



MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12

SYLLABUS

UG - COURSES – AFFILIATED COLLEGES

Course Structure for B. B. A.

(Choice Based Credit System)

(with effect from the academic year 2023-2024 onwards)



Semester-I				
Part	Subject Status	Subject Title	Subject Code	Credit
I	LANGUAGE I	TAMIL/ OTHER LANGUAGE		3
II	LANGUAGE II	ENGLISH		3
III	CORE I	PRINCIPLES OF MANAGEMENT		5
III	CORE II	ACCOUNTING FOR MANAGEMENT I		5
III	ELECTIVE PAPER- I	MANAGERIAL ECONOMICS		3
IV	SEC	BASICS OF EVENT MANAGEMENT		2
IV	FC	MANAGERIAL COMMUNICATION		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)**

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

- **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 ≥ 6.0
- Second Class : CGPA ≥ 5.0 and < 6.0
- Third Class : CGPA < 5.0



பொதுத்தமிழ் – 1

Unit 1 - மரபுக் கவிதை

1. பெ. சுந்தரனார் - தமிழ்த் தெய்வ வணக்கம்
2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா
3. கவிமணி - புத்தரும் சிறுவனும்
4. முடியரசன்-மொழி உணர்ச்சி
5. கண்ணதாசன் - ஆட்டனத்தி ஆதிமந்தி - ஆதிமந்தி புலம்பல்
6. சுரதா - துறைமுகம் தொகுப்புலிருந்து ஏதேனும் ஒரு கவிதை
7. தமிழ் ஒளி - கடல்

Unit II – புதுக்கவிதை

1. அப்துல் ரகுமான் - வீட்டுக்கொரு மரம் வளர்ப்போம்
2. ஈரோடு தமிழன்பன் - சென்றியூ கவிதைகள் (ஏதேனும் ஐந்து கவிதைகள்)
3. வைரமுத்து – பிற்சேர்க்கை
4. மு.மேத்தா – வாழைமரம்
5. அறிவுமதி - வள்ளுவம் பத்து
6. நா. முத்துக்குமார் - ஆனந்த யாழை மீட்டுகிறாய்
7. சுகிர்தராணி - சபிக்கப்பட்ட முத்தம்
8. இளம்பிறை - நீ எழுத மறுக்கும் எனது அழகு

Unit III – சிறுகதைகள்

1. வாய் சொற்கள் - ஜெயகாந்தன் (மாலை மயக்கம் தொகுப்பு)
2. கடிதம் - புதுமைப்பித்தன்
3. கரு - உமாமகேஸ்வரி
4. முன்முடி - தி ஜானகிராமன்
5. சிதறல்கள் - விழி.பா.இதயவேந்தன்
6. காகித உறவு - சு. சமுத்திரம்
7. வீட்டின் மூலையில் சமையல் அறை - அம்பை
8. (மொழிபெயர்ப்புக் கதை) ஆண்டவன் செக்காவ் - நாயக்காரய்ச் சீமாட்டி, சந்தியா பதிப்பகம்

Unit IV - பாடம் சார்ந்த இலக்கிய வரலாறு

Unit V - மொழித்திறன் போட்டி தேர்வு

1. பொருள் பொதிந்த சொற்றோடர் அமைத்தல்
 2. ஓர் எழுத்து ஒரு மொழி
 3. வேற்றுமை உருபுகள்
 4. திணை, பால், எண், இடம்
 5. கலைச்சொல்லாக்கம், மொழிபெயர்ப்பு
- (குறிப்பு: அலகு 4,5 ஆகியன போட்டித் தேர்வு நோக்கில் நடத்தப்பட வேண்டும்)



MALAYALAM – I

PROSE, COMPOSITION AND TRANSLATION

Unit I

This unit focuses on Translation: Word level and syntactic level and also discuss the writing style of Essay. It introduces the proverbs, paraphrasing in Malayalam

Unit II

This unit briefs the importance of Nalukettu in the history of Malayalam literature. The following unit examines the characteristics of the novel chapter ways. Chapter First to 10

Unit III

Remaining Chapters are introduced and discussed.

