

# **B.B.A**

## **Programme Code – UBA**

### **(Aided & SF)**

**Programme outcomes-PO (Aligned with Graduate Attributes) - Bachelor of Business Administration (BBA)**

---

- Self-Awareness, Autonomy and Collaboration

*Graduates will be able to achieve self-awareness and demonstrate intellectual autonomy, initiative, and academic integrity. They will also be able to ensure empathy and intercultural understanding.*

- **Professional readiness**

**Graduates will be able to exhibit professional readiness through Critical Thinking; Oral and Written communication; Team work; Information and Technology Application; Leadership; Work ethics and Career management.**

- *Effective Communication*

**Graduates will be able to effectively communicate complex ideas, emotions and human experiences. They will become skillful in communicating orally and in writing in a variety of contexts, to an array of audiences.**

- Leadership

**Graduates will get the capacity to set and accomplish challenging goals, take swift and decisive action as the situation demands for, outperform the competition, and inspire others to achieve at the highest level they can.**

- *Information Technology*

**Graduates will be capable of making appropriate and effective use of information and information technology relevant to their discipline.**

- *Global perspective*

Every business should be concerned with what goes on in another country as today all are connected in a lot of way. Graduates will be able to have a global perspective in business. They will imbibe the capacity to think about a situation as it relates to the rest of the world.

## Vision

To serve the society by providing affordable world class management education to all at all times.

## Mission

To provide an academic ambience that ensures acquisition of knowledge and business skills through student, teacher synergy resulting in holistic development, readiness to face the challenges of the global business environment.

### Programme Educational Objectives (PEO)

**The objectives of the programme is to equip/prepare the students to**

<b>PEO 1</b>	<b>To provide ample fundamental understanding about various areas of Business administration among the students.</b>
<b>PEO 2</b>	<b>To train the students for better communication.</b>
<b>PEO 3</b>	<b>To expose them for the required analytical, technical, technological and interpersonal skills</b>
<b>PEO 4</b>	<b>To prepare the students to take up challenging careers in business, industry, or pursue higher education thereafter</b>
<b>PEO 5</b>	<b>To bring about a holistic development in the students and to make them a responsible citizen catering to the needs of societal development</b>

### Programme specific outcomes - B.B.A.

**On the successful completion of B.B.A., the students will**

<b>PSO1</b>	<b>Will be able to comprehend the core concepts, methods and practices in management.</b>
<b>PSO2</b>	<b>Will be innovative and will be able to venture into his/her own business or excel in executive roles in private/government sector.</b>
<b>PSO3</b>	<b>Will be capable of identifying and handling global business opportunities and challenges</b>
<b>PSO4</b>	<b>Will develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment</b>
<b>PSO5</b>	<b>Will be matured Individuals and responsible Citizens to the country</b>



# THIAGARAJAR COLLEGE, MADURAI – 9.

(Re-Accredited with ‘A++’ Grade by NAAC)

Department of Business Administration

**Bachelor of Business Administration (B.B.A) (w.e.f. 2023 batch onwards) Programme Code-UBA**

## **Semester – I**

Course		Code No	Subject	Contact Hrs / Week	Credits	Total Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part -I	Tamil	U23P1TA11B	பொதுத்தமிழ் - I	6	3	90	25	75	100
Part-II	English	U23P2EN11	English	4	3	60	25	75	100
Part – III	Core Theory 1	UBA23CT11	Principles of Management	5	4	75	25	75	100
	Core Theory 2	UBA23CT12	Accounting for Managers: I	5	4	75	25	75	100
	Generic Elective Theo 1	UBA23GT11	Managerial Economics	4	3	60	25	75	100
Part - IV	NME 1	UBA23NT11	Basics of Event Management	2	2	30	25	75	100
	Foundation Course	UBA23FT11	Business Organization	2	2	30	25	75	100
	AECC 1	UBA23AT11	Stress Management	2	2	30	25	75	100
<b>Total</b>				<b>30</b>	<b>23</b>				

## **Semester – II**

Course		Code No	Subject	Contact Hrs / Week	Credits	Total Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part -I	Tamil	U23P1T21	Tamil	6	3	90	25	75	100
Part-II	English	U23P2E21	English	4	3	60	25	75	100
Part – III	Core Theory 3	UBA23CT21	Business Communication	5	4	75	25	75	100
	Core Theory 4	UBA23CT22	Accounting for Managers: II	5	4	75	25	75	100
	Generic Elective Theo 2	UBA23GT21	International Trade	4	3	60	25	75	100
Part - IV	NME 2	UBA23NT21	Managerial Skill Development	2	2	30	25	75	100
	SEC 1	UBA23ST21	Business Etiquette and Corporate Grooming	2	2	30	25	75	100
	AECC 2	UBA23AT21	Emotional Intelligence	2	2	30	25	75	100
			EVS	1					
<b>Total</b>				<b>30</b>	<b>23</b>				
<b>Extra Credit U23NM21</b>			<b>Naan Mudhalvan Scheme:</b> Language Proficiency For Employability		<b>2</b>				

**THIAGARAJAR COLLEGE, MADURAI – 9.****(Re-Accredited with 'A++' Grade by NAAC)****Department of Business Administration**

Course Code	Course Title	Category	L	T	P	Credit
UBA23CT11	Principles of Management	Core 1	4	1	-	4

**L- Lecture****T- Tutorial****P- Practical**

Year	Semester	Int. Marks	Ext.Marks	Total
I	First	25	75	100

**Preamble**

The program imparts students with management skill sets such as analytical, decision making, technical, interpersonal skills and is meant for students with managerial skill sets such as analytical, decision making, technical, interpersonal skills and is meant for students who desire to build their professional competence with higher knowledge and development a holistic personality.

**Course Outcomes**

On the completion of the course the student will be able to

Sl. No	Course Outcome	Expected Proficiency	Expected attainment
CO1	To impart knowledge about evolution of management	70	60
CO2	To provide understanding on planning process and importance of decision making in organization	60	58
CO3	To learn the application of principles in organization, Staffing and Directing	65	60
CO4	To study the process of effective controlling in organization	75	67
CO5	To familiarize students about significance of ethics in business and its implications.	65	60

**Mapping of Course Outcomes with Programme Specific Outcomes**

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M
CO2	M	M	S	S	S
CO3	S	L	M	M	S
CO4	S	S	L	S	L
CO5	M	M	S	S	S

**Strong –S (+++) Medium – M (++) Low – L (+)**

### Mapping of Course Outcomes with Programme Outcomes

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

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Blooms Taxonomy

	CA		End of Semester
	First	Second	
<i>Knowledge</i>	40%	40%	40%
<i>Understand</i>	40%	40%	40%
<i>Apply</i>	20%	20%	20%

### Title of the Paper: Principles of Management

<b>Unit: I</b>	<p style="text-align: right;"><b>15 Hours</b></p> <p>Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and Contributions of Henry Fayol and F.W. Taylor.</p>
<b>Unit: II</b>	<p style="text-align: right;"><b>15 Hours</b></p> <p>Planning: Nature – Importance – – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision making – Process of Decision making – Types of Decision.</p>
<b>Unit: III</b>	<p style="text-align: right;"><b>15 Hours</b></p> <p>Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.</p>
<b>Unit: IV</b>	<p style="text-align: right;"><b>15 Hours</b></p> <p>Staffing- Functions- elements of Staffing- Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination- – Controlling – Meaning and Importance – Control Process.</p>

<b>Unit: V</b>	<p style="text-align: right;"><b>15 Hours</b></p> Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business
----------------	--

**Weightage in the Question Paper:** Theory – 100% and Problems – Nil

**Text Books:**

S. No	Book Details with ISBN
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017

**Reference Books:**

S. No	Reference Book Details with ISBN
1	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
2	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015
3	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.

**Course Designers:**

Staff Name	Details
1. Dr. C. Jothi Baskara Mohan	Associate Professor and Head, Department of Business Administration, Thiagarajar College, Madurai.
2. Dr. R. Arun Prasath	Assistant Professor, Department of Business Administration, Thiagarajar College, Madurai.



