BADSE1	Credits	: 03
Category of the Course	: Discipline Specific Elective	Marks	: CIA: 25+Ext:75 = 100
Nature of the Course	: Employability	Total Hrs	: 60
Semester	: I	Hrs / Week	: 4

COURSE 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: (Inst.Hrs:12)

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: (Inst.Hrs:12)

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: (Inst.Hrs:12)

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: (Inst.Hrs:12)

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

UNIT V: (Inst.Hrs:12)

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

TEXT BOOK:

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,

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.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
5. <https://www.intelligenteconomist.com/profit-maximization-rule>

COURSE OUTCOMES:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
After Completion of This Course, Students Would be able to		
CO1	Analyze & apply the various economic concepts in individual & business decisions.	K2
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K2
CO3	Employ production, cost and supply analysis for business decision making	K3
CO4	Identify pricing strategies	K4
CO5	Classify market under competitive scenarios.	K4

RELATIONSHIP MATRIX FOR CO, PO & PSO:

Course Outcomes	Program Outcomes (Pos)								Program Specific Outcomes (PSO)					Mean Score of CO's
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	3	2	2	3	3	3	3	3	3	2.7
CO2	3	3	3	3	3	2	2	2	3	3	3	3	3	2.7
CO3	2	2	3	3	3	3	3	3	3	3	3	3	3	2.8
CO4	2	3	3	3	3	3	2	3	3	3	3	3	3	2.8
CO5	3	2	3	3	3	3	2	2	3	3	3	3	3	2.7
	Mean over all Score													2.7

Title of the Course	: BASICS OF EVENT MANAGEMENT		
Course Code	: U1R3BASEC1	Credits	: 02
Category of the Course	: Skill Enhancement Course	Marks	: CIA: 25+Ext:75 = 100
Nature of the Course	: Employability	Total Hrs	: 30
Semester	: I	Hrs / Week	: 2

COURSE 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: (Inst.Hrs:6)

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

UNIT II: (Inst.Hrs:6)

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

UNIT III: (Inst.Hrs:6)

Event Feasibility: Resources – Feasibility, SWOT Analysis

UNIT IV: (Inst.Hrs:6)

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

UNIT V: (Inst.Hrs:6)

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

TEXT BOOK:

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

REFERENCE BOOK:

- 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:

- https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
- <https://www.inderscience.com/jhome.php?jcode=ijhem> International Journal of Hospitality & Event Management
- <https://www.emeraldgrouppublishing.com/journal/ijefm> International Journal of Event and Festival Management

COURSE OUTCOMES:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
After Completion of This Course, Students Would be able to		
CO1	To understand basics of event management	K6
CO2	To design events	K6
CO3	To study feasibility of organising an event	K4
CO4	To gain Familiarity with marketing & promotion of event	K6
CO5	To develop event budget	K6

RELATIONSHIP MATRIX FOR CO, PO & PSO :

Course Outcomes	Program Outcomes (Pos)								Program Specific Outcomes (PSO)					Mean Score of CO's
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	3	2	2	3	3	3	3	3	3	2.7
CO2	3	3	3	3	3	2	2	2	3	3	3	3	3	2.7
CO3	2	2	3	3	3	3	3	3	3	3	3	3	3	2.8
CO4	2	3	3	3	3	3	2	3	3	3	3	3	3	2.8
CO5	3	2	3	3	3	3	2	2	3	3	3	3	3	2.7
	Mean over all Score													2.7

Title of the Course	:	MANAGERIAL COMMUNICATION		
Course Code	:	U1R3BAFC1	Credits	: 02
Category of the Course	:	Foundation Course	Marks	: CIA: 25+Ext:75 = 100
Nature of the Course	:	Skill Development	Total Hrs	: 30
Semester	:	I	Hrs / Week	: 02

COURSE 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: (Inst.Hrs:6)

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

UNIT II: (Inst.Hrs:6)

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: (Inst.Hrs:6)

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

UNIT IV (Inst.Hrs:6)

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

UNIT V: (Inst.Hrs:6)

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

Text Books:

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>

COURSE OUTCOMES:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
After Completion of This Course, Students Would be able to		
CO1	Understand communication process and its barriers.	K6
CO2	Develop business letters in different scenarios	K6
CO3	Develop oral communication skills & conducting interviews	K4
CO4	Use managerial writing for business communication	K6
CO5	Identify usage of modern communication tools & its significance for managers	K6

