

BUSINESS ADMINISTRATION

Syllabus

Program Code: UBA

2023-2024 onwards



MANNAR THIRUMALAI NAICKER COLLEGE

(AUTONOMOUS)

Re-accredited with "A" Grade by NAAC

PASUMALAI, MADURAI – 625 004

**GUIDLINES FOR OUTCOME BASED EDUCATION WITH CHOICE BASED
CREDIT SYSTEM**

(FOR UG PROGRAM FROM 2023 -2024 ONWARDS)

ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the UG Degree program must have passed the Higher Secondary Education (respective groups – Arts / Science) of the Government of Tamil Nadu or any other state or its equivalent qualification.

DURATION OF THE COURSE

The duration of the course shall be three academic years comprising six semesters with two semesters in each academic year.

Subjects of Study

Part I : Tamil / Hindi /

Part II : English

Part III:

- 1.Core Subjects
- 2.Allied Subjects
- 3.Electives

Part IV:

- 1.Non Major Electives (I Year)
- 2.Skill Based Subjects
- 3.Environmental Studies - Mandatory Subject
- 4.Value Education - Mandatory Subject

Part V :

Extension Activities

ARTS & SCIENCE

CBCS COURSE STRUCTURE FOR UG PROGRAMS

Sem I	Credit	Sem II	Credit	Sem III	Credit	Sem IV	Credit	Sem V	Credit	Sem VI	Credit
1.1. Language - Tamil	3	2.1. Language - Tamil	3	3.1. Language - Tamil	3	4.1. Language - Tamil	3	5.1 Core Course - \CC IX	4	6.1 Core Course - CC XIII	4
1.2 English	3	2.2 English	3	3.2 English	3	4.2 English	3	5.2 Core Course - CC X	4	6.2 Core Course - CC XIV	4
1.3 Core Course - CC I	4	2.3 Core Course - CC III	4	3.3 Core Course - CC V	4	4.3 Core Course - CC VII Core Industry Module	4	5.3. Core Course - CC -XI	4	6.3 Core Course - CC XV	4
1.4 Core Course - CC II	4	2.4 Core Course - CC IV	4	3.4 Core Course - CC VI	4	4.4 Core Course - CC VIII	4	5.3. Core Course - / Project with viva-voce CC - XII	4	6.4 Elective -VII Generic/ Discipline Specific	3
1.5 Elective I Generic/ Discipline Specific	3	2.5 Elective II Generic/ Discipline Specific	3	3.5 Elective III Generic/ Discipline Specific	3	4.5 Elective IV Generic/ Discipline Specific	3	5.4 Elective V Generic/ Discipline Specific	3	6.5 Elective VIII Generic/ Discipline Specific	3
1.6 Skill Enhancement Course SEC-1 (NME)	2	2.6 Skill Enhancement Course SEC-2 (NME)	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	4.6 Skill Enhancement Course SEC-6	2	5.5 Elective VI Generic/ Discipline Specific	3	6.6 Extension Activity	1
1.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-1	2	2.7 Skill Enhancement Course - SEC-3(NME)	2	3.7 Skill Enhancement Course SEC-5	2	4.7 Skill Enhancement Course SEC-7	2	5.6 Value Education	2	6.7 Professional Competency Skill	2
1.8 Skill Enhancement - (Foundation Course)	2	2.8 Ability Enhancement Compulsory Course (AECC) Soft Skill-2	2	3.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-3	2	4.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-4	2	5.5 Summer Internship /Industrial Training	2		
				3.8 E.V.S	-	4.8 E.V.S	2				
	23		23		22		25		26		21
Total Credit Points											140

**QUESTION PAPER PATTERN FOR THE CONTINUOUS INTERNAL
ASSESSMENT**

Note: Duration – 1 hour

(FOR PART I, PART II & PART III)

The components for continuous internal assessment are:

Part –A

Four multiple choice questions (answer all) 4 x 01= 04 Marks

Part –B

Two questions (‘either or ‘type) 2 x 05= 10 Marks

Part –C

Two questions (‘either or ‘type) 2 x 08=16 Marks

Total 30 Marks

THE COMPONENTS FOR CONTINUOUS INTERNAL ASSESSMENT ARE:

(60 Marks of two continuous internal assessments will be converted to 15 marks)

Two tests and their average --15 marks

Seminar /Group discussion / Quiz Test --5 marks

Assignment --5 marks

Total 25 Marks

QUESTION PAPER PATTERN FOR THE SUMMATIVE EXAMINATIONS:

Note: Duration- 3 hours

Part –A

Ten multiple choice questions 10 x 01 = 10 Marks

No Unit shall be omitted: not more than two questions from each unit.)

Part –B

Five Paragraph questions ('either or 'type) 5 x 05 = 25 Marks

(One question from each Unit)

Part –C

Five Paragraph questions ('either or 'type) 5 x 08 = 40 Marks

(One question from each Unit)

Total

75 Marks

PART-IV- SKILL BASED PAPERS / NME:

The Scheme of Examination for Skill Based Papers: (Except Practical Lab Subjects)

QUESTION PAPER PATTERN FOR THE CONTINUOUS INTERNAL ASSESSMENT (SKILL BASED AND NME COURSES) DURATION – 1 HOUR

- ❖ 50 MCQs will be asked for each internal assessment tests (50 x 1=50 Marks) and converted for 15 marks

THE COMPONENTS FOR CONTINUOUS INTERNAL ASSESSMENT ARE:

Two tests and their average	--15 marks
Seminar /Group discussion / Quiz Test	-- 5 marks
Assignment	-- 5 marks

Total	25 Marks

SUMMATIVE EXAMINATION PATTERN (SKILL BASED AND NME COURSES) DURATION – 3 HOURS

Pattern of the Question Paper for Skill Based and Non-Major Elective courses
(External)

75 Multiple choice questions will be asked from five units (75 x 1=75 Marks)
(15MCQ's from each unit)

PART-IV- ENVIRONMENTAL STUDIES AND VALUE EDUCATION
QUESTION PAPER PATTERN (INTERNAL ASSESSMENT)

Pattern of the Question Paper for Environmental Studies & Value Education
(Internal)

50 MCQs will be asked for each internal assessment tests (50 x 1=50 Marks) and
converted for 15 marks

Two tests and their average	--	15 marks
Project	--	10 marks

Total		25 Marks

* The students as Individual or Group must visit a local area to document environmental assets – river / forest / grassland / hill / mountain – visit a local polluted site – urban / rural / industrial / agricultural – study of common plants, insects, birds – study of simple ecosystem – pond, river, hill slopes, etc.

SUMMATIVE EXAMINATION PATTERN

Pattern of the Question Paper for Environmental Studies & Value Education only) (External)

75 Multiple choice questions will be asked from five units (75 x 1=75 Marks)
(15MCQ's from each unit)

PART V EXTENSION ACTIVITIES: (MAXIMUM MARKS: 100)

1. NCC
2. NSS
3. Physical Education
4. YRC
5. RRC
6. Health & Fitness Club
7. Eco Club
8. Human Rights Club

Internal Examinations - - 25 Marks

Summative Examinations - - 75 Marks

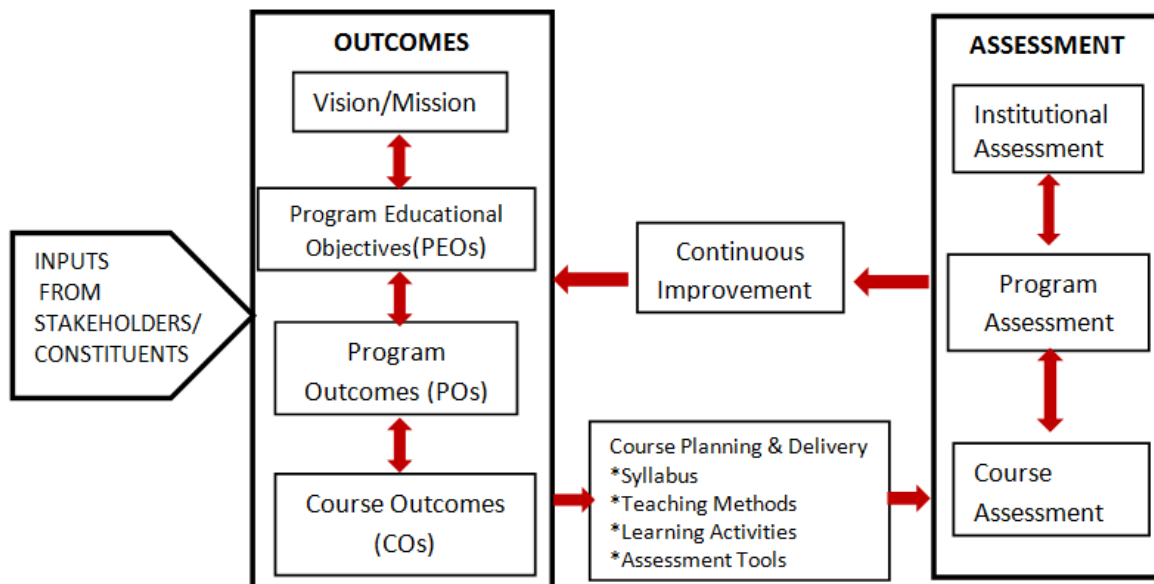
100

OUTCOME BASED EDUCATION:

OBE starts with the identification and articulation of clear and measurable learning outcomes for each course or program. These outcomes describe the skills, knowledge, and abilities that students are expected to acquire. The curriculum, instructional methods, and assessments are aligned with the defined learning outcomes. This ensures that everything taught and evaluated is directly related to what students are expected to learn.

The Learning Outcomes-Based Approach to curriculum planning and transaction in our institution ensures whether the teaching-learning processes are oriented towards enabling students to attain the defined learning outcomes relating to the courses within a programme. The outcome based approach, particularly in the context of undergraduate studies, requires a significant shift from teacher-centric to learner-centric pedagogies and from passive to active/participatory pedagogies.

Assessment Method: The students are assessed with 2 internal examination and the summative examination which includes problem based assignments; practical assignment laboratory reports; observation of practical skills; individual project reports ,case-study reports; team project reports; oral presentations, including seminar presentation; viva voce interviews; computerized adaptive testing; etc. and any other pedagogic approaches as per the context.



INSTITUTIONAL VISION

To Mould the learners into accomplished individuals by providing them with a stimulus for social change through character, confidence and competence.

INSTITUTIONAL MISSION

1. Enlightening the learners on the ethical and environmental issues.
2. Extending holistic training to shape the learners in to committed and competent citizens.
3. Equipping them with soft skills for facing the competitive world.
4. Enriching their employability through career oriented courses.
5. Ensuring accessibility and opportunity to make education affordable to the underprivileged.

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising statistical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced statistical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Statistics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.

- The Statistical Quality Control course is included to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest DBMS and Computer software for Analytics.

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS),
MADURAI – 625 004
BUSINESS ADMINISTRATION CURRICULUM
(For the student admitted during the academic year 2023-2024 onwards)

Course Code	Title of the Course	Hrs	Credits	Maximum Marks		
				Int	Ext	Total
FIRST SEMESTER						
Part – I	Tamil / Hindi Course					
23UTAGT11 / 23UHIGH11	தமிழ் இலக்கிய வரலாறு - I / HINDI KA SAMANYA GYAN AUR NIBANDH	6	3	25	75	100
Part – II	English					
23UENGE11	GENERAL ENGLISH - I	6	3	25	75	100
Part - III	Core Courses					
23UBACC11	PRINCIPLES OF MANAGEMENT	5	5	25	75	100
23UBACC12	ACCOUNTING FOR MANAGERS - I	5	5	25	75	100
Part - III	Elective Course					
23UBAEC11	MANAGERIAL ECONOMICS	4	3	25	75	100
Part IV	Non Major Elective					
23UBANM11	BASICS OF EVENT MANAGEMENT	2	2	25	75	100
Part IV	Foundation Course					
23UBAFC11	MANAGERIAL COMMUNICATION	2	2	25	75	100
Total		30	23	175	525	700
SECOND SEMESTER						
Part – I	Tamil / Hindi Course					
23UTAGT21 / 23UHIGH21	தமிழ் இலக்கிய வரலாறு – II / KATHA SAHITYA AUR VYAKARAN	6	3	25	75	100
Part – II	English					
23UENGE21	GENERAL ENGLISH - II	6	3	25	75	100
Part - III	Core Courses					
23UBACC21	MARKETING MANAGEMENT	5	5	25	75	100
23UBACC22	ACCOUNTING FOR MANAGERS - II	5	5	25	75	100
Part - III	Elective Course					
23UBAEC21	INTERNATIONAL BUSINESS	4	3	25	75	100
Part IV	Non Major Elective					
23UBANM21	MANAGERIAL SKILL DEVELOPMENT	2	2	25	75	100
Part IV	Skill Enhancement course					
23UBASC21	BUSINESS ETIQUETTE AND CORPORATE GROOMING	2	2	25	75	100
Total		30	23	175	525	700

FIRST SEMESTER

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	PRINCIPLES OF MANAGEMENT			
Course Code	23UBACC11	L	P	C
Category	CORE	5	-	5
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To impart knowledge about evolution of management➤ To provide understanding on planning process and importance of decision making in organization➤ To learn the application of principles in organization➤ To study the process of effective controlling in organization➤ To familiarize students about significance of ethics in business and its implications.				
UNIT - I MANAGEMENT				15
Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.				
UNIT - II PLANNING				15
Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.				
UNIT - III ORGANIZING				15
Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.				
UNIT - IV DIRECTION				15
Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.				
UNIT - V BUSINESS ETHICS				15
Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business				
Total Lecture Hours				75

BOOKS FOR STUDY:

- JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
- Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
- .Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
- Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
- Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

BOOKS FOR REFERENCES:

- P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
- L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.
- Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
- Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3rd Edition.

