

**GANGA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, KABLANA (JHAJJAR)**  
**An Autonomous Institute (UGC)**  
**Approved by AICTE, New Delhi and Affiliated to MDU, Rohtak**  
**NAAC 'A' GRADE**

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**SCHEME AND SYLLABI**  
**OF**  
**3-4 YEAR**  
**BACHELOR OF BUSINESS**  
**ADMINISTRATION PROGRAM**  
**(BBA)**  
**WITH EFFECT FROM**  
**THE SESSION 2024-25**

## **DEPARTMENTS OF BUSINESS STUDIES**

### **VISION**

“To become a nationally recognized center for academic excellence by nurturing business skills and potential through expert guidance and comprehensive exposure.”

### **MISSION**

- To provide a holistic academic environment.
- To create the awareness about social responsibilities and ethical values for management professionals.
- To enhance management capabilities and employability through continuous interaction with academicians, experts, industrialists and research activities.
- To incubate the skills of decision making, team work, communication and leadership among the students through various activities.

## **PROGRAM OUTCOMES OF THE BBA PROGRAM**

**At the end of the BBA Program, Students will be able to:**

<b>PO</b>	<b>By the end of the program graduating students should:</b>
<b>PO1</b>	Acquire knowledge and skills in the field of management, accounting, Statistics, marketing, human relations and assistance.
<b>PO2</b>	Apply the entrepreneurial and managerial skills for effective and business management.
<b>PO3</b>	Acquire employability skills through the practical awareness on the IT in management.
<b>PO4</b>	Comprehend applicability of management principles to situation in global business world.
<b>PO5</b>	Develop legal and ethical values and environmental issue for the continuous development of business venture.
<b>PO6</b>	Nurture the key skills like communication and personality.

## 1. DEFINITION OF CREDIT

1	1 Lecture (L) per week	1 Credit
2	1 Tutorial (T) per week	1 Credit
3	1 Practical (P) per week	0.5 Credit
4	2 Practical (Lab) per week	1 Credit

## 2. RANGE OF CREDIT

A range of credits from 136 to 144 are required for a student to be eligible to get an undergraduate degree in business administration. A student will be eligible to get Under Graduate degree with Honours or Research, if he/she completes an additional 48 credits.

## 3. STRUCTURE OF UNDERGRADUATE BUSINESS ADMINISTRATION PROGRAM (BBA)

Sr No	Category	Breakup of Credits		
		BBA	BBA (H)	BBA (With Research)
1	Discipline-Specific Courses (DSC) /Major Course	76*	116*	104*
2	Minor(MIC)/ Minor Vocational (MICVOC)/ Skill Enhancement Courses (SEC)/Internship	37*	45*	45*
3	Multidisciplinary Courses	09*	09*	09*
4	Ability Enhancement Course	08*	08*	08*
5	Value Added Course	06*	06*	06*
6	Research Project/Dissertation			12*
Total Credits		<b>136*</b>	<b>184*</b>	<b>184*</b>

*\*Minor variation is allowed as per need of the respective disciplines.*

*\* Students exiting the program after second semester and securing 48 credits including 4 credits of summer internship will be awarded UG Certificate in the relevant Discipline/Subject. Students exiting the program after fourth semester and securing 96 credits including 4 credits of summer internship will be awarded UG Diploma in the relevant Discipline/Subject. Students will be awarded 3-year UG Degree in relevant major Discipline/Subject upon securing 136 credits.*

*\*Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programs without taking exit option.*

#### 4. COURSE CODE AND DEFINITIONS

Sr. No.	Category	Course Code
1	Discipline Specific Course-Major Course	DSC
2	Minor	MIC
3	Minor Vocational	MICV
4	Skill Enhancement Courses	SEC
5	Internship	INT
6	Multidisciplinary Courses	MDC
7	Ability Enhancement Course	AEC
8	Value Added Course	VAC
9	Research Project	RP
10	Dissertation	DIS

**GANGA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, JHAJJAR (HR.),  
DELHI-NCR**

**Scheme of Studies and Examination**

**BBA – 1<sup>st</sup> Semester**

*w.e.f. 2024-25*

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)				Exam Duration in H
				L	T	P			Assessment	End Semester Examination	Practical / Viva-Voice	Total	
1	Discipline Specific Course-Major Course	DSC-BBA-101A	Business Organization	3	1	0	4	4	30	70	-	100	3
2	Discipline Specific Course-Major Course	DSC-BBA-103A	Basics of Accounting	3	1	0	4	4	30	70	-	100	3
3	Discipline Relevant Course-Minor	Refer Table No.- I	-----	3	1	0	4	4	30	70	-	100	3
4	Multidisciplinary Courses	Refer Table No.- II	-----	3	0	0	3	3	25	50	-	75	3
5	Ability Enhancement Course	Refer Table No.- III	-----	2	0	0	2	2	15	35	-	50	3
6	Skill Enhancement Course	SEC-101A	Compute Fundamentals and Office Automation Tools	2	0	0	2	2	15	35	-	50	3
		LC-SEC-103A	Computer Fundamentals and Office Automation Tools Lab	0	0	2	2	1	10	-	15	25	3
7	Value Added Course	Refer Table No.- IV	-----	2	0	0	2	2	15	35	-	50	3
<b>Total Credits</b>								<b>22</b>				<b>550</b>	

## Scheme of Studies and Examination

### BBA – 2<sup>nd</sup> Semester

*w.e.f. 2024-25*

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)				Exam Duration in H
				L	T	P			Assessment	End Semester Examination	Practical / Viva-Voice	Total	
1	Discipline Specific Course-Major Course	DSC-BBA-102A	Managerial Skills	3	1	0	4	4	30	70	-	100	3
2	Discipline Specific Course-Major Course	DSC-BBA-104A	Essentials of Economics	3	1	0	4	4	30	70	-	100	3
3	Discipline Relevant Course-Minor	Refer Table No.-V	-----	3	1	0	4	4	30	70	-	100	3
4	Multidisciplinary Courses	Refer Table No.-VI	-----	3	0	0	3	3	25	50	-	75	3
5	Ability Enhancement Course	Refer Table No.-VII	-----	2	0	0	2	2	15	35	-	50	3
6	Skill Enhancement Course	SEC-102A	Business Communication	2	0	0	2	2	15	35	-	50	3
		LC-SEC-104A	Business Communication Lab	0	0	2	2	1	10	-	15	25	3
7	Value Added Course	Refer Table No.-VIII	-----	2	0	0	2	2	15	35	-	50	3
<b>Total Credits</b>								<b>22</b>				<b>550</b>	

**Note:**

1. The duration of all the end-term theory examinations shall be 3 hours.
2. The Criteria for awarding the internal assessment throughout the Program shall be as under:
  - a) Sessional Examination : 50 % of Assessment Marks
  - b) Assignments/Presentations/Seminars and Class Participation : 30 % of Assessment Marks
  - c) Attendance : 20 % of Assessment Marks

Attendance%	: Marks
90-100%	: 100% of Attendance marks
85%-89.99%	: 80% of Attendance marks
80%-84.99%	: 60% of Attendance marks
75%-79.99%	: 45% of Attendance marks
65%-74.99%	: 25% of Attendance marks
Below 65%	: 0% of Attendance marks
3. The Criteria for awarding the Internal assessment practical course throughout the Program shall be as under:
  - a) Practical Assignments/Practical File : 06 Marks (60% Weightage of Assessment)
  - b) Attendance (Criteria as mentioned above in 2(c)) : 04 marks (40% Weightage of Assessment)
4. The panel of examiners for end-semester theory/practical examinations shall be prepared and approved by the BOS of Department of Business Studies or Academic Council of Institute.
5. The panel of examiners based on the examiners' expertise/specialization/area of interest for practicum/viva-voce examination shall be recommended by the BOS of Department of Business Studies or Academic Council of the Institute. In case of unavailability of external examiners due to unavoidable circumstances, the Controller of Examinations may allow the conduct of practical examinations by the internal examiners.
6. The panel of examiners for assessment of the Project Reports/Dissertation/Research Project/Summer Internship Reports shall be recommended by the BOS of Department of Business Studies or Academic Council of the Institute.
7. A student while selecting the minor discipline has to ensure that the courses of the opted minor discipline do not match with the major courses of his/her opted program.
8. The Student may choose the multidisciplinary courses other than the courses offered by their own/respective department.



