



SRI CHANDRASEKHARENDRA SARASWATHI

VISWA MAHAVIDYALAYA

(University established under section 3 of UGC Act 1956)

(Accredited with 'A' Grade by NAAC)

Enathur, Kanchipuram – 631 561



DEPARTMENT OF MANAGEMENT STUDIES

CURRICULUM AND SYLLABUS

(FULL TIME - SEMESTER PATTERN)

BACHELOR OF BUSINESS ADMINISTRATION

(Applicable for the Students admitted from 2024-25 onwards)

Programme Outcomes (POs)

PO1	Graduates will demonstrate a comprehensive understanding of fundamental principles and practices of business and management.
PO2	Graduates will possess strong analytical and critical thinking skills by analysing the data to identify business problems, evaluate alternatives, and propose effective solutions.
PO3	Graduates will exhibit creativity and innovation in developing new business ideas.
PO4	Graduates will develop self-learning, self-confidence and effective communication skills along with leadership abilities, and effectively managing interpersonal relationships in diverse business settings.
PO5	Graduates will understand the importance of ethical behaviour, social responsibility, and human values in business practices. They will commit to lifelong learning, continually updating their knowledge and skills to adapt to the dynamic business environment while upholding integrity, empathy, and respect for others.

S.NO	Subject code	Category	Course Title	Periods per week			Total contact periods	Credits
				L	T	P		
Semester-I								
1	LT101/LH101/L S101	AECC-	Tamil, Hindi, Sanskrit	-	3	-	3	3
2	LE101	AECC	English-Business Communication-I	-	3	-	3	3
3	BB101	DSC Core-I	Principles of Management	3	1	-	4	4
4	BB102	DSC Core-II	Fundamentals of Accounting	3	1	-	4	4
5	BB103	DSC Core-III	Managerial Economics	3	1	-	4	4
6	MDE11	MDE	Indian Knowledge System	2	0	-	2	2
7	VAC11	VAC	Constitution of India	2	-	-	2	2
Total								22
Semester-II								
1	LT201/LH201/LS201	AECC	Tamil, Hindi, Sanskrit	-	3	-	3	3
2	LE201	AECC	English-II	-	3	-	3	3
3	BB201	DSC Core-I	Organizational Behaviour	3	1	-	4	4
4	BB202	DSC Core-II	Marketing Management	3	1	-	4	4
5	BB203	DSC Core-III	Business Mathematics and Statistics-I	3	1	-	4	4
6	VAC21	VAC	Environmental Science	3	-	-	3	3
7	SEC21	SEC	Emerging Technologies and application	1	-	2	3	2
8	MDE21	MDE	Media Literacy and Critical Thinking	1	1	0	2	2
Total								25

SEMESTER I

BB101 PRINCIPLES OF MANAGEMENT

Course Objective

(60 periods)

- To help the students gain understanding of the functions and responsibilities of managers.
- To provide them tools and techniques to be used in the performance of the managerial job.
- To enable them to analyze and understand the management principles and environment of the organization

Unit I

(12)

Definition – Features of Management – Administration vs. Management – Management a Science or Art? – Management Principles and their nature, Universality of Management Principles - The functional approach, levels of Management – Pioneers of Modern Management – F.W. Taylor, Henry Fayol, Elton Mayo, M.P. Follett, Chester Bernard – Douglas McGregor

Unit II

(12)

Planning and Decision Making Meaning – Characteristics – Planning Process – Types of Plans Objectives – M.B.O. Policies – Procedures – Methods – Rules – Programmes and Schedule Budgets – Forecasting – Elements – Techniques - Decision-Making – Definition – Nature and Types of Decisions – Process

Unit III

(12)

Meaning – Principles of Organisation – Departmentation – Methods – Span of Management – Forms of Organizational Structure – Concepts of Authority and responsibility – Delegation and Decentralization of Authorities – Centralization vs. Decentralization – Line and Staff Relations

Unit IV

(12)

Meaning – Manpower Planning – Aim and Objectives – Steps in manpower Planning – Recruitment - Selection – Training – Performance Evaluation - Executive Development

