



PSGR Krishnammal College for Women



## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES- BASED CURRICULAR FRAMEWORK (LOCF)**

**(Semester – I & II)**

**Bachelor of Business Administration**

**2021-2022 Batch**



### **Program Learning Outcomes (PLO's):**

**PLO1.** To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

**PLO2.** To manifest the students with high level of knowledge and skills including theoretical, analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

**PLO3.** To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

**PLO4.** To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

**PLO5.** To develop competence to become global citizens through appreciating diversity, acquiring skills in digital technologies and demonstrating awareness to professional values, ethics and sustainability issues to solve complex business problems.

## **Program Specific Outcomes:**

Business Administration Department has specifically defined few outcomes of the programme which make students:

**PS01:** To apply functional and foundational business concepts, theories, decision-making techniques and practices to succeed in a complex, technology-driven, global society.

**PS02:** To effectively communicate their ideas both oral and written in the business context and develop technical skills and human relation skills and attitude that they need for career progression.

**PS03:** To apply creation, problem solving skills and innovation in development of an enterprise including sensitization towards ethical, moral and environmental issues.

**DEPARTMENT OF BUSINESS ADMINISTRATION****CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOME  
BASED CURRICULAR FRAMEWORK (LOCF)****SYLLABUS & SCHEME OF EXAMINATION****2021-22 Batch & Onwards**

Semester	Part	Subject Code	Title of the Paper		Instruction per Sem	Tutorial (hrs)	Practical	Instruction per week	Total (Hrs)	Duration of the exam(hrs)	Exam Marks			
											CIA	ESE	Total	
I	I	TAM2101/ HIN2101/ FRE2101/ MAL2101	Language Paper I	L	86	4	-	6	90	3	50	50	100	3
I	II	ENG2101	English Paper I	E	86	4	-	6	90	3	50	50	100	3
I	III	BB21C01	Core:1 Contemporary Management	CC	71	4	-	5	75	3	50	50	100	4
I	III	AFA2102	Core 2: Financial Accounting	CC	71	4	-	5	75	3	50	50	100	4
II	III	ES21A02/ TH21A02/ HI21A01/  EG21A01/ ES21A01	<b>Allied 1:</b> International Marketing Mathematics for Management I Principles of Modern government English through Classics I Indian Economic Development	GE	86	4	-	6	90	3	50	50	100	5
I	IV	NME19B1/ NME19A1/ NME12WS/ NME12GS/ NME12AS/	Basic Tamil-1 / Advanced Tamil-1 / Women studies/ Gandhian Studies/ Ambedhkar studies/	AEC	28 28 26	2 2 4	-	2	30 30 30	2	50 50 100	50 50 -	100 100 100	2
II	I	TAM2102/ HIN2102/ FRE2102/ MAL2102	Language Paper II	L	86	4	-	6	90	3	50	50	100	3

II	II	ENG2102	English Paper II	E	71	4	-	5	75	3	50	50	100	3
II	III	BB21C03	Core 3 : Quantitative Techniques for Management	CC	71	4	-	5	75	3	50	50	100	4
II	III	BB21C04	Core 4: Leadership Communication	CC	71	4	-	5	75	3	50	50	100	4
II	III	ES21A03/ ES21A04/ ES21A05/ TH21A24/ HI21A02/ EG21A02	<b>Allied 2:</b> Economic analysis, Basics of econometrics, / Money and Banking / Mathematics for Management II / Indian constitution / English through classics	GE	86	4	-	6	90	3	50	50	100	5
II	IV	NME19B2/ NME19A2/	*Basic Tamil/ Advanced Tamil	AEC	-	-	-	-	-	-	-	-	-	-
II	V	21PECM1	Professional English	AEC	45	3		3			50	50	100	2
			Online Course				-							2
II	VI	NM12GAW	General Awareness (self study)		-	-	-	-	-	-	-	-	100	-

