



MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12

SYLLABUS

UG - COURSES – AFFILIATED COLLEGES

Course Structure for BBA
(Choice Based Credit System)

(with effect from the academic year 2024-2025 onwards)



Semester-II				
Part	Subject Status	Subject Title	Subject Code	Credit
I	LANGUAGE	TAMIL/MALAYALAM/HINDI	F1TL21/ F1MY21/ F1HD21	3
II	ENGLISH	ENGLISH	F2EN21	3
III	CORE	ORGANISATIONAL BEHAVIOUR	FCBA21	5
III	CORE	ACCOUNTING FOR MANAGERS - II	FCBA22	5
III	ELECTIVE	BUSINESS REGULATORY FRAME WORK	FEBA21	3
IV	SEC 2	MANAGERIAL SKILL DEVELOPMENT	FSBA21	1
IV	SEC 3	BUSINESS ETIQUETTE AND CORPORATE GROOMING	FSBA22	1
IV	NAAN MUDHALVAN	*SUBSTITUTE PAPER: OFFICE MANAGEMENT		2



Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks

A. Scheme for internal Assessment:

Maximum marks for written test: **20 marks**

3 internal tests, each of **1 hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:

Written test- 20 marks; Assignment -5 marks Total - 25 marks

B. Scheme of External Examination

3 hrs. examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade point (GP)	Performance
1	90-100	O	10	Outstanding
2	80-89	A+	9	Excellent
3	70-79	A	8	Very Good
4	60-69	B+	7	Good
5	50-59	B	6	Above Average
6	40-49	C	5	Pass
7	0-39	RA	-	Reappear
8	0	AA	-	Absent

➤ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\Sigma (GP \times C)}{\Sigma C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction : CGPA \geq 7.5*
- First Class : CGPA \geq 6.0
- Second Class : CGPA \geq 5.0 and $<$ 6.0
- Third Class : CGPA $<$ 5.0



PART I – TAMIL

பொதுத்தமிழ் 2

தமிழ் இலக்கிய வரலாறு 2

அலகு 1: தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

1. சிற்றிலக்கியம்: குறவஞ்சி, கலம்பம், உலா, பரணி, பள்ளு, பிள்ளைத்தமிழ், தூது, அந்தாதி.
2. தனிப்பாடல் அறிமுகம்
3. இக்கால இலக்கியம்: கவிதை, சிறுகதை, நாடகம், உரைநடை, திராவிட இயக்கம் வளர்த்த தமிழ்

அலகு 2 சிற்றிலக்கியமும், தனிப்பாடலும்

சிற்றிலக்கியம்:

1. கலிங்கத்து பரணி-விருந்தினரும் வரியவரு நெருங்கி யுண்ணரும் - முதல் - கேட்பாரைக் காண்மின் காண்மின் - வரை
2. திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கனிகொடுத்து
3. முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத்
4. அபிராமி அந்தாதி - கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்)
5. திருவரங்கக் கலம்பம் - மறம் - பிள்ளைப் பெருமாள் ஐயங்கார்-பேசுவந்த தூத செல்லரித்த ஓலை சொல்லுமோ
6. தமிழ்விடு தூது முதல் பத்து கண்ணிகள்

தனிப்பாடல்

1. வான்குருவி யின்கூடு - ஒளவையார்
2. ஆமணக்குக்கும் யானைக்கும் சிலேடை: முதிருக்கும் கொம்பசைக்கும் மூரித்தண்டே-காளமேகப் புலவர்
3. இம்பார் வான் எல்லை இராமனையே பாடி - வீரராகவர்
4. நாராய் நாராய் முத்தப் புலவர்

அலகு 3 இக்கால இலக்கியம் - 1

1. பாரதியார் பாரத சமுதாயம் வாழ்கவே
2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா
3. நாமக்கல் கவிஞர் - கத்தியின்றி
4. தமிழ் ஒளி - மீன்கள் (அந்தி நிலா பார்க்க வா)
5. ஈரோடு தமிழன்பன் - எட்டாவது சீர் (வணக்கம் வள்ளுவ)