Unit V

(12)

Definition – Principles and Elements of Directions– Communication – Motivation – Meaning – Theories of Motivation – Maslow, Herzberg, ERG and Path Goal Theories - Leadership – Types of Leaders – Qualities of Good Leaders - Importance of Controlling – Steps in Controlling – Essentials of Control – Control Techniques

Text Books:

1. P.C. Tripathi and P.N. Reddy, Principles of Management, McGraw-Hill Education, 6th Edition, 2017.
2. L.M. Prasad, Management: Principles and Practices, Sultan Chand & Sons, 8th Edition ,2017
3. Harold Koontz and Heinz Weihrich, with contributions by Jit S. Chandan, Essentials of Management: An International, Innovation, and Leadership Perspective, McGraw-Hill Education, 10th Edition , 2015.

References:

1. Harold Koontz and Heinz Weihrich, Principles of Management, McGraw-Hill Education, 12th Edition ,2008
2. Andrew J. DuBrin, Essentials of Management, Cengage Learning, 10th Edition,2016.
3. James A.F. Stoner, R. Edward Freeman, and Daniel R. Gilbert Jr, Management, Prentice Hall, 6th Edition,2015

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
1	CO1: To demonstrate a deeper understanding of management theories and principles.	K2
2	CO2: To analyze the impact of management decisions on organizational performance	K4
3	CO3: To design and propose organizational structures and systems	K3
4	CO4: To develop strategies for effective recruitment, selection, and onboarding of employees	K6
5	CO5: To create innovative leadership approaches to inspire and motivate diverse teams	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	S	L
CO2	S	S	M	S	S
CO3	S	S	S	M	L
CO4	S	S	S	L	L
CO5	S	S	S	S	S

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

BB102 Fundamentals of Accounting

Course Objective

(60 periods)

- To help the students gain understanding of the Accounting
- To provide them tools and techniques to be used in the final account's preparation
- To enable them to analyze and understand the Depreciation

Unit I

(12)

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 – Preparation of Cash Book

Unit II

(12)

Preparation of Final Accounts of a sole trading concern – Adjustments Receipt and Payments Account, Income and Expenditure Account and Balance sheet of Non Trading Organisations.

Unit III

(12)

Average due date – Account Current Classification of Errors – Rectification of Errors – Preparation of Suspense Account Bank Reconciliation Statement

Unit IV

(12)

Depreciation – Meaning, causes, Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method, Insurance Claims – Average Clause (Loss of Stock & Loss of Profit)

Unit V

(12)

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

Text Books:

1. P.C. Tulsian and Bharat Tulsian, Financial Accounting, S. Chand Publishing, 12th Edition, 2019
2. S.N. Maheshwari and S.K. Maheshwari, Financial Accounting, Vikas Publishing House, 6th Edition, 2020.
3. M.E. Thukaram Rao, Accounting for Management, New Age International Publishers, 12th Edition, 2013

Reference:

1. Ken Trotman and Michael Gibbins, Financial Accounting: An Integrated Approach, Cengage Learning, 6th Edition, 2017
2. Robert Kemp and Jeffrey Waybright, Financial Accounting: Global Edition, Pearson, 3rd Edition, 2019
3. Barry Elliott and Jamie Elliott, Financial Accounting and Reporting, Pearson Education, 18th Edition, 2017

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
1	CO1: To understand the basic concepts of accounting	K2
2	CO2: To apply the trial balance in preparing income statement and balance sheet	K3
3	CO3: To analyze the accounting error and its rectification and prepare bank reconciliation	K4
4	CO4: To apply the method of depreciation and insurance claims	K3
5	CO5: To differentiate between single entry and double entry system	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	L	L	L
CO2	S	S	L	S	L
CO3	S	S	L	S	L
CO4	S	S	L	S	L
CO5	S	L	L	L	L

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

BB103 Managerial Economics

Course Objective

(60 periods)

