



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-I				
Part	Subject Status	Subject Title	Subject Code	Credit
I	LANGUAGE	TAMIL/MALAYALAM/HINDI	F1TL11/ F1MY11/ F1HD11	3
II	ENGLISH	ENGLISH	F2EN11	3
III	CORE	PRINCIPLES OF MANAGEMENT	FCBA11	5
III	CORE	ACCOUNTING FOR MANAGERS I	FCBA12	5
III	ELECTIVE	MANAGERIAL ECONOMICS	FEBA11	4
IV	SEC 1	BASICS OF EVENT MANAGEMENT	FSBA11	2
IV	FC	MANAGERIAL COMMUNICATION	FFBA11	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



பொதுத்தமிழ் 1

தமிழ் இலக்கிய வரலாறு 1

அலகு 1: தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.

1. இலக்கணம்:

அ. தொல்காப்பியம், இறையனார், களவியல் உரை, நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல் தண்டியலங்காரம், யாப்பருக்கலக்காரிகை- நூல்கள்

ஆ. மொழிப் பயிற்சி - ஒற்றுப்பிழை தவிர்த்தல்

- வல்லினம் மிகும் இடங்கள்
- வல்லினம் மிகா இடங்கள்
- ஈரொற்று வரும் இடங்கள்
- ஒரு, ஓர் வரும் இடங்கள்
- அது, அஃது வரும் இடங்கள்
- தான், தாம் வரும் இடங்கள்

பயிற்சி: வல்லினம் மிகும் இடங்கள், மிகா இடங்கள் தவறாக வரும்வகையில் ஒரு பத்தி கொடுத்து ஒற்றுப் பிழை திருத்தி எழுதச் செய்தல்.

2. சங்க இலக்கியம்-எட்டுத்தொகை, பாத்துப்பாட்டு
3. அற இலக்கியம்-பதினெண்கீழ்கணக்கு நூல்கள்
4. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்
5. பக்தி இலக்கியமும் (பன்னிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் - பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

அலகு 2: சங்க இலக்கியம்

எட்டுத்தொகை

1. நற்றிணை-முதல் பாடல் - நின்ற சொல்லர்
2. குறுந்தொகை 3 ஆம் பாடல் - நிலத்தினும் பெரிதே
3. ஐங்குறுநூறு-நெல் பல பொலிக! பொன் பெரிது சிறக்க! (முதல் பாடல்)-வேட்கைப் பத்து
4. கலித்தொகை -51 - சுடர்தொடிக் கேளாய் - குறிஞ்சிக் கலி
5. புறநானூறு-189 தெண்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ - 187

பத்துப்பாட்டு:

1. முல்லைப்பாட்டு (முழுவதும்)

அலகு 3: அற இலக்கியம்

1. திருக்குறள் - அறன் வலியுறுத்தல் அதிகாரம்
2. நாலடியார் -பாடல் 131 (கஞ்சியாழகும்)
3. நான்மணிக்கடிகை - நிலத்துக்கு அணியென்ப
4. பழமொழி நானூறு-தம் நடை நோக்கார்
5. இனியவை நாற்பது-37 இளமையை மூப்பு என்று

அலகு 4: காப்பிய இலக்கியம்

1. சிலப்பதிகாரம் - வழக்குரைகாதை



2. மணிமேகலை - பாத்திரம் பெற்ற காதை
3. பெரியபுராணம்- பூசலார் நாயனார்புராணம்
4. கம்பராமாயணம்-குகப் படலம்
5. சீறாப்புராணம் - மாணுக்குப் பிணை நின்ற படலம்
6. இயேசு காவியம்-ஊதாரிப்பிள்ளை

அலகு 5: பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்

பக்தி இலக்கியம்:

1. திருநாவுக்கரசர் தேவாரம்-நாமார்க்கும் குடியல்லோம் எனத் தொடங்கும் பாடல் மட்டும்
2. மாணிக்கவாசகர் திருவாசகம் - நமச்சிவாய வா ஆழ்க நாதன்தான் வாழ்க முதல் சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க வரை
3. பொய்கையாழ்வார்-வையந் தகனியா வர்கடலே
4. பூதத்தாழ்வார் - அன்பே தகனியா
5. பேயாழ்வார் - திருக்கண்டேன் பொன்மேனி கண்டேன்
6. ஆண்டாள் - திருப்பாவை மார்களித் திங்கள் (முதல் பாடல்)