**Lecture Schedule:**

Unit	Topic	No of lecture hrs.
1.1	Management: Importance – Definition	3
1.2	Nature and Scope of Management - Process – Role and Functions of a Manager	4
1.3	Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	5
1.4	Contributions of Henry Fayol and F.W. Taylor.	3
	<b>Total</b>	<b>15</b>
2.1	Planning: Nature – Importance –	3
2.2	Types – Steps in Planning	3
2.3	Objectives – Policies – Procedures and Methods – Natures and Types of Policies	4
2.4	Decision –making – Process of Decision	3
2.5	Types of Decision.	2
	<b>Total</b>	<b>15</b>
3.1	Organizing: Types of Organizations – Organization Structure	3
3.2	Span of Control and Committees – Departmentalization – Informal Organization	5
3.3	Authority – Delegation – Decentralization	4
3.4	Difference between Authority and Power – Responsibility.	3
	<b>Total</b>	<b>15</b>
4.1	Staffing- Functions-Elements	3
4.2	Direction – Nature and Purpose	3
4.3	Co- ordination – Need, Type and Techniques and requisites for excellent	5
4.4	Controlling – Meaning and Importance – Control Process.	4
	<b>Total</b>	<b>15</b>
5.1	Definition of Business ethics - Types of Ethical issues	3

<b>5.2</b>	Role and importance of Business Ethics and Values in Business	5
<b>5.3</b>	Ethics internal - Ethics External	4
<b>5.4</b>	Environment Protection - Responsibilities of Business	3
	<b>Total</b>	<b>15</b>
	<b>Total no of Hours</b>	<b>75</b>

<b>THIAGARAJAR COLLEGE, MADURAI – 9.</b> <b>(Re-Accredited with ‘A++’ Grade by NAAC)</b> <b>Department of Business Administration</b>						
Course Code	Course Title	Category	L	T	P	Credit
UBA23CT12	Accounting for Managers -I	Core - II	4	1	-	4
<b>L- Lecture                      T- Tutorial                      P- Practical</b>						

Year	Semester	Int. Marks	Ext.Marks	Total
I	First	25	75	100

### Preamble

This course provides Knowledge on basic Accounting Concepts, Conventions, Subsidiary Books, Cash Books, Bank Reconciliation Statement, Preparing Final Accounts of Trading Concern, Classify Errors and Making Rectification Entries, Depreciation and Prepare Single and Double Entry System of Accounting.

### Course Outcomes

On the completion of the course the student will be able to

Sl. No	Course Outcome	Expected Proficiency	Expected attainment
CO1	Understand Basic Accounting Concepts and Prepare Journal, Ledger and Trial Balance	72	65
CO2	Types of Subsidiary Books and Prepare Cash Books and Bank Reconciliation Statement.	65	55
CO3	Prepare Final Accounts with Adjustments.	65	60
CO4	Classify Errors and Making Rectification Entries and Prepare Depreciation Accounts and Pass Depreciation Entries.	75	67
CO5	Prepare Single and Double Entry System of Accounting.	65	60

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S S	SS	M	LL	S S
CO2	S S	LL	S	MM	L L
CO3	S S	LL	S	LL	MM
CO4	L L	MM	L	SS	S S
CO5	M M	SS	M	SS	S S

Strong –S (+++) Medium – M (++) Low – L (+)

### Mapping of Course Outcomes with Programme Outcomes

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

Strong –S (+++) Medium-M (++) Low-L (+)

### Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge	25%	25%	25%
Understand	25%	25%	25%
Apply	50%	50%	50%

### Title of the Paper: Accounting for Managers I

<b>Unit: I</b>	Meaning and Scope of Accounting, Basic Accounting Concepts – Objectives of Accounting – Overview IFRS - Double Entry Book Keeping: Journal, Ledger and Trial Balance ( <b>Problem</b> )	15 Hours
<b>Unit: II</b>	Subsidiary Books – Types – Purchase Book – Sales Book – Purchase Return Book – Sales Return Book - Preparation of Cash Book: Single, Double and Three Column Cash Book ( <b>Problem</b> ) – Bank Reconciliation Statement.	15 Hours
<b>Unit: III</b>	Preparation of Final Accounts ( <b>Problem</b> ) – Adjustments – Closing Stock, Outstanding, Prepaid and Accrued, Depreciation, Bad and Doubtful Debts, Provision and Discount on Debtors and Creditors, Interest on Drawings and Capital.	15 Hours

<b>Unit: IV</b>	Rectification of Errors – Kinds of Accounting Errors and Methods with Suspense Account - Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method.	15 Hours
<b>Unit: V</b>	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.	15 Hours

**Weightage in the Question Paper:** Theory – 50% and Problems – 50%

#### Text Books:

S. No	Book Details with ISBN
01	S Thothadri and S. Nafeesa (2018). Financial Accounting, McGraw Hill, ISBN : 9353160715
02	M N Arora (2022). Accounting for Management, Himalaya Publications House, ISBN: 978-93-5367-677-3.

#### Reference Books:

S. No	Reference Book Details with ISBN
01	TS Reddy and A. Murthy (2012). Financial Accounting - Margham Publications, 6th Edition. ISBN: 9381430683
02	R. Srivasa Putty and H.R. Appannaiah (2012). Fundamentals of Accounting, Himalaya publishing House, Mumbai. ISBN: 9350519240
03	Hanif M and Mukharjee A (2015). Financial Accounting, Mcgraw-Hill Education India Pvt.Ltd - New Delhi, ISBN 10: 9339222024 ISBN 13: 9789339222024.
04	SN Maheswari, CA Sharad K Maheshwari & Suneel K Maheshwari (2018). Financial Accounting, Vikas Publishing House. ISBN: 9789352718535.

#### Web References:

S. No	Web Resource Details
01	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf</a>
02	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>

03	<a href="https://www.accountingtools.com/accounting-books">https://www.accountingtools.com/accounting-books</a>
----	---

### Course Designers:

Staff Name	Details
Dr. K. Lingaraja	Assistant Professor, Department of Business Administration, Thiagarajar College, Madurai – 09

**Lecture Schedule:**

Unit	Topic	No of lecture hrs.
1.1	Meaning and Scope of Accounting, Basic Accounting Concepts	5
1.2	Objectives of Accounting	2
1.3	Double Entry Book Keeping	2
1.4	Journal, Ledger and Trial Balance	6
	<b>Total</b>	<b>15 Hours</b>
2.1	Subsidiary Books – Types	4
2.2	Purchase Book – Sales Book – Purchase Return Book – Sales Return Book	3
2.3	Preparation of Cash Book – (Single, Double and Three Column Cash Book).	5
2.4	Bank Reconciliation Statement.	3
	<b>Total</b>	<b>15 Hours</b>
3.1	Preparation of Final Accounts – Adjustments	5
3.2	Closing Stock, Outstanding, Prepaid and Accrued	3
3.3	Depreciation, Bad and Doubtful Debts, Provision	4
3.4	Discount on Debtors and Creditors, Interest on Drawings and Capital	3
	<b>Total</b>	<b>15 Hours</b>
4.1	Rectification of Errors – Kinds of Accounting Errors	5
4.2	Methods with Suspense Account.	5
4.3	Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method.	5
	<b>Total</b>	<b>15 Hours</b>
5.1	Single Entry – Meaning, Features, Defects	5
5.2	Differences between Single Entry and Double Entry System	5
5.3	Statement of Affairs Method – Conversion Method	5
	<b>Total</b>	<b>15 Hours</b>
<b>Total No of Hours</b>		<b>75 Hours</b>

**THIAGARAJAR COLLEGE, MADURAI – 9.****(Re-Accredited with 'A++' Grade by NAAC)****Department of Business Administration**

Course Code	Course Title	Category	L	T	P	Credit
UBA23GT11	Managerial Economics	Generic Elective 1	3	1	-	3

**L- Lecture****T- Tutorial****P- Practical**

Year	Semester	Int. Marks	Ext.Marks	Total
2023	I	25	75	100

**Preamble**

Managerial Economics integrates traditional economic theory and real business practices. It enables a student to understand the micro and macroeconomic concepts for the purpose of facilitating decision making and forward planning by management.

