



THIRUVALLUVAR UNIVERSITY
SERKKADU, VELLORE-632115

B.A.,
CORPORATE ECONOMICS

SYLLABUS

FROM THE ACADEMIC YEAR
2023 – 2024

CHOICE BASED CREDIT SYSTEM AND LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK BASED ON B.A. ECONOMICS SYLLABUS	
Programme:	U.G.
Programme Code:	
Duration:	3 Years(UG)
Programme Outcomes:	<p>PO1: Knowledge of Economics: Ability to understand Economic Theories and functioning of Economic Models. To develop an adequate competency in the Economic Theory and Methods.</p> <p>PO2: Analytical Reasoning and Critical Thinking: Critically Analyze and assess the way in which economists examine the real world to understand the current events and evaluate specific proposals.</p> <p>PO3: Logical Reasoning and Quantitative Ability: Ability to understand how to collect and analyse data and use empirical evidence to evaluate the validity of hypothesis, using Quantitative Methodology and conduct data analysis to interpret results.</p> <p>PO4: Communication and Research Skills: Communication and Research related skills. Developing a sense of capability for relevant/appropriate inquiry and asking questions, synthesising and articulating and reporting results and to efficiently communicate thoughts and ideas in a clear and concise manner.</p> <p>PO5: Gender, Environment and Sustainability: Comprehend the Environmental issues and Sustainable Development and strive to achieving economic and social equity for women and be Gender Sensitive.</p> <p>PO6: Employability and Leadership Skills: Become empowered individuals to be employed in various positions in industry, academia and research and have the potential to become Entrepreneurs and take leadership roles in their chosen occupations and communities.</p> <p>PO7: Social Interaction: Acquire the ability to engage in relevant conversations and have the ability to understand the views of society that would help initiate policy making.</p> <p>PO8: Digital Literacy and Lifelong Learning: Capability to use ICT tools in a variety of learning situation and use appropriate software for analysis of data - Ability to acquire Knowledge situations and skills for life through self directed learning and adapt to different learning environments.</p>
Programme Specific Outcomes:	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.

- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I, II, III, IV	Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with essential skills to make them employable
		<ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		<ul style="list-style-type: none"> ➤ Discipline centric skill will improve the Technical knowhow of solving real life problems.
III, IV, V & VI	Elective papers	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature ➤ Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with hands-on-training.

IV	Elective Papers	<ul style="list-style-type: none"> ➤ Exposure to industry moulds students into solution providers ➤ Generates Industry ready graduates ➤ Employment opportunities enhanced
V Semester	Elective papers	<ul style="list-style-type: none"> ➤ Self-learning is enhanced ➤ Application of the concept to real situation is conceived resulting in tangible outcome
VI Semester	Elective papers	<ul style="list-style-type: none"> ➤ Enriches the study beyond the course. ➤ Developing a research framework and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners / Honors degree		<ul style="list-style-type: none"> ➤ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Credit Distribution for UG Programmes

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course – \CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	5	2.3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	5	4.3 Core Course – CC VII Core Industry Module	5	5	5. 3.Core Course CC -XI	4	5	6.3 Core Course – CC XV	4	6
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course –/ Project with viva-voce CC -XII	4	5	6.4 Elective -VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	3	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	2	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
						3.8 E.V.S.	-	1	4.8 E.V.S	2	1	5.8 Summer Internship /Industrial Training	2				
	23	30		23	30		22	30		25	30		26	30		21	30
Total – 140 Credits																	

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		23	30

COURSE PROFILE

Semester	Part	Code	Offered by	Name of the Subject	Instructional Hours	Credits	CIA	ESE	Total
I	A	*ILT(7)	Language	Language	6	3	25	75	100
I	B	DIFE(7)	English	English	6	3	25	75	100
I	C	CIC1(7)	Economics	C1- Micro Economics	5	5	25	75	100
I	C	CIC2(7)	Economics	C2 - Monetary Economics	4	5	25	75	100
I	C	CIA1(7)	Economics	A1- Basic Statistics	5	3	25	75	100
	D	DSEC1	Economics	Business Communication	2	2	25	75	100
I	D	SEFC	Economics	Personality Development	2	2	25	75	100

SEMESTER - I

B.A. CORPORATE ECONOMICS
SEMESTER I
CORE THEORY (1)

COURSE NAME: MICRO ECONOMICS

CREDITS:5

COURSE CODE: CIC1(7)

INSTRUCTIONAL HRS:75

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Expose the student to the basic principles in Micro Economic theory and illustrate the same with applications and to achieve conceptual clarity.
2. Enable the student to develop ways and means by which demand, supply, elasticity of demand can be assessed.
3. Impart knowledge and application of utility theories and law of production.

