



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

Criterion II

Teaching learning and Evaluation

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

2.6

Student Performance and Learning Outcomes

2.6.1 Programme File - Specimen

Submitted to



Programme File

Department of Management



LEARN
SERVE
EXCEL



Index

	Content	Page No.
1	Department Profile	3
	1.1 Vision of the Department	3
	1.2 Mission of the Department	3
2	Programmes offered by the department	4
	2.1 Programme Outcomes (PO)	4
	2.2 Programme Specific Outcome (PSO)	5
3	Programme Structure	6
	3.1 Programme at a Glance	6 - 8
4	Course Plan in Detail	9
	4.1 Semester I	9 - 22
	4.2 Semester II	23 - 34
	4.3 Semester III	35 - 49
	4.4 Semester IV	50 - 64
	4.5 Semester V	65 - 84
	4.6 Semester VI	85 - 94
5	Assessment and Evaluation	95 - 98



1. Department Profile

About the Department

With a focused vision of imparting solid foundation in Management principles, theories and practices and to equip students for challenging entrepreneurial and managerial positions, Department of Management was established in July 2005. Since its inception holistic empowerment of the student community is given utmost importance. Various curricular and co-curricular programs are designed and implemented in the department to enhance the knowledge, skills and attitudes of the students and to prepare them for higher studies as well as the corporate world. Student-centric learning methodologies are followed in the department to bring out the best and latent talents of each and every student. The department serves as a hub to mold competent and socially committed managerial professionals.

1.1 Vision of the Department

To achieve excellence in the field of management education with the aim of moulding socially committed business professionals and entrepreneurs through holistic education.

1.2 Mission of the Department

To impart strong fundamentals in management through effective pedagogical practices and inculcate environmental commitment



2. Programme Offered by the Department

Programme Name: Bachelor of Business Administration

Courses offered: The programme contains 18 core courses, 8 complementary courses, 2 common courses, 1 open course, one minor project and one management project.

Course curriculum: Choice Based Credit System (CBCS- UG)

2.1 Programme Outcomes (PO):

PO represents the knowledge, skills and attitudes the students should have at the end of the bachelor's degree program.

At the completion of the three-year BBA degree programme, the student will be able to:

PO NO	Programme Outcomes
PO1	Domain Knowledge: Our graduates will be able to apply knowledge with practicality and conceptual clarity.
PO2	Reflective Response to Socio-Ethical Issues: Our graduates will be able to identify and solve socio-ethical challenges.
PO3	Entrepreneurship: Our graduates are influenced to invent and build their firm.
PO4	Problem-Solving: Our graduates can evaluate and solve complex situations by acquired knowledge.
PO5	Decision Making: Our graduates will apply critical thinking and logical reasoning to assess the potential outcomes of different choices.
PO6	Communication: Our graduates can make use of effective communication skills for interaction in personal and professional environments.
PO7	Creative Thinking: Our graduates will develop an ability to think creatively.



2.2 Programme Specific Outcomes (PSO):

PSO No	Programme Specific Outcomes (PSO)
PSO1	Our graduates will be able to understand the dynamic business environment.
PSO2	Our graduates are able to develop competent knowledge in the functional areas of management.
PSO3	Our graduates can build their employability skills to meet industry requirements.

3. Programme Structure

3.1 Programme Structure at a Glance

Programme Duration	6 Semesters
Total Credits required for successful completion of the Programme	120
Credits required from Common Course	8
Credits required from Core course (including Project) and Complementary courses	109
Credits required from Open course	3
Minimum attendance required	75%

Programme Structure Details

COURSE DESIGN				
Semester	Title	Course	Credit	Hours/week
FIRST SEMESTER				
BA1CRT01	Principles and Methodology of Management	Core	4	6
BA1CRT02	Business Accounting	Core	4	6
BA1CMT03	Fundamentals of Business Mathematics	Complementary	4	4
BA1CMT04	Fundamentals of Business Statistics	Complementary	4	4
BA1CCT05	English Paper -I	Common	4	5
TOTAL FOR SEMESTER			20	25



SECOND SEMESTER				
BA2CRT06	Cost and Management Accounting	Core	4	6
BA2CRT07	Business Communication	Core	4	6
BA2CMT08	Mathematics for Management	Complementary	4	4
BA2CMT09	Statistics for Management	Complementary	4	4
BA2CCT10	English Paper -II	Common	4	5
TOTAL FOR SEMESTER			20	25
THIRD SEMESTER				
BA3CRT11	Human Resource Management	Core	4	5
BA3CRT12	Marketing Management	Core	4	5
BA3CRT13	Research Methodology	Core	4	5
BA3CMT14	Business Laws	Complementary	4	5
BA3PRP15	Personality Development and Management Skills (Minor Project)	Core	4	5
TOTAL FOR SEMESTER			20	25
FOURTH SEMESTER				
BA4CRT16	Financial Management	Core	4	5
BA4CRT17	Managerial Economics	Core	4	5
BA4CRT18	Entrepreneurship	Core	4	5
BA4CMT19	Basic informatics for Management	Complementary	4	5
BA4CMT20	Corporate Law	Complementary	4	5
TOTAL FOR SEMESTER			20	25
FIFTH SEMESTER				
BA5CRT21	Organisational Behaviour	Core	4	6
BA5OPT22	Open Course	Open	3	4
BA5CRT23	Environment Science and Human Rights	Core	4	5



BA5CMT24	Intellectual Property Rights & Industrial Laws	Complementary	4	5
BA5CRT25	Operations Management	Core	2	2
BA5CRT26	Industrial Relations	Core	3	3
TOTAL FOR SEMESTER			20	25
SIXTH SEMESTER				
BA6OCT27	Optional-I	Optional (Core)	4	5
BA6OCT28	Optional-II	Optional (Core)	4	5
BA6CRT29	Strategic Management	Core	4	5
BA6CRT30	Communication Skills and Personality Development	Core	4	5
BA6PRP31	Management Project	Core	4	5
TOTAL FOR SEMESTER			20	25
GRAND TOTAL			120	150

For all subjects including minor project and management project, the maximum **internal marks** is 20 and maximum **external marks** is 80.



4. Course Plan in Detail

4.1 Semester I

Core Course: Principles and Methodology of Management

Course Code	BA1CRT01				
Course Title	Principles and Methodology of Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	1				
Course Type	Core Course				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the basic concepts of management.			U	PO1
CO2	Demonstrate the process of decision making.			U	PO5
CO3	Make use of the management concepts learned in real life business environment.			Ap	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

Principles and Methodology of Management are the basic foundation for management studies. This course offers a methodological perspective about this subject.

Detailed Syllabus:

Module I:

Nature and scope of management process, definition of management-management: a science, an art or profession, scientific management, administrative management, human relations management. Contributions of Taylor, Fayol, Max Webber, Gilberth, Gantt, Chester Bernard, Elton Mayo, Peter Drucker.

Module II: Planning

Definition, meaning, Importance, steps in planning, characteristics types of plans - objectives, strategies, policies, procedures, rules, programmes and Budgets, Relationship between planning and controlling, limitations of planning. Decision making - definition, meaning, objectives, steps in rational decision making, Types of decisions, Difficulties in decision making.

Module III: Organizing

Meaning importance, process of organizing, organizations structure, Types of organization structure - line organizations, line and staff organizations, Functional organization, committees.

Delegation of authority, significance of delegation, process of delegation. Centralisation & decentralisation of authority.



Module IV: Staffing

Meaning and importance only (This topic is covered in detail in HRM) Directing -
Meaning, importance, elements of directing.

Module V: Controlling

Co-ordination, need for co-ordination, meaning and importance of controls, control
process, budgetary and non-budgetary controls.

