

**CHOICE BASED CREDIT SYSTEM - LEARNING OUTCOMES-BASED
CURRICULUM FRAMEWORK
(Those who have joined in the Academic year 2023-24 onwards)**

BBA

Program Outcomes:

PO1: Problem Solving Skill: Problem analysis: Identify, review, formulate and analyse the problem or reformation to provide conclusions applying analytic thought to body of knowledge.

PO2: Decision Making Skill: Ability to inquire, identifying problems, logical flaws, analyse data from various sources, interpret and draw valid conclusions.

PO3: Ethical Value: Demonstrate moral/ethical values in carrying out his duties in his profession and identify unethical work.

PO4: Communication Skill: Effectively communicate thoughts, ideas or any complex information orally or written using appropriate media clearly and concisely

PO5: Individual and Team Leadership Skill: Demonstrate ability to work effectively individually, within the group and Lead groups.

PO6: Employability Skill: Become empowered individuals to nbe employed in various positions in industry, academia and research.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Demonstrate moral/ethical values in carrying out his duties in his profession and identify unethical work.

Program Specific Outcomes;

PSO1 – Acquire academic excellence in management education with an aptitude for entrepreneurship/ higher studies.

PSO 2 – Students to build proficiency in key business functional areas .

PSO3 – Learn how to effectively manage people and build strong interpersonal & leadership skills.

PSO 4 – Enhance critical thinking and analytical skills in terms of decision making

PSO 5 – Integrate technological advancements in business for sustainable business and contribution to economic growth.

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y		Y	Y	Y	Y	
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

Sem I	Credit	Sem II	Credit	Sem III	Credit	Sem IV	Credit	Sem V	Credit	Sem VI	Credit
1.1. Language	3	2.1. Language	3	3.1. Core Course DSC 05	4	4.1. Core Course DSC 09	4	5.1 Core Course – DSC13	4	6.1 Core Course – DSC 17	4
1.2 English	3	2.2 English	3	3.2 Core Course DSC 06	3	4.2 Core Course DSC 10	4	5.2 Core Course – DSC 14	3	6.2 Core Course – DSC 18	4
1.3 Core Course – DSC 01	4	2.3 Core Course – DSC 03	4	3.3 Core Course – DSC 07	3	4.3 Core Course – DSC11	3	5. 3.Core Course DSC15	4	6.3 Core Course – DSC 19	4
1.4 Core Course – DSC 02	4	2.4 Core Course – DSC 04	4	3.4 Core Course – DSC 08	3	4.4 Core Course – DSC 12	3	5. 3. Core course DSC 16	4	6.4 Elective DSE3A or DSE 3B or DSE 3C	3
1.5 Elective I DGE 01	3	2.5 Elective II DGE 02	3	3.5 Elective III DGE 03	3	4.5 Elective IV DGE 04	3	5.4 Elective DSE 1A or DSE1B or DSE1C	3	6.5 Elective DSE 4A or DSE 4B	3
1.6 Skill Enhancement Course SEC-1 (NME)	2	2.6 Skill Enhancement Course SEC-2 (NME)	2	3.6 Skill Enhancement Course SEC-4,	2	4.6 Skill Enhancement Course SEC-6	2	5. Elective Project with viva-voce DSE 2	3	6.6 Extension Activity	1
		2.7 Skill Enhancement Course –SEC-3	2	3.7 Skill Enhancement Course SEC-5 Entrepreneurial Skill)	1	4.7 Skill Enhancement Course SEC-7	2	5.6 Value Education	2	6.7 Professional Competency Skill	2
1.7Ability Enhancement Compulsory Course (AECC) Soft Skill-1	2	2.8 Ability Enhancement Compulsory Course (AECC) Soft Skill-2	2	3.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-3	2	4.7 7Ability Enhancement Compulsory Course (AECC) Soft Skill-4	2	5.5 Summer Internship Second year Vacation internship	2		
1.8 Skill Enhancement -(Foundation Course)	2			3.8 I year Vacation Industrial Activity	2	4.8 E.V.S	2				
	23		23		23		25		25		21
Total Credit Points											140

