

DHANRAJ BAID JAIN COLLEGE

(AUTONOMOUS)

(Owned and Managed by Tamil Nadu Educational and Medical Trust)

A Religious Minority Institution

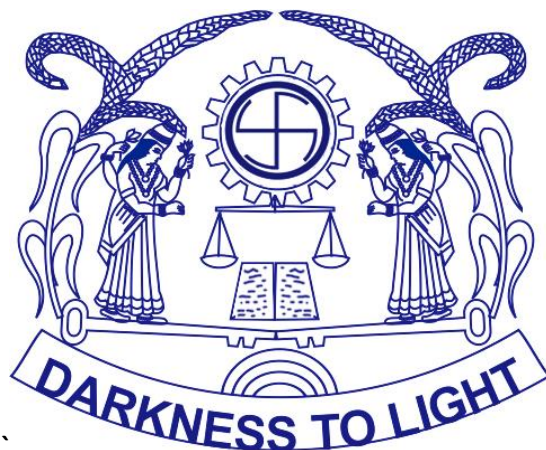
Affiliated to the University of Madras

Re- Accredited with 'A' Grade by NACC

Thoraipakkam, Chennai – 600 097, Tamil Nadu, India

SYLLABUS

(Choice Based Credit System)



B.B.A

DHANRAJ BAID JAIN COLLEGE
(AUTONOMOUS)

Thoraipakkam, Chennai – 600 097.

Affiliated to University of Madras

DEPARTMENT OF MANAGEMENT STUDIES
B.B.A



SYLLABUS

(Choice Based Credit System)

Total No. of Semesters:6

Total No. of Credits: 140

DHANRAJ BAID JAIN COLLEGE
(AUTONOMOUS) CHENNAI- 97.
DEPARTMENT OF MANAGEMENT STUDIES
B.B.A DEGREE COURSE
Choice Based Credit System
(Effective from the academic year 2026-2027)

PROGRAMME OUTCOMES (POs)

PO1: Disciplinary Knowledge

Demonstrate comprehensive knowledge and understanding of management, accounting, economics, finance, marketing, entrepreneurship, and international business for effective business decision-making.

PO2: Critical Thinking and Problem Solving

Apply critical thinking, analytical reasoning, and problem-solving skills to identify business issues, evaluate alternatives, and make informed managerial decisions.

PO3: Effective Communication

Communicate effectively in oral, written, digital, and presentation formats using appropriate business communication tools and professional etiquette.

PO4: Research and Analytical Skills

Apply quantitative, qualitative, and analytical techniques to collect, interpret, analyse, and present business data for effective decision-making.

PO5: Leadership and Teamwork

Demonstrate leadership qualities, interpersonal skills, ethical behaviour, and the ability to work collaboratively in diverse teams and organizational settings.

PO6: Digital and Technological Competence

Utilize digital technologies, business analytics, artificial intelligence, information systems, and emerging digital tools to enhance business performance and organizational effectiveness.

PO7: Entrepreneurship and Innovation

Develop entrepreneurial mindset, creativity, innovation, and business planning skills to identify opportunities and create sustainable business ventures.

PO8: Global and Environmental Perspective

Understand global business practices, multicultural environments, sustainability, corporate social responsibility, and environmental issues while addressing business challenges.

PO9: Professional Ethics and Social Responsibility

Demonstrate integrity, professional ethics, social responsibility, and responsible decision-making while contributing to organizational and societal well-being.

PO10: Lifelong Learning and Employability

Develop self-directed learning, adaptability, career readiness, and continuous professional development to meet the evolving needs of the business environment.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: Business and Managerial Competence

Apply the principles of management, accounting, economics, finance, marketing, and international business to analyse and solve business problems and support organizational decision-making.

PSO2: Digital Business and Analytical Skills

Utilize digital technologies, business analytics, artificial intelligence, digital marketing tools, and information systems to improve business performance and make data-driven decisions.

PSO3: Entrepreneurial and Leadership Skills

Demonstrate entrepreneurial thinking, leadership qualities, teamwork, communication, and problem-solving abilities to manage business operations and create innovative business opportunities.

PSO4: Professional and Ethical Practices

Exhibit professional competence, ethical values, corporate governance, financial responsibility, and sustainable business practices in organizational and societal contexts.

PSO5: Career Readiness and Global Perspective

Develop employability skills, business presentation skills, professional networking, and global business awareness to adapt to changing business environments and pursue lifelong learning.

REGULATIONS

(AS PER THE INTEGRATED COMMON REGULATIONS OF THE UNIVERSITY OF MADRAS)

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Degree of Bachelor of Business Administration (B.B.A.), shall be required to have passed the Higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras.