**Course Outcomes**

On the completion of the course the student will be able to

S. No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	To familiarize students with concepts of economics and its relevance in business scenario.	72	65
CO2	To understand the application and the implications of economics in decision-making and problem solving.	65	55
CO3	To understand the optimal point of productivity of the Firm.	65	60
CO4	To describe the pricing strategies that are consistent with evolving marketing needs.	75	67
CO5	To provide insights to the various market structures in an economy.	65	60



### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S
CO2	S	S	S	M	L
CO3	M	M	S	L	M
CO4	M	S	S	S	S
CO5	S	M	M	S	S

Strong –S (+++) Medium – M (++) Low – L (+)

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	S
CO3	M	M	S	S	S
CO4	M	S	S	S	S
CO5	S	M	S	S	S

Strong –S (+++) Medium-M (++) Low-L (+)

### Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge	30%	30%	30%
Understand	40%	40%	40%
Apply	30%	30%	30%

### Title of the Paper: Managerial Economics

<b>Unit: I</b>	Nature and scope of managerial economics – definition of economics – important concepts of economics –relationship between micro, macro and managerial economics – nature and scope – objectives of firm.
	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis, Meaning of demand – Law of demand – Types of

<b>Unit: II</b>	demand-Determinants of demand – Elasticity of demand –Demand forecasting.
<b>Unit: III</b>	Market Structure – Classification – Perfect Competition – Monopolistic – Oligopoly – pricing under monopoly, perfect competition, oligopoly and monopolistic competition - Equilibrium of the Firm and Industry – Economies of scale, internal economies – External economies.
<b>Unit: IV</b>	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination
<b>Unit: V</b>	Economic Planning – NITI Aayog - National Income –concepts, measurement methods, problems and importance – Trade Cycle – features, phases and control. International trade - Features, difference between internal and international trade, advantages and disadvantages - Public finance,

**Weightage in the Question Paper:** Theory – 100% and Problems – NIL

#### Text Books:

S. No	Book Details with ISBN
1	Dr.R.L.Varshney & Dr.K.L.Maheshwari, Managerial Economics, 20 <sup>th</sup> Edition (2010)- Sultan Chand & sons. New Delhi. ISBN: 978-8120346673

#### Reference Books:

S. No	Reference Book Details with ISBN
1	R. Cauvery, U.K.Sundhanayak, managerial economics. 5 <sup>rd</sup> Edition (2010) S.Chand& company Ltd.New Delhi. ISBN: 978-8121922197
2	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019, ISBN: 9789381430606
03	Dr.H.L Ahuja, Managerial Economics, S. Chand Publications. ISBN: 978-8121928403

#### Course Designers:

Staff Name	Details
Dr. D.Anbugeetha	Assistant Professor of Business Administration
Dr. P.Meenaprabha	Assistant Professor of Business Administration

### Lecture Schedule:

S. No	Topic	No. of Lecture Hrs.
1.1	Managerial Economics – Introduction	2
1.2	Scope and Application of Business Economics –	2
1.3	Fundamental Concepts	2
1.4	Relationship of Business Economics with other Discipline	2
1.5	<b>Role of managerial economist.</b>	2
1.6	<b>Summary</b>	2
	Total	<b>12</b>
2.1	Demand Analysis-introduction	2
2.2	Law of Demand	2
2.3	Types of Elasticity of Demand	2
2.4	Demand Forecasting ,	2
2.5	Methods of Demand Forecasting	2
2.6	Cost Analysis, Total, Average and Marginal Cost,	2
	<b>Total</b>	12
3.1	Market Structure-introduction	2
3.2	Pricing under monopoly,	2
3.3	Perfect competition,	2
3.4	Oligopoly and monopolistic competition	2
3.5	Equilibrium of the Firm and Industry	2
	Economies of scale, internal economies – External	

<b>3.6</b>	economies.	2
	<b>Total</b>	<b>12</b>
<b>4.1</b>	Pricing techniques- introduction	2
<b>4.2</b>	Demand related pricing techniques	2
<b>4.3</b>	Cost related pricing techniques	2
<b>4.4</b>	Competition oriented pricing	2
<b>4.5</b>	Break even analysis	2
<b>4.6</b>	Price Discrimination	2
	<b>Total</b>	<b>12</b>
<b>5.1</b>	Economic Planning and National Income	2
<b>5.2</b>	Business Cycle	2
<b>5.4</b>	Monetary policy-fiscal policy-review of Recent economic policies.	2
<b>5.5</b>	International trade	2
<b>5.6</b>	Public finance	2
	<b>Total</b>	<b>12</b>
	<b>Total No. of Hours</b>	<b>60</b>

<b>THIAGARAJAR COLLEGE, MADURAI – 9.</b> <b>(Re-Accredited with ‘A++’ Grade by NAAC)</b> <b>Department of Business Administration</b>						
Course Code	Course Title	Category	L	T	P	Credit
UBA23NT11	Basics of Event Management	NME 1	2	-	-	2

**L- Lecture**

**T- Tutorial**

**P- Practical**

Year	Semester	Int. Marks	Ext.Marks	Total
I	First	25	75	100

### Preamble

This course to know the basic of event management its concepts and to make an event design and feasibility analysis for event, understand the 5 Ps of Event Marketing and know the financial aspects of event management and its promotion.

### Course Outcomes

On the completion of the course the student will be able to

Sl. No	Course Outcome	Expected Proficiency	Expected attainment
CO1	To Understand basics of Event Management	72	65
CO2	To Design Events	65	55
CO3	To Study Feasibility of Organising an Event	65	60
CO4	To Gain Familiarity with Marketing & Promotion of Event	75	67
CO5	To Develop Event Budget	65	60

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	M	S
CO2	L	S	M	S	L
CO3	M	M	M	L	L
CO4	L	L	S	M	M
CO5	M	M	M	L	M

**Strong –S (++++) Medium – M (++) Low – L (+)**

### Mapping of Course Outcomes with Programme Outcomes (B.B.A)

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO1</b>	M	S	L	M	S	M
<b>CO2</b>	L	M	S	S	M	S
<b>CO3</b>	L	L	L	M	L	S
<b>CO4</b>	S	L	M	S	M	L
<b>CO5</b>	M	S	S	L	M	S

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Mapping of Course Outcomes with Programme Outcomes (B.A - PO)

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO1</b>	S	L	M	M	L	S
<b>CO2</b>	M	L	S	L	M	S
<b>CO3</b>	L	M	M	S	S	M
<b>CO4</b>	M	S	S	M	L	S
<b>CO5</b>	S	M	M	S	S	S

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Mapping of Course Outcomes with Programme Outcomes (B.Com - PO)

	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	M	M	S	M	S
<b>CO2</b>	L	S	L	L	S
<b>CO3</b>	M	M	S	M	M
<b>CO4</b>	L	S	M	L	S
<b>CO5</b>	S	M	L	M	S

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Mapping of Course Outcomes with Programme Outcomes (B.Sc., - PO)

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO1</b>	M	L	M	M	S	S
<b>CO2</b>	S	M	S	M	M	L
<b>CO3</b>	M	S	L	L	M	M
<b>CO4</b>	M	M	L	S	L	S
<b>CO5</b>	S	S	M	L	M	L

**Strong –S (+++) Medium-M (++) Low-L (+)**

**Blooms Taxonomy**

	CA		End of Semester
	First	Second	
<i>Knowledge</i>	40%	40%	40%
<i>Understand</i>	40%	40%	40%
<i>Apply</i>	20%	20%	20%

**Title of the Paper: Basics of Event Management**

<b>Unit: I</b>	Introduction: Event Management – Definition, Need, Importance, Activities.	6 Hours
<b>Unit: II</b>	Concept and Design of Events: Event Co-ordination, Developing & Evaluating Event Concept – Event Design.	6 Hours
<b>Unit: III</b>	Event Feasibility: Resources – Feasibility, SWOT Analysis.	6 Hours
<b>Unit: IV</b>	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.	6 Hours
<b>Unit: V</b>	Event Budget – Financial Analysis – Event Cost – Event Sponsorship.	6 Hours

**Weightage in the Question Paper:** Theory – 100% and Problems – Nil

**Text Books:**

S. No	Book Details
01	Event Management by Sukhpreet Kaur, Excel Books Pvt. Ltd, New Delhi, ISBN: 978-93-90164-00-4
02	Chaudhary & Krishna (2022), Event Management, Bio-Green Publishers, ISBN: 9789391187354