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**BBA
Semester I**

Part	Courses	Subject	Code	Cr.	Hrs
SEMESTER I					
I	Lang. – I	nghJj;jkpo; - I	230103101	3	6
II	Lang. - II	General English	231003101	3	4
III	CC – 1	Principles of Management	231803101	4	5
	CC – 2	Accounting for Managers I	231803102	4	5
	EC – I	1. Managerial Economics	231803103	3	4
IV	SEC –I (NME)	Basics of Event Management	234603118	2	2
IV	FC	Fundamentals of Management	234403118	2	2
	AECC - I	Soft Skill - I	236003101	2	2
	Total			23	30
SEMESTER II					
I	Lang. -I	nghJj;jkpo; - II	230103201	3	6
II	Lang. -II	General English	231003201	3	4
III	CC – 3	Business Communication	231803201	4	5
	CC - 4	Accounting for Managers II	231803202	4	5
	EC – II	International Trade	231803203	3	4
IV	SEC –II (NME)	Managerial Skill Development	234603218	2	2
	SEC - III	Business Etiquette and Corporate Grooming	234403218	2	2
	AECC –II	Soft Skill - II	236003201	2	2
				23	30
SEMESTER III					
I	Lang. -I	nghJj;jkpo;-III	230103301	3	6
II	Lang. -II	General English	231003301	3	4
III	CC – 5	Entrepreneurial Development	231803301	4	5
	CC - 6	Marketing Management	231803302	4	5
	EC –3	Business Statistics	231803303	3	4
IV	SEC –IV	Computer Applications in Business	234403318	1	1
	SEC – V	Entrepreneurial Skill New Venture Management	238203318	2	2
	AECC – III	Soft Skill - III	236003301	2	2
	EVS	Environmental Studies	234103301	1	1
				23	30

Part	Courses		Code	Cr.	Hrs
SEMESTER IV					
I	Lang. – I	nghJj;jkpo; - IV	230103401	3	6
II	Lang. - II	General English	231003401	3	4
III	CC – 7	Human Resource Management	231803401	4	5
	CC - 8	Business Regulatory Frame work	231803402	4	4
	EC – IV	Operation Research	231803403	3	4
IV	SEC –VI	Tally	234403418	2	2
IV	SEC –VII	Intellectual Property Rights	238203418	2	2
	AECC-IV	Soft Skill - IV	236003401	2	2
	EVS	Environmental Studies	234103401	1	1
	Total			24	30
SEMESTER V					
III	CC – 9	Advertising Management and Sales Promotion	231803501	4	5
	CC - 10	Research Methodology	231803502	4	5
	CC - 11	Operations Management	231803503	4	5
	Core 12	Project with Viva voce	231803504	4	4
	EC – V	Digital Marketing	231803505	3	5
		Industrial Relations	231803506		
	EC – VI	Elective - VI	231803507	3	5
IV		Value Education	234303501	1	1
		Internship/Industrial Training(carried out in II year summer vacation)30 hrs		2	
				25	30
SEMESTER VI					
III	CC – 13	Materials Management	231803601	4	5
	CC – 14	Services Marketing	231803602	4	5
	CC – 15	Business Taxation	231803603	4	5
	EC –7 [Any One]	Consumer Behaviour	231803604	3	5
		Competency Mapping	231803605		
	EC - 8	Logistics and supply chain Management	231803606	3	5
		E-Business	231803607		
IV	Processional competency skill enhancement course	Quantitative Aptitude	234403614	2	4
		Value Education	234303601	1	1
V		Extension Activity (outside college hrs)		1	
				22	30

Title of the Course		PRINCIPLES OF MANAGEMENT							
Part		III							
Category	Core - 1	Year	I	Credits	4	Course Code		231803101	
		Semester	I						
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total	
		5	-	--	5	25	75	100	
Learning Objectives									
LO1	To impart knowledge about evolution of management								
LO2	To provide understanding on planning process and importance of decision making in organization								
LO3	To learn the application of principles in organization								
LO4	To study the process of effective controlling in organization								
LO5	To familiarize students about significance of ethics in business and its implications.								
UNIT	Details							No. of Periods for the 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.							15	
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.							15	
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15	
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.							15	
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business							15	
Course Outcomes									
Course Outcomes	On completion of this course, students will be able;								
CO1	Describe nature, scope, role, levels, functions and approaches of management								
CO2	Apply planning and decision making in management								
CO3	Identify organization structure and various organizing techniques								
CO4	Understand Direction, Co-ordination & Control mechanisms								
CO5	Relate and infer ethical practices of organisation.								
Text Books (Latest Editions)									
	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.								
	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.								
	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011								