Reference Books:

1. Principles of management, P.C. TRIPATHI & P.N. Reddy, Tata McGraw Hill publishing co.
2. Essentials of management, Harold Koontz & Weihrich, Tata McGraw Hill Publishing co. 2015
3. Fundamentals of Management Essential concepts and applications, Stephen P Robbins, Sangamitra Bhattacharya & et al., Pearson 8th edition 2015
4. Management Global Perspectives, Harold Koontz & Weihrich, Tata McGraw Hill Publishing co. 2015
5. Principles and Practice of Management, L M Prasad, Sultan Chand and Sons 8th Edition



Core Course: Business Accounting

Course Code	BA1CRT02				
Course Title	Business Accounting				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	1				
Course Type	Core Course				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the role and principles of accounting in business.			U	PO1
CO2	Apply accounting rules in preparing financial and reconciliation statements in business.			Ap	PSO2
CO3	Analyze financial results of business firms by using the accounting concepts.			An	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This paper focuses on imparting basic knowledge about the system of accounting.

Detailed Syllabus:

Module I

Introduction of accounting -Origin, meaning, definition-need importance-functions - limitations-accounting principles-Generally accepted accounting principles-accounting equation- double entry system.

Module II

Recording transactions-journal-ledger-trial balance-cash book (single column bank column, and with discount column) - bank reconciliation statement.

Module III

Accounting for depreciation-meaning-importance-methods of providing depreciation (Straight line, diminishing, annuity)-reserves and provisions.

Module IV

Final accounts of sole trader- manufacturing, trading, and profit and loss account and balance sheet.

Module V

Bill of exchange •meaning, definition- importance promissory note-recording bill transaction (honoring, dishonoring, discounting)



Reference Books:

Core text:

1. Business accounting- Jain and Narang
2. Reference texts:
3. Advanced accounting -Jain and Narang
4. Advanced Accountancy, MA Arulanandam and KS Raman, Himalaya Publications, Mumbai



Complementary Course: Fundamentals of Business Mathematics

Course Code	BA1CMT03				
Course Title	Fundamentals of Business Mathematics				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	1				
Course Type	Complementary Course				
Credit	4	Hrs/Week	4	Total Hours	72
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Understand the development of number system, Ratio, proportion, variation, different types of sets and set operations.			U	PO1
CO2	Understand the concepts of permutations, combinations, logarithms and matrices.			U	PO1
CO3	Apply the above-mentioned algebraic concepts in computational and problem solving.			Ap	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to develop analytical and critical thinking skills in students to prepare them to logically analyse and critically evaluate problem situations through basic mathematics.

Detailed Syllabus:

Module I: Set theory

Modern theory in mathematics, Definition, elements and types of sets, operations on sets and Cartesian product of two sets.

Module II: Algebra-1

Number system-Natural numbers, prime numbers, integers, rational and irrational numbers, Ratio, proportion and variation Sequences

Module III: Algebra-2

Permutations and combinations, Logarithm, Compound interest and depreciation.

Module IV: Matrices

Matrices, matrix operations, Determinant of a square matrix (expansions only) and Rank of a matrix.

Module V: System of linear equations

Inverse of square matrix (problems only). Solution of system of linear equations using matrices.

Reference Books:

- 1) Business Mathematics - S.Saha
- 2) Business mathematics - D.C. Sanchet & V.K Kapoor (Sultan Chand & Sons)



Complementary Course: Fundamentals of Business Statistics

Course Code	BA1CMT04				
Course Title	Fundamentals of Business Statistics				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	1				
Course Type	Complementary Course				
Credit	4	Hrs/Week	4	Total Hours	72
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Understand the concepts of statistics in business life.			U	PO1
CO2	Make use of bi-variate data analysis in real-life scenarios.			Ap	PO5
CO3	Apply forecasting techniques to real-life problems.			Ap	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course provides a reasonable idea of basic statistical methods needed for a statistical investigation and forecasting.

Detailed Syllabus:

Module I: Introduction

Origin, Meaning, Scope and limitations of statistics. Relationship with business and industry.

Module II: Collection of data

Collection, classification and tabulation of statistical data. Pie diagrams. Graphic representation.

Module III: Measures of central tendency and dispersion

Mean, Median and Mode. Measures of dispersion- standard deviation. Coefficient of variation.

Module IV: Simple correlation and Regression.

Meaning, Karl Pearson's Correlation, Rank correlation, Computations. Uses, Regression equations - Forecasting.

Module V: Time series analysis:

Components of time series - Definition, Computation of Trend. Computation of seasonal variation (Simple average method only)

Reference Books:

1. Statistical methods: - S.P. Gupta
2. Fundamental of Mathematical statistics - S.C. Gupta & V.K. Kapoor
3. Basic Statistics: B.L. Agarwal.
4. An introduction to statistical methods: - C.B. Gupta.
5. Gupta, S.C., Fundamentals of Statistics, Himalaya Publishing House.

Common Course: English Paper 1

Course Code	EN1CCT01				
Course Title	English- Fine Tune Your English				
Department	Commerce				
Programme	B. Com Model I Finance & Taxation				
Semester	1				
Course Type	Common Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Define strategic difference between spoken and written language.			R	PO6
CO2	Illustrate adequate linguistic competence to communicate in accurate English.			U	PO1
CO3	Choose grammar as a tool in devising appropriate oral and written discourse in real life or specific contexts.			R	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This is the first common course in English language and literature for first year students to improve their basic language skills.

Detailed Syllabus:

SECTION A: The Sentence and its Structure

Chapter One: How to Write Effective Sentences

Chapter Two: Phrases – What are they?

Chapter Three: The Noun Clauses

Chapter Four: The Adverb Clause

Chapter Five: “If All the Trees were Bread and Cheese”

Chapter Six: The Relative Clause

Chapter Seven: How Clauses are Conjoined

SECTION B: Word-Classes and Related Topics

Chapter Eight: Understanding the Verb

Chapter Nine: Understanding Auxiliary Verbs

Chapter Ten: Understanding Adverbs

Chapter Eleven: Understanding Pronouns

Chapter Twelve: The Reflexive Pronoun

Chapter Thirteen: The Articles I

Chapter Fourteen: The Articles II

Chapter Fifteen: The Adjective

Chapter Sixteen: Phrasal Verbs

Chapter Seventeen: Mind Your Prepositions

SECTION C: To Err is Human

Chapter Eighteen: Concord



Chapter Twenty: Errors, Common and Uncommon

Chapter Twenty-One: False Witnesses

SECTION D: The World of Words

Chapter Thirty-Two: Word Formation

Chapter Thirty-Three: Using the Specific Word

Chapter Thirty-Seven: Body Vocabulary

SECTION G: Tense and Related Topics

Chapter Forty-Seven: 'Presentness' and Present Tenses

Chapter Forty-Eight: The 'Presentness' of A Past Action

Chapter Forty-Nine: Futurity in English

Chapter Fifty: Passivation

SECTION H: Idiomatic Language

Chapter Fifty-One: Animal Expressions

Chapter Fifty-Two: Idiomatic Phrases

SECTION I: Interrogatives and Negatives

Chapter Fifty-Five: Negatives

Chapter Fifty-Six: How to Frame Questions

Chapter Fifty-Seven: What's What?

Chapter Fifty-Eight: The Question Tag

SECTION J: Conversational English

Chapter Sixty-Two: Is John There Please?



SECTION K: Miscellaneous and General Topics

Chapter Seventy-Three: Letter Writing

In addition, there will be an essay question on a general topic.

Reference Books:

Core Text: Fine-tune Your English by Dr Mathew Joseph. Orient Blackswan and Mahatma Gandhi University

4.2 Semester II

Core Course: Cost and Management Accounting

Course Code	BA2CRT06				
Course Title	Cost and Management Accounting				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	2				
Course Type	Core Course				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the basic theory, concepts and elements of Cost accounting in business.			U	PO1
CO2	Examine the overhead cost, reconciliation statement and various tools of Management accounting.			An	PO5
CO3	Apply the cost and Management accounting techniques in business firms.			Ap	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the basic concepts and elements of Cost accounting in business.

Detailed Syllabus:

Module I

Cost Accounting- Meaning, Definition, Scope, Objectives- Distinction between Cost and Financial Accounting- Preparation of Cost Sheets.

Module II

Material Cost- Purchasing Procedure- Stores Control- E.O.Q, Stock Levels- Pricing of Material Issues- Labour Cost- Labour Turnover- Methods of Wage Payment.

