



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(AUTONOMOUS)

Reaccredited With A++ Grade by NAAC

College with Potential for Excellence, Linguistic Minority Institution,
Affiliated to University of Madras, Arumbakkam, Chennai - 600 106



**LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK
(LOCF)**

for

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)



Effective for the students admitted in the Academic Year 2025 onwards

Department of
Business Administration
(BBA)



ACADEMIC YEAR 2025-2026

I – II Semesters
SCHEME AND SYLLABUS

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INSTITUTION

VISION

To impart value-based quality academia; to empower students with wisdom and to charge them with rich Indian traditions and culture; to invoke the self, to broaden the same towards nation building, harmony and Universal brotherhood.

MISSION

To ensure sustained progress and development in imparting quality education, to pioneer new avenues of teaching and research and to emerge as an institution with potential for excellence.

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

VISION

To evolve as an institution providing wholesome quality education in the field of management for building and developing entrepreneurship.

MISSION

M1	To provide sustained comprehensive quality management education inculcating social and ethical values.
M2	To spearhead new teaching practices for course delivery for management education.
M3	To stay abreast and constantly strive to provide students with the latest developments in the field of education and integrating with ICT.

PROGRAM EDUCATION OBJECTIVES (PEOs)

PEO 1	Raise a career in the field of management and contribute to the growth of the company and nation.
PEO 2	Kindles the entrepreneurship spirit and start their own business and/or develop their existing business.
PEO 3	To pursue higher studies and research in the specialized areas of management of their interest.
PEO 4	Build and/or develop organizations adherence to legal, social, ethical regulations of the nation.
PEO 5	Practicing and Promoting Pluralism and Multiculturalism in working environment and in own business

PEO TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	3	3	3	3
M2	1	1	1	2	2
M3	2	2	2	2	2

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

PROGRAM OUTCOMES (PO) IN RELATION TO GRADUATE ATTRIBUTES

PO1	Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of management domain that form a part of an undergraduate program of study.
PO2	Communication Skills: Ability to listen actively; express thoughts and ideas clearly in both oral and written forms, communicate effectively with stakeholders using appropriate media; presenting opinion in business environment.
PO3	Problem Solving: Capacity to extrapolate from domain knowledge and apply competencies to solve problems, rather than merely replicate information, and to apply learning effectively in real-life situations.
PO4	Leadership Skills: Ability to demonstrate leadership by setting direction, inspiring teams, managing group dynamics effectively, and upholding ethical standards while fulfilling social responsibilities in business contexts.
PO5	Entrepreneurship and Employability: Capability of emerging as Entrepreneurs by applying innovative thinking to create and manage ventures or gain employability by taking up diverse roles across industries, leveraging acquired knowledge, skills, and professional competencies.
PO6	Lifelong Learning: Engaging in continuous learning by applying Knowledge, Skills and Ability through self-directed and self-paced learning, thereby ensuring personal and professional development and enabling sustainability through adaptability to evolving economic, social, and workplace demands.

Mapping of POs TO PEOs

PEO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
PEO 1	3	2	3	3	3	2
PEO 2	2	2	3	2	3	3
PEO 3	3	1	3	1	2	3
PEO 4	2	2	2	3	2	2
PEO 5	1	3	2	3	2	2

3-Strong Correlation 2- Medium Correlation 1- Low Correlation

PROGRAM SPECIFIC OUTCOMES

PSO1	Students will demonstrate the ability to apply management concepts to analyse and solve real-world business problems.
PSO2	Students will build domain-specific proficiency in their chosen specialization
PSO3	Students will participate in co-curricular and experiential learning activities
PSO4	Students will develop the capacity to conduct business research for decision- making and policy development.
PSO5	Students will gain Entrepreneurial skills and innovation-driven thinking to initiate and manage business ventures, contribute effectively to organizations, or pursue higher studies.
PSO6	Students will understand and assess the impact of emerging technologies on business operations and strategies, and adapt to technological advancements in a sustainable and ethical manner.

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

ELIGIBILITY FOR ADMISSION

Candidates for admission to the first years of Bachelor of Business Administration (BBA) course shall be required to have passed Higher Secondary examinations conducted by the Government of Tamil Nadu, or an examination accepted as equivalent thereto by the syndicate of the University of Madras.

Aggregate marks obtained in Commerce/Business studies, Accountancy, Mathematics / Business Mathematics/Economics/ Computer science will be considered for admission.

DURATION OF THE COURSE

The duration of the course for three academic years consisting of six semesters and each semester comprises of 90 days.

- a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semester and the third academic year the fifth and sixth semester respectively.
- b) The odd semester shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

BUSINESS ADMINISTRATION (BBA) CURRICULUM

Part	Courses	Credits
I	Language courses, including Tamil (Basic or Advanced) or a Non-Tamil Language	6
II	English	6
III	Core courses (main subject), Allied subjects, and Project/Elective subjects related to the main area of study	106
IV	Non-Major Electives, Environmental Studies, Soft Skills, and Value Education	23
V	Compulsory Extension Service, with a focus on community engagement and social responsibility	1
Total Credits		142

DISSERTATION

Semester VI consists of project and dissertation for 100 marks. Students are allocated individually to dissertation with the faculty of department. The format for dissertations is similar to the thesis style incorporating introduction, materials & methods, results, discussion and bibliography. The dissertation is submitted in a type written and bound form after plagiarism check and a copy of each dissertation is submitted to the Department for permanent record. Each student should present/publish a paper on his/her project.

ELIGIBILITY FOR THE AWARD OF DEGREE

A candidate shall be eligible for the award of Degree only if he or she has undergone the prescribed course for a period of not less than three academic years, and passed the examinations of all Six Semesters prescribed.

SCHEME ON EXAMINATIONS

As per the University Regulation the following split up of marks are to be followed.

(i) SPLIT UP FOR INTERNAL AND EXTERNAL MARKS FOR THEORY AND PRACTICAL PAPER:

Sl. No.	Paper	Internal	External	Total
1.	Theory	50	50	100
2.	Practical	50	50	100

(ii) SPLIT UP FOR INTERNAL ASSESSMENT MARKS FOR THEORY

CIE- Continuous Internal Evaluation (50 Marks)

CIA	30
Generic Skill	15
Attendance	5
Total	50

SCHEME OF I SEMESTER BUSINESS ADMINISTRATION (BBA) PROGRAM

SEMESTER I												
Component	Course Category	Course Code	Name of the course	Over All Credits	Hrs. Distribution				Total contact Hours	Marks		
					L	T	P	S		CIA	ESE	Total
Part I	AECC		Language I	3	4	0	0	0	4	50	50	100
Part II	AECC		English I	3	4	0	0	0	4	50	50	100
Part III	Core Course I		Accounting for Managers – I	4	4	1	0	0	5	50	50	100
	Core Course II		Principles of Management	4	5	0	0	0	5	50	50	100
	Generic Elective I		Managerial Economics	3	5	0	0	0	5	50	50	100
PART IV	Skill Enhancement Course – DS I		Office Tools with AI integration	2	1	0	2	0	3	50	50	100
	Skill Enhancement Course – NME I		Consumer Behaviour	2	2	0	0	0	2	50	50	100
			Fundamentals of Services Management									
			Basics of Business Research									
		Entrepreneurship and Women Empowerment										
	Soft Skill I			2					2	50	50	100
Total				23					30			

SCHEME OF II SEMESTER BUSINESS ADMINISTRATION (BBA) PROGRAM

SEMESTER II												
Component	Course Category	Course Code	Name of the course	Over All Credits	Hrs. Distribution				Total contact Hours	Marks		
					L	T	P	S		CIA	ESE	Total
Part I	AECC		Language II	3	4	0	0	0	4	50	50	100
Part II	AECC		English II	3	4	0	0	0	4	50	50	100
Part III	Core Course III		Accounting for Managers – II	4	4	1	0	0	5	50	50	100
	Core Course IV		International Business	4	5	0	0	0	5	50	50	100
	Generic elective II		Corporate Communication	3	5	0	0	0	5	50	50	100
PART IV	Skill Enhancement Course – DS II		Office automation and Tally for Business	2	1	0	2	0	3	50	50	100
	Skill Enhancement Course – NME II		Personality Development	2	2	0	0	0	2	50	50	100
			Media Business Planning									
			International Logistics and Supply Chain									
		Business Etiquette and Protocol										
	Soft Skill II			2					2	50	50	100
Total				23					30			

FIRST SEMESTER

CORE - I

Course Title: **ACCOUNTING FOR MANAGERS - I**

Course Code:	Credits :04
L:T:P:S: 4:1:0:0	CIA Marks : 50
Exam Hours: 03	ESE Marks : 100

LEARNING OUTCOME:

1. To gain proficiency in applying fundamental accounting principles, conventions, and techniques for recording and summarizing financial transactions.
2. To develop skills in error identification, rectification, reconciliation, and preparation of financial statements, ensuring accurate representation of financial data.
3. To enhance competency in handling various accounting methods, including adjustments, depreciation, and single-entry systems, to analyze and report financial performance effectively.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Apply the principles of accounting and double-entry bookkeeping to record business transactions systematically.
CO2	Prepare final accounts for a sole trading concern, incorporating adjustments to reflect an accurate financial position.
CO3	Identify and rectify accounting errors and prepare bank reconciliation statements.
CO4	Apply depreciation methods (straight-line and written-down value) to analyze the value of the assets.
CO5	Prepare statement of affairs and conversion methods for incomplete records.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	0	2	0	2	2	2	2	1	1	1	1
CO2	3	0	2	0	3	2	2	2	1	2	1	1
CO3	3	0	2	0	2	2	1	2	2	2	1	1
CO4	3	0	2	0	2	2	1	2	1	2	1	1
CO5	3	0	2	0	3	2	1	2	1	2	1	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	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 – Preparation of Cash Book.	13	CO1
2	Preparation of Final Accounts of a Sole Trading Concern – Final Accounts with all Adjustments.	13	CO2
3	Classification of Errors – Rectification of Errors – Preparation of Suspense Account. Bank Reconciliation Statement (Only Simple Problems).	13	CO3
4	Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method - (Change in Method Excluded).	13	CO4
5	Single Entry System – Meaning, Features, Defects. Difference between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method (Only Simple Problems)	13	CO5

TEXT BOOKS:

1. Reddy, T. S., & Murthy, A. (2023). Financial accounting (Revised ed.). Margham Publications.
2. Jain, S. P., & Narang, K. L. (2023). Advanced accountancy: Volume I (Latest ed.). Kalyani Publishers.

REFERENCE BOOKS:

1. Gupta, R. L., & Gupta, V. K. (2022). Financial accounting (Latest ed.). Sultan Chand & Sons.
2. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2022). Advanced accounts: Volume I (Latest ed.). S. Chand Publishing.
3. Tiwari, A., & Tiwari, A. (2024). Fundamentals of accounting (Latest ed.). Taxmann Publications.
4. Maheshwari, S. N., & Maheshwari, S. K. (2023). Introduction to accountancy (12th ed.). Vikas Publishing House.

ONLINE REFERENCES:

1. <https://www.accountingcoach.com/accounting-principles/explanation>
2. https://smtasmc.org/images/Sole_trading_cconcern_notes_final.pdf
3. <https://www.geeksforgeeks.org/rectification-of-errors/>

4. <https://www.financestrategists.com/accounting/rectification-of-errors/classification-of-errors/>
5. <https://corporatefinanceinstitute.com/resources/accounting/types-depreciation-methods/>
6. <https://www.financestrategists.com/accounting/introduction-to-accounting/single-entry-system-in-accounting/>
7. <https://www.freshbooks.com/hub/accounting/conversion-method>

FIRST SEMESTER

CORE - II

Course Title: **PRINCIPLES OF MANAGEMENT**

Course Code:	Credits :04
L:T:P:S: 5:0:0:0	CIA Marks : 50
Exam Hours: 03	ESE Marks : 100

LEARNING OUTCOME:

1. To comprehend and apply managerial principles and techniques for planning, organizing, directing, and controlling to achieve organizational efficiency.
2. To develop skills for strategic thinking and decision-making to address real-world business scenarios and dynamic environments effectively.
3. To foster an understanding of contemporary approaches to management, emphasizing the integration of traditional theories with modern practices.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Analyze the nature, scope, and significance of management processes and evaluate the role and functions of managers at different levels.
CO2	Demonstrate the ability to apply planning techniques, including policy formulation and decision-making, to achieve organizational goals effectively.
CO3	Design suitable organizational structures and evaluate the importance of departmentalization, span of control, and informal organizations in managing enterprises.
CO4	Differentiate between authority, power, and responsibility, and apply effective coordination and control techniques to enhance organizational performance.
CO5	Evaluate strategic management processes and apply strategic decision-making to address contemporary business challenges.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	0	2	2	2	2	2	2	1	1	1	1
CO2	3	0	3	2	3	2	2	2	1	2	1	1
CO3	3	0	3	3	2	2	2	2	1	1	1	1
CO4	3	0	3	3	2	2	2	2	1	1	1	1
CO5	3	0	3	3	3	2	2	2	1	2	2	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	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.	13	CO1
2	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.	13	CO2
3	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization – Enterprise Mobility.	13	CO3
4	Authority – Delegation – Decentralization – Difference Between Authority and Power – Responsibility. Direction – Nature and Purpose. Co-Ordination – Need, Type and Techniques and Requisites for Excellent Co-Ordination. Controlling – Meaning and Importance – Control Process.	13	CO4
5	Strategic Management – Introduction – Roles and Importance – Process – Strategic Decision-Making in Current Scenario.	13	CO5,

TEXT BOOKS:

1. Tripathi, P. C., & Reddy, P. N. (2021). Principles of Management (7th ed.). Sultan Chand & Sons.
2. Prasad, L. M. (2025). Principles and Practices of Management (11th ed.). Sultan Chand & Sons.
3. Robbins, S. P., Coulter, M., Randel, A., & Viswanathan, R. (2022). Management (15th ed.). Pearson Education.

