



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-II				
Part	Subject Status	Subject Title	Subject Code	Credit
I	Language I	TAMIL/ MALAYALAM/ HINDI	E1TL21/ E1MY21/ E1HD21	3
II	Language II	ENGLISH	E2EN21	3
III	Core	ORGANISATIONAL BEHAVIOUR	EMBA21	5
III	Core	ACCOUNTING FOR MANAGEMENT - II	EMBA22	5
III	Elective	BUSINESS REGULATORY FRAME WORK	EEBA21	3
IV	SEC - 2	MANAGERIAL SKILL DEVELOPMENT	ESBA21	2
IV	SEC - 3	BUSINESS ETIQUETTE AND CORPORATE GROOMING	ESBA22	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

### Learning Objectives:

- முதலாமாண்டுப் பட்ட வகுப்பு மாணவர்களுக்குத் தமிழ் மொழி இலக்கியங்களை அறிமுகம் செய்தல்
- தமிழ் இலக்கியப் போக்குகளையும், இலக்கணங்களையும் மாணவர் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்

#### அலகு 1:

##### தமிழ் இலக்கிய வரலாறு அறிமுகம்.

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

#### அழகு 2

##### சிற்றிலக்கியமும், தனிப்பாடலும்

##### சிற்றிலக்கியம்:

1. கலிங்கத்து பரணி-விருந்தினருக்கு வறியவரும் நெருங்கியுண்ண முதல் கேட்பாரைக் காண்மின் காண்மின் வரை (5 பாடல்கள்)
2. திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கனிகொடுத்து
3. முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத்
4. அபிராமி அந்தாதி - கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்)
5. திருவரங்கக் கலம்பகம் - மறம் பேசவந்த தூது செல்லரித்த ஓலை சொல்லுமோ (பிள்ளைப் பெருமாள் ஐயங்கார்)
6. தமிழ்விடு தூது -முதல் பதுக் கண்ணிகள்

##### தனிப்பாடல்;

1. வான்குருவி யின்கூடு - ஒளவையார்
2. ஆமணக்குக்கும் யானைக்கும் சிலேடை - முதிருக்கும் கொம்பசைக்கும் முரிதண்டேந்தி - காளமேகப் புலவர்
3. இம்பர் வான் எல்லை இராமனையே பாடி - வீரராகவர்
4. நாராய் நாராய் - சத்தி 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
5. ஈரோடு தமிழன்பன் - எட்டாவது சீர் (வணக்கம் வள்ளுவ - தொகுப்பு)

##### சிறுகதைகள்:

1. புதுமைப்பித்தன் - கடிதம்
2. ஜெயகாந்தன் - வாய்ச் சொற்கள் (மாலை மயக்கம் - தொகுப்பு )
3. ஆர். சூடாமணி - அந்நியர்கள்
4. உரைநடை:
5. 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 - நூற்பா கட்டுரை

**நாடகம்/திரைத்தமிழ்:**

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

**இதழியல் தமிழ்:**

**முரசொலி கடிதம்**

1. செம்மொழி வரலாற்றில் சில செப்பேடுகள்

**அலகு 5 மொழி பயிற்சி**

**சொல் வேறுபாடு/பிழை தவிர்த்தல்**

- வாசிப்பது - வாசிப்பவர்
- சுவர் - சுவரில்
- வயிறு - வயிற்றில்
- கோயில் - கோவில்
- கருப்பு - கறுப்பு
- இயக்குநர் - இயக்குனர்
- சில்லறை - சில்லரை
- முறித்தல் - முறிதல்
- மனம் - மனசு - மனது
- அருகில் - அருகாமையில்
- அக்கரை - அக்கறை
- மங்கலம் - மங்களம்

**பயிற்சி:**

- பிழையான சொற்களை ஒரு பத்தியில் கொடுத்து அந்தப் பிழையான சொற்களைச் சரியாகச் எழுதச் செய்தல்
- சிறிய பத்தி ஒன்றை ஆங்கிலத்தில் கொடுத்து அதனைத் தமிழில் மொழிபெயர்க்க வைத்தால்.

**Text Books**

**Reference Books**

1. மு. வரதராசன், தமிழ் இளகிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி.
2. மது.ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
4. தமிழ் இலக்கிய வரலாறு - முனைவர். சிற்பி பாலசுப்ரமணியம், நீல. பத்மநாபன்
5. தமிழ் இலக்கிய வரலாறு - டாக்டர் எ.கா. பெருமாள்
6. தமிழ் இலக்கிய வரலாறு - முனைவர். ப. ச. ஏசுதாசன்
7. தமிழ் இலக்கிய வரலாறு - ஸ்ரீ குமார்
8. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு - பாக்கியமேரி
9. தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் - பதிப்பகம், சிதம்பரம்

