



Semester-IV

Subjects:

- Legal Aspects of business
- Marketing Research
- Corporate Finance
- Quantitative Techniques
- Business Policy and Strategic Management
- Cost and Management Accounting
- Project management
- Indian Business Models
- Soft Skills

Subject: Legal Aspects of Business

Program: IMBA				Subject Code:			Semester : IV	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
4	0	0	4	24/60	-	16/40	-	100

Course Objective:

- The course is designed to assist the students in understanding basic laws affecting the operations of business enterprises
- To inculcate in the students an awareness of legal framework within which the business function.
- To create awareness in respect of rules and regulations affecting various managerial functions.

Course content:

Unit-I

- Indian Contract Act – 1872 – Introduction, Essentials of a contract, Agreement and contract, Kinds of Agreements, Kinds of contracts, Proposal, Acceptance, Capacity to contract, Free consent, Performance of contract, Discharge of contract, and Breach of contract.

Unit-II

- Special Contracts: Law of Indemnity & guarantee, Law of Bailment & pledge, Law of Agency
- Negotiable Instruments Act – 1881 – Instruments, Parties to negotiable instrument, Discharge of parties from liabilities, Dishonour of Cheques.

Unit-III

- Sales of Goods Act – 1930 – Contract of sales conditions & warranties, Performance of Contract, Unpaid Seller, and Breach of Contract.

Unit-IV

- Companies Act – 1956 or Other Act prevailing at that time – Company, Types of companies, Memorandum & Articles of Association, Prospectus, meetings, appointments & removal of directors, membership of company, and issue of capitals.

Course Outcome:

- to recognize business situations that require legal counsel.
- To interpret and form contractual relationships in business.
- To identify remedies for breach of contract.
- To understand how third parties may become involved in contracts, and what their rights may be under the contract.
- Identify the nature and form of sales.
- To distinguish personal property from other forms of property.
- To distinguish bailment's from contracts.
- Write analyses of legal issues that may arise in the business environment.

Text Books:

1. K. R. Bulchandani, *Business Laws for management*, Latest Edition, Himalaya Publishing House, Bombay
2. Ravinder Kumar, *Legal Aspects of Business*, Cengage Learning, Latest Edition
- N. D. Kapoor, *Mercantile Law* –Latest Edition Sultan Chand & Company, New Delhi

Reference Books:

1. Tejpal Seth, *Legal Aspects of Business*, Pearson Publication
2. A. Pathak, *Legal Aspects of Business*, Tata-McGraw Hill Co. Ltd
3. V. Balachandran and S. Thothadri, *Legal Aspects of Business* Tata McGraw Hill Latest edition
3. S. S. Gulshan *Mercantile Law*, Excel Books. New Delhi 2nd or Latest Edition.
4. P.K. Goel, *Business Law for Managers*, Biztantra
- M C Kuchhal & Deepa Prakash, *Business Legislation* 3rd edition, Vikas Publication

Web resources:

MOOCs:

Subject: Marketing Research

Program: IMBA				Subject Code:		Semester : IV		
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
4	0	0	4	24/60	-	16/40	-	100

Course Objective:

- To impart basic concepts in Marketing research methods.
- To develop skills in structuring and analyzing problems. To develop aptitude to implement the solutions of the decision problems in Marketing.

Course content:

Unit-I

- **Marketing Research** – Definition, Scope, Significance, Limitations and Obstacles in acceptance. Ethics in marketing research. Marketing Intelligence system
- **Research process** – Management dilemma (problem) – decision problem – research problem – hypothesis statement – characteristics of a good hypothesis – drafting the research proposal.
- **Various sources of market Information** – Methods of collecting Market Information - Secondary data – sources – problems of fit and accuracy. Syndicated services.

