FACULTY OF COMMERCE & MANAGEMENT

DEPARTMENT OF MANAGEMENT

Program Structure for Bachelor in Business Administration (BBA) R24 (Batch 2024-27 | 28)

First Year Bachelor in Business Administration Program Semester I: Teaching Scheme

Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
		L	T	P	L	T	P	
U28CC101	Principles and Practices of Management	3	1	0	3	1	0	4
U28CC102	Financial Accounting	3	1	0	3	1	0	4
U28CC103	Business Statistics and Logic	3	0	0	3	0	0	3
U28CC104	Business Statistics and Logic Lab	0	0	2	0	0	1	1
U28AE101	Business Communication - I	1	1	0	1	1	0	2
U03AE002	English	1	1	0	1	1	0	2
U02IK101	Management Lessons from Bhagwat Gita (Indian Knowledge System)	1	1	0	1	1	0	2
U03VE001	Constitution of India	2	0	0	2	0	0	2
U03AE003 OR U03AE004 OR U03AE005	Modern Indian Language (MIL)– Hindi OR Modern Indian Language – Sanskrit OR Modern Indian Language – Marathi	1	1	0	0	0	0	NC
	TOTAL	**15**	**6**	**2**	**14**	**5**	**1**	**20**
3 Weeks Compulsory Induction Program (UHV-I)								
#1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial								

FACULTY OF COMMERCE & MANAGEMENT

First Year Bachelor in Business Administration Program Semester I: Evaluation Scheme

Course Code	Course Title	Theory Marks					Practical / Tutorial		Total
		Internal Assessment				ESE	TW	POE	
		FET-1	FET-2	FET-3	Total				
U28CC101	Principles and Practices of Management	10	10	5	25	50	25	-	100
U28CC102	Financial Accounting	10	10	5	25	50	25	-	100
U28CC103	Business Statistics and Logic	10	10	5	25	50	-	-	75
U28CC104	Business Statistics and Logic Lab	-	-	-	-	-	25	-	25
U28AE101	Business Communication - I	10	10	5	25	-	25	-	50
U03AE002	English	10	10	5	25	-	25	-	50
U02IK101	Management Lessons from Bhagwat Gita (Indian Knowledge System)	10	10	5	25	-	25	-	50
U03VE001	Constitution of India	10	5	-	15	35	-	-	50
U03AE003 OR U03AE004 OR U03AE005	Modern Indian Language (MIL)– Hindi OR Modern Indian Language – Sanskrit OR Modern Indian Language – Marathi	10	10	5	25	-	25	-	Satisfactory/ Non-satisfactory

FACULTY OF COMMERCE & MANAGEMENT

First Year Bachelor in Business Administration Program Semester II: Teaching Scheme

Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
		L	T	P	L	T	P	
U28CC201	Human Behaviour and Organization	3	0	0	3	0	0	3
U28CC202	Business Economics	3	0	0	3	0	0	3
U28CC203	Marketing Management	3	1	0	3	1	0	4
U28CC204	Leadership and Team Work	1	0	2	1	0	1	2
U28AE201	Business Communication - II	1	1	0	1	1	0	2
U28MD201 UXXOE0XX	Media Literacy and Critical Thinking OR Open Elective-I	1	1	0	1	1	0	2
U01VE003	Environmental Science	2	0	0	2	0	0	2
U28SE201	Emerging Technologies and Application	1	0	2	1	0	1	2
U28AE202	Foreign Language - German	1	1	0	0	0	0	NC
TOTAL		**16**	**4**	**4**	**15**	**3**	**2**	**20**

 # 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial

FACULTY OF COMMERCE & MANAGEMENT

First Year Bachelor in Business Administration Program Semester II: Evaluation Scheme

Course Code	Course Title	Theory Marks					Practical / Tutorial		Total
		Internal Assessment				ESE	TW	POE	
		FET-1	FET-2	FET-3	Total				
U28CC201	Human Behaviour and Organization	10	10	5	25	50	-	-	75
U28CC202	Business Economics	10	10	5	25	50	-	-	75
U28CC203	Marketing Management	10	10	5	25	50	25	-	100
U28CC204	Leadership and Team Work	10	10	5	25	-	25	-	50
U28AE201	Business Communication - II	10	10	5	25	-	25	-	50
U28MD201 UXXOE0XX	Media Literacy and Critical Thinking OR Open Elective-I	10	10	5	25	-	25	-	50
U01VE003	Environmental Science	10	5	-	15	35	-	-	50
U28SE201	Emerging Technologies and Application	10	10	5	25	-	25	-	50
U28AE202	Foreign Language -German	10	10	5	25	-	25	-	Satisfactory/ Non-Satisfactory

After Year 1, Students are advised to take Social Responsibility & Community Engagement - covering Community Engagement with an NGO in the vacation time.

*The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a **UG Certificate in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the University*

FACULTY OF COMMERCE & MANAGEMENT

Second Year Bachelor in Business Administration Program Semester III: Teaching Scheme

Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
		L	T	P	L	T	P	
U28CC301	Management Accounting	3	0	0	3	0	0	3
U28CC302	Business Law	3	0	0	3	0	0	3
U28CC303	Human Resource Management	3	0	0	3	0	0	3
U28CC304	Computerized Accounting Lab	0	0	2	0	0	1	1
U28CC305	Discipline Specific MOOC Course *(Based on Technology Application)*	0	0	4	0	0	2	2
U28SE301	Management Information System (MIS)	3	1	0	3	1	0	4
U28MD301 UXXOE0XX	Indian Systems of Health and Well-ness OR Open Elective-I	1	1	0	1	1	0	2
U04CC0XX	Co-curricular Course - Yoga/Sports/NSS/Disaster Management	0	0	4	0	0	2	2
	TOTAL	**13**	**2**	**6**	**13**	**2**	**5**	**20**

 # 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial

FACULTY OF COMMERCE & MANAGEMENT

Second Year Bachelor in Business Administration Program Semester III: Evaluation Scheme

Course Code	Course Title	Theory Marks					Practical / Tutorial Marks		Total
		Internal Assessment				ESE	TW	POE	
		FET-1	FET-2	FET-3	Total				
U28CC301	Management Accounting	10	10	5	25	50	-	-	75
U28CC302	Business Law	10	10	5	25	50	-	-	75
U28CC303	Human Resource Management	10	10	5	25	50	-	-	75
U28CC304	Computerized Accounting Lab	-	-	-	-	-	25	-	25
U28CC305	Discipline Specific MOOC Course *(Based on Technology Application)*	-	-	-	-	-	50	-	50
U28SE301	Management Information System (MIS)	10	10	5	25	50	25	-	75
U28MD301 OR UXXOE0XX	Indian Systems of Health and Well-ness OR Open Elective-I	10	10	5	25	-	25	-	50
U04CC0XX	Co-curricular Course - Yoga/Sports/NSS/Disaster Management	-	-	-	-	-	50	-	50

FACULTY OF COMMERCE & MANAGEMENT

Second Year Bachelor in Business Administration Program Semester IV: Teaching Scheme

Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
		L	T	P	L	T	P	
U28CC401	Entrepreneurship and Start-up Ecosystem	1	1	0	1	1	0	2
U28CC402	Operations Management	3	1	0	3	1	0	4
U28CC403	Financial Management	3	1	0	3	1	0	4
U28CC404	Business Research Methodology	3	0	0	3	0	0	3
U28CC405	Business Research Lab	0	0	2	0	0	1	1
U28VA401	International Business	2	0	0	2	0	0	2
U28SE401	Business Analytics	1	0	2	1	0	1	2
U28SE402	Design Thinking and Innovation	1	1	0	1	1	0	2
TOTAL		**14**	**4**	**4**	**14**	**4**	**2**	**20**

 # 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory/Tutorial & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial

FACULTY OF COMMERCE & MANAGEMENT

Second Year Bachelor in Business Administration Program Semester IV: Evaluation Scheme

Course Code	Course Title	Theory Marks					Practical / Tutorial Marks		Total
		Internal Assessment				ESE	TW	POE	
		FET-1	FET-2	FET-3	Total				
U28CC401	Entrepreneurship and Start-up Ecosystem	10	10	5	25	-	25	-	50
U28CC402	Operations Management	10	10	5	25	50	25	-	100
U28CC403	Financial Management	10	10	5	25	50	25	-	100
U28CC404	Business Research Methodology	10	10	5	25	50	-	-	75
U28CC405	Business Research Lab	-	-	-	-	-	25		25
U28VA401	International Business	10	5	-	15	35	-	-	50
U28SE401	Business Analytics	10	10	5	25	-	25	-	50
U28SE402	Design Thinking and Innovation	10	10	5	25	-	25	-	50

Note:

1. *At the end of the Fourth Semester every student shall undergo Summer Internship Program for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.*
2. *An **Under Graduate Diploma in Business Administration** will be awarded, on the exit at the end of Second year. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the University*

FACULTY OF COMMERCE & MANAGEMENT

Third Year Bachelor in Business Administration Program Semester V: Teaching Scheme

Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
		L	T	P	L	T	P	
U28CC501	Strategic Management	3	1	0	3	1	0	4
U28CC502	Logistics and Supply Chain Management	3	0	0	3	0	0	3
U28CC503	Recent Trends in Management- *Seminar*	0	0	2	0	0	1	1
U28DSXX501	Discipline Specific Elective - I	3	1	0	3	1	0	4
U28DSXX502	Discipline Specific Elective - II	3	1	0	3	1	0	4
U28DSXX503	Discipline Specific Elective - III (Audit Course)	-	-	-	-	-	-	0
U28SE501	Summer Internship Project (SIP)	-	-	8	-	-	4	4
--	Major Project *[Evaluation in Sixth Semester]*	-	-	-	-	-	-	0
	TOTAL	**12**	**3**	**10**	**12**	**3**	**5**	**20**

 # 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory/Tutorial & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial

FACULTY OF COMMERCE & MANAGEMENT

Third Year Bachelor in Business Administration Program Semester V: Evaluation Scheme

Course Code	Course Title	Theory Marks					Practical / Tutorial Marks		Total
		Internal Assessment				ESE	TW	POE	
		FET-1	FET-2	FET-3	Total				
U28CC501	Strategic Management	10	10	5	25	50	25	-	100
U28CC502	Logistics and Supply Chain Management	10	10	5	25	50	-	-	75
U28CC503	Recent Trends in Management- *Seminar*	-	-	-	-	-	25	-	25
U28DSXX501	Discipline Specific Elective - I	10	10	5	25	50	25	-	100
U28DSXX502	Discipline Specific Elective - II	10	10	5	25	50	25	-	100
U28DSXX503	Discipline Specific Elective - III *(Audit Course)*	-	-	-	-	-	-	-	Satisfactory/ Non-satisfactory
U28SE501	Summer Internship Project (SIP)	-	-	-	-	-	50	50	100
--	Major Project *[Evaluation in Sixth Semester]*	-	-	-	-	-	-	-	-

FACULTY OF COMMERCE & MANAGEMENT

Third Year Bachelor in Business Administration Program Semester VI: Teaching Scheme

Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
		L	T	P	L	T	P	
U28CC601	Project Management	3	1	0	3	1	0	4
U28CC602	Business Taxation	2	0	0	2	0	0	2
U28DSXX601	Discipline Specific Electives - IV	3	1	0	3	1	0	4
U28DSXX602	Discipline Specific Electives - V	3	1	0	3	1	0	4
U28DSXX603 U28DSXX604	Discipline Specific Elective – VI *(Audit Course)* OR Discipline Specific Elective MOOC Course	2	0	0	-	-	-	0
U28SE601	Business Ethics and Corporate Governance	2	0	0	2	0	0	2
U28SE602	Major Project *[Initiated in V Semester]*	-	-	8	-	-	4	4
	TOTAL	**13**	**3**	**8**	**13**	**3**	**4**	**20**

 # 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory/Tutorial & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial

FACULTY OF COMMERCE & MANAGEMENT

Third Year Bachelor in Business Administration Program Semester VI: Evaluation Scheme

Course Code	Course Title	Theory Marks					Practical / Tutorial Marks		Total
		Internal Assessment				ESE	TW	POE	
		FET-1	FET-2	FET-3	Total				
U28CC601	Project Management	10	10	5	25	50	25	-	100
U28CC602	Business Taxation	10	5	-	15	35	-	-	50
U28DSXX601	Discipline Specific Electives - IV	10	10	5	25	50	25	-	100
U28DSXX602	Discipline Specific Electives - V	10	10	5	25	50	25	-	100
U28DSXX603 U28DSXX604	Discipline Specific Elective – VI *(Audit Course)* OR Discipline Specific Elective MOOC Course	-	-	-	-	-	50	-	Satisfactory/ Non-satisfactory
U28SE601	Business Ethics and Corporate Governance	-	-	-	-	-	50	50	100
U28SE602	Major Project *[Initiated in V Semester]*	-	-	-	-	-	50	50	100