Module III

Overhead Cost- Allocation and Apportionment- Reconciliation of Cost and Financial Accounts

Module IV

Management Accounting- Meaning, Definition, Scope, Objectives-Management Accounting as distinct from Cost Accounting and Financial Accounting- Budgetary Control- Classification of Budgets (Emphasis on theory).

Module V

Cost- Volume- Profit Analysis- Standard Costing- Analysis of Material and Labour Variances.

Reference Books:

1. Cost and Management Accounting- Debarshi Pearson Bhattacharyya (Ratul)
2. Advanced Management Accounting- J Madegowda Himalaya Publishing House, Mumbai

Core Course: Business Communication

Course Code	BA2CRT07				
Course Title	Business Communication				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	2				
Course Type	Core Course				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the basics and different means of communication.			U	PO6
CO2	Explain the importance of listening as a communication tool.			U	PO6
CO3	Compose various types of business letters.			C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This helps to understand the nuances of business communication.

Detailed Syllabus:

Module- I Basis of communication

Meaning, importance & process, Need & objectives of communication, 7c's of communication, Barriers of communication, how to overcome communication Barrier. (Practical exercises in communication)

Module- II

Means /Media of communication - verbal & Non-verbal communication channel of communication formal & informal communication.

Types of communication. Downward, upward, Horizontal or lateral, Diagonal or cross

Module- III Listening as a communication Tool

Importance types of listening, Barriers to effective Listening. How to make listening effective.

Module- IV Groups

Business Letter Writing: - Need, Functions and kinds, Letters, Request Letters, Sales Letters, Complaints and adjustments, Departmental Communication: Meaning, Need and Types, Interview Letters, Promotion Letters, Resignation Letters, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders.

Module-V. New Trends in Business communication.

E mail, Teleconferencing, video conferencing, SMS



Reference Books:

1. Business Communication- R.C. Bhatia, Anne Books Pvt.Ltd.
2. Business Communication- R.K. Madhukar, Vikas Publishing House Pvt Ltd
3. Effective Technical Communication- Ashraf Rizvi, McGraw Hill Education (India) Pvt.Ltd
4. Business Communication Essentials - Courtland Bovée and John Thill, Pearson,2015
5. Fundamentals of Business Communication- P D Chaturvedi, Mukesh Chaturvedi, Pearson, 2012



Complementary course: Mathematics for Management

Course Code	BA2CMT08				
Course Title	Mathematics for Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	2				
Course Type	Complementary Course				
Credit	4	Hrs/Week	4	Total Hours	72
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Understand the method of representing points and lines in a plane and finding length of line segment, point of division and area of a triangle.			U	PO1
CO2	Explain the concept of AP. GP Bank interest, Discounts and Annuity.			U	PO1
CO3	Solve the problems related to the above concepts.			Ap	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to develop analytical and critical thinking skills and to analyse managerial problems in the light of mathematics and solving in such situations.

Detailed Syllabus:

Module I: Plane Analytic Geometry -1

This module consists of Cartesian coordinate system, Length of line segment, Section formulae, area of a triangle and collinearity of three points.

Module II: Plane Analytic Geometry -2

Gradient of a straight line, different equations of straight lines, parallelism and perpendicularity and concurrency of three lines.

(All derivations in analytic geometry excluded)

Module III:

Arithmetic Progression, sum of the series in AP

Module IV:

Geometric Progression, Sum of series in GP

Module V:

Calculation of interests and discounts, Present value and annuities, Computing present value of money, Computing present value of annuities.

Reference Books:

1. Business Mathematics -S.Saha
2. Business Mathematics -D.C. Sanchet& V.K Kapoor (Sultan Chand & Sons)
3. Business Mathematics -Lloyd D Brooks, AITBS Publishers and distributors, New Delhi



Complementary Course: Statistics for Management

Course Code	BA2CMT09				
Course Title	Statistics for Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	2				
Course Type	Complementary Course				
Credit	4	Hrs/Week	4	Total Hours	72
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Understand the applications of probability concepts in decision problems.			U	PO1
CO2	Develop the concept of a sampling distribution.			Ap	PO1
CO3	Formulate the hypothesis about various population parameters.			C	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to provide a general outlook of certain statistical test which are useful to researchers in various fields.

Detailed Syllabus:

Module I: Probability Theory

Basic concepts in probability, Addition theorem and Multiplication theorem (Two events), conditional probability, Baye's Theorem (without proof)

Module II: Random variables and Theoretical distributions

Random variables, Discrete and continuous random variables (Definition), Binomial, Poisson and Normal Distributions- Definition-Mean and variance (without derivation), Properties.

Module III: Sampling

Introduction, Methods of sampling, Statistics and Parameters. Sampling distribution, standard error, central limit theorem (statement only)

Module IV: Large sample tests

Introduction, procedure of testing Hypothesis, Test of significance for attributes. Test of significance for mean. (Single sample only)

Module V: Chi - square Test & Goodness of fit.

Introduction, Definition, chi-square test of goodness of fit (Fitting of distributions is excluded), chi-square test of independence. Uses, limitations.

Reference Books:

1. Statistical methods: - S.P. Gupta- Sultan Chand & sons, Revised edition 1995
2. Basic Statistics:- B.L Agarwal
3. Fundamentals of mathematical Statistics: - S.P. Gupta and V.K. Kapoor, Sultan Chand & sons, Revised edition 1989
4. Statistics for Management, Sharma Ananad, Himalaya Publishing House, Mumbai
5. Statistics for management: - Richard Levin and David S Rubin



Common Course: English Paper 2

Course Code	EN2CCT03				
Course Title	English- Issues That Matter				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	2				
Course Type	Common Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Demonstrate an understanding of national and global issues of contemporary significance.			U	PO2
CO2	Explain the role of government in providing public facilities and regulating economic disparities.			U	PO2
CO3	Infer the social and environmental structure of the world economy.			U	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Description

This is a common course in English language for first year students to improve the language proficiency.

Detailed Syllabus:

Module I (18hours)

1. The Unsundered People - Kenzaburo Oe
2. The Old Prison - Judith Wright
3. War- Luigi Pirandello

Module II (18hours)

4. Persuasions on the Power of the Word - Salman Rushdie Peril - Toni Morrison
5. The Burning of the Books- Bertolt Brecht
6. The Censors - Luisa Valenzuela

Module III

7. "The Poisoned Bread" - Bandhumadhav
8. "A Westward Trip" - Zitkala-Sa
9. "The Pot Maker" - Temsula Ao

Module IV (18hours)

10. Does it Matter - Richard Leakey
11. On Killing a Tree - Gieve Patel
12. Hagar: A Story of a Woman and Water (Gift in Green [chapter 2]) - Sarah Joseph

Module V (18hours)

13. Understanding Refugeeism: An Introduction to Tibetan Refugees in India
Refugee Blues - W. H. Auden
14. The Child Goes to the Camp (from Palestine's Children)- Ghassan Kanafani

Reference Books:

Core Text: ISSUES THAT MATTERS



4.3 Semester III

Core Course: Human Resource Management

Course Code	BA3CRT11				
Course Title	Human Resource Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	3				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the concepts of Human Resource Management.			U	PSO2
CO2	Demonstrate the concept of wage and salary administration.			U	PSO2
CO3	Explain the concept of performance appraisal and job analysis.			U	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the basic concepts of human resource management.

Detailed Syllabus:

Module- I

Definition, Nature, scope, role, objective of Personnel management, level of management, Organisation of Personnel Dept. its functions, Ergonomics, Challenger and relevance of HRM. Manpower planning.

Module-II

Recruitment - Sources of recruitment, Selection- Selection process, Training - Definition. Types of training Executive Development.

Module- III

Performance Appraisal, techniques Promotion, Career Planning.

Module- IV

Job analysis, Job Design, Job Evaluation Wage. Definition, Factors affecting wage policy, Wage Boards Fringe Benefits, Prerequisites, Incentives, Bonus, Profit sharing, VRS, Maintenance of service files pension.

Module- V

Drafting charge sheets, Model standing orders, code of conduct, Bond of service, wage & salary records, E.S.I, P.F. Gratuity, pension and bonus records.