சிறுகதைகள்

1. புதுமைப்பித்தன் - கடிதம்
2. ஜெயகாந்தன் - வாய்ச் சொற்கள் (மாலை மயக்கம் தொகுப்பு)
3. ஆர். சூடாமணி - அந்நியர்கள்

உரைநடை :

1. மு. வ கடிதங்கள் - தம்பிக்கு நூலில் முதல் இரண்டு கடிதங்கள்



அலகு 4 இக்கால இலக்கியம் 2

1. தந்தை பெரியார் - திருக்குறள் (மாநாட்டு) உரை
2. பேரறிஞர் அண்ணா - இரண்டாம் உலகத் தமிழ் மாநாட்டு உரை
3. கலைஞர் மு. கருணாநிதி - தொல்காப்பிய பூங்கா-எழுத்து-முதல் நூற்பா கட்டுரை

நாடகம் /திரைத்தமிழ்:

1. வேலைக்காரி - திரைப்படம்
2. ராஜா ராணி - சாக்ரடீஸ் - ஓரங்க நாடகம்

இதழியல் தமிழ்:

முரசொலி கடிதம்

1. செம்மொழி வரலாற்றில் சில செப்பேடுகள்

அலகு 5 மொழிப் பயிற்சி

சொல் வேறுபாடு / பிழை தவிர்த்தல்

வாசிப்பது - வாசிப்பாளர்

சுவர் - சுவரில்

வயிறு - வயிற்றல்

கோயில் - கோவில்

கரறுப்பு - கருப்பு

இயக்குநர் - இயக்குனர்

சில்லறை - சில்லரை

முறித்தல் - முரித்தல்

மனம் - மனசு - மனது

அருகில் - அருகாமையில்

அக்கரை - அக்கறை

மங்கலம் - மங்களம்

பயிற்சி:

1. பிழையான சொற்களை ஒரு பத்தியில் கொடுத்து அந்தந்தப் பிழையான சொற்களைச் சரியாக எழுதச் செய்தல்
2. சிறிய பத்தி ஒன்றை ஆங்கிலத்தில் கொடுத்து அதனைத் தமிழில் மொழிபெயர்க்க வைத்தல்

Text Books:

1. பிழையான சொற்களைச் சரியாக எழுதச் செய்தல்
2. சிறிய பத்தி ஒன்றை ஆங்கிலத்தில் கொடுத்து அதனைத் தமிழில் மொழிபெயர்க்க வைத்தல்

Reference Books:

- மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதமி, புதுடெல்லி
- மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
- தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
- தமிழ் இளகிய வரலாறு - முனைவர் சிற்பி பாலசுப்ரமணியன், முனைவர்.சொ. சேதுபதி
- புதி யதமிழ் இலக்கிய வரலாறு - முனைவர் சிற்பி பாலசுப்ரமணியன், நீல. பத்மநாபன்

Web Sources:

- இணைய தமிழ் நூலகம் - சென்னை நூலகம் - Online Tamil Library - ChennaiLibrary.com
- [முகப்பு - சிறுகதைகள் \(sirukathaigal.com\)](http://முகப்பு - சிறுகதைகள் (sirukathaigal.com))
- www.tamilvirtualuniversity.org
- [Buy tamil books online 10% to 50% discount, Tamil Novels, Tamil Audio Books online - Buy tamil books online - Established 2010 \(noolulagam.com\)](http://Buy tamil books online 10% to 50% discount, Tamil Novels, Tamil Audio Books online - Buy tamil books online - Established 2010 (noolulagam.com))
- www.katuraitamilblogspot.com



MALAYALAM

PAPER- II Office Communication Malayalam

Learning Objectives

- To give compressive view of communication and its scope and importance in official communication and business communication
- To recall the official writing styles
- To understand different kinds of letter drafting
- To Generalize office keeping and data management
- To differentiate the structural and content variations both official and non-official communication
- To compare the different style of letters based on domains
- To Conceptualize the different trends in computer network and social media

UNITS I

This unit introduces basic communication skills in Malayalam. Salutation, Discourse markers, formal and informal communication strategies, principles of communication, reading and analysis are also introduced