**Reference Books:**

S. No	Reference Book Details
01	Event Management: An Integrated & Practical Approach by Razaq Raj, Paul Walters & Tahir Rashid (2009), SAGE Publications, ISBN:1412923344
02	Alex Genadinik (2015). Event Planning: Management & Marketing for Successful Events: Management & Marketing for Successful Events, Createspace Independent Publishing, ISBN: 1519178204

**Web Resources:**

S. No	Web Resources
01	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>
02	International Journal of Hospitality & Event Management
03	International Journal of Event and Festival Management

**Course Designers:**

Staff Name	Details
Dr. K. Lingaraja	Assistant Professor, Department of Business Administration, Thiagarajar College, Madurai - 09

**Lecture Schedule:**

Unit	Topic	No of hrs.
1.1	Introduction: Event Management	2
1.2	Definition, Need, Importance, Activities.	4
	<b>Total</b>	<b>6 Hours</b>
2.1	Concept and Design of Events	1
2.2	Event Co-ordination, Developing & Evaluating Event Concept	3
2.3	Event Design	2
	<b>Total</b>	<b>6 Hours</b>
3.1	Event Feasibility: Resources	2
3.2	Feasibility, SWOT Analysis	4
	<b>Total</b>	<b>6 Hours</b>
4.1	Event Planning & Promotion – Marketing & Promotion	3
4.2	5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	3
	<b>Total</b>	<b>6 Hours</b>
5.1	Event Budget – Financial Analysis	3
5.2	Event Cost – Event Sponsorship	3
	<b>Total</b>	<b>6 Hours</b>
<b>Total No of Hours</b>		<b>30 Hours</b>



<b>THIAGARAJAR COLLEGE, MADURAI – 9.</b> <b>(Re-Accredited with ‘A++’ Grade by NAAC)</b> <b>Department of Business Administration</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>UBA23FT11</b>	<b>Business Organization</b>	Foundation Course	2	-	-	2

**L- Lecture**

**T- Tutorial**

**P- Practical**

<b>Year</b>	<b>Semester</b>	<b>Int. Marks</b>	<b>Ext.Marks</b>	<b>Total</b>
I	I	25	75	100

### Preamble

This course embraces principles and activities in the core functional areas of Business Management.

### Course Outcomes

On the completion of the course the student will be able to

<b>Sl. No</b>	<b>Course Outcome</b>	<b>Expected Proficiency</b>	<b>Expected attainment</b>
CO1	To educate students about the nature of business	72	65
CO2	To introduce and understand the forms of business organization	65	55
CO3	To understand about the types of business combination	65	60
CO4	To understand the use of online platform in business	75	67
CO5	To understand and apply the basic computer applications for business	65	60

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

Strong –S (+++) Medium – M (++) Low – L (+)

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	S	S	S
CO2	S	S	S	S	M	S
CO3	S	S	S	S	S	S
CO4	S	S	S	S	S	S
CO5	S	S	S	S	S	S

Strong –S (+++) Medium-M (++) Low-L (+)

### Blooms Taxonomy

	CA		End of Semester
	First	Second	
<i>Knowledge</i>	40%	40%	40%
<i>Understand</i>	40%	40%	40%
<i>Apply</i>	20%	20%	20%

### Title of the Paper: Business Organisation

<b>Unit: I</b>	Business Organization: Definition, Concept, Characteristics, Objectives, Significance, Components, Functions. Business ethics, Social responsibilities of Business.
<b>Unit: II</b>	Forms of Business Organization: Detailed Study of Sole Proprietorship and Partnership, Joint Stock Companies & Co-operatives.
<b>Unit: III</b>	Business Combination: Meaning, Causes, Objectives, Types, Forms of Mergers, Takeovers and Acquisitions.

<b>Unit: IV</b>	Introduction to E- Business, B2B, B2C, Digital payment methods.
<b>Unit: V</b>	Internet – Scope – Opening an Email Account– Sending and Receiving – E-mails Using internet – Introduction to online shopping.
<b>Weightage in the Question Paper:</b> Theory – 100% and Problems – NIL	

#### Text Books:

S. No	Book Details with ISBN
01	Business Organisation – C.D. Balaji & Dr. G. Prasad Publisher: Margham Publications, Edition 1, Publication Date 1 January 2012, ISBN-13 9789381430767

#### Reference Books:

S. No	Reference Book Details with ISBN
01	Electronic commerce- A Managerial Perspective- Efraim Turban, Jae Lee, David King, H.Michael Chung (2010), Pearson Education.ISBN – 81-7808-362-0
02	Business Organisation – Dr. Mayank Singh, Dr. Daya Shanker Kanaujia, ISBN NO: 978-93-90570-62-1
03	Business Organisation and management – R K Singla, S S Narta. Publisher: V K Publications. Publication Date: 1 December 2008, ISBN-13 978-8189611248

#### Course Designers:

Staff Name	Details
Dr.P.Umarani	Assistant Professor
Dr.M.Pradeeba	Assistant Professor

#### Lecture Schedule:

Unit	Topic	No of lecture hrs.
1.1	Meaning and Definition of Business	1

<b>1.2</b>	Evolution of Business	1
<b>1.3</b>	Classification of business activities	2
<b>1.4</b>	Ethics and Social responsibility of business	2
	<b>Total</b>	<b>6</b>
<b>2.1</b>	Business Organization: Definition, Concept, Characteristics	2
<b>2.2</b>	Objectives and Significance	1
<b>2.3</b>	Components and Functions	1
<b>2.4</b>	Business ethics	1
<b>2.5</b>	Social responsibilities of Business	1
	<b>Total</b>	<b>6</b>
<b>3.1</b>	Business Combination: Meaning and Causes	1
<b>3.2</b>	Business Combination: Objectives	1
<b>3.3</b>	Types, Forms of Mergers	2
<b>3.4</b>	Takeovers and Acquisitions	2
	<b>Total</b>	<b>6</b>
<b>4.1</b>	Introduction to E- Business, B2B	2
<b>4.2</b>	B2C	2
<b>4.3</b>	Digital payment methods	2
	<b>Total</b>	<b>6</b>
<b>5.1</b>	Internet and Scope	1
<b>5.2</b>	Opening an Email Account	1
<b>5.3</b>	Sending and Receiving E-mails Using internet	2
<b>5.4</b>	Introduction to online shopping.	2
	<b>Total</b>	<b>30</b>
Total no of Hours		

**THIAGARAJAR COLLEGE, MADURAI – 9.****(Re-Accredited with ‘A++’ Grade by NAAC)****Department of Business Administration**

Course Code	Course Title	Category	L	T	P	Credit
UBA23AT11	Stress Management	AECC 2	2	-	-	2

**L- Lecture****T- Tutorial****P- Practical**

Year	Semester	Int. Marks	Ext.Marks	Total
2	I	25	75	100

**Preamble**

To familiarize students with the concept of stress, its types, its sources and to identify the cause and consequences of stress and implementing the strategies to overcome and manage stress at workplace

**Course Outcomes**

On the completion of the course the student will be able to

Sl. No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	To familiarize students with the concept and meaning of stress and identifying the types of stress	65	60
CO2	To identify the sources of stress, Eustress and distress	70	63
CO3	To enhance the ability to manage the consequences of stress.	68	65
CO4	To identify and develop suitable strategies to cope with stress.	75	67
CO5	To Provide insights to identify and apply various stress handling techniques.	60	50

**Mapping of Course Outcomes with Programme Specific Outcomes**

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	S
CO2	S	S	M	M	M
CO3	S	M	S	S	S
CO4	S	M	S	S	S
CO5	S	M	S	S	S

**Strong –S (+++) Medium – M (++) Low – L (+)**

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	S	M	S	S
CO2	M	S	M	S	S	S
CO3	S	S	S	S	S	S
CO4	M	S	M	S	M	M
CO5	S	S	S	S	M	S

Strong –S (+++) Medium-M (++) Low-L (+)

### Blooms Taxonomy

	CA		End of Semester
	First	Second	
<i>Knowledge</i>	20%	20%	40%
<i>Understand</i>	20%	20%	40%
<i>Apply</i>	10%	10%	20%