## Semester-I

Table No. I (Discipline Relevant Course-Minor)

S. No.	Category	Course Code	Course Title
1	Discipline Relevant Course-Minor	MIC-BBA-105A	Basics of Economics

Table No. II (Multidisciplinary Courses)

S. No.	Category	Course Code	Course Title	Offered By
1	Multidisciplinary Courses	MDC-BBA-101A	Foundations of Management	Department of Business Studies
2		MDC-ASH-103A	Introductory Mathematics	Department of Applied Sciences
3		MDC-BCA-105A	Fundamentals of IT	Department of Computer Application
4		MDC-FTS-107A	Industrial Safety	Department of Fire and Safety

Table No. III (Ability Enhancement Course)

S. No.	Category	Course Code	Course Name
1	Ability Enhancement Course	AEC-101A	General English-I
2		AEC-103A	French

Table No. IV (Value Added Courses)

S. No.	Category	Course Code	Course Title
1	Value Added Course	VAC-113A	Environmental Studies
2		VAC-115A	Health and Wellness

## Semester-II

Table No. V (Discipline Relevant Course-Minor)

S. No.	Category	Course Code	Course Title
1	Discipline Relevant Course-Minor	MIC-BBA-106A	Corporate Leadership

Table No. VI (Multidisciplinary Courses)

S. No.	Category	Course Code	Course Title	Offered By
1	Multidisciplinary Courses	MDC-BBA-102A	Marketing Management	Department of Business Studies
2		MDC-BBA-104A	Entrepreneurship and MSME	Department of Business Studies
3		MDC-BCA-106A	Basics of Multimedia	Department of Computer Application
4		MDC-ASH-108A	Introduction to Statistics	Department of Applied Sciences

Table No. VII (Ability Enhancement Course)

S. No.	Category	Course Code	Course Name
1	Ability Enhancement Course	AEC-102A	Hindi-I
2		AEC-104A	Sanskrit

Table No. VIII (Value Added Courses)

S. No.	Category	Course Code	Course Title
1	Value Added Course	VAC-114A	Digital and Technological Solutions
2		VAC-116A	Human Values & Ethics

Course Code	<b>DSC-BBA-101A</b>				
Category	Discipline Specific course-Major Course				
Course Title	<b>Business Organization</b>				
Scheme and Credits	L	T	P	<b>Credits</b>	<b>Semester-I</b>
	3	1	0	<b>4</b>	
Course Objectives	The objectives of this course are 1. To understand business concepts, scope, objectives, SWOT analysis, and the role of technology. 2. To explore business organizations including sole proprietorships, partnerships, companies, and franchising. 3. To understand entrepreneurship, focusing on opportunities, business setup, and government support for start-ups. 4. To learn about the government-business interface, including the stock exchange, mergers, acquisitions, and trade associations.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	<b>Define</b> fundamental concepts of business organizations.	Level-1 Remember
CO2	<b>Explain</b> various forms of business organizations and government policies.	Level-2 Understand
CO3	<b>Apply</b> business methods and principles in decision making.	Level-3 Apply
CO4	<b>Analyze</b> the methods and principles of organization to solve business problems.	Level-3 Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Overview Of Business:</b> Concept, Nature and Scope, Business as a System, Business Objectives, Business Environment Interface, SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats), Distinction Between Business Commerce and Trade (Definitions, Functions and Differences), Role of Technology in Business.
<b>Unit-II</b>	<b>Forms Of Business Organization:</b> Sole Proprietorship, Partnership (Types of Partnerships and their Features), Joint Stock Company, Cooperative Societies (Principles and Types), Multinational Corporations (Characteristics and Impact on Global Business), Emerging Trends in Business Structures, Concept of Franchising as a Business Model.
<b>Unit-III</b>	<b>Entrepreneurship:</b> Concept and Nature of Entrepreneurship, Entrepreneurial Opportunities in the Contemporary Business Environment, Process of Setting up a Business Enterprise, Choice of a Suitable Form of Business Organization, Government Policies and Support for Start-Ups, Feasibility and Preparation Business Plan.

<b>Unit-IV</b>	<b>Government and Business Interface:</b> Stock Exchange in India (Role and Function), Business Combinations, Concept and Causes of Mergers and Acquisitions. <b>Chambers of Commerce and Industries in India:</b> Overview of FICCI, CII, Role of Trade Associations and their Influence on Policy Making.
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#### Suggested Readings:

- Business Organization and Management by Basu C, McGraw Hill Education
- Business Organization and Management by T. N Chhabra, Sun India Publications
- The Practice of Management by Peter F. Drucker, Harper & Row, New York
- Business Organization and Management by V. K Kaul, Pearson Education
- Essentials of Management by B. P Singh and A. K Singh, Excel Books Pvt. Ltd

#### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Overview of Business	<a href="https://onlinecourses.swayam2.ac.in/nou21_mg03/preview">https://onlinecourses.swayam2.ac.in/nou21_mg03/preview</a>
<b>Unit-II</b>	Forms of Business Organization	<a href="https://onlinecourses.swayam2.ac.in/nou21_mg03/preview">https://onlinecourses.swayam2.ac.in/nou21_mg03/preview</a>
<b>Unit-III</b>	Introduction to Entrepreneurship	<a href="https://www.youtube.com/watch?v=ICYqc5_mJ5g&amp;t=74s">https://www.youtube.com/watch?v=ICYqc5_mJ5g&amp;t=74s</a>
<b>Unit-IV</b>	Government and Business Interface	<a href="https://youtu.be/2jDYW2xd98s?si=RBI7MPPYyRmLb3Zm">https://youtu.be/2jDYW2xd98s?si=RBI7MPPYyRmLb3Zm</a>

Course Code	<b>DSC-BBA-103A</b>				
Category	Discipline Specific course-Major Course				
Course Title	<b>Basics of Accounting</b>				
Scheme and Credits	L	T	P	<b>Credits</b>	<b>Semester-I</b>
	3	1	0	<b>4</b>	
Course Objectives	The objectives of this course are 1. To understand basic accounting principles including recording transactions and preparing financial accounts. 2. To learn depreciation accounting and computerized accounting using Tally software. 3. To understand corporate financing through shares and debentures, including issues and redemption methods. 4. To understand the preparation of final accounts for a company as per statutory requirements.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	<b>Define</b> the fundamental concepts of a financial accounting system and their application in organizations.	Level-1 Remember
CO2	<b>Describe</b> the concepts of accounting system.	Level-2 Understand
CO3	<b>Apply</b> financial and accounting techniques to solve business problems.	Level-3 Apply
CO4	<b>Determine</b> the financial information & provisions to make decisions in the real world.	Level-4 Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction:</b> Meaning, Advantages and Limitations of Accounting, Branches of Accounting, Users of Financial Accounting Information, Recording of Business Transaction (Including GST Transactions), Ledger, Trial Balance, Preparation of Financial Accounts with Adjustments (Trading Account, Profit and Loss Account, Balance Sheet).
<b>Unit-II</b>	<b>Accounting Principles and Computerized Accounting System:</b> Depreciation Accounting, Concept, Purpose, Advantages and Methods (Straight Line Method and Written Down Method), Bank Reconciliation Statement, Computerized Accounts by Using Tally Software.
<b>Unit-III</b>	<b>Corporate Financing Through Shares and Debentures:</b> Meaning, Issue of Share, Forfeiture and Surrender of Shares, Issue of Debentures, Methods of Redemption of Debentures (Redemption at Maturity, Redemption by Lump Sum, Redemption by Conversion in to Equity Shares, Redemption by Installments).