Candidates from all streams, including Commerce, Science, Arts, and Vocational streams, are eligible for admission, subject to the rules and regulations of the Government of Tamil Nadu, the University of Madras,

2. ELIGIBILITY FOR AWARD OF THE DEGREE:

A candidate shall be eligible for the award of the Degree only if he / she has undergone the prescribed course of study for a period of not less than three academic years, passed the examinations of all the Six Semesters prescribed earning 140 credits and fulfilled such conditions as have been prescribed therefore.

3. DURATION:

(a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and the fourth semesters and the third academic year the fifth and sixth semesters respectively.

(b) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

4. COURSE OF STUDY:

The Main Subject of Study for Bachelor Degree shall consist of the following.

(1) FOUNDATION COURSES: The course shall comprise the study of:

Part – I Tamil or any other Modern (Indian or Foreign) or Classical Languages; and
Part – II English

(2) CORE COURSES consisting of (a) Main Subjects, (b) Elective Subjects (c) Application Oriented Subjects related to the Main Subject of Study and Practical's, etc., if any.

(3) Compulsory Extension Service

5. COMPULSORY EXTENSION SERVICE:

Students shall be awarded a maximum of 1 Credit for Compulsory Extension Service. All the Students shall have to enroll for NSS /NCC/ NSO (Sports & Games) Rotract/ Youth Red Cross or any other Service Organizations in the College and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the College before 31st March in a year. If a student lacks 40 hours attendance in the first year, he or she shall have to compensate the same during the subsequent years. Those students who complete minimum attendance of 40 hours in one year will get 'half-a-credit' and those who complete the attendance of 80 or more hours in Two Years will get 'one credit'. Literacy and Population Education and Field Work shall be compulsory components in the above extension service activities.

6. SCHEME OF EXAMINATION SHALL BE GIVEN IN APPENDIX 'A'

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

- (a) Candidates shall register their names for the First Semester Examination after admission in the UG Courses.
- (b) Candidates shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examinations subject to the condition that the candidates should register for all the arrear subjects of earlier semesters along with current (subsequent) semester subjects.
- (c) Candidates shall be eligible to go to subsequent semester, only if they earn sufficient attendance as prescribed thereof from time to time, provided in case of a candidate earning less than 50% of attendance in any one of the semesters due to any extraordinary circumstance such as medical grounds, such candidates who shall produce Medical Certificate issued by the Authorized Medical Attendant (AMA), duly certified by the Principal of the College, shall be permitted to proceed to the next semester and to complete the Course of Study. Such candidates shall have to repeat the missed Semester by rejoining after completion of Final Semester of the Course, after paying the fee for the break of study as prescribed from time to time.

8. PASSING MINIMUM:

- There shall be no passing minimum for Internal.
- For external examination, passing minimum shall be 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-Voce.
- In the aggregate [External/Internal] the passing minimum shall be of 40%.
- He / She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical wherever prescribed as per the scheme of the examinations by earning 140 CREDITS in Part I, II, III, IV, V&VI. He/she shall also fulfill the extension activities prescribed earning 1 credit to qualify for the Degree.

9. CLASSIFICATION OF SUCCESSFUL CANDIDATES

(I) FOUNDATION COURSES

- (a) LANGUAGE OTHER THAN ENGLISH: Successful candidate passing the examinations for the Language and securing marks (I) 60 percent and above and (II) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class, respectively. All other successful candidates shall be declared to have passed the examination in THIRD Class.
- (b) ENGLISH: Successful candidates passing the examination for English and securing the marks (I) 60 percent and above and (II) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class, respectively. All other successful candidates shall be declared to have passed the examination in THIRD Class.

(II) CORE COURSES (consisting) of (a) Main Subjects (b) Elective Subjects (c) Application Oriented Subjects and Practical, etc., if any)

Successful candidates passing the examinations for Core Courses together and securing the marks (i) 60 percent and (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Core Courses together shall be declared to have passed the examination in the FIRST and SECOND Class, respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

10. RANKING:

Candidates who pass all the examinations prescribed for the Course in the FIRST APPEARANCE ITSELF ALONE are eligible for Classification / Ranking / Distinction.

Provided in the case of Candidates who pass all the examinations prescribed for the Courses with a break in the First Appearance due to the reasons as furnished in the Regulations.7.(c) supra are only eligible for Classification / Distinction.