Note:

1. ***Bachelor In Business Administration Degree*** *will be awarded, if a student wishes to exit at the end of Third year.*

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- For **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- For **BBA (Honours):** BBA Degree

FACULTY OF COMMERCE & MANAGEMENT

Fourth Year Bachelor in Business Administration Program (Hon.) Semester VII: Teaching Scheme

Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
		L	T	P	L	T	P	
U28CC702	Event Management	2	2	0	2	2	0	4
U28DSXX701	Discipline Specific Electives - VII	3	0	0	3	0	0	3
U28DSXX702	Discipline Specific Electives - VIII	3	0	0	3	0	0	3
U28DSXX703	Discipline Specific Electives - IX	2	0	0	2	0	0	2
U28OE701 U28OE702 U28OE703	AI for Business OR Diversity, Equity and Inclusion OR MOOC Course	2	2	0	2	2	0	4
U28SE702	Summer Internship Project (SIP)-II	-	-	8	-	-	4	4
--	Dissertation Work *[Evaluation in Eight Semester]*	-	-	-	-	-	-	-
	TOTAL	**12**	**4**	**8**	**12**	**4**	**4**	**20**

 # 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory/Tutorial & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial

L-T-P w.r.t Open Elective depends on the Courses offered by the University

FACULTY OF COMMERCE & MANAGEMENT

Fourth Year Bachelor in Business Administration Program (Hon.) Semester VII: Evaluation Scheme

Course Code	Course Title	Theory Marks					Practical / Tutorial Marks		Total
		Internal Assessment				ESE	TW	POE	
		FET-1	FET-2	FET-3	Total				
U28CC702	Event Management	10	5	-	15	35	50	-	100
U28DSXX701	Discipline Specific Electives - VII	10	10	5	25	50	-	-	75
U28DSXX702	Discipline Specific Electives - VIII	10	10	5	25	50	-	-	75
U28DSXX703	Discipline Specific Electives - IX	10	5	-	15	35	-	-	50
U28OE701 U28OE702 U28OE703	AI for Business OR Diversity, Equity and Inclusion OR MOOC Course	10	5	-	15	35	50	-	100
U28SE702	Summer Internship Project (SIP)-II	-	-	-	-	-	50	50	100
--	Dissertation Work *[Evaluation in Eight Semester]*	-	-	-	-	-	-	-	-

FACULTY OF COMMERCE & MANAGEMENT

Fourth Year Bachelor in Business Administration Program (Hon.) Semester VIII: Teaching Scheme

Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
		L	T	P	L	T	P	
U28DSXX801	Discipline Specific Electives - X	3	1	0	3	1	0	4
U28DSXX802	Discipline Specific Electives - XI	3	1	0	3	1	0	4
U28DSXX803	Discipline Specific Electives - XII	3	1	0	3	1	0	4
U28SE801	Dissertation Work *[Started in Seventh semester]*	-	-	16	-	-	8	8
	TOTAL	**9**	**3**	**16**	**9**	**3**	**8**	**20**

 # 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory/Tutorial & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial

Fourth Year Bachelor in Business Administration Program (Hon.) Semester VIII: Evaluation Scheme

Course Code	Course Title	Theory Marks					Practical / Tutorial Marks		Total
		Internal Assessment				ESE	TW	POE	
		FET-1	FET-2	FET-3	Total				
U28DSXX801	Discipline Specific Electives - X	10	10	5	25	50	25	-	100
U28DSXX802	Discipline Specific Electives - XI	10	10	5	25	50	25	-	100
U28DSXX803	Discipline Specific Electives - XII	10	10	5	25	50	25	-	100
U28SE801	Dissertation Work *[Started in Seventh semester]*	-	-	-	-	-	100	100	200

FACULTY OF COMMERCE & MANAGEMENT

Fourth Year Bachelor in Business Administration Program (Hon. with Research) Semester VII: Teaching Scheme

Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
		L	T	P	L	T	P	
U28CC7R1	Advanced Research Methodology	2	0	2	2	0	1	3
U28CC7R2	Software Tools for Data Analysis	2	0	2	2	0	1	3
U28CC7R3	Corporate Social Responsibility	1	0	2	1	0	1	2
U28DSXX7R1	Discipline Specific Electives - VII	3	1	0	3	1	0	4
U28DSXX7R2	Discipline Specific Electives - VIII	3	1	0	3	1	0	4
U28SE7R1	Research Internship Report and Viva –Voce	-	-	8	-	-	4	4
TOTAL		**11**	**2**	**14**	**11**	**2**	**7**	**20**
# 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory/Tutorial & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial								

Fourth Year Bachelor in Business Administration Program (Hon. With Research) Semester VII: Evaluation Scheme

Course Code	Course Title	Theory Marks					Practical / Tutorial Marks		Total
		Internal Assessment				ESE	TW	POE	
		FET-1	FET-2	FET-3	Total				
U28CC7R1	Advanced Research Methodology	10	5	-	15	35	25	-	75
U28CC7R2	Software Tools for Data Analysis	10	5	-	15	35	25	-	75
U28CC7R3	Corporate Social Responsibility	10	5	-	15	35	-	-	50
U28DSXX7R1	Discipline Specific Electives - VII	10	10	5	25	50	25	-	100
U28DSXX7R2	Discipline Specific Electives - VIII	10	10	5	25	50	25	-	100
U28SE7R1	Research Internship Report and Viva –Voce	-	-	-	-	-	50	50	100

FACULTY OF COMMERCE & MANAGEMENT

Fourth Year Bachelor in Business Administration Program (Hon. with Research) Semester VIII: Teaching Scheme

Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
		L	T	P	L	T	P	
U28SE8R1	Dissertation (For Research Track)*	-	-	-	-	-	-	20
	TOTAL	-	-	-	-	-	-	**20**
# 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory/Tutorial & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial								

Fourth Year Bachelor in Business Administration Program (Hon. with Research) Semester VIII: Evaluation Scheme

Course Code	Course Title	Theory Marks					Practical / Tutorial Marks		Total
		Internal Assessment				ESE	TW	POE	
		FET-1	FET-2	FET-3	Total				
U28SE8R1	Dissertation (For Research Track)*	-	-	-	-	-	350	150	500

**The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program.*
Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voce and Dissertation (For Research Track).

FACULTY OF COMMERCE & MANAGEMENT

Discipline Specific Elective (DSE) Courses (Specialization)					
Course No.	**Marketing Management Specialisation (MM)**	**Finance Management Specialisation (FM)**	**HR Management Specialisation (HR)**	**International Business Specialisation (IB)**	**Event Management (EM)**
	Course Name	**Course Name**	**Course Name**	**Course Name**	**Course Name**
Elective Course I	Consumer Behaviour	Financial Markets and Services	Organizational Change and Development	International Trade Policy and Strategy	Indian Culture and Heritage
Elective Course II	Marketing Communication	Investment Analysis and Portfolio Management	Employee Relation & Labour Law	International Business Environment	Event Management
Elective Course III	Services Marketing	Banking and Insurance	Employee Learning and Development	Export-Import Documentation and Procedures	Leadership and Team Management
Elective Course IV	Brand Management	Financial Statement Analysis and Reporting	Performance Management	International Finance	Event Marketing and Advertising
Elective Course V	Sales and Distribution Management	Advance Financial Management	Compensation Management	Cross-cultural Marketing	Event Planning and Execution
Elective Course VI	Digital Marketing OR Discipline Specific Elective MOOC Course	Financial Modelling and Derivatives OR Discipline Specific Elective MOOC Course	Talent Retention and Management OR Discipline Specific Elective MOOC Course	International Opportunities and Risk OR Discipline Specific Elective MOOC Course	Financial Management for Events OR Discipline Specific Elective MOOC Course
Elective Course VII	Retail Marketing	Personal Finance and Wealth Management	Cross Cultural Management	Cross Cultural Management	Event Supply Chain Management
Elective Course VIII	International Marketing	International Financial Management	International HRM	International Supply Chain Management	Event Risk Management
Elective Course IX	Rural Marketing	Business Analysis and Valuation	Negotiation Skills	E – Commerce and International Trade	Event Law and Ethics
Elective Course X	Market Research	Corporate Finance	Organizational Leadership	International Ventures, Mergers and Acquisitions	Emerging Trends in Event Management
Elective Course XI	B2B Marketing	Risk Management	Strategic Human Resource Management	Emerging Trends in International Business	Event Technology and Innovation
Elective Course XII	Marketing Analytics	Financial Analytics	HR Analytics	Forex Risk Management	Cross Cultural Team Management

^Student can choose any one from above specialisation as discipline specific elective courses in third year.
**** Specialisation will be offered by school on condition of minimum 20% or 12 students should enrol for a track/specialisation/elective courses from that batch.***
****List of Discipline Specific Elective Courses [It's indicative, University / School can Modify / add as per the industry trends /requirements]***

FACULTY OF COMMERCE & MANAGEMENT

DEPARTMENT OF MANAGEMENT

Program Structure for Bachelor of Business Administration (BBA) R24 (Batch 2024-27 | 28)

First Year Bachelor of Business Administration Program Semester I: Teaching Scheme

Sr No.	Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
			L	T	P	L	T	P	
1	U28CC101	Principles and Practices of Management	3	1	0	3	1	0	4
2	U28CC102	Financial Accounting	3	1	0	3	1	0	4
3	U28CC103	Business Statistics and Logic	3	0	0	3	0	0	3
4	U28CC104	Business Statistics and Logic Lab	0	0	2	0	0	1	1
5	U28AE101	Business Communication - I	1	1	0	1	1	0	2
6	U03AE002	English	1	1	0	1	1	0	2
7	U02IK101	Management Lessons from Bhagwat Gita (Indian Knowledge System)	1	1	0	1	1	0	2
8	U03VE001	Constitution of India	2	0	0	2	0	0	2
9	U03AE003 OR U03AE004 OR U03AE005	Modern Indian Language (MIL)– Hindi OR Modern Indian Language – Sanskrit OR Modern Indian Language – Marathi	1	1	0	0	0	0	NC
		TOTAL	**15**	**6**	**2**	**14**	**5**	**1**	**20**
3 Weeks Compulsory Induction Program (UHV-I)									
#1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial									

First Year Bachelor of Business Administration Program Semester I: Evaluation Scheme

Sr No.	Course Code	Course Title	Theory Marks					Practical / Tutorial		Total
			Internal Assessment				ESE	TW	POE	
			FET-1	FET-2	FET-3	Total				
1	U28CC101	Principles and Practices of Management	10	10	5	25	50	25	-	100
2	U28CC102	Financial Accounting	10	10	5	25	50	25	-	100
3	U28CC103	Business Statistics and Logic	10	10	5	25	50	-	-	75
4	U28CC104	Business Statistics and Logic Lab	-	-	-	-	-	25	-	25
5	U28AE101	Business Communication - I	10	10	5	25	-	25	-	50
6	U03AE002	English	10	10	5	25	-	25	-	50
7	U02IK101	Management Lessons from Bhagwat Gita (Indian Knowledge System)	10	10	5	25	-	25	-	50
8	U03VE001	Constitution of India	10	5	-	15	35	-	-	50
9	U03AE003 OR U03AE004 OR U03AE005	Modern Indian Language (MIL)– Hindi OR Modern Indian Language – Sanskrit OR Modern Indian Language – Marathi	10	10	5	25	-	25	-	Satisfactory/ Non-satisfactory

Teaching Scheme

Course Code	CourseName	TeachingScheme(Hrs/Week)			CreditsAssigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28CC101	Principles and Practices of Management	3	-	1	3	-	1	4

EvaluationScheme

Course Code	CourseName	TheoryMarks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		ContinuousAssessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28CC101	Principles and Practices of Management	10	10	5	25	25	40%	-	50	40%	100

Course Description: This course provides a comprehensive understanding of the basic concepts and practices of management in organizations. It explores the roles, functions, and responsibilitiesofmanagers,aswellasthekeyconceptsandtechniquesrequiredfor effective management.

Course Prerequisites:NA

Course Objectives:1. To provide students a comprehensive understanding of the basic concepts and practices of management in organizations
2.To develop essential management skills and competencies to lead teams, make informed decisions, and achieve organizational goals.

CourseOutcomes: Uponcompletionofthis coursestudents willbeableto-

CO 1 **Explain**[2]the nature, importance, process and functions of management in organizations and evolution of management thoughts.
CO2 **Apply**[3]knowledge of planning and decision-making in real-world application.
CO 3 **Examine**[4]the various management functions, including planning, organizing, leading, and controlling.
CO4 **Identify**[2]complex management issues and make informed decisions.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to Management:**	6
	1.1	Definition, Nature, Importance, Scope and Functions of Management;	
	1.2	Evolution of Management Thoughts	
	1.3	Different Management School Contribution of FWTaylor, Henri Fayol, Elton Mayo, Roethlis berger,H.A. Simon and P.F.Drucker	
	1.4	Processof Management	
	1.5	ManagementasaScience oranArt;ManagementasaProfession	
	1.6	RelevanceofManagementofDifferentTypesofOrganisation	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudiesorreal-worldexamples that demonstrate the practical application of management functions, process and variousactivitiesbasedonmanagementpractices/Casestobediscussedonapplicable topicsofbasics/thoughts ofmanagement.	3

2.0		**Planning and Decision-Making:**	6
	2.1	Definition,NatureandImportanceofPlanning	
	2.2	PlanningProcessandPremises	
	2.3	Typesof Planning	
	2.4	ComponentsofPlanning3Vision,Mission,Goals,Policies,Strategies, Procedures,Methods,Rules,ProjectandBudgets	
	2.5	Decision-making3Meaning,TypesandDecision-makingProcessunder CertaintyandUncertainty	
	2.6	Rationalityin Decision Making	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudiesorreal-worldexamples thatdemonstratethepracticalapplicationofplanningprocess,componentsofplanning and decision-making process, etc./Cases to be discussed on applicable topics of planning and decision making.	3
3.0		**OrganisationandStaffing:**	6
	3.1	Meaning,Process,Structure,PrinciplesofOrganisation,FormalandInformal Organisation	
	3.2	OrganisationCharts,ManualsandTypes-Line,Line&Staff,Functional	
	3.3	Departmentation-Importance,ProcessandMethods;SpanofManagement	
	3.4	Decentralisation-Advantages&MeasurementofDegreeofDecentralisation	
	3.5	Delegation-Characteristics,Elements,Principle&Types	
	3.6	FactorsInfluencingDegreeofDelegation;Decentralisationvs.Delegation	
	3.7	Staffing3Importance,Elements,GeneralprinciplesandFunctionsofStaffing	
	3.8	Motivation:Meaning3Importance 3Types3Theories	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudiesorreal-worldexamples that demonstrate the practical application of formal and informal organisation, functionsofstaffing,delegation,decentralisation,theoriesofmotivation,etc./Casesto be discussed on applicable topics of organisation and staffing.	3
4.0		**Directing and Coordination:**	6
	4.1	Meaning,NatureandPrinciplesofDirection	
	4.2	Communication Meaning, Importance and Process	
	4.3	Typesof Communication	
	4.4	Barriersto Communication	
	4.5	StepstoovercomeCommunicationBarriers	
	4.6	Coordination Nature, Essentials, Principles and Importance of Coordination	
	4.7	ProcessandTechniquesofEffectiveCoordination	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudiesorreal-worldexamples that demonstrate the practical application of directing, process and types of communication, coordination, etc. / Cases to be discussed on applicable topics of directing and coordination.	3
5.0		**Controlling:**	6
	5.1	Controlling Characteristics, Process, Scope	
	5.2	Types of Controlling	
	5.3	TypesofControlTechniques3Traditional& Modern	
	5.4	MBO-Process,Merits&Demerits	
	5.5	RecentTrendsandContemporaryIssuesinManagement	
	5.6	EmergingIssues&Challenges	
	5.7	Role of Managers in 21st Century	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudiesorreal-worldexamples thatdemonstratethepracticalapplicationofcontrollingprocess&techniques,changing Indian business environment, etc.	3
Userelevantcasesandapplicationsfordiscussions. Coursecoordinatorshouldprepareaplanfortutorialtoachievecourselearningoutcome(s)andexecuteit.			

ReferenceBooks:

1. SanjayGupta,JayBansal.ManagementConcepts-SBPDPublications.N.p.,SBPDPublications, 2022.
2. Bose,D.Chandra.PrinciplesofManagementandAdministration.India,PHILearning,2012.
3. Gupta,M.PrinciplesofManagement. India,PHILearning,2009.

4. Goel,S.L.ManagementTechniques:PrinciplesandPractices.India,Deep&DeepPublications, 2007.
5. ChandanSingh.PrincipalandPracticesofManagement,NotionPress,2022.

Continuous Assessment/Internal Assessment (FET & Term Work):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.

ThemarksoftheFETandtermworkwillbeconsideredforfinalInternalAssessment.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

Teaching Scheme

Course Code	CourseName	TeachingScheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28CC102	Financial Accounting	3	-	1	3	-	1	4

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28CC102	Financial Accounting	10	10	5	25	25	40%	-	50	40%	100

Course Description: This course consists of a discussion of financial accounting concepts and procedure of recording, an in-depth study of preparation of financial statements i.e. statement of profit & loss and balance sheet (as per companies act 2013). Students will learn concepts and elements of cost, preparation and analysis cost sheet.

Course Prerequisites: NA

Course Objectives:

1. To provide students a comprehensive understanding of the basic concepts andpractices of management in organizations
2. To develop essential management skills and competencies to lead teams, make informed decisions, and achieve organizational goals.

Course Outcomes: Upon completion of this course students will be able to −

CO1 **Apply**[3]accounting rules in a standardized form of accounting conventions.
CO2 **Prepare**[6] the monetary transactions as per accounting principles.
CO3 **Prepare**[6] final accounts for business and evaluate Financial Statements.
CO4 **Classify**[2]the different types of costs of production.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to Accounting:**	6
	1.1	Meaning and Scope	
	1.2	Objectives of Financial Accounting	
	1.3	Users of Accounting Information	
	1.4	Classification of Accounting; Nature, Objectives, Scope	
	1.5	Tools of Management and Financial Accounting	
	1.6	Comparison between Financial, Cost and Management Accounting	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the practical application Financial Accounting, receipts, vouchers, formats of various books and financial statements./ Cases to be discussed on applicable topics of basics/thoughts of management.	3
2.0		**Recording of Transaction:**	6
	2.1	Preparation of Accounting records	
	2.2	Journal and Ledger	
	2.3	Balance sheet	

	2.4	Profit and Loss Account	
	2.5	Accounting Process	
	2.6	Introduction to Inflation Accounting	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the Journal and Ledgerpreparation, etc./Cases to be discussed on applicable topics of Journal and Ledger preparation.	3
3.0		**Preparing Final Account:**	6
	3.1	Preparation of Final Accounts for Companies	
	3.2	Statement of Profit & Loss and Balance Sheet	
	3.3	Financial Statement Analysis	
	3.4	Tools of financial statement analysis	
	3.5	Ratio analysis	
	3.6	Comparative statement & Comparative statement	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the practical application of Preparation of Final Accounts, etc./Cases to be discussed on applicable topics of financial statement analysis Tools.	3
4.0		**Introduction to Cost Accounting:**	6
	4.1	Basic Concepts of Cost Accounting	
	4.2	Objectives, Importance of Cost Accounting	
	4.3	Classification and Analysis of Cost	
	4.4	Difference Between Financial Accounting and Cost Accounting	
	4.5	Preparation of Cost sheet	
	4.6	Elements of Cost	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the practical application of Cost Accounting, etc. / Cases to be discussed on applicable topics of Preparation of Cost sheet.	3
5.0		**Marginal Costing:**	6
	5.1	Marginal Costing	
	5.2	Meaning, Principles, Advantages and Limitations	
	5.3	P/V Ratio	
	5.4	Break-Even Point (BEP)	
	5.5	Cost Volume Profit (CVP) Analysis	
	5.6	Numerical Problems	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the practical application of Marginal Costing, etc.	3
Userelevantcasesandapplications fordiscussions. *Coursecoordinator shouldpreparea planfor tutorialto achievecourselearning outcome(s)and execute it.*			

ReferenceBooks:

1. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, 13e, Tata McGraw Hill Publishers, 2005.
2. Raman. Arulanandam, Advanced Accountancy, Himalaya Publishing House,2016
3. Singhvi Bodhanwala, Management Accounting -Text and cases, PHI Learning, 2008
4. Stice & Stice, Financial Accounting Reporting and Analysis, Cengage Learning, 2008.

ContinuousAssessment/InternalAssessment(FET&TermWork):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.

ThemarksoftheFETandtermworkwillbeconsideredforfinalInternalAssessment.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

Teaching Scheme

Course Code	Course Name	Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28CC103	Business Statistics and Logic	3	-	-	3	-	-	3

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28CC103	Business Statistics and Logic	10	10	5	25	-	40%	-	50	40%	75

Course Description: The course will give a comprehensive introduction to the use of statistics in business decision-making. This course provides the analytical tools needed for making informed business decisions using data

CoursePrerequisites: NA

Course Objectives:

1. To apply statistical concept for data classification tabulation & presentation for business decisions.
2. Toidentifytherelationshipbetweenreallifebusinessdecisionvariablebyusing correlation techniques decision making.

Course Outcomes: Upon completion of this course students will be able to −

CO 1 **Apply**[3] the statistical concept in excel to data classifying, tabulating and presenting techniques used for decision making in organizations.

CO 2 **Identify**[5] the equality in business variables using Measures of Central tendency&Measures of Dispersion.

CO 3 **Apply**[3] the relations between real life variable by using correlation techniques in Excel.

CO 4 **Apply**[3] the logics to connect with the problems and provide the business solutions.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Basics of Quantitative Techniques:**	6
	1.1	Introduction to Quantitative Techniques, Important Terminology in Statistics and Statistical Methods; Characteristics, Functions, Scope and Limitations of Statistics	
	1.2	TypesofData,DataCollection-Sources andMethods.	
	1.3	PrinciplesofDataClassification,Classification,TabulationandPresentation	
	1.4	PresentationofData:BarDiagram,PieDiagrams,Histograms,Frequency Polygons, OGIVE curve	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the practical application Diagram& Graphs.Cases to be discussed on applicable topics of basics of statistics.	3
2.0		**Measures of Central Tendency:**	6
	2.1	Introduction,FrequencyDistributionsandMeasuresofCentralTendency.	
	2.2	Requisitesformeasuresoftendency,ArithmeticMean,GeometricMean,Har	

		monicMean.	
	2.3	Computation of Mean, Mode and Median; Merits and Demerits of Mean, Mode and Median.	
	2.4	Selectionof&Limitationof averages.	
	2.5	MeasuresofVariations AbsoluteandRelativeMeasuresofDispersion:	
	2.6	Range,Quartiledeviation,Averagedeviation,StandarddeviationRelative Measure- Coefficient of Variation.	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the application ofCentral Tendency &Dispersion, etc./Cases to be discussed on applicable topics of Central Tendency & Dispersion.	3
3.0		**Introduction to Probability:**	6
	3.1	Introductiontoprobability,Theoriesofprobability,Classical,Relative frequencyandsubjective.	
	3.2	Lawsofprobability- addition,multiplication.InverseProbability	
	3.3	Revisionofprobability:BAYES9RULE	
	3.4	ProbabilityDistribution:Discretedistribution, Binomial,Poisson	
	3.5	ContinuousDistribution- Uniform,Normal	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the practical application of Theories of probability, etc. / Cases to be discussed on applicable topics of Probability Distribution.	3
4.0		**Correlation and Regression Analysis:**	6
	4.1	Introduction to Correlation and Regression. Simple Linear Regression Model and Coefficients of Regression	
	4.2	Correlation Analysis Significance and Types of Correlation	
	4.3	MethodsofCorrelationAnalysis, ScatterDiagram, KarlPearson's,Coefficient of correlation.	
	4.4	RankCorrelationandMethodofleast Squares	
	4.5	StandardErrorofEstimates	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the practical application of Correlation Analysis, etc. / Cases to be discussed on applicable topics of Regression analysis.	3
5.0		**Logics:**	6
	5.1	Number Series&Alphabet series	
	5.2	Venn Diagram&Coding Decoding	
	5.3	Distance & Positions Test	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples of verbal and nonverbal logical questions, etc.	3

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.