### Title of the Paper: Stress Management

<b>Unit: I</b>	<b><u>Understanding Stress</u></b> Stress – concept, features, Potential Sources of Stress – Environmental, Organizational and individual, Consequences of Stress – Physiological, Psychological and Behavioral Symptoms
<b>Unit: II</b>	<b><u>Stress at work place</u></b> Meaning, Reasons, Impact of Stress on Performance, Stress v/s Burnout
<b>Unit: III</b>	<b><u>Managing Stress – I Individual Level</u></b> Pre-requisites of Stress-free Life, Anxiety – Meaning, Mechanisms to cope up with anxiety. Relaxation – Concept and Techniques. Stress Management – Concept, Benefits. Managing Stress at Individual level.
<b>Unit: IV</b>	<b><u>Managing Stress – II Organizational level</u></b> Role of Organization in Managing Stress/ Stress Management Techniques, Approaches to Manage Stress – Action oriented, Emotion Oriented, Acceptance oriented.
<b>Unit: V</b>	<b><u>Stress Management Leading to Success</u></b> Eustress – Concept, Factors affecting Eustress. Stress Management Therapy – Concept, Benefits. Stress Counselling – Concept, Assessment of Stress – Tools and Methods, Future of Stress Management.
<b>Weightage in the Question Paper: Theory – 100% and Problems – Nil</b>	

**Text Books:**

S. No	Book Details with ISBN
01	Stephen P. Robbins, Timothy A. Judge, Timothy T. Campbell (2016): Organizational Behaviour (Sixteenth Edition), Pearson Education

**Reference Books:**

S. No	Reference Book Details with ISBN
01	Brian Luke Seaward, (2022). Managing Stress. (10th Edition). Jones and Bartlett. ISBN: 978-1-284-19999-4
02	J. Cranwell, Ward & A. Abbey: Organizational Stress, Palgrave Macmillan
03	Jerrold Greenberg: Comprehensive Stress Management, McGraw-Hill

**Course Designers:**

Staff Name	Details
Dr.C. Jothi Baskara Mohan	Associate Professor, Department of Business Administration, Thiagarajar College
Dr.P.Meenaprabha	Assistant Professor, Department of Business Administration, Thiagarajar College

**Lecture Schedule:**

Unit	Topic	No of lecture hrs.
1.1	Stress – concept, features	1
1.2	Types of stress Relation between Stressors and Stress 2	2
1.3	Potential Sources of Stress – Environmental, Organizational and Individual	2
1.4	Consequences of Stress – Physiological, Psychological and Behavioural Symptoms	1
	<b>Total</b>	<b>6</b>
2.1	Stress at work place – Meaning, Reasons.	2

<b>2.2</b>	Impact of Stress on Performance	2
<b>2.3</b>	Burnout – Concept	1
<b>2.4</b>	Stress v/s Burnout	1
		<b>6</b>
	<b>Total</b>	1
<b>3.1</b>	Pre-requisites of Stress-free Life	1
<b>3.2</b>	Anxiety – Meaning, Mechanisms to cope up with anxiety	2
<b>3.3</b>	Relaxation - Concept and Techniques	
<b>3.4</b>	Stress Management - Concept, Benefits Managing Stress at Individual level	2
	<b>Total</b>	<b>6</b>
<b>4.1</b>	Approaches to Manage Stress	2
<b>4.2</b>	Action oriented, Emotion oriented,	2
<b>4.3</b>	Acceptance oriented	2
	<b>Total</b>	<b>6</b>
<b>5.1</b>	Stress Management Therapy – Concept, Benefits	1
<b>5.2</b>	Mindfulness, Conditioned relaxation response,	2
<b>5.3</b>	Stress Counselling - Concept	2
<b>5.4</b>	Assessment of Stress - Tools and Methods Future of Stress Management	1
	<b>Total</b>	<b>30</b>
Total no of Hours(6+6+6+6+6=30)		



<b>THIAGARAJAR COLLEGE, MADURAI – 9.</b> <b>(Re-Accredited with ‘A++’ Grade by NAAC)</b> <b>Department of Business Administration</b>						
Course Code	Course Title	Category	L	T	P	Credit
UBA23CT21	Business Communication	Core 3	4	1	-	4

**L-Lecture**

**T-Tutorial**

**P-Practical**

Year	Semester	Int.Marks	Ext.Marks	Total
2023	II	25	75	100

### Preamble

Business communication is information sharing between people within and outside an organization that is performed for the commercial benefit of the organization. Success in Business and life depends upon the ability to communicate with others this is what Business communication aims to impart.

### Course Outcomes

On the completion of the course the student will be able to

Sl.No	Course Outcome	Expected Proficiency	Expected attainment
CO1	To educate students role & importance of communication skills	75	70
CO2	To build their listening, reading, writing & speaking communication skills.	68	65
CO3	To introduce the modern communication for managers.	60	50
CO4	To understand the skills required for facing interview	70	60
CO5	To facilitate the students to understand the concept of the Communication.	76	60

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S

<b>CO5</b>	S	S	S	S	S
------------	---	---	---	---	---

**Strong–S (+++)Medium–M(++)Low–L (+)**

### Mapping of Course Outcomes with Programme Outcomes

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	M	S	S	S	S
<b>CO2</b>	S	S	S	S	M
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	S	S	S	S	S

**Strong–S (+++)Medium–M(++)Low–L (+)**

### Blooms Taxonomy

	<b>CA</b>		<b>End of Semester</b>
	<b>First</b>	<b>Second</b>	
<i>Knowledge</i>	40%	40%	40%
<i>Understand</i>	30%	30%	30%
<i>Apply</i>	30%	30%	30%

### Title of the Paper: Business Communication

<b>Unit:I</b>	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.
<b>Unit:II</b>	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.
<b>Unit:III</b>	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language
<b>Unit:I V</b>	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing
<b>Unit:V</b>	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

**Weightage in the Question Paper:** Theory– 100%and Problems – Nil

**TextBooks:**

S.No	Book Details with ISBN
1	Rajendra Pal & Korlahalli J.S, Essentials of Business Communication, 13th Edition, (2017),– Sultan chand & sons, New Delhi. ISBN: 9788180547294

**Reference Books:**

S.No	ReferenceBook DetailswithISBN
01	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017, ISBN: 93-5161-062-5
02	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006, ISBN (13): 978-93-85965-05-0
03	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010, ISBN: 9780199597338
04	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015, ISBN: 9788180522369.

**Course Designers:**

Staff Name	Details
Dr.D.Anbugeetha	Assistant Professor
Dr.M.Pradeeba	Assistant Professor

**Lecture Schedule:**

Unit	Topic	No of lecture hrs.
1.1	Definition – Methods	3
1.2	Types – Principles of effective Communication	4

1.3	Barriers to Communication	4
1.4	Communication etiquette.	4
	<b>Total</b>	15
2.1	Business Letter – Layout	3
2.2	Kinds of Business Letters: application, offer	3
2.3	Kinds of Business Letters: acceptance/ acknowledgement and promotion letters.	3
2.4	Business Development Letters – Enquiry, replies, Order	3
2.5	Business Development Letters – Sales, circulars, Grievances.	3
	<b>Total</b>	15
3.1	Interviews- Direct, telephonic & Virtual interviews	4
3.2	Group discussion	3
3.3	Presentation skills	4
3.4	body language	4
	<b>Total</b>	15
4.1	Communication through Reports – Agenda	5
4.2	Minutes of Meeting	5
4.3	Resume Writing	5
	<b>Total</b>	15
5.1	Modern Forms of Communication: podcasts, Email, virtual meetings	4
5.2	Websites and their use in Business	4
5.3	social media	3
5.4	Professional Networking sites	4
	<b>Total</b>	15
Total no of Hours		75

**THIAGARAJAR COLLEGE, MADURAI – 9.**  
(Re-Accredited with 'A++' Grade by NAAC)  
Department of Business Administration

Course Code	Course Title	Category	L	T	P	Credit
UBA23CT22	Accounting for Managers II	Core -IV	3	1	-	4

L- Lecture

T- Tutorial

P- Practical

Year	Semester	Int. Marks	Ext.Marks	Total
I	Second	25	75	100

### Preamble

This course provides basic understanding of cost concepts and classification and to gain insights into the fundamental principles of cost and management accounting and use them in day-to-day business scenarios and to familiarize students with develop skills in tools & techniques and critically evaluate decision making in business.