Unit- 1

(10 Hrs)

Adam Smith's definition of economics – Alfred Marshall's definition of economics – Lionel Robin's definition of economics – Paul Samuelson's definition of economics- Methods of Economic Analysis-Deductive method- Inductive method- Positive science- normative science.

Unit- 2

(15 Hrs)

Demand – Meaning and Definition – Law of demand – Demand Schedule – Market demand schedule – Types of demand – Price, Income and Cross demand - Causes for the downward sloping of the demand curve – Exceptions to law of demand – Factors determining demand – Supply – Meaning – Law of Supply.

Unit-3

(20 Hrs)

Elasticity of demand – Meaning – Definition – Types of elasticity of demand – Price elasticity of demand – Degrees of price elasticity of demand – Methods of measuring price elasticity of demand – Income elasticity of demand – Types of Income elasticity of demand - Cross elasticity of demand – Factors influencing elasticity of demand.

Unit- 4

(15 Hrs)

Meaning – Cardinal utility – Ordinal utility – Total utility and marginal utility – Law of Diminishing Marginal Utility (Gossen's first law of consumption) – Assumptions. Indifference Curve Analysis-Meaning-Assumptions of Indifference Curve- Properties of Indifference Curve.

Unit- 5

(15 Hrs)

Meaning – Laws of returns – Modern Approach to law of variable proportions – Increasing returns - diminishing returns - negative returns– Production function – Meaning – Assumptions. Returns to Scale – Constant returns to scale – Increasing returns to scale – Decreasing returns to scale.

SELF STUDY/ EXPERIENTIAL LEARNING

1. “The object of economic analysis is not merely to discover the truth but also to assist in the solution of concrete problems.” Comment.

- Analyze the circumstances in which a fall in price of a commodity leads to a fall in its demand.
- “The concept of elasticity is a versatile tool of economic analysis.” Discuss the validity of this statement with appropriate instances.
- Examine the conditions under which a consumer derives maximum satisfaction from his expenditure.
- Distinguish between returns to factor and returns to scale. What will be the return to a factor if the returns to scale are increasing, constant and diminishing?

TEXTBOOKS:

- M.L.Jhingan, 2016 Micro Economics, VIII Edition, Vrindha Publications(P) Ltd., Reprint.
- S.Sankaran, 2015, Micro Economics, VII Edition, Margham Publications.

REFERENCE BOOKS:

- Koutsayiannis, 2016, Modern Micro Economics, 2nd Edition, Palgrave (Macmilan Publishers)
- Robert Pindyck, Daniel Rubinfeld, Microeconomics, 8th Edition, Pearson Education India.
- Gregory Mankiw, Principles of Microeconomics, 2016, Cengage Learning India Pvt. Ltd.

ONLINE RESOURCES:

- <https://pressbooks.bccampus.ca/uvicecon103/chapter/introduction/>
- <https://courses.lumenlearning.com/boundless-economics/chapter/the-study-of-economics/>
- <https://www.youtube.com/watch?v=1UxA6JzoT-4>

COURSE OUTCOMES:

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

CO No.	Course Outcome	Knowledge Level
CO1	Describe the definitions on economics as given by noble economic thinkers and identify the role of ethical values in economic decisions.	K1, K2
CO2	Explain the behavior of consumers and producers and analyze the demand for and supply of goods through graphs and schedule.	K2, K3, K4
CO3	Explain price, income and cross elasticities and calculate the elasticities of demand using common economic variables.	K2, K3
CO4	Demonstrate how consumer behavior shapes the demand curve using the utility maximizing rule and graph the utility-	K2, K3

	maximizing consumption bundles.	
CO5	Analyze the functional relationship between physical inputs and physical outputs of a firm with long run and short run proportions to scale.	K2, K3, K4
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Average	3	3	2.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Chalk and Talk, PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Quiz and Group Discussion.