Unit IV This unit focuses on Marappavakalum Mattu Kadhakalum by Karur. It also introduces the story

Story I Marappavakal- Discussion

Story II Uthuppante Kirnar

Story III Kalchakaram

Story IV Poovamabhazham

Story V Vallakkaran

Story VI Chekuthan

Story VII Mothiram

Unit V Story VIII Safety Pin

Story IX Aranhaanam

Story X Kuta nannakkaanuntoo

Story XI Chudala thengu

Story XII Ampala parmbil

Story XIII Ezhunnallathu Duty

Story XIV Pisachinte Kuppayam

Reading List (Print and Online)

1. Malayala Sahithya Charithram – 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 Desakaalanga- E. Ramkrishnan
7. Maranunna Malayala Noval- K.P. Appan
8. Andhanaya Daivam- P.K.Rajasekharan
9. Shyalee shilppam- Dr.K.M. Prabhakra Varir
10. Bhasha gadhyam- C.V. Vasudeva Bhattathiri
11. Karur Kadha patanam- M.M.Basheer

Recommended Texts

1. NALUKKETTU (NOVEL) : M.T. VASUDEVAN NAIR
2. MARAPPAVAKALUM MATTU KADHAKALUM (SHORT STORIES): KAROOR



HINDI I

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
- 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 Vakyanish – Chaturbhuj 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 for Hindi (MOOCs, SWAYAM, NPTEL, YouTube, Websites, etc.)

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\(%E0%A4%85%E0%A4%82%E0%A4%97%E0%A5%8D%E0%A4%B0%E0%A5%87%E0%A4%9C%E0%A4%BC%E0%A5%80%3A%20Thiruvalluvar\)%20%E0%A4%A6%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%BF%E0%A4%A3,%E0%A4%AA%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%20Thiruvalluvar)%20%E0%A4%A6%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%BF%E0%A4%A3,%E0%A4%AA%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)

2. bZ-os-jkelkeh

[https://hi.wikipedia.org/wiki/%E0%A4%AA%E0%A5%87%E0%A4%B0%E0%A4%BF%E0%A4%AF%E0%A4%BE%E0%A4%B0#:~:text=%E0%A4%87%E0%A4%B0%E0%A5%8B%E0%A4%A1%20%E0%A4%B5%E0%A5%87%E0%A4%82%E0%A4%95%E0%A4%9F%20%E0%A4%A8%E0%A4%BE%E0%A4%AF%E0%A4%95%E0%A4%B0%20%E0%A4%B0%E0%A4%BE%E0%A4%AE%E0%A4%BE%E0%A4%B8%E0%A4%BE%E0%A4%AE%E0%A5%80%20\(17,%E0%A4%B5%E0%A4%BE%E0%A4%B2%E0%A5%87%20%E0%A4%B9%E0%A4%BF%E0%A4%A8%E0%A5%8D%E0%A4%A6%E0%A5%81%E0%A4%A4%E0%A5%8D%E0%A4%B5%20%E0%A4%95%E0%A4%BE%20%E0%A4%B5%E0%A4%BF%E0%A4%B0%E0%A5%8B%E0%A4%A7%20%E0%A4%A5%E0%A4%BE%E0%A5%A4](https://hi.wikipedia.org/wiki/%E0%A4%AA%E0%A5%87%E0%A4%B0%E0%A4%BF%E0%A4%AF%E0%A4%BE%E0%A4%B0#:~:text=%E0%A4%87%E0%A4%B0%E0%A5%8B%E0%A4%A1%20%E0%A4%B5%E0%A5%87%E0%A4%82%E0%A4%95%E0%A4%9F%20%E0%A4%A8%E0%A4%BE%E0%A4%AF%E0%A4%95%E0%A4%B0%20%E0%A4%B0%E0%A4%BE%E0%A4%AE%E0%A4%BE%E0%A4%B8%E0%A4%BE%E0%A4%AE%E0%A5%80%20(17,%E0%A4%B5%E0%A4%BE%E0%A4%B2%E0%A5%87%20%E0%A4%B9%E0%A4%BF%E0%A4%A8%E0%A5%8D%E0%A4%A6%E0%A5%81%E0%A4%A4%E0%A5%8D%E0%A4%B5%20%E0%A4%95%E0%A4%BE%20%E0%A4%B5%E0%A4%BF%E0%A4%B0%E0%A5%8B%E0%A4%A7%20%E0%A4%A5%E0%A4%BE%E0%A5%A4)