பகுத்தறிவு இலக்கியம்;

1. திருமூலர் - திருமந்திரம் (270,271,274,275 285)
2. பட்டினத்தார் - திருவிடை மருதூர் (காடே திரிந்து - எனத் தொடங்கும் பாடல் பா. எண்; 279,280)
3. கடுவெளி சித்தர் - பாபஞ்செய் எதிரி மனமே (பாடல் முழுவதும்)
4. இராவண காவியம் - தாய்மொழிப் படலம் 18 ஏடுகை இல்ல ரில்லை முதல் - 22 செந்தமிழ் வளர்த்தார் வரை

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](http://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 I- PROSE, COMPOSITION AND TRANSLATION

Unit 1

This unit focus on the importance of Malayalam fiction, -the origin and development of Malayalam Short story –renaissance in short story—Thakazhi-Basheer-Karoor- - Navothana katha:

For detailed study:

1. Marappavakal- Karoor Neelakantappilla.
2. Uthuppante kinar.-Karoor Neelakantappilla.
3. Ezhunnallathuduty-Karoor Neelakantappilla.

Unit II

Kathayum adhunikathayum- To familiarize – Romanticism -Modernism, Plot and narration in modern short stories

For detailed study:

1. Neippayasam –Madhavikutty
2. Kadaltheerathu-.O.V.Vijayan
3. Radha radhamathram-M.Mukundan

Unit III

Samakala katha– Post modernism- Globalization-Women –Dalit- Cyber – Environmental issues in short stories-

The theme, structure and narrative style of the authors -comparison-

For detailed study:

1. Viyarppadayalanganl-Sara Joseph
2. Jwala - Priya .A.S
3. Vartha sareeram –Santhosh Echikkanam
4. Otta vaikkol viplavam –V.J.James

Unit IV

This unit briefs the history of Malayalm Novel- major works, romantic period- of M T Vasudevan Nair , narrative style of Nalukettu- craft and characterization in Nalukettu

Unit V

This unit focus on Translation, Word level and syntactic level and also discuss the writing style of Essay- introduce proverbs and paraphrasing in Malayalam

Recommended Texts

1. Marappavakalum mattu kathakalum – Karoor Neelakantapilla. (only 3 stories (a.)Marappavakal (b)Uthuppante kinar (c) Ezhunnallathuduty))
2. Nalukettu- .Novel -M.T.Vasudevan Nair

Reading list (print and online)

1. Adhunika Malayala Sahithya Charithram Prasthanangalilude – Dr. K.M.George (Ed.)
2. Cherukadha Innale Innu - M.Achuthan
3. Kadha Thedunna Kadha - N.Prabhakaran
4. M.T. Vakkinte Vismayam – V.R.Sudheesh
5. Kadhayum Kalavum –K.S.Ravikumar
6. Malayala Novalilee Desakaalanganl- E. Ramkrishnan
7. Maranunna Malayala Noval- K.P. Appan
8. Andhanaya Daivam- P.K.Rajasekharan
9. Shyalee shilppam- Dr.K.M. Prabhakra Warier
10. Bhasha gadhyam- C.V. Vasudeva Bhattathiri
11. Karur Kadha patanam- M.M.Basheer



HINDI - Hindi ka Samanya Gyan, Vyakaran aur Nibandh

Unit I

Buniyadi Hindi

- Swar
- Vyanjan
- Barah Khadi
- Shabd aur
- Vakya Rachna

Unit II

Hindi Shabdavali

- Rishto ke Naam
- Gharelu padartho ke Naam

Unit III

Vyakaran

- Sadharan Vakya aur Sangya
- Sarvanam
- Visheshan
- Kriya aadi shabdo ka prayog

Unit IV

Chote Gadyansh ka Pathan

- Bacho ki Kahaniya (1 to 5)
- Patra-Patrikao mein prakashit Gadyansho ka Pathan

Unit V

Nibandh

- Sant Tiruvalluvar
- E.V.R Thandai Periyar
- Naari Sashaktikaran
- Paryavaran Sanrakshan
- Vibhinna pratiyogi parikshao ke bare mein jaankari dena

Pratiyogi priksa par adharit nibandho dwara bhasha ki kshamta badhane vale prashikshan kary.