<b>Unit-IV</b>	<b>Final Accounts of a Company and Statutory Provisions:</b> Statutory Provision Regarding Preparation of Final Accounts of Company, Preparation of Profit and Loss Account and Balance Sheet of Company as per the Requirement of Schedule VI of the Companies Act, Acquisition of Business and Profit Prior to Incorporation.
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#### Suggested Readings:

- Accounting Text and Cases by R. N. Anthony, D. Hawkins, K. A Merchant, McGraw-Hill Education India
- Accounting and Finance for Non-finance Managers by J.K. Batra, Sage Textbook
- Essentials of Financial Accounting by A. K. Bhattacharyya, PHI Learning
- Financial Accounting: A Managerial Perspective by R.Narayana swamy, PHI Learning
- Financial Accounting by B. K. Goyal, H. N.Tiwari, Taxmann Publication, New Delhi

#### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Introduction	<a href="https://youtu.be/B1uFFtAA6o?feature=shared">https://youtu.be/B1uFFtAA6o?feature=shared</a>
<b>Unit-II</b>	Accounting Principles	<a href="http://sdnbvc.digimat.in/nptel/courses/video/110106050/L03.html">http://sdnbvc.digimat.in/nptel/courses/video/110106050/L03.html</a>
<b>Unit-III</b>	Corporate Financing through Shares and Debentures	<a href="https://youtu.be/4JG5ZZ9T94">https://youtu.be/4JG5ZZ9T94</a>
<b>Unit-IV</b>	Final Accounts of a Company and Statutory Provisions	<a href="http://sdnbvc.digimat.in/nptel/courses/video/110106147/L54.html">http://sdnbvc.digimat.in/nptel/courses/video/110106147/L54.html</a>

Course Code	MIC-BBA-105A				
Category	Discipline Relevant Course-Minor				
Course Title	Basics of Economics				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand the fundamentals of microeconomics, including resources, economic problems, and the production possibility curve. 2. To understand demand and supply analysis, focusing on elasticity and factors affecting demand and supply. 3. To understand consumer behavior through utility and indifference curve analysis, and their impact on equilibrium. 4. To understand cost and revenue analysis in different market structures, including perfect competition, monopoly, and non-price competition.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	<b>Define</b> the fundamental concepts of business economics.	Level-1 Remember
CO2	<b>Interpret</b> the theories of consumption and production.	Level-2 Understand
CO3	<b>Apply</b> the theories and laws of micro economics to solve business problems.	Level-3 Apply
CO4	<b>Analyze</b> the process of decision making by consumers and producers.	Level-3 Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 mark (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question is compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction:</b> Meaning, Nature and Scope of Microeconomics, Concept of Resources, Meaning and Types of Economy, Difference Between Micro and Macro Economics, Central Problems of An Economy (What, How and For Whom to Produce), Production Possibility Curve, Meaning, Assumptions and its Properties, Shifting of Curve and Opportunity Cost, Characteristics of Various Economic Resources, Factors of Production.
<b>Unit-II</b>	<b>Demand and Supply Analysis:</b> Law of Demand, (Market Demand, Determinants of Demand, Demand Schedule), Demand Curve, Types of Goods, (Normal Goods, Inferior Goods, Substitute Goods, Complimentary Goods, Giffen Goods), Price Elasticity of Demand, Factors Affecting Price Elasticity of Demand, Methods to Measure Price Elasticity of Demand, Law of Supply, Determinants of Supply, Elasticity of Supply.
<b>Unit-III</b>	<b>Consumer Behavior (Utility Analysis):</b> Meaning of Utility, Marginal Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Conditions of Consumer's Equilibrium. <b>Consumer Behavior (Indifference Curve Analysis):</b> Assumptions, Properties of Indifference Curve, Consumer Equilibrium, Short Run and Long Run Production Functions, Law of Variable Proportions, Law of Return to Scale, Factors Affecting the Location of Firms

<b>Unit-IV</b>	<b>Cost and Revenue:</b> Total Cost, Total Fixed Cost, Total Variable Cost, Average Cost, Average Fixed Cost, Average Variable Cost, Meaning and Relationship of Total Revenue And Marginal Revenue, Market and Forms of Market, Equilibrium of the Firm and Industry, Perfect Competition, Monopoly, Monopolistic Competition, Discriminating Monopoly, Aspects of Non-Price Competition.
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### Suggested Readings:

- Modern Microeconomics by A. Koutsoyiannis, Macmillan Press, London
- Microeconomics Theory and Applications, by A. Sen, Oxford University Press
- Microeconomic Analysis by H. Varian, W.W. Norton, New York
- Economic Theory and Operations Analysis by W.J. Baumol, Prentice Hall of India, New Delhi
- Barriers to New Competition by J. Bain, Harvard University Press, Harvard
- Microeconomic Theory A Mathematical Approach by J.M. Henderson & R.E. Quandt, McGraw Hill

### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Introduction	<a href="https://youtu.be/vzz2E7fU7Kk?feature=shared">https://youtu.be/vzz2E7fU7Kk?feature=shared</a>
<b>Unit-II</b>	Demand and Supply Analysis	<a href="https://youtu.be/6MGjbn7kO0">https://youtu.be/6MGjbn7kO0</a>
<b>Unit-III</b>	Consumer Behavior	<a href="https://youtu.be/CG46N6R-bwo?feature=shared">https://youtu.be/CG46N6R-bwo?feature=shared</a>
<b>Unit-IV</b>	Cost and Revenue	<a href="https://youtu.be/svespJwNQNo">https://youtu.be/svespJwNQNo</a>



Course Code	MDC-BBA-101A				
Category	Multidisciplinary Courses				
Course Title	Foundations of Management				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To understand the nature, process, functions, and challenges of management, including managerial skills and roles at various levels. 2. To learn about the nature and process of planning, types of plans, strategies, and the decision-making process. 3. To understand organizing, structure, and delegation within an organization. 4. To understand types and techniques of control like budgetary, financial, and quality control.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	<b>Describe</b> a strong foundation to the students on fundamentals of management.	Level-1 Remember
CO2	<b>Explain</b> their knowledge of functional areas of management and provide an understanding of various management theories and their applications.	Level-2 Understand
CO3	<b>Apply</b> organizational principles to develop effective structures, allocate responsibilities, and manage decision-making.	Level-3 Apply
CO4	<b>Analyze</b> various control techniques and assess their effectiveness in monitoring and improving organizational performance.	Level-3 Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 5 short questions of 2 marks (each) from all units, Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Overview of Management:</b> Concept, Nature, Process, Managerial levels (Technical, Conceptual, Interpersonal), Skills, Functions and Role of Managers, Challenges of Management.
<b>Unit-II</b>	<p><b>Planning:</b> Nature and Purpose of Planning, Planning Process, Types of Plans, Management By Objectives (MBO), Strategies, Types of Strategies (Corporate Strategy, Business Strategy, Differentiation Strategy, Retrenchment Strategy, Growth Strategy),</p> <p><b>Decision Making:</b> Types of Decision, Decision Making Process, Rational Decision Making.</p>
<b>Unit-III</b>	<b>Organizing:</b> Meaning, Nature and Purpose of Organizing, Organization Structure, Departmentation, Span of Control, Centralization and Decentralization, Delegation of Authority and Responsibility.