RELATIONSHIP MATRIX FOR CO, PO & PSO :

Course Outcomes	Program Outcomes (Pos)								Program Specific Outcomes (PSO)					Mean Score of CO's
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	3	3	3	3	2	3	3	3	3	3	2.8
CO2	3	3	3	3	2	3	3	3	3	3	3	3	3	2.9
CO3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.0
CO4	3	3	3	3	3	3	3	2	3	3	3	3	3	2.9
CO5	3	3	3	3	3	3	3	2	3	3	3	3	3	2.9
Mean over all Score													2.9	
Result													High	

Title of the Course	: MARKETING MANAGEMENT		
Course Code	: U2R3BACC3	Credits	: 05
Category of the Course	: CORE COURSE	Marks	: CIA: 25+Ext:75 = 100
Nature of the Course	: EMPLOYABILITY	Total Hrs	: 75
Semester	: II	Hrs / Week	: 05

COURSE 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.

Text Books:

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 \(tandfonline.com\)](#)

COURSE OUTCOMES:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
After Completion of This Course, Students Would be able to		
CO1	To list and identify the core concepts of Marketing and its mix.	K1
CO2	To sketch the market segmentation, nature of product, PLC	K2
CO3	To analyze the appropriate pricing methods	K3
CO4	To determine the importance of various media	K1
C05	To assess the sales force and applications of digital marketing	K5

RELATIONSHIP MATRIX FOR CO, PO & PSO :

Course Outcomes	Program Outcomes (Pos)								Program Specific Outcomes (PSO)					Mean Score of CO's
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	3	3	3	3	2	3	3	3	3	3	2.8
CO2	3	3	3	3	2	3	3	3	3	3	3	3	3	2.9
CO3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.0
CO4	3	3	3	3	3	3	3	2	3	3	3	3	3	2.9
CO5	3	3	3	3	3	3	3	2	3	3	3	3	3	2.9
Mean over all Score													2.9	
Result													High	

Title of the Course	: ACCOUNTING FOR MANAGERS II		
Course Code	: U2R3BACC4	Credits	: 05
Category of the Course	: CORE COURSE	Marks	: CIA: 25+Ext:75 = 100
Nature of the Course	: EMPLOYABILITY	Total Hrs	: 75
Semester	: II	Hrs / Week	: 05

COURSE OBJECTIVES :

1. To provide basic understanding of cost concepts and classification.
2. To develop skills in tools & techniques and critically evaluate decision making in business.
3. To understand various ratios and cash flow related to finance
4. To recognize the role of budgets and variance as a tool of planning and control.
5. To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

UNIT I

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation

UNIT 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.

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.

UNIT IV

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

UNIT V

Marginal Costing – CVP analysis – Break even analysis

TEXT BOOKS:

1. Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2. T. S. and A. Murthy. Management Accounting. Chennai: Margham, 2007.
3. Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007
4. Maheshwari S.N, Advanced Accountancy (Part I). Vikas, 2007.
5. Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017

REFERENCE BOOKS:

1. Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
2. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
3. Antony Atkinson, Robert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
4. Horngren, Sunderratton, Introduction to Management Accounting, Pearson Education, 2013.
5. Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019

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>

COURSE OUTCOMES:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
After Completion of This Course, Students Would be able to		
CO1	Understand communication process and its barriers.	K6
CO2	Develop business letters in different scenarios	K6
CO3	Develop oral communication skills & conducting interviews	K4
CO4	Use managerial writing for business communication	K6
CO5	Identify usage of modern communication tools & its significance for managers	K6

RELATIONSHIP MATRIX FOR CO, PO & PSO :

Course Outcomes	Program Outcomes (Pos)								Program Specific Outcomes (PSO)					Mean Score of CO's
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	3	3	3	3	3	2	3	3	3	3	3	2.8
CO2	3	3	3	3	2	3	3	3	3	3	3	3	3	2.9
CO3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.0
CO4	3	3	3	3	3	3	3	2	3	3	3	3	3	2.9
CO5	3	3	3	3	3	3	3	2	3	3	3	3	3	2.9
Mean over all Score													2.9	
Result													High	

Title of the Course	:	INTERNATIONAL BUSINESS		
Course Code	:	U2R3BADSE2	Credits	: 05
Category of the Course	:	Discipline Specific Elective	Marks	: CIA: 25+Ext:75 = 100
Nature of the Course	:	EMPLOYABILITY	Total Hrs	: 75
Semester	:	II	Hrs / Week	: 05

COURSE 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.