L-Language

E-English

CC – Core Courses

GE – Generic Elective

AEC – Ability Enhancing Course

CA – Continuous Assessment

ESE - End Semester Examination

### QUESTION PAPER PATTERN

#### CORE & ALLIED PAPERS

**CIA Question paper pattern :**

SECTION	MARKS & WORD LIMIT	Total
Section A (5X2)	10 marks (No choice, one or two sentences)	50
Section B (4X5)	20 marks (No choice, 250 words)	
Section C (2/3) X 10)	20 marks (500 words)	

**Women Studies / Ambedkar Studies / Gandhian Studies /**

**Continuous Internal Assessment: 50 Marks**

SECTION	MARKS	TOTAL
A – 4 / 6 X 5 Marks	20	50
B – 2 / 3 X 15 Marks	30	

**End Semester Examination:**

SECTION	WORD LIMIT	MARKS	TOTAL
<b>Section: A</b> -11x2=22 marks (11/13 Open choice)	One or two sentences	22	100
<b>Section B</b> – 6x5=30 marks ( 5/7 Open choice)	300	30	
<b>Section C</b> – 4x12=48marks (4/6 Open choice)	600-800	48	

**Knowledge level for UG**

<b>Section A and B</b>	<b>K1 and K2</b>	<b>52 marks</b>
<b>Section C</b>	<b>K3 and K4</b>	<b>48 marks</b>

**CIA components for 2021-22 Batch with CIA: ESE pattern 50:50 Marks****INTERNAL COMPONENT MARKS:**

CA I	7
CA II	7
MODEL	10
Assignment	4
Seminar	5
Quiz	4
Class Participation	5
Application Oriented/Innovation/Creativity Assignment	5
Attendance	3
<b>TOTAL</b>	<b>50</b>

**RUBRICS*****Rubrics for 5 marks******(Application Oriented/Innovation/Creativity Assignment)***

<b><i>Criteria</i></b>	<b><i>Marks</i></b>
Originality	2
Presentation	2
References or Library Resources	1
<b>Total</b>	<b>5</b>

### Assignment/ Seminar

**Maximum - 20 Marks (converted to 4 marks)**

<b>Criteria</b>	<b>4 Marks</b>	<b>3 Marks</b>	<b>2 Marks</b>	<b>1 Mark</b>
<b>Focus Purpose</b>	Clear	Shows awareness	Shows little awareness	No awareness
<b>Main idea</b>	Clearly presents a main idea.	Main idea supported throughout	Vague sense	No main idea
<b>Organisation: Overall</b>	Well planned	Good overall organization	There is a sense of organization	No sense of organization
<b>Content</b>	Exceptionally well presented	Well presented	Content is sound	Not good
<b>Style: Details and Examples</b>	Large specific examples and detailed descriptions	Some use of examples and detailed descriptions	Little use of specific examples and details	No use of examples

### CLASS PARTICIPATION

**Maximum - 20 Marks (converted to 5 marks)**

<b>Criteria</b>	<b>5 Marks</b>	<b>4 Marks</b>	<b>3 Marks</b>	<b>2 Marks</b>	<b>1 Mark</b>	<b>Points scored</b>
<b>Level of Engagement in Class</b>	Student proactively contributes to class by offering ideas and asks questions more than once per class.	Student proactively contributes to class by offering ideas and asks questions once per class	Student contributes to class and asks questions occasionally	Student rarely contributes to class by offering ideas and asking no questions	Student never contributes to class by offering ideas	
<b>Listening Skills</b>	Student listens when others talk, both in groups and in class. Student incorporates or builds off of the ideas of others.	Student listens when others talk, both in groups and in class.	Student listens when others talk in groups and in class occasionally	Student does not listen when others talk, both in groups and in class.	Student does not listen when others talk, both in groups and in class. Student often interrupts when others speak.	
<b>Behavior</b>	Student	Student	Student	Student	Student	

	almost never displays disruptive behavior during class	rarely displays disruptive behavior during class	occasionally displays disruptive behavior during class	often displays disruptive behavior during class	almost always displays disruptive behavior during class	
<b>Preparation</b>	Student is almost always prepared for class with required class materials	Student is usually prepared for class with required class materials	Student is occasionally prepared for class with required class materials	Student is rarely prepared for class with required class materials	Student is almost never prepared for class.	
					<b>Total</b>	