WEB RESOURCES:

- ❖ <https://www.toolshero.com/management/14-principles-of-management/>
- ❖ <https://open.umn.edu/opentextbooks/textbooks/693>
- ❖ <https://open.umn.edu/opentextbooks/textbooks/34>
- ❖ <https://openstax.org/subjects/business>
- ❖ <https://blog.hubspot.com/marketing/management-principles>

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	✓	GLOBAL	
Changes Made in the Course	Percentage of Change		50%	No Changes Made		New Course		

*** Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Describe nature, scope, role, levels, functions and approaches of management	K1 to K4
CO2	Apply planning and decision making in management	K1 to K4
CO3	Identify organization structure and various organizing techniques	K1 to K4
CO4	Understand Direction, Co-ordination & Control mechanisms	K1 to K4
CO5	Relate and infer ethical practices of organization.	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	L	S	S	S	S	M	S
CO2	M	S	S	S	M	M	L	S
CO3	M	S	S	M	S	S	M	S
CO4	S	M	S	S	S	S	L	S
CO5	M	S	S	S	S	S	M	S
S- STRONG			M - MEDIUM			L - LOW		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
CO 5	3	3	3	3	3	3
WEITAGE	15	15	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0	3.0

LESSON PLAN			
UNIT	COURSE NAME : Principles of Management	HRS	PEDAGOGY
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	15	Lecture Method & Video instruction
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.	15	Group Discussion and lecture method
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference	15	Lecture Method & Role play

	between Authority and Power – Responsibility.		
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.	15	Lecture Method
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business	15	Lecture Method and Case studies discussion

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K2,K2)
AI	CO2	K1 – K4	2	K1,K2	2(K2,K2)	2(K3,K4)
CI	CO3	K1 – K4	2	K1,K2	2(K2, K2)	2(K3,K3)
AI	CO4	K1 – K4	2	K1,K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	20	16	38	68	
	K3						
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	26	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	COs	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1,K2	K2,K2	K2,K2
2	CO2	K1-K4	2	K1,K2	K2,K2	K2,K2
3	CO3	K1-K4	2	K1,K2	K4,K4	K3,K3
4	CO4	K1-K4	2	K1,K2	K4,K4	K4,K4
5	CO5	K1-K4	2	K1,K2	K3,K3	K4,K4
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

Q. No.	Unit	CO	K-level		
Answer ALL the questions				PART – A	
				(10 x 1 = 10 Marks)	
1.	Unit - I	CO1	K1		
				a)	b)
				c)	d)
2.	Unit - I	CO1	K2		
				a)	b)
				c)	d)
3.	Unit - II	CO2	K1		
				a)	b)
				c)	d)
4.	Unit - II	CO2	K2		
				a)	b)
				c)	d)
5.	Unit - III	CO3	K1		
				a)	b)
				c)	d)
6.	Unit - III	CO3	K2		
				a)	b)
				c)	d)
7.	Unit - IV	CO4	K1		
				a)	b)
				c)	d)
8.	Unit - IV	CO4	K2		
				a)	b)
				c)	d)
9.	Unit - V	CO5	K1		
				a)	b)
				c)	d)
10.	Unit - V	CO5	K2		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K4		
OR					
13. b)	Unit - III	CO3	K4		
14. a)	Unit - IV	CO4	K4		
OR					
14. b)	Unit - IV	CO4	K4		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

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DEPARTMENT OF BUSINESS ADMINISTRATION
FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	ACCOUNTING FOR MANAGERS – I			
Course Code	23UBACC12	L	P	C
Category	CORE	5	-	5
COURSE OBJECTIVES:				
<ul style="list-style-type: none"> ➤ To impart knowledge about basic concepts of accounting its applications ➤ To analyze and interpret financial reports of a company ➤ To understand the gross profit and net profit earned by organization ➤ To Foster knowledge on Hire Purchase system ➤ To understand the procedures of Accounting under Single entry system. 				
UNIT - I INTRODUCTION				15
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting - Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance.				
UNIT - II SUBSIDIARY BOOKS, BANK RECONCILIATION, RECTIFICATION OF ERRORS				15
Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspens account.				
UNIT - III FINAL ACCOUNTS				15
Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.				
UNIT - IV HIRE PURCHASE SYSTEM				15
Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.				
UNIT - V SINGLE AND DOUBLE ENTRY SYSTEM				15
Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System - Statement of Affairs Method – Conversion Method				
Total Lecture Hours				75

BOOKS FOR STUDY:

- Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
- Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
- Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition
- Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.
- Tulsian P.C., 2006, Financial Accounting, Pearson Education.

BOOKS FOR REFERENCES:

- Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
- TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
- David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
- M N Arora; Accounting for Management- Himalaya Publications House 2019.
- SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
- T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

WEB RESOURCES:

- ❖ <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
- ❖ <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
- ❖ https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
- ❖ <https://www.profitbooks.net/what-is-depreciation>

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
Changes Made in the Course	Percentage of Change		20%	No Changes Made		-	New Course	-

*** Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:								K LEVEL
After studying this course, the students will be able to:								
CO1	Prepare Journal, ledger, trial balance and cash book							K1 to K4
CO2	Classify errors and making rectification entries							K1 to K4
CO3	Prepare final accounts with adjustments							K1 to K4
CO4	To understand Hire Purchase system							K1 to K4
CO5	Prepare single and double entry system of accounting.							K1 to K4

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	M	M	S	L	M
CO2	S	M	M	M	M	S	L	S
CO3	S	M	M	M	M	S	L	S
CO4	S	M	M	M	M	S	L	M
CO5	S	M	M	M	M	S	L	M
S- STRONG			M - MEDIUM			L - LOW		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
CO 5	3	3	3	3	3	3
WEITAGE	15	15	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0	3.0

LESSON PLAN:			
UNIT	COURSE NAME : Accounting for Managers - I	HRS	PEDAGOGY
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance .	15	Chalk and Exercise
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account.	15	Chalk and Exercise
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.	15	Chalk and Exercise
IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.	15	Chalk and Exercise

V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method	15	Chalk and Exercise
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Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1&K2	K1,K1	K2,K2
AI	CO2	K1 – K4	2	K1&K2	K2,K2	K3,K3
CI	CO3	K1 – K4	2	K1&K2	K1,K1	K2,K2
AII	CO4	K1 – K4	2	K1&K2	K2,K2	K3,K3
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	10		12	21.43	71.43
	K2	2	10	16	28	50	
	K3			16	16	28.57	28.57
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2	10		12	21.43	71.43
	K2	2	10	16	28	50	
	K3			16	16	28.57	28.57
	K4						
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	COs	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1	K1,K1	K3,K3
2	CO2	K1-K4	2	K1	K2,K2	K3,K3
3	CO3	K1-K4	2	K1	K1,K1	K3,K3
4	CO4	K1-K4	2	K1	K2,K2	K2,K2
5	CO5	K1-K4	2	K1	K2,K2	K3,K3
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	10			10	7	33
K2		20	16	36	26	
K3		30	64	94	67	67
K4						
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