REFERENCE BOOKS:

1. Gupta, C. B., & Mathur, S. (2023). Management: Principles and Applications (9th ed.). Scholar Tech Press.
2. J.Jayashankar; Business Management, Margham Publication, 2019.
3. Koontz, H., Weihrich, H., & Cannice, M. V. (2019). Essentials of Management: An International, Innovation and Leadership Perspective (11th ed.). McGraw-Hill Education.
4. Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. Management (6th ed.). Pearson Education.

ONLINE REFERENCES:

1. <https://openstax.org/books/principles-management/pages/1-introduction>
2. <https://www.studocu.com/in/document/university-of-madras/business-administration/principle-of-management/33568555>
3. <https://www.taxmann.com/post/blog/what-is-planning-importance-process-and-types>
4. <https://courses.lumenlearning.com/wm-principlesofmanagement/chapter/common-organizational-structures/>
5. <https://www.geeksforgeeks.org/difference-between-delegation-and-decentralization/>
6. <https://www.techtarget.com/searchcio/definition/strategic-management>
7. <https://www.coursera.org/articles/strategic-management>

FIRST SEMESTER
GENERIC ELECTIVE - I

Course Title: **MANAGERIAL ECONOMICS**

Course Code:	Credits :03
L:T:P:S: 5:0:0:0	CIA Marks : 50
Exam Hours: 03	ESE Marks : 100

LEARNING OUTCOME:

1. To apply economic concepts such as demand, supply, and cost to comprehend their relevance in managerial decision-making.
2. To develop proficiency in applying economic theories and forecasting techniques to solve business-related problems.
3. To build expertise in evaluating pricing methods and market structures to design effective business strategies.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Explain the scope and significance of managerial economics and analyze the relationship between microeconomics, macroeconomics, and managerial decision-making.
CO2	Apply demand analysis concepts, including elasticity, consumer behaviour theories, and demand forecasting techniques, to predict market trends.
CO3	Evaluate production and cost functions, including cost-output relationships and revenue analysis, to optimize production strategies.
CO4	Design pricing strategies by considering objectives, methods, and market factors to maximize profitability in different business scenarios.
CO5	Compare various market structures, including perfect competition, monopoly, and oligopoly, to assess their impact on business decisions and strategies.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	0	2	0	2	2	2	2	1	1	1	1
CO2	3	0	3	0	3	2	2	2	1	2	1	1
CO3	3	0	3	0	3	2	2	2	1	2	1	1
CO4	3	0	3	1	3	2	2	2	1	1	2	1
CO5	3	0	3	1	3	2	2	2	1	1	2	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Nature and scope of managerial economics - Definition of economics - Important concept of economics - Relationship between Micro, Macro and Managerial economics - Objectives of the firm.	13	CO1
2	Demand analysis - Theory of consumer behaviour - Marginal Utility analysis - Indifference curve analysis - Meaning of Demand - Law of Demand - Types of Demand - Determinants of Demand - Elasticity of demand - Demand forecasting - Supply, Law of Supply, Determinants of Supply and Supply Analysis	13	CO2
3	Production and cost analysis - Concept of 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	13	CO3
4	Pricing Methods and Strategies Objectives - Factors - General Consideration of Pricing - Methods of Pricing - Dual Pricing - Price Discrimination	13	CO4
5	Market Classification - Perfect Competition - Monopoly - Monopolistic competition - Duopoly – Oligopoly	13	CO5,

TEXT BOOKS:

1. Managerial Economics by Dr. S. Sankaran, published by Margham Publications, is the 5th edition, reprinted in 2022
2. Mithani, D. M. (2024). Managerial Economics: Theory and Applications (9th ed.). Himalaya Publishing House.
3. Dwivedi, D. N. (2023). Managerial Economics (9th ed.). Vikas Publishing House.

REFERENCE BOOKS:

1. Gupta, G. S. (2023). Managerial Economics (22nd ed.). Sultan Chand & Sons.
2. Salvatore, D. (2022). Managerial Economics in a Global Economy (11th ed.). Oxford University Press.
3. Keat, P. G., & Young, P. K. Y. (2019). Managerial Economics: Economic Tools for Today's Decision Makers (8th ed.). Pearson Education.

ONLINE REFERENCES:

1. <https://byjus.com/free-ias-prep/demand-supply/>
2. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001405/M0_22214/ET/1504609898Module-18.pdf

FIRST SEMESTER
SKILL ENHANCEMENT COURSE - DS I

Course Title: **OFFICE TOOLS WITH AI INTEGRATION**

Course Code: 1:0:2:0	Credits : 02 L:T:P:S:
	CIA Marks : 50
Exam Hours: 03	ESE Marks : 100

LEARNING OUTCOME:

1. To gain hands-on experience in document creation, formatting, and editing using MS Word.
2. To Design and deliver professional presentations with text, visuals, transitions, and effects using MS PowerPoint.
3. To Create and enhance digital forms using Google Forms and AI tools for survey and feedback collection.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Demonstrate proficiency in using MS Word for professional documentation, including advanced tools like mail merge, tracking, and table formatting.
CO2	Develop dynamic presentations in MS PowerPoint, incorporating multimedia, animations, and layout customization.
CO3	Design, customize, and share interactive surveys using Google Forms, applying basic AI tools for improved functionality and data quality.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	2	2	2	2	2	1	1	1	2
CO2	3	3	2	2	2	2	2	2	1	1	1	2
CO3	3	2	3	2	2	3	2	2	2	2	1	3

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	MS – Word - Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, Paragraph, Page Style-Setting Foot notes, Page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, drawing, formatting, grouping, ordering, rotating pictures, Tools- Word completion, Spell check, Mail merge, Tracking Changes, Security, Printing Documents.	10	CO1
2	MS - PowerPoint - Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and Video, Printing handouts, Hyperlink and its types.	10	CO2
3	Google Forms and AI Tools in Survey & Feedback Collection - Introduction to Google Forms – creating, customizing, and sharing forms. Question types. Integrating AI tools to enhance forms – Generating survey questions, branching logic and Prompt engineering basics.	10	CO3

TEXT BOOKS:

1. P.Rizwan Ahmed (2020); Computer Application in Business & Management, Margham Publications.
2. Barrie Roberts (2025); Step – by – Step Guide to Google Forms (Google Workspace apps).