**MAPPING OF PLOs WITH CLOs**

COURSE	PROGRAMME OUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PL05
<b>COURSE 1 –BB21C01</b>					
<b>CLO1</b>	S	S	S	S	S
<b>CLO2</b>	S	S	S	S	S
<b>CLO3</b>	S	S	S	S	S
<b>CLO4</b>	S	S	M	M	S
<b>CLO5</b>	S	S	S	S	S
<b>COURSE –AFA2102</b>					
<b>CLO1</b>	S	S	M	S	S
<b>CLO2</b>	S	S	M	S	M
<b>CLO3</b>	S	S	S	M	M
<b>CLO4</b>	S	S	S	S	S
<b>CLO5</b>	S	S	S	S	S
<b>COURSE -BB21C03</b>					
<b>CLO1</b>	S	M	S	L	M
<b>CLO2</b>	S	S	M	L	S
<b>CLO3</b>	S	S	S	S	S
<b>CLO4</b>	S	S	S	M	S
<b>CLO5</b>	S	S	S	S	S
<b>COURSE- BB21C04</b>					
<b>CLO1</b>	S	S	S	S	S
<b>CLO2</b>	S	S	S	S	S
<b>CLO3</b>	S	S	S	M	M
<b>CLO4</b>	S	S	S	S	S
<b>CLO5</b>	S	S	S	S	S
<b>COURSE – 21PECM1</b>					
<b>CLO1</b>	S	S	S	S	S
<b>CLO2</b>	S	S	S	S	S
<b>CLO3</b>	S	S	S	M	M
<b>CLO4</b>	S	S	S	S	S
<b>CLO5</b>	S	S	S	S	S



COURSE NUMBER- <b>BB21C01</b>	COURSE NAME – <b>CONTEMPORARY MANAGEMENT</b>	<b>Category</b>	L	T	P	Credit
		<b>Theory</b>	71	4	-	4

### Preamble

1. To provide comprehensive knowledge about the fundamentals of management and various management functions to the students;
2. To enable the students to understand various managerial skills that are necessary for becoming successful managers;
3. To manifest the students with knowledge on planning, decision making, organizing and controlling for changing organizational structures, globalization, technological advancements, and various workforce characteristics.
4. To incorporate the concept social responsibility into business decisions.

### Course Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	State various management concepts, their functions and describe current developments in management practices.	K1
CLO2	Classify the various types of plans & decisions and their process	K2
CLO3	Identify the advantages and challenges of employee diversity within organizations and sketch a good organizational structure	K2
CLO4	Apply budgetary controls & non budgetary controls that promote efficient and optimal utilization of resources in an organization	K3
CLO5	Analyze the reasons for adopting Industry 4.0 by assessing the impact of Industry 4.0 on Society, Business, Government and People and apply ethical choices in any given business context	K4

### Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PL05
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	M	M	S
CLO5	S	S	S	S	S

**S-Strong; M-Medium; L-Low**

## CONTEMPORARY MANAGEMENT-BB21C01

(71 Hours)

### UNIT – I (14 Hours)

**Management:** Meaning - Definition – Scope - Features – Levels - Managerial Roles and Skills- Management as an art or a science or a profession - Functions of Management -Management Thoughts (Scientific & Modern Management)- Ethics- Social Responsibility – Sustainable Management.

### UNIT – II (14 Hours)

**Planning:** Meaning - Definition – Nature - Characteristics – Importance – Process - Types – Limitations - Management By Objectives - Decision Making: Meaning-Definition - Features – Process –Types. Design Thinking - Creativity – Innovation.

### UNIT – III (14 Hours)

**Organising:** Meaning - Definition – Principles– Formal and Informal Organization - Forms of Organisation (Organisation Structure) - Delegation and Authority — Learning Organization- Centralization and Decentralization-Staffing-Meaning-Importance- Process of Staffing – Directing- Definition- Characteristics– Importance- Manager Vs Leader.