Reference Books:

1. Asthana Braj Bhushan, Statistics for Social Sciences(With SPSS Applications),2017
2. Hair,MultivariateDataAnalysis,7E,PearsonEducationIndia,2014.
3. N.D.Vohra,QuantitativeTechniquesinManagementTataMcGrawhillEducation2006
4. Richard Levin, DavisS Rubin,SanjayRastogi,StatisticsforManagement,7E,PearsonEducationIndia, 2012.
5. S.R.Arora. Dinesh Khatter, Business Mathematics with Applications, 2008.

ContinuousAssessment/InternalAssessment(FET&TermWork):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.

The marks of the FET will be considered for final Internal Assessment.

EndSemesterExamination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

Teaching Scheme

Course Code	Course Name	Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28CC104	Business Statistics and Logic Lab	-	2	-	-	1	-	1

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28CC104	Business Statistics and Logic Lab	-	-	-	-	25	40%	-	-	40%	25

Course Description: This experiential course is designed to provide students with a comprehensive understanding of use of statistics in business decision-making. This course provides the analytical tools needed for making informed business decisions using data.

CoursePrerequisites: NA

Course Objectives:

1. To apply statistical concept for data classification tabulation & presentation for business decisions.
2. Toidentifytherelationshipbetweenreallifebusinessdecisionvariablebyusing correlation techniques decision making.

Course Outcomes: Upon completion of this course students will be able to −

CO 1 **Apply**[3] the statistical concept in excel to data classifying, tabulating and presenting techniques used for decision making in organizations.

CO 2 To **interpret**[2] different measures of central tendency and their application invarious business scenario.

CO 3 To **apply3** concept of dispersion measures of dispersion for data interpretation invarious business scenario.

CO 4 **Apply**[3]the logics to connect with the problems and provide the business solutions.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**BasicsofQuantitativeTechniques:**	6
	1.1	Lab on application of software's for data analysis.	
	1.2	TypesofData,DataCollection-Sources andMethods.	
	1.3	Lab on Data classification	
	1.4	Lab on preparation of Bar Diagram, Pie Diagrams, Histograms, Frequency Polygons, OGIVE curve.	
2.0		**MeasuresofCentralTendency:**	6
	2.1	Introduction,FrequencyDistributionsandMeasuresofCentralTendency.	
	2.2	Lab on Mean Calculation	
	2.3	Lab on Median Calculation.	
	2.4	Lab on Mode Calculation.	
3.0		**Measures of Dispersion:**	6
	3.1	Lab on Quartile Calculation	

	3.2	Lab on Mean Deviation Calculation	
	3.3	Lab on Mean Standard Deviation Calculation	
	3.4	Lab On Coefficient of variation	
4.0		**CorrelationandRegressionAnalysis:**	6
	4.1	IntroductiontoCorrelationandRegression.	
	4.2	Lab on CorrelationAnalysis by using excel	
	4.3	Introduction to Simple Linear Regression Model and Coefficients of Regression	
	4.4	Lab on Linear Regression Model in Excel	
5.0		**Logics:**	6
	5.1	Numerical examples on Number Series&Alphabet series	
	5.2	Numerical examples on Venn Diagram&Coding Decoding	
	5.3	Numerical examples on Distance & Positions Test	

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.

Reference Books:

1. Asthana Braj Bhushan, Statistics for Social Sciences(With SPSS Applications),2017
2. Hair,MultivariateDataAnalysis,7E,PearsonEducationIndia,2014.
3. N.D.Vohra,QuantitativeTechniquesinManagementTataMcGrawhillEducation2006
4. RichardLevin,DavisS Rubin,SanjayRastogi,StatisticsforManagement,7E,PearsonEducationIndia, 2012.
5. S.R.Arora. Dinesh Khatter, Business Mathematics with Applications, 2008.

Continuous Assessment/Internal Assessment (FET&TermWork):

1. Term Work shall be based on tutorials of all modules for 25 marks.

The marks of the term work will be considered for final Internal Assessment.

End SemesterExamination:

NA

Teaching Scheme

Course Code	Course Name	Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28AE101	Business Communication - I	1	-	1	1	-	1	2

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical /Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28AE101	Business Communication - I	10	10	5	25	25	40%	-	-	40%	50

Course Description: The course will give a comprehensive introduction to understand the communication concepts and todevelop the students' competence in communication at an advanced level. Assuming thatthe students are fairly proficient in the basic communication skills of listening, speaking,reading and writing in English the course aims to train them in communicating efficiently inthe workplace and professional contexts.

Course Prerequisites: NA

Course Objectives:
1. To create awareness of the complexity of the communication process.
2. To develop ability to communicate effectively with the help of electronic media.

Course Outcomes: Upon completion of this course students will be able to −

CO 1 **Explain**[1] the importance of communication in formal situations in organizations.
CO 2 **Analyze**[4] the process and forms of communication inside and outside the organizations.
CO 3 **Apply**[3] LSRW skills for effective communication in professional life.
CO 4 **Interpret**[2] the requirement of writing skills essential for business communication.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Concept of Communication:**	6
	1.1	Meaning, Definition, Process of Communication	
	1.2	Essentials of good communication	
	1.3	Channels of Communication	
	1.4	Formal &Informal Communication	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate Essentials of good communication. Cases to be discussed on applicable topics of Formal &Informal Communication.	
2.0		**Types of communication:**	6
	2.1	Verbal Communication: Oral Communication, Advantages and Limitations of Oral Communication	
	2.2	Written Communication: Characteristics, Advantages & Limitations	
	2.3	Nonverbal Communication: Sign language, Body language, Kinesics, Proxemics, Time language and Hepatics: Touch language	

	2.4	E- communication	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the application ofVerbal Communication, etc./Cases to be discussed on applicable topics of NonVerbal Communication.	
3.0		**Interpersonal & Cross Functional Communication:**	6
	3.1	Types of Interpersonal Communication	
	3.2	Role of emotion in Interpersonal Communication	
	3.3	Marketing Human Resource Communication	
	3.4	Financial & Production Communication	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the practical application of Interpersonal Communication, etc. / Cases to be discussed on applicable topics of Cross Functional Communication.	
4.0		**Group Communication:**	6
	4.1	Group Discussion and Interviews	
	4.2	Meetings-Agenda, Notice and Resolutions	
	4.3	Conferences- Video and Tele – Conferencing	
	4.4	Public Relations- External and Internal Measures of PR	
Tutorial		Suggestive tasks/assignments: Engage students in case studies or real-world examples that demonstrate the practical application of Group Communication etc. / Cases to be discussed on applicable topics of Group Communication.	
5.0		**Barriers to Communication:**	6
	5.1	Concept of barriers in communication	
	5.2	Types of barriers in communication	
	5.3	Physical, Semantic, Language Socio-Cultural & Psychological barriers.	
	5.4	Ways to Overcome these Barriers	
Tutorial		Suggestive tasks/assignments: Engage students in case studies on barriers in communication, etc.	
Use relevant cases and applications for discussions. *Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.*			

Reference Books:

1. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon, New Delhi.
2. BoveeCourtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication..
3. Business Communication, Raymond V.Lesikar, NeerajaPandit et al.,TMH2006
4. Ghanekar, A (1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
5. Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.

Continuous Assessment/Internal Assessment(FET&TermWork):

4. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
5. FET2 shall be based on module No.3 & No.4 for 10 marks.
6. FET3 shall be based on module No.5 for 5 marks.
7. TermWorkshallbebasedontutorialsofallmodulesfor25marks.

The marks of the FET and term work will be considered for final Internal Assessment.

EndSemesterExamination:

NA

Teaching Scheme

Course Code	CourseName	Teaching Scheme(Hrs/Week)			CreditsAssigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U03AE002	English	1	-	1	1	-	1	2

EvaluationScheme

Course Code1	CourseName	TheoryMarks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		ContinuousAssessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U03AE002	English	10	10	5	25	25	40%	-	-	40%	50

Course Description: This subject is designed to develop the English language competency required in professional life. The students will excel in English language and its usage that will help them in the academia and professional world.

Course Prerequisites: NA

Course Objectives:
1. To acquaint learners with the importance of English language in their personal and professional life.
2. To train students in constructing grammatically correct and meaningful sentences.

Course Outcomes: Upon completion of this course students will be able to-

CO1 **Identify**[1] importance of English Language in personal and professional life.
CO2 **Construct**[3] grammatically correct and meaningful sentences in English

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**EnglishLanguage:**	6
	1.1	Language and Its Characteristics	
	1.2	LSRWSkills	
	1.3	Language Acquisition & Learning	
	1.4	English Language, Importance and scope	
2.0		**EnglishGrammar-I:**	6
	2.1	Partsofspeech, Syntax	
	2.2	Morphology,Wordformation	
	2.3	SentencesinEnglishandTypes,Tenses	
3.0		**EnglishGrammar-I:**	6
	3.1	Transformation:ActiveandPassiveVoices,	
	3.2	DirectandIndirect Speech	
	3.3	IdentifyingandrectifyingCommonErrors,SubjectVerbAgreement,	
4.0		**VocabularyBuilding:**	6
	4.1	Synonyms,Antonyms,	
	4.2	Idioms,PhrasalVerbs	
	4.3	Homonyms,HomophonesandOneWordSubstitution.	
5.0		**IntroductiontoEnglishforSpecificPurposes:**	6
	5.1	English for Academic Purpose, English For Business Purpose,	
	5.2	English For Technical and Scientific Purpose	
	5.3	English for Medical and Allied Health Purpose	

Reference/TextBooks:

1. Leech,Geoffrey,Deucher,Margaret,Hoogenraad,RobertEnglishGrammarforToday,ANew Introduction
2. Raymond Murphy, Essential English Grammar: A Self-StudyReference and Practice Book for ElementaryStudents of English with Answers, Cambridge University Press
3. Green,David.ContemporaryEnglishGrammar3StructuresandComposition.MacMillanIndia.2014 (Print)
4. Fitikides,T.J.CommonMistakesinEnglish.London:OrientLongman,1984.
5. Effective Technical Communication by Ashraf Rizvi,Tata McGraw-Hill.

ContinuousAssessment/InternalAssessment(FET&TermWork):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.

EndSemesterExamination:

NA

Teaching Scheme

Course Code	CourseName	Teaching Scheme(Hrs/Week)			CreditsAssigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U02IK101	**Management Lessons from Bhagwat Gita** (Indian Knowledge System)	1	-	1	1	-	1	**2**

Evaluation Scheme

Course Code	CourseName	TheoryMarks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		ContinuousAssessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U02IK101	**Management Lessons from Bhagwat Gita** (Indian Knowledge System)	10	10	5	25	25	40%	-	-	40%	**50**

Course Description: The Bhagavad Gita is a powerful and timeless text that can offer guidance to business leaders in all aspects of life. By understanding and applying the lessons from Bhagwat Gita, students can make wiser decisions, create more positive outcomes, and ultimately lead more fulfilling lives. Thus, this course will examine into the philosophical and ethical foundations presented in the Gita and how they can be integrated into various management aspects.

CoursePrerequisites:NA

Course Objectives:
1. To explore the timeless wisdom of the Bhagavad Gita and itspractical applications in the context of modern management principles.
2. Togaininsightsintoleadership,decision-making,teamwork,conflictresolution, and personal development through the lessons of the Bhagwat Gita.

Course Outcomes: Upon completion of this course students will be able to-

CO 1 **Demonstrate**[2]anunderstandingofthekeyteachingsandprinciplesoftheBhagavad Gita and their relevance in modern management contexts.

CO 2 **Apply**[3]self-managementtechniquesandemotionalintelligenceskillstoenhance their decision-making and leadership capabilities.

CO 3 **Analyze**andinterprettheconceptofleadershipthroughthelensoftheGita's teachings,incorporatingqualitiessuchasempathy,integrity,andvisionarythinking.

