



# **Bachelor of Business Administration**

## **SYLLABUS**

**FROM THE ACADEMIC YEAR  
2023 – 2024**

**THIRUVALLUVAR UNIVERSITY  
SERKKADU, VELLORE-632115**

<b>SEMESTER I</b>		<b>SUBJECTS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>O</b>	<b>Hrs/week</b>	<b>CREDIT</b>	<b>MARKS</b>		<b>TOTAL</b>
<b>COURSE COMPONENT</b>									<b>CIA</b>	<b>External</b>	
Part I	Paper-I	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-I	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-I	Principles of Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	Accounting for Managers I	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	Managerial Economics	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course -1 Basics of Event Management		Y	-	Y	-	2	2	25	75	100
	Foundation Course Managerial Communication						2	2	25	75	100
Total							30	23			

Subject Code	Subject Name	Category	L	T	P	O	Marks		
							CIA	External	Total
	<b>Principles of Management</b>	Core	Y	-	-	-	25	75	100
<b>Learning Objectives</b>									
CLO1	To impart knowledge about evolution of management								
CLO2	To provide understanding on planning process and importance of decision making in organization								
CLO3	To learn the application of principles in organization								
CLO4	To study the effectiveness of Directing in organization								
CLO5	To study the process of effective controlling in organization and to familiarize students about significance of ethics in business								
UNIT	Details					No. of Hours	Learning Objectives		
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	CLO1		
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	CLO2		
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.					15	CLO3		
IV	Direction: Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination.					15	CLO4		
V	Controlling: Meaning and Importance – Control Process – Control Techniques – Budgetary and non-budgetary. Definition of Business ethics - Types of Ethical issues - Role and importance of Business Ethics.					15	CLO5		
	<b>Total</b>					<b>75</b>			
<b>Course Outcomes</b>									

<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Describe nature, scope, role, levels, functions and approaches of management	PO5
<b>CO2</b>	Apply planning and decision making in management	PO2, PO5, PO6, PO8
<b>CO3</b>	Identify organization structure and various organizing techniques	PO1, PO4
<b>CO4</b>	Understand Directing and Co-ordination	PO2, PO6
<b>CO5</b>	Control mechanisms and infer ethical practices of organisation.	PO3, PO8
<b>Reading list</b>		
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.	
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.	
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011	
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India	
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.	
<b>Reference Books</b>		
1.	P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017	
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.	
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017	
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.	
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015	
<b>Web Resources</b>		
1	<a href="https://www.toolshero.com/management/14-principles-of-management/">https://www.toolshero.com/management/14-principles-of-management/</a>	
2	<a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a>	
3	<a href="https://open.umn.edu/opentextbooks/textbooks/34">https://open.umn.edu/opentextbooks/textbooks/34</a>	
4	<a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a>	
5	<a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks

<b>Methods of Assessment</b>	
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

### Mapping with Program Outcomes

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	M	L	S	S	S	S	M	S
<b>CO 2</b>	M	S	S	S	M	M	L	S
<b>CO 3</b>	M	S	S	M	S	S	M	S
<b>CO 4</b>	S	M	S	S	S	S	L	S
<b>CO 5</b>	M	S	S	S	S	S	M	S

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

**S –Strong    M-Medium    L-Low**

**CO-PO Mapping with Program Specific Outcomes,**

**Level of Correlation between PSO's and CO's**

Subject Code	Subject Name	Category	L	T	P	O	Marks		
							CI A	External	Total
	<b>Accounting for Managers I</b>	Core	Y	-	-	-	25	75	100
<b>Learning Objectives</b>									
CLO1	To impart knowledge about basic concepts of accounting its applications								
CLO2	To analyze and interpret financial reports of a company								
CLO3	To understand the gross profit and net profit earned by organization								
CLO4	To foster knowledge on Hire Purchase system								
CLO5	To understand the procedures of Accounting under Single entry system.								
UNIT	Details					No. of Hours	Learning Objectives		
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	CLO1		
II	Subsidiary book – Preparation of Purchase Book, Sales Book, Cash Book, Petty Cash Book – Bank Reconciliation Statement – Average Due Date.					15	CLO2		
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	CLO3		
IV	Hire Purchase System – Interest Calculation – Default and Repossession – Hire Purchase Trading Account – Installment System.					15	CLO4		
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.					15	CLO5		
	<b>Total</b>					<b>75</b>			
<b>Weightage of Marks: Theory 20% and Problems 80%</b>									

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Prepare Journal, ledger, trial balance and cash book	PO2, PO1
<b>CO2</b>	To understand Subsidiary book, Bank Reconciliation Statement and Average Due Date	PO1
<b>CO3</b>	Prepare final accounts with adjustments	PO2, PO6
<b>CO4</b>	To understand Hire Purchase system	PO2, PO6
<b>CO5</b>	Prepare single and double entry system of accounting.	PO6
<b>Reading List</b>		
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.	
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition	
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.	
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.	
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education	
<b>References Books</b>		
1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai	
2.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019	
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017	
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.	
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.	
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.	
<b>Web Resources</b>		
1.	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf</a>	
2.	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>	
3.	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a>	
4.	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system</a>	
5.	<a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a>	

<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment	25 Marks
	Test	
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks

<b>Methods of Assessment</b>	
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

### Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	M	M	M	M	M	S	L	M
<b>CO 2</b>	S	M	M	M	M	S	L	S
<b>CO 3</b>	S	M	M	M	M	S	L	S
<b>CO 4</b>	S	M	M	M	M	S	L	M
<b>CO 5</b>	S	M	M	M	M	S	L	M