SEMESTER I

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
I	Foundation course : Tamil - I or any language	5	3	3	40	60	100
II	Foundation Course: English - I	5	3	3	40	60	100
Core I	Core Course: Principles of Management	5	3	5	40	60	100
Core II	Core Course: Accounting for Managers I	6	3	5	40	60	100
Elective Courses - I	Elective Courses -I Managerial Economics with Analytics	5	3	3	40	60	100
SEC-1	Employability Skills	2	3	2	40	60	100
Foundation Course	Financial Literacy	2	3	2	40	60	100
Total		30		23			

SEMESTER II

Paper No.	Subjects	Instructional Hours Per week	Exam Duration Hours	Credits	CIA	ESE	Total Marks
I	Foundation course : Tamil/ language II	5	3	3	40	60	100
II	Foundation Course: English - II	5	3	3	40	60	100
Core III	Digital and Marketing Management	5	3	5	40	60	100
Core IV	Accounting for Managers II	6	3	5	40	60	100
Elective Courses II	International Business	5	3	3	40	60	100
SEC-2	Leadership and Professional Skills	2	3	2	40	60	100
SEC-3	Business Presentation Skills	2	3	2	40	60	100
Total		30		23			

COURSE CODE	COURSE TITLE	L	T	P	C
	PRINCIPLES OF MANAGEMENT	5	-	-	5
COURSE OBJECTIVES	1. To impart knowledge about evolution of management 2. To provide understanding on planning process and importance of decision making in organization 3. To learn the application of principles in organization 4. To study the process of effective controlling in organization 5. To familiarize students about significance of ethics in business and its implications.				

UNIT	SYLLABUS	Instructional Hours
UNIT 1	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	15
UNIT 2	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of Decision.	15
UNIT 3	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.	15
UNIT 4	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co- ordination – Controlling – Meaning and Importance – Control Process.	15
UNIT 5	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
Total		75 hours

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Describe nature, scope, role, levels, functions and approaches of management	PO5
CO2	Apply planning and decision making in management	PO2, PO5, PO6, PO8
CO3	Identify organization structure and various organizing techniques	PO1, PO4
CO4	Understand Direction, Co-ordination & Control mechanisms	PO2, PO6
CO5	Relate and infer ethical practices of organisation.	PO3, PO8

Prescribed Texts

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004
2. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
3. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
4. 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, 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

WebReferences:

- 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>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	20
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	7	35
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	15	45
TOTAL MARKS				100

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	L	–	–	–	S	–	M	–
CO 2	–	S	–	–	S	M	–	M
CO 3	S	–	–	S	–	–	M	–
CO 4	–	S	–	–	–	S	L	–
CO 5	–	–	S	–	–	–	M	S

S – Strong | M – Medium | L – Low | – No Correlation

CO-PSO Mapping with program specific outcomes ,**Level of Correlation between PSO's and CO's**

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	3	3	2	3	2
CO3	3	2	3	2	2
CO4	2	3	2	3	2
CO5	2	2	3	2	3
Weightage	13	12	12	12	11
Weighted percentage of Course Contribution to Pos	2.6	2.4	2.4	2.4	2.2

COURSE CODE	COURSE TITLE	L	T	P	C
	ACCOUNTING FOR MANAGERS I	6	-	-	5

COURSE OBJECTIVES	1. To impart knowledge about basic concepts of accounting its applications 2. To analyze and interpret financial reports of a company. 3. To understand the gross profit and net profit earned by organization. 4. To foster knowledge on Hire Purchase system. 5. To understand the procedures of Accounting under Single entry system
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UNIT	SYLLABUS	INSTRUCTIONAL HOURS
UNIT 1	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance	20
UNIT 2	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account .	20
UNIT 3	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.	20
UNIT 4	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.	15
UNIT 5	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.	15
Total		90hours

The proportion between Theory and Problems shall be 25:75

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Prepare Journal, ledger, trial balance and cash book	PO2, PO1
CO2	Classify errors and making rectification entries	PO1
CO3	Prepare final accounts with adjustments	PO2, PO6

CO4	To understand Hire Purchase system	PO2, PO6
CO5	Prepare single and double entry system of accounting.	PO6

Prescribed Texts Books:

1. Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2. TS Reddy & A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
3. M N Arora; Accounting for Management- Himalaya Publications House 2019.

SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.

Reference 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.Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.
- 4.Tulsian P.C., 2006, Financial Accounting, Pearson Education

WebReferences:

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Managemet%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Smallproblems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (7 questions Problems/ Formulas and 5 Theory questions)	1-12	2	20
B	Answer any 5 out of 8 questions (one questions from each units and 1 from larger units) (6 questions problems and 2 theory)	13-20	7	35

C	Essay Answer any 3 out of 5 questions (one questions from each units) (1 theory 4 questions from problems)	21-25	15	45
TOTAL MARKS				100

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	–	–	L	M	–	–
CO 2	S	M	–	–	–	L	–	–
CO 3	M	S	–	–	–	S	–	L
CO 4	L	S	–	–	–	S	–	M
CO 5	M	L	–	–	–	S	–	–

S – Strong | M – Medium | L – Low | – No Correlation

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	2	2	2
CO2	3	2	2	2	1
CO3	3	3	2	3	2
CO4	2	3	2	3	2
CO5	3	2	3	2	2
Weightage	14	13	11	12	9
Weighted percentage of Course Contribution to Pos	2.8	2.6	2.2	2.4	1.8