CO 4 **Explain**[2]stressmanagementtechniquesandcultivateresiliencetonavigate challenges and adversities in both personal and professional life.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to Bhagavad Gita and its Relevance in Management:**	6
	1.1	TheBhagavadGita&ItsHistorical Context;	
	1.2	RelevanceofAncientWisdominContemporaryManagementPractices;Key ManagementThemesintheGita;	
	1.3	Self-Awareness&Self-Management:ConceptoftheSelf(Atman)&UnderstandingOne'sTrueNature;	
	1.4	ImportanceofSelf-awareness&IntrospectionforEffectiveManagement;	
	1.5	TechniquesforSelf-Management&EmotionalIntelligence;	

	1.6	Leadership&Dharma(Duty):LeadershipPrinciplesinContextofArjuna&Lord Krishna;	
	1.7	Dharma&ItsRoleinDecision-Making&Ethical Leadership;	
	1.8	LessonsonLeadingwithIntegrity&Empathy.	
2.0		**Timeless Time Management and Team Building:**	6
	2.1	Conceptof"KarmaYoga"&ItsRelevanceinTime Management;	
	2.2	TechniquesforEffectiveTimeAllocation&Productivity;	
	2.3	BalancingPersonal&ProfessionalResponsibilities;	
	2.4	SignificanceofTeamwork&Collaboration;	
	2.5	Dynamics Between Lord Krishna & Arjuna's Relationship as a Model for Effective Team Building;	
	2.6	StrategiesforFosteringaCollaborativeWorkEnvironment.	
3.0		**ConflictResolution&DecisionMaking:**	6
	3.1	Conflict and Battlefield of Kurukshetra	
	3.2	HandlingConflictsinManagement	
	3.3	Lord Krishna's Advice to Arjuna on Making Tough Decisions	
	3.4	EthicalDecision-MakingFrameworks	
4.0		**VisionaryLeadershipandGoalSetting:**	6
	4.1	TheGita'sTeachingsonEffectiveCommunication;ArtofPersuasionthrough Lord Krishna's Counsel to Arjuna;	
	4.2	StressManagement3CopingwithStress&Adversitythroughteachingsofthe Gita;	
	4.3	Resilience-Resilience&MentalStrengthintheFaceofChallenges;	
	4.4	Meditation &Mindfulness for Managers; Inner Peace and Sadhana	
	4.5	ConceptofaHigherPurpose&Visionin Management;	
	4.6	Goal Setting &Strategizing based on LordKrishna's Counsel to Arjuna.	
5.0		**Ethics,CorporateSocialResponsibility(CSR),WorkandSpirituality:**	6
	5.1	DharmaandImportanceofEthicalConductinManagement;	
	5.2	"Lokasangraha"&Its Relevance In CSR Initiatives;	
	5.3	Change&UncertaintyThroughtheGita'sTeachings;	
	5.4	Agility& FlexibilityinManagementPractices;	
	5.5	Detachment-BalanceBetweenMaterial&SpiritualAspectsofLife;	
	5.6	Concept of" Nishkama Karma"(selfless action)in Management;	
	5.7	SenseofPurpose&FulfillmentatWork.	

Real-world case studies where Bhagavad Gita principles are applied in management contexts can be discussed in the class. Guest speakers to deliver a session can be invited from the corporate world who apply Gita's principles in their leadership and management practices./ Group discussions and presentations on the practical application of Gita's teachings.

Reference/TextBooks:

1. Dr. Ashutosh Narayan Misal. Management in Bhagavad Gita, A1VIEWPublisher,2021.
2. Om Prie Srivastava, Bhagavad Gita(TheArtand ScienceofManagementfor21stCentury),ZorbaBooks,2018.
3. Pranay,GITA:SpiritualityforLeadership&Success,Fingerprint!Publishing2020.
4. R.R.Varma.TheBhagwatGitaPaperback,Fingerprint!Publishing2013.
5. Swami Dayananda Saraswati.The value of value‖, ArshaVidyaResearch &PublicationTrust, Chennai, 2007.
6. Swami Ranganathananda. Universal Message of the Bhagavad Gita‖, 3Volumes, AdvaitaAshrama,Kolkata, 2001.

ContinuousAssessment/InternalAssessment(FET&TermWork):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. Term Work shallbe based on tutorials of all modules for 25 marks.

EndSemesterExamination:

NA

FACULTY OF COMMERCE & MANAGEMENT

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U03VE001	Constitution of India	2	-	-	2	-	-	2

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U03VE001	Indian Constitution	10	10	5	25	25	40%	-	-	40%	50

Course Description: The objective of this course is to highlight key features of Indian Constitution, like directive principles of state policy, fundamental rights and duties, and the various organs of constitution.

Course Prerequisites: NA

Course Objectives:
1.To makestudentsawareofthesignificanceandbasicconceptsofconstitutionofIndia.
2.To acquaint them with the importance of fundamental rights and fundamental duties.

Course Outcomes: Upon completion of this course students will be able to-

CO 1 **Realise**[2]thesignificanceofconstitutionofIndiaintheireverydaylife.
CO 2 **Identify**[2]theimportanceoffundamentalrightsaswellasfundamentalduties.
CO 3 **Describe**[1]theroles of Union and State Executives.
CO 4 **Explain**[2]procedure and effects of emergency, composition and activities of election commission and amendment procedure.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to Indian Constitution:**	
	1.1	MeaningandimportanceoftheConstitution,salientfeaturesofIndianConstitution. Preambleofthe Constitution.	6
	1.2	Fundamental rights-meaning and limitations. Directive principles of state policy and Fundamental duties –their enforcement and their relevance.	
2.0		**Union Executive and Union Legislature:**	6
	2.1	UnionExecutive-President,Vice-president,PrimeMinister,CouncilofMinisters.	
	2.2	UnionLegislature-ParliamentandParliamentaryproceedings.UnionJudiciary-SupremeCourtofIndia3compositionandpowersandfunctions.	
3.0		**State Executive and State Legislature:**	6
	3.1	State Executive-Governor, Chief Minister, Council of Ministers..	
	3.2	StateLegislature-StateLegislativeAssemblyandStateLegislativeCouncil	
	3.3	State Judiciary- High court.	
4.0		**Local Government:**	6
	4.1	LocalGovernment-Panchayatrajsystemwithspecialreferenceto73rdAmendment	
	4.2	UrbanLocalSelfGovt.withspecialreferenceto74thAmendment	
5.0		**Election Commission and Human Rights:**	6
	5.1	ElectionCommissionofIndia-composition,powersandfunctionsandelectoral process.	

	5.2	HumanRights3MeaningandDefinitions,WorkingofNationalHumanRights Commission in India	

Use relevant cases and applications for discussions.
Coursecoordinatorshouldprepareaplanfortutorialstoachievecourselearningoutcome(s)andexecuteit.

Reference Books:

1. Dr.BrAmbedkar, The Constitution of India.
2. DurgaDasBasu, Introduction to the Constitution on India, (StudentsEdn.)Prentice3HallEEE,19th/20thEdn.,2002
3. M.V.Pylee,AnIntroductiontoConstitutionofIndia,VikasPublishing,2002.
4. Brij Kishore Sharma, Introduction to the Constitution of India, PHILearningPvt. Ltd.,New Delhi,2011

Continuous Assessment/Internal Assessment (FET&TermWork):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.

The marks of the FET and termwork will be considered for final Internal Assessment.

End Semester Examination:

NA

Teaching Scheme

Course Code	Course Name	Teaching Scheme (Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U03AE003 U03AE004 U03AE005	Modern Indian Language (MIL)– Hindi OR Modern Indian Language – Sanskrit OR Modern Indian Language – Marathi	1	1	-	-	-	-	NC

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work / Tutorial	Min. Passing %	Practical / Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U03AE003 U03AE004 U03AE005	Modern Indian Language (MIL)– Hindi OR Modern Indian Language – Sanskrit OR Modern Indian Language – Marathi	10	10	5	25	25	40%	-	-	40%	Satisfactory /Non-satisfactory

Course Description: यहपाठ्यक्रमछात्रोंकेआधुनिकभारतीयभाषाहिंदीमेंदक्षताविकसितकरनेकाउद्देश्यरखताहै,जोउन्हेंलिखितऔरबोलीगईरूपोंमेंप्रभावीरूपसेसंवादकरनेकीक्षमताप्रदानकरताहै।यहपाठ्यक्रमआपसीशिक्षणविधियों,सांस्कृतिकअन्वेषणऔरव्यापारदुनियाकेसंदर्भमेंव्यावसायिकअनुप्रयोगोंकोमजबूतीदेनेपरध्यानकेंद्रितकरताहै।छात्रोंकोविभिन्नगतिविधियोंऔरअसाइनमेंट्समेंभागलेनेकेलिएप्रोत्साहितकियाजाएगाजोउन्हेंव्यापारिकऔरपेशेवरवातावरणसेसंबंधितवास्तविकजीवनकीस्थितियोंमेंहिंदीकाप्रयोगकरनेकेलिएप्रोत्साहितकरतेहैं।

CoursePrerequisites: NA

Course Objectives: पाठ्यक्रमकाउद्देश्यछात्रोंमेंभाषाऔरसाहित्यकेप्रतिरुचिपैदाकरनाऔरसंचारकीकलामेंमहारतहासिलकरनाहै.

Course Outcomes: Upon completion of this course students will be able to −

CO1 व्यावसायिक संदर्भों में लिखितऔर मौखिक हिंदी में प्रवीणता प्रदर्शित करेंगे

CO2 हिंदी बोलनेवाले क्षेत्रोंमें ग्राहकों, सहकर्मियों और साथियोंके साथ प्रभावी संवाद करेंगे.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**आधुनिक भारतीय भाषा हिंदी का परिचय:**	6
	1.1	हिंदीकापरिचय	
	1.2	इतिहास, लिपि, औरध्वनिकी	
	1.3	हिंदीकासामान्यरूप	
	1.4	मातृभाषा, राजभाषा, राष्ट्रभाषा;	
	1.5	मुख्यस्वागत, परिचय, औरव्यक्तियोंकेअभिव्यक्तियाँ;	

2.0		**व्याकरण और शब्दावली:**	6
	2.1	संज्ञा, सर्वनाम,	
	2.2	विशेषणक्रियाऔरकालव्यवस्था	
	2.3	व्यावसायिकसंवादकेलिए; व्यावसायिकशब्दावलीकानिर्माण	
	2.4	शब्द, वाक्य, अनेकशब्दोंकेलिएएकशब्दप्रयोग	
3.0		**पठितबोध – काव्यखण्ड:**	6
	3.1	दिनजल्दीजल्दीढलताहै - हरिवंशरायबच्चन	
	3.2	कविताकेबहाने - कुंवरनारायण	
	3.3	कमरेमेंबंदअपाहिज - रघुवीरसहाय	
4.0		**पठितबोध – गद्यखंड**	6
	4.1	बाजारदर्शन - जैनेंद्रकुमार	
	4.2	काळामेघापानीदे - धर्मवीरभारती	
	4.3	दुख का अधिकार- यशपाल	
5.0		**हिंदी में लिखित और बोली गई संवाद:**	6
	5.1	प्रभावी लिखित संवादलेखन	
	5.2	निबंध और कार्यालयीन पत्र लेखन	
	5.3	आवेदनपत्र; प्रेरणादायक व्यावसायिक दस्तावेज़ और प्रस्ताव	
	5.4	विभिन्न प्रकारके पत्रोंका व्यावहारिक अभ्यास।	

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.

Reference Books:

1. Agarwal, P. K. (2006). Learn to Speak and Write Hindi. India: Lotus Press.
2. Patel, A. (2015). Hindi Language: 101 Hindi Verbs. (n.p.): Preceptor Language Guides.
3. Ranjan, R. (2021). Basic Hindi I. Germany: Michigan State University Libraries.

ContinuousAssessment/InternalAssessment(FET&TermWork):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.

ThemarksoftheFETandtermworkwillbeconsideredforfinalInternalAssessment.