Reference Books

1. Hindi ke Avyay Vakyansh – Chaturbhuji Sahay
2. Subodh Hindi Vyakaran – Phoolchand Jain
3. Sankshipt Hindi Vyakaran – Kamta Prasad
4. Vyavaharik Hindi – Nagappa
5. Abhinav Hindi Vyakaran – Nagappa
6. Saral Hindi Vyakaran – Shyamchandra Kapur
7. Vyakaran Pradeep – Ramdev
8. Laghu Bal Kathaye – Ramashankar



9. Manoranjak Kahaniya – Premchand

10. CONCISE GRAMMAR OF THE HINDI LANGUAGE - H.C Scholberg

11. Hindi Grammar – Edwin Greaves

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

1. [1. \[fr#oYyqoj%https://bharatdiscovery.org/india/%E0%A4%A4%E0%A4%BF%E0%A4%B0%E0%A5%81%E0%A4%B5%E0%A4%B2%E0%A5%8D%E0%A4%B2%E0%A5%81%E0%A4%B5%E0%A4%B2%E0%A5%8D%E0%A4%B2%E0%A5%81%E0%A4%B5%E0%A4%B0%20\\(%E0%A4%85%E0%A4%82%E0%A4%97%E0%A5%8D%E0%A4%B0%E0%A5%87%E0%A4%9C%E0%A4%BC%E0%A5%80%3A%20Thiruvallar\\)%20%E0%A4%A6%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%BF%E0%A4%A3,%E0%A4%AE%E0%A4%BF%E0%A4%A4%E0%A4%BE%20%E0%A4%AE%E0%A5%87%E0%A4%82%20%E0%A4%B5%E0%A4%BF%E0%A4%B6%E0%A5%8D%E0%A4%B5%E0%A4%BE%E0%A4%B8%20%E0%A4%B0%E0%A4%96%E0%A4%A4%E0%A5%87%20%E0%A4%A5%E0%A5%87%E0%A5%A4\]\(https://bharatdiscovery.org/india/%E0%A4%A4%E0%A4%BF%E0%A4%B0%E0%A5%81%E0%A4%B5%E0%A4%B2%E0%A5%8D%E0%A4%B2%E0%A5%81%E0%A4%B5%E0%A4%B2%E0%A5%8D%E0%A4%B2%E0%A5%81%E0%A4%B5%E0%A4%B0%20\(%E0%A4%85%E0%A4%82%E0%A4%97%E0%A5%8D%E0%A4%B0%E0%A5%87%E0%A4%9C%E0%A4%BC%E0%A5%80%3A%20Thiruvallar\)%20%E0%A4%A6%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%BF%E0%A4%A3,%E0%A4%AE%E0%A4%BF%E0%A4%A4%E0%A4%BE%20%E0%A4%AE%E0%A5%87%E0%A4%82%20%E0%A4%B5%E0%A4%BF%E0%A4%B6%E0%A5%8D%E0%A4%B5%E0%A4%BE%E0%A4%B8%20%E0%A4%B0%E0%A4%96%E0%A4%A4%E0%A5%87%20%E0%A4%A5%E0%A5%87%E0%A5%A4\)](https://bharatdiscovery.org/india/%E0%A4%A4%E0%A4%BF%E0%A4%B0%E0%A5%81%E0%A4%B5%E0%A4%B2%E0%A5%8D%E0%A4%B2%E0%A5%81%E0%A4%B5%E0%A4%B2%E0%A5%8D%E0%A4%B2%E0%A5%81%E0%A4%B5%E0%A4%B0%20(%E0%A4%85%E0%A4%82%E0%A4%97%E0%A5%8D%E0%A4%B0%E0%A5%87%E0%A4%9C%E0%A4%BC%E0%A5%80%3A%20Thiruvallar)%20%E0%A4%A6%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%BF%E0%A4%A3,%E0%A4%AE%E0%A4%BF%E0%A4%A4%E0%A4%BE%20%E0%A4%AE%E0%A5%87%E0%A4%82%20%E0%A4%B5%E0%A4%BF%E0%A4%B6%E0%A5%8D%E0%A4%B5%E0%A4%BE%E0%A4%B8%20%E0%A4%B0%E0%A4%96%E0%A4%A4%E0%A5%87%20%E0%A4%A5%E0%A5%87%E0%A5%A4)