**B.A CORPORATE ECONOMICS
SEMESTER I
CORE PAPER -2**

COURSE NAME: MONETARY ECONOMICS
COURSE CODE: CIC2(7)

CREDITS: 4
INSTRUCTIONAL HRS: 75

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Enable the students to understand the theories that relate to monetary transmission mechanism, whereby decisions made by the monetary authorities concerning money supplies or interest rates which can have real effects on the economy.
2. Educate them with Classical version and Modern version of thoughts under quantity theory of money which can able to apply course concepts in monetary policy decisions
3. Impart knowledge money supply and inflation ranges that prevails in the economy.

UNIT - 1

(10 Hrs)

Money - Meaning – Definition of Money – Barter System – Its limitations – Kinds of money – Metallic money – Paper money – Near Money – Legal Tender money and Optional money – Money proper and Money of Account – Functions of Money

UNIT - 2

(10 Hrs)

Monetary Standard - Meaning and Types of Monetary Standards — Bimetallism – Features, Merits and Demerits - The Gold Standard – Rules and Breakdown - Paper Currency Standard – Features, Merits and Demerits – Gresham’s Law of Money Supply – Operations of the Law and limitations of the law.

UNIT - 3

(20 Hrs)

Value of Money - Fisher’s Equation of Exchange – Supply of Money, Demand for Money, Assumptions and Criticisms - Cambridge version of Quantity theory of Money – Cambridge Equations - Superiority of Cambridge version – Milton Friedman’s Quantity theory of Money – Features, Friedman’s Demand for money functions, Modern Version of Quantity theory of Money.

UNIT -4

(15 Hrs)

Supply of Money - Constituents of Money Supply – Traditional view, Modern view – Currency Money – Factors influencing currency money – Bank Money - Components of money supply in India (M1, M2, M3, M4) – High Powered Money – Sources of change in Money Supply in India – Supply of Money – Approaches of money supply - Demonetization – meaning, merits & demerits.

UNIT 5

(15 Hrs)

Inflation - Inflation - Meaning – Definition, Types, Causes, - Demand- Pull inflation – Keynesian Theory, Cost-Push Theory – Causes of Cost – Push Inflation - Control – Deflation – Meaning, Stagflation – Meaning, Inflationary Gap.

SELF STUDY / EXPERENTIAL LEARNING

1. Intrinsic value of Indian Coins
2. Statement of Money Supply as per RBI data.
3. Impact of Inflation on Savings and Investment.

TEXT BOOKS:

1. R.R. Paul, Monetary Economics, 8th edition, Kalyani Publications, 2013.
2. M.L. Jhingan, Monetary Economics, 7th Edition, Vrindha Publications (P) Ltd, 2011.

REFERENCE BOOKS:

1. M.L.Seth, Monetary Economics, 19th edition, Laxmi Narain Agarwal & Co Ltd, 2016.
2. D.M.Mithani, Money, Banking, International Trade and Public Finance, 17th Revised Edition, Himalaya Publishing House, 2014.
3. Jagdish Handa, Monetary Economics, 1st edition, Routledge Publisher 2000.

ONLINE RESOURCES:

1. <https://courses.lumenlearning.com/boundless-economics/chapter/introducing-money/>
2. <https://www.yourarticlelibrary.com/economics/money/the-monetarism-and-friedmans-modern-quantity-theory-of-money-with-diagrams/37968>
3. https://rbi.org.in/Scripts/Data_MSupply.aspx

COURSE OUTCOMES:

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

COs	Course Outcomes	Knowledge Level
CO1	Discussed why people hold money and why it is used in the trading process	K2
CO2	Describes Monetary Standards of Money.	K1
CO3	Explains the Classical to Modern version of quantity theory of Money.	K2
CO4	Articulates Money Supply in the economy	K3,
CO5	Explains the types of Inflation and it analyses the causes of inflation.	K3, K4
K1- Remember, K2- Understand, K3- Apply, K4- Analyze		

COs-PSOs MATRIX:

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	2	1	2	2
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Average	3	2.8	2.4	2.8	2.8
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Chalk and board, Assignment, Lecturing and Text, E-content Development – PPT, LMS–Google Classroom, Virtual Classroom – Google Meet, Classroom Discussion and PDF Files.