3. ukjh l'kfDrdj.k%

<https://www.hindikiduniya.com/essay/women-empowermentessayinhindi/#:~:text=%E0%A4%AE%E0%A4%B9%E0%A4%BF%E0%A4%B2%E0%A4%BE%20%E0%A4%B8%E0%A4%B6%E0%A4%95%E0%A5%8D%E0%A4%A4%E0%A4%BF%E0%A4%95%E0%A4%B0%E0%A4%A3%20%E0%A4%95%E0%A5%8D%E0%A4%AF%E0%A4%BE%20%E0%A4%B9%E0%A5%88%20%3F&text=%E0%A4%AE%E0%A4%B9%E0%A4%BF%E0%A4%B2%E0%A4%BE%20%E0%A4%B8%E0%A4%B6%E0%A4%95%E0%A5%8D%E0%A4%A4%E0%A4%BF%E0%A4%95%E0%A4%B0%E0%A4%A3%20%E0%A4%95%E0%A5%8B%20%E0%A4%AC%E0%A5%87%E0%A4%B9%E0%A4%A6%20%E0%A4%86%E0%A4%B8%E0%A4%BE%E0%A4%A8,%E0%A4%B8%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%AE%20%E0%A4%AC%E0%A4%A8%E0%A4%BE%E0%A4%A8%E0%A4%BE%20%E0%A4%AE%E0%A4%B9%E0%A4%BF%E0%A4%B2%E0%A4%BE%20%E0%A4%B8%E0%A4%B6%E0%A4%95%E0%A5%8D%E0%A4%A4%E0%A4%BF%E0%A4%95%E0%A4%B0%E0%A4%A3%20%E0%A4%B9%E0%A5%88%E0%A5%A4>

4. i;kZoj.k laj{k.k%

a. https://hi.wikipedia.org/wiki/%E0%A4%AA%E0%A4%B0%E0%A5%8D%E0%A4%AF%E0%A4%BE%E0%A4%B5%E0%A4%B0%E0%A4%A3_%E0%A4%B8%E0%A4%88%E0%A4%B0%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%A3#:~:text=%E0%A4%AA%E0%A4%B0%E0%A5%8D%E0%A4%AF%E0%A4%BE%E0%A4%B5%E0%A4%B0%E0%A4%A3%20%E0%A4%B8%E0%A4%82%E0%A4%B0%E0%A4%95%E0%A5%8D%E0%A4%B7%E0%A4%A3%20%E0%A4%95%E0%A4%BE%20%E0%A4%B8%E0%A4%AE%E0%A4%B8%E0%A5%8D%E0%A4%A4%20%E0%A4%AA%E0%A5%8D%E0%A4%B0%E0%A4%BE%E0%A4%A3%E0%A4%BF%E0%A4%AF%E0%A5%8B%E0%A4%82,%E0%A4%AA%E0%A5%83%E0%A4%A5%E0%A5%8D%E0%A4%B5%E0%A5%80%20%E0%A4%B8%E0%A4%AE%E0%A5%8D%E0%A4%AE%E0%A5%87%E0%A4%B2%E0%A4%A8%20%E0%A4%86%E0%A4%AF%E0%A5%8B%E0%A4%9C%E0%A4%BF%E0%A4%A4%20%E0%A4%95%E0%A4%BF%E0%A4%AF%E0%A4%BE%20%E0%A4%97%E0%A4%AF%E0%A4%BE%E0%A5%A4

b. http://gadyakosh.org/gk/%E0%A4%86%E0%A4%88%E0%A4%AF%E0%A5%87!_%E0%A4%AA%E0%A4%B0%E0%A5%8D%E0%A4%AF%E0%A4%BE%E0%A4%B5%E0%A4%B0%E0%A4%A3_%E0%A4%AC%E0%A4%9A%E0%A4%BE%E0%A4%8F%E0%A4%81!/_%E0%A4%85%E0%A4%A8%E0%A5%8D%E0%A4%A4%E0%A4%B0%E0%A4%BE_%E0%



PART II ENGLISH

Unit 1- Poetry

1. A Patch of Land - Subramania Bharati
2. The Sparrow - Paul Laurence Dunbar
3. A Nation's Strength – Ralph Waldo Emerson
4. Love Cycle - Chinua Achebe

