

B.B.A., AVIATION

SYLLABUS

**FROM THE ACADEMIC YEAR
2023 – 2024**



**MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI - 627012**

B.B.A., AVIATION

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME	
Programme:	B.B.A., Aviation
Programme Code:	
Duration:	3 years [UG]
Programme Outcomes:	<p>PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study</p> <p>PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.</p> <p>PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.</p> <p>PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.</p> <p>PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.</p> <p>PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret</p>

	<p>and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation</p> <p>PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team</p> <p>PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.</p> <p>PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.</p> <p>PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.</p> <p>PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.</p> <p>PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.</p> <p>PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one’s life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one’s work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.</p> <p>PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using</p>
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	<p>management skills to guide people to the right destination, in a smooth and efficient way.</p> <p>PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.</p>
Programme Specific Outcomes:	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

	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	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

SEMESTER I		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MARKS		TOTAL
COURSE COMPONENT									CIA	External	
PartI	Paper-I	Language – Tamil	Y	-	-	-	6	3	25	75	100
PartII	Paper-I	English	Y	-	-	-	6	3	25	75	100
PartIII	CorePaper-I	Principles of Management	Y	-	-	-	5	5	25	75	100
	CorePaper-II	Accounting for Management	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	Introduction to Airline industry	Y	-	-	-	4	3	25	75	100
PartIV	Skill Enhancement course SEC1 – Basics of Event Management		Y	-	Y	-	2	2	25	75	100
	Foundation Course FC01- Managerial communication						2	2	25	75	100
Total							30	23			

SEMESTER II		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
PartI	Paper-II	Language – Tamil	Y	-	-	-	6	3	25	75	100
PartII	Paper-II	English	Y	-	-	-	6	3	25	75	100
Part III	CorePaper-III	Organisational Behaviour	Y	-	-	-	5	5	25	75	100
	CorePaper-IV	Airline and Airport Operations	Y	-	-	-	5	5	25	75	100
	Elective -II	Business Regulatory Frame Work	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC2 - Managerial Skill Development		Y	-	-	-	2	2	25	75	100
	Skill Enhancement course SEC 3 Business Etiquette and Corporate Grooming						2	2	25	75	100
Total							30	23			

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Principles of Management	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge about evolution of management										
CLO2	To provide understanding on planning process and importance of decision making in organization										
CLO3	To learn the application of principles in organization										
CLO4	To study the process of effective controlling in organization										
CLO5	To familiarize students about significance of ethics in business and its implications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.							15	CLO1		
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.							15	CLO2		
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15	CLO3		
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.							15	CLO4		
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External -							15	CLO5		

	Environment Protection - Responsibilities of Business		
	Total	75	
Course Outcomes			
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	P01, PO4	
CO4	Understand Direction, Co-ordination & Control mechanisms	PO2, PO6	
CO5	Relate and infer ethical practices of organisation.	PO3, PO8	
Reading list			
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.		
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.		
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011		
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India		
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.		
Reference Books			
1.	P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017		
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 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		
Web Resources			
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		

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

Mapping with program outcomes

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

S –Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes ,

Level of Correlation between PSO's and CO's

CO-PO Mapping (Course Articulation Matrix)

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 PO's	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Accounting for Management	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To provide an insight into the concepts, theories and techniques of Accounting for Management.										
CLO2	To familiarize with Accounting for Management tools used.										
CLO3	To apply Accounting for management tools										
CLO4	To appreciate the use of Management accounting tools in critically analyzing and interpreting financial information.										
CLO5	To evaluate various business decision alternatives using Accounting for Management Tools and Techniques.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Accounting Principles – Concepts – Basic of Accounting – Journal – Ledger – Trial Balance – Preparation of Trading and Profit and Loss account and Balance Sheet (problems) – Depreciation methods.							9	CLO1		
II	Financial Statement analysis – Objectives – Accounting Ratios; Liquidity; Profitability, turnover and market ratios – Problems and computation and interpretation of various accounting ratios							9	CLO2		
III	Fund flow statement analysis sources and applications of funds – Statement of changes in working capital – Computation of fund from operations – Working for computation of various sources and uses – Preparation of fund flow statement – Cash flow statement (Problems) – Distinction between funds flow and cash flow statement.							9	CLO3		
IV	Cost Accounting – meaning – Distinction between accounting and cost accounting – Cost terminology; cost, cost center, cost unit – Elements of cost – Cost Sheet – Problems – Target costing; concept and applications							9	CLO4		
V	Marginal Costing – Definition – Distinction between marginal costing and absorption costing –							9	CLO5		