REFERENCE BOOKS:

1. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
2. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
3. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

ONLINE REFERENCES:

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://byjus.com/govt-exams/microsoft-powerpoint/>
3. [https://www.mchrdr.gov.in/5th_mesfc2023/material/Microsoft%20Office\(MS-POWER%20POINT%202016\).pdf](https://www.mchrdr.gov.in/5th_mesfc2023/material/Microsoft%20Office(MS-POWER%20POINT%202016).pdf)
4. <https://www.christopencourseware.com/public/notes/1602393189.pdf>

FIRST SEMESTER

SKILL ENHANCEMENT COURSE – NME I

Course Title: CONSUMER BEHAVIOUR

Course Code:	Credits :02
L:T:P:S: 2:0:0:0	CIA Marks : 50
Exam Hours: 1:30 Hours	ESE Marks : 50

LEARNING OUTCOME:

1. To study the various theoretical models and factors influencing consumer behaviour.
2. To understand the consumer motivation and their attitude on consumer behaviour.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Describe concepts underlying consumer behaviour and relate consumer involvement & decision making.
CO2	Identify & outline the significance of motivation & personality with consumer behaviour.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	0	3	1	3	2	2	2	1	1	2	1
CO2	3	0	2	1	2	2	2	2	1	1	1	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Meaning and nature of consumer behaviour, factors affecting consumer behaviour, models of consumer behaviour - consumer involvement and decision making - types of involvement- model of consumer involvement.	15	CO1
2	Attitude – characteristics – components – functions of attitude – factors influencing attitude – themes of attitude – factors influencing purchase decision of a consumer – culture, social class, reference group.	15	CO2

TEXT BOOKS:

1. Dr. L Natarajan; Consumer Behavior, Margham Publication, 2023.
2. Ms. Suja and R. Nair; Consumer Behavior, Himalaya Publishing House Pvt ltd, 3rd Edition, 2020
3. Leon G. Schiffman & Joseph Wisenblit (2023). Consumer Behaviour. 12th Edition. Pearson

REFERENCE BOOKS:

1. Michael R Solomon (2023). Consumer Behaviour: Buying, Having and Being. Pearson Education, 14th Edition.
2. Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar (2021). Consumer Behavior, Pearson Publication, 12th Edition, 2021

ONLINE REFERENCES:

1. http://cbmohali.org/img/Journal_1-50-53.pdf
2. <https://www.intelligencenode.com/blog/category/consumer-behavior/>
3. <https://www.omniconvert.com/blog/>

FIRST SEMESTER
SKILL ENCHANCEMENT COURSE – NME I

Course Title: FUNDAMENTALS OF SERVICES MANAGEMENT

Course Code:	Credits :02
L:T:P:S: 2:0:0:0	CIA Marks : 50
Exam Hours: 1:30 Hours	ESE Marks : 50

LEARNING OUTCOME:

1. To know the service concept, its evolution and growth.
2. To understand the effectiveness of services management.
3. To know the service marketing techniques applied in various sectors.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Describe the services and its quality and the gaps in communication.
CO2	Understand the various service industries nature and its operations.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	1	2	2	2	2	1	1	1	1
CO2	3	0	2	1	3	2	2	2	1	1	2	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Introduction to Services management, Meaning, Definition. Concept of Service, Characteristics of Service- Classification of service design, developing Human resource, building service aspirations. Delivering Quality service: Causes of service- quality gaps. The customer expectation vs. perceived service gap. External Communication to the customers- Promise vs. delivery gap- Developing appropriate communication about service quality.	15	CO1
2	Services with special Reference to 1. Health Services, 2. Hospitality Service, 3. Travel and Tourism 4. Professional Services 5. Educational Services 6. Public Utility Services 7. Logistics.	15	CO2

TEXT BOOKS:

1. Dr.C.Natarajan; Service Marketing; Margham Publication, 2019.
2. Lovelock Chrisopher and Wirtz Jochen, —Services Marketing: People, Technology, Strategy, Pearson Education, 9th edition 2021.

REFERENCE BOOKS:

1. Dr.R.Balaji; Service Marketing and Management, Sultan Chand & sons, 2023.
2. Valarie A. Zeithaml, Mary Jo Bitner, Dwayne Gremler, Martin Mende – Services Marketing: Integrating Customer Focus Across the Firm, McGraw-Hill Education, 8th Edition, 2023
3. Zenithal (Valarei), Service Marketing, The Indian Perspective, McGraw Hill Publication.

ONLINE REFERENCES:

1. https://sebokwiki.org/wiki/Fundamentals_of_Services
2. https://www.fm-house.com/wp-content/uploads/2014/12/Service_Management.pdf
3. https://ebooks.lpude.in/management/mba/term_3/DMGT522_SERVICES_MANAGEMENT.pdf

FIRST SEMESTER

SKILL ENHANCEMENT COURSE - NME I

Course Title: **BASICS OF BUSINESS RESEARCH**

Course Code:	Credits :02
L:T:P:S: 2:0:0:0	CIA Marks : 50
Exam Hours: 1:30 Hours	ESE Marks : 50

LEARNING OUTCOME:

1. To acquire basic knowledge about research and its approaches.
2. To equip students in carrying out a research project.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Outline stage of research and research design.
CO2	Outline data analysis techniques and present research findings in standard format.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	0	3	1	2	2	2	2	1	2	1	1
CO2	3	2	3	1	2	2	2	2	1	2	1	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Introduction to Business research, Aim, Objectives, nature and theory and data. Selection of a research problems, Formulation of Problems- data collection techniques, questionnaire preparation, interview methods, preparation of budget and training.	15	CO1
2	Analysis of basis data through percentage analysis- editing and processing tabulation and consolidation of research report- Drafting a final research proposal and its procedure	15	CO2

TEXT BOOKS:

1. Kothari CR Research Methodology & Techniques, New Age International Pvt Ltd 2016
2. Ravi Lochanan; Research Methodology, Margham Publications ,2019

REFERENCE BOOKS:

1. John W Creswell; Craft of Research, University of Chicago Press, 4th edition.
2. Gregory and Joseph M Williams; Research Design Qualitative and Quantitative and Mixed method approach, Sage Publications, 5th Edition.