COURSE CODE	COURSE TITLE	L	T	P	C
	MANAGERIAL ECONOMICS WITH ANALYTICS	5	-	-	3

COURSE OBJECTIVES	1. To provide basic knowledge of managerial economics and its application in business decision making. 2. To understand demand, consumer behaviour, production and pricing concepts in business. 3. To develop analytical thinking using basic business and market data. 4. To familiarize students with different market structures and business competition. 5. To introduce students to modern business practices and digital market analysis.
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UNIT	SYLLABUS	INSTRUCTIONAL HOURS
UNIT 1	Nature and scope of managerial economics – Meaning and definition of economics – Importance of managerial economics – Relationship between micro and macro economics – Objectives of business firms – Business environment – Introduction to business analytics.	15
UNIT 2	Demand analysis – Meaning and types of demand – Law of demand – Determinants of demand – Elasticity of demand – Consumer behaviour – Demand forecasting – Online buying behaviour – Introduction to demand data analysis.	15
UNIT 3	Production and cost analysis – Meaning of production – Factors of production – Production function – Law of variable proportion – Economies of scale – Cost concepts – Fixed and variable cost – Revenue and supply analysis – Basic cost data interpretation.	15
UNIT 4	Pricing methods and strategies – Objectives of pricing – Factors affecting pricing – Methods of pricing – Pricing strategies – Discount pricing – Digital market pricing – Price discrimination – Introduction to pricing analytics.	15

UNIT 5	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly – Competition in digital markets – Government role in market regulation – Market trend analysis.	15
Total		75 Hours

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand the basic concepts and scope of managerial economics in business.	PO2, PO6, PO8
CO2	Apply demand and consumer behaviour concepts in business situations.	PO6, PO8
CO3	Analyze production, cost and revenue concepts for managerial decisions.	PO1, PO2, PO6
CO4	Understand pricing methods and strategies used in traditional and digital markets.	PO1, PO2, PO6
CO5	Evaluate different market structures and interpret basic business and market trends.	PO2, PO6, PO8

Prescribed Texts

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

Reference Books:

1. Journal of Economic Literature – American Economic Association
2. rthasatra Indian Journal of Economics & Research.
3. Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
4. Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

Web Reference

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	20
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	7	35
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	15	45
TOTAL MARKS				100

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	L	S	–	–	M	S	–	S
CO2	M	M	–	–	–	S	–	S
CO3	S	S	–	L	–	S	–	M
CO4	S	S	–	–	M	S	–	M
CO5	M	S	–	M	–	S	L	S

S – Strong | M – Medium | L – Low | – No Correlation

CO-PSO Mapping (Course Articulation Matrix)**Level of Correlation between PSO's and CO's**

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	3	3	2	2	2
CO3	3	3	3	2	2
CO4	3	3	2	3	2

CO5	3	3	2	3	3
Weightage	15	14	11	12	11
Weighted percentage of Course Contribution to PO's	3.0	2.8	2.2	2.4	2.2

COURSE CODE	COURSE TITLE	L	T	P	C
	EMPLOYABILITY SKILLS	2	-	-	2

COURSE OBJECTIVES	1. To develop personal and professional skills among students. 2. To improve communication and interpersonal abilities required for employment. 3. To provide basic knowledge of workplace etiquette and professional behaviour. 4. To enhance digital and presentation skills for modern work environments. 5. To prepare students for career opportunities, interviews and professional growth.
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UNIT	SYLLABUS	INSTRUCTIONAL HOURS
UNIT 1	Introduction to Employability Skills – Meaning and importance of employability skills – Personal development – Goal setting – Positive attitude – Self-confidence and self-motivation.	6
UNIT 2	Communication Skills – Verbal and non-verbal communication – Listening skills – Speaking skills – Presentation skills – Group discussion basics.	6
UNIT 3	Professional Skills – Resume preparation – Interview skills – Workplace etiquette – Time management – Teamwork and leadership qualities.	6
UNIT 4	Digital and Workplace Skills – Basics of MS Office – Email writing – Online meeting etiquette – Social media professionalism – Introduction to workplace technology.	6

UNIT 5	Career Development Skills – Career planning – Problem solving skills – Decision making – Stress management – Introduction to entrepreneurship and career opportunities.	6
Total		30 Hours

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand the importance of employability and professional skills.	PO1, PO6
CO2	Develop effective communication and presentation abilities	PO5, PO6
CO3	Apply workplace etiquette, teamwork and leadership skills in professional settings.	PO2, PO6
CO4	Utilize basic digital tools and professional communication methods.	PO6
CO5	Demonstrate confidence in career planning, interviews and decision-making.	PO6, PO8

Prescribed Texts

1. Kalyana, “Soft Skill for Managers”, Wiley India Publications.
2. Alex K., “Soft Skills – Know Yourself and Know the World”, S. Chand Publications.
3. Barun K. Mitra, “Personality Development and Soft Skills”, Oxford University Press

Reference Books:

1. M. S. Rao, “Soft Skills – Enhancing Employability”, I.K. International Publishing House.
2. Meenakshi Raman and Sangeeta Sharma, “Professional Communication”, Oxford University Press.
3. S. Hariharan, N. Sundararajan and S. P. Shanmugapriya, “Soft Skills”, MJP Publishers.