TEXT BOOKS:

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/>

COURSE OUTCOMES:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
After Completion of This Course, Students Would be able to		
CO1	Discuss the modes of entry to International Business	K6
CO2	Explain international trade theories	K5
CO3	Understand Foreign exchange market and FDI	K4
CO4	Outline the Global Business Environment	K5
CO5	Identify the relevance of international institutions and trading blocs.	K3

RELATIONSHIP MATRIX FOR CO, PO & PSO :

Course Outcomes	Program Outcomes (Pos)								Program Specific Outcomes (PSO)					Mean Score of CO's
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	2	2	2	3	3	3	3	3	2.8
CO2	3	3	3	3	3	2	3	3	3	3	3	3	3	2.9
CO3	2	2	3	3	3	3	3	3	3	3	3	3	3	2.8
CO4	3	3	3	3	3	2	2	3	3	3	3	3	3	2.8
CO5	3	2	2	3	3	3	3	3	3	3	3	3	3	2.8
Mean over all Score													2.8	
Result													High	

Title of the Course	: MANAGERIAL SKILL DEVELOPMENT		
Course Code	: U2R3BASEC2	Credits	: 05
Category of the Course	: SKILL ENHANCEMENT COURSE	Marks	: CIA: 25+Ext:75 = 100
Nature of the Course	: SKILL DEVELOPMENT	Total Hrs	: 75
Semester	: II	Hrs / Week	: 05

COURSE 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.

TEXT BOOKS:

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-AC.pdf>
5. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

COURSE OUTCOMES:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
After Completion of This Course, Students Would be able to		
CO1	Identify the personal qualities that are needed to sustain in the world of work.	K6
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	K6
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	K4
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	K6
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	K6

RELATIONSHIP MATRIX FOR CO, PO & PSO :

Course Outcomes	Program Outcomes (Pos)								Program Specific Outcomes (PSO)					Mean Score of CO's
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	2	2	2	3	3	3	3	3	2.8
CO2	3	3	3	3	3	2	3	3	3	3	3	3	3	2.9
CO3	2	2	3	3	3	3	3	3	3	3	3	3	3	2.8
CO4	3	3	3	3	3	2	2	3	3	3	3	3	3	2.8
CO5	3	2	2	3	3	3	3	3	3	3	3	3	3	2.8
Mean over all Score													2.8	
Result													High	

Title of the Course	:	BUSINESS ETIQUETTE AND CORPORATE GROOMING		
Course Code	:	U2R3BASEC3	Credits	: 05
Category of the Course	:	SKILL ENHANCEMENT COURSE	Marks	: CIA: 25+Ext:75 = 100
Nature of the Course	:	SKILL DEVELOPMENT	Total Hrs	: 75
Semester	:	II	Hrs / Week	: 05

COURSE 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 greetings 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 courtesies 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- groomingfor success.

TEXT BOOKS:

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", HarperCollins 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, McGraw 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. wardrobe-nbsp-.pdf
5. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
6. https://wikieducator.org/Business_etiquette_and_grooming

COURSE OUTCOMES:

	COURSE OUTCOMES	KNOWLEDGE LEVEL
After Completion of This Course, Students Would be able to		
CO1	Describe basic concepts of business etiquette and corporate grooming.	K1
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	K2
CO3	Create cultural awareness and moral practices in real life workplace scenarios	K6
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	K2
CO5	Apply the professionalism in the workplace considering diversity and courtesy.	K2

RELATIONSHIP MATRIX FOR CO, PO & PSO :

Course Outcomes	Program Outcomes (Pos)								Program Specific Outcomes (PSO)					Mean Score of CO's
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	3	3	2	3	3	3	3	3	2.5
CO2	2	2	2	3	3	3	3	2	3	3	3	3	3	2.7
CO3	2	2	2	2	2	2	3	3	3	3	3	3	3	2.5
CO4	2	2	3	2	2	2	3	3	3	3	3	3	3	2.6
CO5	2	2	2	2	2	3	3	3	-	3	3	3	3	2.6
Mean over all Score													2.6	
Result													High	