**S-Strong M-Medium L-Low**

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
	3	3	3	3	3
	15	15	<b>CO5</b>	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	<b>Weightage</b>	3.0	3.0



Subject Code	Subject Name	Category	L	T	P	O	Marks		
							CIA	External	Total
	<b>Managerial Economics</b>	Gen eric Elec tive	Y	-	-	-	25	75	100
<b>Learning Objectives</b>									
<b>CLO1</b>	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario								
<b>CLO2</b>	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.								
<b>CLO3</b>	To Understand the optimal point of cost analysis and production factors of the firm								
<b>CLO4</b>	To describe the pricing methods and strategies that are consistent with evolving marketing needs								
<b>CLO5</b>	To Provide insights to the various market structures in an economy.								
<b>UNIT</b>	<b>Details</b>						<b>No. of Hours</b>	<b>Learning Objectives</b>	
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro and macro-economics – objectives of firm.						12	CLO1	
II	Demand analysis – Meaning of Demand – Law of demand – Types of demand - Determinants of demand – Elasticity of demand – Demand forecasting. Theory of Consumer Behavior – Marginal utility analysis – indifference curve analysis.						12	CLO2	
III	Production and Cost Analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.						12	CLO3	
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – Methods of pricing – Dual pricing – Price discrimination.						12	CLO4	
V	Market classification – Perfect Competition – Imperfect competition – Monopoly – Monopolistic Competition – Duopoly – Oligopoly.						12	CLO5	
	<b>Total</b>						<b>60</b>		

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6, PO8
<b>CO2</b>	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
<b>CO3</b>	Employ production, cost and supply analysis for business decision making	PO1, PO2, PO6
<b>CO4</b>	Identify pricing strategies	PO1, PO2, PO6
<b>CO5</b>	Classify market structures under competitive scenarios.	PO2, PO6, PO8
<b>Reading List</b>		
1.	Journal of Economic Literature – American Economic Association	
2.	Arthasastra Indian Journal of Economics & Research	
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai	
4.	Indian Economic Journal/Sage Publications	
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi	
<b>References Books</b>		
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019	
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.	
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.	
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.	
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016	
<b>Web Resources</b>		
1	<a href="https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597">https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597</a>	
2	<a href="https://www.intelligenteconomist.com/profit-maximization-rule">https://www.intelligenteconomist.com/profit-maximization-rule</a>	
3	<a href="http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134">http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134</a>	
4	<a href="http://www.simplynotes.in/e-notes/mbabba/managerial-economics/">http://www.simplynotes.in/e-notes/mbabba/managerial-economics/</a>	
5	<a href="https://businessjargons.com/determinants-of-elasticity-of-demand.html">https://businessjargons.com/determinants-of-elasticity-of-demand.html</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	

	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	M	S	M	M	M	S	L	M
<b>CO2</b>	S	L	M	M		S		S
<b>CO3</b>	S	S	M	M	M	S		M
<b>CO4</b>	S	S	M	M		S		M
<b>CO5</b>		S	M	M		S		S

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Marks		
							CIA	External	Total
	<b>Basics of Event Management</b>		Y	-	-	-	25	75	100
<b>Learning Objectives</b>									
CLO1	To know the basic of event management its concepts								
CLO2	To make an event design								
CLO3	To make feasibility analysis for event.								
CLO4	To understand the 5 Ps of Event Marketing								
CLO5	To know the financial aspects of event management and its promotion								
UNIT	Details					No. of Hours	Learning Objectives		
I	Introduction: Event Management – Definition, Need, Importance, Activities.					6	CLO1		
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design					6	CLO2		
III	Event Feasibility: Resources – Feasibility, SWOT Analysis					6	CLO3		
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations					6	CLO4		
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship					6	CLO5		
	<b>Total</b>					<b>30</b>			
<b>Course Outcomes</b>									
Course Outcomes	On completion of this course, students will;					Program Outcomes			
CO1	To understand basics of event management					PO1, PO6			
CO2	To design events					PO5, PO6			
CO3	To study feasibility of organising an event					PO2, PO6			
CO4	To gain Familiarity with marketing & promotion of event					PO6			

<b>CO5</b>	To develop event budget	PO6, PO8
<b>Reading List</b>		
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.	
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009	
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House	
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross	
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers	
<b>References Books</b>		
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers	
2.	Successful Event Management By Anton Shone & Bryn Parry	
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid	
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers	
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015	
<b>Web Resources</b>		
1.	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>	
2	<a href="https://www.inderscience.com/jhome.php?jcode=ijhem">https://www.inderscience.com/jhome.php?jcode=ijhem</a> International Journal of Hospitality & Event Management	
3	<a href="https://www.emeraldgrouppublishing.com/journal/ijefm">https://www.emeraldgrouppublishing.com/journal/ijefm</a> International Journal of Event and Festival Management	
4	<a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a>	
5	<a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks

<b>Methods of Assessment</b>	
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations



	Private Ltd - New Delhi.	
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008	
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.	
<b>References Books</b>		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
<b>Web Resources</b>		
1.	<a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>	
2.	<a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>	
3.	<a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a>	
4.	<a href="https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/">https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/</a>	
5.	<a href="https://open.umn.edu/opentextbooks/textbooks/8">https://open.umn.edu/opentextbooks/textbooks/8</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	



**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	S	M	S	M	S	S	S
<b>CO 2</b>	S	S	S	S	S	S	M	M
<b>CO 3</b>	M	S	S	S	S	S	S	M
<b>CO 4</b>	S	S	M	S	S	S	M	S
<b>CO 5</b>	M	M	S	S	S	S	S	S

**S-Strong    M-Medium    L-Low**

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

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0