- To enable the students to analyze and understand the To provide a thorough understanding of the basic principles of the economics and its applications.
- This course is to acquaint students of the Indian Economy, present and future of Indian Economics, and how the Indian Economy is influencing the business environment in Indian context

Unit I

(12)

Definition of Economics - Wealth – Welfare – Definitions – Definition as a science choice of Decision making – Economics – Science or Art – Positive science – Normative science – Scope of Economics – Micro and Macro Economics

Unit II

(12)

Utility – Approaches to Utility Analysis – Law of Diminishing Marginal Utility – Exception to the Law – Consumer Surplus – Consumer Equilibrium – Law of Equi Marginal Utility – Indifference curve – Marginal rate of Substitution – Proportion of indifference curve

Unit III

(12)

Demand – Basics – Theory of Demand – Elasticity of Demand – Exception to the Law of Demand – Supply – Law of Supply – Factors of Production – Production Function – Law of Variable Proportion – Law of Return to Scale

Unit IV

(12)

Types of costs – Short run and Long run Cost behaviour – Revenue concepts – Break Even Analysis – Limitations, Market – Basics – Types of Markets – Monopoly – Monopolistic – Oligopoly – Perfect Competition, Concept of National Income- Measurement of National Income, Monetary Policy and Fiscal Policy.

Unit V

(12)

Economic reforms- Liberalization- Privatization- Disinvestment- Globalization, Demographic trends in India, Absolute and Relative Poverty- measurement of Below Poverty Line- Causes of Poverty- Poverty Alleviation Programme-Human Development Index-Gini Index-Sectoral Classification of Indian Economy- Direct and Indirect Tax, Inflation and Deflation

Text Books:

1. Mote V.L., Paul Samuel, and G.S. Gupta, Managerial Economics: Concepts and Cases, McGraw-Hill Education, 41th Edition, 2020
2. H.L. Ahuja, Managerial Economics S. Chand & Company Ltd, 21st Edition, 2017.

3. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 8th Edition,2015

References:

1. Michael R. Baye and Jeff Prince, Managerial Economics and Business Strategy, McGraw-Hill Education, 9th Edition,2017.
2. James R. McGuigan, R. Charles Moyer, and Frederick H.deB. Harris, Managerial Economics: Applications, Strategy, and Tactics, Cengage Learning, 13th Edition,2013.
3. Mark Hirschey and Eric Bentzen, Managerial Economics, Cengage Learning,12th edition,2016.

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
1	CO1: To understand the concepts of economics and analyze its nature	K1
2	CO2: To analyze the concept of utility and apply the marginal rate of substitution	K4
3	CO3: To analyze the law of demand and factors of production	K4
4	CO4: To analyze the behavior of cost and evaluate market structure	K4
5	CO5: To understand the importance of LPG and other macro components	K1
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	L	L	L
CO2	S	S	L	L	L
CO3	S	S	L	L	L
CO4	S	S	M	L	L
CO5	S	L	L	L	L

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

MDE11 INDIAN KNOWLEDGE SYSTEM

(30 periods)

Course Objectives:

1. Understand the fundamentals of Indian knowledge systems.
2. Explore the relevance of ancient Indian wisdom in modern management.
3. Integrate traditional Indian practices with contemporary business strategies.
4. Develop a holistic and ethical approach to business management.

Unit 1: Introduction to Indian Knowledge Systems (10)

Definition and Overview of Indian Knowledge Systems -Scope - The concepts of Dharma -The law of Karma- Responsibilities of an individual towards oneself and society, at various stages of Life

Unit 2: Value System (10)

Values: Meaning - Features - Indian conception of Values - Importance of Indian Value system for Work Culture

Unit 3: Ethics and Values in Management (10)

Dharma and its relevance in business ethics- Values from Bhagavad Gita and their application in management- Traditional Indian views on social responsibility-Modern applications of CSR in Indian and global contexts -Influence of Indian knowledge systems on global business practices

Text Books

1. Mahadevan, B., Vinayak Rajat Pavana, Nagendra. (2022). Introduction to Indian knowledge system: Concepts and applications. PHI Learning.
2. Kapoor, K. (2005b). Indian Knowledge Systems. D.K. Printworld.

