## **FATIMA COLLEGE (AUTONOMOUS)**



Re-Accredited with "A++" Grade by NAAC (IVth Cycle)
Maryland, Madurai- 625 018, Tamil Nadu, India.

NAME OF THE DEPARTMENT : BBA

NAME OF THE PROGRAMME : Bachelor in Business

**Administration** 

PROGRAMME CODE : USBA

ACADEMIC YEAR : 2022-23

Minutes of the Board of Studies - BBA  Venue: BBA Department, Fatima College, Madwai - 18.  Conversed on: 18.03. 2020 at 10.30 am  Members Present:  1. Dr. S. L. Keemari Head of the Department 5.1. Kemani  2. Dr. K. Chandrase Karan University Nominee # A  3. Dr. S. Dhinesh Babu Subject Export 5. M. Lundi  4. Dr. N. Uma Devi Subject Export N. Lundi  5. Mrs. K. Uma Mahasurri Industrialist Mem  6. Mrs. R. Rekha Alumna R. Rekla  7. Mrs. A. Mable Jasmine Shokha Dean Q Academic Affairs and J. H. Brit Jasmine  8. Dr. M. Meenachi Staff Member W. Lewi  9. Mrs. A. Rosary Infanta Staff Member N. Roll  10. Mrs. R. Abinaya Staff Member M. L.  11. Dr. R. Vinotha Staff Member M. L.  12. Dr. R. Vinotha Staff Member M. L.  13. Dr. R. Vinotha Staff Member M. L.  14. Dr. R. Vinotha	M. A one Read on Chiline	- BBA	accent d
Venue: BBA Department, Fatima College, Madwai - 18.  Convened on: 18.03.2023 at 10.30 am  Members Present:  1. Dr. S. L. Kumari Head of the Department S. L. Kumani  D. Dr. K. Chandrase Karan University Nominee #  3. Dr. S. Dhinesh Babu Subject Export S. DU M.  4. Dr. N. Uma Deer Subject Export N. Juml;  5. Mrs. K. Uma Mahasubai Industrialist Munn  6. Mrs. R. Rekha Alumna R. Ruhl  7. Ms. A. Mable Jagmine Shokha Dean of Academic Affaireamht 1946 5 4 5 5 6 6 6 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Functes of the Down of Succession		
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Minutes of the Board of Studies

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#### VISION OF BBA DEPARTMENT

To provide value based business management education for global excellence

#### MISSION OF BBA DEPARTMENT

To enhance the students with excellence in leadership and service in a global society through academic and co-curricular programs.

#### PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1	Our graduates will be academic, digital and information literates, creative, inquisitive, innovative and desirous for the "more" in all aspects
PEO 2	They will be efficient individual and team performers, exhibiting progress, flexibility, transparency and accountability in their professional work
PEO 3	The graduates will be effective managers of all sorts of real – life and professional circumstances, making ethical decisions, pursuing excellence within the time framework and demonstrating apt leadership skills
PEO 4	They will engage locally and globally evincing social and environmental stewardship demonstrating civic responsibilities and employing right skills at the right moment.
PEO5	Our graduates will be entrepreneurs who provide qualitative goods and services at competitive prices to the society
PEO6	Our graduates as entrepreneurs will create employment opportunities and promote economic development of backward areas.
PEO7	Our graduates will promote Indian Entrepreneurship, promotion of productivity and employment generation
PEO8	Our graduates will link Indian economy to the global market so that we acquire the ability to pay for imports and to make us less dependent on aid

## GRADUATE ATTRIBUTES (GA)

Fatima College empowers her women graduates holistically. A Fatimite achieves all-round empowerment by acquiring Social, Professional and Ethical competencies. A graduate would sustain and nurture the following attributes:

	I. SOCIAL COMPETENCE
GA 1	Deep disciplinary expertise with a wide range of academic and digital literacy
GA 2	Hone creativity, passion for innovation and aspire excellence
GA 3	Enthusiasm towards emancipation and empowerment of humanity
GA 4	Potentials of being independent
GA 5	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
GA 6	Effectiveness in different forms of communications to be employed in personal and professional environments through varied platforms
GA 7	Communicative competence with civic, professional and cyber dignity and decorum
GA 8	Integrity respecting the diversity and pluralism in societies, cultures and religions
GA 9	All – inclusive skill sets to interpret, analyse and solve social and environmental issues in diverse environments
GA 10	Self awareness that would enable them to recognise their uniqueness through continuous self-assessment in order to face and make changes building on their strengths and improving their weaknesses
GA 11	Finesse to co-operate exhibiting team-spirit while working in groups to achieve goals
GA 12	Dexterity in self-management to control their selves in attaining the kind of life that they dream for
GA 13	Resilience to rise up instantly from their intimidating setbacks

GA 14	Virtuosity to use their personal and intellectual autonomy in being life-long learners
GA 15	Digital learning and research attributes
GA 16	Cyber security competence reflecting compassion, care and concern towards the marginalised
GA 17	Rectitude to use digital technology reflecting civic and social responsibilities in local, national and global scenario
	II. PROFESSIONAL COMPETENCE
GA 18	Optimism, flexibility and diligence that would make them professionally competent
GA 19	Prowess to be successful entrepreuners and become employees of trans-national societies
GA 20	Excellence in Local and Global Job Markets
GA 21	Effectiveness in Time Management
GA 22	Efficiency in taking up Initiatives
GA 23	Eagerness to deliver excellent service
GA 24	Managerial Skills to Identify, Commend and tap Potentials
	III. ETHICAL COMPETENCE
GA 25	Integrity and be disciplined in bringing stability leading a systematic life promoting good human behaviour to build better society
GA 26	Honesty in words and deeds
GA 27	Transparency revealing one's own character as well as self- esteem to lead a genuine and authentic life
GA 28	Social and Environmental Stewardship
GA 29	Readiness to make ethical decisions consistently from the galore of conflicting choices paying heed to their conscience
GA 30	Right life skills at the right moment

## PROGRAMME OUTCOMES (PO)

On completion (after three years) of B.B.A programme, the graduates would be able to

PO 1	acquire knowledge of fundamental concepts and subject specific academic competency.
	enhance the communicative skills and gain confidence to dissemi
PO 2	nate knowledge through oral and written communication effectively
PO 3	think critically, evaluate analytically and apply the expertise of their discipline in real life.
PO4	appreciate literary, economic, cultural, socio-psychological and environmental diversity.
PO5	pursue and attain meaningful goals, develop a positive attitude to gain self-awareness, self-esteem, self-discipline and self-motivation.
P06	acquire employability and entrepreneurial skills
PO7	evolve as responsible citizens and leaders.

## PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion (after three years) of B.B.A programme, the graduates would be able to

PSO 1	identify and describe current domestic and international business trends.
PSO 2	solve problems and hone their decision making skills (Managerial Skills).
PSO 3	define the basic rules related to Human Resource Management, Tax Laws and Organisational Behaviour

PSO 4	acquire effective communication, presentation and leadership skills which will develop their entrepreneurial skills.					
PSO 5	evaluate and classify micro and macro environment of business with regard to functional areas.					
PSO6	gain knowledge on Financial Accounting, Cost and Management Accounting, Fundamentals of Statistics, Mathematics for Management andOperations Research.					
PSO7	apply the theoretical knowledge in the projects/internship to gain career-related experience.					
PSO8	develop critical thinking abilities that allow them to work ethically and professionally with people of diverse cultural backgrounds.					

#### FATIMA COLLEGE (AUTONOMOUS), MADURAI-18

# DEPARTMENT OF BUSINESS ADMINISTRATION For those who joined in June 2019 onwards

PROGRAMME CODE: USBA

#### PART - I - TAMIL / FRENCH / HINDI- 6 CREDITS

#### PART – I – TAMIL

#### Offered by the Research Centre of Tamil

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	19TL1S1	IdaikalaIlakiyamumIkkala Ilakkiyamum	5	3	40	60	100
2.	II	19TL2S2	PandyaIlakkiyamumKaap iyaIlakkiyamum	5	3	40	60	100
			Total	10	6			

#### PART - I - FRENCH

#### Offered by The Department of French

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	19RL1C1	PART 1 LE NIVEAU INTRODUCTIF	5	3	40	60	100
2.	II	19RL2C2	PART 1 LE NIVEAU DECOUVERTE	5	3	40	60	100
			Total	10	6			

#### PART – I – HINDI

Offered by The Department of Hindi

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	1919DL1 9DL1C1 1RL1C11 9	VyakaranAurKaryalayeen Hindi	5	3	40	60	100
2.	Ш	19DL2C 21R	Srijanatmak Hindi aurGadhya	5	3	40	60	100
			Total	10	6		_	

# PART - II -ENGLISH - 12 CREDITS

# Offered by The Research Centre of English

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT . MK s
1.		19EL1WB	Basic Communicative English(Basic)	5	3	40	60	100
2.	I	19EL1WI	Intermediate Communicative English(Intermediate)	5	3	40	60	100
3.		19EL1WA	Advanced Communicative English(Advanced)	5	3	40	60	100
4.		19EL2WB	English for Effective Communication (Basic)	5	3	40	60	100
5.	п	19EL2WI	English For Empowerment (Intermediate)	5	3	40	60	100
6.		19EL2WA	English For Creative Writing (Advanced)	5	3	40	60	100
7.	III	19EL3WN	English for the Digital	5	3	40	60	100

			Era					
8.	IV	19EL4WN	English for Integrated Development	5	3	40	60	100
			Total	20	12			

# PART - III -MAJOR, ALLIED & ELECTIVES - 101 CREDITS

**CORE COURSES: 66 CREDITS** 

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	21U1CC1	Business Organisation and Correspondence	6	4	40	60	100
2.	1	19U1CC2	Fundamentals of Management	6	4	40	60	100
3.	II	19U2CC3	Introduction to Financial Accounting	6	4	40	60	100
4.		21U2CC4	Managerial Economics	6	4	40	60	100
5.	Ш	19U3CC5	Organisational Behaviour	6	4	40	60	100
6.	111	19U3CC6	Marketing Management	5	3	40	60	100
7.		19U3CC7	Cost Accounting	6	4	40	60	100
8.	IV	19U4CC8	Human Resource Management	5	4	40	60	100
9.	10	19U4CC9	Operations Management	6	3	40	60	100
10.		19U4CC10	Management Accounting Theory and Practise	6	4	40	60	100
11.	v	19U5CC11	Financial Management and Practice	5	4	40	60	100
12.		19U5CC12	Tax Laws	6	4	40	60	100

13.		19U5CC13	Case Analysis	5	4	40	60	100
14.		19U5CC14	Business Law	5	4	40	60	100
15.		19U6CC15	Optimisation Techniques in Management	6	4	40	60	100
16.	VI	19U6CC16	Entrepreneurial Development	5	4	40	60	100
17.		19U6CC17	Environment of Business	5	4	40	60	100
			TOTAL		66			

## **ALLIED-20 CREDITS**

S. NO	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DIT	CIA Mks	ESE Mk s	TOT. MKs
1.	I	21ST1ACU 1	Fundamentals of Statistics	5	5	40	60	100
2.	II	21G2ACU2	Mathematics for Management	5	5	40	60	100
3.	III	21U3ACK3	Business Organisation and Correspondence (offered to B.ComCAdept)	5	5	40	60	100
4.	IV	19U4ACK4	Principles of Marketing (offered to B.ComCAdept)	5	5	40	60	100
			TOTAL		20			