<b>Unit-IV</b>	<b>Controlling:</b> Meaning, Nature and Scope of Control, Types of Control, Control Process, Control Techniques (Budgetary Control, Financial Control, Quality Control, Inventory Control, Statistical Control, Production Control), Cost Control, Effective Control System.
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#### Suggested Readings:

- Management Theory and Practice by C. B. Gupta, Sultan Chand and Sons
- Essentials of Management by Koontz and Wechrich, Tata McGraw-Hill
- Management: Concepts and Strategies by J. S. Chandan, Vikas Publishing House, New Delhi
- Management by Robbins and Coulter, Prentice Hall of India, New Delhi
- Developing Communication Skills by Krishna Mohan and Meera Banerji, Macmillan India Ltd., New Delhi
- Management and Organisational Behaviour by Wendy Blaoisi, Curtis W. Cook, and Phillip L. Hunsaker, McGraw Hill

#### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Introduction to Management	<a href="https://youtu.be/TtbImDfUt4c?feature=shared">https://youtu.be/TtbImDfUt4c?feature=shared</a>
<b>Unit-II</b>	Decision Making	<a href="https://youtu.be/B96-Gpn56sU?feature=shared">https://youtu.be/B96-Gpn56sU?feature=shared</a>
<b>Unit-III</b>	Delegation of Authority	<a href="https://youtu.be/GiLXV7JLVnk?feature=shared">https://youtu.be/GiLXV7JLVnk?feature=shared</a>
<b>Unit-IV</b>	Controlling: Issues, Types, Techniques and Importance	<a href="https://youtu.be/v7XmhnenEGs?feature=shared">https://youtu.be/v7XmhnenEGs?feature=shared</a>

Course Code	MDC-ASH-103A				
Category	Multidisciplinary Courses				
Course Title	Introductory Mathematics				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	0	0	3	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To understand the types, representation, and operations on sets, along with the basic laws of indices.</li><li>2. To explore matrix operations and determinants in solving linear equations.</li><li>3. To understand arithmetic and geometric progressions, their sums, and applications, along with some special sequences.</li><li>4. To understand permutation, combination, and the binomial theorem for solving problems.</li></ol>				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	<b>Recall</b> the definitions and properties of sets, indices, matrices, determinants, sequences, series, permutations, combinations, and binomial theorem.	Level-1 Remember
CO2	<b>Explain</b> the operations on sets, matrix algebra, determinants, sequences, series, and the application of permutation, combination, and binomial theorem principles.	Level-2 Understand
CO3	<b>Apply</b> the set theory, matrix operations, determinants, sequence and series calculations, and permutation and combination techniques to solve practical problems.	Level-3 Apply
CO4	<b>Analyze</b> the results from set operations, matrix methods, sequences, series, permutations, and combinations to analyze their practical applications and implications.	Level-3 Analyze

**Note:** Examiner will set nine questions in total. Question one will have 5 short questions of 2 marks (each) from all units. Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.

Unit No.	Contents
<b>Unit-I</b>	<p><b>Theory of Sets :</b> Meaning and Types of Sets, Representation of Sets, Venn Diagram, Operation on Sets, Union, Intersection and Complements of Sets, Cardinality of Finite Set, Practical Applications of Set Theory, Ordered Pairs, Cartesian Product of Two Sets.</p> <p><b>Indices:</b> Introduction, Law of Indices</p>

<b>Unit-II</b>	<p><b>Algebra of Matrices:</b> Definition, Types of Matrices, Addition, Subtraction, Scalar Multiplication, Multiplication of Matrices and Its Properties.</p> <p><b>Determinants:</b> Introduction, Minors, Co-Factors, Properties of Determinants, Applications of Determinants in Finding Solution of Linear Equations.</p> <p><b>Matrices (Continued):</b> Transpose of Matrix, Symmetric and Skew-Symmetric Matrices, Singular and Non-Singular Matrices and Joint of Matrix, Inverse of Matrix, Solution of System of Linear and Homogeneous Linear Equations by using Matrix Method.</p>
<b>Unit-III</b>	<p><b>Sequence and Series:</b> Sequence , Series and Progression, Arithmetical Progression and Its Representation, Sum of N Terms of an A.P, Arithmetic Mean , Geometrical Progression and Sum of G.P, Geometric Mean, Application of A.P and G.P, Some Special Sequences.</p>
<b>Unit-IV</b>	<p><b>Permutation and Combination:</b> Factorial Notation, Permutation, Circular Permutation, Combination, Practical Problem on Combinations.</p> <p><b>Binomial Theorem:</b> Introduction, General term, Middle term, Absolute term, Coefficient of any Power of x.</p>

### Suggested Readings:

- Business Mathematics by Sancheti, D.C., A.M. Malhotra, V.K. Kapoor, Sultan Chand & Sons
- Business Mathematics by Zameerudin, Qazi, S.K. Bhambri, Vikas Publishing House Pvt. Ltd
- Text Book of Business Mathematics by R. Jaya Prakash, Ashish Publishing House
- Business Mathematics by Janardan Dinodia, Dr. Dalip Kumar, Jeevan sons Publications

### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Introduction to set theory	<a href="https://youtube.com/playlist?list=PLEHGYFbPuuMEMCD-8hwgnsZS0xKd8ydie&amp;si=wr6io6TNmtN9CNsa">https://youtube.com/playlist?list=PLEHGYFbPuuMEMCD-8hwgnsZS0xKd8ydie&amp;si=wr6io6TNmtN9CNsa</a>
<b>Unit-II</b>	Arithmetic Progression	<a href="https://youtube.com/playlist?list=PLaAhQ2ofZZRD6WKjeCFg890_07QXWNT6i&amp;si=uDeAM9Kq_4CZwK_K">https://youtube.com/playlist?list=PLaAhQ2ofZZRD6WKjeCFg890_07QXWNT6i&amp;si=uDeAM9Kq_4CZwK_K</a>
<b>Unit-III</b>	Sequence and Series	<a href="https://youtube.com/playlist?list=PLVFqK_9GOGXm-Ia53f-yONR8XhwGknj9Z&amp;si=YXFrCI3YdJnjYAez">https://youtube.com/playlist?list=PLVFqK_9GOGXm-Ia53f-yONR8XhwGknj9Z&amp;si=YXFrCI3YdJnjYAez</a>
<b>Unit-IV</b>	Permutation and Combination	<a href="https://youtu.be/iyIq1YSSA5E?si=Qukhh4uhRDgADByC">https://youtu.be/iyIq1YSSA5E?si=Qukhh4uhRDgADByC</a>