### UNIT – IV (15 Hours)

**Controlling:** Definition – Characteristics– Importance - Limitations - Control Process – Effective control system - Types of Control - Control Techniques: Budgetary Control and Non budgetary control-Management by Walking Around (MBWA) - Co-ordination: Meaning - Definition – Features - Benefits–Essentials.

### UNIT – V (14 Hours)

**Emerging Trends in Management:** Crisis Management- Change Management (adapting to change)- Gender Balance.

**Introduction to Industry 4.0-** Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0— Impact of Industry 4.0 on Society, Business, Government and People - Introduction to Industry 5.0.

**Case study Analysis- Simple cases from all units**

#### **Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Harold Kootz and Heinz Weihrich	Essentials of Management- An International, Innovation and Leadership Perspective	Tata McGraw Hill	11 <sup>th</sup> Edition 2020
2	Pagare Dinkar	Business Management	Sultan Chand & Sons	2018

3	Gareth R. Jones & Jennifer M George	Essentials of Contemporary Management / Contemporary Management	McGraw-Hill	9 <sup>th</sup> Edition Copyright 2021 Reprints
4	P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0			

### Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Stephen P Robbins; Mary K Coulter	Management	Hoboken, NJ : Pearson	15 <sup>th</sup> Edition 2020
2	P.C Tripathi & P.N Reddy	Principles of Management	Pearson Prentice Hall, New Delhi	6 <sup>th</sup> Edition 2017

### Reference Links:

S.no	Topic	Hours & Modules	Web Link
1	Management, Planning, Decision Making, Organizing, Span of management, Staffing: , Organizational Change, Controlling,	12 Weeks Unit: I, II, III,VI, V	<a href="https://swayam.gov.in/nd1_noc20_mg58/preview">https://swayam.gov.in/nd1_noc20_mg58/preview</a>
2	Concept of Management, Organizing, Controlling, Management & Society, Creativity & Innovation	10 Hrs Unit: I, II, V	<a href="https://nptel.ac.in/courses/122/108/122108038/#">https://nptel.ac.in/courses/122/108/122108038/#</a>
3	Introduction to Industry 4.0	Unit V	Internet of Things by Prof.Sudip Mishra,IIT Kharagpur. <a href="#">Introduction to Internet of Things - Course (nptel.ac.in)</a> A Complete Guide to Industry 4.0-Udemy <a href="#">A Complete Beginner's Guide to Industry 4.0   Udemy</a>

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

COURSE NUMBER <b>AFA2102</b>	COURSE NAME <b>FINANCIAL ACCOUNTING</b>	Category	L	T	P	Credit
		Theory	71	4	-	4

**Preamble**

1. To understand the basic concepts and principles of financial accounting.
2. To deepen knowledge on all the components of the final accounts, using a double entry book keeping perspective.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
4. To effectively communicate financial results and position to stakeholders.

**Course Outcomes**

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1.	Identify the importance of accounting and to gain a broad understanding of concepts, principles and terminology of financial accounting.	K1
CLO2.	Recognize and familiarize kinds of accounts and use of various accounting tools.	K1
CLO3.	Associate the components of final accounts using double entry booking keeping.	K2
CLO4.	Analyse and perform fundamental accounting operations.	K3
CLO5.	Demonstrate the critical thinking skills to analyse and prepare financial reports in any given context or situation.	K3

**Mapping with Programme Outcomes**

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1.	S	S	M	S	S
CLO2.	S	S	M	S	M
CLO3.	S	S	S	M	M
CLO4.	S	S	S	S	S
CLO5.	S	S	S	S	S

Strong; M-Medium; L-Low

S-

**Financial Accounting - AFA2102**

**(71 Hours)**

**UNIT – I (15 Hours)**

Accounting Concepts – Principles – Kinds of Accounts – Journal, Ledger, Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book.