Reference books

1. Kauṭalya, & Shama Sastri, R. (2020). Kautilya's Arthashastra. Global Vision Publishing House.
2. Khandelwal N.M. (2009) Indian Ethos & Values for Management, Himalayan Publishing House
3. Ghosh Biswanath (2006) Ethics in Management and Indian Ethos, Vikas Publishing House Pvt

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
1	CO1: To gain insights into the significance of ancient Indian texts, such as the Vedas, Upanishads, and classical literature in shaping Indian thought	K2
2	CO2: To understand the core philosophical concepts and ethical principles in Indian thought, including Dharma, Karma, and the pursuit of Moksha (liberation)	K2
3	CO3: To develop critical thinking and analytical skills by engaging with primary texts and scholarly interpretations of Indian knowledge systems	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	L	S	S
CO2	S	S	L	S	S
CO3	S	S	M	S	S

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

VAC11 Constitution of India

(30 Periods)

Unit I

Constitution' meaning of the term, Indian Constitution: Sources and constitutional history, Features: Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy

Unit II

Structure of the Indian Union: Federalism, Centre- State relationship, President: Role, power and position, PM and Council of ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha Governor: Role and Position, CM and Council of ministers, State Secretariat: Organization, Structure and Functions

Unit III

Municipalities: Introduction, Mayor and role of Elected Representative, CEO of Municipal Corporation
Village level: Role of Elected and Appointed officials, Importance of grass root democracy

Text Books

- "The Constitution of India" by P.M. Bakshi - 19th Edition, published in 2023-24
- "Introduction to the Constitution of India" by D.D. Basu - Latest edition, updated in 2023

Reference books

- Constitution of India - Revised and Updated Syllabus by Dr.P.K.Agrawal, IAS(Retd.),Dr.K.N.Chaturvedi & Shri.V.N.Khare 2022-2023

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
1	CO1: To gain comprehensive knowledge of the history, philosophy, and evolution of the Indian Constitution	K1
2	CO2: To understand the Preamble, fundamental rights, fundamental duties, and directive principles of state policy	K2
3	CO3: To gain in-depth knowledge of the constitutional positions of the President, Prime Minister, Chief Minister, and Governor	K1
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	L	L	L
CO2	S	L	L	M	S
CO3	S	L	L	L	L

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

SEMESTER II

BB201 Organizational Behaviour

Course Objectives

60 Periods

- Gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective and frameworks and tools to effectively analyze and approach various organizational situations.
- Familiarize students with contemporary organizational behaviour theories and help them to understand predict and manage people better.
- Acquaint the students with the fundamentals of managing a business.
- Understand individual and group behaviour at work place to improve the effectiveness of an organization.

Unit I

(12)

Introduction to Organizational Behaviour – Need for Organizational Behaviour – Nature and Scope of OB – SOBC Model – Behaviour Modification – Meaning and Importance. Organizational Culture - Meaning – Need – Importance – Elements.

Unit II

(12)

Personality – Definition – Theories of Personality – Factors influencing Personality. Perception– Definition – Perception Process – Factors influencing Perception – Perceptual Selectivity, Perceptual Grouping, Perceptual Context, Perceptual Defense. Learning: – Definition – Learning Process – Factors influencing Learning

Unit III

(12)

Group Dynamics – Types of Groups – Group Norms – Cohesiveness – Features of Cohesive Groups– Factors affecting Group Cohesiveness – Effects of Group Cohesiveness. Conflict – Meaning – Features – Role Conflict – Goal Conflict – Inter-Personal Conflict – Inter-Group Conflict – Horizontal Conflict – Vertical Hierarchical Conflict.