	Decisionmaking under marginal costing system – Contribution, P/V Ratio, limiting factor, Margin of Safety, BreakEvenPoint(problems)- Computationofbreakevenpoint		
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Describe various concepts relevant to Accounting for Management.	PO1,PO2	
CO2	Explain various tools and techniques of Accounting for Management.	PO1	
CO3	Apply the tools of Accounting for Management to solve problems related to decision making and planning.	PO1,PO2,PO6	
CO4	Critically analyze and interpret financial information using Management Accounting Tools & Techniques.	PO1,PO2,PO6,PO8	
CO5	Evaluate various business decision alternatives and proposals using Accounting for Management techniques to make recommendations for effective decision making.	PO2,PO6	
Reading list			
1.	T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication.		
2.	SN Maheswari, Management Accounting - Sultan Chand & Sons		
3	Reddy, T.S. and Hariprasad Reddy, Y, Cost Accounting, Margam Publications		
4	Rajiv Kumar Goel, Ishaan Goel – Concepts Building Approach to management Accounting – CENGAGE New Delhi		
5	Murthy A and Gurusamy S, Management Accounting- Theory & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai		
Reference Books			
1.	Jhamb, Fundamentals of Management Accounting – An eBooks India - New Delhi.		
2.	Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.		
3.	Jain, S.P & Narang, K.L., Cost Accounting, Kalyani Publishers		
4.	Charles T. Horngren and Gary Sundem, N, Introduction to Management Accounting, Prentice Hall		
5.	Sharma and Shashi K. Gupta, Management Accounting, Kalyani Publishers		
Web Resources			
1	www.accountingcoach.com/		
2	www.accountingstudyguide.com/		

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

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	INTRODUCTION TO AIRLINE INDUSTRY	Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To impart fundamental knowledge on aviation regulatory bodies and their roles and responsibilities.										
CLO2	To provide understanding on different variants of aircraft available in the market & their operational ability.										
CLO3	To familiarize on procedures and practices implemented at airport to manage passenger traffic in terminal and in ramps.										
CLO4	To understand the organization structure in airline industry										
CLO5	To familiarize with air safety and security procedures.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Aviation – Meaning & Genesis of Aviation - Aviation Terminology - Regulatory Bodies – DGCA, BCAS, ICAO, IATA - Airport and Airline Codes - World Time Zone - Land side and Airside – Areas – Terminal Building – Apron – Runway.							15	CLO1		
II	History of Aircraft-Difference between Aircraft and Airplane-Classification of Airplanes-Physical Description of an Aircraft- Basic Science behind the Flight-Mechanics of the Flight-Parts of an Aircraft with definitions.							15	CLO2		
III	Passenger services at terminal building: Reservation – Check in – Seating Procedures - Baggage Procedure – Types of Passengers and Handling Procedure -Co-							15	CLO3		

	ordination with Supporting Agencies / Departments. Boarding Gate – Arrival Terminal. Passenger services at ramp: Ramp Handling Procedure -		
	Baggage Make up Area – Passenger Reconciliation - Baggage Reconciliation - Gate Know Show (GNS)- Flight Cancellation and Denied Boarding Compensation Procedures - Arrival Ramp Procedure.		
IV	Airline Alliances – Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture	15	CL04
V	Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry.	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the roles and responsibilities of Aviation regulatory bodies	PO1,PO3	
CO2	Identify the various types of aircrafts and their operations	PO1,PO2,PO6,PO7	
CO3	Ability to handle the various types of passengers at the terminal and at the ramp.	PO1, PO3,PO8	
CO4	Identify the types of airline personnel and the related roles and responsibilities.	,PO6	
CO5	Understand the air safety and security procedure.	PO1, PO5, PO6	
Reading list			
1.	Fly Sky Aviation, “Airport and Airline Management”, 1 st Edition, 2020.		