Unit-II

- **Marketing research techniques:** Market development research: Cool hunting – socio cultural trends, Demand Estimation research, Test marketing, Segmentation Research - Cluster analysis, Discriminant analysis. Sales forecasting – objective and subjective methods
- **Marketing Mix Research:** Concept testing, Brand Equity Research, Brand name testing, Commercial eye tracking – package designs, Conjoint analysis, Multidimensional scaling - positioning research, Pricing Research, Shop and retail audits, Advertising Research – Copy Testing, Readership surveys and viewer ship surveys, Ad tracking, viral marketing research. , Marketing effectiveness and analytics research: Customer Satisfaction Measurement, mystery shopping, Market and Sales Analysis
- **Exploratory designs** – Descriptive designs - Longitudinal and cross-sectional analysis

Unit-III

- **Qualitative research techniques** – a) Based on questioning: Focus groups, Depth interviews, Projective techniques. b) Based on observations: ethnography, grounded theory, participant observation.
- **Causal research** – Basic experimental designs – internal and external validity of experiments.
Primary data – Questionnaire design - administration and analysis considerations in design –Attitude measurement– scaling techniques. Observation method of primary data collection. Web based primary data collection – issues of reach, analysis, accuracy, time and efficiency

Unit-IV

- **Sampling – sampling methods** – sampling and non sampling errors– sample size calculation (Numerical expected) – population and sample size - large and small samples - practical considerations in determining sample size.
- **Data analysis** – Univariate analysis – Bivariate analysis – Multivariate analysis. Simple and cross tabulation, simple and multiple regression, Factor analysis.
Hypothesis testing – Types of tests and test selection, One sample test, Two-Independent Sample tests, Two-related sample tests. Chi-square test, tests for large and small samples. (Numerical expected)

Course Outcome:

- Understand the needs of marketing managers for marketing and market information
- Determine the objectives of the marketing research project
- Identify the type of research that will best help achieve the objectives
- Learn how to write a good marketing research proposal
- Discover how to develop great questionnaires
- Understand how to manage and execute survey fieldwork

Text Books:

- Marketing Research, Concept & Cases – Cooper Schindler.
- Marketing Research- Naresh Malhotra

Reference Books:

- Marketing Research, Concept & Cases – Cooper Schindler.
- Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaum
Marketing Research – Nargundkar.
- Marketing Research – Beri Marketing Research – Measurement & Methods – Donald S.Tull, Del I.Hawkins Marketing Research –Aakar, Kumar, Day

Web resources:

MOOCs:



Subject: Corporate Finance

Program: IMBA				Subject Code:			Semester : IV	
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Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Course Objective:

- To Develop an Understanding of finance and enable the students to evaluate the firm’s decision areas related to finance.
- Familiarize the students with analytical tools & techniques
- It is expected that the students possess a sound base in accounting principles and practices including financial analysis.
- Important decisions that come under corporate finance, namely, setting up of projects covering investment in fixed and current assets, raising funds, and allocation of profits are taken within a framework of risk and return.
- The course also intends to make students gain the mechanical part of various decisions with the help of selected numerical problems available in various suggested text books.

Students are expected to solve a large number of numerical and other assignments which would be the preparatory requirements of this course.

Course Content:

Unit-I

- **NATURE AND SCOPE:**
Meaning, Scope, Objectives and Importance of Financial Management - Finance Functions (Traditional Vs. Modern Approach) - Profit Maximization.
- **TIME VALUE OF MONEY:**
Reasons for Time value of money - Compound Value
Concept - Present value Concept - Practical Application of the same

Unit-II

Financing Decision and Sources of long term funds

- Risk and Return
- Cost of Capital
- Sources of Long term funds
- Raising Long term funds

Unit-III

Capital Structure & Capital Budgeting

- Capital Structure (Theories)
- Capital Structure Planning
- Techniques of Capital Budgeting
- Estimation of Project Cash Flows

Unit-IV

Working Capital Management

- Introduction to Working Capital Management
- Cash Management
- Sources of short term funds
- Credit Management
- Inventory Management

Course Outcome:

- To understand the important elements of finance concepts for running a business.
- To appreciate decision facilitating roles of accounting information.
- To inculcate problem-solving skills with an application orientation to solve business problems of the real world.
- To appreciate the ethical and social dimensions of managing finance in business.

