



K.M.G. COLLEGE OF ARTS AND SCIENCE

(AUTONOMOUS)

Approved by the Government of TamilNadu

Permanently Affiliated to Thiruvalluvar University, Vellore

Recognized under Section 2(f) and 12(B) of the UGC Act 1956

Accredited by NAAC (2nd Cycle) with (CGPA of 3.24/4) 'A' Grade

DEPARTMENT OF BUSINESS ADMINISTRATION

B.B.A.

(CHOICE BASED CREDIT SYSTEM)

SYLLABUS

Under

LEARNING OUTCOMES-BASED CURRICULUM

FRAMEWORK (LOCF)

(Effective for the Batch of Students Admitted from 2024-2025)

PREFACE

The curriculum of undergraduate Business Administration has been designed to explain the concepts in various branches of Business Administration such as accountancy, business communication, entrepreneurial skills, etc. The purpose of the outcome-based education is meant to provide an exposure to the fundamental aspects in different branches of business administration and its applications, keeping in mind the growing needs for higher education, employability, entrepreneurship and social responsibility. The periodical restructuring of the syllabi is carried out to fulfill the requirements of graduate attributes, qualification descriptors, programme learning outcomes and course outcomes. The outcome-based education enriches the curriculum to deliver the basic principles, strategies, and application-oriented learning for the benefit of students. It also includes self-learning module, minor projects and industrial internship to enable students to get equipped for higher studies and employment. The programme also includes training to students for seminar presentation, preparation of internship reports, developing leadership qualities, organization and participation in the interdepartmental academic competitions. The allied papers provide a platform to strengthen the understanding of the core subjects. The non-major elective courses offer chances to learn and augment interest in other related fields. The outcome-based curriculum is intended to enrich the learning pedagogy to global standards. ICT enabled teaching-learning platforms are provided to students along with the interaction with corporate and entrepreneurs. The seminars periodically delivered by industrialists, subject experts and former professors would certainly help the students to update with latest technology/trends in different fields of business administration. The exposure to the industrial internship and MOUs with industries can open an avenue for a start-up and its progress would be followed regularly. The OBE based evaluation methods will reflect the true cognitive levels of the students as the curriculum is designed with course outcomes and cognitive level correlations as per BLOOM's Taxonomy.

ABOUT THE COLLEGE

The College was founded in the new millennium 2000 by the vision of late Shri.K.M.Govindarajan fondly known as Iyah, with a mission to offer higher education in the fields of Arts and Science to the needy and the poor middle class students of this area and make them fully employable and economically self-reliant. With a humble beginning of launching an elementary school named Thiruvalluvar Elementary School in the year 1952, Iyah groomed it into a Higher Secondary School and later into a college. Education was his soul and breath. The college has grown into a full-fledged educational hub offering 12 under graduate programmes, 8 post graduate programmes, 5 M.Phil research programs and 4 Ph.D programmes. The college has been accredited with 'A' grade by NAAC in 2nd cycle and recognized under section 2(f)&12(B) of the UGC act 1956. The College is permanently affiliated to Thiruvalluvar University. The College is also acquired the status of Autonomous from the academic year 2024-2025. The College is an associate member of ICT Academy and registered member of NPTEL and Spoken Tutorials of IIT Bombay. The college is also a member of INFLIBNET and NDL.

VISION OF THE COLLEGE

Empower young men and women by educating them in the pursuit of excellence, character building and responsible citizen.

MISSION OF THE COLLEGE

Offer higher education in the fields of Arts, Science & Management to the needy and make them fully self-dependent.

QUALITY POLICY OF THE COLLEGE

KMG Students achieve the best learning results and personal growth with modern education that equip them for working life and a changing society to become deserving citizens.

ABOUT THE DEPARTMENT

Department of business administration was incepted in the Academic Year 2000-01 with an objective of motivating the students to pursue Business Administration as their career. The job potential to the management is very high now and opportunities to provoke research in business are ample. Needless to say that for a developing country likes ours, “MANAGEMENT IS ART OF LIFE AND FUTURE”.