2.	International Air Transport Association (IATA); 1st Edition (14 April 2011)	
3	B.Young, “Airport planning and management” McGraw-Hill Education, 6 th Edition,2011.	
Reference Books		
1.	IATA books on airline customer service – 1 st edition, 2020	
Web Resources		
1	https://www.slideshare.net/vivianmeril/introduction-to-airline-industry.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA SEC01	Basics of Event Management	SEC 01	Y	-	-	-	2	2	25	75	100	
Learning Objectives												
CLO1	To know the basic of event management its concepts											
CLO2	To make an event design											
CLO3	To make feasibility analysis for event.											
CLO4	To understand the 5 Ps of Event Marketing											
CLO5	To know the financial aspects of event management and its promotion											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction: Event Management – Definition, Need, Importance, Activities.							6	CLO1			
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design							6	CLO2			
III	Event Feasibility: Resources – Feasibility, SWOT Analysis							6	CLO3			
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations							6	CLO4			
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship							6	CLO5			
	Total							30				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				

CO1	To understand basics of event management	PO1, PO6
CO2	To design events	PO5, PO6
CO3	To study feasibility of organising an event	PO2, PO6
CO4	To gain Familiarity with marketing & promotion of event	PO6
CO5	To develop event budget	PO6, PO8
Reading List		
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		
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_ENT.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/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA FC 01	Managerial Communication	FC	Y	-	-	-	2	2	25	75	100	
Course Objectives												
CLO1	To educate students role & importance of communication skills											
CLO2	To build their listening, reading, writing & speaking communication skills.											
CLO3	To introduce the modern communication for managers.											
CLO4	To understand the skills required for facing interview											
CLO5	To facilitate the students to understand the concept of Communication.											
UNIT	Details							No. of Hours	Course Objectives			
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.							6	CLO1			
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.							6	CLO2			
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language							6	CLO3			
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing							6	CLO4			
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites							6	CLO5			
Total							30					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8				
CO2	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6				
CO3	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7				
CO4	Use managerial writing for business communication							PO1,PO2,PO4,PO5,				

		PO6,PO8
CO5	Identify usage of modern communication tools & its significance for managers	PO3,PO4,PO5,PO6, PO7,PO8
Reading List		
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		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
Web Resources		
1.	https://www.managementstudyguide.com/business_communication.html	
2.	https://studiousguy.com/business-communication/	
3.	https://www.oercommons.org/curated-collections/469	
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/	
5.	https://open.umn.edu/opentextbooks/textbooks/8	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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

CO-PO Mapping (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

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

S-Strong M-Medium L-Low

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

Level of Correlation between PSO's and CO's

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

II SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Organizational Behaviour	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behaviour.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organisational Culture and Organisational Structure										
CLO5	To understand Organisational Change, Conflict and Power										
UNIT	Details							No. of Hours	Learning Objectives		
I	INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)							10	CLO1		
II	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace.							18	CLO2		

	2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making:		
III	GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);	17	CLO3
IV	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options	15	CLO4
V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.	15	CLO5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7	
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2, PO4, PO5, PO6	
CO3	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6	
CO4	To impact and bring positive change in the culture of the organisation.	PO2, PO3, PO4, PO5, PO8	
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5, PO6, PO8	
Reading List			
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.		