Text Books:

1. I. M. Pandey Financial Management Vikas Publication 9th Edition or latest edition

Prasanna Chandra Financial Management – Theory and Practice Tata McGraw-Hill
Publishing Company, New Delhi 8th Edition or Latest edition.

Reference Books:

1. Srivastava & Misra Financial Management Oxford University Press
(2008)
2. Briham & Houston Fundamentals of Financial Management South-Western,
Thomson Business Information India (P) Ltd., (2006) 10th Edition
3. Brealey & Myers Principles of Corporate Finance Tata McGraw-Hill Publishing
Company (2005) 7th Edition
4. Reddy, Sudarsana Financial Management – Principles and Practice Himalaya
Publishing (2008) 1st Edition
5. Vishwanath, S. R. (2007) Corporate Finance - Theory and Practice Response
Books, New Delhi 2nd Edition
6. McMenamin, Jim Financial Management – An Introduction Oxford University
Press, (2000) 1st Edition
7. Sinha, P.K Financial Management Excel Books 1st Edition
8. Bhat, S. Financial Management Excel Books (2007) 2nd Edition
9. Peter DeMarzo, Jonathan Berk Financial Management Pearson Education
10. Vyuptakesh Sharan Foundations of Financial Management Pearson Education
Latest Edition
11. G. Sudarsana Reddy Financial Management Latest Edition
12. Lawrence J. Gitman Principles of Managerial Finance Pearson Education
Latest Edition
13. Khan & Jain Financial Management Tata McGraw-Hill Latest edition
14. James Van Horne & John M. Vachowicz, Jr. Fundamentals of Financial Management
Pearson Education 11th or later edition

Web resources:

MOOCs:

Subject: Quantitative Techniques								
Program: IMBA				Subject Code:			Semester : IV	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)-Theory	Continuous Internal Evaluation (CIE)-Practical	Total
4	0	0	4	24/60	-	16/40	-	100

Objectives of the course:

- To impart the basic science of gathering, analyzing and using data to identify and to resolve Managerial and decision making problems.
- To develop skills in structuring and analyzing business problems using quantitative techniques.
- To develop aptitude and statistical thinking approach to business problems

Course content:

Unit-I

- Introduction
- Tables and graphs
- Measures of central tendency and dispersion
- Permutations and combinations, Probability

Unit-II

- Discrete probability distributions (Binomial, Poisson, Hyper geometric)
- Continuous probability distributions (Normal dist., Uniform, Exponential)
- Sampling and sampling distributions
- Estimation – point and interval estimation

Unit-III

- Testing of hypothesis for single population – testing about mean, proportion and a variance (large and small samples)
- Testing of hypothesis for two populations – testing about the difference in means, proportions and variances (large and small samples)
- Analysis of variance and design of experiments – completely randomized design (One-way ANOVA); factorial design (Two-way ANOVA)

Unit-IV



- Chi-square goodness of fit test and test of independence

- Regression Analysis
Time-Series Forecasting and Index Numbers

Course Outcome:

On successful completion of this course students will be able to:

- Explain and discuss the researcher's work (model)
- Elucidate basic statistical concepts and tests used in educational research
- Use statistics programs
- Demonstrate their competence and confidence in using descriptive statistics
- Demonstrate their competence and confidence in using inferential statistics in general and to the use of significance testing in particular
- Understand and master the handling of data and employ proper analyses

Text Books:

1. Business Statistics for Contemporary Decision Making Ken Black; Wiley-India Latest Edition;
2. Statistics for Management Richard Levin and David Rubin; Pearson 7th Edition (or, later),

Reference Books:

1. Statistical Methods, S P Gupta, Publisher S.Chand
2. Statistics for Business and Economics, Anderson, Sweeney and Williams Publisher , Cengage Learning
3. Business Statistics, by J K Sharma, Pearson Education
4. Statistics for economics, JitChandran, Vikas Publishing
5. Quantitative Analysis for Managers, Barry Render, Pearson Education
6. Statistics for Managers Using Microsoft Excel, Levin David Pearson Latest edition
7. Quantitative Techniques for Business Managers, Bharadwaj R K Himalaya Publishing House

Web resources:

MOOCs:

Subject: Business Policy and Strategic Management								
Program: IMBA				Subject Code:			Semester : IV	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Objectives of the course

- To prepare for a better understanding of the dynamics of the competitive environment and organization`s strategy
- To develop an insight for business focused and qualitative policy framework formulation
- To understand the development of Corporate Strategy in the conducts of the external environment, resources and stake holders expectations. (Both the Strategy formulation and implementation)

Course Content:

Unit-I

Introduction ;

Definition of Strategy and Business Policy; Charting Company`s Direction: Vision, Mission, Objective and Strategy; School of Thoughts in Strategy Management

Unity-II

Tools of Strategy Analysis:

Exploring External environment ;Evaluating Company`s Resources, Capabilities and Competitiveness; Industry Analysis ; Competitor`s Analysis; Segmentation Analysis

Unit-III

Strategy Formulations:

Building and sustaining the competitive Advantage; Strategy at Business level ; Strategy at corporate Level; Acquisition and Restructuring strategy; Strategy in competing in the international Market; Cooperative Strategy

Unit-IV

Strategy Implementation &Leadership

Strategy & Structure; Ethics ,CorporateGovernance&CSR; Strategy Entrepreneurship; Strategic Leadership



Strategy Evaluation & Control:

Managing Internal Operations; Operational Control & Strategic Control ; Technological Control; Corporate Culture

Course Outcome:

On successful completion of this unit, students will be able to:

- Identify and evaluate the impact of key environmental factors, including economic, social, technological and political, on the strategic management context;
- Critically review the major models used in strategic analysis;
- Justify the applicability of strategic choices based on consideration of implementation factors and conditions;
- Evaluate designated strategic management tools in order to recommend appropriate strategic responses to business problems;
- Theorise the implications of business strategy choices on functional strategies, including marketing, operations and finance management; and
- Design a strategic plan for an organisation.

Text Books:

1. Crafting and Executing Strategy: The quest for Competitive Advantage- Thomson & Strickland, Tata McGraw – Hill
 2. Business Policy and strategic Management- AzarKazmi, Tata McGraw – Hill
- Strategic Management- Hitt ,Ireland&Hoskisson-Cenage Learning

Reference Books:

1. Contemporary Strategic Management-Robert Grant-Blackwell Publishing
 2. Exploring Corporate Strategy, By Gerry Johnson &Kevan Scholes, (latest edition)
 3. Business Policy and strategic Management-G.V.SatyaShekhar
- Strategic Management: An Integrated Approach-Charles W. L. Hill, Gareth R. Jones

Web resources:

MOOCs:



Subject: Cost and Management Accounting

Program: IMBA				Subject Code:			Semester : IV	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
4	0	0	4	24/60	-	16/40	-	100

Objective of the course

- The primary objective of the course is to familiarize the students with the basics of cost accounting principles and techniques of preparing and presenting the accounts for user of accounting information & for the managerial decision making respectively.
- Help the students to understand the role of Cost Accounting
- Acquaint them with techniques of cost ascertainment, analysis, & control

Course Content:

Unit-I

- Overview of Cost Accounting, Cost Estimation & Cost Allocation
- Nature of Management Accounting and Scope
- Output Costing
- Costing and Control of Overheads
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Unit-II