VISION OF THE DEPARTMENT

To raise up future Business leaders with the spirit of Professionalism and intergrity who will lead the social and economic development of the society through necessary management skills and decision making ability.

MISSION OF THE DEPARTMENT

Impart value-based and industry driven professional academic programmes of Management. we endeavour to imbibe in the students

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

- 1. Professional Excellence:** Graduates will demonstrate competency and excellence in their chosen fields of study, applying theoretical knowledge to practical situations effectively.
- 2. Character Development:** Graduates will exhibit strong moral and ethical character, upholding values of integrity, honesty, and respect for others in both personal and professional endeavors.
- 3. Leadership and Citizenship:** Graduates will emerge as responsible leaders and active citizens, contributing positively to their communities and society at large through their actions and initiatives.
- 4. Continuous Learning:** Graduates will engage in lifelong learning and professional development activities, adapting to evolving technologies, methodologies, and societal needs.
- 5. Self-Dependency and Entrepreneurship:** Graduates will possess the skills and mindset necessary to be self-reliant and entrepreneurial, capable of creating opportunities for themselves and others through innovation and initiative.
- 6. Effective Communication and Collaboration:** Graduates will demonstrate proficiency in communication skills, both verbal and written, and exhibit the ability to collaborate effectively with diverse teams and stakeholders.
- 7. Global Perspective:** Graduates will have a broad understanding of global issues and perspectives, demonstrating cultural sensitivity and adaptability in multicultural environments.

PROGRAM OUTCOMES (POs)

On successful completion of the programme, the students will be able to:

POs	Graduate Attributes	Statements
PO1	Disciplinary Knowledge	Acquire detailed knowledge and expertise in all the disciplines of the subject.
PO2	Communication Skills	Ability to express thoughts and ideas effectively in writing, listening and confidently Communicate with others using appropriate media
PO3	Critical Thinking	Students will develop aptitude Integrate skills of analysis, critiquing, application and creativity.
PO4	Analytical Reasoning	Familiarize to evaluate the reliability and relevance of evidence, collect, analyze and interpret data.
PO5	Problem Solving	Capacity to extrapolate the learned competencies to solve different kinds of non-familiar problems.
PO6	Employability and Entrepreneurial Skill	Equip the skills in current trends and future expectations for placements and be efficient entrepreneurs by accelerating qualities to facilitate startups in the competitive environment.
PO7	Individual and Team Leadership Skill	Capability to lead themselves and the team to achieve organizational goals and contribute significantly to society.
PO8	Multicultural Competence	Possess knowledge of the values and beliefs of multiple cultures and a global perspective.
PO 9	Moral and Ethical awareness/reasoning	Ability to embrace moral/ethical values in conducting one's life.
PO10	Lifelong Learning	Identify the need for skills necessary to be successful in future at personal development and demands of work place.

PROGRAM SPECIFIC OUTCOMES (PSOs)

On successful completion of the BBA, the students will be able to:

PSOs	Statements
PSO1	Determine the functional areas of Management such as Production, Purchasing, Marketing, Sales, Advertising, Finance, Human resource System, R&D, Technology.
PSO2	Analyze the theoretical knowledge with the practical aspects of Organizational setting and techniques of Management.
PSO3	Understand the dynamic and complex working environment of Business and the problems faced by the business sector in the Current Scenario

Correlation Rubrics:

High	Moderate	Low	No Correlation
3	2	1	-

Mapping of PSOs with POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
PSO1	3	3	3	3	3	3	2	2	3	2
PSO2	3	2	3	2	3	3	3	3	3	-
PSO3	3	2	3	2	3	3	3	3	3	3

K.M.G. COLLEGE OF ARTS AND SCIENCE**(AUTONOMOUS)****Subject and Credit System- B.B.A.****(Effective for the Batch of Students Admitted from 2024-2025)**