Reference Books:

1. Human Resource Management- Pravin Durai, Pearson
2. Personnel Management- Edwin Philipo
3. Personnel Management- Mammoria & Mammoria, Himalaya Publishing House, Mumbai
4. A frame work for human resource management- Gary Desseler
5. Human resource and personnel management- K. Aswathappa
6. Personnel HRM- Subba Rao Himalaya Publishing House, Mumbai



Core Course: Marketing Management

Course Code	BA3CRT12				
Course Title	Marketing Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	3				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the fundamentals of marketing including market, consumer behaviour and product mix.			U	PSO2
CO2	Analyze the various pricing policies, distribution strategies and promotion techniques used in business.			An	PO1
CO3	Analyze the concepts of marketing research and its applicability in business firms.			An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to provide the students with a conceptual base on marketing management and also to equip them with the necessary skills for employment in the middle level cadre.

Detailed Syllabus:

Module I: Introduction

Meaning and definition of different marketing concepts functions of marketing - environmental factors - market segmentation - buying motive and process consumer and customer - factors affecting consumer behaviour - marketing plan

Module II: Marketing mix

Marketing mix: meaning - product, product mix- - product life cycle - importance of branding -packaging and labelling

Module III: Pricing

Pricing policies objectives factors influencing pricing decisions - different pricing strategies: skimming- penetration

Market structure channel of distribution and its importance

Module IV: Promotion

Advertising objectives and functions - types of advertising - personal selling and direct marketing - sales promotion

Module V

Marketing research definition, scope and process. Marketing risk and marketing audit



Reference Books:

1. Marketing Management: Philip Kotler, Jha & Koshy, Pearson Education, New Delhi
2. Marketing-Planning implementation and control- Philip Kotler, Prentice Hall
3. Marketing Management Text and Cases- SHH Kazmi, Excel Books, New Delhi
4. Marketing Management- V. S Ramaswami S. Namakumary, MacMillan Publishers, New Delhi
5. Marketing Management- Cranfield, Ane Books, New Delhi
6. Marketing Research- D. D Sharma, Sultan Chand and Sons
7. A Framework for Marketing management- Philip Kotler & Kevin Keller Pearson, 5th edition
8. Marketing management- Biplab S Bose, Himalaya Publishing House, Mumbai



Core Course: Research Methodology

Course Code	BA3CRT13				
Course Title	Research Methodology				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	3				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Define the basic concepts of research, research problems and its methodologies.			R	PSO2
CO2	Apply concepts and elements of research design in various research scenarios along with an insight about collection and analysis of data.			Ap	PO5
CO3	Develop proficiency in writing research proposals and reports.			C	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the basic concepts of research & research methodologies.

Detailed Syllabus:

Module I

Research methodology- meaning. Research, meaning, objectives, significance. Research process- different steps, criteria for good research. Types of research- descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical and conceptual.

Module II

Selection of research problem-sources-technique involved in defining a problem.

Module III

Research design-meaning-need, concepts-elements Sampling design-steps- criteria of selecting a sampling procedure-sampling process

Module IV

Types of data-primary data -meaning-advantages-disadvantages-methods of collecting primary data-sources. Secondary data- meaning, advantages-disadvantages-sources.

Module V

Interpretation-meaning-techniques-of interpretation. Report writing-significance-types of reports; (technical and popular) steps-layout-oral presentation.



Reference Books

1. Research Methodology- Ranjith Kumar, Pearson 2nd edition
2. Research Methods for management- Dr S.Shajahan, Jaico Publishing House
3. Research Methodology methods and techniques- C.R.Kothari, New Age International publishers
4. Research Methods- Ram Ahuja, Rawat publications
5. Research Methodology- K.R.Sharma, National Publishing House



Complementary Course: Business Laws

Course Code	BA3CMT14				
Course Title	Business Laws				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	3				
Course Type	Complementary Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the legal framework of a business contract to overcome the threats in business.			U	PSO1
CO2	Examine the concept of special contracts and sale of goods to explore the business world.			An	PSO2
CO3	Apply the above contractual perspectives in a business environment.			Ap	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to build a general awareness about the principles behind contract law and to introduce various type special contracts.

Detailed Syllabus:

Module I: General principles of law of contract

Law of contracts; Definition-essentials of a valid contract-kinds of contracts-Offer and accept revocation-communication-consideration. Doctrine of privity of contract-capacity to contract-con coercion-undue influence-misrepresentation-fraud-mistake-performance-discharge of contract-breach contract-remedies for breach of contract.

Module II: Contracts of indemnity and guarantee

Definition of indemnity-essential elements-rights of parties-definition of guarantee - essential elem rights of surety-nature of surety's liability-discharge of guarantee

Module III: Contract of bailment and pledge

Definition -essential elements- rights and duties of bailor and bailee-termination of bailment- finder o goods-Pledge-definition-rights and duties of pawnor and pawnee.

Module IV: Contract of agency

Definition- essentials-types of agency-mercantile agents-extent of agent's authority-delegation of auth personal liability of agent- liability of agent to third parties-termination of agency.

Module V: Contract of sale of goods

Sale of goods Act; Contract of sale and agreement to sell-conditions and warranties-transfer of propert title of goods-rights and duties of seller and buyer- rights of an unpaid seller.

Reference Books:

1. Aswathappa, K., Business Laws, Himalaya Publishing House, Bengaluru.
2. Kapoor, N.D., Business Laws, Sultan Chand publications New Delhi.
3. Sharma, S.C., Business Law, International Publishers, Bengaluru
4. Tulsian, Business Law, McGraw-Hill Education Mumbai.



Core Course: Personality Development and Management Skills

Course Code	BA3PRP15				
Course Title	Personality Development and Management Skills (Minor Project)				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	3				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Illustrate the different industrial scenarios on the basis of existing literature.			U	PSO1
CO2	Outline the various strategies used by different companies in the industry.			U	PSO2
CO3	Analyze the functional strategies adopted by companies in different industries.			An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

The students will have the opportunity to explore current management literature so as to develop an individual style and sharpen his skills in the area of leadership, communication, decision making, motivation and conflict management.

Detailed Syllabus:

Minor Project and Presentation

Minor projects are takes that added to the knowledge of the students. Atopic shall give each student in the beginning of the semester in various areas of management. The presentation Project either comprises of either the following.

Project Presentation

OR

Case study Presentation*

Suggested Topics for Minor Projects:

1. Goals of an Organization
2. Work values
3. Character Ethics
4. Working Conditions
5. Decision Making Strategies
6. Goal Setting
7. Customer Satisfaction and
8. Any other relevant topic chooses by the student or assigned by the college.



* Case study can be chosen by the students in this respective area of interest.

Reference Books:

1. Lather, A.S. Handa, M (2009). Cases in Management. Wisdom Publications.
2. M C Garth (2009). Basic Managerial skills for All, 5th ed. Prentice Hall India.
3. Ellis (2009). Management Skills for New Managers.



4.4 Semester IV

Core Course: Financial Management

Course Code	BA4CRT16				
Course Title	Financial Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	4				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Interpret the basic concepts of financial management and working capital requirements of a business firm.			U	PO1
CO2	Apply the concept of cost of capital structure and dividend theories in business.			Ap	PSO2
CO3	Estimate a firm's profitability through various techniques used in financial management.			E	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the basic concepts of financial management.

Detailed Syllabus:

Module- I

Finance Functions - Definition and scope of finance functions - Profit maximization v/s wealth maximization goal - Organisation of Finance Function.

Module- II

Sources of finance - short term - Bank sources - Long term - shares - debentures, preferred stock - debt

Module- III

Working capital management - concept - Determinants - cash management - Receivables management (Basic problems only).

Module- IV

Financing Decisions. Cost of Capital - cost of specific source of capital - Equity - preferred stock - debt - reserves - weighted average cost of capital. Capital structure - factors influencing capital structure capital optimum capital structure - Theories of capital structure - Leverage, meaning and types (Basic problems only).

Module- V

Dividend decision - meaning and significance of dividend decision - Modigliani and Miller Approach - theory of relevance - Walter's model - Gordon's model - Corporate Dividend practice in India (Avoid problems).

