



NAVAJYOTHI COLLEGE CHERUPUZHA

(Affiliated to Kannur University)

P.B. No. 5, CHERUPUZHA P.O., KANNUR DT., KERALA - 670511

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DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE COURSE SYLLABUS (2020-21)

FOR UG STUDENTS

NJCBBA/CP04/2020-21 : INTRODUCTION TO BUSINESS ADMINISTRATION

(30 Hours)

COURSE OUTCOME :

To understand the basic concepts of Accounting; Marketing; Management; Organizational Behavior; Business Communication and Human Resource Management.

Module 1 – Basics of Accounting (5 Hours)

Meaning – Branches – Functions – Principles

Module 2 – Marketing Management (5 Hours)

Meaning – Objectives – Importance

Module 3 – Principles of Management (5 Hours)

Meaning – Features – Levels of Management – Functions

Module 4 – Organizational Behavior (5 Hours)

Meaning – Concepts – Importance – Personality – Perception – Motivation

Module 5 – Business Communication (5 Hours)

Meaning – Objectives – Importance

Module 6 – Human Resource Management (5 Hours)

Meaning – Importance – Functions – Process

References :

1. Management Accounting by R S N Pillai and Bagvathi
2. Marketing Management by Philip Kotler
3. Principles of Management by L M Prasad
4. Organizational Behavior by K Aswathappa
5. Business Communication and Personality Development by Biswajit Das
6. Human Resource Management by T N Chhabra
7. Counselling Skills for Managers by Kavita Singh

Criteria for Certification :

1. Candidates must have at least 75% of attendance.
2. After the completion of the course there will be a 50 marks examination of one-hour duration. The candidates must attend and pass the examination with at least 40% marks.

Grading Pattern :

Marks in Percentage	Grade	Interpretation
90 and Above	A+	Outstanding
80 – 89	A	Excellent
70 – 79	B	Very Good
60 – 69	C	Good
50 – 59	D	Satisfactory
40 – 49	E	Adequate
Below 40	F	Failed