	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.
References Books (Latest editions, and the style as given below must be strictly adhered to)	
	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015
Web Resources	
	https://www.toolshero.com/management/14-principles-of-management/
	https://open.umn.edu/opentextbooks/textbooks/693
	https://open.umn.edu/opentextbooks/textbooks/34
	https://openstax.org/subjects/business
	https://blog.hubspot.com/marketing/management-principles

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	M	S	S	S	S	S	S	S
CO2	S	S	S	S	M	M	S	S
CO3	M	S	S	M	S	S	S	S
CO4	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S

3 – Strong, 2 – Medium , 1 - 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

Title of the Course		ACCOUNTING FOR MANAGERS I						
Part		III						
Category	Core - 2	Year	I	Credits	4	Course Code	231803102	
		Semester	I					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		5	-	--	5	25	75	100
Learning Objectives								
LO1	To impart knowledge about basic concepts of accounting its applications							
LO2	To analyze and interpret financial reports of a company							
LO3	To understand the gross profit and net profit earned by organization							
LO4	To foster knowledge on Depreciation Accounting.							
LO5	To understand the procedures of Accounting under Single entry system.							
UNIT	Details							No. of Periods for the 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							15
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15
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, Abnormal loss, managerial remuneration.							15
IV	Partnership Accounts- Basic concepts of admission, retirement and death of a partner including treatment of goodwill. Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method.							15
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method							15

Course Outcomes	
Course Outcomes	On completion of this course, students will be able;
CO1	Prepare Journal, ledger, trial balance and cash book
CO2	Classify errors and making rectification entries
CO3	Prepare final accounts with adjustments
CO4	Pass depreciation entries and prepare depreciation accounts
CO5	Prepare single and double entry system of accounting.

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

References Books (Latest editions, and the style as given below must be strictly adhered to)	
1	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
2	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
3	M N Arora; Accounting for Management- Himalaya Publications House 2019.
4	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
5	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.
Web Resources	
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/what-is-depreciation

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	S	S	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S
CO4	S	S	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S

3 – Strong, 2 – Medium , 1 - 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

Title of the Course		Managerial Economics						
Part		III						
Category	EC - I	Year	I	Credits	3	Course Code	231803103	
		Semester	I					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		4	-	--	4	25	75	100
Learning Objectives								
LO1	To familiarize students with concepts of economics and its relevant in business scenario							
LO2	To understand the applications & implications of economics in decision-making and problem solving.							
LO3	To Understand the optimal point of productivity of a firm.							
LO4	To describe the pricing strategies that are consistent with evolving marketing needs							
LO5	To Provide insights to the various market structures in an economy.							
UNIT	Details							No. of Periods for the 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.							12
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.							12
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.							12
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination							12
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly							12

Course Outcomes	
Course Outcomes	On completion of this course, students will be able;
CO1	Analyze & apply the various economic concepts in individual & business decisions.
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.
CO3	Employ production, cost and supply analysis for business decision making
CO4	Identify pricing strategies
CO5	Classify market under competitive scenarios.

Text Books (Latest Editions)	
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

References Books (Latest editions, and the style as given below must be strictly adhered to)	
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
Web Resources	
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/
3.	https://businessjargons.com/determinants-of-elasticity-of-demand.html
4.	http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134 ^[1] _{SEP}

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	S	M	S	S	S	M	M	S
CO2	S	S	S	S	S	M	M	M
CO3	M	M	S	S	S	S	S	S
CO4	M	S	S	S	S	S	M	S
CO5	S	M	S	S	S	S	M	M

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

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

Title of the Course		BASICS OF EVENT MANAGEMENT						
Part		III						
Category	SEC – I NME	Year	I	Credits	2	Course Code	234603118	
		Semester	I					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		2	-	--	2	25	75	100
Learning Objectives								
LO1	To know the basic of event management its concepts							
LO2	To make an event design							
LO3	To make feasibility analysis for event.							
LO4	To understand the 5 Ps of Event Marketing							
LO5	To know the financial aspects of event management and its promotion							
UNIT	Details							No. of Periods for the Unit
I	Introduction: Event Management – Definition, Need, Importance, Activities.							6
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design							6
III	Event Feasibility: Resources – Feasibility, SWOT Analysis							6
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations							6
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship							6