Reference Books:

1. Pandey, I. M., Financial Management, Vikas publishing House Pvt. Ltd. New Delhi.
2. Khan, M.Y. & Jain, P.K., Financial Management, McGraw Hill (India) Private limited; New Delhi.
3. OP Agarwal, Financial Management, Himalaya Publishing House, Mumbai

Core Course: Managerial Economics

Course Code	BA4CRT17				
Course Title	Managerial Economics				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	4				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the fundamentals of Managerial Economics, Business Cycles and Economic Systems.			U	PSO1
CO2	Explain the Law of Demand, Elasticities of Demand and Production Function.			U	PO1
CO3	Compare the price and output determination in different Market Structures.			An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course enables students to understand the basics of managerial economics.

Detailed Syllabus:

Module -I

Introduction, Definition, Scope and uses of Managerial Economics. Role of a managerial economist. Difference between managerial economics and pure economics.

Module -II

Business cycles- Phases of a business cycle. Economic systems- Capitalist, Socialist, Mixed economy. Inflation: Definition, Courses of inflation, Control of inflation.

Banking: Functions of Central Banks, Functions of Commercial Banks. Monetary Policy, Fiscal Policy.

Module - III

Demand Analysis, meaning of demand, the law of Demand, Determinants of demand, Types of demand, Law of Diminishing Marginal Utility, Consumer Surplus. Elasticity of demand, Price elasticity of demand, Income elasticity of demand, cross elasticity of demand.

Module-IV

Production function, Managerial use of Production function, Law of diminishing returns, Law of returns to scale, Economies of scale, Diseconomies of scale

Isoquants, Isocost curve, Optimum combination of inputs.

Pricing, Pricing policy and Practises, Cost plus pricing, rate of return pricing, pricing of competing firms, pricing of new products, price leadership, price discrimination.



Module-V

Market structure, Perfect competition, Monopoly, Monopolistic competition and oligopoly

Reference Books:

1. Dean, Joel Managerial economics- Prentice Hall of India
2. Varshney, R.L., & Maheshwari, K.L., Managerial Economics, Sultan Chand & Sons Private Ltd., New Delhi
3. Kasi Reddy M., & Saraswathi, S., Managerial Economics and Financial Accounting, PHI Learning, New Delhi.,
4. DM Mithani, Managerial economics, Himalaya Publishing House Mumbai.
5. Mehta, P. L., Managerial Economics, Sultan & Chand, New Delhi
6. Trivedi, M.L., Managerial Economics Theory and Applications, McGraw Hill Education Private Ltd, New Delhi.
7. Dwivedi, D. N., Managerial Economics, Vikas Publishing House Private Limited, New Delhi.
8. Gopalkrishna, Managerial Economics, Himalaya Publishing House, Mumbai
9. Craig H Petersen, W Cris Lewis & Sudhir K Jain, Managerial Economics, Pearson, 4th edition

Core Course: Entrepreneurship

Course Code	BA4CRT18				
Course Title	Entrepreneurship				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	4				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the basic concepts of entrepreneurship and analyse the role of entrepreneurs, especially women, in driving economic growth.			U	PO3
CO2	Analysing the opportunities in the business environment and fostering innovation by understanding EDP and support systems for entrepreneurs.			An	PO3
CO3	Apply the knowledge in the preparation of a project report.			Ap	PO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the basics of entrepreneurship.

Detailed Syllabus:

Module I

To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India.

Module- II

Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

Module- III

General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

Module- IV

To identify different Discuss opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd. (CNSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.



Module V

To understand about a project report relating to a small business. Project formulation - Meaning of a project report significance contents formulation planning, commission's guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs case studies of entrepreneurs

Reference Books:

1. Entrepreneurship Development- Dorden and Natarajan Himalaya Publishing House, Mumbai
2. Entrepreneurship Development and Small Business Enterprises- Poornima M.Charantimath, Pearson 2nd edition



Complementary Course: Basic Informatics for Management

Course Code	BA4CMT19				
Course Title	Basic Informatics for Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	4				
Course Type	Complementary Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Apply the knowledge in excel for data analysis.			Ap	PO1
CO2	Apply the knowledge in Computerized Accounting using Tally.			Ap	PO5
CO3	Analyse the financial position of a firm using Tally.			An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to make a student competent to handle and scientifically analyse the various aspects of his business while he commence a business.

Detailed Syllabus:

Module - I: Excel Basics (Based on Xp)

- Understand the basics of Excel.
- To learn Formatting Techniques in Excel

Introduction Components of Excel Window Cell Cell Address Frame - Worksheet - Work Book Formatting Techniques (Cell, Page, Printing).

Module II: Formulas and Functions and Charts in Excel

- Create Formulae
- Work with different Addressing Modes.
- Work with different Functions.

Inserting a formula Addressing Modes Relative Absolute Mixed Inter Sheet Referencing. Functions Financial Functions (NPV, PMT) Mathematical Functions (SUM, ROUND, FACTORIAL) Statistical Functions (AVERAGE, COUNT, MEDIAN, MODE, STDDEV) Logical Functions (IF, AND, FALSE, NOT, OR, TRUE).

Macros Goal Seek - Charts - Types of Charts Preparing Charts.

Module III: Computerized Accounting - Tally

- Understand the features of computerized accounting
- Understand the basic and advanced features of Tally.

Introduction - Features of Computerized Accounting Advantages of Computerized Accounting Limitations of Computerized Accounting - Features of Tally Need for Tally - Technological Advantages.



Module IV: Tally Fundamentals and Processing Transactions

- Identify the key components of Tally.
- Create a Company
- Define Various Fields
- Determine the Valid Inputs
- Understand F11: Features
- Understand F12: Configure.
- Create Ledgers
- Record Transactions using Accounting Vouchers

Getting functional with Tally Tally Start-up Tally screen components Mouse / Keyboard Conventions The Tally clock Switching between Screen Areas Quitting Tally. Creation / Setting up of a Company in Tally Creation of a Company. F11: Features - F12: Configure Master Configuration Voucher Configuration.

Processing Transactions in Tally Ledgers and Groups Accounting Vouchers Contra Voucher Payment Voucher Receipt Voucher Journal Voucher Sales Invoice. Recording Transactions of Sample Data (Transactions for April Trial Balance Backup Transactions for May Transactions for June).

Module V: Generating and Printing of Accounting Reports

- Generate Accounting Records and Statement of Accounts.
- Print Accounting Records and Statement of Accounts.
- Introduction Financial Reports in Tally Balance Sheet Profit and Loss Account
- Account Books Group Summary Group Vouchers List of Accounts.



Reference Books:

1. Learning MS-Office XP- Weixel, BPB 1st Edition
2. Office XP Simply Visual- Sybex, BPB 1st Edition
3. MS-Office XP 8 in 1- Habraken, Tech Media
4. Simply Tally 9.0- Ashok K. Nandhani, BPB 1st Edition
5. Tally 9 Training Guide- Ashok K. Nandhani, BPB 1st Edition
6. Computerized Accounting- Basheet, BPB 1st Edition

Complementary Course: Corporate Laws

Course Code	BA4CMT20				
Course Title	Corporate Laws				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	4				
Course Type	Complementary Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Illustrate the general legal framework and the significance of documents for the formation of companies under companies act of 2013.			U	PSO1
CO2	Compare the administration and dissolution of companies with partnership and LLP.			An	PO1
CO3	Analyse the pollution control measures adopted under different statutes and its implications.			An	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to build a general awareness about the principles behind, companies and partnerships.

Detailed Syllabus:

Module I: Formation and incorporation of a company (The Companies Act, 2013)

Formation and incorporation of a company; characteristics and types of companies;

Promoters; corporate veil; pre-incorporation and preliminary contracts.

Memorandum of association – articles of association- doctrine of ultra vires- doctrine of constructive notice- indoor management-prospectus and statement in lieu of prospectus-deemed prospectus-shelf prospectus-abridged prospectus- red- herring prospectus and information memorandum- liability for misstatement of prospectus.

Module II: Management of companies and Company meetings

Qualification and appointment of directors; powers, duties and liabilities of directors; kinds of company meetings; requisites of a valid meeting; Chairman- agenda- minutes-quorum; Motions and resolutions –proxy-ascertaining the sense of a meeting.