B.A. CORPORATE ECONOMICS
SEMESTER – I
ALLIED 1

COURSE NAME: BASIC STATISTICS
COURSE CODE: CIA1(7)

CREDITS: 6
INSTRUCTIONAL HOURS: 90

COURSE OBJECTIVES:

The main objectives of this course are to:

1. This paper aims to provide an understanding on various statistical concepts for the economics
2. Impart knowledge on graphs and diagrams.
3. Equip students with knowledge about measures of central tendency and dispersion,

UNIT 1- STATISTICS

(10 Hrs)

Statistics – Meaning – Definition – Nature and Scope of statistics – Importance – Functions – Limitations – Sources of data – Primary and Secondary.

UNIT 2 - DIAGRAM AND GRAPHIC PRESENTATION

(20 Hrs)

Diagram – Meaning – Definition – Advantages – Limitations – Rules – Types of Diagram – Graph – Histogram – Frequency Curve – Frequency Polygon – Ogives – Difference between diagram and graph.

UNIT 3 - MEASURES OF CENTRAL TENDENCY

(20 Hrs)

Meaning – Definition – Functions of an Average – Types of Averages – Features of good Average – Arithmetic Mean – Meaning – Merits – Demerits – Properties of Arithmetic Mean – Sums – Direct method – Median – Meaning – Merits – Demerits – Sums – Direct method – Quartiles – Deciles – Percentiles – Mode – Meaning – Merits – Demerits – Sums.

UNIT 4 - MEASURES OF DISPERSION

(20 Hrs)

Meaning – Definition – Methods of measuring Dispersion – Range – Merits – Demerits – Inter-Quartile Range – Merits – Demerits – Sums – Direct Method – Standard Deviation – Meaning – Definition – Steps – Merits – Demerits – Sums – Direct method

UNIT 5 - SKEWNESS

(20 Hrs)

Skewness – Meaning – Test of skewness – Difference between of Dispersion and Skewness – Objectives of Skewness.- Pearsonian measure of Skewness –Bowley’s Measure of Skewness

SELF STUDY / EXPERIENTIAL LEARNING

1. Importance of Statistics in different field of study
2. Uses of Diagrams.
3. Purpose of central tendency
4. Types of measures of dispersion
5. Skewness and its types

TEXT BOOKS:

1. R S N Pillai & Bagavathi : Statistics theory and practice, S. Chand Publications Edition 8th 2019.
2. S.P.Gupta : Statistical Methods, Sultan Chand and Sons, 41st Edition, 2011.

REFERENCE BOOKS:

1. Asim Kumar Manna: Business Mathematics and Statistics, McGraw Hill Education, 2018.
2. David R. Anderson Dennis J. Sweeney: Statistics for Business & Economics, Cengage Learning India, 13th Edition, 2018
3. S.C. Gupta: Fundamentals of Statistics, Himalaya Publishing House, 2018
4. B.L. Agarwal: Basic Statistics, New Age International Publishers, 4th Edition 2006.

ONLINE RESOURCES:

1. <https://www.statisticshowto.com/probability-and-statistics/descriptive-statistics/pie-chart/>
2. <https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode-median.php>
3. <https://www.toppr.com/guides/business-mathematics-and-statistics/measures-of-central-tendency-and-dispersion/measure-of-dispersion>

COURSE OUTCOMES

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

COs	COURSE OUTCOMES	KNOWLEDGE LEVEL
CO1	Define the basic concepts of statistics	K1
CO2	Construct the graphs and diagrams	K3
CO3	Explain and to calculate the various types of measures of central tendency	K2, K3
CO4	Classify and to calculate the measures of dispersion	K3, K4
CO5	Distinguish between Dispersion and Skewness and to calculate the Skewness	K4
K1 – Knowledge, K2 – Understand, K3 – Apply, K4 – Analyze		

CO-PSO Mapping Matrix

COs/PSOs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	1	2
CO2	3	2	3	1	2
CO3	3	2	3	1	2
CO4	3	3	3	1	1
CO5	3	3	3	1	1
Average	3	2.6	2.6	1	1.6
3 – Highly Correlated, 2 – Moderately Correlated, 1 – Slightly Correlated, 0 – No Correlation					

METHODOLOGY OF TEACHING:

Lecture Method, Quiz, Lecture Videos, Seminar, Power Point Presentation, White Board Teaching.

**B.A. CORPORATE ECONOMICS
SEMESTER – I
SKILL ENHANCEMENT**

COURSE NAME: BUSINESS COMMUNICATION

CREDITS:2

COURSE CODE: DSEC1

INSTRUCTIONAL HRS:30

COURSE OBJECTIVES:

The main objectives of this course are to:

1. Provide a comprehensive introduction to Business Communication and Digital Communication.
2. Equip students with all the essential requirements for a successful communication
3. Disseminate knowledge to students in framing strategy and tools for effective communication and B2C communication strategies

Course Out Comes

1. After studied unit-1, To understand the distinct Features of Business Communication
2. After studied unit-2, To understand the Analysis of Business Letters.
3. After studied unit-3, To understand the Various types of Business Letters.

Unit-1:

Teaching Hours: 15 hrs

Features of Business Communication - Importance of effective communication in Business - Classification of communication - Characteristics (7cs) and Guidelines of effective Business Communication.

Unit-2:

Teaching Hours: 16 hrs

Analysis of Business Letters - Basic Principles in drafting - Appearance, Structure and Layout - Letter Styles.

Unit-3:

Teaching Hours: 15 hrs

Various types of Business Letters - Letters of Enquiry - Offers, Quotations, Orders, Complaints and Settlement, Circular Letters, Status enquiry, Collection Letters, Application for jobs, CV, Resumes, Reference Letters.

TEXT BOOKS:

1. Communication for Business – Shirley Taylor. Pearson Publication, New Delhi.
2. Business Communication Today – Bovee, Thill, Schatzman 7th Edition Pearson Publication, New Delhi.
3. Essentials of Business Communication – Rajendra Pal, J.S.Korlahalli.

REFERENCE BOOKS:

1. Dr. Jaishri Jethwaney , Corporate Communication: Principles & Practices, Oxford Publishers, 2010
2. Bernard Sklar, Digital Communications: Fundamentals And Applications 2nd Edition, Pearson Education Publications, 2009

Course Material: website links, e-Books and e-journals
Mapping with Programme Outcomes

COURSE OUTCOMES:

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

CO No.	Course Outcome	Knowledge Level
CO1	Discribe the distinct Features of Business Communication	K1, K2
CO2	Explain and Analysis of Business Letters	K2, K3, K4
CO3	Explain Various types of Business Letters	K2, K3
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
Average	3	3	2.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Chalk and Talk, PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Quiz and Group Discussion.

2. NASSCOM-Global Business Foundation Skills: Accenture, Convergys, Dell et.al. Foundation Books: Cambridge University Press.

3. Thinks and Grow Rich by Napoleon Hill, Ebury Publishing, ISBN 9781407029252. 4. Awaken the Giant Within by Tony Robbins HarperCollins Publishers, ISBN139780743409384.

COURSE OUTCOMES:

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

CO No.	Course Outcome	Knowledge Level
CO1	Discribe the distinct Features Self Awareness & Self Development.	K1, K2
CO2	Explain and Analysis the Personal Success Factors	K2, K3, K4
CO3	Explain Managing self	K2, K3
K1-Knowledge, K2-Understand, K3-Apply, K4-Analyse		

CO-PSO MATRIX:

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
Average	3	3	2.6	3	9
3-Highly Correlated, 2-Moderately Correlated, 1-Slightly Correlated, 0-No Correlation					

METHODOLOGY OF TEACHING:

Chalk and Talk, PowerPoint/Google Slides Presentation, E-Contents, Assignments, Seminars, Quiz and Group Discussion.