Language-oral and written-importance of languages-formal and informal – communication style in written communication-principles of written communication Text-messages-Email-letter drafting- different types of letter drafting personal letters- -Business letters Official letters—letter to the editor memorandums- Bio data-Reports-press conference-business proposal

UNIT II

This unit introduces - word processing and Editing text Auto correct spell check & grammar check, undo & redo Text formatting Changing case, drop caps, coloring & highlighting text, adding special characters, bullets & numbering

Document formation compositional and typographical ways. Advanced page layout in word Borders, box, shading, page fills & back ground Module and Table & columns Creating tables Inserting tables from the menu & tool bar, drawing tables Manipulating tables Selecting tables elements, inserting & deleting columns & rows, adjusting table properties, are introduced . This unit introduces the Printing word documents Using print preview. Practical knowledge in different fonts and Unicode

UNIT III

This Unit Introduces blog writing, technical writing, content editing, Proof reading, news making, advertisement writing (Writing for career)



UNIT IV

Official language- Malayalam

Detailed study-

1. Malayalam nammude mathru bhasha.- Bharana bhasha prasnangal- M.V.Thomas,State Institute of languages.
2. Bharanam janakeeya bhashayil- Bharana bhasha prasnangal M.V.Thomas-State Institute of languages
3. Deseeyodgrathanam pradesika bhashakaliloode -Bharana bhasha prasnangal M.V.Thomas,State Institute of languages
4. Bhasha samraajyam srishtikkum--- Bhashayum bharanabhashayum Dr.Ezhumattoor Raja raja Varmma ,State Institute of languages
5. Swathanthryathinte Kodiyadayalam- Bhashayum bharanabhashayum Dr.Ezhumattoor Raja raja Varmma, State Institute of languages
6. Bharanaghatana vyavasthakal- Bhashayum bharanabhashayum- Dr.Ezhumattoor Rajaraja Varmma, State Institute of languages
7. Malayala dinaghoshavum Bharanabhashavaraghoshavum Bhashayum bharanabhashayum-Dr.Ezhumattoor Rajaraja Varmma, State Institute of languages

UNIT V

This unit introduces Malayalam for Competitive Exams. Reading comprehension, reasoning , inferential comprehension, analogical creations(Competitive Malayalam) Malayalam for language Specific Exams for writing UPSC, PSC exams

Reading List (Print and Online)

1. Bharana bhasha prasnangal- M.V.Thomas-State Institute of languages
2. Business Communication for Success: Publisher: University of Minnesota Libraries Publishing
3. Vanijyaparamaya kathidapadukal,G.R.Pilla .State Institute of languages
4. Bhashayum bharanabhashayum-Dr.Ezhumattoor Rajaraja Varmma,



HINDI

Kahani, Ekanki aur Vyakaran

Course Objectives

The Main Objectives of this course are to:

- Introduction to Hindi fiction
- Teaching of social values through stories and skits
- Practical application of grammar

Unit I

Hindi Katha-Sahitya: Parichay

- Kahani ke Tatva
- Hindi ke Pramukh kahanikaro ka Parichay
- Ekanki ke Tattva
- Hindi ke Pramukh Ekankikaro ka Parichay

Unit II

Hindi Kahaniya

- Premchand – Bade Ghar ki Beti
- Malathi Joshi – Vo Tera Ghar Yah Mera Ghar
- Pita - Gyanranjan

Unit III

Hindi Ekanki

- Lakshmi ka Swagat – Upendranath Ashk
- Vibhajan – Vishnu Prabhakar
- Maa Baap – Sri Vishnu

Unit IV

Vyakaran

- Kriya Visheshan
- Sambandh Bodhak
- Samuchay Bodhak
- Vismayadi Bodhak aadi shabdo ka prayog

Unit V

Pratiyogi Pariksha par aadharit Nimnalikhit Vishayo se sambandhit Prashikshan Karya

- Tamil Bhasha: Mahakavi Bharatiyar
- Sanket Vikas dwara Lekhan kala aur Kahani Lekhan ka Vikas
- Gadyansh dekhkar sahi Shirshak chunna
- Pathit Vyakaran par aadharit Vakya rachna
- Vibhinna Pratiyogi parikshao ke bare mein suchna pradan dena

Reference Books

1. Aath Ekanki Natak – Ed. Dr. Ramkumar Verma
2. Das Ekanki

Related Online Contents (MOOCs, SWAYAM, NPTEL, YouTube, Websites, etc.)