**UNIT – II (14 Hours)**

Trial Balance-objectives and methods of preparing Trial Balance-Rectification of Errors -types of errors- preparation of suspense account - effect of errors on profit– preparation of Bank Reconciliation Statement

**UNIT – III (14 Hours)**

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet- Treatment of adjustments

**UNIT – IV (14 Hours)**

Depreciation – Meaning, Need for depreciation - Methods: Straight line and Diminishing balance methods – Bills of Exchange – entries in the books of drawer and acceptor

**UNIT - V (14 Hours)**

Final accounts of a company- Horizontal and vertical forms of income statement and Balance sheet and its contents-Financial statement analysis- comparative, common size statements and trend analysis- Ethics in financial reporting.

(Theory and Problems in the ratio of 20% and 80% respectively)

**TEXT BOOK:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.P. Jain ,K.L. Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	January 2020
2	Reddy T.S & Murthy. A	Financial Accounting	Margham Publications	2021

**REFERENCE BOOKS:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.N. Maheswari, Suneel K. Maheshwari, Sharad K. Maheshwari	Financial Accounting for BBA	Vikas Publishing House Private Limited	2018
2	Grewal T.S	Double entry book keeping	Sultan Chand & Company	Reprint 2017

**Reference links**

Sl. No.	Units	Topics	Links	No of Hrs
1	Unit – 1,2,3	Fundamentals of Financial Accounting	Swayam: <a href="https://swayam.gov.in/nd2_cec20_mg23/preview">https://swayam.gov.in/nd2_cec20_mg23/preview</a>	8 Weeks
2.	Unit -3,4	Financial Accounting and Analysis	Swayam: <a href="https://swayam.gov.in/nd2_imb20_mg32/preview">https://swayam.gov.in/nd2_imb20_mg32/preview</a>	6 Weeks
3.	Unit -1,2	Introduction to Financial Accounting	Coursera: <a href="https://www.coursera.org/learn/wharton-accounting">https://www.coursera.org/learn/wharton-accounting</a>	12 hours

COURSE NUMBER- <b>BB21C03</b>	COURSE NAME – <b>QUANTITATIVE TECHNIQUES FOR MANAGEMENT</b>	Category	L	T	P	Credit
		Theory	71	4	-	4

### Preamble

1. To enable the students to understand Business and Industrial enterprises, how to make long range planning and also to decide on issues such as location, choice of technology, choice of the optimum solution, formulation of alternatives, etc.;
2. To enable the students to demonstrate the way in which the problems are perceived and formulated and optimization solution are provided.
3. To manifest the students with knowledge on quantitative techniques which reduce the complex and unwieldy problems and play a significant role in framing management policy; and
4. To bring objectivity into decision making process under various quantitative techniques like LPP, Game Theory, PERT & CPM and Queuing models.

### Course Outcome

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the various scientific tools and techniques like PERT , CPM & LPP for managerial decision making.	K1
CLO2	Describe and construct the statement with suitable O.R. Model	K2
CLO3	Analyze and construct mathematical models for effective decision making.	K3
CLO4	Solve the real time problems through analysis, graphical methods & using game theory	K3
CLO5	Evaluate the probability of completion of project using time scale analysis	K3

### Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	S	L	M
CLO2	S	S	M	L	S
CLO3	S	S	S	S	S
CLO4	S	S	S	M	S
CLO5	S	S	S	S	S

S-Strong; M-Medium; L-Low

## **QUANTITATIVE TECHNIQUES FOR MANAGEMENT – BB21C03 (71 HOURS)**

### **UNIT – I (15 Hours)**

Introduction to Operation Research – Meaning and Definition – Scope and Methodology of OR – Models in OR – Advantages & Limitations of OR – Linear Programming: Formulation – Dual - Graphical Method & Simplex Method. (Simple problems from graphical and simplex methods only)

### **UNIT – II (15 Hours)**

Transportation: Meaning & Definition –Application of Transportation problem - Basic Feasible Solution: North West Corner rule – Least Cost Method – Vogel's Approximation Method – Optimum Solution: MODI method. Assignment Problems –Meaning & Definition - Application of assignment problem (Simple problems from transportation problem and assignment problem - only minimization)