## **ELECTIVES-15 CREDITS**

S. No	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DIT	CIA Mks	ESE Mks	TOT. Mks
1.	V	19U5ME1	International Business Management	5	5	40	60	100

2.		19U5ME2	Financial Services			40	60	100
3.		19U6ME3	Retail Management	- 5	5	40	60	100
4.	VI	19U6ME4	Services Marketing	3	3	40	60	100
5.	VI	19U6ME5	Industrial Relations	5	5	40	60	100
6.		19U6ME6	Training and Development	3	ວ	40	60	100
			TOTAL		15			

## PART - IV - 20 CREDITS

- VALUE EDUCATION
- ENVIRONMENTAL AWARENESS
- NON MAJOR ELECTIVE
- SKILL BASED COURSES

S. No	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DIT	CIA Mks	ESE Mks	TOT.
1.		21G1VE1	Personal Values	1	1	40	60	100
2.	I	21U1NM E	Management Principles - NME (Offered to other major Students)	2	2	40	60	100
3.		21G2VE 2	Values for Life	1	1	40	60	100
4.	II	21U2NM E	Management Principles - NME ( <b>Offered to other major Students</b> )	2	2	40	60	100
5.		19G3EE 1	Environmental Education	1	1	40	60	100
6.	III	19U3SB 1	Campus to Corporate (Skill Based)	2	2	40	60	100
7.		19G4EE 2	Environmental Education	1	1	40	60	100
8.	IV	19U4SB 2	Interpersonal skills and team building (Skill Based)	2	2	40	60	100
9.		19U5SB	Leadership Skills <b>(Skill</b>	2	2	40	60	100

	3	Based)					
10.	19U5SB 4	Employability Skills <b>(Skill Based)</b>	2	2	40	60	100
11.	19U6SB 5	Competitive Examination Skills (Skill based)	2	2	40	60	100
12.	19U6SB 6	Personality Development (Skill based)	2	2	40	60	100
13.		TOTAL	20	20			

## PART - V - 1 CREDITS

#### SHIFT II

S.No	SE M.	COURS E CODE	COURSE TITLE	HRS	CREDI T	TOT.MK S.
1.		21S4PED	Physical Education			
2	-	21S4YRC	Youth Red Cross	30 per		
3	I -IV	21S4NSS	NSS	Semeste r	1	100
4		21S4RTC	Rotaract			
5		21S4WE C	Women Empowerment Cell			
6	-	21S4ACU F	AICUF	-		

## **OFF-CLASS PROGRAMMES**

## **ADD-ON COURSES**

COURSE	Courses	Hrs.	Credit s	Semes ter in which the course	CIA Mks	ES E Mk s	Tota 1 Mar ks
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				is offered			
21UAD2C A	COMPUTER APPLICATIONS (TALLY 9)	40	2	II	40	60	100
21UADFC A	ONLINE SELF LEARNING COURSE- Basic Multidisciplinar y Course - Arts	40	2	I	40	60	100
21UADFC S	ONLINE SELF LEARNING COURSE- Foundation Course for Science	40	2	II	40	60	100
21UAD3ES	Professional Ethics	1	1	III	40	60	100
21UAD4ES	Personality Development	1	1	IV	40	60	100
21UAD5ES	Family Life Education	1	1	V	40	60	100
21UAD6ES	Life Skills	1	1	VI	40	60	100
19UAD5H R	HUMAN RIGHTS	15	2	V	100	-	100
21UAD6R S	OUTREACH PROGRAMME- Reach Out to Society through Action ROSA	100	3	V & VI	100	-	100
21UAD6P R	PROJECT	30	4	VI	40	60	100
21UAD6R C	READING CULTURE	10/Se mester	1	II-VI	-	_	-
	TOTAL		20				

## **EXTRA CREDITS**

COURSE	Courses	Hrs.	Credits	Semest er in which the course is offered	CIA Mks	ES E Mk s	Tota 1 Mark s
21U1SL1	SOFT SKILLS DEVELOPMENT	-	2	I	40	60	100
21U2SLU2	BASICS OF MARKETING	-	2	II	40	60	100
21T3SLU3	MANAGERIAL SKILLS AND TAMIL LITERATURE	-	2	III	40	60	100
21K4SLU4	QUANTITATIVE APTITUDE	-	2	IV	40	60	100
21U5SL5	FINANCIAL MARKETS	-	2	V	40	60	100
21U6SL6	INTRODUCTIO N TO LOGISTICS MANAGEMENT	-	2	VI	40	60	100
	MOOC COURSES / International Certified online Courses (Department Specific Courses/any other courses) * Students can opt other than the listed course from UGC- SWAYAM UGC / CEC	-	Minimu m 2 Credits	I – VI	-	-	

#### **OFF CLASS PROGRAMMES:**

a.20UGVAU1 - Value Added Crash Course -Micro Small Medium Enterprises--III Semester

b.19UGVA CBA1 -Event Management (Online Course)

I B.B.A SEMESTER -I

#### For those who joined in 2021 onwards

PROGRAMM E CODE	COURSE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDIT S
USBA	21U1CC1	BUSINESS ORGANISATION AND CORRESPONDENCE	Lecture	5	4

#### COURSE DESCRIPTION

This course will provide students with an understanding of the basic theories and principles by which businesses are organized and managed in modern society.

This course is also designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of written expression to modern business communication.

#### **COURSE OBJECTIVES:**

- To make the students understand the nature and forms of business organization.
- To learn and draft various business letters and business reports

## Unit- 1. Introduction to Business Organisation [15 Hours]

Meaning and definition of business, essentials & scope of business, Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation . Modern Business, Business & Profession.