1. Lokpriya Kahaniya: <https://www.hindwi.org/sangrahaalay/100-best-storiesin-hindii>
2. Vo Tera Ghar Ye Mera Ghar:
http://gadyakosh.org/gk/%E0%A4%B5%E0%A5%8B_%E0%A4%A4%E0%A5%87%E0%A4%B0%E0%A4%BE_%E0%A4%98%E0%A4%B0_%E0%A4%AF%E0%A5%87_%E0%A4%AE%E0%A5%87%E0%A4%B0%E0%A4%BE_%E0%A4%98%E0%A4%B0_%E0%A4%AE%E0%A4%BE%00%A4%B2%E0%A4%A4%E0%A5%80_%E0%A4%9C%E0%A5%8B%E0%A4%B6%E0%A5%80
3. <https://hindistory.net/>



Part II English

GENERAL ENGLISH - II

Learning Objectives

- To make students realize the importance of resilience
- To enable them to become good decision makers
- To enable them to imbibe problem-solving skills
- To enable them to use tenses appropriately
- To help them use English effectively at the work place.

UNIT I

RESILIENCE

Poem

- 1.1 Don't Quit – Edgar A. Guest
- 1.2 Still Here – Langston Hughes

Short Story

- 1.3 Engine Trouble – R.K. Narayan
- 1.4 Rip Van Winkle – Washington Irving

UNIT II

DECISION MAKING

Short Story

- 2.1 The Scribe – Kristin Hunter
- 2.2 The Lady or the Tiger - Frank Stockton

Poem

- 2.3 The Road not Taken – Robert Frost
- 2.4 Snake – D. H Lawrence

UNIT III

PROBLEM SOLVING

Prose life Story

- 3.1 How I taught My Grandmother to Read – Sudha Murthy

Autobiography

- 3.3 How frog Went to Heaven – A Tale of Angolo
- 3.4 Wings of Fire (Chapters 1,2,3) by A.P.J Abdul Kalam

UNIT IV

Tenses

- 4.1 Present
- 4.2 Past
- 4.3 Future
- 4.4 Concord

UNIT V

English in the Workplace

- 5.1 E-mail – Invitation, Enquiry, Seeking Clarification
- 5.2 Circular
- 5.3 Memo
- 5.4 Minutes of the Meeting



Text Books (Latest Editions)**References Books**

1. Martin Hewings. Advanced English Grammar. Cambridge University Press, 2000
2. SP Bakshi, Richa Sharma. Descriptive English. Arihant Publications (India) Ltd., 2019.
3. Sheena Cameron, Louise Dempsey. The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing, 2019.
4. Barbara Sherman. Skimming and Scanning Techniques, Liberty University Press, 2014.
5. Phil Chambers. Brilliant Speed Reading: Whatever you need to read, however. Pearson, 2013.
6. Communication Skills : Practical Approach Ed. Shaikh Moula Ramendra Kumar. Stories of Resilience, Blue Rose Publications, 2020.

Web Sources

1. Langston Hughes. Still Here
<https://poetryace.com/im-still-here>
2. R. K. Narayan. Engine Trouble
<http://www.sbioaschooltrichy.org/work/Work/images/new/8e.pdf>
3. Washington Irving. Rip Van Winkle
<https://www.gutenberg.org/files/60976/60976-h/60976-h.htm>
4. Frank Stockton. The Lady or the Tiger <https://www.gutenberg.org/ebooks/396>

ORGANIZATIONAL BEHAVIOUR

Learning Objectives

- To have extensive knowledge on OB and the scope of OB.
- To create awareness of Individual Behaviour.
- To enhance the understanding of Group Behaviour
- To know the basics of Organisational Culture and Organisational Structure
- To understand Organisational Change, Conflict and Power

UNIT I

Introduction : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB

UNIT II**Individual Behaviour:**

1. Learning and attitude - Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude.
2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor

UNIT III

Personality and Values : Concept of personality; Myers- Briggs Type Indicator



(MBTI); Big Five model. Relevance of values; factors affecting perception.