EndSemesterExamination:

NA

FACULTY OF COMMERCE & MANAGEMENT

First Year Bachelor of Business Administration Program Semester II: Teaching Scheme

Sr No.	Course Code	Course Title	Teaching Scheme			Credits Assigned			Total Credits
			L	T	P	L	T	P	
1	U28CC201	Human Behaviour and Organization	3	0	0	3	0	0	3
2	U28CC202	Business Economics	3	0	0	3	0	0	3
3	U28CC203	Marketing Management	3	1	0	3	1	0	4
4	U28CC204	Leadership and Team Work	1	0	2	1	0	1	2
5	U28AE201	Business Communication - II	1	1	0	1	1	0	2
6	U28MD201 UXXOE0XX	Media Literacy and Critical Thinking OR Open Elective-I	1	1	0	1	1	0	2
7	U01VE003	Environmental Science	2	0	0	2	0	0	2
8	U28SE201	Emerging Technologies and Application	1	0	2	1	0	1	2
9	U28AE202	Foreign Language -German	1	1	0	0	0	0	NC
		TOTAL	**16**	**4**	**4**	**15**	**3**	**2**	**20**

 # 1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial

First Year Bachelor of Business Administration Program Semester II: Evaluation Scheme

Sr No.	Course Code	Course Title	Theory Marks					Practical / Tutorial		Total
			Internal Assessment				ESE	TW	POE	
			FET-1	FET-2	FET-3	Total				
1	U28CC201	Human Behaviour and Organization	10	10	5	25	50	-	-	75
2	U28CC202	Business Economics	10	10	5	25	50	-	-	75
3	U28CC203	Marketing Management	10	10	5	25	50	25	-	100
4	U28CC204	Leadership and Team Work	10	10	5	25	-	25	-	50
5	U28AE201	Business Communication - II	10	10	5	25	-	25	-	50
6	U28MD201 UXXOE0XX	Media Literacy and Critical Thinking OR Open Elective-I	10	10	5	25	-	25	-	50
7	U01VE003	Environmental Science	10	5	-	15	35	-	-	50
8	U28SE201	Emerging Technologies and Application	10	10	5	25	-	25	-	50
9	U28AE202	Foreign Language -German	10	10	5	25	-	25	-	Satisfactory / Non-Satisfactory

FACULTY OF COMMERCE & MANAGEMENT

Teaching Scheme

Course Code	CourseName	Teaching Scheme(Hrs/Week)			CreditsAssigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28CC201	Human Behaviour and Organization	3	-	-	3	-	-	3

Evaluation Scheme

Course Code	CourseName	TheoryMarks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28CC201	Human Behaviour and Organization	10	10	5	25	-	40%	-	50	40%	75

Course Description: The Organizational Behaviour course provides a comprehensive understanding of individual and group behavior within organizations. It explores the dynamics that shape employee attitudes, motivations, and interactions in the work place. The course emphasizes the application of organizational behaviour theories and concepts to enhance organizational effectiveness and overall employee performance.

Course Prerequisites: NA

Course Objectives:
1. To provide students with a comprehensive understanding of the human aspects within organizations.
2. To explore the dynamics of individual and group behavior in the workplace,
3. To develop essential skills for effective management, leadership, and collaboration.

CourseOutcomes: Upon completion of this course students will be able to-

CO 1 **Explain**[2] the purpose, nature, scope, various model and theories of organizational behaviour.

CO 2 **Explain**[2] the impact of individual differences, such as motivation, personality, perception, attitude, emotions, and stress on employee behavior and job performance.

CO 3 **Analyze**[4] the impact of individual and group behaviors on team dynamics, decision-making processes, and organizational effectiveness.

CO 4 **Identify**[2] the influence of leadership styles and communication patterns and role of organizational culture in shaping employee behavior and performance.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to Organizational Behaviour(OB):**	6
	1.1	Historical Development of Organizational Behaviour	
	1.2	Nature, Scope and Development of Organizational Behaviour	
	1.3	OB Models and Models of Man	
	1.4	Organizational Theory	
	1.5	Organizational Behaviour and Performance	
	1.6	Misbehaviour3Types	
	1.7	ChallengesandOpportunitiesforOB	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudiesorreal-worldexamples thatdemonstratethepracticalapplicationofOBmodelsandtheories./Facilitategroup discussions to analyze how specific models and theories can be applied to address organizationalchallengesorimproveperformance./Encouragestudentstosharetheirinsights,c	3

		hallenges,andquestionsrelatedtothemodelsandtheories discussed..	
2.0		**Individual Behavior- I:**	6
	2.1	Learning:ProcessandTheoriesofLearning	
	2.2	Motivation:NatureandProcessofMotivation	
	2.3	Theories of Motivation-Theory X and TheoryY, Two Factor Theory, ERG Model, Vroom9s Expectancy Theories, Goal Setting Theory; Maslow9s Theory,etc.	
	2.4	Motivation,Performance&Job Satisfaction	
	2.5	Personality:Determinants,Types&TheoriesofPersonality	
	2.6	MatchingPersonalityandJobs;PersonalityandOrganization	
Tutorial		Suggestivetasks/assignments:Discussingcoreconceptsandapplicationsofindividualbehavior theories like Maslow's Hierarchyof Needs, Herzberg's Two-Factor Theory, andtheTheoryXandTheoryY/Casediscussionsonhowpersonalitytraitsinfluence employeebehaviorandperformance.Providetimeforstudentstoreflectonthetutorial content and engage in a discussion.	3
3.0		**Individual Behavior- II:**	6
	3.1	Perception:Meaning,importanceandPerceptualProcess	
	3.2	InterpersonalPerceptionandImpressionManagement	
	3.3	Perception,EmotionsandMoodsatWorkplace	
	3.4	Attitude:CharacteristicsandComponentsofAttitude	
	3.5	Attitude, Behaviour and Productivity	
	3.6	AttitudeFormationandMeasurementof Attitude	
	3.7	Stress and Behaviour; Stress Management	
Tutorial		Suggestivetasks/assignments:CasediscussionsonPerception,EmotionsandMoodsatWorkplaceand/orattitude/Roleplaysonattitudeandstressmanagement,etc. Providetimeforstudents toreflectonthetutorialcontentand engageinadiscussion.	3
4.0		**Group Behaviour:**	6
	4.1	Meaning,Importance andTypesof Groups	
	4.2	OrganizationStructure3Formation3GroupsinOrganizations3Influence	
	4.3	GroupDynamics,CulturalDiversityandInterpersonalCommunication	
	4.4	GroupDecision-makingProcess&Techniques	
	4.5	TeamBuilding-InterpersonalRelations	
	4.6	TeamDynamics3Vroom-YettonModel,etc.	
	4.7	Conflict: Meaning of Conflict and Its Types, Conflict Redressal Process.	
Tutorial		Suggestivecasediscussions/assignment/PBLonGroupbehaviourtopic.Providetimefor students to reflect on the tutorial content and engage in a discussion. Example: Studentscanexplorevariousperspectivesandframeworksthatexplainindividualand group behavior within organizations and analyze their relevance and application in real-world scenarios / Discuss concepts like group formation, stages of group development, norms, and roles / Activities based on effective teamwork and collaboration for productivity.	3
5.0		**Leadership and Power:**	6
	5.1	Leadership: Meaning, Importance, Traits and Leadersvs Managers	
	5.2	StylesandTheoriesofLeadership	
	5.3	Importance of Communication, Barriers to Communication; Steps for Improving Communication	
	5.4	Sources of Power, Power Centres, Power and Politics	
	5.5	Organizational Culture and Climate; Factors affecting Organizational Climate	
	5.6	Organizational Change Importance ProactiveVs.Reaction Change	
	5.7	ChangeProcess3 ResistancetoChange3ManagingChange	
Tutorial		Suggestivecasediscussions/assignment/PBLonleadership,power,organization culture and changemanagementtopic(s).Example:Presentdifferentleadershipstyles and theories, such as transformational leadership and situational leadership.	3

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s) and execute it.

Reference Books:

1. Robbins,Stephen.OrganisationalBehaviour.Australia,PearsonHigherEducationAU,2013.
2. J SChandanOrganizationalBehaviour-ThirdEdition. India,VikasPublishingHousePvt Limited,2009.

3. Shajahan,S.OrganisationBehaviour.India,NewAgeInternational(P)Limited, 2007.
4. GuptaC.B.ATextbookofOrganisationalBehaviourwithTextandCases.India,S.Chand Publishing.
5. Saha,JayanteeMukherjee.ManagementandOrganizationalBehaviour.India,ExcelBooks, 2006.

ContinuousAssessment/InternalAssessment(FET&TermWork):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.

   The marks of the FET will be considered for final Internal Assessment.

EndSemesterExamination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28CC202	Business Economics	3	-	-	3	-	-	3

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28CC202	Business Economics	10	10	5	25	-	40%	-	50	40%	75

Course Description: The Business Economics course provides a foundation in economic principles and their application in the business context. It focuses on understanding the economic factors that influence business decision-making, market dynamics, and overall business performance.

Course Prerequisites: Basic knowledge of Economics.

Course Objectives:
1. To equip students with a comprehensive understanding of economic principles and their application within the context of business decision-making.
2. To develop analytical skills and economic reasoning essential for effective managerial decision-making in various business environments.

Course Outcomes: Upon completion of this course students will be able to-

CO 1 **Explain**[2] the concepts, scope and applications of business economics and uses ofelasticity of demand for business decision-making.

CO 2 **Apply**[3] demandandsupplyanalysistounderstandhowbusinessesmakepricingand production decisions in different market structures.

CO 3 **Analyze**[4] Pricingundervariousmarketconditionsandwhatfactorsdetermine revenue and cost.

CO 4 **Explain**[2] theimpactofmacroeconomicfactors,suchasinflation,unemployment,and interest rates, on business decision-making and market conditions.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to Business Economic:**	
	1.1	Meaning, Scope and Methods of Business Economics, Importance of Economics in Life and Business	6
	1.2	Forms of Economy; Application of Business Economics to Decision Making	
	1.3	Decisions-Concepts of Opportunity Cost, Time, Value of Money, Scarcity, Choice &Production Possibility Curve	
	1.4	Demand Analysis-Types and Determinants of Demand; Law of Demand, Exceptions to the Law of Demand	
	1.5	Elasticity of Demand-Price, Income, Cross and Advertising Elasticity	
	1.6	Measurement of Elasticity of Demand and Uses of Elasticity of Demand for Business Decision-making	
	1.7	Demand Forecasting-Meaning, Significance and Methods	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudies/real-worldexamplesthat demonstrate the application of business economics/Film on role of economics in life, etc.	3

2.0		**Supply and Production Analysis:**	6
	2.1	Law of Supply, Supply Schedule and Supply Curve	
	2.2	Supply Elasticity and Its Uses for Business Decision-making;	
	2.3	Production Concepts and Types of Production Function	
	2.4	Production Function with Single Variable and Two Variables	
	2.5	LawofReturnstoScaleandit9stype	
Tutorial		Suggestivetasks/assignments:Discussingcoreconceptsandreal-worldapplicationsof Supply, Production and Cost Analysis. Example: Case studies on demand and supplyanalysis/Examiningmarkettrendsandtheirimpactonmarketsupply/Filmson fluctuations in economy and market and their impact on social life /Case studies on market situation analysis and market analysis; Provide time for students to reflect on tutorial content and engage in a discussion etc.	3
3.0		**Cost and Revenue Analysis:**	6
	3.1	CostconceptsElementsofCost,RelationshipbetweenProductionandCost	
	3.2	AverageandMarginalCostCurves-Short-runandLong-runCostCurvesandItsBusinessUse	
	3.3	Relationship between Average and Marginal Revenue	
	3.4	Market Equilibrium, Revenue and Average Revenue Concept, Revenue Curve	
	3.5	Methods of Calculation of Revenue	
	3.6	Interrelationship between Marginal, Total and Average Revenue	
Tutorial		Suggestivecasediscussions/assignmentonMarketStructure,competitionanditsfeatures. Case studies, analysis of a particular economic decisions/ comparative analysisofrevenueandcostdecisions/Examinationofvariouscostsheetandrevenue statement to understand how the revenue is calculated for different situations and factors determined revenue, etc. Provide time for students to reflect on the tutorial content and engage in a discussion.	3
4.0		**Pricing Under Various Market Conditions:**	6
	4.1	Market Structure: Types of Markets, Perfect Competition & it's Features, Imperfect Competition & its Features;	
	4.2	PriceDetermination,FullCostPricing,ProductLinePricing,PriceSkimming,PenetrationPricing.DeterminationofPriceUnderPerfectCompetition	
	4.3	Monopoly: Feature, Pricing under Monopoly, Price Discrimination	
	4.4	Monopolistic: Features, Pricing under Monopolistic Competition	
	4.5	Oligopoly: Features, Kinked Demand Curve, Cartels; Pricing Strategies;	
	4.6	Duopoly Market-Feature, Pricing under Duopoly Market.	
Tutorial		Suggestive case discussions/assignment on pricing under various market conditions.	3
5.0		**National Income and Business Economics:**	6
	5.1	National Income-Concepts and Various Methods of Its Measurement.	
	5.2	Employment, Index Numbers ,Inflation and Deflation-Types and Causes	
	5.3	Business Cycle, Profit Concept and Major Theories of Profits	
	5.4	Impact of Inflation, Unemployment, and Interest Rates on Business Decision-Making and Market Conditions.	
	5.5	RoleofGovernmentinRegulatingMarketsandInfluencingEconomicPolicies	
	5.6	Fiscal and Monetary Policy(Overview).	
Tutorial		Suggestivecasediscussions/seminarsonassignedtopics,etc.Realworldexample/onRoleof Government inRegulatingMarkets/Studyoffiscal and monetarypolicy.	3

Userelevantcasesandapplicationsfordiscussions.
Coursecoordinatorshouldprepareaplanfortutorialstoachievecourselearningoutcome(s)andexecuteit.