### Course Outcomes

On the completion of the course the student will be able to

Sl. No	Course Outcome	Expected Proficiency	Expected attainment
CO1	Interpret Cost Sheet & Write Comments	75	70
CO2	Apply The Various Material Control Techniques	68	65
CO3	Compare Cost, Management & Financial Accounting	60	50
CO4	Analysis and Interpretation of Financial Statements	70	60
CO5	Estimate Budget and Use Budgetary Control and Evaluate Marginal Costing and its Components	76	60

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	M	M	S
CO2	M	S	S	L	M
CO3	S	M	L	M	L
CO4	L	M	S	S	S
CO5	M	S	L	M	S

**Strong –S (+++) Medium – M (++) Low – L (+)**

### Mapping of Course Outcomes with Programme Outcomes

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

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Blooms Taxonomy

	CA		End of Semester
	First	Second	
<i>Knowledge</i>	25%	25%	25%
<i>Understand</i>	25%	25%	25%
<i>Apply</i>	50%	50%	50%

### Title of the Paper: Accounting for Managers II

<b>Unit: I</b>	Cost Accounting – Meaning, Scope, Functions, Need, Importance and Limitations- Cost Concepts and Classification – Cost Sheets <b>(Problem)</b> .	12 Hours
<b>Unit: II</b>	Materials Control – Definition, Objectives and Advantages – Purchase Control – Centralised and Decentralised – Storekeeping – Objectives, Functions and Types – Objectives of Inventory Control – Stock Levels: Re-order Quantity (ROQ), Re-order Level (ROL), Minimum Level, Maximum Level and Safety Level – Inventory Management – FIFO and LIFO <b>(Problem)</b> .	12 Hours
<b>Unit: III</b>	Management Accounting – Meaning, Scope, Functions, Importance and Limitations – Management Accounting Vs. Cost Accounting. Management Accounting Vs. Financial Accounting.	12 Hours
<b>Unit: IV</b>	Analysis and Interpretation of Financial Statements – Nature, Objectives and Tools. Methods – Comparative Statements and Common Size Statement.	12 Hours
<b>Unit: V</b>	Budgets and Budgetary Control – Meaning, Objectives, Merits and Demerits – Marginal Costing – Cost Volume Profit Analysis – Break Even Analysis <b>(Problem)</b> .	12 Hours

**Weightage in the Question Paper:** Theory – 50% and Problems – 50%

**Text Books:**

S. No	Book Details with ISBN
01	S. Thothadri, S. Nafeesa and R B Syed Jalalutheen (2019), Cost Accounting, McGraw-Hill; First Edition (25 May 2019), ISBN-10: 9353166926/ ISBN 13: 9789353166922.
02	Rajiv Kumar Goel & Ishaan Goel (2019) Concept Building Approach to Management Accounting, Cengage India Private Limited, ISBN: 9386668599

**Reference Books:**

S. No	Reference Book Details with ISBN
01	Gupta, R.L and M. Radhaswamy (2018). Advanced Accountancy, Sultan Chand & Sons, ISBN: 81-8054-699-0
02	Horngren, Sunderu and Stratton (2013). Introduction to Management Accounting, Pearson Education, ISBN: 978-0273790013.
03	Jawahar Lal, Seema Srivastava, Seema Singh (2019). Cost Accounting, 6 <sup>th</sup> Edition –Tata McGraw Hill Publication, ISBN 10: 9353168384 / ISBN 13: 9789353168384.

**Web References:**

S. No	Web Resource Details
01	<a href="https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/">https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/</a>
02	<a href="http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859">http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859</a>
03	<a href="http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656">http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656</a>

**Course Designers:**

Staff Name	Details
Dr. K. Lingaraja	Assistant Professor, Department of Business Administration, Thiagarajar College, Madurai - 09

**Lecture Schedule:**

Unit	Topic	No of lecture hrs.
1.1	Cost Accounting – Meaning, Scope and Functions	3
1.2	Need, Importance and Limitations of Cost Accounting	3
1.3	Cost Concepts and Classification	2
1.4	Cost Sheets – Tenders & Quotation.	4
	<b>Total</b>	<b>12 Hours</b>
2.1	Materials Control – Definition, Objectives and Advantages	3
2.2	Purchase Control – Centralised and Decentralised – Storekeeping – Objectives, Functions and Types	3
2.3	Objectives of Inventory Control – Stock Levels: Re-order Quantity (ROQ), Re-order Level (ROL), Minimum Level, Maximum Level and Safety Level	3
2.4	Inventory Management – FIFO and LIFO	3
	<b>Total</b>	<b>12 Hours</b>
3.1	Management Accounting – Meaning, Scope.	3
3.2	Functions of Management Accounting	2
3.3	Importance and Limitations of Management Accounting	4
3.4	Management Accounting Vs. Cost Accounting. Management Accounting Vs. Financial Accounting.	3
	<b>Total</b>	<b>12 Hours</b>
4.1	Analysis and Interpretation of Financial Statements	3
4.2	Nature, Objectives and Tools	3
4.3	Methods - Comparative Statements and Common Size Statement.	6
	<b>Total</b>	<b>12 Hours</b>
5.1	Budgets and Budgetary Control – Meaning, Objectives	3
5.2	Merits and Demerits of Budgetary Control	4
5.3	Marginal Costing – Cost Volume Profit Analysis – Break Even Analysis	5
	<b>Total</b>	<b>12 Hours</b>
<b>Total No of Hours</b>		<b>60 Hours</b>



**THIAGARAJAR COLLEGE, MADURAI – 9.****(Re-Accredited with 'A++' Grade by NAAC)****Department of Business Administration**

Course Code	Course Title	Category	L	T	P	Credit
UBA23GT21	International Trade	Generic Elective 2	3	1	-	3

**L- Lecture****T- Tutorial****P- Practical**

Year	Semester	Int. Marks	Ext. Marks	Total
I	II	25	75	100

**Preamble**

Recognizing the importance of relationship in the field of Trade and Economic endeavor with a view to raise standard of living and to ensure Employment Opportunities.

**Course Outcomes**

On the completion of the course the student will be able to

Sl. No	Course Outcome	Expected Proficiency	Expected attainment
CO1	Classify the difference between internal and international trade and its significance	75	70
CO2	Explain international trade theories	68	65
CO3	Categorize Balance of Trade, Balance of Payment, Exchange rate concept	60	50
CO4	Reframe the relevance of international institutions and trading blocs.	70	60
CO5	Correlate globalization and its impact on Indian business scenario and export business.	76	60

**Mapping of Course Outcomes with Programme Specific Outcomes**

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	M	M	S	S	S
CO4	S	S	S	S	S
CO5	S	M	M	S	S

**Strong –S (+++) Medium – M (++) Low – L (+)**

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO1</b>	S	S	S	S	S	S
<b>CO2</b>	S	S	S	S	S	S
<b>CO3</b>	M	M	S	S	S	M
<b>CO4</b>	S	S	S	S	S	S
<b>CO5</b>	S	M	M	S	S	S

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge	30%	30%	30%
Understand	40%	40%	40%
Apply	30%	30%	30%

### Title of the Paper: International Trade

<b>Unit: I</b>	Difference between Domestic and International Trade – Importance of International Trade in the Global context.	12 HOURS
<b>Unit: II</b>	Theories of Foreign Trade: - Absolute, Comparative, equal cost differences (Adam Smith, Ricardo, Haberler's, Heckscher-Ohlin theories only)	12HOURS
<b>Unit: III</b>	Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates	12HOURS
<b>Unit: IV</b>	International Monetary Fund – IMF – International Liquidity- IBRD- WTO and its implications with special reference to India	12HOURS
<b>Unit: V</b>	International business Overview – globalization – MNC – FDI – Export management – Introduction to Export Procedure & Documentation- Export procedure & documentation.	12HOURS

**Weightage in the Question Paper:** Theory – 100% and Problems – NIL

**Text Books:**

S. No	Book Details with ISBN
01	Francis Cherunilam; International Business Text and Cases, PHI Learning Private Limited, Fifth edition, 2011.ISNB-9788120342149