Course Outcomes	
Course Outcomes	On completion of this course, students will be able;
CO1	To understand basics of event management
CO2	To design events
CO3	To study feasibility of organising an event
CO4	To gain Familiarity with marketing & promotion of event
CO5	To develop event budget

Text Books (Latest Editions)	
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
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1	Event Management By Chaudhary, Krishna, Bio-Green Publishers
2	Successful Event Management By Anton Shone & Bryn Parry
3	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
4	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
5	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015

Web Resources	
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/

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	M					S	S
CO2					M	S	S
CO3		M				S	
CO4						S	S
CO5						S	S

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

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

Title of the Course		FUNDAMENTALS OF MANAGEMENT							
Part		IV							
Category	FC	Year	I	Credits	2	Course Code		234403118	
		Semester	I						
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total	
		2	-	--	2	25	75	100	
Learning Objective									
LO1	The Student will understand managing the Business and Marketing								
UNIT	Details							No. of Periods for the Unit	
I	Definition of Business – Economic Environment – Political Environment–Technological environment – Demographic environment – Societal environment – Social responsibility of Business.							6	
II	Introduction to Management – Management Vs Administration – Managerial skills – Modern Management techniques; Total Quality Management, Bench Marking – Business Process Reengineering, Knowledge Management and E-business – Challenges for Managers in Twenty first century.							6	
III	Introduction to Accounting – Definition and Functions of Accounting - Basic and Key Accounting Terms - Accounting and other disciplines – Branches of Accounting – Role of Accountants.							6	
IV	Meaning and Nature of Marketing – Evolution of marketing Concepts -Inter-relationship between marketing and other functional Areas – Distinction between marketing and selling – Recent developments in Marketing: Social Marketing, Direct Marketing, online Marketing, Relationship Marketing and Green Marketing.							6	
V	Meaning and objectives of Human Resource Management (HRM) – Evolution and Development of HRM - Qualities of an effective HR manager – introduction to Work-life balance – Factors causing working life imbalance – interventions to achieve work-life balance – benefits of work-life balance.							6	

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	To familiarize different types of business environment
CO2	To understand the functions and challenges of Management
CO3	To describe basic principles and terms in Accounting
CO4	To provide insights to the various types of Marketing
CO5	To understand the functions of Human Resource Management

Text Books (Latest Editions)	
1.	Business Environment Text & Cases, Dr. Francis Cherunilam, Himalaya Publishing House Private Ltd, 30 th Edition, 2023
2.	Principles and Practice of Management, L.M.Prasad, Sultan chand & Sons, 20 th Edition, 2020
3.	Financial Accounting, Dr.S.N. Maheswari, Dr.Suneel K Maheswari and C.A.Sharad K Maheswari, Vikas Publishing House Pvt. Ltd, Sixth edition, 2018.

4.	Marketing Management: Text & Cases, Dr.C.B.Gupta and Dr.N.Rajan Nair, Sultan Chand & Sons, 19 th revised edition, 2020.
5.	Human Resource Management: Text and cases, S.S. Khanka, S Chand and Company limited, 2 nd Edition, 2019.
References Books (Latest editions, and the style as given below must be strictly adhered to)	
<ol style="list-style-type: none"> 1. Business Environment Text & Cases, Dr. Francis Cherunilam, Himalaya Publishing House Private Ltd, 30 th Edition, 2023 2. Principles and Practice of Management, L.M.Prasad, Sultan chand & Sons, 20 th Edition, 2020 3. Financial Accounting, Dr.S.N. Maheswari, Dr.Suneel K Maheswari and C.A.Sharad K Maheswari, Vikas Publishing House Pvt. Ltd, Sixth edition, 2018. 4. Marketing Management: Text & Cases, Dr.C.B.Gupta and Dr.N.Rajan Nair, Sultan Chand & Sons, 19 th revised edition, 2020. 5. Human Resource Management: Text and cases, S.S. Khanka, S Chand and Company limited, 2 nd Edition, 2019. 	