Q. No.	Unit	CO	K-level		
Answer ALL the questions				PART – A	
				(10 x 1 = 10 Marks)	
1.	Unit - I	CO1	K1		
				a)	b)
				c)	d)
2.	Unit - I	CO1	K1		
				a)	b)
				c)	d)
3.	Unit - II	CO2	K1		
				a)	b)
				c)	d)
4.	Unit - II	CO2	K1		
				a)	b)
				c)	d)
5.	Unit - III	CO3	K1		
				a)	b)
				c)	d)
6.	Unit - III	CO3	K1		
				a)	b)
				c)	d)
7.	Unit - IV	CO4	K1		
				a)	b)
				c)	d)
8.	Unit - IV	CO4	K1		
				a)	b)
				c)	d)
9.	Unit - V	CO5	K1		
				a)	b)
				c)	d)
10.	Unit - V	CO5	K1		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K1		
OR					
11. b)	Unit - I	CO1	K1		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K1		
OR					
13. b)	Unit - III	CO3	K1		
14. a)	Unit - IV	CO4	K2		
OR					
14. b)	Unit - IV	CO4	K2		
15. a)	Unit - V	CO5	K2		
OR					
15. b)	Unit - V	CO5	K2		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K3		
OR					
16. b)	Unit - I	CO1	K3		
17. a)	Unit - II	CO2	K3		
OR					
17. b)	Unit - II	CO2	K3		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K2		
OR					
19. b)	Unit - IV	CO4	K2		
20. a)	Unit - V	CO5	K3		
OR					
20. b)	Unit - V	CO5	K3		

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	MANAGERIAL ECONOMICS			
Course Code	23UBAEC11	L	P	C
Category	ELECTIVE	4	-	3
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario.➤ To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.➤ To understand the optimal point of cost analysis and production factors of the firm.➤ To describe the pricing methods and strategies that are consistent with evolving marketing needs.➤ To provide insights to the various market structures in an economy.				
UNIT – I INTRODUCTION				12
Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.				
UNIT – II DEMAND ANALYSIS				12
Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis – Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of Demand – Demand forecasting.				
UNIT – III COST OF PRODUCTION				12
Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.				
UNIT - IV PRICING STRATEGIES				12
Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination.				
UNIT - V MARKET CLASSIFICATIONS				12
Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.				
Total Lecture Hours				60

BOOKS FOR STUDY:

- Journal of Economic Literature – American Economic Association
- Arthasastra Indian Journal of Economics & Research
- Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai.
- Indian Economic Journal/Sage Publications. Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

BOOKS FOR REFERENCES:

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

WEB RESOURCES:

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

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
Changes Made in the Course	Percentage of Change		70%	No Changes Made		-	New Course	-
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.								

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	K1 to K4
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K1 to K4
CO3	Employ production, cost and supply analysis for business decision making	K1 to K4
CO4	Identify pricing strategies	K1 to K4
CO5	Classify market structures under competitive scenarios.	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	M	S	L	M
CO2	S	L	M	M	M	S	L	S
CO3	S	S	M	M	M	S	L	M
CO4	S	S	M	M	M	S	L	M
CO5	S	S	M	M	M	S	L	S
S- STRONG			M - MEDIUM			L - LOW		

CO / PO MAPPING:					
COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
WEITAGE	15	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0

LESSON PLAN:			
UNIT	COURSE NAME : Managerial Economics	HRS	PEDAGOGY
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.	12	Chalk and Talk & PPT
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand- Determinants of demand – Elasticity of demand –Demand forecasting.	12	Chalk and Talk & PPT
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost	12	Chalk and Talk & PPT

	concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.		
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination	12	Chalk and Talk & PPT
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly	12	Chalk and Talk & PPT

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1	2(K2, K2)	2(K3, K3)
AI	CO2	K1 – K4	2	K1	2(K2, K2)	2(K4, K4)
CI	CO3	K1 – K4	2	K1	2(K2, K2)	2(K3, K3)
AII	CO4	K1 – K4	2	K2	2(K3, K3)	2(K4, K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	4			4	7	42
	K2		20		20	35	
	K3			16	16	29	29
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	4	25
	K2	2	10		12	21	
	K3		10	16	26	46	46
	K4			16	16		
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	COs	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1	K2,k2	K3,K3
2	CO2	K1-K4	2	K1	K2,k2	K4,K4
3	CO3	K1-K4	2	K1	K2,k2	K3,K3
4	CO4	K1-K4	2	K2	K3,k3	K4,K4
5	CO5	K1-K4	2	K2	K3,k3	K4,K4
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	6			6	4	28
K2	4	30		34	24	
K3		20	32	52	37.14	37
K4			48	48	34.28	35
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

Q. No.	Unit	CO	K-level		
Answer ALL the questions				PART – A	
				(10 x 1 = 10 Marks)	
1.	Unit - I	CO1	K1		
				a)	b)
				c)	d)
2.	Unit - I	CO1	K1		
				a)	b)
				c)	d)
3.	Unit - II	CO2	K1		
				a)	b)
				c)	d)
4.	Unit - II	CO2	K1		
				a)	b)
				c)	d)
5.	Unit - III	CO3	K1		
				a)	b)
				c)	d)
6.	Unit - III	CO3	K1		
				a)	b)
				c)	d)
7.	Unit - IV	CO4	K2		
				a)	b)
				c)	d)
8.	Unit - IV	CO4	K2		
				a)	b)
				c)	d)
9.	Unit - V	CO5	K2		
				a)	b)
				c)	d)
10.	Unit - V	CO5	K2		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K2		
OR					
13. b)	Unit - III	CO3	K2		
14. a)	Unit - IV	CO4	K3		
OR					
14. b)	Unit - IV	CO4	K3		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K3		
OR					
16. b)	Unit - I	CO1	K3		
17. a)	Unit - II	CO2	K4		
OR					
17. b)	Unit - II	CO2	K4		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	BASICS OF EVENT MANAGEMENT			
Course Code	23UBANM11	L	P	C
Category	NON MAJOR ELECTIVE	2	-	2
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To know the basic of event management its concepts➤ To make an event design➤ To make feasibility analysis for event.➤ To understand the 5 Ps of Event Marketing➤ To know the financial aspects of event management and its promotion				
UNIT - I INTRODUCTION				06
Introduction: Event Management – Definition, Need, Importance, Activities.				
UNIT - II CONCEPT AND DESIGN OF EVENTS				06
Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design				
UNIT - III EVENT FEASIBILITY				06
Event Feasibility: Resources – Feasibility, SWOT Analysis				
UNIT - IV EVENT PLANNING AND PROMOTION				06
Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.				
UNIT - V EVENT BUDGET				06
Event Budget – Financial Analysis – Event Cost – Event Sponsorship				
				Total Lecture Hours
				30
BOOKS FOR STUDY:				
<ul style="list-style-type: none">➤ Event Management & Public Relations by Savita Mohan - Enkay Publishing House				
BOOKS FOR REFERENCES:				
<ul style="list-style-type: none">➤ Event Management By Chaudhary, Krishna, Bio-Green Publishers➤ Successful Event Management By Anton Shone & Bryn Parry➤ Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid➤ Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers				

WEB RESOURCES:

- ❖ https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
- ❖ <https://www.emeraldgrouppublishing.com/journal/ijefm>
- ❖ <https://www.emeraldgrouppublishing.com/journal/ijefm>
- ❖ <https://www.eventbrite.com/blog/?s=roundup>

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
Changes Made in the Course	Percentage of Change			No Changes Made		New Course		✓

*** Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:**K LEVEL****After studying this course, the students will be able to:**

CO1	To understand basics of event management	K1 to K2
CO2	To design events	K1 to K2
CO3	To study feasibility of organizing an event	K1 to K2
CO4	To gain Familiarity with marketing & promotion of event	K1 to K2
CO5	To develop event budget	K1 to K2

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	S	M	S	S	S
CO2	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	S	S	M
CO4	S	M	S	S	S	S	S	S
CO5	M	S	S	S	M	S	S	S

S- STRONG**M – MEDIUM****L - LOW****CO / PO MAPPING:**

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
WEITAGE	15	15	15	15	15
WEIGHTED	3.0	3.0	3.0	3.0	3.0

PERCENTAGE OF COURSE CONTRIBUTION TO POS					
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LESSON PLAN:

UNIT	COURSE NAME : BASICS OF EVENT MANAGEMENT	HRS	PEDAGOGY
I	BASICS OF EVENT MANAGEMENT	06	Chalk and Talk & PPT
II	Introduction: Event Management – Definition, Need, Importance, Activities.	06	Chalk and Talk & PPT
III	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design	06	Chalk and Talk & PPT
IV	Event Feasibility: Resources – Feasibility, SWOT Analysis	06	Chalk and Talk & PPT
V	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	06	Chalk and Talk & PPT

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)				
Internal	Cos	K Level	Section A	
			MCQs	
			No. of. Questions	K - Level
CI	CO1	K1 – K2	25	K1,K2
AI	CO2	K1 – K2	25	K1,K2
CI	CO3	K1 – K2	25	K1,K2
AII	CO4	K1 – K2	25	K1,K2
Question Pattern CIA I & II		No. of Questions to be asked	50	
		No. of Questions to be answered	50	
		Marks for each question	1	
		Total Marks for each section	50	

* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (Ist Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)				
S. No	COs	K - Level	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-K2	15	K1,K2
No. of Questions to be Asked			75	
No. of Questions to be answered			75	
Marks for each question			1	
Total Marks for each section			75	
(Figures in parenthesis denotes, questions should be asked with the given K level)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

Distribution of Marks with K Level				
K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.				

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	MANAGERIAL COMMUNICATION			
Course Code	23UBAFC11	L	P	C
Category	SKILL	2	-	2

COURSE OBJECTIVES:

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

UNIT - I COMMUNICATION AND ITS METHODS 06

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

UNIT - II TYPES OF BUSINESS LETTERS 06

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

UNIT - III INTERVIEW AND GROUP DISCUSSION 06

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

UNIT - IV REPORT AND RESUME WRITING 06

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

UNIT - V MODERN FORMS OF COMMUNICATION 06

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

Total Lecture Hours 30

BOOKS FOR STUDY:

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

BOOKS FOR REFERENCES:

- Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
- McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
- Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
- P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
- EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

WEB RESOURCES:

- ❖ <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
- ❖ https://www.academia.edu/4358901/managerial_skill_development.pdf
- ❖ <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
- ❖ [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP	
Curriculum Relevance	LOCAL	REGIONAL		NATIONAL	GLOBAL	✓	
Changes Made in the Course	Percentage of Change		No Changes Made		New Course		✓
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.							

COURSE OUTCOMES:**K LEVEL****After studying this course, the students will be able to:**

CO1	Identify the personal qualities that are needed to sustain in the world of work.	K1 to K2
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	K1 to K2
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	K1 to K2
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	K1 to K2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	K1 to K2

MAPPING WITH PROGRAM OUTCOMES:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	M	M	S
CO2	M	M	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	M	S
CO5	M	M	S	S	S	M	S	S

S- STRONG		M – MEDIUM			L - LOW	
CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	3	3	3	3	
CO 2	3	3	3	3	3	
CO 3	3	3	3	3	3	
CO 4	3	3	3	3	3	
CO 5	3	3	3	3	3	
WEITAGE	15	15	15	15	15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0	
LESSON PLAN:						
UNIT	COURSE NAME : MANAGERIAL COMMUNICATION			HRS	PEDAGOGY	
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills			06	Chalk and Talk & PPT	
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.			06	Chalk and Talk & PPT	
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.			06	Chalk and Talk & PPT	
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.			06	Chalk and Talk & PPT	
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis,			06	Chalk and Talk & PPT	

answering in Viva Voce, Assignment writing. Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)				
Internal	Cos	K Level	Section A	
			MCQs	
			No. of. Questions	K - Level
CI	CO1	K1 – K2	25	K1,K2
AI	CO2	K1 – K2	25	K1,K2
CI	CO3	K1 – K2	25	K1,K2
AII	CO4	K1 – K2	25	K1,K2
Question Pattern CIA I & II		No. of Questions to be asked	50	
		No. of Questions to be answered	50	
		Marks for each question	1	
		Total Marks for each section	50	

* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (Ist Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)				
S. No	COs	K - Level	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-K2	15	K1,K2
No. of Questions to be Asked			75	
No. of Questions to be answered			75	
Marks for each question			1	
Total Marks for each section			75	
(Figures in parenthesis denotes, questions should be asked with the given K level)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

Distribution of Marks with K Level				
K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.				

SECOND SEMESTER

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	MARKETING MANAGEMENT			
Course Code	23UBACC21	L	P	C
Category	CORE	5	-	5
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To understand the marketplace.➤ To identify the market segmentation and the Product mix➤ To select the different pricing methods and channels of distribution.➤ To know the communication mix and sales promotion tools➤ To prepare according to the latest trends in market.				
UNIT - I FUNDAMENTALS OF MARKETING				15
Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with other Functional Areas – Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.				
UNIT - II SEGMENTATION AND PRODUCT				15
Segmentation – Need and Basis of Segmentation -Targeting – Positioning. Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix – New Product Development Process – Product Life Cycle. Branding – Packaging.				
UNIT - III PRICING AND PHYSICAL DISTRIBUTION				15
Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.				
UNIT - IV COMMUNICATION MIX				15
A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.				
UNIT - V SALES FORCE MANAGEMENT & DIGITAL MARKETING				15
Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force. Digital Marketing: Introduction- Applications & Benefits.				
Total Lecture Hours				75

BOOKS FOR STUDY:

- Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
- Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
- L.Natarajan, Marketing, Margham Publications, 2017.
- J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
- K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.

BOOKS FOR REFERENCES:

- C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020
- V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
- Cranfield, Marketing Management, Palgrave Macmillan.
- Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
- Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016.

WEB RESOURCES:

- ❖ http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
- ❖ <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
- ❖ <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
- ❖ [Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier](#)
- ❖ [Journal of Marketing Management | Taylor & Francis Online \(tandfonline.com\)](#)

Nature of Course	EMPLOYABILITY	✓	SKILL ORIENTED		ENTREPRENEURSHIP			
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	✓	GLOBAL	
Changes Made in the Course	Percentage of Change	50%	No Changes Made	-	New Course	-		
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.								