**Reference Books:**

S. No	Reference Book Details with ISBN
01	Dr. S.Sankaran; International Trade, Margham publication, 2019.ISBN-9789383242252
02	Amrita Narlikar; International Trade and Developing Countries: Bargaining Coalitions in the GATT & WTO, Routledge, 2016.ISBN-0415318599
03	Francis Cherunilam; International Trade & Export Management, Himalaya Publications, 20th edition, 2017.ISBN-9789353674779

**Course Designers:**

Staff Name	Details
P.UMA RANI	ASSISTANT PROFESSOR

**Lecture Schedule:**

Unit	Topic	No of lecture hrs.
1.1	Introduction to International Trade.	3
1.2	Difference between Internal and International Trade	3
1.3	Importance of International Trade	3
1.4	Summary	3
	<b>Total</b>	<b>12</b>
2.1	Introduction to foreign trade	2

2.2	Theories of Foreign Trade	3
2.3	Absolute, Comparative, (Adam Smith, Ricardo, Haberler's Hechsher-Ohlin theories only)	3
2.4	Equal cost difference	3
2.5	Summary	1
	<b>Total</b>	<b>12</b>
3.1	Introduction	3
3.2	Balance of Trade, Balance of Payment	3
3.3	Causes of Disequilibrium, Methods to Correct Disequilibrium	3
3.4	Fixed and Floating Exchange Rates	3
	<b>Total</b>	<b>12</b>
4.1	Introduction International Monetary Fund – IMF	4
4.2	International Liquidity- IBRD	4
4.3	WTO and its implications with special reference to India	4
	<b>Total</b>	<b>12</b>
5.1	Introduction to international business	3
5.2	International business Overview – globalization	3
5.3	MNC – FDI – Export management	3
5.4	Significance to GDP- Export procedure & documentation.	3
	<b>Total</b>	<b>12</b>
Total no of Hours		60

<b>THIAGARAJAR COLLEGE, MADURAI – 9.</b> <b>(Re-Accredited with ‘A++’ Grade by NAAC)</b> <b>Department of Business Administration</b>						
Course Code	Course Title	Category	L	T	P	Credit
UBA23NT21	Managerial Skill Development	NME 2	2	-	-	2
<b>L- Lecture                      T- Tutorial                      P- Practical</b>						

Year	Semester	Int. Marks	Ext.Marks	Total
I	II	25	75	100

### Preamble

It involves an exchange and progression of thoughts, ideas, knowledge and information towards a mutually accepted goal or direction.

### Course Outcomes

On the completion of the course the student will be able to

Sl. No	Course Outcome	Expected Proficiency	Expected attainment
CO1	Identify the personal qualities that are needed to sustain in the world of work.	75	70
CO2	Explore more advanced Management Skills such as conflict Resolution, empowerment, working with teams and creating a positive environment for change.	68	65
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	60	50
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	70	60
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	76	60

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	S	S	M	L	M
<b>CO2</b>	M	L	S	M	S
<b>CO3</b>	S	S	L	S	L
<b>CO4</b>	M	L	M	M	S
<b>CO5</b>	S	S	S	L	L

**Strong –S (+++) Medium – M (++) Low – L (+)**

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO1</b>	S	S	M	M	S	S
<b>CO2</b>	M	S	S	L	M	M
<b>CO3</b>	S	L	M	S	S	S
<b>CO4</b>	S	S	S	L	L	M
<b>CO5</b>	S	L	L	M	S	S

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Blooms Taxonomy

	CA		End of Semester
	First	Second	
<i>Knowledge</i>	40%	40%	40%
<i>Understand</i>	40%	40%	40%
<i>Apply</i>	20%	20%	20%

## Title of the Paper: Managerial Skill Development

<b>Unit: I</b>	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self- concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self- learning styles, attitude towards change and applications of skills	<b>6 Hours</b>
<b>Unit: II</b>	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.	<b>6 Hours</b>
<b>Unit: III</b>	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.	<b>6 Hours</b>
<b>Unit: IV</b>	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.	<b>6 Hours</b>
<b>Unit: V</b>	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.	<b>6 Hours</b>

## Text Books:

S. No	Book Details with ISBN
1.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development, Alfa Publications, 2012

## Reference Books:

S. No	Reference Book Details with ISBN
1	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
2	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
3	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP

### Course Designers:

Staff Name	Details
Dr.P.Thillai Rajan	Associate Professor, Department of Business Administration, Thiagarajar College, Madurai,
Dr.R.Arun Prasath	Assistant Professor, Department of Business Administration, Thiagarajar College, Madurai,

### Lecture Schedule:

Unit	Topic	No of Lecture hrs.
1.1	Self: Core Competency, Understanding of Self, Components of Self	2
1.2	Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit	2
1.3	Self-learning styles, attitude towards change and applications of skills	2
	<b>Total</b>	<b>6</b>
2.1	Self Esteem: Meaning & Importance, Components of self-esteem,	2
2.2	High and low self-esteem, measuring our self-esteem and its effectiveness,	2
2.3	Personality mapping tests, Appreciative Intelligence.	2
	<b>Total</b>	<b>6</b>
3.1	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance	2



<b>3.2</b>	Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions	2
<b>3.3</b>	The six-phase model of Creative Thinking: ICEDIP model.	2
	<b>Total</b>	<b>6</b>
<b>4.1</b>	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning,	2
<b>4.2</b>	Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.	1
<b>4.3</b>	Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking,	2
<b>4.4</b>	Idea generation and evaluation (Brain Storming), Image generationand evaluation.	1
	<b>Total</b>	<b>6</b>
<b>5.1</b>	Communication related to course: How to make oral presentations, conducting meetings,	2
<b>5.2</b>	reporting of projects, reporting of case analysis, answering in Viva Voce	2
<b>5.3</b>	Assignment writing	2
	<b>Total</b>	<b>6</b>
<b>Total no of Hours</b>		<b>30</b>

**THIAGARAJAR COLLEGE, MADURAI – 9.****(Re-Accredited with 'A++' Grade by NAAC)****Department of Business Administration**

<b>Course Code</b>	<b>Course Title</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
UBA23ST21	Business Etiquette and Corporate Grooming	Skill Enhancement Course I	2	-	-	2

**L- Lecture****T- Tutorial****P- Practical**

<b>Year</b>	<b>Semester</b>	<b>Int. Marks</b>	<b>Ext.Marks</b>	<b>Total</b>
2023	II	25	75	100

**Preamble**

Objective of the paper is to introduce business etiquette and grooming further it aims at explaining the importance and the use of courtesy. Moreover, it tries to familiarize students with managing rude and impatient clients. Furthermore it intends to bring in e-mail etiquette, telephone manners and and to explain the important of cultural sensitivity and business attire

**Course Outcomes**

On the completion of the course the student will be able to

<b>Sl. No</b>	<b>Course Outcome</b>	<b>Expected Proficiency</b>	<b>Expected attainment</b>
CO1	To educate students the role and importance of communication skills.	75	70
CO2	To bring their listening, reading, writing and speaking communication skill.	68	65
CO3	To introduce the modern communication for managers.	60	50
CO4	To understand the skills required for facing interview.	70	60
CO5	To facilitate the students to understand the concept of communication.	76	60

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	M	S	S	S	S
<b>CO2</b>	S	S	S	S	M
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	-	S	S	S	S

**Strong –S (+++) Medium – M (++) Low – L (+)**

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	M	S	S	S	S
<b>CO2</b>	S	S	S	S	M
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	-	S	S	S	S

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Blooms Taxonomy

	CA		End of Semester
	First	Second	
<i>Knowledge</i>	30%	30%	30%
<i>Understand</i>	40%	40%	40%
<i>Apply</i>	30%	30%	30%

## Title of the Paper: Business Etiquette and Corporate Grooming

<b>Unit: I</b>	Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing.
<b>Unit: II</b>	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
<b>Unit: III</b>	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices
<b>Unit: IV</b>	Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication
<b>Unit: V</b>	Business Attire and Professionalism Business style and professional image- dress code- guidelines for appropriate business attire- grooming for success.