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	S	M	S	M	M	M	S	S
CO2	M	S	M	M	M	S	S	M
CO3	S	S	M	M	M	S	M	M
CO4	M	M	M	M	M	S	S	M
CO5	M	S	M	M	M	S	S	M

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

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

Title of the Course		BUSINESS COMMUNICATION							
Part		III							
Category	CC	Year	I	Credits	4	Course Code	231803201		
		Semester	II						
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total	
		5	-	--	5	25	75	100	
Learning Objectives									
LO1	To educate students role & importance of communication skills								
LO2	To build their listening, reading, writing & speaking communication skills.								
LO3	To introduce the modern communication for managers.								
LO4	To understand the skills required for facing interview								
LO5	To facilitate the students to understand the concept of Communication.								
UNIT	Details							No. of Periods for the Unit	
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.							15	
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.							15	
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							15	
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing							15	
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites							15	
Course Outcomes									
Course Outcomes	On completion of this course, students will be able;								
CO1	Understand communication process and its barriers.								
CO2	Develop business letters in different scenarios								
CO3	Develop oral communication skills & conducting interviews								
CO4	Use managerial writing for business communication								
CO5	Identify usage of modern communication tools & its significance for managers								

Text Books (Latest Editions)	
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.
References Books (Latest editions, and the style as given below must be strictly adhered to)	
	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

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

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	M	S	S	S	S	S	S	M
CO2	S	S	S	S	M	S	S	S
CO3	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	M
CO5	S	S	S	S	S	S	S	M

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

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

Title of the Course		ACCOUNTING FOR MANAGERS - II							
Part		III							
Category	Core - 4	Year	I	Credits	4	Course Code		231803202	
		Semester	II						
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total	
		5	-	--	5	25	75	100	
Learning Objectives									
LO1	To provide basic understanding of cost concepts and classification.								
LO2	To develop skills in tools & techniques and critically evaluate decision making in business.								
LO3	To understand various ratios and cash flow related to finance								
LO4	To recognize the role of budgets and variance as a tool of planning and control.								
LO5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios								
UNIT	Details							No. of Periods for the Unit	
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation							15	
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.							15	
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover.							15	
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget							15	
V	Marginal Costing – CVP analysis – Break even analysis							15	

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

Text Books (Latest Editions)	
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 (Part1I). Vikas, 2007.
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
2	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.

3	Hornrgren Sunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.
4	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting ,2019
5	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

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	S	S	S	M	S	S	S	S
CO2	S	S	S	S	S	M	S	S
CO3	S	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	M	S	S

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

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

Title of the Course		INTERNATIONAL TRADE						
Part		III						
Category	EC II	Year	I	Credits	3	Course Code		231803203
		Semester	II					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		4	-	--	4	25	75	100
Learning Objectives								
LO1	To familiarize students on basics & theories of International Trade.							
LO2	To impart knowledge about international trade organization.							
LO3	To provide awareness about recent trends in International Trade and its implications.							
LO4	To Identify the key areas and terms relating to trade in the global economy							
LO5	To gain knowledge on the various modes of entry and the roles played by global institutions in international business							
UNIT	Details							No. of Periods for the Unit
I	Difference between Internal and International Trade – Importance of International Trade in the Global context.							12
II	Theories of Foreign Trade: - Absolute, Comparative, equal cost differences (Adam Smith, Ricardo, Haberler’s Hechsher-Ohlin theories only)							12
III	Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates							12
IV	International Monetary Fund – IMF – International Liquidity- IBRD- WTO and its implications with special reference to India							12
V	International business Overview – globalization – MNC – FDI – Export management – significance to GDP- Export procedure & documentation.							12

Course Outcomes	
Course Outcomes	On completion of this course, students will be able;
CO1	Discuss the difference between internal and international trade and its significance
CO2	Explain international trade theories
CO3	Outline the balance of trade, balance of payment, exchange rate concept
CO4	Identify the relevance of international institutions and trading blocs.
CO5	Understand globalization and its impact on Indian business scenario and export business.

Text Books (Latest Editions)	
1	The International trade journal
2	International Journal of Trade & Global Market
3	http://ijbr-journal.org/IJBR-JOURNAL/Default.aspx
4	https://link.springer.com/article/10.1057/s41267-019-00219-7
5	K. Aswathappa, International Business, Mc Graw Hill, India Pvt Ltd., 2015
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1	Dr. S.Sankaran; International Trade, Margham publication, 2019.
2	Amrita Narlikar; International Trade and Developing Countries: Bargaining Coalitions in the GATT & WTO, Routledge, 2016.