Module III: Winding up of companies

Modes of winding up; compulsory winding up- grounds and procedure; voluntary winding up-types-procedure-effects of winding up-liquidator-powers and functions-contributories; defunct companies.

Module IV: The Law Relating to Partnership and limited liability partnership

Nature, test and types of partnership- partnership deed- rights and liabilities of partners- relations of partners to one another and to third parties- incoming and outgoing partners- Retirement- Registration and dissolution of partnership- limited liability partnerships.



Module V: Pollution control Act

Definitions- Air- water and sound pollution- pollution control measures.

Reference Books:

1. Shukla, M.C., & Gulshan, Principles of Company Law, S.Chand, New Delhi.
2.Venkataramana, K., Corporate Administration, Seven Hills Books Publications.
2. Kapoor,N.D., Company Law and Secretarial Practice, Sultan Chand,New Delhi.
3. Elements of corporate Law, SN Maheswari and SK Maheswari, Himalaya Publications, Mumbai.
4. Bansa,IC.L., Business and Corporate Law, Vikas Publishers, New Delhi.

4.5 Semester V

Core Course: Organisational Behaviour

Course Code	BA5CRT21				
Course Title	Organisational Behaviour				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Core Course				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain traditional concepts of organization behaviour.			U	PO1
CO2	Evaluate motivation theories and leadership styles to enhance organization performance.			E	PO5
CO3	Adapt with current trends and with evolving group dynamics.			C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the concepts of organizational behavior.

Detailed Syllabus:

Module- I:

Introduction to Organisational Behaviour- Various discipline contributing to OB- Hawthorne experiment- foundation of individual behaviour- need for and importance of organisational behavior-nature and scope- framework of organisational behaviour

Module- II:

Personality-types-factors affecting personality-perception-importance-factors influencing perception-learning-types of learning styles-the learning process

Module- III:

Motivation-theories-importance -types -values and attributes-characteristics-components-formation and measurement-group dynamics group behaviour-formation-types of groups-stages of group development-conflict management- nature of conflict-types of conflict

Module-IV:

Leadership-meaning-importance-leadership styles-leaders Vs. managers-power and politics- sources of power

Module-V:

Organisational structure and design-organisational climate- factors affecting organisational climate- organisational development-organisational culture-organisational change- current trend in OB



Reference Books:

1. Essentials of Organisational Behaviour- Stephen P Robbins, Timothy A. Judge & SeemaSanghi, Pearson 10th edition
2. Organizational behaviour- Bhattacharya, Oxford university Press
3. Organization behaviour- LM Prasad, Sultan Chand & Sons 2005

Open Course: Fundamentals of Banking and Insurance

Course Code	BA5OPT22				
Course Title	Fundamentals of Banking and Insurance				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Open Course				
Credit	3	Hrs/Week	4	Total Hours	72
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Define the basic idea about banking functions along with the innovations and reforms in the sector.			R	PO1
CO2	Determine the different dimensions of the relationship between banker and customer.			E	PO5
CO3	Illustrate the various types of insurance and its principles.			U	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the basics of banking and insurance.

Detailed Syllabus:

Module I

Introduction to Banking - Origin and Evolution of Banks – structure of banking system
-Types of Banks – Functions of Commercial Banks- Primary and Secondary- Credit
Creation -Reserve Bank of India Functions of RBI

(16 Hours)

Module II

Banking Practice – Banker – Customer – relationship between banker and customer –
general and special relationship – Cheque – essentials of a valid cheque – crossing –
dishonour of cheque – liabilities of wrongful dishonour – opening and operation of
accounts by special types of customers – minor, married woman, firm, company.

(16 Hours)

Module III

Innovations in Banking – Social Banking- E-Banking – CORE – ECS – EFT – RTGS –
NEFT – SWIFT – Mobile banking – Precautions in mobile banking – internet banking
- Credit and Debit Cards- Banking Ombudsman Scheme

(18 Hours)

Module IV

Insurance- Evolution of insurance – Role and Importance - Insurance Contract-
Principles of Insurance - Insurance and Assurance

(10 Hours)

Module V

Types of Insurance (Overview only) - Life insurance – Distribution system of life
insurance – life insurance plans - General insurance - Marine insurance - Fire



insurance - Health Insurance - Motor Insurance - Burglary insurance - Personal Accident Insurance.

(12 Hours)

Reference Books:

1. Shekhar, K.C, Banking Theory and Practice, Vikas Publishing House, New Delhi
2. Maheswary, S.N., Banking Law and Practice, Kalyani Publishers, New Delhi
3. Sundharam, Varshney, Banking Theory Law & Practice, Sulthan Chand & Sons, New Delhi.
4. Agarwal, O.P., Banking and Insurance, Himalya Publishing House, Mumbai
5. Saxena, G.S., Legal Aspects of Banking Operations, Sultan Chand and Sons, New Delhi
6. Tripathi, Nalini & Prabil Pal., Insurance: Theory and Practice, PHI Pvt Ltd, New Delhi
7. Gupta, P.K., Insurance and Risk Management, Himalaya Publishing House, Mumbai
8. Mishra, M.N., Principles and Practices of Insurance, S. Chand and Sons, New Delhi

Core Course: Environment Science and Human Rights

Course Code	BA5CRT23				
Course Title	Environment Science and Human Rights				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Interpret the multidisciplinary nature of environment and its impact on business.			U	PO2
CO2	Explain the technologies for sustainable development of business and fundamental rights under Indian constitution.			U	PO1
CO3	Discuss the impact of environmental depletion in ecosystem and biodiversity.			An	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the importance of sustainable development and human rights.

Detailed Syllabus:

Module I

Multidisciplinary nature of environmental studies

Definition, scope and importance Need for public awareness.

Natural Resources : Renewable and non-renewable resources : Natural resources and associated problems.

- a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification
 - Role of individual in conservation of natural resources.
 - Equitable use of resources for sustainable life styles. Ecosystems
 - Concept of an ecosystem
 - Structure and function of an ecosystem
 - Producers, consumers and decomposers
 - Energy flow in the ecosystem



- Ecological succession
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the given ecosystem:- Forest ecosystem

Module II

Biodiversity and its conservation

Introduction, Biogeographical classification of India ,Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. India as a mega-diversity nation, Hot-spots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India

Environmental Pollution

Definition, Causes, effects and control measures of: -

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

Solid waste Management: Causes, effects and control measures of urban and industrial wastes, Role of an individual in prevention of pollution, Pollution case studies, Disaster management: floods, earthquake, cyclone and landslides

Social Issues and the Environment- Urban problems related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people: its problems and concerns, Case studies, Environmental



ethics: Issues and possible solutions, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies, Consumerism and

waste products, Environment Protection Act , Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation

Module III

Introduction to Environment and Business

Introduction of ways in which business has and is responding to environmental and business issues; business and sustainable development; issues of corporate/business greening.

Module IV

Green entrepreneurship

What is green entrepreneurship, definition, meaning, scope, nature and characteristics. Green entrepreneurship in India. Difference between conventional and green entrepreneurship.

Module V

Human Rights- An Introduction to Human Rights, Meaning, concept and development, Three Generations of Human Rights (Civil and Political Rights; Economic, Social and Cultural Rights).

Human Rights and United Nations - contributions, main human rights related organs - UNESCO, UNICEF, WHO, ILO, Declarations for women and children, Universal Declaration of Human Rights.

Human Rights in India - Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities Environment and Human Rights - Right to Clean Environment and



Public Safety: Issues of Industrial Pollution, Prevention, Rehabilitation and Safety Aspect of New Technologies such as Chemical and Nuclear Technologies, Issues of Waste Disposal, Protection of Environment

Conservation of natural resources and human rights: Reports, Case studies and policy formulation. Conservation issues of western ghats- mention Gadgil committee report,

Kasthuriengan report. Over exploitation of ground water resources, marine fisheries, sand mining etc.