Web Reference

- 1 <https://www.skillsyouneed.com>
- 2 <https://www.coursera.org>
- 3 <https://www.indeed.com/career-advice>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
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A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	20
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C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	15	45
TOTAL MARKS				100

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	L	–	–	M	S	–	–
CO 2	M	–	–	–	S	S	L	–
CO 3	M	S	–	–	M	S	M	–
CO 4	L	–	–	M	M	S	M	–
CO 5	M	M	–	–	L	S	–	S

S – Strong | M – Medium | L – Low | – No Correlation

CO-PSO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	2	2	2
CO 2	3	2	2	2	2
CO 3	3	3	2	3	2
CO 4	2	3	2	3	2
CO 5	3	3	3	2	3
Weightage	13	13	11	12	11
Weighted Percentage of Course Contribution to Pos	2.6	2.6	2.2	2.4	2.2

COURSE CODE	COURSE TITLE	L	T	P	C
	FINANCIAL LITERACY	2	-	-	2

COURSE OBJECTIVES	1. To provide basic knowledge of personal finance and financial management. 2. To create awareness about banking and digital payment systems. 3. To develop saving and budgeting habits among students. 4. To introduce basic investment and taxation concepts. 5. To improve financial decision-making skills in daily life.

UNIT	SYLLABUS	INSTRUCTIONAL HOURS
UNIT 1	Introduction to Financial Literacy – Meaning and importance of financial literacy – Personal finance – Financial planning – Sources of income – Saving habits and financial goals.	6
UNIT 2	Banking and Digital Finance – Types of bank accounts – Banking services – ATM – Internet banking – Mobile banking – UPI and digital payments – Online transaction safety.	6
UNIT 3	Budgeting and Investment Basics – Meaning of budget – Personal budgeting – Importance of savings – Introduction to investment – Fixed deposit – Recurring deposit – Mutual funds – Insurance basics.	6

UNIT 4	Credit and Taxation – Meaning of credit – Credit cards and loans – Advantages and risks of borrowing – Introduction to taxation – GST basics – Income tax basics.	6
UNIT 5	Financial Decision Making – Financial decision making skills – Risk and return – Fraud awareness – Consumer financial rights – Financial discipline – Introduction to entrepreneurship finance.	6
Total		30 Hours

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand the importance of financial literacy and personal finance.	PO1,PO2,PO3,PO4,PO8
CO2	Apply basic banking and digital payment methods effectively.	PO1,PO2,PO3,PO4,PO5,PO6
CO3	Prepare simple budgets and understand saving habits.	PO2,PO3,PO4,PO5,PO6,PO7
CO4	Identify basic investment, credit and taxation concepts.	PO1,PO2,PO4,PO5,PO6,PO8
CO5	Develop financial decision-making and financial awareness skills	PO3,PO4,PO5,PO6,PO7,PO8

Prescribed Text Books

1. S. Chand, “Financial Literacy”, S. Chand Publications.
2. M. Y. Khan and P. K. Jain, “Financial Management Basics”, McGraw Hill Education.
3. Prasanna Chandra, “Fundamentals of Financial Management”, McGraw Hill Publications.

Reference Books

1. E. Gordon and K. Natarajan, “Financial Markets and Services”, Himalaya Publishing House.
2. Meir Kohn, “Financial Institutions and Markets”, Oxford University Press.
3. Dr. R. K. Sharma and Shashi K. Gupta, “Financial Management”, Kalyani Publishers.

Web References

1. <https://www.rbi.org.in>

2. <https://www.nseindia.com>
3. <https://www.investopedia.com>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	20
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	7	35
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	15	45
TOTAL MARKS				100

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
CO 2	S	S	M	M	S	S	–	–
CO 3	–	S	S	M	S	S	M	–
CO 4	M	S	–	S	M	S	–	M
CO 5	–	M	S	S	S	S	M	S

S – Strong | M – Medium | L – Low | – No Correlation

CO-PSO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	2	2
CO 2	3	3	2	2	2
CO 3	3	3	3	2	2
CO 4	3	3	2	3	2
CO 5	3	3	3	3	3
Weightage	15	14	12	12	11
Weighted Percentage of Course Contribution to Pos	3.0	2.8	2.4	2.4	2.2