2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.	
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011	
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)	
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).	
References Books		
1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd edition, Tata McGraw Hill Publishing CO. Ltd	
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour 1987</i> , Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition	
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.	
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.	
5.	John Newstrom, <i>Organizational Behaviour: Huma Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)	
Web Resources		
1	https://www.iedunote.com/organizational-behavior	
2	https://www.london.edu/faculty-and-research/organisational-behaviour	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior Emerald Publishing	
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
:	Airline and Airport Operations	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge on developments in aviation industry along with the current challenges and the methods adopted to overcome them.										
CLO2	To understand the necessity of every area in the airport including their design and development										
CLO3	To familiarize on importance of PPP – Public private participation in airport industry										
CLO4	To gain knowledge on Airline Terminal Management – Reservation and Ticketing, immigration, customs etc										
CLO5	To gain knowledge on knowledge on cargo management from operations and management perspective.										
UNIT	Details							No. of Hours	Learning Objectives		
I	History of Aviation- Development of Air transportation in India-Major players in Airline Industry-Market potential of Indian Airline Industry—Current data in Airline Industry- Competition in Airline Industry-IATA & ICAO – Aims and functions							15	CLO1		
II	Airport planning- Operational area and Terminal - Airport Operations-Airport functions- Organization structure of Airline and Airports sectors -Airport authorities - Global and Indian scenario of Airport management – DGCA –AAI.							15	CLO2		

III	International trends in aviation-Emerging Indian scenario-PPP- Public Private Participation in Indian Airports-Private participation in International developments- Environment regulations-Regulatory issues-Meteorological services for Aviation-Airport fees, rates, and charges.	15	CLO3
IV	Airline Terminal Management-Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass - Customs and Immigration formalities- Security Clearance- Baggage Handling – Checked baggage, Free baggage allowance – weight & piece concept, Excess baggage charges, Baggage tracing – type of mishandled baggage - Systems for tracing mishandled baggage, Found & unclaimed baggage, property irregularity report.	15	CLO4
V	Concept of Logistics- Role of Ware Housing-trend in material handling-Global Supply Chain- Quality concept and Total Quality Management-improving Logistic performance - Air Cargo Concept- Cargo Handling-Booking of Perishable Cargo and Live Animals- Industry Relation- Type of Air Cargo-Air Cargo Tariff, ratios and Charges-Airway Bill, Function, Purpose, Validation.	15	CLO5
	Total	75	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the developments and challenges in aviation industry.	PO1, PO6
CO2	Ability to design and develop the various areas in airport based on airport functions and operations.	PO2, PO6, PO7
CO3	Familiarise on Public Private Participation, airport fees and charges	PO3
CO4	Ability to manage airline terminal - Ticketing, immigration, customs etc	PO1, PO3
CO5	Ability to effectively handle logistics in airways	PO1, PO6, PO7
Reading list		
1	P.S.Senguttuvan –Principles of Airport Economics-Excel Books- 2 nd edition, 2007	
2	Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 3rd edition 2003.	
3	Graham.A-Managing Airport an International Perspective –Butterworth Heinemann,Oxford-, 2 nd edition 2001	
4.	Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London 3 rd edition 2000.	
5	Doganis.R.-The Airport Business-Routledge, London 1 st edition,1992	
Reference Books		
1.	Richard De Neufville – Airport Systems: Planning, Design, and Management. -McGraw-Hill, London- 2 nd edition,2007.	
2	Kent Gouiden- Global Logistics Management –Wiley Black Well, 3 rd edition, 2015	
3	Lambert –Strategic Logistic Management – Academic Intl Publishers, 5 th edition, 2014	
4	Paul R.Murphy,JR and Donal &F.Wood-Contemporary Logistics –Prentie Hall. N9th Edition, 2008.	
Web Resources		
1	https://slideplayer.com/slide/4320121/	