Reference Books:

1. Bharucha Erach, Text Book of Environmental Studies for undergraduate Courses. University Press, IInd Edition 2013 (TB)
2. Clark.R.S., Marine Pollution, Clanderson Press Oxford (Ref)
3. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001 Environmental Encyclopedia, Jaico Publ. House. Mumbai. 1196p .(Ref)
4. Dc A.K.Environmental Chemistry, Wiley Eastern Ltd.(Ref)
5. Down to Earth, Centre for Science and Environment (Ref)
6. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment, Cambridge University Press 1140pb (Ref)
7. Jadhav.H & Bhosale.V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284p (Ref)
8. Mekinney, M.L & Schock.R.M. 1996 Environmental Science Systems & Solutions. Web enhanced edition 639p (Ref)
9. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB)
10. Odum.E.P 1971. Fundamentals of Ecology. W.B. Saunders Co. USA 574p (Ref)
11. Rao.M.N & Datta.A.K. 1987 Waste Water treatment Oxford & IBII Publication Co.Pvt.Ltd.345p (Ref)



12. Rajagopalan. R, Environmental Studies from crisis and cure, Oxford University Press, Published: 2016 (TB)
13. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut (Ref)
14. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (Ref)
15. Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (Ref)
16. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (Ref)
17. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p (Ref)
18. (M) Magazine (R) Reference (TB) Textbook

Human Rights

1. Amartya Sen, The Idea Justice, New Delhi: Penguin Books, 2009.
2. Chatrath, K. J.S., (ed.), Education for Human Rights and Democracy (Shimla: Indian Institute of Advanced Studies, 1998)
3. Law Relating to Human Rights, Asia Law House, 2001.
4. Shireesh Pal Singh, Human Rights Education in 21st Century, Discovery Publishing House Pvt.Ltd, New Delhi,
5. S.K.Khanna, Children And The Human Rights, Common Wealth Publishers, 1998. 2011.
6. Sudhir Kapoor, Human Rights in 21st Century, Mangal Deep Publications, Jaipur, 2001.
7. United Nations Development Programme, Human Development Report 2004: Cultural Liberty in Today's Diverse World, New Delhi: Oxford University Press, 2004.

Complementary Course: Intellectual Property Rights and Industrial Laws

Course Code	BA5CMT24				
Course Title	Intellectual Property Rights and Industrial Laws				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Complementary Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Examine the concept of patent and trade mark protection in the context of business.			An	PSO2
CO2	Analyse the various legal provisions in the Factories Act, Industrial dispute Act and ESI Act for the effective functioning of business.			An	PO1
CO3	Create an awareness on the protection available under the Consumer Protection Act.			U	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to build a general awareness about the principles behind, intellectual property legislations and three important industrial laws.

Detailed Syllabus:

Module - I Introduction to Intellectual property Rights

Concept; patents; term and registration of patents; Rights of patent holder; infringement of patents; Trademark: Meaning; procedure for registration; infringement of registered trademark; Collective marks - certification trademarks-well known trade mark.

Module - II: Law relating to factories

Approval, licensing and registration of factories; provisions regarding health, safety and welfare of workers; working hours; employment of women and young persons. Annual leave with wages.

Module -III: Law relating to Industrial Disputes

Meaning of industry; machinery for the prevention and settlement of industrial disputes. Provisions relating to strikes, lay off, retrenchment, lock out, closure and transfer of undertakings.

Module - IV: Law relating to employees' state insurance

Applicability of the Act- administration of the scheme- ESI corporation-standing committee and medical benefit council- inspectors- contributions-benefits under the Act- adjudication of disputes.



Module -V: Consumer Protection Act

Definitions- Consumer Protection Councils- central and state consumer protection councils-objects-consumer disputes redressal agencies-composition of the District

Forum- Jurisdiction of the District Forum-procedure for filing complaints-composition and jurisdiction of State Commission-composition, jurisdiction and powers of the National Commission-procedure applicable to state and national commission-Appeal-Dismissal of frivolous or vexatious complaints-penalties.



Core Course: Operation Management

Course Code	BA5CRT25				
Course Title	Operation Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Core Course				
Credit	2	Hrs/Week	2	Total Hours	36
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the concepts of Production/ Operations and types of Production Systems.			U	PSO2
CO2	Interpret the dynamics of Production Planning and Control, Materials Management and Inventory Control.			U	PO1
CO3	Compare the different aspects of Work Improvement, Work Measurement and Quality Control.			An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the basics of operations management.

Detailed Syllabus:

Module I

Production/ operation function- Production system-Objectives of production in management- the five P's of production- Types of production- production systems- Job shop- Batch continuous and cellular.

Module II

Production planning and control- Functions of production planning and control – characteristics- steps involved- objectives of production-objectives of production planning-Importance-prerequisites of production planning and control- production control- objective and control-objectives and advantages.

Module III

Materials management- Scope and important methods of purchasing-Inventory control- objectives, functions and importance.

Module IV

Work improvement- and work measurement- motion study- work place lay out- plan lay out- types of lay out- factors influencing plant lay out-fundamentals of time study.

Module V

Quality control – Importance and objectives.



Reference Books:

1. Production and Operations Management- Alan Muhlemann, John Oakland et al.
Pearson 6th edition
2. Operations Management, Theory and practice- B Mahadevan, Pearson 2nd edition



Core Course: Industrial Relations

Course Code	BA5CRT26				
Course Title	Industrial Relations				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Core Course				
Credit	3	Hrs/Week	3	Total Hours	54
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Illustrate the concepts of industrial relations and trade unions.			U	PSO2
CO2	Explain the concept of industrial disputes and industrial peace.			U	PSO2
CO3	Demonstrate the weapons used by workers and management against industrial disputes.			U	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to make an awareness about relations between labour and management in an industry.

Detailed Syllabus:

Module I: Introduction

Nature of Industrial relations- meaning and importance- Industrial labour in India,- an overview of industrial growth- Private and Public Sector Employment trends- Industrial Labour force.

Module II: Bargaining agents

Workers Organization: Role of Trade Union in Industries- Multiplicity of trade unions- inside and outside leadership. Employers Organization-Role of Employers Organization in maintaining industrial relations, Recognition of trade Unions.

Module III: Industrial Unrest

Concepts- Causes- Problems- handling techniques and procedures relating to -go-slow-work -stoppage-gherao-retrenchment-lay -off.

Module IV: Settlement of Industrial Disputes

State Policy- need and nature of state labour policy and intervention-ILO Statutory Measures: Holding Negotiations-bipartite-tripartite negotiations-mediation-conciliation-arbitration-adjudication.

Module V: Promotion of Industrial Peace

Collective bargaining-works participation in management-works education-workers welfare-Industrial truce

Reference Books:

1. Industrial relations, trade unions and labour registration - P.R.N. Sinha & InduBala Sinha & SeemaPriyadarshini Shekhar
2. Industrial relations-C.B. Mamoria



4.6 Semester VI

Core Course (Optional 1): Healthcare Management

Course Code	BA6OCT27				
Course Title	Healthcare Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	6				
Course Type	Optional Course I				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Outline and enhance knowledge in healthcare business.			U	PSO2
CO2	Explain various healthcare services and concept of medical tourism.			U	PSO2
CO3	Analyze the role of healthcare sector in real life situations.			An	PO4
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to create awareness among the students and equip them with the necessary skills for employment in the middle level cadre.

Detailed Syllabus:

Module I

Role of Hospitals in Health Care

Role of Hospitals in development of society

Types of Hospital Ownership (Private, Government), Specialization (Nursing Homes, Diabetic clinic, General Hospital) and Service (Homeopathy, Ayurveda)

Module II

Management of Hospitals Importance of HRM and Staffing Financial Management
Budget Allocation

Module III

In patient and out patient

A study on Private and Government health care units Role of Government in health care sectors

Module IV

Hospital Services Clinical Services X-ray department, Lab Services. Department in Hospitals Paediatric, Orthopaedic, Pathology etc.

Module V

Maintenance of different types of records.

New avenues of Health Care management - tourism



Core Course (Optional 2): Advertising and Salesmanship

Course Code	BA6OCT28				
Course Title	Advertising and Salesmanship				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	6				
Course Type	Optional Course II				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the basic objectives, types and functions of advertising and ad agencies.			U	PSO2
CO2	Analyze and make decisions regarding the most feasible advertisement appeal and media.			An	PO6
CO3	Examine the concept of salesmanship, types of sales persons and the steps involved in salesforce management.			An	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps to create awareness among the students and equip them with the necessary skills for employment in the middle level cadre.