ONLINE REFERENCES:

1. <https://egyankosh.ac.in/bitstream/123456789/12267/1/Unit-1.pdf>
2. <https://yourknow.com/uploads/books/an-introduction-to-business-research-methods.pdf>
3. <https://lib.arizona.edu/tutorials/business-research/#/>
4. <https://www.lucapallotta.com/online-business-research/>

FIRST SEMESTER

SKILL ENHANCEMENT COURSE – NME I

Course Title: **ENTREPRENEURSHIP AND WOMEN EMPOWERMENT**

Course Code:	Credits :02
L:T:P:S: 2:0:0:0	CIA Marks : 50
Exam Hours: 1:30 Hours	ESE Marks : 50

LEARNING OUTCOME:

1. To Motivate students for Promoting Entrepreneurship.
2. To emphasize the significant roles of women entrepreneurship and their developments.
3. To facilitate students with various sources promoting entrepreneurship.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Outline concepts, factors, functions, classification of entrepreneurship.
CO2	Identify the Role of Government, SHGS to promote Women entrepreneurs.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	0	2	1	3	2	2	2	1	1	2	1
CO2	3	0	2	1	3	2	1	1	2	1	2	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Entrepreneurship- Meaning- Types- Qualities of Entrepreneur- Roles of Entrepreneur in Economic Growth- Identification of Business Opportunities-Feasibility study - Meaning, Concept and Functions of Self-help Groups (SHGS).	15	CO1
2	Social Entrepreneurship - Definition and Role of Social Entrepreneurship - Social vs. Traditional Entrepreneurship - Key Traits of Social Entrepreneurs - Types of Social Enterprises - Women Empowerment through SHGS - Social Development for women through SHGS- Role of Government and NGO's Fostering women Empowerment- Empowerment of Women in India- Role of Micro Financing – Government role in Financial Inclusion- Pradhan Mantri Jan- Dhan Yojan and other schemes.	15	CO2

TEXT BOOKS:

1. S. S. KHANKA; Entrepreneurship Development, S Chand Publication, 5th Edition Reprint, 2020.
2. Poornima M Charanthimath, Entrepreneurship Development and Small Business Enterprises 3rd Edition, Pearson Publication, 2020
3. Jayashree Suresh, Entrepreneurial Development, Margham Publication.

REFERENCE BOOKS:

1. C.B. Gupta & N.D. Srinivasan, Entrepreneurship Development. Sultan Chand & Sons, 2020.
2. Vasanth Desai, Dynamics of Entrepreneurial Development & Management, Himalaya Publishing House.
3. Robert D. Hisrich, International Entrepreneurship, Sage Publications.

ONLINE REFERENCES:

1. <https://www.bajajfinserv.in/what-is-entrepreneurship?>
2. <https://innovaromoir.com/en/social-entrepreneurship-definition-characteristics/>
3. <https://sdgs.un.org/partnerships/empowerment-women-through-self-help-groups?>

SECOND SEMESTER

CORE - III

Course Title: **ACCOUNTING FOR MANAGERS - II**

Course Code:	Credits :04
L:T:P:S: 4:1:0:0	CIA Marks : 50
Exam Hours: 03	ESE Marks : 100

LEARNING OUTCOME:

1. To understand and analyze cost concepts, classifications, and their applications.
2. To develop analytical skills for preparing and interpreting financial statements using fund flow, cash flow, budgeting, and ratio analysis.
3. To build proficiency in applying marginal and absorption costing techniques and cost-volume-profit analysis for effective managerial decision-making.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Prepare cost sheets, analyze cost components, and apply costing techniques.
CO2	Differentiate between management accounting, cost accounting, and financial accounting, and evaluate the scope and limitations of each.
CO3	Apply fund flow, cash flow, and budgetary control techniques to assess financial performance and planning.
CO4	Analyze marginal and absorption costing methods and evaluate cost-volume-profit relationships for financial planning.
CO5	Interpret financial ratios and assess liquidity, profitability, and turnover ratio for comprehensive financial analysis.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	0	3	1	3	2	2	3	1	1	1	1
CO2	3	0	2	1	2	2	2	3	1	1	1	1
CO3	3	0	3	1	3	2	2	2	1	2	1	1
CO4	3	0	3	1	3	2	2	3	1	2	1	1
CO5	3	0	3	1	3	2	2	3	1	2	1	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Cost Accounting - Nature and Scope- Cost Analysis – Concepts and Classification –Installation of Costing System – Preparation of Cost Sheet- Tender	13	CO1
2	Management Accounting – Meaning, Nature, Scope and Functions, Need, Importance and Limitations – Management Accounting Vs. Cost Accounting – Management Accounting Vs. Financial Accounting (Theory Only).	13	CO2
3	Fund Flow and Cash Flow Analysis – Budgets and Budgetary Control – Meaning, Objectives, Merits and Demerits (Simple Problems).	13	CO3
4	Marginal Costing (Excluding Decision Making) – Absorption Costing and CVP Analysis (Simple Problems).	13	CO4
5	Ratio Analysis –Interpretation – Benefits and Limitations – Classification of Ratios Liquidity Ratio – Profitability Ratio – Turnover Ratio (Simple Problems).	13	CO5,

TEXT BOOKS:

1. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2023.
2. Antony Atkinson, Robert S Kalpan, Advance Management Accounting, Pearson Publications, 7th Edition 2021.

REFERENCE BOOKS:

1. Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 17th Edition 2023.
2. Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, Taxmann Publications, 2023 Edition.
3. Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 11th Edition 2021.