Unit II - Prose

1. JRD - Harish Bhat
2. Us and Them - David Sedaris From Dress Your Family in Corduroy and Denim
3. Uncle Podger Hangs a Picture - Jerome K Jerome

Unit III- Short Stories

1. The Faltering Pendulum- Bhabani Bhattacharya
2. How I Taught my Grandmother to Read- Sudha Murthy
3. The Gold Frame- R.K. Laxman

Unit IV - Language Competency

1. Vocabulary : Synonyms, Antonyms, Word Formation
2. Appropriate use of Articles and Parts of Speech
3. Error correction

Unit V English for Workplace

1. Self - introduction, Greetings
2. Introducing others
3. Listening for General and Specific Information
4. Listening to and Giving Instructions /Directions

Text books (Latest Editions)

1. Steel Hawk and other stories by Bhattacharya, Bhabani, New Delhi: Sahitya Akademi, 1967
2. How I taught my Grandmother to Read and other Stories, Murthy, Sudha, Penguin Books, India, 2004

Web Resources

1. A patch of land by Subramania Bharati translated by Usha Rajagoplan : https://books.google.co.in/books?id=iSHvOmXuvLMC&printsec=frontcover&dq=subramania+bharati+poems&hl=en&newbks=1&newbks_redir=0&source=gb_mobile_search&sa=X&redir_esc=y#v=onepage&q=subramania%20bharati%20poems&f=false
2. The Sparrow by Paul Laurence Dunbar <https://poets.org/poem/sparrow-0>
3. A Nation's Strength by Emerson <https://poets.org/poem/nations-strength>
4. Love cycle by Chinua Achebe : <https://www.best-poems.net/chinuaachebe/love-cycle.html>
5. JRD by Harish Bhat <https://www.tata.com/newsroom/heritage/coffee-tea-jrd-tata-stories>
6. Us and Them by David Sedaris From Dress Your Family in Corduroy and Denim <https://legacy.npr.org/programs/morning/features/2004/jun/sedaris/usandthem.html>
7. Uncle Podger Hangs a Picture: <http://rosyhunt.blogspot.com/2013/01/unclepodger-hangs-picture.html>
8. The Gold Frame: <https://fybaenglish.blogspot.com/2018/12/the-gold-frame-r-klaxman.html>

Reference Books

(Latest Editions, and the style given must be strictly adhered to)

1. English in use - A textbook for College Students (English ,Paper back, - T.Vijay Kumar, KDurga Bhavani, YL Srinivas
2. Practical English Usage - 4th Edition By Michael Swan
3. The Art of Civilized Conversation: A Guide to Expressing Yourself with Style and
4. Grace -Margaret Shepherd, Penny Carter, (Illustrator), Sharon Hogan, 2005.



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 study the process of effective controlling in organization
- To familiarize students about significance of ethics in business and its implications.

UNIT I

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of Decision.

UNIT III

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

UNIT IV

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V

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

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, 8 th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4. Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd 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 Management 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 Hire Purchase system
- To understand the procedures of Accounting under Single entry system.

UNIT I

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

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

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 & A.Murthy; Financial Accounting - Margham Publications , 6th Edition, 2019



3. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4. M N 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/basic-accounting-principles>
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 optimal point of cost analysis and production factors of the firm
- To describe the pricing methods and strategies that are consistent with evolving marketing needs
- 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 – nature and scope – objectives of firm.

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 and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship



short run and long run – Revenue curves of firms – Supply analysis.

UNIT IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT V

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. D N 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

Web Resources

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <https://www.intelligenteconomist.com/profit-maximization-rule>
3. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-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. Management By Chaudhary, Krishna, Bio-Green Publishers
2. Successful Event Management By Anton Shone & Bryn Parry
3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
4. Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
5. Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015

Web Resources

1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2. <https://www.inderscience.com/jhome.php?jcode=ijhem>
3. International Journal of Hospitality & Event Management
4. <https://www.emeraldgrouppublishing.com/journal/ijefm>
5. International Journal of Event and Festival Management
6. <https://www.eventbrite.com/blog/?s=roundup>
7. <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

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

UNIT II

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

UNIT III

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

UNIT IV

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

UNIT V

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

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. R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

Web Resources

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