Reference Books:

1. Adhikara,M. BusinessEconomics.India,ExcelBooks,2002.
2. Ahuja,H.L.BusinessEconomics.India,SChand&CompanyLimited, 2017.
3. Dr.AnupamAagrwal,AnjuAgarwal.BusinessEconomics,SBPDPublications.N.p.,SBPDPublications,2021.
4. Nadar,E. Narayanan,Vijayan,S.ManagerialEconomics,ThirdEdition.N.p.,PHILearningPvt. Ltd.,2020.
5. SKAgarwal. BusinessEconomics(ForCAFoundation),5e.N.p.,S.Chand Publishing.

Continuous Assessment/Internal Assessment (FET&TermWork):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.

2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.

   The marks of the FET and will be considered for final Internal Assessment.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28CC203	Marketing Management	3	-	1	3	-	1	4

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28CC203	Marketing Management	10	10	5	25	25	40%	-	50	40%	**100**

Course Description: Marketing Management is a comprehensive course designed to provide students with a solid foundation in marketing principles and practices. The course covers a wide range of topics related to marketing management, including marketing mix, consumer behavior, segmentation, targeting, positioning, etc.

Course Prerequisites: NA

Course Objectives:

1. To equip students with the knowledge and skills necessary to analyze market opportunities .
2. To develop effective marketing strategies, and implement marketing programs that drive customer satisfaction and organizational success .

Course Outcomes: On completion of this course students will be able to,

CO1 **Explain**[2] the role and importance of marketing in organizations and its impact on business success.

CO2 **Conduct**[3] market research and analysis to identify market opportunities and consumer insights

CO3 **Apply**[3] the marketing mix elements (product, price, place, promotion) to develop comprehensive marketing strategies for a product or service.

CO4 **Analyze**[4] emerging marketing trends and the impact of emerging technologies on marketing practices in the Indian context.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to Marketing Management:**	6
	1.1	Definition of Market, Marketing and Marketing Management; Scope, Objectives and Importance	
	1.2	Evolution of Marketing Concepts, Core Concepts of Marketing Management	
	1.3	Functions of Marketing .	
	1.4	Marketing Process; Selling vs. Marketing.	
	1.5	Marketing Mix Concept; Marketing Environment – Micro and Macro Environmental Factors.	
	1.6	Marketing Plan; Understanding the Indian Market; Market Segmentation, Targeting and Positioning.	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudiesorreal-	3

		worldexamples that demonstrate the practical application of Selling vs. Marketing functions,practices/Casestobediscussedonapplicable topicsofMarketing Mix.	
2.0		**Marketing Research :**	6
	2.1	Concept and Types of Marketing Research.	
	2.2	Market Research Process.	
	2.3	Problem Formulation and Research Design.	
	2.4	Data Collection Methods, Data Analysis and Interpretation Techniques.	
	2.5	Survey Methods and Sampling Techniques	
	2.6	Questionnaire Design and Data Collection; Reporting Research Findings.	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudiesorreal-worldexamples that demonstrate the practical application of Marketing Research,practices/Casestobediscussedonapplicabletopicsof Marketing Research& Techniques.	3
3.0		**Consumer Behavior :**	6
	3.1	Consumer Behavior in Indian and Global Context	
	3.2	Factors influencing Consumer Behaviour	
	3.3	Cultural, Social, and Psychological Influences	
	3.4	Buying Behavior and Decision-Making Process	
	3.5	Market Research and Consumer Insights in India	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudiesorreal-worldexamples that demonstrate the practical application of Consumer Behavior,practices/Casestobediscussedonapplicable topicsofDecision-Making Process.	3
4.0		**Marketing Mix and Strategies:**	6
	4.1	Product - Concept; Classification and Attributes of Product; Product Line and Product Mix.	
	4.2	Product Life Cycle-Stages and Strategies.	
	4.3	Pricing– Importance, Objectives and Methods of Pricing	
	4.4	Distribution Channel– Importance, Functions and Types of Channel; Channel Design and Selection	
	4.5	Promotion–Meaning, Importance and Objectives of Promotion Activities	
	4.6	Advertising, Sales Promotion, Public Relations, Publicity and Direct Marketing- Techniques.	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudiesorreal-worldexamples that demonstrate the practical application of Marketing Mix,practices/Casestobediscussedonapplicable topicsofAdvertising & Sales Promotion.	3
5.0		**Emerging Trends in Marketing** :	6
	5.1	Digital Marketing	
	5.2	Social Media Marketing Strategies and Tools	
	5.3	E-commerce and Online Marketplaces Retailing Trends in India	
	5.4	Ethical Marketing Practices	
	5.5	Sustainable Marketing and Green Initiatives	
	5.6	Disruptive Marketing Campaigns	
Tutorial		Suggestive cases and exercises on Digital marketing and social media marketing strategies; Sustainable Marketing and Green Initiatives/Marketing; Innovation-driven Marketing Strategies; Disruptive Marketing Campaigns, etc.	3
Use relevant cases and applications for discussions. *Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.*			

Reference Books:

1. Adam, Stewart, Kotler, P., et al. Principles of Marketing. Australia, Pearson Australia, 2017
2. Arun Kumar, N. Meenakshi. Marketing Management, 2nd Edition. India, Vikas Publishing House, 2011
3. Keller, Kevin, et al. Marketing Management: 4th European Edition, Pearson Education, 2019
4. Pillai, R. S. N. Marketing Management. India, S. Chand, 2010
5. Ramaswamy. Marketing Management: Global Perspective Indian Context. India, Macmillan, 2009.

Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET1shall be based on module No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5marks.
   ThemarksoftheFETandtermworkwillbeconsideredforfinalInternalAssessment.

End Semester Examination:

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2toQ.5) will be selected from all the modules.
4. The students need to solve all5questions.
5. The duration of end semester examination shall be two hours.

Teaching Scheme

Course Code	CourseName	Teaching Scheme(Hrs/Week)			CreditsAssigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28AE201	Business Communication - II	1	-	1	1	-	1	2

Evaluation Scheme

Course Code	Course Name	TheoryMarks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		ContinuousAssessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28AE201	Business Communication - II	10	10	5	25	25	40%	-	-	40%	50

Course Description: This subject is designed to develop the English Communicative capacityrequired in social and professional life. The students will excel in professional communication that will help them in the academia and the world of practical affairs

Course Prerequisites: Basic knowledge of Media.

Course Objectives: 1.To acquaint learners with the process of communication.
2.To train learners to effectively apply LSRW skills in professional life.

CourseOutcomes: Uponcompletionofthis coursestudents willbeableto-

CO 1 **Explain**[1] the importance of communication in formal situations.
CO 2 **Analyze**[4] the process and forms of communication.
CO 3 **Apply3**LSRW skills for effective communication in professional life.
CO 4 **Interpret**[2] the requirement of writing skills for business communication.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**CommunicationTheory:**	6
	1.1	Communication: Concept and Its Meaning, Process, Types: Verbal and Non- verbal Communication,	
	1.2	Use of Body Language in Communication and Grooming,	
	1.3	LevelsandNetworksofCommunication:Formaland Informal,	
	1.4	Flows of Communication, Barriers to Communication, ways to overcome different barriers, and Technology in Communication.	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudies/real-worldexamples hands-on learning Experiential learning, Interactive lecture Group work and Individual work on Verbaland Non- verbal Communicationetc.	3
2.0		**Listening Skills:**	6
	2.1	Importance of effective Listening, Listening and Hearing	
	2.2	Process of Listening, Barriers to Effective Listening	
	2.3	Types of Listening, Techniques of effective Listening	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudies/real-worldexamples hands-on learning Experiential learning, Interactive lecture Group work and Individual work on effective Listening etc.	3
3.0		**SpeakingSkills:**	6
	3.1	PublicSpeakingstyles:ceremonial,persuasive,demonstrativeandinformative speaking.	

	3.2	PublicSpeakingTechniques,ElementsofPublicSpeaking	
	3.3	ExtemporeandPreparedSpeech,GroupDiscussion:GDTypes,Skills,Do9s &Don9ts.RolesinGD,Debate	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudies/real-worldexamples hands-on learning Experiential learning, Interactive lecture Group work and Individual work on PublicSpeaking etc.	3
4.0		**ReadingSkills:**	6
	4.1	Typesof reading	
	4.2	Techniquesforeffective Reading	
	4.3	SQR Technique	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudies/real-worldexamples hands-on learning Experiential learning, Interactive lecture Group work and Individual work on effective Reading etc.	3
5.0		**WritingSkills:**	6
	5.1	SevenC9sofCommunication	
	5.2	BusinessLetters,TypesofBusinessLetters	
	5.3	CoverLetter&Resume	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudies/real-worldexamples hands-on learning Experiential learning, Interactive lecture Group work and Individual work on writing skills etc.	3

Userelevantcasesandapplicationsfordiscussions.
Coursecoordinatorshouldprepareaplanfortutorialstoachievecourselearningoutcome(s)andexecuteit.

Reference Books:

1. MartinHewings.AdvancedGrammarinUse.CambridgeUniversityPress,2013.
2. MichaelSwan.PracticalEnglishUsage.3rded.OUP,2005.
3. JohnSeely.TheOxfordGuidetoEffectiveWritingandSpeaking.OUP,200
4. Chadha,R.K.,CommunicationTechniquesandSkills,DhanpatRaiPublications, 2014.

Continuous Assessment/Internal Assessment (FET&TermWork):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.

ThemarksoftheFETandtermworkwillbeconsideredforfinalInternalAssessment.

End Semester Examination:

NA

TeachingScheme

Course Code	CourseName	Teaching Scheme(Hrs/Week)			CreditsAssigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28MD201	Media Literacy and Critical Thinking	1	-	1	1	-	1	2

Evaluation Scheme

Course Code	Course Name	TheoryMarks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		ContinuousAssessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28MD201	Media Literacy and Critical Thinking	10	10	5	25	25	40%	-	-	40%	50

Course Description: The course Media Literacy and Critical Thinking employs Content and Language Integrated Learning approach when the subject is taught in English with the dual focus on both the content and the language. At the same time, this course aims at developing critical thinking skills required for a modern student, teacher, citizen, and a conscious information consumer.

CoursePrerequisites: Basic knowledgeofMedia.

Course Objectives:
1. To comprehend basic facts about the media and media business, including history, types, roles, functions, standards, agents, access to information to understand how the media works in a democratic world.
2. To be able to critically consume and create media content for personal and professional purposes.

CourseOutcomes: Uponcompletionofthis coursestudents willbeableto-

- **CO 1** **Explain**[2] the basic facts about the media and media business.
- **CO 2** **Apply**[3] different types of content to understand the explicit and implicit media messages.
- **CO 3** **Analyze**[4] need for enhancing media literacy competence and critical thinking skills for lifelong learning.
- **CO 4** **Ensure**[2] own cyber safety and share the strategies to make the digital world a safer place.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Introduction to Media:**	
	1.1	Basic facts about the media and media business	6
	1.2	History of media evolution	
	1.3	Forms and formats of media	
Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudies/real-worldexamples hands-on learning Experiential learning, visiting a media outlet Interactive lecture Group work and Individual workетс.	3
2.0		**Traditional vs New Media:**	6
	2.1	Role and functions of Traditional and New Media	
	2.2	Social Media Tools	
	2.3	SocialMediaMarketingvs.TraditionalMarketing	
	2.4	Access to information	

Tutorial		Suggestivetasks/assignments:Engagestudentsincasestudies/real-worldexamples hands-on task on Traditional vs New Media.	3
3.0		**Information and Media literacy concepts:**	6
	3.1	Media education: the main issues	
	3.2	Five core concepts and questions of information and media literacy	
	3.3	Reasons to teach Media Literacy	
	3.4	Stereotyping	
Tutorial		Suggestivecasediscussions/seminarsonassignedtopics,etc.Realworldexample/on information and media literacy& Stereotyping.	3
4.0		**Critical Thinking:**	6
	4.1	Importance and process	
	4.2	Barriers to critical thinking	
	4.3	Developing critical thinking skills in the areas of reading, writing, speaking and listening	
Tutorial		Suggestivecasediscussions/seminarsonCritical Thinking,etc.hands-on learning Experiential learning, visiting a media outlet Interactive lecture Group work and Individual work	3
5.0		**Critical Thinking Process:**	6
	5.1	Introducing Critical Thinking Process	
	5.2	Critical Thinking Process skills development	
	5.3	critical thinking activities	
Tutorial		Suggestivecasediscussions/seminarsonCritical Thinking,etc.hands-on learning Experiential learning, visiting a media outlet Interactive lecture Group work and Individual work activities.	3

Userelevantcasesandapplicationsfordiscussions.
Coursecoordinatorshouldprepareaplanfortutorialstoachievecourselearningoutcome(s)andexecuteit.