ONLINE REFERENCES:

1. <https://www.freebookcentre.net/business-books-download/Accounting-for-Managers- by-Vardhaman-Mahaveer-Open-University.html>
2. http://ebooks.lpude.in/commerce/mcom/term_1/DCOM302_DCOM403_MANAGEMENT_ACCOUNTING.pdf
3. <http://213.55.83.214:8181/Bussiness%20Ebook/mang%20end%20accounting/Advanced%20Management%20Accounting.pdf>

SECOND SEMESTER

CORE – IV

Course Title: INTERNATIONAL BUSINESS

Course Code:	Credits : 04
L:T:P:S: 5:0:0:0	CIA Marks : 50
Exam Hours: 03	ESE Marks : 100

LEARNING OUTCOME:

On completion of the course, student will be able:

1. To develop an understanding of the fundamentals of international trade, including the key differences between internal and international trade and the importance of global trade for economic development.
2. To learn and apply the classical and modern theories of foreign trade, assessing the comparative advantages of different countries in global markets.
3. To understand the role of international financial institutions and trade agreements in managing global economic stability, correcting trade imbalances, and fostering cooperation between countries.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Explain the importance, nature, scope, and internationalization processes of international business, including modes of entry and the role of multinational corporations.
CO2	Understand and apply key theories of foreign trade: Absolute Advantage, Comparative Advantage, and Equal Cost Differences.
CO3	Analyze foreign investment patterns, foreign exchange markets, and factors influencing Foreign Direct Investment (FDI), including its types and benefits.
CO4	Evaluate globalization drivers, global trade trends, and the impact of tariff and non-tariff barriers on international business.
CO5	Describe regional economic groupings, their levels of integration, and the role of major international institutions and trading blocs in supporting global trade.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	1	2	2	3	2	3	2	1	1	2	2
CO2	3	1	2	1	2	2	3	2	1	2	1	2
CO3	3	1	3	2	2	2	3	2	1	2	2	2
CO4	3	1	3	2	2	3	2	2	1	2	2	2
CO5	3	1	2	2	2	2	2	2	1	2	2	2

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	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.	13	CO1
2	Theories of Foreign Trade – Absolute, Comparative, Equal Cost Differences (Adam Smiths, Ricardo, Haberler, Heckscher- Ohlin Theories Only).	13	CO2
3	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.	13	CO3
4	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.	13	CO4
5	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. Institutional Environment: IMF, IBRD, WTO, ADB, UNCTAD. Trading blocks – ASEAN, SAFTA, SAARC, NAFTA, EU – Types & Importance.	13	CO5

TEXT BOOKS:

1. K. Aswathappa (2020). International Business. 7th Edition, McGraw Hill.
2. Francis Cherunilam (2024). International Business Text and Cases. 7th Edition. PHI Learning Pvt. Ltd.
3. Subba Rao. International Business. Himalya Publishing House.

REFERENCE BOOKS:

1. V.K. Bhalla, International Business, S Chand & Company, First edition.
2. Charles W. L. Hill (2023). International Business. 13th Edition. McGraw Hill.
3. Gupta C. B. International Business. S Chand & Company.
4. Dr. Neeta Vayadande (2022). International Business. Sahitya Bhawan Publications: Agra.

ONLINE REFERENCES:

1. https://collegehive.in/docs/4th_sem/site/GB/Unit-1%20Introduction%20to%20Global%20Business/1.r%20Theories%20of%20International%20Business.html
2. <https://www.techtarget.com/searchcio/definition/globalization>
3. <https://www.vedantu.com/commerce/international-trade-institutions-and-agreements>

SECOND SEMESTER
GENERIC ELECTIVE - II

Course Title: CORPORATE COMMUNICATION

Course Code:	Credits :03
L:T:P:S: 5:0:0:0	CIA Marks : 50
Exam Hours: 03	ESE Marks : 100

LEARNING OUTCOME:

1. To develop effective communication strategies by identifying and addressing barriers, selecting appropriate forms, and applying techniques for improved managerial communication.
2. To acquire writing and oral communication skills relevant to professional settings, including business correspondence, interviews, meetings, and the use of modern communication platforms.
3. To evaluate the importance of corporate communication and its role in establishing a strong corporate identity, reputation, and employer branding.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Analyze communication processes, barriers, and principles, and apply effective techniques to enhance interpersonal and organizational communication.
CO2	Demonstrate proficiency in conducting and participating in interviews, group discussions, and meetings, and enhance oral communication skills using structured techniques.
CO3	Compose professional business letters, memos, and meeting documents, and utilize modern communication platforms (e.g., LinkedIn, WhatsApp, email) effectively and ethically in a managerial context.
CO4	Analyse the importance and type of corporate communication, as well as public relations' role and objectives in business communication.
CO5	Assess the value of corporate reputation and develop strategies for building a strong corporate identity through communication and employer branding.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	2	2	2	2	1	1	1	1
CO2	2	3	2	2	2	2	2	2	2	1	1	1
CO3	3	3	2	1	3	2	2	2	2	1	1	2
CO4	3	2	2	2	2	2	2	2	1	1	1	1
CO5	2	2	2	3	2	2	2	2	1	1	1	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Introduction to Corporate Communication - Meaning, importance, objectives – Principles of communication- Forms of communication – Communication process – Barriers to communication- Techniques of effective communication.	13	CO1
2	Interview Techniques - Mastering the art of conducting interviews, placement interviews - Mock Interviews – Exit interviews, Group discussions- Meetings – Group discussions, video conferencing- Appointment. Developing oral communication skills, SQ3R reading technique.	13	CO2
3	Introduction to Managerial Writing - Business letters: Enquiries, circulars, orders, acknowledgement, sales, circulars, complaints, correspondence with shareholders, Agenda – Minutes of meeting – Memorandum – Notes. Modern communication for managers - Facebook, Whatsapp, LinkedIn, Twitter, Internet, E-mail, YouTube and their uses in business. E-communication etiquettes	13	CO3
4	Public Relations - Introduction, Meaning, Objectives, Scope, Importance of Public Relations in Business Communication - Qualities of PRO	13	CO4
5	Corporate Reputations and Identity -Meaning-The value of good Reputation-Linking corporate communication to Reputation-Defining Corporate Identity-The Identity Mix - Employer Branding	13	CO5,

TEXT BOOKS:

1. Business Communication: Concepts, Cases, and Applications"P. D. Chaturvedi, Mukesh Chaturvedi, Pearson Education, 12th Edition, 2023.
2. N.S. Raghunathan and B.Sumathi; Business Communication, Margham Publications, Reprint 2019.

3. Herta A Murthy, Herbert W.Hildebrand and Jana R. Thomas; Effective Business Communication, 7th Edition, Mc Graw Hill Education.
4. Cees B.M. Van Riel, Charles J. Fombrun; Essentials of corporate communication, Taylor and Francis Group,2007.
5. Sandra M. Oliver; Handbook of Corporate Communication and Public Relation; Routledge

REFERENCE BOOKS:

1. Hory Sankar Mukerjee; Business Communication: Connecting at Work; 2nd Edition, Oxford University Press.
2. Payal R. Mehra; Business Communication for Managers, 2nd Edition, Pearson Education India.
3. Raymond V. Lesikar; Business Communication (SIE): Connecting in a Digital World; 13th Edition, McGraw Hill Publication.
4. Urmilarai; Business Communication, Himalaya Publication.