COURSE OUTCOMES:								K LEVEL
After studying this course, the students will be able to:								
CO1	To list and identify the core concepts of Marketing and its Mix.							K1 to K4
CO2	To sketch the Market segmentation, nature of product, PLC.							K1 to K4
CO3	To analyze the appropriate pricing methods							K1 to K4
CO4	To determine the importance of various media							K1 to K4
CO5	To assess the sales force and applications of digital marketing							K1 to K4
MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	M
CO2	S	S	M	S	M	S	M	S
CO3	S	S	M	M	M	S	M	S
CO4	S	S	M	M	M	S	M	M
CO5	S	S	M	M	M	S	M	S
S- STRONG			M - MEDIUM			L - LOW		
CO / PO MAPPING:								
COS	PSO1	PSO2	PSO3	PSO4	PSO5			
CO 1	3	3	3	3	3			
CO 2	3	3	3	3	3			
CO 3	2	3	3	3	3			
CO 4	3	3	3	3	3			
CO 5	3	3	3	3	2			
WEITAGE	14	15	15	14	15			
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2.8	3.0	3.0	2.8	3.0			
LESSON PLAN:								
UNIT	COURSE NAME : MARKETING MANAGEMENT					HRS	PEDAGOGY	
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with other Functional Areas – Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.					15	Visual Aids, Class Debates.	
II	Segmentation – Need and Basis of Segmentation -Targeting – Positioning. Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix – New Product Development Process – Product Life Cycle. Branding – Packaging.					15	Lecture and Discussion, Group Projects, Comparative Analysis, Packaging Design Project.	

III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.	15	Visual Presentations, Industry Insights.
IV	A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.	15	Interactive Workshops, Interactive Quizz's.
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force. Digital Marketing: Introduction- Applications & Benefits.	15	Active Learning, Peer Collaboration

Learning Outcome Based Education & Assessment (LOBE)						
Formative Examination - Blue Print						
Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1	2 (K2, K2)	2(K3, K3)
AI	CO2	K1 – K4	2	K1	2 (K2, K2)	2(K4, K4)
CI	CO3	K1 – K4	2	K1	2 (K2, K2)	2(K3, K3)
AII	CO4	K1 – K4	2	K1	2 (K2, K2)	2(K4, K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	4			4	7	42
	K2		20		20	35	
	K3			16	16	29	29
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	4			4	7	42
	K2		20		20	35	
	K3			16	16	29	29
	K4			16	16	29	29
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	COs	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1	K2,K2	K3,K3
2	CO2	K1-K4	2	K1	K2,K2	K4,K4
3	CO3	K1-K4	2	K1	K3,K3	K3,K3
4	CO4	K1-K4	2	K1	K2,K2	K4,K4
5	CO5	K1-K4	2	K2	K3,K3	K4,K4
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	8			8	6	6
K2	2	40		42	30	30
K3		10	32	42	30	30
K4			48	48	34	34
Marks	10	50	80	140	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper – Format

Q. No.	Unit	CO	K-level		
Answer ALL the questions			PART – A		(10 x 1 = 10 Marks)
1.	Unit - I	CO1	K1	a)	b)
				c)	d)
2.	Unit - I	CO1	K1	a)	b)
				c)	d)
3.	Unit - II	CO1	K1	a)	b)
				c)	d)
4.	Unit - II	CO1	K1	a)	b)
				c)	d)
5.	Unit - III	CO1	K1	a)	b)
				c)	d)
6.	Unit - III	CO1	K1	a)	b)
				c)	d)
7.	Unit - IV	CO1	K1	a)	b)
				c)	d)
8.	Unit - IV	CO1	K1	a)	b)
				c)	d)
9.	Unit - V	CO1	K2	a)	b)
				c)	d)
10.	Unit - V	CO1	K2	a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K3		
OR					
13. b)	Unit - III	CO3	K3		
14. a)	Unit - IV	CO4	K2		
OR					
14. b)	Unit - IV	CO4	K2		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K3		
OR					
16. b)	Unit - I	CO1	K3		
17. a)	Unit - II	CO2	K4		
OR					
17. b)	Unit - II	CO2	K4		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	ACCOUNTING FOR MANAGERS - II			
Course Code	23UBACC22	L	P	C
Category	CORE	5	-	5

COURSE OBJECTIVES:

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

UNIT - I INTRODUCTION TO COST ACCOUNTING 15

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

UNIT - II INTRODUCTION TO MANAGEMENT ACCOUNTING 15

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods. Comparative Statements, Common Size statement and Trend analysis.

UNIT - III RATIO ANALYSIS 15

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

UNIT - IV BUDGET AND BUDGETARY CONTROL 15

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

UNIT - V MARGINAL COSTING 15

Marginal Costing – CVP analysis – Break even analysis.

Total Lecture Hours 75

BOOKS FOR STUDY:

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

BOOKS FOR REFERENCES:

- Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
- T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
- Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
- Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.
- Rajiv Kumar Goel& Ishaan Goel, Concept Building Approach to Management Accounting ,2019
- Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 2015.

WEB RESOURCES:

- ❖ <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
- ❖ <https://efinancemanagement.com/financial-accounting/management-accounting>
- ❖ <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
- ❖ <https://www.wallstreetmojo.com/ratio-analysis/>
- ❖ <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656>

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP			
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓	
Changes Made in the Course	Percentage of Change		-	No Changes Made		-	New Course		✓

*** Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:								K LEVEL
After studying this course, the students will be able to:								
CO1	Interpret cost sheet & write comments.							K1 to K4
CO2	Compare cost, management & financial accounting							K1 to K4
CO3	Analyze the various ratio and compare it with standards to assess deviations							K1 to K4
CO4	Estimate budget and use budgetary control							K1 to K4
CO5	Evaluate marginal costing and its components							K1 to K4

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	M	M	S	L	M
CO2	S	M	M	M	M	S	L	S
CO3	S	M	M	M	M	S	L	S
CO4	S	M	M	M	M	S	L	M
CO5	S	M	M	M	M	S	L	M
S- STRONG			M - MEDIUM			L - LOW		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
CO 5	3	3	3	3	3	3
WEITAGE	15	15	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0	3.0

LESSON PLAN:			
UNIT	COURSE NAME : ACCOUNTING FOR MANAGERS - II	HRS	PEDAGOGY
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation	12	Chalk and Talk & PPT
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations –Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives essentials and tools, methods – Comparative Statements, Common Siz	12	Chalk and Talk & PPT

	statement and Trend analysis.		
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement	12	Chalk and Talk & PPT
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget	12	Chalk and Talk & PPT
V	Marginal Costing – CVP analysis – Break even analysis	12	Chalk and Talk & PPT