#### Unit-2. Forms of Business Organisation:

[15 Hours]

Forms of Business Organisation- Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

#### Unit -3.Introduction to Business Communication

[15 Hours]

Communication – Meaning & Definition – Importance of effective communication - Objectives – Principles –Types of communication - Various Media of communication – Barriers to communication

#### Unit- 4. Business Letters

[15 Hours]

Need, functions and kinds of a Business letter– Essentials of an Effective Business letter - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters)

Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)

Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustment policy- Collection letters-collection series. Sales letters-Advantages, Objectives, Three P's important for a sales correspondent.

# Unit -5. Correspondence with Public Authorities & other agencies and Report Writing: [15 Hours]

Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the Head Office, with other banks.Import-Export correspondence. Letters to Editor

Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -Drafting of Business Reports – Reports of Individuals – Report by Committees

#### Unit – 6.Dynamics(Evaluation Pattern-CIA only)

- 1. Webreal-time communication
- 2. Augmented and Virtual Reality in communication. Social implications

#### SELF STUDY:

Unit I: Scope of business

Unit II: Partnership

Unit III: Sales Letters - Advantages, Objectives

**Unit IV: Letters To Editor** 

Unit V: Characteristics of A Good Report

#### **Text Book**

1. Business Organisation and Management,  $\underline{M}$  C Shukla, Sulthan Chand & Sons Publishers, New Delhi.-2018

2.Essential of Business Communication - Rajendra Pal & T.S. Korlahalli, Sulthan Chand & Sons Publishers, New Delhi.-2018

#### References:

Communication skills by Dr.NageshwarRao&Dr.RajendraP.Das-Himalaya Publishing House-2018

#### **Digital Open Educational Resources**

http://booksgoogle.co.in/business communication,
www.managementstudyguide.com/business\_communication.htm,
study.com/academy/lesson/what-is-effective-business-communication

https://www.youtube.com/watch?v=h1fCJM1LMaY

#### COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	UNIT -1. Introduction to Busin	ness Orgai	nisation	
1.1	Meaning and definition of	2	Lecture	Black
1.1	business essentials	2	Lecture	Board
1.2	Scope of business	1	Lecture	Black
1.4	-	1	Decidio	Board

	1		I I	1					
1.3	Classification of Business	2	Lecture	Black					
1.3	Activities, Meaning, Definition	2	Lecture	Board					
	Characteristics and objectives of		-	Black					
1.4	Business Organisation	3	Lecture	Board					
	Evolution of Business		Lecture &	Black					
1.5	Organisation	3	Discussion	Board					
1.6	Modern Business, Business &	4	<b>.</b>	Black					
1.6	Profession	4	Lecture	Board					
	UNIT -2 Forms of B	usiness O	rganisation						
0.1	Forms of Business Organisation	1	<b>.</b>	Black					
2.1	-introduction	1	Lecture	Board					
2.2	Sole Proprietorship	3	Lecture	Black					
2.2	000 110р11000101112р	J	Dectare	Board					
	Partnership	_	_	Black					
2.3		4	Lecture	Board					
0.4	Joint Stock Companies	2	<b>T</b> .	Black					
2.4		3	Lecture	Board					
0.5	Co-operatives		Tark	Black					
2.5		4	Lecture	Board					
	UNIT -3 Introduction to Business Communication								
0.1	Communication – Meaning &	1	-	Black					
3.1	Definition		Lecture	Board					
1	•		i						

	Importance of effective			Black
3.2	communication	3	Lecture	Board
	Objectives – Principles		-	Black
3.3		2	Lecture	Board
	Types of communication		_	Black
3.4		3	Lecture	Board
	Various Media of	_	_	Black
3.5	communication	4	Lecture	Board
2.6	Barriers to communication	-	T .	Black
3.6		2	Lecture	Board
	UNIT -4.Business	s Letters		
	Need, functions and kinds of a			Black
4.1	Business letter– Essentials of an Effective Business letter	2	Lecture	Board
	an Elective Business letter			
4.2	Enquiries – types- Replies	2	Lecture	Black
		·		Board
	Offers and Quotations –			
4.3	Important terms in offers &	2	Lecture	Black
7.5	quotations (Specimen letters)	2	Lecture	Board
	Orders – Confirmation –			
	Execution – Refusal and Cancellation of an order.	2		Black
4.4	(Specimen Letters)		Lecture	Board
	,			33.2 34

4.5	Complaints and Adjustments-Sources of mistakes giving rise to complaints-Adjustment policy  Collection letters-collection series  Sales letters- Advantages,	2	Lecture	Black Board Black Board
4.7	Objectives, Three p's important for a sales correspondent.	3	Lecture	Black Board
UNIT-	5. Correspondence with Public A	uthorities	& other age	ncies and
	Report Writ	ing		
5.1	Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the Head Office, with other banks	4	Lecture	Black Board
5.2	Import-Export correspondence. Letters to Editor	2	Lecture	Black Board
5.3	Report – meaning, importance- types of business reports	1	Lecture	Black Board
5.4	Oral and written reports- Characteristics of a good report	2	Lecture	Black Board
5.5	Drafting of Business Reports	2	Lecture	Black Board
5.6	Reports of Individuals	2	Lecture	Black

				Board
5.7	Report by Committees	2	Lecture	Black Board
				20010

# **EVALUATION PATTERN**

	<b>C</b> 1	C2	С3	C4	<b>C</b> 5	Total Scholas tic Marks	Non Scholas tic Marks C6	CIA Total	% <b>of</b>
Levels	Т1	Т2	Qui z	Assignm ent	OBT/P PT				Assessm ent
	10 Mk s.	10 Mk s.	5 Mk s.	5 Mks	5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	1	9	ı	9	22.5 %
К3	3	3	ı	ı	5	11	ı	11	27.5 %
K4	3	3	ı	5	-	11	ı	11	27.5 %
Non Scholas tic	-	ı	ı	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

# ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are:

K1- Remember, K2-Understand, K3-Apply, K4-Analyse

	SCHOLASTIC			NON - SCHOLASTIC		MARKS		
C1	C2	СЗ	C4	С5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

#### COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the functions of business organization	K1 &K2	PSO4,PSO 7& PSO 8
CO 2	Understand the different forms of business organization & compare them.	K1& K4	PSO4,PSO 7& PSO 8
CO 3	Understand the concept of communication &	K1,	PSO4,PSO 7&

	Discover the ways &	K2 & K4	PSO 8
	means of effective		
	communication.		
	Understand & draft		PSO4,PSO 7&
CO 4	different kinds of business	K1&K3	PSO 8
	letters		F3O 6
	Understand & draft letters		PSO4,PSO 7&
CO 5	for public authorities and	K1 & K3	DCO 0
CO 5	other agencies and also to	KI W KS	PSO 8
	prepare business report		

#### **Mapping COs Consistency with PSOs**

CO/PS O	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	1	1	3	1	1	3	3
CO2	2	1	1	3	1	1	3	3
соз	2	1	1	3	1	1	3	3
CO4	2	1	1	3	1	1	3	3
CO5	2	1	1	3	1	1	3	3

## **Mapping COs with Pos**

CO/P O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	3	2	1	3	3	2
CO2	3	3	2	1	3	3	2
CO3	3	3	2	1	3	3	2
CO4	3	3	2	1	3	3	2
CO5	3	3	2	1	3	3	2

**COURSE DESIGNER:** 

1. Staff Name Dr.P.RUBY LEELA Forwarded By

P-Relyheda S.L. Kumani

Dr.S.L. Kumari **HOD'S Signature& Name** 

#### I UG(SF)

#### SEMESTER -I

#### For those who joined in 2021 onwards

PROGRAMME	COURSE	COURSE	HRS/WEE	CREDIT
CODE	CODE	TITLE	K	S
USBA	21U1NME & 21U2NME	MANAGEMENT PRINCIPLES	2	2

#### COURSE DESCRIPTION

This course is designed to give a comprehensive view of the concept of management and its functions.

#### **COURSE OBJECTIVES**

The aim of the course is to orient the students to have a basic knowledge about the management concepts and its functions.

#### **UNIT 1. INTRODUCTION**

Management – Definition-Difference between business administration and management –nature- functional areas of management

#### **UNIT 2. PLANNING**

Forecasting – meaning – importance – Planning – meaning and definition – importance – process of planning – types of planning (in brief) Meaning and Nature of Decision Making, Decision Making Process.

#### **UNIT 3. ORGANISING**

Meaning and definition – objectives – steps in organizing – Decentralization – meaning – factors determining the degree of decentralization – distinction between delegation and decentralization.

#### **UNIT 4. STAFFING**

Recruitment- Meaning – sources-– Selection – meaning – selection procedure

#### **UNIT 5. DIRECTION AND CONTROL**

Supervision-definition - Meaning — characteristics – Span of management – Meaning – tall versus flat span— Control – meaning – Control process.

#### Unit 6 :Dynamics(Evaluation Pattern-CIA only)

1. Observe the functions an organisation and write a report

2. Analyse the real time selection procedure in an organisation and submit the observed report

#### **SELF-STUDY:**

unit-1: functions of management

unit-2: types of planning (in brief)

unit-3: distinction between delegation and decentralization.

unit-4: performance appraisal-types

unit-5: supervision - definition - characteristics

#### Text Book:

Principles of Management – L.M. Prasad.Sulthan Chand & Sons Publishers, New Delhi-2018

#### Reference Books:

Principles of Management - P.D. Sharma, N.S. Bhalla, R.S. Gupta-.Kalyani Publishers, New Delhi -**2017** 

Essentials of Management –Harold Koontz Tata Mcgrawhill Publishers, New Delhi, 2017

#### **Digital Open Educational Resources:**

https://www.studyblue.com/notes/b/fundamentals-of-management/10852/0

#### COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Торіс	No. of Lectures	Teaching Pedagogy	Teaching Aids
	UNIT -1 INTE	RODUCTIO	N	
1.1	Management – Definition		Lecture	Black Board
1.2	Difference between busines administration and management	s	Lecture	Black Board
1.3	Nature of Management		Lecture	Black Board
1.4	Functional areas of management		Lecture	Black Board
	UNIT -2 PLAN	INING		

2.1	Forecasting – meaning Importance	5	Lecture	Black Board
2.2	Planning – meaning and definition	1	Lecture	Black Board
2.3	importance – process of planning		Lecture	Black Board
2.4	Types of planning (in brief)		Lecture	Black Board
2.5	Meaning nature and process of decision making	f	Lecture	Black Board
	UNIT 3 ORGAN	ISING		
3.1	Meaning and definition - objectives	-	Lecture	Black Board
3.2	steps in organizing - Decentralization – meaning –	-	Lecture	Black Board
3.3	Factors determining the degree of decentralization	f	Lecture	Black Board
3.4	Distinction between delegation and decentralization.		Lecture	Black Board
	UNIT 4 STAFFIN	<b>IG</b>		
4.1	Meaning – Recruitment		Lecture	Black Board
4.2	meaning – sources		Lecture	Black Board
4.3	Selection – meaning – selection procedure		Lecture	Black Board
	UNIT 5 DIRECTION AND CO	NTROL		
5.1	Meaning – Supervision	L	ecture	Black Board
5.2	definition – characteristics	L	ecture	Black Board

5.3	Span of management	Lecture	Black
			Board
5.4	Meaning – tall versus flat span	Lecture	Black
			Board
5.5	Control – meaning – process.	Lecture	Black
			Board

	<b>C</b> 1	C2	С3	C4	C5	Total Scholas tic Marks	Non Scholas tic Marks C6	CIA Total	% of
Levels	Т1	Т2	Qui z	Assignm ent	OBT/P PT				Assessm ent
	10 Mk s.	10 Mk s.	5 Mk s.	5 Mks	5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	1	9	ı	9	22.5 %
К3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholas tic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA						
Scholastic	35					
Non Scholastic	5					
	40					

# ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are:

K1- Remember, K2-Understand, K3-Apply, K4-Analyse

		SCHO	LASTIC		NON - SCHOLASTIC		MARKS	
C1	C2	СЗ	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

#### **COURSE OUTCOMES**

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

#### Mapping COs Consistency with PSOs

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the functions& functional areas of management .	K1, K2 & K3	PSO2 &PSO7
CO 2	Understand & demonstrate planning and decision making process.	K1, K2 & K3	PSO2 & PSO7
CO 3	Gain knowledge about the	K1, K2 & K3	PSO2 &

	fundamentals of organising and		PSO7
	apply it for constructing		
	organization structure of a business		
	firm		
	Understand the elements of		PSO2 &
	staffing& discover how recruitment		PSO7
CO 4	& selection is carried out in a	K1, K2 & K3	
	business firms.		
	Acquire knowledge about direction &		PSO2 &
CO 5	control & apply thetechniques	K1, K2 & K3	PSO7

## Mapping COs with PSOs

CO/PS O	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	2	3	1	2	1	1	3	2
CO2	2	3	1	2	1	1	3	2
соз	2	3	1	2	1	1	3	2
CO4	2	3	1	2	1	1	3	2
CO5	2	3	1	2	1	1	3	2

## **Mapping COs with POs**

CO/P O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	2	3	1	1	3	2
CO2	3	2	3	1	1	3	2
соз	3	2	3	1	1	3	2
CO4	3	2	3	1	1	3	2
CO5	3	2	3	1	1	3	2

COURSE DESIGNER: 1. Mrs. KA. VANESSA.

Forwarded By

Dr.S.L. Kumari

S.L. Kumari

HOD'S Signature & Name

#### SELF LEARNING PAPER

#### I UG

#### SEMESTER -II

#### For those who joined in 2021 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	21U1SL1	SOFT SKILLS DEVELOPMENT	SELF LEARNING PAPER	-	2

#### COURSE DESCRIPTION

It emphasises on the Personality of the student by mastering interpersonal skills, creative skills and Public Speaking .It promotes communication skills with Peer groups, subordinates, superior, clients and customers in an organisation.

#### **COURSE OBJECTIVES**

To enhance the all round personality of the students by mastering interpersonal skills, creative skills and public-speaking.

To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

To identify & describe several theories of leadership

#### UNIT-1:INTERPERSONAL SKILLS: (6 Hours)

Concept, Transactional Analysis-Definition, ego states, types of transaction, Elements of interpersonal skills, importance of interpersonal skills. Working in team- characteristics of an effective team member.

#### UNIT-2: LEADERSHIP SKILLS (6 Hours)

Concept, Distinction between leaders and managers, Types of leaders, qualities of leadership, Functions of Leadership- planning, co-coordinating, decision making, motivating, time management, mentoring, negotiating, confidence building, interacting.

#### UNIT-3: CREATIVE SKILLS (6 Hours)

Concept, Dimensions of creativity, relationship between intelligence and creativity, Characteristics of a creative person, creative methods, Techniques enhancing creativity-Brainstorming, Inquiry training, synectics, Role-playing.

#### UNIT-4 PUBLIC SPEAKING (6 Hours)

Listening- concept, importance, process of listening-bottom up processing, top down processing, types of listening, skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking, activities to develop speaking skills.

(Role-play, group discussion, presentation, addressing, seminar, conference).

#### **UNIT-5 ETIQUETTES (6 Hours)**

Etiquettes- concept, prerequisites of proper etiquette, types of etiquettes.

UNIT- 6 DYNAMICS: (Evaluation Pattern-CIA only)

#### 1. Design the interpersonal skills applicable to teenagers

#### REFERENCES

- 1.Soft skills by Dr.K.Alex- 2018
- **2.P**ersonality Development and Communicative English By Dr.S.R. PandyaDr.Pratima Dave Shastri, Himalaya Publishing House, Mumbai. 2018 The Essence of Effective Communication -Ludlow, Ron, Panton, Fergus Prentice Hall India Publishers, New Delhi HR Review November -Role of communication & Etiquette in the class room 2016

**Digital open educational resources**: www.basic-learning.com/ecommerce/soft-skills-training-materials.asp

#### COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids		
UNIT -1 INTERPERSONAL SKILLS						
1.1	Concept, Transactional Analysis-Definition	1	Chalk & Talk	Black Board		
1.1	Concept, Transactional Analysis-Definition	1	Chalk & Talk	Black Board		
1.2	ego states	1	Chalk & Talk	Black Board		

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids						
1.3	types of transaction	1	Lecture	Black Board						
1.4	Elements of interpersonal skills, importance of interpersonal skills	2	Lecture	Black Board						
1.5	Working in team- characteristics of an effective team member.	1	Lecture	Black Board						
1.5	Working in team characteristics of an effective team member.		Lecture	Black Board						
	UNIT -2 LEADERSHIP SKILLS									
2.1	Concept, Distinction between leaders and managers	1	Lecture	Black Board						
2.2	Types of leaders	2	Chalk 8 Talk	Black Board						
2.3	qualities of leadership, Functions of Leadership	1	Chalk & Talk	Black Board						
2.4	- planning, co-coordinating,	1	Chalk & Talk	Black Board						
2.5	decision making, motivating,	1	Chalk & Talk	Black Board						
	UNIT -3 CREATIVE SKILLS									
3.1	Concept, Dimensions of creativity	1	Chalk & Talk	Black Board						
3 /	relationship between intelligen and creativity	ce 1	Chalk & Talk	Black Board						
3.3	Characteristics of a creative person, creative methods	2	Lecture	Black Board						

