



THIRUVALLUVAR UNIVERSITY

SERKKADU, VELLORE-632115

B.B.A. BUSINESS ADMINISTRATION

SEMESTER - II

SYLLABUS

FROM THE ACADEMIC YEAR

2023 - 2024

S.No.	Part	Study Components		Ins. Hrs /week	Credit	Title of the Paper	Maximum Marks		
		Course Title					CIA	Uni.Ex am	Total
SEMESTER II									
1.	I	Language	Paper-2	6	3	Tamil/Other Languages	25	75	100
2.	II	English	Paper-2	4	3	English	25	75	100
3.	II	NMSDC: Language Proficiency for Employability	Paper-1	2	2	Overview of English Communication	25	75	100
4.	III	Core Course –CC III	Paper-2	5	5	Marketing Management	25	75	100
5.	III	Core Course –CC IV	Paper -3	5	5	Accounting for Managers II	25	75	100
6.	III	Elective II Generic/ Discipline Specific	Elective II	6	3	International Business	25	75	100
7.	IV	Skill Enhancement Course SEC-2	Paper2	2	2	Managerial Skill Development	25	75	100
8.	IV	Skill Enhancement Course SEC-3 (Discipline Specific)	Paper 1	2	2	Business Etiquette and Corporate Grooming	25	75	100
		Sem. Total		32	25		200	600	800

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
BBA DSC03	Marketing Management	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CLO3	To select the different pricing methods.										
CLO4	To know the communication mix and sales promotion tools and latest trends in market.										
CLO5	To understand Sales Force.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Fundamentals of Marketing – Role of Marketing – Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.							15	CLO1		
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	CLO2		
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. MarketPhysical Distribution: Importance – Various Kinds of Marketing Channels.							15	CLO3		
IV	A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- Definition, Process, Need & Significance. Digital Marketing: Introduction - Applications & Benefits.							15	CLO4		

V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force.	15	CLO5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	To list and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3	
CO2	To sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3, PO6, PO8	
CO3	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8	
CO4	To determine the importance of various media and applications of digital marketing	PO1, PO2, PO6	
CO5	To assess the sales force management.	PO1, PO2, PO7	
Reading List			
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.		
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.		
3.	L.Natarajan, Marketing, Margham Publications, 2017.		
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.		
5.	K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.		
References Books			
1.	C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020		
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,		
3.	Cranfield, Marketing Management, Palgrave Macmillan.		
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.		
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016		
Web Resources			
1.	http://eprints.stiperdharma.wacana.ac.id/24/1/5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf		
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management .		
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html		
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier		
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)		

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	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
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	S	M	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	M
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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	2	3
Weightage	14	15	15	14	15
Weighted Percentage of Course Contribution to Pos	2.8	3.0	3.0	2.8	3.0

Subject Code	Subject Name	C a t e g o r y	L	T	P	O	C r e d i t s	I n s t · H o u r s	Marks			
									C I A	E x t e r n a l	T o t a l	
BBA DSC04	Accounting for Managers II	Core	Y	-	-	-	4	5	25	75	100	
Learning Objectives												
CLO1	To provide basic understanding of cost concepts and classification.											
CLO2	To develop and understand the skills in tools & techniques and critically evaluate decision making in business and Various Ratios.											
CLO3	To gain insights of cash flow related to finance and the importance.											
CLO4	To recognize the role of budgets and variance as a tool of planning and control.											
CLO5	To understanding the Marginal costing and Analysis.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Cost Accounting – Meaning, nature, scope and functions, need, importance and limitations - Cost concepts and classification – Cost sheets – Tenders & Quotation - Management accounting – Meaning, nature, scope and functions,							12	CLO1			
II	Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis - Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios – Liquidity (Short- & Long-Term Solvency)							12	CLO2			
III	Funds Flow statement and Cash Flow Statement - meaning – Definition - Objectives – Methods - Scope and Applications -							12	CLO3			
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, Flexible Budgets and Cash Budget.							12	CLO4			
V	Marginal Costing – CVP Analysis – Break Even Analysis.							12	CLO5			
Total							60					
Weightage of Marks: Theory 20% and Problems 80%												
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				

CO1	Interpret cost sheet & write comments Compare cost, management & financial accounting.	PO1, PO2, PO4
CO2	Analyze the various ratio and compare it with standards to assess deviations	PO6
CO3	Evaluate cash flow related to finance and the importance	PO2, PO6
CO4	Estimate budget and use budgetary control	PO1, PO2,PO8
CO5	Evaluate marginal costing and its components.	PO2, PO6

Reading List		
1.	Gupta, R.L and M. Radhaswamy.AdvancedAccountancy,Sultan Chand & Sons, 2016.	
2.	T. S. and A .Murthy.ManagementAccounting.Chennai: Margham, 2007.	
3.	Jain S.P and K.L Narang.Advanced Accountancy (Part II).Kalyani, 2007.	
4	Maheshwari S.N, Advanced Accountancy (PartII). Vikas, 2007.	
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.	
References Books		
1.	Dr.K.Ganesan& S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai	
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016	
3.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.	
4.	HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.	
5.	Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019	
6.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.	
Web Resources		
1	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/	
2	https://efinancemanagement.com/financial-accounting/management-accounting	
3	http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859	
4	https://www.wallstreetmojo.com/ratio-analysis/	
5	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-	

	varianceanalysis-cost-accounting/10656	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	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
CO 1	M	M	M	M	M	S	L	M
CO 2	S	M	M	M	M	S	L	S
CO 3	S	M	M	M	M	S	L	S
CO 4	S	M	M	M	M	S	L	M
CO 5	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
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DGE02	International Business	Generic Elective		-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To familiarize students with basic concepts of International Business										
CLO2	To impart knowledge about theories of international trade										
CLO3	To know the concepts of foreign exchange market and foreign direct investment										
CLO4	To understand the global environment										
CLO5	To gain knowledge on the Contemporary Issues of International Business										
UNIT	Details							No. of Hours	Learning Objectives		
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	CLO1		
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.							12	CLO2		
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 - Horizontal and Vertical Foreign Direct Investment.							12	CLO3		
IV	Drivers in Globalization - Globalization 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	CLO4		
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Institutional support to international business like BREXIT, IMF,							12	CLO5		

	World Bank, ILO and WTO.		
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Discuss the Introduction of International Business.	PO1, PO5, PO6	
CO2	Explain international trade theories	PO3, PO4, PO5	
CO3	Understand Foreign exchange market and FDI	PO1, PO2	
CO4	Outline the Global Business Environment	PO4, PO5, PO6	
CO5	Identify the relevance of international institutions and trading blocs.	PO7, PO8	
Reading List			
1.	Gupta CB, International Business, S Chand & Co. Ltd, 2014		
2.	Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.		
3.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.		
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010		
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010		
References Books			
1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.		
2.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.		
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4 th edition, Pearson ,2017		
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020		
5.	Subba Rao International Business, (Text and Cases), Himalaya Publishing House, 2016		
Web Resources			
1	https://online.hbs.edu/blog/post/international-business-examples		
2	https://saylordotorg.github.io/text_international-business		
3	https://www.imf.org/en/home		
4	https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/		
5	http://www.simplynotes.in/e-notes/mbabba/international-business-management/		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		

Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	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
CO 1	S	M	M	M	S	S	M	M
CO 2	M	M	S	S	S	S	M	S
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	M	M	M	M	S	S

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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	2
Weightage	15	15	15	15	14
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC02 NME	MANAGERIAL SKILL DEVELOPMENT	NME	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To improve the self-confidence, groom the personality and build emotional competence										
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
CLO3	To assess the Emotional intelligence										
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
CLO5	To improve professional etiquettes										
UNIT	Details							No. of Hours	Learning Objectives		
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.							6	CLO1		
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness.							6	CLO2		
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.							6	CLO3		
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.							6	CLO4		
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.							6	CLO5		
Total								30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4
Reading List		
1.	Managerial Skill Articles	
2.	The Management Skills of SALL Managers - SiSAL Journal	
3.	Managerial Skills by Dr.K.Alex S.CHAND	
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP	
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV	
References Books		
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication	
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.	
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.	
4.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development, Alfa Publications, 2012	
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan	
Web Resources		
1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63	
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf	
3	https://www.academia.edu/4358901/managerial_skill_development_pdf	
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf	
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf	

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	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
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	S	S	M
CO 3	S	S	S	S	S	S	S	
CO 4	S	S	S	S	S	S	M	S
CO 5	M	M	S	S	S	M	S	S

S-Strong M-Medium L-LowM

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC03	Business Etiquette and Corporate Grooming	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
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.							6	CLO1		
II	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. Preventing sexual harassment – conflict resolution strategies.							6	CLO2		
III	Telephone Etiquette, email etiquette and Disability Etiquette, handling rude or impatient clients - internet usage in the workplace, email etiquette, online chat etiquette guidelines - Basic disability Etiquette practices							6	CLO3		
IV	Diversity and Cultural Awareness at Workplace Impact of diversity- Cultural Sensitivity- Taboos and Practices.							6	CLO4		
V	Business Attire and Professionalism - dress code- guidelines for appropriate business attire- grooming for success.							6	CLO5		
Total							30				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Describe basic concepts of business etiquette and corporate grooming.							PO5, PO6,			
CO2	Outline the etiquette and grooming standards followed in bu							PO4, PO2, PO5,			

	Business environment and the significance of communication	PO6
CO3	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6
Reading List		
1.	Journal of Computer Mediated Communication By ICA	
2.	Business and Professional Communication by Sage Journals	
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse	
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow	
5.	Shital Mehra, "Business Etiquette: A guide for the Indian Professional", Harper Collins Publisher (2012)	Kakkar
References Books		
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
2.	Nina Kochhar, "At Ease with Etiquette. Jain Publisher, 2011	
3.	Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and manners", Pustak Mahi publishers, 2004	
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pacher, Mc Graw Hill Education	
Web Resources		
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf	
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf	
3.	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4.	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5.	https://wikieducator.org/Business_etiquette_and_grooming	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	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
CO 1	M	M	S	S	S	M	M	S
CO 2	M	M	S	S	S	M	M	S
CO 3	M	M	S	S	S	M	M	S
CO 4	M	M	S	S	S	S	M	S
CO 5	M	M	M	S	S	S	M	S

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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
Weightage	12	15	15	15	15
Weighted Percentage of Course Contribution to Pos	2.4	3.0	3.0	3.0	3.0