S. No	Part	Category	COURSE CODE	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
SEMESTER-I							CIA	Uni. Exam	Total
1	I	Language	AULT10 / AULU20	General Tamil – I / URDU - I	6	3	25	75	100
2	II	Language	AULE10	English – I	6	3	25	75	100
3	III	Core Paper I	AUCBA11	Principles of Management	5	5	25	75	100
4		Core Paper II	AUCBA12	Financial Accounting	5	5	25	75	100
5		Elective Paper I	AUEBA13	Managerial Economics	4	3	25	75	100
6	IV	Skill Enhancement Course	AUSBA14	Basics of Event Management	2	2	25	75	100
7		Foundation Course	AUFBA15	Managerial Communication	2	2	25	75	100
SEMESTER TOTAL					30	23			

S. No	Part	Category	COURSE CODE	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
SEMESTER-II							CIA	Uni. Exam	Total
1	I	Language	AULT20 / AULU20	General Tamil – II / Urdu - II	6	3	25	75	100
2	II	Language	AULE20	English – II	6	3	25	75	100
3	III	Core Paper III	AUCBA21	Marketing Management	5	5	25	75	100
4		Core Paper IV	AUCBA22	Management Accounting	5	5	25	75	100
5		Elective Paper II	AUEBA23	International Business	4	3	25	75	100
6	IV	Skill Enhancement Course	AUSBA24	Managerial Skill Development	2	2	25	75	100
7		Skill Enhancement Course	AUSBA25	Business Etiquette & Corporate Grooming	2	2	25	75	100
SEMESTER TOTAL					30	23			

S. No	Part	Category	COURSE CODE	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
							CIA	Uni. Exam	Total
SEMESTER-III									
1	I	Language	AULT30 / AULU 30	General Tamil – III / Urdu - III	6	3	25	75	100
2	II	Language	AULE30	English – III	6	3	25	75	100
3	III	Core Paper V	AUCBA31	Organizational Behaviour	5	5	25	75	100
4		Core Paper VI	AUCBA32	Financial Management	5	5	25	75	100
5		Elective Paper III	AUEBA33	Business Statistics	3	3	25	75	100
6	IV	Skill Enhancement Course	AUSBA34	Entrepreneurial Skill New Venture Management	1	1	25	75	100
7		Skill Enhancement Course	AUSBA35	Computer Applications in Business	2	2	25	75	100
8		Compulsory Paper	AUES30	Environmental Studies	2	2	25	75	100
SEMESTER TOTAL					30	24			

S. No	Part	Category	COURSE CODE	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
							CIA	Uni. Exam	Total
SEMESTER-IV									
1	I	Language	AULT40 / AULU 40	General Tamil – IV / Urdu - IV	6	3	25	75	100
2	I	Language	AULE40	English – IV	6	3	25	75	100
3	III	Core Paper VII	AUCBA41	Business Environment	5	5	25	75	100
4		Core Paper VIII	AUCBA42	Business Regulatory Framework	5	5	25	75	100
5		Elective Paper IV	AUEBA43	Operations Research	4	3	25	75	100
6	IV	Skill Enhancement Course	AUSBA44	Tally	2	2	25	75	100
7		Skill Enhancement Course	AUSBA45	Intellectual Property Rights	2	2	25	75	100
			SEMESTER TOTAL		30	23			

S. No	Part	Category	COURSE TITLE	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
							CIA	Uni. Exam	Total
SEMESTER-V									
1	III	Core Paper IX	AUCBA51	Human Resource Management	5	4	25	75	100
2		Core Paper X	AUCBA52	Research Methodology	5	4	25	75	100
3		Core Paper XI	AUCBA53	Business Taxation	5	4	25	75	100
4		Core Paper XII	AUCBA54	Management Information System	4	4	25	75	100
5		Elective Paper V (Choose any one)	AUEBA55A	Digital Marketing	4	3	25	75	100
			AUEBA55B	Industrial Relations					
			AUEBA55C	Financial Services					
6	Elective Paper VI	AUPBA56	Project With Viva Voce	5	3	25	75	100	
7	IV	Compulsory	AUVA50	Value Education	2	2	25	75	100
8		Compulsory	AUIBA57	Summer Internship / Industrial Training	-	2	100	-	100
SEMESTER TOTAL					30	26			