Course code	MDC-BCA-105A				
Category	Multidisciplinary Courses				
Course title	Fundamentals of IT				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	0	0	3	
Course Objectives:	The objectives of this course are 1. To understand about computer evolution, components, I/O devices, and their applications.. 2. To explore primary and secondary storage, data retrieval, and business data processing. 3. To understand operating systems, data communication, and network protocols. 4. To understand internet basics, web technologies, and email systems.				
Assessment	25 Marks				
End Semester Exam	50 Marks				
Total Marks	75				
Duration of Exam	03 Hours				

**Course Outcomes:** After studying this course, the students will be able to:

CO	Skill Demonstrated	RBT Level
CO1	Define the fundamental concepts of computer systems, including components, storage types, I/O devices, and data communication.	Level-1 Remember
CO2	Explain the role of operating systems, data processing methods, communication protocols, and internet technologies in modern computing.	Level-2 Understand
CO3	Apply knowledge of storage systems, data transmission, and networking protocols in practical computing and communication scenarios.	Level-3 Apply
CO4	Analyze the effectiveness of different computer components, operating systems, and communication methods in optimizing system performance.	Level-3 Analyze

**Note:** Examiner will set nine questions in total. Question one will have 05 short questions of 2 marks (each) from all units. Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.

Unit No.	Content
<b>Unit-I</b>	<b>Introduction:</b> Evolution of Computers, Classification of Computers, Block Diagram along Its Components and Characteristics, Usefulness of Computers, Human Being Vs. Computer, Applications of Computers in various Fields, I/O Devices, Role of I/O Devices in a Computer System, Input Units, Keyboard, Pointing Devices, Scanners and Its Types, Voice Recognition Systems, Vision Input System, Touch Screen, Output Units, Monitors and its Types, Printers and its Types, Plotters and Types of Plotters, Sound Cards, Speakers.

<b>Unit-II</b>	<p><b>Storage Fundamentals:</b> Primary V/S Secondary Storage, Data Storage and Retrieval Methods, Primary Storage, RAM, ROM, PROM, EPROM, EEPROM, Secondary Storage, Magnetic Tapes, Magnetic Disks, Cartridge Tape, Hard Disks, Floppy Disks, Optical Disks, Compact Disks, Zip Drive, Flash Drives.</p> <p><b>Business Data Processing:</b> Introduction, Data Storage Hierarchy, Method of Organizing Data, File Types, File Organization, File Utilities, Data Representation and its Conversion.</p>
<b>Unit-III</b>	<p><b>Operating Systems:</b> Operating System basics, Purpose of the Operating System, Types of an Operating System, Providing User Interface, Running Programs, Sharing Information, Managing Hardware Enhancing with Utility Software.</p> <p><b>Data Communication:</b> Communication Process, Data Transmission Speed, Communication Types (Modes), Data Transmission Medias, Modem and its Working, Characteristics, Types of Networks, Network Topology, Computer Protocols.</p>
<b>Unit-IV</b>	<p><b>Internet:</b> Basic Internet Terms, Web Page, Website, Homepage, Browser, URL, Hypertext, ISP, Web Server, HTML, DHTML, XML, Search Engine Application of Internet, Introduction to Client Side and Server Side Scripting.</p> <p><b>Electronic Mail:</b> Introduction, Advantages and Disadvantages, User Ids, Passwords, E-Mail Addresses, Message Components, Message Composition, Web Browsers and Search Engines.</p>

#### Suggested Readings:

- Computers Today by Donald Sanders, McGraw-Hill Publishers.
- Introduction to Computers by Davis, McGraw-Hill Publishers.
- Fundamentals of Computers by V. Rajaraman, Prentice-Hall India Ltd., New Delhi.
- Computer Fundamentals by A. Goel, Pearson Education.
- Fundamentals of Computers by Reema Thareja, Oxford.

#### Useful Video links:

Unit No	Topics	Links
<b>Unit-I</b>	Introduction to Computer	<a href="https://www.youtube.com/watch?v=LJ5c3AycRIE">https://www.youtube.com/watch?v=LJ5c3AycRIE</a>
<b>Unit-II</b>	Storage Fundamentals	<a href="https://www.youtube.com/watch?v=tas2eUavhRE">https://www.youtube.com/watch?v=tas2eUavhRE</a>
<b>Unit-III</b>	Operating System	<a href="https://www.youtube.com/watch?v=jciGIvn7UfM&amp;list=PL3-wYxbt4yCjpcfUDz-TgD_ainZ2K3MUZ">https://www.youtube.com/watch?v=jciGIvn7UfM&amp;list=PL3-wYxbt4yCjpcfUDz-TgD_ainZ2K3MUZ</a>
<b>Unit-IV</b>	Internet	<a href="https://youtu.be/YOXwcbwSEUo?si=tzxN6w6N37mdTHF3">https://youtu.be/YOXwcbwSEUo?si=tzxN6w6N37mdTHF3</a>

Course Code	<b>MDC-FTS-107A</b>				
Category	Multidisciplinary Courses				
Course Title	<b>Industrial Safety</b>				
Scheme and Credits	L	T	P	Credits	<b>Semester-I</b>
	3	0	0	<b>3</b>	
Course Objectives	The objectives of this course are 1. To familiarize with the safety methodology, education and training for an organization and environment. 2. To know the different types of accident and its preventive methods. 3. To study the rules of safety and safety management system.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Define safety principles, accident prevention methods, and safety organization structures and functions in industrial environments.	Level-1 Remember
CO2	Explain the importance of safety audits, risk analysis, and the roles of safety committees in maintaining a safe working environment.	Level-2 Understand
CO3	Apply safety management practices, such as accident investigation, safety training, and monitoring safety performance in various industrial scenarios.	Level-3 Apply
CO4	Analyze the effectiveness of safety rules, risk assessment methods, and safety performance indicators in minimizing workplace hazards.	Level-3 Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 05 short questions of 2 marks (each) from all units. Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Safety:</b> Introduction to Safety, Need for Integration of Health and Environment Safety, Safety and Productivity, Fundamental of Safety, Important Points for Consideration of Safety, General Instructions for Safety. <b>Safety Organization:</b> Objectives, Types and Functions, Safety Committee, Need, Types, Advantages, Safety Audits, Types of Audit, Audit Methodology, Non-Conformity Report, Audit Checklist and Report, Safety in Design and Operations, Inherent and Engineered Safety.
<b>Unit-II</b>	<b>Accident:</b> Introduction, Types of Accidents, Causes of Accidents, Principle of Accident Prevention, Accident Investigation, Process of Investigation, Reporting, Analysis, Technique, Mort Capital, Multi Event Sequencing-TOR, Theories of Accident, Onsite and Offsite Emergency Response Plan, Cost of Accident.