UNIT IV

Group Behaviour :

1. Groups and Work Teams: Concept : Five Stage model of group development;
2. Leadership: Concept and theories - Styles - Behavioral theories and contingency theories.

UNIT V

Organisational Culture And Change: - Concept of culture - Forces of change, planned change, Resistance, Steps to overcoming resistance

Reading List

1. Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18th Edition, 2022.
2. Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
3. Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011
4. Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017)
5. Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2nd edition (29 November 2018).

References Books

1. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
2. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
3. S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4. J.Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
5. John Newstrom, Organizational Behaviour: Human Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)

Web Resources

1. <https://www.iedunote.com/organizational-behavior>
2. <https://www.london.edu/faculty-and-research/organisational-behaviour>
3. Journal of Organizational Behavior on JSTOR
4. International Journal of Organization Theory & Behavior | Emerald Publishing
5. <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behaviorv1.1.pdf>



ACCOUNTING FOR MANAGERS

Learning Objectives

- To provide basic understanding of cost concepts and classification.
- To develop skills in tools & techniques and critically evaluate decision making in business.
- To understand various ratios and cash flow related to finance
- To recognize the role of budgets and variance as a tool of planning and control.
- To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

UNIT I

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets

UNIT II

Management accounting – Meaning, nature, scope and functions, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover.

UNIT IV

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

UNIT V

Marginal Costing - Definition - Characteristics - Advantages - Demerits - Managerial Applications of Marginal Costing

Reading List

1. Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2. T.S. and A .Murthy. Management Accounting. Chennai: Margham, 2007.
3. Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.
4. Maheshwari S.N, Advanced Accountancy (Part1I). Vikas, 2007.
5. Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: Sahitya Shawan, 2017.

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1. Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai



2. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
3. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
4. Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
5. Rajiv Kumar Goel & IshaanGoel, Concept Building Approach to Management Accounting , 2019
6. Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 2015.

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1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-costaccounting/meaning-of-management-accounting/>
2. <https://efinancemanagement.com/financial-accounting/management-accounting>
3. <http://www.accountingnotes.net/managementaccounting/managementaccountingmeaning-limitations-and-scope/5859>
4. <https://www.wallstreetmojo.com/ratio-analysis/>
5. <http://www.accountingnotes.net/cost-accounting/variance-analysis/whatisvarianceanalysis-cost-accounting/10656>

BUSINESS REGULATORY FRAME WORK

Course Objectives

- Explain Indian Contracts Act
- Understand Sales of goods act& contract of agency
- Understand Indian Companies Act 1956
- Understand Consumer Protection Act – RTI
- Understand Cyber law

UNIT I

Indian Contracts Act 1872 - Essentials - Offer and Acceptance - Consideration - Capacity of the parties

UNIT II

Special Contract - Indemnity and Guarantee - Bailment and Pledge

UNIT III

Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA - Appointment of Directors- Duties-Meeting- Resolutions –Winding up

UNIT IV

Consumer Protection Act –Definitions (Sec 2) - Consumer protection council (Chapter II, Secs 4 to 8) - Consumer Disputes Redressal Agencies (Chapter III, 9 to 27) - Consumer Disputes Redressal Forum (The District Forum - (Secs. 10 to 15) -



Consumer Disputes Redressal Commission (The State Commission - Secs 16 to 19) – National Consumer Disputes Redressal Commission (National Commission - Secs 20 to 23)

UNIT V

Sale of Goods Act 1930 - Essentials -The Price - Difference between Sale and agreement to sell - Difference between Sale and Hire purchase agreement - Formation of a contract of a sale - kinds of goods - rights of an unpaid seller

Reading List

1. Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
2. Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3. ND Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons
4. Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni
5. Business Law (Commercial Law) – Dr. M.R. Sreenivasan

References Books

1. Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.
2. Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013
3. Business Regulatory Framework, Pearson Education India, 2011
4. Bare Acts- RTI, Consumer Protection Act
5. Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015

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1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatoryframework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/businessregularly-framework/51661>
4. International Journal of Law (lawjournals.org)
5. https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

MANAGERIAL SKILL DEVELOPMENT

Learning Objectives

- To improve the self-confidence, groom the personality and build emotional competence
- To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
- To assess the Emotional intelligence



- To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
- To improve professional etiquettes

UNIT I

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image.