SEMESTER II

COURSE CODE	COURSE TITLE	L	T	P	C
	DIGITAL AND MARKETING MANAGEMENT	5	-	-	5

COURSE OBJECTIVES	1. To provide basic knowledge of marketing concepts and functions. 2. To understand market segmentation, product management and pricing strategies. 3. To develop knowledge about marketing communication and customer relationship management. 4. To introduce students to digital marketing concepts and online business practices. 5. To enhance understanding of sales management and digital marketing applications.
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UNIT	SYLLABUS	INSTRUCTIONAL HOURS
UNIT 1	Fundamentals of Marketing – Meaning and importance of marketing – Functions of marketing – Marketing mix – Modern marketing concepts – Marketing environment – Introduction to digital marketing.	15
UNIT 2	Market Segmentation and Product Management – Meaning and importance of market segmentation – Targeting and positioning – Product classification – Product mix – Branding and packaging – Product life cycle – Introduction to online products and services.	15
UNIT 3	Pricing and Distribution Management – Pricing objectives – Factors affecting pricing decisions – Pricing methods – Distribution channels – Physical distribution – Online distribution channels – E-commerce basics.	15

UNIT 4	Marketing Communication – Meaning and Importance – Integrated Marketing Communication (IMC) – Advertising – Sales Promotion – Public Relations – Customer Relationship Management (CRM) – Customer Experience (CX) – Social Media Marketing – Content Marketing – Influencer Marketing – Personal Branding through LinkedIn.	15
UNIT 5	Sales Management – Meaning and Objectives – Sales Force Management – Digital Marketing: Meaning, Scope and Importance – Search Engine Optimization (SEO) – Search Engine Marketing (SEM) – Email Marketing – Mobile Marketing – Web Analytics (Basics) – AI in Digital Marketing – Chatbots – Digital Marketing Ethics and Emerging Trends.	15
Total		75 Hours

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand the fundamentals of marketing and marketing environment.	PO1, PO2, PO3
CO2	Apply market segmentation, product and pricing concepts in business situations.	PO1, PO2, PO3, PO6, PO8
CO3	Analyze distribution channels and marketing communication strategies.	PO1 PO2, PO3, PO4, PO8
CO4	Understand customer relationship management and digital marketing tools.	PO1, PO2, PO6
CO5	Demonstrate knowledge of sales management and online marketing practices.	PO1, PO2, PO7

Prescribed Texts

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. ontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

Reference Books:

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.
- L. Natarajan, Marketing, Margham Publications, 2017

WebReferences:

1. https://Gurukpo.Com/Content/Bba/Production_And_Material_Management.

2. http://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
3. https://perso.crans.org/fortineau/ressources_maxnce_nouchet/Introduction%20to%20Materials%20Management.pdf
4. <https://www.worldcat.org/title/production-and-operations-management/oclc/695033719>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	20
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	7	35
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	15	45
TOTAL MARKS				100

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	–	L	–	–	–
CO 2	S	S	M	–	–	S	–	M
CO 3	S	S	M	S	–	–	–	M
CO 4	S	S	–	M	–	S	–	–
CO 5	S	S	–	–	M	–	S	–

S – Strong | M – Medium | L – Low | – No Correlation

CO-PSO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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CO 1	3	2	2	2	2
CO 2	3	3	2	2	3
CO 3	3	3	3	2	2
CO 4	3	3	2	3	2
CO 5	3	2	3	3	2
Weightage	15	13	12	12	11
Weighted Percentage of Course Contribution to Pos	3.0	2.6	2.4	2.4	2.2

COURSE CODE	COURSE TITLE	L	T	P	C
	ACCOUNTING FOR MANAGERS II	6	-	-	5

COURSE OBJECTIVES	1. To provide basic understanding of cost concepts and classification. 2. To develop skills in tools & techniques and critically evaluate decision making in business. 3. To understand various ratios and cash flow related to finance. 4. To recognize the role of budgets and variance as a tool of planning and control. 5. To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios
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UNIT	SYLLABUS	INSTRUCTIONAL HOURS
Unit 1	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation	20
Unit 2	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 –	20

	Comparative Statements, Common Size statement and Trend analysis.	
Unit 3	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.	20
Unit 4	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget	15
Unit 5	Marginal Costing – CVP analysis – Break even analysis	15
Total		90 Hours

The proportion between Theory and Problems shall be 25:75

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Interpret cost sheet & write comments.	PO1, PO2, PO4
CO2	Compare cost, management & financial accounting	PO6
CO3	Analyze the various ratio and compare it with standards to assess deviations	PO2, PO6
CO4	Estimate budget and use budgetary control	PO1, PO2, PO8
CO5	Evaluate marginal costing and its components	PO2, PO6

Prescribed Texts

1. Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2. T. S. and A. Murthy. Management Accounting. Chennai: Margham, 2007.
3. Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.
4. Maheshwari S.N, Advanced Accountancy (Part I). Vikas, 2007.