<b>Unit-III</b>	<p><b>Safety Education and Training:</b> Importance, various Training Methods, Effectiveness of Training, Behavior Oriented Training, Communication, Purpose, Barrier to Communication, Creating Awareness, Domestic Safety and Training.</p> <p><b>Monitoring Safety Performance:</b> Frequency Rate, Severity Rate, Incidence Rate, Activity Rate and Safety “T” Score, Safety Surveys, Job Safety Analysis (JSA).</p>
<b>Unit-IV</b>	<p><b>Risk Analysis Quantification:</b> Fault Tree Analysis, Event Tree analysis, Logic Symbols, Methodology, Minimal Cut Set Ranking, Fire Explosion and Toxicity Index (FETI), various Indices, Hazard analysis (HAZAN), Failure Mode and Effect Analysis (FMEA).</p> <p><b>Safety Rules:</b> Safety Rules for Industries (Including Management and Labour) Safety Culture, Safety Policy, Safety Management System, Safety Reporting.</p>

### Suggested Readings:

- Fundamentals of Industrial Safety & Health by K.U.Mistry, SiddharthPrakashan.
- Safety Management by R.K. Mishra, AITBS Publishers.
- Safety Management in Industry by N.V. Krishnan, Jaico Publishing House, 1997.
- Industrial Safety by Ronald P. Blake, Prentice Hall, New Delhi, 1973.
- Occupational Safety and health by David L. Goetsch, Prentice Hall
- Modern Accident Investigation and Analysis by Ted S. Ferry, John Wiley & Sons
- Fire Safety in Buildings by V K Jain, New Age publishers, New Delhi
- Fundamentals of Fire Safety in Building Design by Dr. Than Singh Sharma, Aayush Publications, N. Delhi

### Useful Video links:

Unit No.	Topics	Links
<b>Unit-I</b>	Safety	<a href="https://www.youtube.com/watch?v=v-eltsixu4I">https://www.youtube.com/watch?v=v-eltsixu4I</a> <a href="https://www.youtube.com/watch?v=MQ3xuV98wwM">https://www.youtube.com/watch?v=MQ3xuV98wwM</a>
<b>Unit-II</b>	Accident Investigation	<a href="https://youtu.be/VhuZ6M7a8N8">https://youtu.be/VhuZ6M7a8N8</a>
<b>Unit-III</b>	Safety Performance	<a href="https://www.youtube.com/watch?v=pwkjK0Zqa3w">https://www.youtube.com/watch?v=pwkjK0Zqa3w</a>
<b>Unit-IV</b>	Risk Analysis Quantification	<a href="https://www.youtube.com/watch?v=PAh0TPSAZOM">https://www.youtube.com/watch?v=PAh0TPSAZOM</a> <a href="https://www.youtube.com/watch?v=ZEShNJX3kcg">https://www.youtube.com/watch?v=ZEShNJX3kcg</a>



Course Code	AEC-101A				
Category	Ability Enhancement Course				
Course Title	General English-I				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To build a strong foundation in basic English grammar, including parts of speech, subject-verb agreement, and determiners.</li><li>2. To understand the communication process, barriers, and types of communication, while developing strategies for effective interaction.</li><li>3. To develop listening, speaking, and reading skills, focusing on active listening, public speaking, and voice modulation.</li><li>4. To gain proficiency in writing notices, memos, circulars, and business letters with correct structure and layout.</li></ol>				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	<b>Explain</b> the basics of English grammar and communication for effective interactions.	Level-1 Remember
CO2	<b>Describe</b> the parts of speech, communication barriers, listening strategies and frame technical documents.	Level-2 Understand
CO3	<b>Apply</b> grammar rules, communication principles and skills in personal and professional contexts.	Level-3 Apply
CO4	<b>Apply</b> the knowledge of grammar and LSRW skills to communicate effectively.	Level-3 Apply

**Note:**

1. Examiner will set nine questions in total. Question one will have 07 short questions of 1 mark (each) from all units. Remaining eight questions of 7 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Basics of English Grammar:</b> Parts of Speech, Conjunction, Prepositions, Articles, Subject-Verb Agreement and Noun-Pronoun Agreement, Determiners.
<b>Unit-II</b>	<b>Basics of Communication:</b> Definition, Nature, Importance of Communication, Communication Process, Barriers to Effective Communication and Overcoming Strategies, Types of Communication, Communication Networks.
<b>Unit-III</b>	<b>Enhancing LSRW Skills:</b> Listening Skills, Cognitive Process of Listening, Types of Listening, Active Listening Techniques, Barriers to Effective Listening, Speaking Skills, Public Speaking, Voice Modulation, Reading Skills.
<b>Unit-IV</b>	<b>Technical Writing:</b> Notices, Memo, Circulars, Structure and Layout of Business Letters, Structure, Layout and Types of Letters.

**Suggested Readings:**

- Business Communication Process and Product by Mary Ellen Guffey and Dana Loewy, Cengage Learning
- Effective Communication Skill by John Nielsen, NTC/Contemporary Publishing Company
- Public Speaking for Success by Dale Carnegie, Per Capita Publishing
- Word Power Made Easy by Norman Lewis, Goyal Publishers & Distributors Pvt Ltd.
- English Grammar in Use by Raymond Murphy, Cambridge University Press

**Useful Video Links:**

Unit No	Topics	Links
<b>Unit-I</b>	Basics of English Grammar	<a href="https://youtu.be/3oIAICs8N9I?si=B">https://youtu.be/3oIAICs8N9I?si=B</a>
<b>Unit-II</b>	Basics of Communication	<a href="https://youtu.be/J3oVY0O4PYk?si=3a5hO-SUga5H-ZDQ">https://youtu.be/J3oVY0O4PYk?si=3a5hO-SUga5H-ZDQ</a>
<b>Unit-III</b>	Enhancing LSRW Skills	<a href="https://youtu.be/yyUiEp5ny_Y?si=o0VkCYDW4EP4v3PD">https://youtu.be/yyUiEp5ny_Y?si=o0VkCYDW4EP4v3PD</a>
<b>Unit-IV</b>	Technical Writing	<a href="https://www.youtube.com/watch?v=BO7j-X87rM8">https://www.youtube.com/watch?v=BO7j-X87rM8</a>

Course Code	AEC-103A				
Category	Ability Enhancement Course				
Course Title	French				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To develop foundational language skills necessary for basic communication, including introducing themselves and others, describing places, and talking about their surroundings.</li><li>2. To focus on enhancing students' ability to express personal likes, interests, and other simple ideas, ensuring their ability to engage in basic communicative transactions.</li><li>3. To achieve a partial A1 level by the end of the semester according to the Common European Framework, which will enable them to handle simple communication in everyday situations.</li></ol>				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Define key concepts related to reading, listening, speaking, and writing in English, focusing on everyday communication.	Level-1 Remember
CO2	Explain basic communication techniques for understanding texts, listening to simple conversations, and expressing oneself in writing.	Level-2 Understand
CO3	Apply reading and listening skills to comprehend simple texts and conversations, and write basic personal messages.	Level-3 Apply
CO4	Analyze interactions and communication methods in different contexts, such as monologues, dialogues, and everyday activities.	Level-4 Analyze

Note: Examiner will set nine questions in total. Question one will have 07 short questions of 1 mark (each) from all units. Remaining eight questions of 7 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Reading:</b> Reading Simple Texts Related to One's Immediate Environment such as Notices, Posters, Catalogs, Fliers, Personal Messages or Emails and Answering Questions on them.
<b>Unit-II</b>	<b>Listening:</b> Understanding familiar Words and very Basic Phrases about Oneself, One's Family, and Immediate Concrete Surroundings, such as Very Brief Announcements in Public Spaces, Short, Simple Formal/Informal Conversation, Questions and Instructions When Speakers are Speaking at a Slower Pace.
<b>Unit-III</b>	<b>Writing:</b> Guided Writing will Include activities such as, Filling a Form, Writing Simple Phrases (Postcards, Messages, Invitations etc) on everyday Topics.
<b>Unit-IV</b>	<b>Speaking:</b> <b>Monologue:</b> Describing and Presenting oneself, One's Immediate Environment and the People S/He Knows Using Simple Phrases and Sentences. <b>Dialogue:</b> Taking part in a Conversation and Interaction in a Simple way provided the other Person

	is Prepared to Repeat or to Rephrase more Slowly and help Formulate what s/he is trying to say asking simple Questions on familiar Topics or Matters related to one's Immediate Environment. Making simple Purchases in Shops or Obtaining Services that one Requires.
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### Suggested Readings:

- Kizirian, V. M, Daill, E., Berthet, A., Hugot, C., Waendendries, M. Alter Ego + 1. Paris : Hachette.
- Berthet, A., Daill, E., Hugot, C., Waendendries, M. Alter Ego+ 1 ,Cahier d'activités. Paris : Hachette.
- Hachette, Y., Mérieux, R. Latitudes 1, (Livre de l'élève & Cahier d'exercices). Paris : Didier.
- Cocton, M-N., Dupleix, D., Heu, E., Kasazian, E., Ripaud, D.Saison 1, (Livre de l'élève & Cahier d'exercices). Paris : Didier.
- Denyer, M., Garmendia, A., Lions-Olivieri, M-L. Version Originale 1, Livre de l'élève. Paris : Editions Maisons des Langues.
- Magne, M., Lions-Olivieri, M-L. Version Originale 1, Cahier d'exercices. Paris : Editions Maisons des Langues..

### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	French Absolute Beginners Guide	<a href="https://www.youtube.com/watch?v=Sk6YQynZ1h8">https://www.youtube.com/watch?v=Sk6YQynZ1h8</a>
	Learn how to read in French	<a href="https://www.youtube.com/watch?v=sSCEoAWw0q4">https://www.youtube.com/watch?v=sSCEoAWw0q4</a>
<b>Unit-II</b>	French Listening Practice - 50 Everyday French Sentences	<a href="https://www.youtube.com/watch?v=Aofb0XEJlks">https://www.youtube.com/watch?v=Aofb0XEJlks</a>
<b>Unit-III</b>	Learn how to write French with me	<a href="https://www.youtube.com/watch?v=9iUiei9YMCK">https://www.youtube.com/watch?v=9iUiei9YMCK</a>
<b>Unit-IV</b>	Slow and Easy French Conversation Practice	<a href="https://www.youtube.com/watch?v=ReVCwcHwnZI">https://www.youtube.com/watch?v=ReVCwcHwnZI</a>

Course Code	SEC-101A				
Category	Skill Enhancement Course				
Course Title	Computer Fundamentals and Office Automation Tool				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To understand the fundamentals of computers, types, hardware, software, memory, and applications in business, education, and healthcare.</li><li>2. To understand document creation and editing in MS Word including advanced features like auto-text, mail merge, and formatting tools.</li><li>3. To develop skills in using MS Excel by creating and editing worksheets, applying formulas, functions, and creating charts for data analysis.</li><li>4. To understand presentation software for creating, editing slides, and using animations and advanced features.</li></ol>				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	<b>Define</b> basic terms of computer fundamentals and MS Office.	Level-1 Remember
CO2	<b>Explain</b> fundamental concepts and applications of computer along with MS Office.	Level-2 Understand
CO3	<b>Demonstrate</b> computer fundamentals to operate hardware, software and manage memory system.	Level-3 Apply
CO4	<b>Apply</b> MS office tools for documentation, data analysis and engaging presentations.	Level-3 Analyze

**Note:** Note: Examiner will set nine questions in total. Question one will have 07 short questions of 1 mark (each) from all units. Remaining eight questions of 07 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Computer Fundamental:</b> Introduction of Computer with Block Diagram, Advantages, Limitations and Applications of a Computer in Business, Education and Healthcare Field in Computer, Generations of Computer, Types of Computer, Hardware, Software, Memory (Primary Memory, Secondary Memory and Cache Memory), Computer Virus and Antivirus.
<b>Unit-II</b>	<b>Documentation using MS-Word:</b> Creating and Editing a Document, Formatting Document, Auto-Text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word, Mail Merge.
<b>Unit-III</b>	<b>Electronic Spread Sheet:</b> Introduction to MS-Excel, Creating and Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts.
<b>Unit-IV</b>	<b>Virtual Presentation Software:</b> Presentations, Creating Manipulating and Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering Art Objects, Working with Animation,

	Adding a Slide to Presentation, Navigating through a Presentation, Slide-Sorter, Slide-Show, Editing Slides.
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### Suggested Readings:

- Fundamentals of Computers by V. Rajaraman, PHI
- Computer Fundamentals by P. K. Sinha, BPB Publication
- Learn Microsoft Office by Russell A. Stultz, BPB Publication
- Computer Course Windows 7 and Office 2010, by Ravi Kant Taxali, McGraw Hill Education
- Computer Applications in Management by Saxena, Vikas Publication
- Computer Fundamentals by B. Ram, New Age Publications

### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Computer Fundamental	<a href="https://youtu.be/tas2eUavhREsi=t98GCs7srmiPQkny">https://youtu.be/tas2eUavhREsi=t98GCs7srmiPQkny</a>
<b>Unit-II</b>	Mail merge	<a href="https://www.youtube.com/watch?v=M69x9RSPHX0">https://www.youtube.com/watch?v=M69x9RSPHX0</a>
<b>Unit-III</b>	Electronic Spread Sheet	<a href="https://www.youtube.com/watch?app=desktop&amp;si=2ION7z5e2HvxxE7a&amp;v=3q2eeVLLOd8&amp;feature=youtu.be">https://www.youtube.com/watch?app=desktop&amp;si=2ION7z5e2HvxxE7a&amp;v=3q2eeVLLOd8&amp;feature=youtu.be</a>
<b>Unit-IV</b>	Virtual Presentation Software	<a href="https://youtu.be/1GZ3OeOcaVA?si=UBz8q5LS3C0XVVio">https://youtu.be/1GZ3OeOcaVA?si=UBz8q5LS3C0XVVio</a>

Course code	LC-SEC-103A				
Category	Skill Enhancement Course				
Course title	Computer Fundamentals and Office Automation Tools Lab				
Scheme and Credits	L	T	P	Credits	Semester-I
	0	0	2	1	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To understand the fundamentals concepts of computer and use the computer in business.</li><li>2. To demonstrate the ease to work with MS Office.</li><li>3. To develop skills in Microsoft Excel for creating time tables, analyzing student marks, and using charts for data visualization.</li><li>4. To explore Microsoft <b>Access</b> and its features for managing databases and understanding its applications in data handling.</li></ol>				
Assessment	10 Marks				
End Semester Exam	15 Marks				
Total Marks	25				
Duration of Exam	03 Hours				

**Course Outcomes:** After studying this course, the students will be able to

<b>CO</b>	<b>Course Outcomes</b>	<b>RBT Level</b>
CO1	Apply the functionality of MS Word, Power Point, MS Excel and MS Access.	Level-3 Apply
CO2	Analyze various tools of MS Office.	Level-4 Analyze
CO3	Evaluate the MS Office tool in documentation, presentations and data management.	Level-5 Evaluate
CO4	Prepare structured documents, presentations and data sets using MS Office tools.	Level-6 Design

#### **List of Practical's**

<b>S. No.</b>	<b>Description</b>
1	To study about MS-Office and its applications
2	Introduction of Microsoft Word and its features.
3	How to insert a flowchart in MS-Word.
4	To prepare curriculum vitae (CV) in MS-Word of a graduate with the specification.
5	How to use mail-merge in MS-Word.
6	To study about Microsoft power point and its features
7	To study about Microsoft Excel and its features

8	To prepare time-table using MS-Excel
9	Analyze the marks of the students of a class using various chart (Line, XY, Bar and Pie) with the help of MS-Excel.
10	To study about MS-Access and its features.