3	Francis Cherunilam; International Trade & Export Management, Himalaya Publications, 20th edition, 2017.
4	V.K. Bhalla, International Business, SCHAND publications, First edition, 2013.
5	Avinash Dexit; Theory of International Trade, Cambridge University Press, 2016.
6	Dr. S.Sankaran; International Trade, Margham publication, 2019.
Web Resources	
1.	chromeextension://efaidnbmnnnibpcajpcgglefindmkaj/http://bgc.ac.in/pdf/study-material/International-Trade.pdf
2.	https://www.britannica.com/topic/international-trade
3.	.www.imf.org/external/pubs/ft/fund/basics/trade.html
4.	https://www.wto.org
5.	https://www.imt.org

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	S	S	S	S	S	M	M	M
CO2	S	S	S	S	S	M	S	S
CO3	M	M	S	S	S	S	S	S
CO4	S	S	S	S	S	M	M	S
CO5	S	M	M	S	S	S	S	S

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

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

Title of the Course		MANAGERIAL SKILL DEVELOPMENT						
Part		IV						
Category	SEC – II NME	Year	I	Credits	2	Course Code	234603218	
		Semester	II					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		2	-	--	2	25	75	100
Learning Objectives								
LO1	To improve the self-confidence, groom the personality and build emotional competence							
LO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.							
LO3	To assess the Emotional intelligence							
LO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions							
LO5	To improve professional etiquettes							
UNIT	Details							No. of Periods for the Unit
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills							6
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.							6
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.							6
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
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

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

Text Books (Latest Editions)	
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 (Latest editions, and the style as given below must be strictly adhered to)	
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	P. Varshney , A. Dutta, 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

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	M	M				S	S	
CO2	M	M			S			
CO3						S	S	
CO4	S	S						
CO5				S				

3 – Strong, 2 – Medium , 1 - 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	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Title of the Course		BUSINESS ETIQUETTE AND CORPORATE GROOMING							
Part		IV							
Category	SEC – III	Year	I	Credits	2	Course Code		234403218	
		Semester	II						
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total	
		2	-	--	2	25	75	100	
Learning Objectives									
LO1	To impart knowledge about basic etiquettes in professional conduct								
LO2	To provide understanding about the workplace courtesy and ethical issues involved								
LO3	To suggest on guidelines in managing rude and impatient clients								
LO4	To familiarize students about significance of cultural sensitivity and the relative business attire								
LO5	To stress on the importance of attire								
UNIT	Details							No. of Periods for the Unit	
I	Introduction to Business Etiquette: Introduction- ABCs of etiquette-meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing.							6	
II	Workplace Courtesy and Business Ethics: Workplace Courtesy-Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment - real life workplace scenarios - company policy for business etiquette							6	
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients - internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices							6	
IV	Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication							6	
V	Business Attire and Professionalism Business style and professional image- dress code- guidelines for appropriate business attire-grooming for success.							6	

Course Outcomes	
Course Outcomes	On completion of this course, students will be able;
CO1	Describe basic concepts of business etiquette and corporate grooming.
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication
CO3	Create cultural awareness and moral practices in real life workplace scenarios

CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success
CO5	Apply the professionalism in the workplace considering diversity and courtesy

Text Books (Latest Editions)	
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 Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", HarperCollins Publisher (2012)
References Books (Latest editions, and the style as given below must be strictly adhered to)	
1	Indian Business Etiquette, Raghu Palat, JAICO Publishers
2	Nina Kochhar, "At Ease with Etiquette", B.jain Publisher, 2011
3	NimeranSahukar, Prem P. Bhalla, "The Book of Etiquette and manners", PustakMahipublishers, 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 Pachter , 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

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1					M	S	S	
CO2		M		S	S	S	S	
CO3						M	S	S
CO4	M		S			M	S	S
CO5			M			S	S	S

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

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
Weightage	12	15	15	15	15
Weighted percentage of Course Contribution to Pos	2.4	3.0	3.0	3.0	3.0