Learning Outcome Based Education & Assessment (LOBE)						
Formative Examination - Blue Print						
Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1	2(K2,K2)	2(K4&K4)
AI	CO2	K1 – K4	2	K2	2(K2,K2)	2(K3&K3)
CI	CO3	K1 – K4	2	K1	2(K3,K3)	2(K4&K4)
AII	CO4	K1 – K4	2	K2	2(K3,K3)	2(K4&K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3	42
	K2	2	20		22	39	
	K3			16	16	29	29
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	4	8
	K2	2			2	4	
	K3		20		20	35	35
	K4			32	32	57	57
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	COs	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1	(K2,K2)	(K4,K4)
2	CO2	K1 – K4	2	K2	(K2,K2)	(K3,K3)
3	CO3	K1 – K4	2	K1	(K3,K3)	(K4,K4)
4	CO4	K1 – K4	2	K2	(K3,K3)	(K4,K4)
5	CO5	K1 – K4	2	K1	(K3,K3)	(K4,K4)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	6			6	4	4
K2	4	4		24	17	17
K3		6	2	46	33	33
K4			8	64	46	46
Marks	10	50	80	140	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper – Format

Q. No.	Unit	CO	K-level	PART – A (10 x 1 = 10 Marks)	
Answer ALL the questions					
1.	Unit - I	CO1	K1	a)	b)
				c)	d)
2.	Unit - I	CO1	K1	a)	b)
				c)	d)
3.	Unit - II	CO2	K2	a)	b)
				c)	d)
4.	Unit - II	CO2	K2	a)	b)
				c)	d)
5.	Unit - III	CO3	K1	a)	b)
				c)	d)
6.	Unit - III	CO3	K1	a)	b)
				c)	d)
7.	Unit - IV	CO4	K2	a)	b)
				c)	d)
8.	Unit - IV	CO4	K2	a)	b)
				c)	d)
9.	Unit - V	CO5	K1	a)	b)
				c)	d)
10.	Unit - V	CO5	K1	a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K3		
OR					
13. b)	Unit - III	CO3	K3		
14. a)	Unit - IV	CO4	K3		
OR					
14. b)	Unit - IV	CO4	K3		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K4		
OR					
16. b)	Unit - I	CO1	K4		
17. a)	Unit - II	CO2	K3		
OR					
17. b)	Unit - II	CO2	K3		
18. a)	Unit - III	CO3	K4		
OR					
18. b)	Unit - III	CO3	K4		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	INTERNATIONAL BUSINESS			
Course Code	23UBAEC21	L	P	C
Category	ELECTIVE	4	-	3
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To familiarize students with basic concepts of International Business➤ To impart knowledge about theories of international trade➤ To know the concepts of foreign exchange market and foreign direct investment➤ To understand the global environment➤ To gain knowledge on the Contemporary Issues of International Business				
UNIT - I INTRODUCTION TO INTERNATIONAL BUSINESS				12
Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.				
UNIT - II INTRODUCTION OF TRADE THEORIES				12
Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.				
UNIT - III FOREIGN INVESTMENTS				12
Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.				
UNIT - IV DRIVERS IN GLOBALISATION				12
Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.				
UNIT - V REGIONAL ECONOMIC GROUPINGS				12
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.				
Total Lecture Hours				60

BOOKS FOR STUDY:

- Gupta CB, International Business, S Chand & Co. Ltd, 2014
- Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
- Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
- Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
- Paul, J., International Business, 5th Edition, PHI Learning, 2010

BOOKS FOR REFERENCES:

- Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
- Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
- Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017
- Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
- Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016

WEB RESOURCES:

- ❖ <https://online.hbs.edu/blog/post/international-business-examples>
- ❖ https://saylordotorg.github.io/text_international-business
- ❖ <https://www.imf.org/en/home>
- ❖ <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
- ❖ <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
Changes Made in the Course	Percentage of Change			No Changes Made		New Course		✓

*** Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:								K LEVEL
After studying this course, the students will be able to:								
CO1	Discuss the modes of entry to International Business							K1 to K4
CO2	Explain international trade theories							K1 to K4
CO3	Understand Foreign exchange market and FDI							K1 to K4
CO4	Outline the Global Business Environment							K1 to K4
CO5	Identify the relevance of international institutions and trading blocs.							K1 to K4

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	M	M	S	S	M	M
CO2	M	M	S	S	S	S	M	S
CO3	S	S	M	M	M	S	M	M
CO4	S	S	M	S	S	S	M	S
CO5	M	M	M	M	M	M	S	S
S- STRONG			M - MEDIUM			L - LOW		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
CO 5	3	3	3	3	3	2
WEITAGE	15	15	15	15	15	14
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0	2.8

LESSON PLAN:			
UNIT	COURSE NAME : INTERNATIONAL BUSINESS	HRS	PEDAGOGY
I	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	12	Lecture method
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.	12	Power point & lecture method
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment —	12	Explanation with Videos & Lecture method

	Advantages of Host and Home Countries.		
IV	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.	12	Lecture method
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.	12	Explanation with Videos & Lecture method

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 K2,K2	2 K2,K2
AI	CO2	K1 – K4	2	K1,K2	2 K3,K3	2 K4,K4
CI	CO3	K1 – K4	2	K1,K2	2 K2,K2	2 K3,K3
AII	CO4	K1 – K4	2	K1,K2	2 K3,K3	2 K4,K4
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	4	54
	K2	2	10	16	28	50	
	K3		10		10	18	46
	K4			16	16	28	
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	26	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	COs	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1,K2	2 K2,k2	2 K2,k2
2	CO2	K1-K4	2	K1,K2	2 K3,k3	2 K4,k4
3	CO3	K1-K4	2	K1,K2	2 K4,k4	2 K3,k3
4	CO4	K1-K4	2	K1,K2	2 K4,k4	2 K4,k4
5	CO5	K1-K4	2	K1,K2	2 K3,k3	2 K4,k4
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	
K2	5	10	16	31	22.14	
K3	-	20	16	36	25.71	74
K4	-	20	48	68	48.57	
Marks	10	50	80	140	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper – Format

Q. No.	Unit	CO	K-level	PART – A (10 x 1 = 10 Marks)	
Answer ALL the questions					
1.	Unit - I	CO1	K1	a)	b)
				c)	d)
2.	Unit - I	CO1	K2	a)	b)
				c)	d)
3.	Unit - II	CO2	K1	a)	b)
				c)	d)
4.	Unit - II	CO2	K2	a)	b)
				c)	d)
5.	Unit - III	CO3	K1	a)	b)
				c)	d)
6.	Unit - III	CO3	K2	a)	b)
				c)	d)
7.	Unit - IV	CO4	K1	a)	b)
				c)	d)
8.	Unit - IV	CO4	K2	a)	b)
				c)	d)
9.	Unit - V	CO5	K1	a)	b)
				c)	d)
10.	Unit - V	CO5	K2	a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K3		
OR					
12. b)	Unit - II	CO2	K3		
13. a)	Unit - III	CO3	K4		
OR					
13. b)	Unit - III	CO3	K4		
14. a)	Unit - IV	CO4	K4		
OR					
14. b)	Unit - IV	CO4	K4		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K4		
OR					
17. b)	Unit - II	CO2	K4		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