Module No.	Topic	L	No. of ectures	Teaching Pedagogy	Teaching Aids
3.4	Techniques enhancing creativi	ty	1	Lecture	Black Board
3.5	Brainstorming, Inquiry trainin synectics, Role-playing.	g,	1	Chalk & Talk	Black Board
	UNIT -4 PUBLIC	SP	EAKING		
4.1	Listening- concept, importance process of listening	÷,	1	Lecture	Black Board
4.2	bottom up processing, top dow processing, types of listening	n	2	Chalk & Talk	Black Board
4.3	skills and sub skills of listening Speaking skills- introduction, skills and sub skills of speaking		1	Chalk & Talk	Black Board
4.4	Role-play, group discussion		1	Chalk & Talk	Black Board
4.5	presentation, addressing, seminar, conference		1	Chalk & Talk	Black Board
	UNIT -5 ETIQUE	<b>ГТ</b> ]	ES		
5.1	Etiquettes- concept		1	Chalk & Talk	Black Board
5.2	prerequisites of proper etiquett	:e	1	Chalk & Talk	Black Board
5.3	types of etiquettes		4	Lecture	Black Board

## **EVALUATION PATTERN**

	C1	C2	C3	C4	C5	Total Scholas tic Marks	Non Schola stic Marks C6	CIA Total	% of
Levels	Т1	Т2	Quiz	Assi gnm ent	OBT/ PPT				Assess ment
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
К3	3	3	ı	-	5	11	-	11	27.5 %
K4	3	3	ı	5	-	11	I	11	27.5 %
Non Scholas tic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA				
Scholastic	35			
Non Scholastic	5			
	40			

<sup>✓</sup> The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are:

**K1**- Remember, **K2**-Understand, **K3**-Apply, **K4**-Analyse

	SCHOLASTIC			NON - SCHOLASTIC		MARKS		
C1	C2	C3 C4 C5		C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

#### **COURSE OUTCOMES**

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand and apply the inter personal skills within the context of their daily life.	K1, K2 ,K3	PSO2 PSO4 &PSO 8
CO 2	Understand and apply leadership skills required for the career development	K1, K2 ,K3	PSO2 PSO4 &PSO 8
CO 3	Understand and apply the creative skills necessary for a creative person	K1, K2 ,K3	PSO2 PSO4 &PSO 8
CO 4	Understand and apply the public speaking skills required for effective communication	K1, K2 ,K3	PSO2 PSO4 &PSO 8
CO5	Understand and apply the various types of etiquettes and	K1, K2 ,K3	PSO2 PSO4 &PSO 8

gain knowledge about the pre-	
requisites of a proper etiquettes	

## Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	3	1	3	1	1	2	3
CO2	1	3	1	3	1	1	2	3
соз	1	3	1	3	1	1	2	3
CO4	1	3	1	3	1	1	2	3
CO5	1	3	1	3	1	1	2	3

CO/ PO	PO1	PO2	РО3	PO4	PO5	PSO6	PSO7
CO1	3	3	2	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	2	3	3	3	3
CO4	3	3	2	3	3	3	3
CO5	3	3	2	3	3	3	3

COURSE DESIGNER: S L Kumari

Forwarded By

S.L. Kumari

Dr.S.L. Kumari

HOD'S Signature & Name

# II B.COM CA (Inter – DisciplinaryCourse) SEMESTER –III

#### For those who joined in 2021 onwards

PROGRAMME CODE	COURSE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USBA	21U3ACK3	BUSINESS ORGANISATION AND CORRESPONDENCE	Lecture	5	4

#### COURSE DESCRIPTION

This course will provide students with an understanding of the basic theories and principles by which businesses are organized and managed in modern society.

This course is also designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of written expression to modern business communication.

#### **COURSE OBJECTIVES:**

- To make the students understand the nature and forms of business organization.
- To learn and draft various business letters and business reports

#### Unit- 1. Introduction to Business Organisation [15 Hours]

Meaning and definition of business essentials & scope of business-Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation . Modern Business, Business & Profession.

#### Unit-2. Forms of Business Organisation:

[15 Hours]

Forms of Business Organisation.Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

#### Unit -3. Introduction to Business Communication

[15 Hours]

Communication – Meaning & Definition – Importance of effective communication - Objectives – Principles –Types of communication - Various Media of communication – Barriers to communication

#### Unit- 4. Business Letters

[15 Hours]

Need, functions and kinds of a Business letter– Essentials of an Effective Business letter - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters)

Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)

Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustment policy- Collection letters-collection series. Sales letters-Advantages, Objectives, Three P's important for a sales correspondent.

## Unit -5.Correspondence with Public Authorities & other agencies and Report Writing: [15 Hours]

Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the Head Office, with other banks.Import-Export correspondence. Letters to Editor

Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -Drafting of Business Reports – Reports of Individuals – Report by Committees

#### **Unit – 6.Dynamics(Evaluation Pattern-CIA only)**

- 1. Webreal-time communication
- 2. Augmented and Virtual Reality in communication. Social implications

#### **SELF STUDY:**

Unit I: Scope of business

Unit II: Partnership

Unit III: Sales Letters - Advantages, Objectives

**Unit IV: Letters To Editor** 

Unit V: Characteristics of A Good Report

#### **Text Book**

1.Business Organisation and Management, <u>M C Shukla</u>, Sulthan Chand & Sons Publishers, New Delhi.-2018

2.Essential of Business Communication - Rajendra Pal & T.S. Korlahalli, Sulthan Chand & Sons Publishers, New Delhi.-2018

#### References:

Communication skills by Dr.NageshwarRao&Dr.RajendraP.Das-Himalaya Publishing House-2018

#### **Digital Open Educational Resources**

http://booksgoogle.co.in/business communication,
www.managementstudyguide.com/business\_communication.htm,
study.com/academy/lesson/what-is-effective-business-communication

https://www.youtube.com/watch?v=h1fCJM1LMaY

#### COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic		Teaching Pedagogy	Teaching Aids					
	UNIT -1. Introduction to Business Organisation								
1 1	Meaning and definition of	0	Lootumo	Black					
1.1	business essentials	2	Lecture	Board					