Reference Books:

1. McQuail D. McQuail′s Mass Communication Theory. 6th Edition. Sage Publications. 2010.
2. Potter, W.J. Media Literacy. 10th edition. SAGE Publishing, 2021.
3. Scheibe, C. and Rogow, F. The Teacher's Guide to Media Literacy. SAGE Publishing, 2011.
4. Gardner, Peter S. New Directions: Reading Writing and Critical Thinking. Cambridge Academic Writing Collection, 2005.

Continuous Assessment/Internal Assessment (FET&TermWork):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.
5. ThemarksoftheFETandtermworkwillbeconsideredforfinalInternalAssessment.

End Semester Examination:

NA

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
UXXOE0XX	**Open Elective-I**	1	-	1	1	-	1	**2**

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
UXXOE0XX	**Open Elective-I**	10	10	5	25	25	40%	-	-	40%	**50**

Student can opt any one Open Elective Course offered by the university in the same academic year.

Course will be delivered by the Concern School of the University.

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U01VE003	Environmental Science	2	-	-	2	-	-	2

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		T-1	T-2	FET	Total						
U01VE003	Environmental Science	10	-	5	-	15	40%	-	35	40%	50

Course Description: This course will focus on basic concepts of Environmental components and basic concepts in the field. There will be a discussion about all the environmental conditions, problems, their Solutions, and policies regarding public awareness.

Course Prerequisites: **Basic knowledge of finance.**

Course Objectives

1. To study of factors affecting the availability of natural resources, their conservation and management.
1. To develop a critical understanding of the environmental issues of concern

Course Outcomes: Upon completion of this course students will be able to-

CO 1 **Classify** natural resources and their conditions in local area
CO2 **Interpret** local environmental issues.
CO3 **Describe and modify** solution on local environmental issues
CO4 **Develop** critical understanding of the complexity of environmental management
CO5 **Understanding** local common biodiversity

Module No.	Unit No.	Topic / Contents	Teaching Hours
1.0		**Humans and the Environment**	
	1.1	Multidisciplinary nature of environmental studies; Scope and importance UN Conference on Human Environment1972 ;World Commission on Environment and Development, the concept of sustainable development.	6
	1.2	Natural Resources and Sustainable Development, Land resources and land use change ;Land degradation, soil erosion and desertification.	
	1.3	Deforestation: Causes and impacts due to mining, dam building on Environment and forests, Water: Use and over exploitation of surface and ground water, floods, droughts, Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.	
2.0		**Environmental Issues: Local, Regional and Global**	6
	2.1	Globalissues:Climatechange,globalwarming,ozonelayerdepletion,acidrain And impacts on human communities and agriculture.	

	2.2	ConservationofBiodiversityandEcosystems:Levelsofbiologicaldiversity:genetic,speciesandecosystemdiversity;Globalbiodiversityhotspots.Indiaasamega-biodiversitynation;Endangered and endemic species of India, Threatstobiodiversity:Habitatloss,poachingofwildlife,man-wildlife conflicts, biological invasions, Conservation of biodiversity In-situ and Ex-situc onservation of biodiversity, Ecosystemandbiodiversityservices:Ecological,economic,social,ethical,Aesthetic,andInformational value.	
3.0		**Climate Change: Impacts, Adaptation and Mitigation**	6
	3.1	Environmentalpollution:types,causes,effectsandcontrols;Air,water,Noise pollution, Nuclear hazards and human health risks, Solid waste management: Control measures of urban and industrial waste	
	3.2	Structureofatmosphere;Anthropogenicclimatechangefromgreenhousegas Emissions past, present and future; Mitigation of climate change	
4.0		**Environmental Management**	6
	4.1	Environment Laws: Environment Protection Act; Air(Prevention&Controlof Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act, Environmental management system :ISO14001, Environmental audit and impact assessment; Eco-labeling/Ecomark scheme.	
	4.2	Environmental Treaties and Legislation: Major International organizations and initiatives: United Nations Environment Programme(UNEP),InternationalUnionforConservationofNature(IUCN),IntergovernmentalUnionpanelonclimatechange(IPCC)	
5.0		**Case Studies and Field Work**	6
	5.1	Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan, Bhopal Disaster.	
	5.2	Fieldvisitstoidentifylocal/regionalenvironmentalissues,makeobservations Including data collection and prepare a brief report	
	5.3	Documentation of campus biodiversity.	
	5.4	Campusenvironmentalmanagementactivitiessuchassolidwastedisposal, Water management, and sewage treatment.	

Reference/Text Books:

1. Harper,CharlesL.(2017)EnvironmentandSociety,HumanPerspectivesonenvironmentalIssues6thEdition. Routledge.
2. Jackson,A.R.,&Jackson,J.M.(2000).EnvironmentalScience:TheNaturalEnvironmentandHumanImpact. Pearson Education.
3. Pittock,Barrie(2009)ClimateChange:TheScience,ImpactsandSolutions.2ndEdition.Routledge.
4. SharmaB.K.,2001.EnvironmentalChemistry.Geol Publ.House, Meerut
5. Chiras,D.DandReganold,J.P.(2010).NaturalResourceConservation:ManagementforaSustainableFuture.10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson.

Continuous Assessment/Internal Assessment(FET):

1. FET 1 shouldbebasedonfirstthreemodulesfor10marks
2. FET 2shallbe basedonmodules4& 5for5marks separately.

End Semester Examination:

1. Questionpaperwillbeof35markscompriseof5questions,eachcarrying7 marks.
2. QuestionNo.1will be compulsory and based on any module of entire syllabus.
3. Remaining question(Q.2toQ.5)will be selected from all the modules.
4. The students need to solveall5questions.
5. The duration of end semester examination shall be two hours.

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28SE201	Emerging Technologies and application	1	2	-	1	1	-	2

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U28SE201	Emerging Technologies and application	10	10	5	25	25	40%	-	-	40%	50

Course Description: In this course, the students will study various principles of technological innovation driving major business transformations and leading to the creation of more intelligent and agile enterprises.

Course Prerequisites: NA

Course Objectives:
1. To evaluate impact of Emerging and Disruptive Technologies on business, industry, and society.
2. To acquaint them with the latest technologies in business world.

Course Outcomes: Up on completion of this course students will be able to-

CO 1	**Explain**[2] the importance of managing technological innovation strategically.
CO 2	**Identify**[2] the technological gap and try to provide solutions.
CO 3	**Develop**[6] a plan for innovation in the workplace.
CO 4	**Explain**[2] leadership skills for planning, organizing, directing and implementing innovation.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Emerging Technologies and Business Innovation:**	6
	1.1	Innovative technologies emerge, evolve and adapted by businesses.	
	1.2	Innovation Vs Automation	
	1.3	Innovation Process	
2.0		**Fundamentals of IoT and Applications:**	6
	2.1	Introduction, Definitions & Characteristics of IoT	
	2.2	Physical & Logical Design of IoT, Enabling Technologies in IoT.	
	2.3	Fundamentals of IoT and Architectures	
	2.4	Applications of IoT in business	
3.0		**Data Handling& Analytics:**	6
	3.1	Introduction to Bigdata	

	3.2	Types of data, Data acquisition & Data Storage	
	3.3	Introduction to data Analytics	
	3.4	Types of Data analytics	
4.0		**Data Visualization and Interpretation:**	6
	4.1	Principles of Data Visualization	
	4.2	Tools for Data Visualization	
	4.3	Interpretation of Visualized Data	
	4.4	Case Studies in Data Visualization	
5.0		**AI Technologies:**	6
	5.1	Overview of the AI technologies	
	5.2	Overview of Machine Learning	
	5.3	AI tools for Business	
	5.4	Disruption in Emerging Technologies	

Use relevant cases and applications for discussions.
Coursecoordinatorshouldprepareaplanfortutorialstoachievecourselearningoutcome(s)andexecuteit.

Reference Books:

1. Hakima Chaouchi,"The Internet of Things Connecting Objects to the Web" ISBN : 978-1- 84821-140-7, Wiley Publications
2. Keysight Technologies, "The Internet of Things: Enabling Technologies and Solutions for Design and Test", Application Note, 2016
3. Chatterjee,P.,&Chatterjee,S.(2019).BusinessAnalytics:APractitioner9s Guide.Wiley.
4. Marakas, G. M., & O'Brien, J. A. (2017). Introduction to Information Systems: People, Technology and Processes. Wiley.

Continuous Assessment/Internal Assessment(FET&TermWork):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.

ThemarksoftheFETandtermworkwillbeconsideredforfinalInternalAssessment.

End Semester Examination:

NA

Teaching Scheme

Course Code	Course Name	Teaching Scheme(Hrs/Week)			Credits Assigned			Total Credits
		Theory	Practical	Tutorial	Theory	Practical	Tutorial	
U28AE202	Foreign Language (German)	1	-	1	-	-	-	NC

Evaluation Scheme

Course Code	Course Name	Theory Marks				Practical/Tutorial Marks			ESE	Min. Passing %	Total
		Continuous Assessment				Term-work /Tutorial	Min. Passing %	Practical/ Oral/ P&OE			
		FET-1	FET-2	FET-3	Total						
U02AE202	Foreign Language (German)	10	10	5	25	25	40%	-	-	40%	Satisfactory /Non-satisfactory

Course Description: This course is designed to introduce students to the fundamental skills and concepts necessary for effective communication in a foreign language. This course aims to develop students' language proficiency, cultural understanding, and intercultural communication skills. Throughout the course, students will focus on the acquisition of listening, speaking, reading, and writing skills in the target language.

Course Prerequisites: NA

Course Objectives:

1. To familiarize students with an understanding of Basics of German Language.
2. To acquaint students apart from their national language to become ready for international requirements.

Course Outcomes: On completion of this course students will be able to,

- **CO1** **Understand**1 and use basic vocabulary, phrases, and grammatical structures in the target language.
- **CO2** **Communicate**3 in oral and written forms, demonstrating comprehension and fluency.
- **CO3** **Engage**3 in simple conversations and exchange information in everyday situations.
- **CO4** **Recognize**2 and Read basic texts, including articles and write simple texts, such as emails, letters, and short compositions, demonstrating grammatical accuracy and coherence in the target language.

Module No.	Unit No.	Topic /Contents	Teaching Hours
1.0		**Theory Part-I**	6
	1.1	Managing conversation	
	1.2	Months and days of week	
	1.3	Numbers	
	1.4	Time	
2.0		**Theory Part-II**	6
	2.1	Asking for Telephone number	

	2.2	Directions	
	2.3	Everyday life	
	2.4	Map of Germany	
3.0		**Grammar Part-I**	6
	3.1	Countries and Nationalities	
	3.2	Family	
	3.3	Alphabets	
	3.4	German nouns	
4.0		**Grammar Part-II**	6
	4.1	Nominative case	
	4.2	Negation	
	4.3	Pronouns - nominative case	
	4.4	Regular verb and their conjugation	
5.0		**Grammar Part-III**	6
	5.1	Irregular verbs	
	5.2	Possessive pronouns	
	5.3	Interrogative pronouns	
	5.4	Demonstrative pronouns	

Use relevant cases and applications for discussions.
Course coordinator should prepare a plan for tutorial to achieve course learning outcome(s)and execute it.

Reference Books:

1. Lingo Mastery, German Made Easy Level 1, Lingo Mastery, 2022.
2. Edward Swick, The Everything Learning German Book, Fw Media,2019.

Continuous Assessment /Internal Assessment (FET & Term Work):

1. FET1shallbebasedonmodule No.1 & No.2 for 10 marks.
2. FET2 shall be based on module No.3 & No.4 for 10 marks.
3. FET3 shall be based on module No.5 for 5 marks.
4. TermWorkshallbebasedontutorialsofallmodulesfor25marks.
5. ThemarksoftheFETandtermworkwillbeconsideredforfinalInternalAssessment.

End Semester Examination:

NA