ONLINE REFERENCES:

1. <http://www.edukart.com/blog/importance-of-effective-communication-in-an-organization/>
2. <https://www.educationobserver.com/forum/showthread.php?tid=14538>
3. <http://www.careerlauncher.com/banking/correspondence/>
4. <https://thebusinesscommunication.com/what-is-circular-letter-importance-or-advantages-of-circular-letter/>
5. <https://study.com/academy/lesson/internal-communication-in-an-organization-definition-strategies-examples.html>.

SECOND SEMESTER

SKILL ENHANCEMENT COURSE - DS II

Course Title: **OFFICE AUTOMATION AND TALLY FOR BUSINESS**

Course Code:	Credits :02
L:T:P:S: 1:0:2:0	CIA Marks : 50
Exam Hours: 03	ESE Marks : 100

LEARNING OUTCOME:

1. To develop proficiency in using spreadsheet tools for data entry, analysis, visualization, and business decision-making.
2. To apply advanced Excel functions and statistical tools for solving real-world business problems
3. To perform fundamental accounting operations using Tally and generate essential financial reports for organizational use.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Demonstrate the ability to create, format, and manage spreadsheets using MS Excel for data entry, calculations, and visualization.
CO2	Apply advanced Excel functions such as HLOOKUP, VLOOKUP, XLOOKUP, Pivot Tables, and statistical tools for data analysis.
CO3	Perform accounting tasks using Tally, including company creation, voucher entry, and generating financial reports like Profit & Loss and Balance Sheet.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	2	2	2	2	2	1	2	1	2
CO2	3	1	3	2	2	3	2	2	1	3	1	2
CO3	3	1	3	2	3	2	3	3	1	2	1	2

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Basics of MS – Excel - Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions	10	CO1

	Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools-Error checking, spell check, formula Auditing, tracking changes, customization		
2	Advance Excel- H-Lookup, V-Lookup, X-Lookup, Pivot table, Statistical tools – Descriptive Statistics, Correlation, Covariance Chi-square, Standard Deviation.	10	CO2
3	Introduction to Tally - Features of tally, creation of company, Accounts only and Accounts with, Gateway of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet Accounts only and Accounts with, Gateway of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet.	10	CO4

TEXT BOOKS:

1. P.Rizwan Ahmed (2020); Computer Application in Business & Management, Margham Publications.
2. Naveen Mishra (2019); Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel, Penman Books.
3. Ravi (2024); Mastering Tally Prime- A Comprehensive Guide; Vedanta Soft Solutions Publisher.

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1. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
2. S Ima A Lex (2019); Excel Formulas and Functions: Cool Tips and Tricks with formulas in Excel; Caprioru Publisher.
3. DT Editorial Services (2020); Tally – ERP 9 with GST.

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1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://exceljet.net/functions/vlookup-function>
3. <https://exceljet.net/functions/hlookup-function>
4. <https://dotnetinstitute.co.in/wp-content/uploads/2021/02/Tally-ERP-9-Full-Notes.pdf>

SECOND SEMESTER

SKILL ENHANCEMENT COURSE – NME II

Course Title: **PERSONALITY DEVELOPMENT**

Course Code:	Credits :02
L:T:P:S: 2:0:0:0	CIA Marks : 50
Exam Hours: 1:30 Hours	ESE Marks : 50

LEARNING OUTCOME:

1. To groom students with proper behaviour, socially and professionally
2. To improve overall personality of the students.
3. To know techniques to overcome and manage stress levels experienced.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Explore the elements of Personality, SWOT and to understand self-esteem and attitude.
CO2	Achieve success and manage stress.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	1	2	2	2	3	2	1	2	1	1	1
CO2	2	1	2	2	2	3	2	1	2	1	1	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Personality definition Elements of personality Determinants of personality SWOT analysis. Self Esteem, Advantages of high self-esteem, Characteristics of people with high and low self-esteem, steps to building positive self esteem Attitude- Factors that determine our attitude Benefits of a positive Attitude-Consequences of a Negative attitude. Motivation-The difference between inspiration and motivation.	15	CO1
2	Success- Defining success- Real or imagined obstacles to success- Qualities that make a person successful- Reasons for failure- Steps for building a positive personality- Body language, - Projecting positive body language Stress management -Causes of stress Handling stress - Stress management techniques.	15	CO2

TEXT BOOKS:

1. Wallace (Harold R) and masters Ann., Personality Development, south-western publishers.
2. Swami Srikantananda, Personality Development through Human Excellence, Adhyaksha Publications, Edition 2010.
3. Dr. K. Rao Prashant Jyoty, Handbook for Personality Development, BBA, DDGDVC.

REFERENCE BOOKS:

1. Elizabeth B. Hurlock, Personality Development, Tata McGraw-Hill, Edition 2022
2. Mithrabarum. k. Personality Development and Soft Skills, Oxford University Press, edition 2023
3. Swami Vivekananda, Personality Development, Ramakrishna mission institute, edition.
4. Arnavanand, Personality Development, veekumar Publication Pvt Ltd, New Delhi.
5. D.P.Sabharwal, Personality Development Handbook, Prakash Books, India Pvt ltd, edition 2021.

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1. https://www.youtube.com/watch?v=jD_hp080UO0<https://www.artofliving.org/in-en/personality-development>
2. <https://books.google.co.in/books?id=qfXrwgEACAAJ&dq=7+Habits+Of+Highly+Effective+People&hl=en&sa=X&ved=0ahUKEwjUyKGmwPHIAhXBYo8KHSS-D1MQ6AEIKTAA>
3. <https://books.google.co.in/books?id=ZU04cwk7hIEC&printsec=frontcover&dq=stress+management&hl=en&sa=X&ved=0ahUKEwjEIODBwPHIAhUW5o8KHQcbBkEQ6AEIKTAA>
4. <https://books.google.co.in/books?id=RzPVLndJgMC&pg=PT14&dq=RECRUITERS+EXPECTATIONS&hl=en&sa=X&ved=0ahUKEwjJjOzWwPHIAhXBso8KHX-mAgUQ6AEIPjAD>

SECOND SEMESTER
SKILL ENHANCEMENT COURSE – NME II

Course Title: **MEDIA BUSINESS PLANNING**

Course Code:	Credits :02
L:T:P:S: 2:0:0:0	CIA Marks : 50
Exam Hours: 1:30	ESE Marks : 50

LEARNING OUTCOME:

1. To deliver students with an insight into the management practices of media organizations.
2. To understand the operational aspects of media ecosystem.
3. To analyze effective Business Planning and Strategic Output.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Comprehend the Business practices of Mass Media and Understand the various media in promoting business
CO2	Understand the Media Business Planning and strategic Planning reach

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	2	2	1	3	2	2	2	1	1	1	1
CO2	3	2	3	2	3	2	2	2	1	1	1	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Media Management – Concept - Significance - Media Ownership – Types - Patterns of Mass Media in India - Media as a Business and Social Institution- Global Media Scenario, Role of Advertisement in promoting business. Introduction to Print Media, Digital Media – Evolution – Types	15	CO1
2	Media Planning – Concept, Features, Elements and Process - Role of Media in Business, Media Planning Process - Factors Influencing Media Planning Target Rating Point (TRP) – Calculation - Influence in Business - Strategic Planning- Reach and Coverage Study	15	CO2

TEXT BOOKS:

1. Bernd W. Wirtz, Media Management: Strategy, Business Models and Case Studies, Springer International Publishing, 2020.
2. B. K. Chaturvedi, B. N. Mandal, Media Management, Global Vision Publishing House, 2023.