### **UNIT – III (15 Hours)**

Game Theory – Meaning & Definition – Basic terminology – Maximin- Minimax Principle - Two Person Zero Sum Game – Mixed Strategy Problem – Dominance Property (simple problems)

Queuing Theory – Meaning & Definition – Terms used in queuing theory – Main elements of queuing system – Single channel Formulas (Simple problems from single channel only)

### **UNIT – IV (14 Hours)**

Critical Path Method – Meaning & Definition – Basic concepts of Network analysis – Construction of network diagram – Critical Path – Advantages & Limitations.

Programme Evaluation and Review Technique (PERT) – Time scale analysis – Critical Path – Probability of completion of project – Advantages and Limitations – Comparison between PERT and CPM.

### **UNIT – V (12 Hours)**

Decision Theory - Decision making under condition of Uncertainty: Maximax criterion, Maximin criterion, Minimax regret criterion, Hurwicz criterion and Laplace criterion.

Decision making under Risk: Expected value criterion, Expected Opportunity Loss (EOL) criterion, Expected Value of Perfect Information (EVPI). Decision Tree – Introduction & Concepts (Theory only)

- Theory and problems in the ratio of 20% and 80% respectively

**Text Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	V Sundaresan, KS Ganapathy Subramanian, K Ganesan	Resources Management techniques	AR Publishers	2018
2.	<u>Frederick S. Hillier</u> , <u>Gerald J. Lieberman</u> <u>Bodhibroto Nag</u>	Introduction to Operations Research	Mc Graw Gill	11th Edition 2021
3.	Kanti Swarp , P.K.Gupta , Man Mohan	Operations Research— Introduction to Management Science	Sultan Chand & Sons	2019

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Thulsian P.C. and Vishal Pandey	Quantitative Techniques: Theory and Problems	Pearson	2016 Reprint
2	N.P. Bali P.N. Upta C.P. Gandhi	Quantitative Techniques for Management	Cengage Learning India Pvt. Ltd.	2014
3	N.D. Vohra	Quantitative Techniques in Management	Mc Graw Hill	2017
4.	Michael Carter Camille C. Price Ghaith Rabadi	Operations Research A Practical Introduction	Chapman and Hall/CRC	2018

**Reference Links**

S.no	Topic	Hours & Modules	Web Link
1	Linear Programming, Transportation problems Assignment problems	Unit 1, II, 8 weeks	<a href="https://onlinecourses.nptel.ac.in/noc20_ma23/preview">https://onlinecourses.nptel.ac.in/noc20_ma23/preview</a>
2	Quantitative Techniques for Management	Unit I , II , III , IV & V 8 weeks	<a href="https://onlinecourses.swayam2.ac.in/cec20_mg18/preview">https://onlinecourses.swayam2.ac.in/cec20_mg18/preview</a>

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion



COURSE NUMBER <b>BB21C04</b>	COURSE NAME – <b>LEADERSHIP COMMUNICATION</b>	Category	L	T	P	Credit
		Theory	71	4	-	4

**Preamble:**

1. To enable the students to understand the essential principles of effective leadership communication;
2. To prepare students to demonstrate communication as a leader with clarity, precision, brevity and coherence in use of language in both written and oral;
3. To train the students to organize and express ideas in writing and speaking to produce messages suitably tailored for the topic, objective, audience, communication medium and context; and
4. To help the students to apply the critical and creative thinking abilities necessary for effective leadership communication in today's competitive business world.

**Course Outcome:**

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CO1.	Identify the importance of communication to gain a general understanding of communication process and to overcome barriers in communication.	K1
CO2.	Recognize the importance of leadership communication styles and follow the rules of business and Email etiquette.	K2
CO3.	Apply the fundamentals of the agenda, minutes, press release and reports to produce effective agenda, minutes, press release and reports	K3
CO4.	To participate effectively in groups as a leader through integrating the concepts of interpersonal communication, corporate communication with emphasis on listening, critical and reflective thinking and responding.	K3
CO5.	Demonstrate the critical thinking skills for knowledge sharing, public speaking, self-branding in any given context or situation following communication ethics.	K3

**Mapping with Programme Outcomes**

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S
CLO5	S	S	S	S	S

S-Strong M-Medium; L-Low

## **Leadership Communication-BB21C04**

**( 71 Hours)**

### **Unit : I - 15**

#### **Introduction to communication and leadership**

Communication: Meaning – Objectives – Importance – Communication Process- Media – Channels -Barriers and Gateways to communication – Essentials of effective communication.

#### **Leadership**

Definition- Leadership & Followership - The Language of Leaders- Leadership communication Strategy and Structure-- Communication Skills for Team & Leadership Effectiveness- Communication Ethics.

### **Unit : II -14**

#### **Business Letters**

Enquiries and Reply – Offers and Quotations – Orders and Execution – Claims and Adjustments – Collection – Status Enquiries - Application for jobs. Business & Email-étiquette

### **Unit : III -15**

#### **Leadership Presentations, Documents and Reports:**

Preparing Presentations (including Presentations in Virtual Environment), Agenda, Minutes & Reports- Press Releases -Using Web as a source of knowledge Sharing- Corporate Blogs- Strategic Communication in the Digital Era- Leveraging Digital Communication for Leaders- Communication Analytics.

### **Unit : IV -15**

#### **Non-verbal communication**

Body Language — Meta-Communication-Types- Glossophobia (Measures to Overcome).

#### **Leadership Development**

Leadership Styles- Leadership and Followership communication Styles - Power and influence in leadership; Empowerment; Credibility and Compliance Gaining Strategies; Leadership Narratives – Public Speaking- Self-Branding in Transitional Scenarios.

### **Unit : V - 12**

#### **Leadership and Diversity**

Leadership in Diverse Organisational Structures, Cultures and Communications -Intercultural Communication- Organizational Communication - Interpersonal Communication-Group Communication- Powerful and Powerless Talks - Crisis Communication- Corporate Culture.

Case study Analysis- (for internal Valuation only)

**Text Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajendra Pal & Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	Reprint 2020
2	Pragyan Rath & Apoorva Bharadwaj	Communication Strategies for Corporate Leaders Implications for the Global Market	Routledge India	2019
3	Archana Parmar	Business English and Leadership Communication	Swaranjali Publications	2021

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	E. Bruce Harrison	Leadership Communications: How Leaders Communicate and How Communicators Lead in Today's Global Enterprise	Business Expert Press	2021
2	Gerardus Blokdyk	Communication And Leadership During Change A Complete Guide	5STARCOOKS	2020 Edition
3	Kitty O. Locker , Jo Mackiewicz , Jeanine Elise Aune , Donna S. Kienzler	Business and Administrative Communication	McGraw-Hill	Reprints 2019
4	Deborah Barrett	Leadership Communication	McGraw-Hill	Edition 2014 Reprints 2018
5	Heidi Grant	HBR's 10 Must Reads on Communication	Harvard Business Review	2021
6	Northouse book online tools for students: <a href="http://www.sagepub.com/northouse6e/">http://www.sagepub.com/northouse6e/</a>			

**Reference Links**

S.no	Topics	Hours & Modules	Web Link
1	Introduction to Communication, Types of Office Communication, Business Correspondence, Business Letters, Office Meetings	12 weeks Unit I & II & III	Swayam: Communication and Business Correspondence - Course (swayam2.ac.in)
2	Introduction to Communication, Barriers, Communication Ethics, Crisis Communication.	Unit I & V	NPTEL :: Management - International Business Communication
3	Introduction to leadership	Unit I & IV	NPTEL :: Basic courses-Sem 1 and 2 - Leadership

Pedagogy: Chalk & Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

<b>COURSE NUMBER</b> 21PECM1	<b>COURSE NAME</b> <b>I B.Com &amp; BBA</b>	Category	L	T	P	Credit
	<b>SEMESTER – II</b> <b>Professional English for Commerce and Management</b>		45	15		2

### Objectives

1. To develop the language skills of students by offering adequate practice in professional contexts.
2. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
3. To focus on developing students' knowledge of domain specific registers and the required language skills.
4. To develop strategic competence that will help in efficient communication
5. To sharpen students' critical thinking skills and make students culturally aware of the target situation.

### Course Outcomes

On the successful completion of the course, students will be able to

<b>CLO Number</b>	<b>CLO Statement</b>	<b>Knowledge Level</b>
CLO1	Recognise their own ability to improve their own competence in using the language	K1
CLO2	Use language for speaking with confidence in an intelligible and acceptable manner	K2
CLO3	Read independently unfamiliar texts with comprehension and understand the importance of reading for life	K3
CLO4	Understand the importance of writing in academic life	K3
CLO5	Write simple sentences without committing error of spelling or grammar	K3

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

### Mapping with Programme Outcomes

<b>CLOs</b>	<b>PLO1</b>	<b>PLO2</b>	<b>PLO3</b>	<b>PLO4</b>	<b>PL05</b>
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S
CLO5	S	S	S	S	S

S- Strong; M-Medium

**UNIT 1: COMMUNICATION**

**8 hours**

**Listening:** Listening to audio text and answering question  
Listening to Instructions

**Speaking:** Pair work and small group work.

**Reading:** Comprehension passages –Differentiate between facts and opinion

**Writing:** Developing a story with pictures.

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

**UNIT 2: DESCRIPTION**

**8 hours**

**Listening:** Listening to process description.-Drawing a flow chart.

**Speaking:** Role play (formal context)

**Reading:** Skimming/Scanning- Reading passages on products, equipment and gadgets.

**Writing:** Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing.

**Vocabulary:** Register specific -Incorporated into the LSRW tasks.

**UNIT 3: NEGOTIATION STRATEGIES**

**8 hours**

**Listening:** Listening to interviews of specialists / Inventors in fields  
(Subject specific)

**Speaking:** Brainstorming. (Mind mapping).

Small group discussions (Subject- Specific)

**Reading:** Longer Reading text.

**Writing:** Essay Writing (250 words)

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

**UNIT 4: PRESENTATION SKILLS**

**8 hours**

**Listening:** Listening to lectures.

**Speaking:** Short talks.

**Reading:** Reading Comprehension passages

**Writing:** Writing Recommendations  
Interpreting Visuals inputs

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

## UNIT 5: CRITICAL THINKING SKILLS

**8 hours**

**Listening:** Listening comprehension- Listening for information.

**Speaking:** Making presentations (with PPT- practice).

**Reading :** Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence,  
Professional Ethics and Life Skills)

**Writing:** Problem and Solution essay– Creative writing –Summary writing

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

### Textbook

S.No.	Authors	Title of the Book	Publishers	Year of Publication
1	TamilNadu State Council for Higher Education (TANSCHÉ)	English for Commerce and Management Semester 1	--	--

### Reference Books

S.No.	Authors	Title of the Book	Publishers	Year of Publication
1	Sreedharan, Josh	The Four Skills for Communication	Foundation books	2016
2	Pillai, G Radhakrishna, K Rajeevan, P Bhaskaran Nair	Spoken English for you	Emerald	1998
3	Pillai, G radhakrishna, K Rajeevan, P Bhaskaran Nair	Written English for you	Emerald	1998

**Evaluation pattern :** Internal 50 marks  
ESE 50 marks

### NOTE 1 :

Internals 5 tests x 10 marks each

Test 1 : Listening

Test 2 : Speaking

Test 3 : Reading

Test 4 : Listening

Test 5 : Speaking

**ESE : Only Reading, Writing and Vocabulary components from all 5 units**

**Question Paper pattern for ESE**

Section A :  $5 \times 2 = 10$  marks

Section B :  $4/6 \times 5 = 20$  marks

Section C :  $2/3 \times 10 = 20$  marks

Total = 50 Marks