UNIT II

Self Esteem: Meaning & Importance, Components of self-esteem

UNIT III

Building Emotional Competence: Emotional Intelligence — Meaning, Components and Importance

UNIT IV

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning.

Creativity: Definition and nature of creativity, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

UNIT V

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

Reading List

1. Managerial Skill Articles
2. The Management Skills of SALL Managers - SiSAL Journal
3. Managerial Skills by Dr.K.Alex S.CHAND
4. Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
5. Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

References Books

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India



- Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
 4. P.Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
 5. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

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1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerialskill-development-syllabus/63>
2. https://www.academia.edu/4358901/managerial_skill_development_pdf
3. https://www.academia.edu/4358901/managerial_skill_development_pdf
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
5. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

BUSINESS ETIQUETTE AND CORPORATE GROOMING

Learning Objectives

- To impart knowledge about basic etiquettes in professional conduct
- To provide understanding about the workplace courtesy and ethical issues involved
- To suggest on guidelines in managing rude and impatient clients
- To familiarize students about significance of cultural sensitivity and the relative business attire
- To stress on the importance of attire

UNIT I

Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios principles of exceptional work behavior

UNIT II

Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective

UNIT III

Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines



UNIT IV

Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter- Cultural Communication

UNIT V**Business Attire and Professionalism**

Business style and professional image-dress code guidelines for appropriate business attire- rooming for success.

Reading List

1. Journal of Computer Mediated Communication By ICA
2. Business and Professional Communication by Sage Journals
3. Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
4. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5. Shital Kakkar Mehra,—Business Etiquette: A guide for the Indian Professional, Harper Collins Publisher (2012)

References Books

1. Indian Business Etiquette, Raghu Palat, JAICO Publishers
2. Nina Kochhar,—At Ease with Etiquette, B. Jain Publisher, 2011
3. Nimeran Sahukar, Prem P. Bhalla,—The Book of Etiquette and Manners, Pustak Mahi publishers, 2004
4. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
5. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, Mc Graw Hill Education

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1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
2. [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf)
3. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professionalwardrobe-nbsp-.pdf>
4. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
5. https://wikieducator.org/Business_etiquette_and_grooming

OFFICE MANAGEMENT**Learning Objectives**

- Understand the concept of office and qualities of manager
- Analyse the office environment
- Develop the skills of mail handling.
- Organise office form
- Describe Office appliance



UNIT I

Office - Meaning and Importance - Functions of Office - Officer Manager - Qualities of a Manager

UNIT II

Office Environment - Office layout - Objectives - Advantages and Disadvantages

UNIT III

Mail Handling - Centralized and Decentralized Mail Handling

UNIT IV

Office forms - Meaning - Type of forms – Objectives and its advantages

UNIT V

Office Appliances - Meaning - Importance - Factors in Selecting office Machines

Reading List

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4. Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
5. Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

References Books

1. Commercial correspondence and office management - R.S.N. Pillai and Baghavathi
2. Office Management - R.K. Chopra
3. Office Management - Prasanta K.Ghosh
4. Office Organisation and Management - S.P. Arora
5. Business Communication (Text, cases and Laboratory Manual) - C.S.C. Krishnamacharyulu and Lalitha Ramakrishnan

Web Resources

1. <https://www.schandpublishing.com/books/higher-education/commercemangement/office-management/9788121922524/>
2. http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-EM1.pdf
3. https://cuils.cuchd.in/cgi-bin/koha/opacdetail.pl?biblionumber=125675&shelfbrowse_itemnumber=163517
4. <https://www.waterstones.com/category/business-finance-law/business/officeand-workplace/office-management>
5. https://www.academia.edu/44331654/Book_Office_Management_and_Secretarial_Practice_OMSP