Reference 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, Robert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
4. Horngren, Sunderru Stratton, Introduction to Management Accounting, Pearson Education, 2013.
5. Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019

WebReferences:

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting>
2. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
3. <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Smallproblems/Answer any 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit) (7 questions Problems/ Formulas and 5 Theory questions)	1-12	2	20
B	Answer any 5 out of 8 questions (one questions from each units and 1 from larger units) (6 questions problems and 2 theory)	13-20	7	35
C	Essay Answer any 3 out of 5 questions (one questions from each units) (1 theory 4 questions from problems)	21-25	15	45
TOTAL MARKS				100

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	–	S	–	M	–	–
CO 2	M	–	–	–	–	S	–	L
CO 3	M	S	–	M	–	S	–	–
CO 4	S	S	–	M	–	L	–	S
CO 5	M	S	–	–	–	S	–	M

S – Strong | M – Medium | L – Low | – No Correlation

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

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	2
CO2	2	3	2	2	2
CO3	3	3	2	3	2
CO4	3	3	2	3	3
CO5	3	3	3	2	2
Weightage	14	14	12	12	11
Weighted percentage of Course Contribution to Pos	2.8	2.8	2.4	2.4	2.2

COURSE CODE	COURSE TITLE	L	T	P	C
	INTERNATIONAL BUSINESS	5	-	-	3

COURSE OBJECTIVES	1. To familiarize students with basic concepts of International Business 2. To impart knowledge about theories of international trade 3. To know the concepts of foreign exchange market and foreign direct investment 4. To understand the global environment 5. To gain knowledge on the Contemporary Issues of International Business
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UNIT	SYLLABUS	INSTRUCTIONAL HOURS
UNIT 1	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	15
UNIT 2	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.	15
UNIT 3	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct	15

	Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.	
UNIT 4	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.	15
UNIT 5	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.	15
Total		75 Hours

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Discuss the modes of entry to 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

Prescribed Texts:

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. Paul, J., International Business, 5th Edition, PHI Learning, 2010

Reference 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. Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
4. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016

Web Reference

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>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	20
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	7	35
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	15	45
TOTAL MARKS				100

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	–	–	L	S	S	–	–
CO 2	–	–	S	S	S	M	–	–
CO 3	S	S	–	M	–	–	–	L
CO 4	–	L	–	S	S	S	–	M
CO 5	–	–	–	M	L	–	S	S

S – Strong | M – Medium | L – Low | – No Correlation

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

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	3	2
CO3	3	3	2	2	2
CO4	2	3	3	3	2
CO5	2	2	3	3	3

Weightage	12	13	12	13	11
Weighted percentage of Course Contribution to Pos	2.4	2.6	2.4	2.6	2.2

COURSE CODE	COURSE TITLE	L	T	P	C
	LEADERSHIP AND PROFESSIONAL SKILLS	2	-	-	2

COURSE OBJECTIVES	1. To develop leadership qualities and professional skills for business organizations. 2. To improve communication, teamwork, and interpersonal skills. 3. To develop critical thinking, decision-making, and problem-solving skills. 4. To create awareness of workplace ethics, professional behaviour, and leadership in digital workplaces. 5. To prepare students for career opportunities through personal branding, interview skills, and AI tools for career development.
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UNIT	SYLLABUS	INSTRUCTIONAL HOURS
UNIT 1	Leadership: Meaning and Importance – Qualities of an Effective Leader – Leadership Styles – Self-Leadership – Leadership in the AI-enabled Business Environment.	6
UNIT 2	Professional Communication and Teamwork – Verbal and Non-verbal Communication – Interpersonal Skills – Team Building – Workplace Collaboration – AI Tools for Workplace Communication.	6
UNIT 3	Time Management – Goal Setting – Critical Thinking – Decision Making – Problem Solving – Decision Making.	6

UNIT 4	Professional skills – Workplace ethics – Leadership in organizations – Motivation and team building – Conflict management.	6
UNIT 5	Career Development Skills – Personal Branding – Resume Preparation – Interview Skills – LinkedIn Profile Development – AI Tools for Career Readiness.	6
Total		30 Hours

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand the concepts and importance of leadership and professional skills in business organizations.	PO1, PO5, PO6
CO2	Apply communication, teamwork, and interpersonal skills in workplace situations.	PO3, PO4, PO5
CO3	Demonstrate critical thinking, decision-making, and problem-solving skills in business situations.	PO1, PO2
CO4	Practice professional ethics, workplace behaviour, and leadership skills in digital work environments.	PO4, PO5, PO6
CO5	Develop career readiness through personal branding, resume preparation, interview skills, and the use of AI tools.	PO7, PO8

Prescribed Text Books

1. Kalyana, “Soft Skills for Managers”, Wiley India Publications.
2. M. S. Rao, “Soft Skills – Enhancing Employability”, I.K. International Publishing House.
3. Barun K. Mitra, “Personality Development and Soft Skills”, Oxford University Press.