- Activity Based Costing
- Job and Batch Costing
- Operating Costing

Unit-III

- Process Costing , Joint Products and By Products
- Cost- Volume-Profit Analysis including BEP Analysis
- Variable Costing and Absorption Costing
 - Budgeting and Budgetary Control

Unit-IV

- Standard Costing and Variance Analysis



- Strategic alternative Decision Making

- Cost Audit, Cost Reduction and Cost Control
- Contemporary Issues like Kaizen Costing, Target Costing, Life Cycle Costing

Course Outcome:

Upon successful completion of this course students will be able to:

1. critically analyse and provide recommendations to improve the operations of organisations through the application of management accounting techniques;
2. demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems
3. demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting;
4. evaluate the costs and benefits of different conventional and contemporary costing systems;
5. learn independently and to demonstrate high level personal autonomy and accountability;
6. learn within teams - to co-operate with team members, to assume leadership and to manage differences and conflicts.

Text Books:

1. A Text Book Of Cost and Management Accounting M.N. Arora 9th Edition Vikas Publication
2. Management Accounting Text, Problems and Cases M Y Khan and P K Jain 5th Edition Tata McGraw Hill
3. Management Accounting by Paresh Shah Oxford University Press

Reference Books:

- Cost and Management Accounting by Ravi M Kishore (Taxmann)
- Cost Accounting – A Managerial Emphasis Horngren, Datar, & Foster Latest Edition Pearson Education
- Cost Accounting JawaharLal&Seema Srivastava 4th Edition Tata McGraw Hill
- Management Accounting J. Madegowda Himalaya Publishing House Latest edition
- Cost Management: Strategies for Business Decisions Hilton, Maher, and Selto Tata McGraw Hill Latest edition

Web resources:

MOOCs:

Subject: Project Management

Program: IMBA				Subject Code:		Semester : IV		
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
3	0	0	3	24/60	-	16/40	-	100

Objectives of the Course:

- The course aims to acquaint the students with the Project management concepts, techniques and practicality of handling a project.

Course Content

Unit-I

- **Project Management Concepts:** Concept and characteristics of a project, importance of project management, types of project, project organizational structure, project life cycle, Statement of Work, Work Breakdown Structure.
- **Project Planning:** Project Planning and Scheduling techniques: developing the project network USING CPM/PERT, constructing network diagram, AON basics, Forward Pass and backward pass, Limitations of CPM/PERT, Precedence Diagramming Method, constructing diagram and computations using precedence diagramming method, PERT/CPM simulation, reducing project duration.

Unit-II

- **Resource Scheduling:** Resource allocation method, splitting and multitasking, Multi project resources scheduling
- **Critical Chain Scheduling:** Concept of critical chain scheduling; critical chain scheduling method, application of Critical chain scheduling and limitations

Unit-III

- **Project Quality Management:** Concept of project quality, responsibility for quality in projects, quality management at different stages of project, tools and techniques, Quality Management Systems, TQM in projects.
- **Project performance Measurement and Control:** Monitor and assess project performance, schedule, and cost. Earned value Management, performance measurement. Methods to monitor, evaluate, and control planned cost and schedule performance.

Unit-IV

- **Project Closure/ Termination:** Meaning of closure/ termination, project audit process, termination steps, final closure.
- **Managing Project Teams:** Team development process, team building process, stages in



developing high performance project tea pitfalls.

- **International Projects:** Issues in managing international projects, Selection and training of employees, cross cultural considerations
- MS Projects

Course Outcome:

- To develop in students, a project management mindset and prepare them for careers in the areas of project management.
- To enable the students to acquire an understanding of the concept and meaning of project, and project management techniques.
- To enable the students to assess and understand project selection process, the risk associated with projects and project team management.
- To train the students on software skills through a workshop on MS Project software for project planning, scheduling and monitoring

Text Books:

- Clifford F Gray, Erik W Larson, “Project Management-The Managerial Process” Tata Mcgraw-Hill Publishing Co Ltd
- Jack Meredith, Samuel J. Mantel Jr. “Project Management- A Managerial Approach” John Wiley and Sons