Unit IV

(12)

Leadership: Concept of Leadership – Theories of Leadership – Leadership Styles – Power and Politics – Negotiation – Meaning - Process

Unit V

(12)

Organizational Change and Development: Change – Meaning – Need – Importance – Process. Organizational Development (OD) - Meaning – Need – Importance – Process – Intervention Techniques

Text Book

1. K. Aswathappa, Organisational Behaviour, Himalaya Publishing House, 12th Edition, 2019
2. S.S. Khanka, Organisational Behaviour, S. Chand Publishing, 4th edition, 2016.
3. P. Subba Rao, Organisational Behaviour, Himalaya Publishing House, 5th Edition, 2016

Reference Book

1. Stephen P. Robbins and Timothy A. Judge, Organizational Behavior, Pearson, 18th edition, 2019.
2. Jason A. Colquitt, Jeffery A. LePine, and Michael J. Wesson, Organizational Behavior: Improving Performance and Commitment in the Workplace, McGraw-Hill Education, 6th Edition, 2019
3. Debra L. Nelson, James Campbell Quick, and Jonathan L. Quick, Organizational Behavior: Science, The Real World, and You, Cengage Learning, 9th Edition, 2014.

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
1	CO1: To gain a comprehensive understanding of the key concepts, theories, and models of organizational behavior	K2
2	CO2: To analyze the influence of personality and perception on individual behavior in organizations	K4
3	CO3: To explore the dynamics of group behavior, including group formation, development, and roles	K1
4	CO4: To study various leadership styles and theories, and their impact on employee behavior and organizational outcomes	K5
5	CO5: To enhance critical thinking and analytical skills through the examination of case studies and real-world examples	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	L	L
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	L	S	S	S	M

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

BB202 MARKETING MANAGEMENT

Course Objective

(60 Periods)

- To help the students gain understanding of the product management.
- To provide them tools and techniques to be used to know the distribution management.
- To impart knowledge on basic concepts of marketing and create an analytical inquisitiveness in marketing among the students.

Unit I

(12)

Introduction – definition, significance and objectives of marketing. Marketing concepts and approaches to the study of marketing. Marketing mix, marketing organization and functions of marketing executives – Market segmentation and buyer behaviour – importance and basis of market segmentation. Buyer behaviour: - buying motives.

Unit II

(12)

The product - meaning – Importance of product management – Innovation – Development of new products. Causes for the new products success or failure; product mix and product line - Concept of product life cycle. Branding and Packaging, Labeling, Trademark and Warranties

Unit III

(12)

The Price – Meaning and Importance of price. Pricing objectives; factors influencing price determinations – Pricing policies and strategies

Unit IV

(12)

Physical Distribution – Significance, Objectives and elements of physical distribution, Importance of physical distribution management. The effective use of physical distribution – Marketing channels – importance – selection and evaluation of channels

Unit V

(12)

Promotion – purpose of sales Promotion – Major promotion – consumer promotion – trade promotion – decision in sales promotion – tools of sales promotion program – pre testing – implementation sale force promotion – developing the sales promotion in India and control – evaluation – growth of sales.

Text Books:

1. Philip Kotler, Kevin Lane Keller, and Alexander Chernev, Marketing Management, Pearson, 16th Edition,2019
2. Ramaswamy V.S. and Namakumari S, Marketing Management, McGraw Hill Education, 6th edition,2018.
3. Tapan Panda, Marketing Management, McGraw Hill Education. 5th edition,2016

Reference Books:

1. Philip Kotler and Gary Armstrong, Principles of Marketing, Pearson, 18th edition,2020.
2. Philip Kotler and Kevin Lane Keller, Marketing Management, Pearson, 15th edition,2018
3. Gary Armstrong and Philip Kotler, Marketing, Pearson, 13th edition,2019.

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
1	CO1: To gain a comprehensive understanding of fundamental marketing concept	K2
2	CO2: To develop skills in conducting market research to identify customer needs, market trends, and competitive landscape	K6
3	CO3: To apply knowledge of various pricing strategies and their impact on consumer behavior and business profitability	K3
4	CO4: To learn strategies for managing relationships with channel partners and optimizing distribution networks	K2
5	CO5: To analyze the impact of sales promotion on consumer behavior and decision-making processes	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	L	L	L
CO2	S	S	S	M	L
CO3	S	S	S	M	L
CO4	S	M	M	S	S
CO5	S	S	S	S	M

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

SEC21 Emerging Technologies and Application

(30 periods)

Course Objectives:

1. Understand and navigate the interfaces of MS Excel and MS Access.
2. Utilize Excel functions and formulas for data analysis.
3. Create and customize charts and graphs in Excel.
4. Design and manage databases in Access.
5. Develop practical projects demonstrating their proficiency in Excel and Access.

Unit 1: Introduction to MS Excel (10)

Overview of the Excel – Ribbon- Worksheets-Workbooks- basic cell operations: Selecting, Editing, and Formatting Cells - basic formulas and functions

Unit 2: Advanced Excel Functions (10)

Data Entry Techniques: Autofill-Flash Fill-Custom Lists- Formatting Data- Logical Functions- Sorting and Filtering Data-Creating Charts- Pivot table

Unit 3: MS Access (10)

Overview of MS Access Interface- Tables, Queries, Forms, Reports- Creating a New Database- Designing Tables, Setting Primary Keys- Data Entry in Access- Table Design View

Text Book

1. Alexander, M., Kusleika, R., & Walkenbach, J. (2018). Excel 2019 Bible. *Wiley*.
2. Harvey, G. (2019). Excel 2019 all-in-one for dummies. *For Dummies*.
3. Sharma, P. K., & Gupta, S. (2018). Database Management System (DBMS): Concepts and Practical Approach. *Katson Books*.

Reference Book

1. Winston, W. (2019). Microsoft Excel data analysis and business modeling (6th ed.). Microsoft Press.
2. Bright, P. S. (2019). MS Access and SQL Server: Crash Course for Beginners. XYZ Publications.

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
1	CO1: To gain proficiency in basic Excel functions, including entering data, formatting cells, and navigating worksheets	K2
2	CO2: To learn how to sort, filter, and organize data efficiently	K2
3	CO3: To understand how to use PivotTables and Pivot Charts for dynamic data analysis	K3
4	CO4: To develop problem-solving skills by applying Excel functions and tools to real-world scenarios	K6
5	CO5: To gain a fundamental understanding of database concepts and the role of MS Access in database management	K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	L	L	L
CO2	S	S	M	S	L
CO3	S	S	M	S	L

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

MDE21 MEDIA LITERACY AND CRITICAL THINKING

(30 periods)

Course Objectives:

1. Develop critical thinking skills to evaluate media messages.
2. Understand the role and impact of media in business and society.
3. Analyze various forms of media and their influence on public perception.
4. Create effective and ethical media communication strategies.
5. Enhance media literacy to navigate the digital information landscape.

Unit 1: Introduction to Media Literacy (10)

Definition and importance of media literacy - Evolution of media- Key concepts and frameworks- Types of media: print, broadcast, digital.

Unit 2: Critical Thinking Skills (10)

Definition and components of critical thinking- Logical reasoning and argumentation- Common logical fallacies- Distinguishing fact from opinion

Unit 3: Media Influence on Business and Society (10)

Media's Role in Shaping Public Opinion- Ethics in journalism and media production- Ethical dilemmas in digital media- Emerging trends in media and technology

Text book

1. Potter, W. J. (2019). *Media Literacy* (9th ed.). SAGE Publications.
2. Paul, R., & Elder, L. (2014). *Critical thinking: Tools for taking charge of your professional and personal life* (2nd ed.). Pearson Education.

Reference Book

1. Wiesinger, S., & Leu, D. (2018). *Digital literacy: A primer on media, identity, and the evolution of technology*. Routledge.
2. Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism: What newspeople should know and the public should expect* (4th ed.). Crown.

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
1	CO1: To gain a comprehensive understanding of different types of media, including print, broadcast, digital, and social media	K2
2	CO2: To develop skills in analyzing media messages, identifying underlying themes, biases, and assumptions	K6
3	CO3: To understand how media influences public opinion and societal norms	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	L	L	L
CO2	S	S	S	S	S
CO3	L	S	L	S	S

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