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PAPER II –GENERAL ENGLISH - I

Learning Objectives

- To enable learners to acquire self awareness and positive thinking required in various life situations.
- To help them acquire the attribute of empathy
- To assist them in acquiring creative and critical thinking abilities
- To enable them to learn the basic grammar
- To assist them in developing LSRW skills

Unit I

SELF-AWARENESS (WHO)&POSITIVE THINKING (UNICEF)

Life Story

- 1.1 Chapter 1 from Malala Yousafzai, I am Malala
- 1.2 An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K.Gandhi

Poem

- 1.3 Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore
- 1.4 Love Cycle – Chinua Achebe

Unit II

EMPATHY

Poem

- 2.1 Nine Gold Medals – David Roth
- 2.2 Alice Fell or poverty – William Wordsworth

Short Story

- 2.3 The School for Sympathy – E.V. Lucas
- 2.4 Barn Burning – William Faulkner

Unit III

CRITICAL & CREATIVE THINKING

Poem

- 3.1 The Things That Haven't Been Done Before – Edgar Guest
- 3.2 Stopping by the Woods on a Snowy Evening – Robert Frost

Readers Theatre

- 3.3 The Magic Brocade – A Tale of China
- 3.4 Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School" by Louis Sachar)

Unit IV

Part of Speech

- 4.1 Articles
- 4.2 Noun
- 4.3 Pronoun
- 4.4 Verb
- 4.5 Adverb
- 4.6 Adjective
- 4.7 Preposition



Unit V

Paragraph and Essay Writing

- 5.1 Descriptive
- 5.2 Expository
- 5.3 Persuasive
- 5.4 Narrative

Text books (Latest Editions)

1. Malala Yousafzai. I am Malala, Little, Brown and Company, 2013.
2. M.K. Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter – I), Rupa Publications, 2011.
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali. MacMillan, 1913.
4. N.Krishnasamy. Modern English: A Book of Grammar, Usage and Composition Macmillan, 1975.
5. Aaron Shepard. Stories on Stage, Shepard Publications, 2017.
6. J.C. Nesfield. English Grammar Composition and Usage, Macmillan, 2019.

Web Resources

1. Malala Yousafzai. I am Malala (Chapter 1) <https://archive.org/details/i-am-malala>
2. M.K Gandhi. An Autobiography or The Story of My Experiments with Truth(Chapter-1)- Rupa Publication, 2011 <https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx>
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings) <https://www.poetryfoundation.org/poems/45668/gitanjali-35>
4. Aaron Shepard. Stories on Stage, Shepard Publications, 2017 <https://amzn.eu/d/9rVzINv>
5. JC Nesfield. Manual of English Grammar and Composition. <https://archive.org/details/in.ernet.dli.2015.44179>



PRINCIPLES OF MANAGEMENT

Learning Objectives

- To impart knowledge about evolution of management
- To provide understanding on planning process and importance of decision making in organization
- To learn the application of principles in organization
- To familiarize students about direction and Co-ordination in Business significance of ethics in business and its implications
- To study the process of effective controlling in organization

UNIT I

Management: Definition – Importance – Nature and Scope of Management - Principles - Role and Functions of a Manager – Levels of Management – Principles of Scientific Management

UNIT II

Planning and Decision Making: Meaning - Nature – Importance – Forms – Types – Steps in Planning – Decision –making –Importance - Process of Decision – making – Types of Decision.