S. No	Part	Category	STUDY COMPONENTS	Title of the paper	Ins. Hrs/Week	Credit	Maximum Marks		
			COURSE TITLE				CIA	Uni. Exam	Total
SEMESTER- VI									
1	III	Core Paper XIII	AUCBA61	Entrepreneurial Development	6	4	25	75	100
2		Core Paper XIV	AUCBA62	Services Marketing	6	4	25	75	100
3		Core Paper XV	AUCBA63	Production and Materials Management	6	4	25	75	100
4		Elective Paper VI (Choose any one)	AUEBA64A	Consumer Behaviours	5	3	25	75	100
			AUEBA64B	Innovation Management					
			AUEBA64C	Security Analysis and Portfolio Management					
5		Elective Paper VII (Choose any One)	AUEBA65A	Fundamentals of Logistics	5	3	25	75	100
	AUEBA65B		E-Business						
	AUEBA65C		Strategic Management						
6	IV	Compulsory	AUEA60	Extension Activity	---	1	100	-	100
7	V	Compulsory	AUPCBA66A	Quantitative Aptitude I & II	2	2	25	75	100
SEMESTER TOTAL					30	21			

Consolidated Semester wise and Component wise Credit distribution

Parts	Semester-I	Semester-II	Semester-III	Semester-IV	Semester-V	Semester-VI	Total Credits
Part-I	3	3	3	3	-	-	12
Part-II	3	3	3	3	-	-	12
Part-III	13	13	13	13	22	18	92
Part-IV	4	4	5	4	4	1	22
Part-V	-	-	-	-	-	2	2
Total	23	23	24	23	26	21	140

*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V has to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

COURSE DESCRIPTORS

Title of the Course	Principles Of Management	Hours/Week	05
Course Code	AUCBA11	Credits	05
Category	Core-1	Year & Semester	I & I
Prerequisites	Have an understanding about Managerial Functions	Regulation	2024

Objectives of the course:

- To familiarize the students with basic concepts of Management
- To acquire skills to become a good Manager
- To plan effectively and to take right decisions
- To understand the theories of Management
- To understand the functions of Management

UNITS	Contents	COs	Cognitive Levels
UNIT-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	CO1	K1 K2 K4
UNIT-II	Planning: Nature-Importance-Forms-Types-Steps in Planning-Objectives-Policies-Procedures and Methods-Natures and types of Policies-Decision Making Process-Types of Decision.	C02	K1, K2, K3, K4
UNIT-III	Organizing: Types of organizations-organization structure-span of control and Committees-Departmentalization-Informal Organization-Authority-Delegation-Decentralization-Difference between Authority and Power-Responsibility.	CO3	K1, K2, K3, K4
UNIT-IV	Direction-Nature and purpose, co-ordination-Need, Type and Techniques and requisites for excellent co-ordination-Controlling-Meaning and Importance-Control Process.	C04	K1, K2, K4
UNIT-V	Definition of Business ethics-Types of Ethical issues-Role and importance of Business Ethics-Responsibilities of Business.	C05	K1, K2

Recommended Text Books

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.

Reference Books

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, 8 th Edition.
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

Website e-learning Source

1	https://www.toolshero.com/management/14-principles-of-management/
2	https://open.umn.edu/opentextbooks/textbooks/693
3	https://open.umn.edu/opentextbooks/textbooks/34
4	https://openstax.org/subjects/business
5	https://blog.hubspot.com/marketing/management-principles

Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Describe nature, scope, role, levels, functions and approaches of management	K1,K2,,K4
CO2	Apply planning and decision making in management	K1,K2,K3,K4
CO3	Identify organization structure and various organizing techniques	K1,K2,K3,K4
CO4	Understand Direction, Co-ordination & Control mechanisms	K1,K2,K4
CO5	Relate and infer ethical practices of organisation.	K1,K2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	-	2	1	3	2	2	2	3	3	3	2
CO2	2	3	3	3	2	2	1	3	-	2	3	3	2
CO3	-	-	1	1	2	-	2	-	-	3	3	2	3
CO4	1	-	3	3	2	1	2	-	1	3	3	3	3
CO5	2	-	3	2	1	1	1	-	1	3	3	2	3

COURSE DESCRIPTORS

Title of the Course	FINANCIAL ACCOUNTING	Hours/Week	05
Course Code	AUCBA12	Credits	05
Category	Core-II	Year & Semester	I & I
Prerequisites	Basic Knowledge of Accounting	Regulation	2024

Objectives of the course:

- To Understand the basic concepts of Accounting and its Applications.
- To Analyze and interpret Financial reports.
- To Evaluate gross profit and net profit of an organization.
- To foster Knowledge on Hire Purchase System
- To identify the procedures of Accounting under Single Entry System.

UNITS	Contents	COs	Cognitive Levels
UNIT-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	CO1	K1,K2,K3 K4,K5
UNIT-II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account	CO2	K1,K2,K3, K4,K5
UNIT-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.	CO3	K1,K2,K3, K4,K5
UNIT-IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.	CO4	K1,K2,K3, K4,K5
UNIT-V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method	CO5	K1,K2,K3, K4,K5

Recommended Text Books

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

Reference Books

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 , 6 th 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.

Website e-learning Source

1	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf
2	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf
3	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
4	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5	https://www.profitbooks.net

Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Prepare Journal, ledger, trial balance and cash book	K1,K2,K3,K4,K5
CO2	Classify errors and making rectification entries	K1,K2,K3,K4,K5
CO3	Prepare final accounts with adjustments	K1,K2,K3,K4,K5
CO4	To understand Hire Purchase system	K1,K2,K3,K4,K5
CO5	Prepare single and double entry system of accounting.	K1,K2,K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	-	1	1	1	2	1	1	2	-	3	2	2
CO2	3	2	1	2	2	1	-	1	-	2	3	2	1
CO3	3	1	-	1	2	2	1	1	-	2	3	1	3
CO4	3	3	-	2	2	2	1	-	1	2	3	1	3
CO5	3	2	1	2	2	1	-	1	2	1	3	2	3

COURSE DESCRIPTORS

Title of the Course	MANAGERIAL ECONOMICS	Hours/Week	04
Course Code	AUEBA13	Credits	03
Category	Elective Paper-I	Year & Semester	I & I
Prerequisites	Exposure to different sources of Economic Knowledge.	Regulation	2024

Objectives of the course:

- To Know about the basic concepts of Economics.
- To Familiarize the demand Analysis according to consumer Behaviour.
- To Understand the concept of Production ,cost and Long run curves
- To frame the pricing strategies to the current trend.
- To Classify the market based on technical and economic terms.

UNITS	Contents	COs	Cognitive Levels
UNIT-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.	CO1	K1,K2,K3, K4,K5
UNIT-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.	CO2	K1,K2,K3, K4
UNIT-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.	CO3	K1,K2,K3, K4
UNIT-IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination	CO4	K1,K2,K3
UNIT-V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly	CO5	K1,K2,K3, K4

Recommended Text Books

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

Reference Books

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

Website e-learning Source

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

Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	K1,K2,K3,K4,K5
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K1,K2,K3,K4
CO3	Employ production, cost and supply analysis for business decision making	K1,K2,K3,K4
CO4	Identify pricing strategies	K1,K2,K3
CO5	Classify market structures under competitive scenarios.	K1,K2,K3,K4

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	-	-	1	2	-	2	2	3	2	1	1
CO2	3	2	1	1	1	2	-	1	3	2	2	-	3
CO3	3	1	-	-	2	3	1	2	-	2	2	-	1
CO4	3	1	2	1	-	3	-	2	-	3	2	1	3
CO5	3	-	-	2	-	3	2	3	-	2	2	-	3

COURSE DESCRIPTORS

Title of the Course	Basics of Event Management	Hours/Week	02
Course Code	AUSBA14	Credits	02
Category	Skill Enhancement Paper-I	Year & Semester	I & I
Prerequisites	Posses Multifaceted challenging mind and creativity	Regulation	2024

Objectives of the course:

- To Understand and exhibit the basic concept of Event Management.
- To design and outline the event design by the base of Event Concept.
- To Analyze the resources and feasibility study
- To acquire the understanding of Event based on Marketing Strategies.
- To implement the financial Techniques in Organising Event.

UNITS	Content s	COs	Cognitive Levels
UNIT-I	Introduction: Event Management – Definition, Need, Importance, Activities.	CO1	K1,K2,K3
UNIT-II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design	CO2	K1,K2,K3
UNIT-III	Event Feasibility: Resources – Feasibility, SWOT Analysis	CO3	K1,K2,K3, K4
UNIT-IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	CO4	K1,K2,K3
UNIT-V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship	CO5	K1,K2,K3, K4,K5,K6

Recommended Text Books

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

Reference Books

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

Website e-learning Source

1	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management
3	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management
4	https://www.eventbrite.com/blog/?s=roundup
5	https://www.eventindustrynews.com/

Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Understand basics of event management	K1,K2
CO2	Design events	K1,K2,K3
CO3	Analyse feasibility of organising an event	K1,K2,K3,K4
CO4	Gain Familiarity with marketing & promotion of event	K1,K2,K3
CO5	Develop event budget	K1,K2,K3,K4,K5,K6

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	-	-	2	-	3	2	1	1	3	3	1
CO2	1	1	2	-	2	2	-	-	1	2	2	2	3
CO3	2	1	3	2	2	-	2	1	1	3	3	1	2
CO4	3	2	2	3	1	3	2	-	1	2	3	2	2
CO5	1	-	2	2	-	3	1	-	1	1	3	2	3

COURSE DESCRIPTORS

Title of the Course	MANAGERIAL COMMUNICATION	Hours/Week	02
Course Code	AUFBA15	Credits	02
Category	Foundation Course Paper-I	Year & Semester	I & I
Prerequisites	Be Familiar with 5C's of Communication	Regulation	2024

Objectives of the course:

- To Understand the importance and barriers to communication
- To develop LSRW Skills.
- To aware about essential communication skills necessary to face Interview
- To know about preparation of Reports,Agenda,Minutes of Meeting and resume writing.
- To make awareness about Technology based Communication

UNITS	Contents	COs	Cognitive Levels
UNIT-I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.	CO1	K1 K2
UNIT-II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances	CO2	K1 K2 K3 K6
UNIT-III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language	CO3	K1 K2 K3
UNIT-IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing	CO4	K1 K2 K3
UNIT-V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites	CO5	K1 K2 K3

Recommended Text Books

1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2.	Mallika Nawal –Business Communication – CENGAGE
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education 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.

Reference Books

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

Website e-learning Source

1	https://www.managementstudyguide.com/business_communication.html
2	https://studiousguy.com/business-communication/
3	https://www.oercommons.org/curated-collections/469
4	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/
5	https://open.umn.edu/opentextbooks/textbooks/8

Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Understand communication process and its barriers.	K1,K2
CO2	Develop business letters in different scenarios	K1,K2,K3,K6
CO3	Develop oral communication skills & conducting interviews	K1,K2,K3
CO4	Use managerial writing for business communication	K1,K2,K3
CO5	Identify usage of modern communication tools & its significance for managers	K1,K2,K3

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	2	2	3	3	3	2	3	3	3	2	2
CO2	2	3	3	3	2	2	2	2	2	2	2	2	3
CO3	2	3	2	1	3	3	1	1	3	3	2	-	2
CO4	2	3	1	2	2	3	2	1	1	3	1	1	-
CO5	2	3	1	2	2	3	1	3	2	3	1	1	-