1.0	Scope of business	1	Lastana	Black					
1.2	beope of business	1	Lecture	Board					
	Classification of Business	_		Black					
1.3	Activities, Meaning, Definition	2	Lecture	Board					
	Characteristics and objectives of	_		Black					
1.4	Business Organisation	3	Lecture	Board					
1 -	Evolution of Business	2	Lecture &	Black					
1.5	Organisation	3	Discussion	Board					
1.6	Modern Business, Business &	4	T 4	Black					
1.6	Profession	4	Lecture	Board					
	UNIT -2 Forms of Business Organisation								
	Forms of Business Organisation	_	_	Black					
2.1	-introduction	1	Lecture	Board					
2.2	Sole Proprietorship	3	Lecture	Black					
2.2	осто т торгассоголагр	3	Dectare	Board					
	Partnership			Black					
2.3		4	Lecture	Board					
0.4	Joint Stock Companies	2	Tool	Black					
2.4		3	Lecture	Board					
	Co-operatives			Black					
0.5		1	I aat	210011					
2.5		4	Lecture	Board					

2.1	Communication – Meaning &	1	Lastana	Black
3.1	Definition	1	Lecture	Board
2.0	Importance of effective	2	T 4	Black
3.2	communication	3	Lecture	Board
3.3	Objectives – Principles	2	Lecture	Black
3.3		2	Lecture	Board
2.4	Types of communication	2	Lasture	Black
3.4		3	Lecture	Board
3.5	Various Media of	4	Lecture	Black
3.3	communication	4	Lecture	Board
2.6	Barriers to communication	2	Lastana	Black
3.6			Lecture	Board
	UNIT -4.Busi	ness Lette	ers	
	Need, functions and kinds of a			Black
4.1	Business letter– Essentials of an Effective Business letter	2	Lecture	Board
4.0	Enquiries – types- Replies		T /	Black
4.2	Ziiquiies types itepiles	2	Lecture	Board
	Offers and Quotations –			
4.3	Important terms in offers & quotations (Specimen letters)	2	Lecture	Black
				Board
_	Orders – Confirmation –		_	Black
4.4	Execution – Refusal and	2	Lecture	Board

			T	
	Cancellation of an order.			
	(Specimen Letters)			
	Complaints and Adjustments-			
4.5	Sources of mistakes giving rise	2	Lecture	Black
1.0	to complaints-Adjustment policy	4	Beetare	Board
1.0	Collection letters-collection	0	Tastasus	Black
4.6	series	2	Lecture	Board
	Outro total and and and and			
	Sales letters- Advantages,			Black
4.7		3	Lecture	e Board
	for a sales correspondent.			Dourd
UNI'	Γ- 5. Correspondence with Public Au	ıthorities	& other a	agencies and Report
	. Writ			
	Post Office, Railways, Insuran			
5.1	Correspondence, and Bar	4	Lecture	Black Board
0,12	correspondence-with customers, wi	ith   '		
	the Head Office, with other banks			
	Import-Export correspondence			
5.2	Letters to Editor	2	Lecture	Black Board
	Report – meaning, importance- typ	nes l		
5.3	of business reports	1	Lecture	Black Board
	of business reports			
5.4	Oral and written report		Lecture	Black Board
3.4	Characteristics of a good report	2	Lecture	black board
	Drafting of Business Reports	0	Tootumo	Diods Doord
5.5		2	Lecture	Black Board
5.6	Reports of Individuals	2	Lecture	Black Board
	Report by Committees			
5.7		2	Lecture	Black Board

## **EVALUATION PATTERN**

	C1	C2	СЗ	C4	C5	Total Schola stic Marks	Non Schola stic Marks	CIA Tota 1	% of Asses
Levels	Т1	Т2	Quiz	Assi gnm ent	OBT/ PPT				smen t
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	ı	-	ı	4	П	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
К3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Schola stic	-	-	-	-	-		5	5	12.5
Total	10	10	5	5	5	35	5	40	100 %

CIA				
Scholastic	35			
Non Scholastic	5			
	40			

# ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for II UG are:

K1- Remember, K2-Understand, K3-Apply, K4-Analyse

	SCHOLASTIC			NON - SCHOLASTIC		MARKS		
C1	C2	СЗ	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

#### COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE  LEVEL (ACCORDING TO  REVISED  BLOOM'S  TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the functions of business organization	K1 &K2	PSO4,PSO 7& PSO 8
CO 2	Understand the different forms of business organization & compare them.	K1& K4	PSO4,PSO 7& PSO 8
CO 3	Understand the concept of communication & Discover the ways & means of effective communication.	K1, K2 & K4	PSO4,PSO 7& PSO 8
CO 4	Understand & draft different kinds of business letters	K1&K3	PSO4,PSO 7& PSO 8
CO 5	Understand & draft letters for public authorities and other agencies and also to prepare business report	K1 & K3	PSO4,PSO 7& PSO 8

## **Mapping COs Consistency with PSOs**

CO/PS O	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	1	1	3	1	1	3	3
CO2	2	1	1	3	1	1	3	3
соз	2	1	1	3	1	1	3	3
CO4	2	1	1	3	1	1	3	3
CO5	2	1	1	3	1	1	3	3

#### **Mapping COs with Pos**

CO/P O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	3	2	1	3	3	2
CO2	3	3	2	1	3	3	2
соз	3	3	2	1	3	3	2
CO4	3	3	2	1	3	3	2
CO5	3	3	2	1	3	3	2

COURSE DESIGNER: Staff Name

Mrs.A.RosaryInfanta A Polanta

Forwarded By

Dr.S.L. Kumari

S.L. Kumari

**HOD'S Signature & Name**