UNIT III

Organizing: Characteristics - Importance – Types of Organizations – Organization Structure – Departmentalization – Difference between centralization and decentralization – Authority, Delegation, Responsibility - Concepts

UNIT IV

Direction: Nature - Principles- Purpose of direction - Co-ordination – Need - Type - Techniques - Requisites for excellent Coordination

UNIT V

Controlling: Meaning - Principles - Importance - Characteristics – Control Process - Techniques of Control - Types of Control

Reading list

1. JAF Stoner, Freeman R.E and Daniel R Gilbert —Management, 6th Edition, Pearson Education, 2004.
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, —Fundamentals of Management 7th Edition, Pearson Education, 2011
4. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India



5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

Reference Books

1. P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017
2. L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4. Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.
5. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

Web Resources

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>

ACCOUNTING FOR MANAGERS I

Learning Objectives

- To impart knowledge about basic concepts of accounting its applications
- To analyze and interpret financial reports of a company
- To understand the gross profit and net profit earned by organization
- To foster knowledge on Depreciation of accounts
- To understand the procedures of Accounting under Single entry system.

UNIT I

Introduction: Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance

UNIT II

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

UNIT III

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.



UNIT IV

Depreciation - Definition, causes, methods of depreciation (Straight line, written down and Annuity method)

UNIT V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Reading List

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

References Books

1. Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2. TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
3. David Koltitz; Financial Accounting – Taylor and Francis group, USA 2017
4. MN Arora; Accounting for Management- Himalaya Publications House 2019.
5. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6. T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

Web Resources

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basicaccountingprinciples>
4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5. <https://www.profitbooks.net/what-is-depreciation>



MANAGERIAL ECONOMICS

Learning Objectives

- To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
- To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
- To Understand the and production factors of the firm
- To describe the optimal point of cost analysis
- To Provide insights to the various market structures in an economy.

UNIT I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics

UNIT II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand- Determinants of demand – Elasticity of demand – Demand forecasting.

UNIT III

Production analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale

UNIT IV

Cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

UNIT V

Market Analysis - Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Reading List

1. Journal of Economic Literature – American Economic Association
2. Arthasastra Indian Journal of Economics & Research
3. Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
4. Indian Economic Journal/Sage Publications
5. Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

References Books

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019



2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3. DN Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

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1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisaduniversiteti/business-and-management/lecture-notes-on-manerialeconomics/6061597>
2. <https://www.intelligenteconomist.com/profit-maximization-rule>
3. <http://www.economicdiscussion.net/laws-of-production/laws-of-productionlaws-of- returns-to-scale-and-variable-proportions/5134>
4. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
5. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>

BASICS OF EVENT MANAGEMENT

Learning Objectives

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

UNIT I

Introduction: Event Management – Definition, Need, Importance, Activities.

UNIT II

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

UNIT III

Event Feasibility: Resources – Feasibility, SWOT Analysis

UNIT IV

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

UNIT V

Event Budget – Financial Analysis – Event Cost – Event Sponsorship



Reading List

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

References Books

1. Event Management By Chaudhary, Krishna, Bio-Green Publishers
2. Successful Event Management By Anton Shone & Bryn Parry
3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
4. Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
5. Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik Create Space Independent Publishing Platform, 2015

Web Resources

1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2. <https://www.inderscience.com/jhome.php?jcode=ijhem>
InternationalJournalofHospitality&Event Management
3. <https://www.emeraldgrouppublishing.com/journal/ijefm>
4. International Journal of Event and Festival Management
5. <https://www.eventbrite.com/blog/?s=roundup>
6. <https://www.eventindustrynews.com/>

MANAGERIAL COMMUNICATION

Course Objectives

- To educate students role & importance of communication skills
- To build their listening, reading, writing & speaking communication skills.
- To introduce the modern communication for managers.
- To understand the skills required for facing interview
- To facilitate the students to understand the concept of Communication.

UNIT I

Introduction: Definition – Methods – Types – Principles of effective Communication – Barriers to Communication

UNIT II

Business Letter – Layout- Kinds of Business Letters, offer, acceptance – Enquiry, replies, Order, Sales, and circulars



UNIT III

Job Application, Resume writing and interviews - Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

UNIT IV

Reports - Communication through Reports – Agenda- Minutes of Meeting

UNIT V

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business

Reading List

1. Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2. Mallika Nawal –Business Communication – CENGAGE
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd - New Delhi.
4. Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5. Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.

References Books

1. Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3. RC Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

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1. https://www.managementstudyguide.com/business_communication.html
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>
4. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8communication-tools/>
5. <https://open.umn.edu/opentextbooks/textbooks/8>