**Web Sources:**

- <https://www.chennaiLibrary.com/>
- <https://www.sirukathaigal.com/>
- <https://www.tamilvirtualuniversity.org/>
- <https://www.nooulagam.com/>
- <https://www.katuraitamilblogspot.com/>



## PART I MALAYALAM

### Course Objectives

1. To give compressive view of communication and its scope and importance in official communication and business communication

### Unit I:

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

### 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.

### Unit III

This unit introduces the 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 IV

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

### Unit V

This unit introduces Malayalam for Competitive Exams. Reading comprehension, reasoning, inferential comprehension, analogical creations( Competitive Malayalam)

### Unit VI

Malayalam for language Specific Exams for writing UPSC, PSC Exams

### Recommended Text:

1. Bharanabhasha: The State language Institute Business Communication for Success: Publisher: University of Minnesota Libraries Publishing



## PART I HINDI - Kahani, Ekanki aur Vyakran

### Course Objectives

The Main Objectives of this course are these courses are to

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

### Unit I

#### Hindi Katha-Sahitya: Parichay

- 1 Kahani ke Tatva
2. Hindi ke Pramukh kahanikaro ka Parichay
3. Ekanki ke Tattva
4. Hindi ke Pramukh Ekankikaro ka Parichay

### Unit II

#### Hindi Kahaniya

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

### Unit III

#### Hindi Ekanki

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

### Unit IV

#### Vyakaran

- 1 Kriya Visheshan
- 2 Sambandh Bodhak
- 3 Samuchay Bodhak
- 4 Vismayadi Bodhak aadi shabdo ka prayog

### Unit V

#### Pratiyogi Pariksha par aadharit Nimnalikhit Vishayo se sambandhit Prashikshan Karya

- 1 Tamil Bhasha: Mahakavi Bharatiyar
- 2 Sanket Vikas dwara Lekhan kala aur Kahani Lekhan ka Vikas
- 3 Gadyansh dekhkar sahi Shirshak chunna
- 4 Pathit Vyakaran par aadharit Vakya rachna
- 5 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-stories-inhindii>
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%AE%E0%A4%BE%E0%A4%B2%E0%A4%A4%E0%A5%80\\_%E0%A4%9C%E0%A5%8B%E0%A4%B6%E0%A5%80](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%AE%E0%A4%BE%E0%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**

### **Learning Objectives**

- LO1 To make students realize the importance of resilience
- LO2 To enable them to become good decision makers
- LO3 To enable them to imbibe problem-solving skills
- LO4 To enable them to use tenses appropriately
- LO5 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/ebook>

## 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; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)

### UNIT II

#### INDIVIDUAL BEHAVIOUR:

1. **Learning, attitude and Job satisfaction:** Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace.
2. **Motivation:** Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs,
3. **Personality and Values:** Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit)





4. **Perception, Decision Making:** Perception and Judgements; Factors; Linking perception to individual decision making:

### UNIT III

#### GROUP BEHAVIOUR:

1. **Groups and Work Teams:** Concept: Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW).
2. **Leadership :** Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);

### UNIT IV

#### ORGANISATIONAL CULTURE AND STRUCTURE:

Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options

### UNIT V

**ORGANISATIONAL CHANGE, CONFLICT AND POWER:** Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.

#### 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: Huma 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-behavior-v1.1.pdf>

## **ACCOUNTING FOR MANAGEMENT II**

### **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 – Tenders & Quotation

### **UNIT II**

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

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

### **UNIT III**

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

### **UNIT IV**

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

### **UNIT V**

Marginal Costing – CVP analysis – Break even analysis

### **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 (Part I). Vikas, 2007.
5. Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.

### **References Books**



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.

### Web Resources

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/costaccounting/varianceanalysis/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

Brief outline of Indian Contracts Act – Special contracts Act

### UNIT II

Sale of goods Act - Contract of Agency

### UNIT III

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

### UNIT IV

Consumer Protection Act – RTI

### UNIT V

Brief outline of Cyberlaws – IT Act 2000 & 2008

### 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. N D 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

### Web Resources

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\\_Title M=%20Business%20Regulatory%20Framework](https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_Title M=%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. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills

### UNIT II

**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.

### UNIT III

**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.

#### UNIT IV

**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.

#### 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
2. Publication
3. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India
4. Learning Private Limited.
5. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India
6. Learning Private Limited.
7. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
8. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

#### Web Resources

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semestermanagerialskill-development-syllabus/63>
2. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
3. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-UnitsAC.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 role of good manners in business- professional conduct and personal spacing.

## **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 – Hierarchy and Protocol. Ethical issues – preventing sexual harassment-conflict resolution strategies- Choosing appropriate gift in the business environment real life work place scenarios - Company policy for business etiquette

## **UNIT III**

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

## **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- grooming 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

### Web Resources

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](https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm)
5. [https://wikieducator.org/Business\\_etiquette\\_and\\_grooming](https://wikieducator.org/Business_etiquette_and_grooming)