2	https://www.powershow.com/viewht/cdea9-	
3	https://www.slideshare.net/AiDY/overview-on-airport-operation-presentation	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	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	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC08	BUSINESS REGULATORY FRAME WORK	Elec tive	Y	-	-	-	3	4	25	75	100
Course Objectives											
CLO1	Explain Indian Contracts Act										
CLO2	Understand Sales of goods act& contract of agency										
CLO3	Understand Indian Companies Act 1956										
CLO4	Understand Consumer Protection Act – RTI										
CLO5	Understand Cyber law										
UNIT	Details							No. of Hours	Learning Objectives		
I	Brief outline of Indian Contracts Act - Special contracts Act							15	CLO1		
II	Sale of goods Act - Contract of Agency							15	CLO2		
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up -							15	CLO3		
IV	Consumer Protection Act – RTI							15	CLO4		

V	Brief outline of Cyberlaws – IT Act 2000 & 2008	15	CLO5
		75	
Course Outcomes			
CO1	On Completion of the course the students will Explain Indian Contracts Act	Program Outcomes PO1,PO3,PO6,PO8	
CO2	Understand Sales of goods act and Contract of Agency	PO1,PO2,PO3,PO4, PO5,PO8	
CO3	Understand Indian Companies Act 1956	PO3,PO4,PO6,PO8	
CO4	Understand Consumer Protection Act – RTI	PO1,PO2,PO3,PO6, PO7,PO8	
CO5	Understand Cyber law	PO1,PO3,PO6,PO7, PO8	
Reading List			
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications		
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand		
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons		
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni		
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan		
References Books			
1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.		
2	Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013		
3	Business Regulatory Framework Pearson Education India, 2011		
4	Bare Acts- RTI, Consumer Protection Act		
5	Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015		
Web Resources			

1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html	
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/	
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661	
4	International Journal of Law (lawjournals.org)	
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

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

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.6	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC02	MANAGERIAL SKILL DEVELOPMENT	SEC 02	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To improve the self-confidence, groom the personality and build emotional competence										
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
CLO3	To assess the Emotional intelligence										
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
CLO5	To improve professional etiquettes										
UNIT	Details							No. of Hours	Learning Objectives		
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards							6	CLO1		

	change and applications of skills		
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	CLO2
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.	6	CLO3
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.	6	CLO4
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.	6	CLO5
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7	
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5	
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7	
CO4	Employ critical-thinking and analytical skills to	PO1, PO2	

	investigate complex business problems to propose viable solutions.	
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4
Reading List		
1.	Managerial Skill Articles	
2.	The Management Skills of SALL Managers - SiSAL Journal	
3.	Managerial Skills by Dr.K.Alex S.CHAND	
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP	
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV	
References Books		
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication	
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.	
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.	
4.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development, Alfa Publications, 2012	
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan	
Web Resources		
1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63	
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf	
3	https://www.academia.edu/4358901/managerial_skill_development_pdf	
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf	
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	

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

Mapping with program outcomes

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

S-Strong M-Medium L-LowM

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

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Business Etiquette and Corporate Grooming	SEC 3	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Etiquette: Introduction-ABCs of etiquette- meeting and greetings scenarios- principles of exceptional work behavior- role of good manners in business- professional conduct and personal spacing.							6	CLO1		
II	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	CLO2		
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							6	CLO3		

	disability Etiquette practices		
IV	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication	6	CLO4
V	Business Attire and Professionalism Business style and professional image-dress code-guidelines for appropriate business attire-grooming for success.	6	CLO5
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6,	
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6	
CO3	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6	
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6	
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6	
Reading List			
1.	Journal of Computer Mediated Communication By ICA		
2.	Business and Professional Communication by Sage Journals		
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse		
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow		
5.	Shital Mehra, "Business Etiquette: A guide for the Indian Professional", HarperCollins Publisher (2012) Kakkar		

References Books		
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
2.	Nina Kochhar, "At Ease with Etiquette", B. Jain Publisher, 2011	
3.	Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and Manners", Pustak Mahi Publishers, 2004	
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, McGraw Hill Education	
Web Resources		
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf	
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf	
3.	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4.	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5.	https://wikieducator.org/Business_etiquette_and_grooming	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminar	
	Attendance and Class Participation	
		25 Marks
External Evaluation	End Semester Examination	
		75 Marks
		Total
		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

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