Reference Books

1. Dale Carnegie, “How to Win Friends and Influence People”, Simon & Schuster.
2. Stephen R. Covey, “The 7 Habits of Highly Effective People”, Free Press.
3. Meenakshi Raman and Sangeeta Sharma, “Professional Communication”, Oxford University Press.

WebReferences:

1. <https://www.skillsyouneed.com>
2. <https://www.mindtools.com>
3. <https://www.coursera.org>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each			

	units and remaining 2 questions from Larger Unit)	1-12	2	20
B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	7	35
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	15	45
TOTAL MARKS				100

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	–	–	M	S	S	–	–
CO 2	M	–	S	S	S	M	–	–
CO 3	S	S	M	–	–	M	–	–
CO 4	M	–	–	S	S	S	–	L
CO 5	–	–	L	–	M	M	S	S

S – Strong | M – Medium | L – Low | – No Correlation

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

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	3	3	2	2	2
CO3	3	3	3	2	2

CO4	2	3	2	3	2
CO5	2	2	3	3	3
Weightage	13	13	12	12	12
Weighted percentage of Course Contribution to Psos	2.6	2.6	2.4	2.4	2.4

COURSE CODE	COURSE TITLE	L	T	P	C
	BUSINESS PRESENTATION SKILLS	2	-	-	2

COURSE OBJECTIVES	1. To develop effective presentation and business communication skills. 2. To improve verbal, non-verbal, and public speaking skills. 3. To enhance the ability to plan and design professional business presentations. 4. To familiarize students with AI tools for creating and delivering business presentations. 5. To prepare students for professional presentations, meetings, and business pitches.
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UNIT	SYLLABUS	INSTRUCTIONAL HOURS
UNIT 1	Meaning and importance of presentation skills – Types of presentations – Qualities of a good presenter – Overcoming stage fear and building confidence.	6
UNIT 2	Presentation Planning – Audience Analysis – Organizing Presentation Content – Business Storytelling – Presentation Structure – AI Presentation Planning Tools.	6
UNIT 3	Presentation Design – Slide Design Principles – Charts and Infographics – Visual Aids – Business Reports – AI Tools for Presentation Design.	6

UNIT 4	Business Presentation Skills – Voice Modulation – Body Language – Business Meetings – Group Presentations – Elevator Pitch.	6
UNIT 5	Professional Business Presentations – Sales Presentation – Product Presentation – Business Proposal Presentation – Startup Pitch – AI-based Presentation Evaluation.	6
Total		30 Hours

Course Outcomes	On completion of this course, students will	Program Outcomes
CO1	Understand the importance of presentation and communication skills..	PO1, PO5, PO6
CO2	Plan and organize professional business presentations for different audiences.	PO3, PO4, PO5
CO3	Design effective presentations using visual aids, presentation software, and AI tools.	PO1, PO2
CO4	Demonstrate confidence in public speaking, business meetings, and group presentations.	PO4, PO5, PO6
CO5	Deliver professional business presentations, sales pitches, and business proposals using appropriate presentation techniques and AI tools.	PO7, PO8

Prescribed Text Books

1. Meenakshi Raman and Sangeeta Sharma, “Professional Communication”, Oxford University Press.
2. Barun K. Mitra, “Personality Development and Soft Skills”, Oxford University Press.
3. Kalyana, “Soft Skills for Managers”, Wiley India Publications.

Reference Books

1. Dale Carnegie, “The Quick and Easy Way to Effective Speaking”, Pocket Books.
2. M. S. Rao, “Soft Skills – Enhancing Employability”, I.K. International Publishing House.
3. Lesikar and Flatley, “Business Communication”, McGraw Hill Education.

Web References

1. <https://www.skillsyouneed.com>
2. <https://www.toastmasters.org>
3. <https://www.coursera.org>

Question Paper Pattern:

Section	Question Component	Numbers	Marks	Total
A	Definition/Principle Answer ANY 10 out of 12 questions (2 Questions from each units and remaining 2 questions from Larger Unit)	1-12	2	20

B	Answer any 5 out of 8 questions (one questions from each units and 3 from larger units)	13-20	7	35
C	Essay Answer any 3 out of 5 questions (one questions from each units)	21-25	15	45
TOTAL MARKS				100

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	–	–	M	S	S	–	–
CO 2	M	–	S	S	S	M	–	–
CO 3	S	S	M	–	–	M	–	L
CO 4	M	–	–	S	S	S	–	–
CO 5	L	M	–	–	M	M	S	S

S – Strong | M – Medium | L – Low | – No Correlation

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

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	3	3	2	2	2
CO3	3	3	3	2	2
CO4	2	3	2	3	2
CO5	2	2	3	3	3
Weightage	13	13	12	12	12
Weighted percentage of Course Contribution to Pos	2.6	2.6	2.4	2.4	2.4