**Weightage in the Question Paper:** Theory – 100% and Problems – 00%

### Text Books:

S. No	Book Details with ISBN
01	<ul style="list-style-type: none"> <li>Business etiquette made easy: the essential guide to professional success (2020), Myka Meir , Skyhorse Publishing, ISBN-13: 9781510751934</li> </ul>

**Reference Books:**

S. No	Reference Book Details with ISBN
01	Indian Business Etiquette(2008), Raghu Palat, JAICO Publishers ISBN - 9788179929384
02	Nina Kochhar, “At Ease with Etiquette”, B.jain Publisher, 2011,ISBN - 9788131911037
03	NimeranSahukar, Prem P. Bhalla, “The Book of Etiquette and manners”, PustakMahi publishers, 2004 ISBN-9788122308341

**Course Designers:**

Staff Name	Details
Dr. D.Anbugeetha	Assistant Professor of Business Administration

**Lecture Schedule:**

Unit	Topic	No of lecture hrs.
1.1	Introduction to Business Etiquette	1
1.2	Introduction- ABCs of etiquette- meeting and greeting scenarios	1
1.3	principles of exceptional work behavior- role of good manners in business	2
1.4	Professional conduct and personal spacing.	2
	<b>Total</b>	<b>6</b>
2.1	Introduction: Workplace Courtesy and Business Ethics: Workplace Courtesy	1
2.2	Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings	1
2.3	Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment	2
2.4	conflict resolution strategies - Choosing appropriate gift in the business environment - real life workplace scenarios	1

<b>2.5</b>	company policy for business etiquette	1
	<b>Total</b>	<b>6</b>
<b>3.1</b>	Introduction: Workplace Courtesy and Business Ethics: Workplace Courtesy	2
<b>3.2</b>	Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings	2
<b>3.3</b>	Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment	1
<b>3.4</b>	conflict resolution strategies - Choosing appropriate gift in the business environment - real life workplace scenarios	1
	<b>Total</b>	<b>6</b>
<b>4.1</b>	Diversity and Cultural Awareness at Workplace Impact of diversity	2
<b>4.2</b>	Cultural Sensitivity - Taboos and Practices - Inter	2
<b>4.3</b>	Cultural Communication	2
	<b>Total</b>	<b>6</b>
<b>5.1</b>	Introduction	1
<b>5.2</b>	Business Attire and Professionalism Business style and professional image	2
<b>5.3</b>	Dress code	1
<b>5.4</b>	Guidelines for appropriate business attire- grooming for success.	2
	<b>Total</b>	<b>6</b>
Total no of Hours		30

**THIAGARAJAR COLLEGE, MADURAI – 9.****(Re-Accredited with 'A++' Grade by NAAC)****Department of Business Administration**

Course Code	Course Title	Category	L	T	P	Credit
UBA23AT21	Emotional Intelligence	AECC 2	2	-	-	2

**L- Lecture****T- Tutorial****P- Practical**

Year	Semester	Int. Marks	Ext.Marks	Total
1	II	50	50	100

**Preamble**

To familiarize students with the concept of emotions, its models, its significance and to identify the basic building blocks of emotional intelligence and its competencies in managing relationship at workplace

**Course Outcomes**

On the completion of the course the student will be able to

Sl. No	Course Outcome	Expected Proficiency	Expected attainment
CO1	To familiarize students with the concept of emotions, its models, its significance and to identify the basic building blocks of emotional intelligence and its competencies in managing relationship at workplace	75	70
CO2	To identify one's own feelings and managing them to overcome the difficulties in handling the relationships.	68	65
CO3	To develop the ability to be aware of the feelings and emotions of others and to manage effective relationships with others	60	50
CO4	To identify and measure the emotional intelligence of an individual and develop suitable strategies to enhance the emotional intelligence.	70	60
CO5	To Provide insights to identify and apply various techniques of self-management and relationship management and to analyze the characteristics in terms of the Emotional Quotient of an individual	76	60

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	S	S	S	M	S
<b>CO2</b>	S	S	M	M	M
<b>CO3</b>	S	M	S	S	S
<b>CO4</b>	S	M	S	S	S
<b>CO5</b>	S	M	S	S	S

**Strong –S (+++) Medium – M (++) Low – L (+)**

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO1</b>	S	S	S	M	S	S
<b>CO2</b>	M	S	M	S	S	S
<b>CO3</b>	S	S	S	S	S	S
<b>CO4</b>	M	S	M	S	M	M
<b>CO5</b>	S	S	S	S	M	S

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Blooms Taxonomy

	CA		End of Semester
	First	Second	
<i>Knowledge</i>	20%	20%	30%
<i>Understand</i>	20%	20%	30%
<i>Apply</i>	10%	10%	40%

### Title of the Paper: Emotional Intelligence

<b>Unit: I</b>	<u>FUNDAMENTALS OF EMOTIONAL INTELLIGENCE</u> Nature and Significance, Models of Emotional Intelligence: Ability, Trait, and Mixed. Building Blocks of Emotional Intelligence: Self-awareness, self-management, social awareness and relationship management
<b>Unit: II</b>	<u>PERSONAL COMPETENCE</u> Self-awareness: Observing and recognizing one's own feelings, Knowing one's strengths and areas of development. Self-Management: Managing emotions, anxiety, fear and anger.
<b>Unit: III</b>	<u>SOCIAL COMPETENCE</u> Social Awareness: Others' Perspectives, Empathy and Compassion. Relationship Management: Effective Communication, Collaboration, Teamwork and Conflict Management.



<b>Unit: IV</b>	<u>EMOTIONAL INTELLIGENCE: MEASUREMENT AND DEVELOPMENT</u> Measures of Emotional Intelligence, Strategies to develop and enhance emotional Intelligence
<b>Unit: V</b>	<u>PRACTICAL IMPLICATIONS OF EMOTIONAL MANAGEMENT</u> Emotional Literacy: Self-Management Techniques: Mindfulness, Conditioned relaxation response, Boundary Setting. Relationship Management Techniques: Display of Empathy, Effective Communication, Teamwork, Conflict Resolution.

**Weightage in the Question Paper:** Theory 100% and Problems – NIL

#### Text Books:

S. No	Book Details with ISBN
01	Goleman,D.(1998) Working with Emotional Intelligence, New York, Bantam Books.

#### Reference Books:

S. No	Reference Book Details with ISBN
01	Goleman,D.(1995)Emotional Intelligence.London,Bloomsbury
02	Mayer,J.D. and Salovey,P. and Caruso,D.R.(2000)Selecting a measure of emotional intelligence:The case for ability scales
03	Simmons,S and Simmons,J.C.(1997) Measuring Emotional Intelligence with techniques for self-improvement,Arlington,Texas,Summit Publishing Group.

#### Course Designers:

Staff Name	Details
Dr. C. Jothi Baskara Mohan	Associate Professor, Department of Business Administration, Thiagarajar College
Dr. P. Meenaprabha	Assistant Professor, Department of Business Administration, Thiagarajar College

**Lecture Schedule:**

Unit	Topic	No of lecture hrs.
1.1	Fundamentals Of Emotional Intelligence	1
1.2	Nature and Significance	2
1.3	Models of Emotional Intelligence: Ability, Trait, and Mixed.	2
1.4	Building Blocks of Emotional Intelligence: Self-awareness, self-management, social awareness and relationship management	1
	<b>Total</b>	<b>6</b>
2.1	Self-awareness	2
2.2	Observing and recognizing one's own feelings	1
2.3	Knowing one's strengths and areas of development	1
2.4	Self-Management	1
2.5	Managing emotions, anxiety, fear and anger	1
	<b>Total</b>	
3.1	Social Awareness: Others' Perspectives, Empathy and Compassion	1
3.2	Relationship Management: Effective Communication	1
3.3	Teamwork.	2
3.4	Conflict Management	2
	<b>Total</b>	<b>6</b>
4.1	Measures of Emotional Intelligence	2
4.2	Strategies to develop and enhance emotional Intelligence	2
4.3	Strategies to develop and enhance emotional Intelligence	2
	<b>Total</b>	<b>6</b>

<b>5.1</b>	Emotional Literacy: Self-Management Techniques	1
<b>5.2</b>	Mindfulness, Conditioned relaxation response,	2
<b>5.3</b>	Boundary Setting. Relationship Management Techniques:	1
<b>5.4</b>	Display of Empathy, Effective Communication, Teamwork, Conflict Resolution.	2
	<b>Total</b>	<b>6</b>
Total no of Hours(6+6+6+6+6=30)		30