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Course Name	MANAGERIAL SKILL DEVELOPMENT			
Course Code	23UBANM21	L	P	C
Category	NON MAJOR ELECTIVE	2	-	2
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To improve the self-confidence, groom the personality and build emotional competence➤ To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.➤ To assess the Emotional intelligence➤ To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions➤ To improve professional etiquettes				
UNIT – I SELF				06
Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills.				
UNIT - II SELF ESTEEM				06
Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.				
UNIT - III BUILDING EMOTIONAL COMPETENCE				06
Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.				
UNIT - IV THINKING SKILLS				06
Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.				
UNIT – V COMMUNICATION RELATED TO COURSE				06
Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing. Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.				
Total Lecture Hours				30

BOOKS FOR STUDY:

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

BOOKS FOR REFERENCES:

- Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
- McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
- Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
- P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
- EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

WEB RESOURCES:

- ❖ <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
- ❖ https://www.academia.edu/4358901/managerial_skill_development.pdf
- ❖ <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
- ❖ [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

Nature of Course	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL	REGIONAL	NATIONAL			GLOBAL	✓	
Changes Made in the Course	Percentage of Change		No Changes Made			New Course	✓	
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.								

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Identify the personal qualities that are needed to sustain in the world of work.	K1 to K2
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	K1 to K2
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	K1 to K2
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	K1 to K2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	K1 to K2

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	M	M	S
CO2	M	M	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	M	S
CO5	M	M	S	S	S	M	S	S
S- STRONG			M – MEDIUM			L - LOW		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
CO 5	3	3	3	3	3	3
WEITAGE	15	15	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0	3.0

LESSON PLAN:			
UNIT	COURSE NAME : MANAGERIAL SKILL DEVELOPMENT	HRS	PEDAGOGY
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills	06	Chalk and Talk & PPT
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.	06	Chalk and Talk & PPT
III	Building Emotional Competence: Emotional Intelligence — Meaning,	06	Chalk and

	Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.		Talk & PPT
IV	Thinking skills: The Mind/Brain/ Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.	06	Chalk and Talk & PPT
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing. Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.	06	Chalk and Talk & PPT

Learning Outcome Based Education & Assessment (LOBE)				
Formative Examination - Blue Print				
Articulation Mapping – K Levels with Course Outcomes (COs)				
Internal	Cos	K Level	Section A	
			MCQs	
			No. of. Questions	K - Level
CI	CO1	K1 – K2	25	K1,K2
AI	CO2	K1 – K2	25	K1,K2
CI	CO3	K1 – K2	25	K1,K2
AII	CO4	K1 – K2	25	K1,K2
Question Pattern CIA I & II		No. of Questions to be asked	50	
		No. of Questions to be answered	50	
		Marks for each question	1	
		Total Marks for each section	50	

* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (Ist Test-2 CO's & IInd Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)				
S. No	COs	K - Level	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-K2	15	K1,K2
No. of Questions to be Asked			75	
No. of Questions to be answered			75	
Marks for each question			1	
Total Marks for each section			75	
(Figures in parenthesis denotes, questions should be asked with the given K level)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

Distribution of Marks with K Level				
K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks		75	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.				

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	BUSINESS ETIQUETTE AND CORPORATE GROOMING			
Course Code	23UBASC21	L	P	C
Category	SKILL	2	-	2
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To impart knowledge about basic etiquettes in professional conduct.➤ To provide understanding about the workplace courtesy and ethical issues involved.➤ To suggest on guidelines in managing rude and impatient clients.➤ To familiarize students about significance of cultural sensitivity and the relative business attire.➤ To stress on the importance of attire.				
UNIT - I INTRODUCTION TO BUSINESS ETIQUETTE				06
Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greetings scenarios- principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing				
UNIT - II WORKPLACE COURTESY AND BUSINESS ETHICS				06
Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-Choosing appropriate gift in the business environment-real life work place scenarios –company policy for Business etiquette.				
UNIT - III TELEPHONE ETIQUETTE, EMAIL ETIQUETTE				06
Telephone Etiquette, Email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines - Basic disability Etiquette practice.				
UNIT - IV DIVERSITY AND CULTURAL AWARENESS				06
Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication.				
UNIT - V BUSINESS ATTIRE AND PROFESSIONALISM				06
Business Attire and Professionalism Business style and professional image-dress code-guidelines for appropriate business attire-grooming for success.				
Total Lecture Hours				30

BOOKS FOR STUDY:

- Journal of Computer Mediated Communication By ICA
- Business and Professional Communication by Sage Journals
- Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
- Emily Post's the Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
- ShitalKakkar
Mehra, "BusinessEtiquette:AguidefortheIndianProfessional", HarperCollinsPublisher(2012)

BOOKS FOR REFERENCES:

- Indian Business Etiquette, Raghu Palat, JAICO Publishers
- Nina Kochhar, "At Ease with Etiquette", B.jain Publisher, 2011
- NimeranSahukar, PremP.Bhalla, "TheBookofEtiquetteandmanners", PustakMahipublishers, 2004
- Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
- The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, McGraw Hill Education

WEB RESOURCES:

- ❖ <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
- ❖ [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf)
- ❖ <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>
- ❖ https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
- ❖ https://wikieducator.org/Business_etiquette_and_grooming

Nature of Course	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
Changes Made in the Course	Percentage of Change		No Changes Made			New Course		✓

*** Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:	K LEVEL
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After studying this course, the students will be able to:

CO1	Describe basic concepts of business etiquette and corporate grooming.	K1 to K2
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	K1 to K2
CO3	Create cultural awareness and moral practices in real life workplace scenarios	K1 to K2
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	K1 to K2
CO5	Apply the professionalism in the workplace considering diversity and courtesy	K1 to K2

MAPPING WITH PROGRAM OUTCOMES								
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CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	M	M	S
CO2	M	M	S	S	S	M	M	S
CO3	M	M	S	S	S	M	M	S
CO4	M	M	S	S	S	S	M	S
CO5	M	M	M	S	S	S	M	S

S- STRONG

M – MEDIUM

L - LOW

CO / PO MAPPING:						
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COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	-	3	3	3	3
WEITAGE	12	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	2.4	3.0	3.0	3.0	3.0

LESSON PLAN:			
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UNIT	COURSE NAME : BUSINESS ETIQUETTE AND CORPORATE GROOMING	HRS	PEDAGOGY
I	Introduction to Business Etiquette: Introduction- ABCs of etiquette-meeting and greetings scenarios-principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing.	06	Lecture Method, Management Game, Role Play
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-	06	Lecturing using PPT, Case Study Method

	conflict resolution strategies- Choosing appropriate gift in the business environment-real life work place scenarios –company policy for Business etiquette.		
III	Telephone Etiquette, Email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices	06	Lecture Method, class room Exercise, Activities on Different Gadget Practices.
IV	Telephone Etiquette, Email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices	06	Lecture Method, Writing Practices, Role Play.
V	Business Attire and Professionalism Business style and professional image-dress code-guidelines for appropriate business attire-grooming for success.	06	Lecture Method, Video Clippings on Business

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)				
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	K4				
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