REFERENCE BOOKS:

1. Helmut Kipphan, Handbook of Print Media Technologies and Production Methods, Springer Berlin Heidelberg Publications, 2022
2. Twyla J. Cummings, Bernice LeMaire, Print Media Distribution: A Look at Infrastructure, Systems, and Trends, RIT Cary Graphic Arts Press.
3. Peter Pringle, Michael F Starr, Electronic Media Management, Revised, Taylor & Francis publisher.

ONLINE REFERENCES:

1. [https://www.academia.edu/13226828/2 Media Management in Theory and Prac](https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_Prac)
2. <http://studymaterial.unipune.ac.in:8080/jspui/bitstream/123456789/2420/1/MM%204%20Media%20Ownership%20Patterns-1.pdf>
3. https://www.premclt.com/uploads/9/1/5/9/9159993/media_studies_one.pdf

SECOND SEMESTER

SKILL ENCHANCEMENT COURSE – NME II

Course Title: **INTERNATIONAL LOGISTICS AND SUPPLY CHAIN**

Course Code:	Credits :02
L:T:P:S: 2:0:0:0	CIA Marks : 50
Exam Hours: 1:30	ESE Marks : 50

LEARNING OUTCOME:

1. To Gain deeper insights into Logistics and supply chain Management
2. To understand the international Logistics Procedure and supply chain with various approaches.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Describe the Concepts of Logistics and Supply Chain Management Outline and the significance various modes of transportation.
CO2	Discuss the Various approach in measuring the logistics methods and the methods adopted for international logistic supply.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	1	2	1	3	2	2	3	1	1	1	1
CO2	3	1	3	2	3	2	2	3	1	2	1	1

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Concept of Logistics – Evolution- nature and Importance- Components of Logistics Management- Competitive Advantage- Global Freight Forwarding - INCO Terms- Principles – Integrated Logistics System, Supply Chain Management- Nature and Concepts- Effectiveness- Outsourcing- 3PLs and 4 PLs- Supply Chain Relationship and Customer Services. Position of Transportation in Logistics- Multi Model Transport- Containerization-Insurance Aspects of Logistics.	15	CO1
2	Difference between warehouse and Distribution Centre-Emerging Technologies in Logistics and Supply Chain – Balance Score Card Approach- Lean Thinking- Six Sigma approach in Supply Chain- International Logistics Handling Procedure – Documentation requirement for the export of materials from one place to another.	15	CO2

TEXT BOOKS:

1. John J.Coyle , C. John Langley.JR., Robert A. Novack, Brian J.Gibson – Supply Chain Management A Logistics Perspective – CENGAGE, New Delhi
2. Joel D.Wisner , Keah – Choon Tan, G.Keong Leong – Principles of Supply Chain Management a Balanced Approach– CENGAGE, New Delhi

REFERENCE BOOKS:

1. Agarwal, D.K., ‘Textbook of Logistics and Supply Chain Management’, Mac Millan India Ltd.
2. Chase, R.B., Shankar, R and Jacobs, F.R. ‘Operations Management and Supply Chain Management’, McGraw Hill Publications, 13th edition, 2018.
3. Chopra, S., Meindl, P. and Kalra, D.V. ‘Supply Chain Management’, Pearson Education India, 6th edition.

ONLINE REFERENCES:

1. <https://www.mlritm.ac.in/assets/img/LOGISTICS%20SUPPLY%20CHAIN%20MANAGEMENT.pdf>
2. https://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf

SECOND SEMESTER
SKILL ENCHANCEMENT COURSE – NME II

Course Title: BUSINESS ETIQUETTE AND PROTOCOL

Course Code:	Credits :02
L:T:P:S: 2:0:0:0	CIA Marks : 50
Exam Hours: 1:30	ESE Marks : 50

LEARNING OUTCOME:

1. To define the principles of Professional Behaviour.
2. To learn professional Interview Etiquette, electronic etiquette and multicultural Etiquette.

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Describe the Concepts of Communication Etiquette in various gathering and also individual work place Etiquette.
CO2	Describe the various methods for the wireless Communications and Understanding the Multicultural Etiquette.

Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	2	2	2	2	2	1	2	1	1	2
CO2	3	3	2	2	2	2	2	2	1	1	1	2

CORRELATION: 3- STRONG, 2- MEDIUM, 1- LOW

Sl. No.	CONTENTS OF MODULE	Hrs	Cos
1	Communication Etiquette: Etiquettes - Importance & Advantages, Social Etiquettes, Business Etiquettes, Appropriate Communication for a social Gathering Work Place Etiquette: Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye – Contact, Space Distancing, E-mail Etiquette, Basics of Dining etiquette, Essentials, Napkin Etiquette, Seating arrangements, Continental and American Style of Business meet.	15	CO1
2	Wireless Communication: Telephone Courtesy, handling smart phones during meetings and gatherings, Voice mail Greetings and message courtesy, transfer of calls and Public Speaking, Hosting an Online Meetings. Multicultural Etiquette: Cultural Difference and their effects on Business Etiquettes	15	CO2

TEXT BOOKS:

1. Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall.
2. Nancy R. Mitchell. Etiquette Rules: A Field Guide to Modern Manners. Wellfleet Press.
3. Dhanavel. S.P. English and Soft Skills. Hyderabad: Orient Black Swan, 2021.

REFERENCE BOOKS:

1. Peggy Post, Anna Post, Lizzie Post, Daniel Post Senning. Emily Post's etiquette, 18th edition William Morrow publisher.
2. Meenakshi Raman & Sangeeta Sharma (2022). Technical Communication, 3E: Principles and Practice. 4th Edition, Oxford University Press.
3. M. Ashraf Rizvi & Priyadarshi Parnaik (2024). Effective Technical Communication 3rd Edition, McGraw Hill Publisher.

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2. https://www.researchgate.net/publication/384847028_Business_Etiquette_and_Protocol