Detailed Syllabus:

Module I

Advertising definition, objectives. Types of Advertising Newspaper, Magazines, Journals. Outdoor Ads, Theatre Ads. Radio, TV Advertisement. Product placement

Module II

Ad Agencies Its Types and functions. Ethics in Advertisement. Advertisement Budget

Module III

Element of Advertisement Copy Writing. Advertisement lay out, Proof reading, Typography, Lithography. Use of Symbols, Slogans Caption Catch Phrase.

Module IV

Salesmanship Importance of Salesman, Steps in selling. Direct Marketing. Different Salesman retailer, wholesaler etc. Negotiation

Module V

Knowledge, Skills and Qualities required in salesmanship. Training and supervising the salesman. Motivating the salesman perks, commission, incentives, remuneration, awards and rewards

Reference Books:

1. Advertising Management- Rajeev Batra, John G Myers, David A Aaker Pearson, 5th edition
2. Salesmanship and Advertisement- Dawar S.R
3. Sales Promotion- Cummins. J, Kogan Page; 5 edition
4. New patterns in Sales Management- Birth and Boyd
5. Marketing- Debbie Gilliland



Core Course: Strategic Management

Course Code	BA6CRT29				
Course Title	Strategic Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	6				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Explain the fundamentals of Strategy, Strategic Management and Corporate Policy.			U	PSO2
CO2	Examine the techniques of Environment Scanning and Strategy Formulation.			An	PO5
CO3	Analyze the concept of Strategy Implementation and Strategic Control.			An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the basics of strategic management.

Detailed syllabus:

Module I

Introduction to Strategic Management, Concept of Corporate Strategy, Strategic Management Process, The 7-S Framework, Corporate Policy and Planning in India.

Module II

Environmental Scanning, Industry Analysis, The synthesis of External Factors, External Factors Analysis Summary (EFAS), Internal Scanning, Value Chain Analysis, Synthesis of Internal Factors, Internal Factors Analysis Summary (IFAS)

Module III

Strategy Formulation, Strategic Factors Analysis Summary (SFAS), Business Strategy, Corporate Strategy, Functional Strategy, Strategic Choice.

Module IV

Strategy Implementation, Organization Structure, Corporate Culture, Diversification, Mergers and Acquisitions, Turnaround strategies, Portfolio strategy (concepts only)

Module V

Evaluation and control of strategies-strategic control-standard-benchmarking-cost benefit analysis-performance gap analysis-responsibility centres.

Other Strategic Issues, Small and Medium Enterprises, Non- Profit Organizations.

Reference books:

1. Robert A Pitts and David Lei, Strategic Management, 4th Edition Cengage Learning, 2006.
2. Francis Chrunilam, Strategic Management, Himalaya publications, Mumbai.
3. K.Govindabhat, Strategic Management, Himalaya Publications, Mumbai.



Core Course: Communication Skills and Personality Development

Course Code	BA6CRT30				
Course Title	Communication Skills and Personality Development				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	6				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Summarize the fundamentals of Business Communication.			U	PO6
CO2	Examine various employment letters and the process of job interviews.			An	PSO3
CO3	Apply the concepts in real business environment to enhance employability skills.			Ap	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					



Course Descriptions

This course helps students to understand the importance of business communication.

Detailed Syllabus:

Module I: Speeches & Presentation

Speeches - Characteristics of a good speech, How to make speech effective

Presentation - Planning, preparation, organising, rehearsing & Delivery. How to make Presentation, The various presentation tools along with guidelines of effective presentation, Boredom factors of presentation and How to overcome them, Interactive Presentation and Presentation as a part of job Interview.

Module II: Brief business messages

Crafting messages for electronic media, choosing media for brief messages- email, instant messaging, text messaging, blogs, and wikis. creating effective email messages, instant messages, text messages, business blogs.

Module III: Employment messages and Job interviews

Resume Writing skills, Guide lines for good Resume, Writing application letters and other employment messages, application follow-ups, understanding the interviewing process, common types of interviews, preparing for a job interview, stages of every interview-warm-up, question answer session and close. Follow-up after an interview.

Module IV: Group Discussion

GD Leadership, GD protocol, Guidelines for GD participants, debate and extempore.

Module V

Audio video recording and Dialogue session on current topics- economy-education system- environment-politics.



Reference Books:

1. Business communication essentials- Courtland Bovée And John Thill
Pearson,2015
2. Fundamentals of business communication- P D Chaturvedi, MukeshChaturvedi
Pearson, 2012
3. Basic Managerial Skills for All McGrath E.H. S.J.PHI; 9 edition (2011)
4. Essentials of Business Communication- Rajendra Pal, J. S. Korlahalli, Sultan
Chand And Sons
5. Basic Managerial Skills for All- McGraw, S. J 8th edition, Prentice Hall of India.

Core Course: Management Project

Course Code	BA6PRP31				
Course Title	Management Project				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	6				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Outline the existing scenarios in various functional areas of Management of different companies.			U	PSO2
CO2	Analyze the existing framework through various evaluation techniques.			An	PO4
CO3	Demonstrate skills to present ideas related to the topics selected.			U	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

5. Assessment and Evaluation.

The evaluation of each paper shall contain two parts:

- Internal or In-Semester Assessment (ISA)
- External or End-Semester Assessment (ESA)

The internal to external assessment ratio shall be 1:4. Both internal and external marks are to be rounded to the next integer.

All papers (theory & practical), grades are given on a 7-point scale based on the total percentage of marks, (ISA+ESA) as given below:-

Percentage of Marks	Grade	Grade Point
95 and above	S Outstanding	10
85 to below 95	A+ Excellent	9
75 to below 85	A Very Good	8
65 to below 75	B+ Good	7
55 to below 65	B Above Average	6
45 to below 55	C Satisfactory	5
35 to below 45	D Pass	4
Below 35	F Failure	0
	Ab Absent	0



Credit Point and Credit Point Average

Credit Point (CP) of a paper is calculated using the formula:-

$CP = C \times GP$, where C is the Credit and GP is the Grade point.

Semester Grade Point Average (SGPA) of a Semester is calculated using the formula:

$SGPA = TCP/TC$, where TCP is the Total Credit Point of that semester.

Cumulative Grade Point Average (CGPA) is calculated using the formula:

$CGPA = TCP/TC$, where TCP is the Total Credit Point of that programme.

Grade Point Average (GPA) of different category of courses viz. Common Course I, Common Course II, Complementary Course I, Complementary Course II, Vocational course, Core Course is calculated using the formula:-

$GPA = TCP/TC$, where TCP is the Total Credit Point of a category of course and TC is the total credit of that category of course. Grades for the different courses, semesters and overall programme are given based on the corresponding CPA as shown below:

GPA	Grade
9.5 and above	S Outstanding
8.5 to below 9.5	A+ Excellent
7.5 to below 8.5	A Very Good
6.5 to below 7.5	B+ Good
5.5 to below 6.5	B Above Average
4.5 to below 5.5	C Satisfactory
3.5 to below 4.5	D Pass
Below 3.5	F Failure

Marks Distribution for External and Internal Evaluations

The external theory examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. For all courses without practical total marks of external examination is 80 and total marks of internal evaluation is 20. Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below: For all Courses without Practical

- Marks of external examination: 80
- Marks of internal evaluation: 20

Components of Internal Evaluation of theory	Marks
Attendance	5
Assignment /Seminar/Viva	5
Test papers (2x5=10)	10
Total	20

Attendance Evaluation for all Papers

Percentage of Attendance	Marks
90 and above	5
85 - 89	4
80-84	3
76-79	2
75	1



Internal Assessment: Test Papers

Two test papers are to be conducted in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for one year and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

External Examination

The external theory examination of all semesters shall be conducted by the University at the end of each semester.

Students having a minimum of 75% average attendance for all the courses only can register for the examination.

All students are to do a project in the area of core course. This project can be done individually or in groups (not more than five students) for all subjects which may be carried out in or outside the campus. External Project evaluation and Viva / Presentation is compulsory for all subjects and will be conducted at the end of the Programme.