Reference Books:

- Clifford F Gray, Erik W Larson, “Project Management-The Managerial Process” Tata Mcgraw-Hill Publishing Co Ltd
- Jack Meredith, Samuel J. Mantel Jr. “Project Management- A Managerial Approach” John Wiley and Sons
- John M Nicholas “Project Management For Business And Technology” Prentice Hall Of India Pvt Ltd
- James P Lewis “Project Planning, Scheduling And Control” Tata Mcgraw-Hill Publishing Co Ltd
- Project Management Institute Guidelines

Web resources:

MOOCs:

Subject: Indian Business Models

Program: IMBA

Subject Code:

Semester : IV

Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
4	0	0	4	24/60	-	16/40	-	100

Objective of the course:

From this subject, students should get to know about Indian and Foreign Economic Models and different Business Models prevailing in the industry. Students will also be able to analyze different business models and learn applicability for the same.

Course Content:

Unit-I

INTRODUCTION & EVOLUTION OF INDIAN ECONOMIC MODELS

- Ancient Indian economy
- Indian economy under the British
- Indian economy after independence
- Indian economy during the recent decades

Unit-II

FEATURES OF ECONOMIC AND BUSINESS MODELS

- Features of Indian economic models
- Features of western models
- Types of business models
 - Western business models
 - Eastern business models

Unit-III

INDIAN BUSINESS MODELS

- Business in ancient India
- Business models during the present period
- Basic features of Indian business models
- Basic features of western business models
- Unique nature of Indian business models

Unit-IV

MANAGEMENT MODELS AND INDIA AN EMERGING ECONOMIC POWER

- Management models of west and east
- Indian management models
- Indian models for the twenty first century

Course Outcome:

To understand the basic

- to know about Indian and Foreign Economic Models
- To understand different Business Models prevailing in the industry.
- will also be able to analyze different business models and learn applicability for the same.

Text Books:

P. Kanagasabapathi, “Indian Models of Economy, Business and Management”, Third Edition, Prentice hall India Ltd., Delhi.

Reference Books:

Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition.

Web resources:

MOOCs:

- Goswami, Anandajit, Economic Modeling, Analysis, and Policy for Sustainability, IGI Global, Latest Edition.
- GangulyAnirban, Redefining Governance, published by prabhatprakashan, Latest Edition.
- VaidyanathanR., India Unincorporated, ICFAI Books, Latest Edition.



Subject: Soft Skills								
Program: IMBA				Subject Code:			Semester : IV	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
2	0	0	2	24/60	-	16/40	-	100

- Give each student a realistic perspective of work and work expectations
- Guide students in making resume and application letter.
- Help formulate problem solving and decision making skills.

Objective of the course

- Develop effective presentation skills and basic business etiquettes

Course content:

Unit-I

Soft Skills and Corporate Preparedness

Unit-II

Problem Solving and Decision Making Skills

Unit-III

Resume and Application Letter Writing

Unit-IV

Presentation Skills and Business Etiquettes

Course Outcome:

At the end of the course students will have:

- ability to communicate effectively with co-workers, employers, clients and customers, friends and family members: relationship enhancement
- improvement of time management, organizational skills & goal setting
- development of leadership skills to improve teamwork, creativity, efficiency & productivity



- development of presentation skills to enhance sales, project explanations, self-confidence, relationship development
- ability to recognize stress symptoms & develop stress deflecting strategies
- effective strategies for transition & change
- brain storming & problem solving strategies to increase creativity and collaborative outcomes

Text Books:

- Personality Development and soft skills By Barun.k.Mitra; Publisher - Oxford

Reference Books:

- Soft Skills for Everyone By Jeff Butterfield; Publisher – Cengage learning
- Communication Skills a Multi – Skill Course By Course Team Bharathiar clniversit; Publisher – MacMillan

Web resources:

MOOCs: