

Department **MASTER OF BUSINESS ADMINISTRATION** **R 2020** **Sem.** **III**

Course Code	Course Name	Hours / Week			Credit	Total Hours	Maximum Mark
		L	T	P	C		
20PBA21	Managerial Skill Development III	0	0	2	1	20	100

- Course Objective**
1. To design effective on new business plan creation.
 2. To deliver individual presentation, using appropriate and effective visual support.
 3. To impart skills for Entrepreneurial effectiveness.
 4. Imparting appropriate on presentation.
 5. Making the students to import and the idea on business plan.

Experiment No	Description of the Experiment	Practical Hours
1	Exhibit well developed skills on Business Plan.	5
2	Exhibit well developed Analysing skills on business opportunity.	4
3	Printed Advertising making for a product.	2
4	Role play on Demonstrate of the business plan.	2
5	Write a business proposal with norms	2
6	Write neutral, positive, negative and persuasive business letter	2
7	Public speaking and product launch	3
Total Hours		20

State of the Art

Managerial Skill development I

Course Outcome

- CO1 Effectively use various types of oral, written and digital communication modes to gear a range of business audiences.
- CO2 Able to present effective presentation
- CO3 Create and modify correct business documents using computer technology.
- CO4 Able to meet the corporate requirements
- CO5 Effectively drafting the mail

CO PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	3	2	3				2	1	2		3	2	3
CO2	1	3	2	3				2	1	2		3	2	3
CO3	2	3	2	2				1	1	2		3	3	3
CO4	2	3	3	2				1	1	2		3	3	3
CO5	1	3	3	2				1	1	2		3	3	3