### **Suggested Readings:**

- Fundamentals of Computers by V. Rajaraman , PHI.
- Computer Fundamentals by P.K. Sinha, BPB Publication.
- Learn Microsoft Office by Stultz, A. Russell, BPB Publication.
- Computer Course windows 7 and Office 2010, Taxali, Ravi Kant, McGraw Hill Education.

### **Useful Video Links:**

<b>Topics</b>	<b>Links</b>
Computer Fundamental	<a href="https://youtu.be/tas2eUavhREsi=t98GCs7srmiPQkny">https://youtu.be/tas2eUavhREsi=t98GCs7srmiPQkny</a>
Documentation using MS-word	<a href="https://youtu.be/1GZ3OeOcaVA?si=UBz8q5lS3C0XVVio">https://youtu.be/1GZ3OeOcaVA?si=UBz8q5lS3C0XVVio</a>
Electronic Spread Sheet	<a href="https://enine.digimat.in/nptel/courses/video/110105033/L13.html">https://enine.digimat.in/nptel/courses/video/110105033/L13.html</a>
Virtual Presentation Software	<a href="https://youtu.be/1GZ3OeOcaVA?si=UBz8q5lS3C0XVVio">https://youtu.be/1GZ3OeOcaVA?si=UBz8q5lS3C0XVVio</a>



Course Code	VAC-113A				
Category	Value Added Course				
Course Title	Environmental Studies				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To understand the basics of environmental studies, ecosystems, and sustainability.</li><li>2. To explore renewable and non-renewable resources, their issues, and conservation strategies.</li><li>3. To understand biodiversity, its value, threats, and conservation methods.</li><li>4. To understand pollution, climate change, and solutions for environmental disasters.</li></ol>				
Assessment	15Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	<b>Recall</b> key environmental concepts and principles.	Level-1 Remember
CO2	<b>Describe</b> the environment, sustainability, natural resources, biodiversity, pollution and disaster.	Level-2 Understand
CO3	<b>Apply</b> environmental knowledge to propose solutions for sustainable practice, conservation of natural resources, pollution control and disaster management.	Level-3 Apply
CO4	<b>Analyze</b> the structure and function of ecosystem, effect of human activities on natural resources, types of biodiversity and role of individual in environment pollution.	Level-3 Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 07 short questions of 1 mark (each) from all units. Remaining eight questions of 07 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question is compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction to Environmental Studies:</b> Multidisciplinary Nature of Environmental Studies, Scope and Importance, Concept of Sustainability and Sustainable Development, Ecosystem, Introduction, Characteristic and Features, Structure and Function of the following Ecosystem- Forest Ecosystem, Aquatic Ecosystems (Ponds, Lakes, Rivers, Oceans).
<b>Unit-II</b>	<b>Renewable and Non-renewable resources:</b> Natural Resources and Associated Problems, Forest Resources – (Use and Over-Exploitation, Deforestation, Timber Extraction, Mining, Dams and their Effects on Forest and Tribal People), Water Resources – (Use and Over-Utilization of Surface And Ground Water, Floods, Drought, Conflicts Over Water, Dams Benefits and Problems), Land Resources – (Land as a Resource, Land Degradation, Role of an Individual in Conservation of Natural Resources).

<b>Unit-III</b>	<b>Biodiversity and its Conservation:</b> Introduction, Genetic, Species and Ecosystem Diversity, Biogeographically Classification of India, Value of Biodiversity, Consumptive Use, Productive Use, Social Use, Ethical Use, Threats to Biodiversity, Habitat Loss, Poaching of Wildlife, Man Wildlife Conflicts, <b>Conservation of Biodiversity:</b> Benefits and Name of the Methods of in-Situ and Ex-Situ Conservation of Biodiversity.
<b>Unit-IV</b>	<b>Environmental Pollution:</b> Definition, Causes, Effects and Control Measures of (Air Pollution and Water Pollution), Role of an Individual in Prevention of Pollution, <b>Disaster Management:</b> Meaning, Reason and Solutions of Floods, Earthquake, Cyclone and Landslides, Meaning of Climate Change, Reasons and Solution to Greenhouse Gases, Acid Rain and Global Warming.

### Suggested Readings:

- Text Book of Environmental Studies by D. K. Asthana, S. Chand Publishing.
- Fundamentals of Environmental Studies by M. Basu, S. Xavier, Cambridge University Press.
- Environment, edited by R. N. Basu, University of Calcutta, Kolkata.
- Environmental Science by T. O. Miller Jr., Wadsworth Publishing Co.
- Environmental Management by K. D. Wagner, W.B. Saunders Co., Philadelphia

### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Multidisciplinary nature of environmental studies	<a href="https://nptel.ac.in/courses/122102006">https://nptel.ac.in/courses/122102006</a>
<b>Unit-II</b>	Renewable and non-renewable resources	<a href="https://archive.nptel.ac.in/courses/121/106/121106014">https://archive.nptel.ac.in/courses/121/106/121106014</a>
<b>Unit-III</b>	Biodiversity and its conservation	<a href="https://nptel.ac.in/courses/129105008">https://nptel.ac.in/courses/129105008</a>
<b>Unit-IV</b>	Environmental Pollution	<a href="https://archive.nptel.ac.in/courses/123/105/123105001/">https://archive.nptel.ac.in/courses/123/105/123105001/</a>

Course Code	VAC-115A				
Category	Value Added Course				
Course Title	Health and Wellness				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To differentiate between health and wellness, and explore diet, nutrition, and a balanced diet for well-being.</li><li>2. To understand malnutrition, unhealthy habits, and mental health issues, and strategies for prevention and de-addiction.</li><li>3. To explore yoga, healthy foods, and physical fitness for managing diseases like obesity, hypertension, and diabetes.</li><li>4. To understand the impact of modern lifestyle on health and the role of exercise, yoga, and sleep in maintaining wellness.</li></ol>				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts of health, wellness, nutrition, mental health and lifestyle management in wellness.	Level-1 Remember
CO2	Explain the interrelationship between malnutrition, modern lifestyle, physical fitness, mental health, and disease prevention strategies.	Level-2 Understand
CO3	Apply health management strategies to promote physical and mental well-being.	Level-3 Apply
CO4	Analyze the effects of modern lifestyle diseases and mental health issues on overall wellness outcomes.	Level-3 Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 07 short questions of 1 mark (each) from all units. Remaining eight questions of 07 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction:</b> Definition and Differentiate Health and Wellness, Importance of Health and Wellness Education, Local, Demographic, Societal Issues and Factors Affecting Health and Wellness, Diet and Nutrition for Health and Wellness, Essential Components of Balanced Diet for Healthy Living with Specific Reference to the Role Of Carbohydrates, Proteins, Fats, Vitamins and Minerals.
<b>Unit-II</b>	<b>Malnutrition:</b> Under Nutrition and over Nutrition, Processed Foods and Unhealthy Eating Habits, Body Systems and Common Diseases, Sedentary Lifestyle and its Risk of Disease, Stress, Anxiety, Depression, Factors Affecting Mental Health, Identification of Suicidal Tendencies, Substance Abuse (Drugs, Cigarette, Alcohol), De Addiction, Counseling and Rehabilitation.

<b>Unit-III</b>	<b>Management of Health and Wellness:</b> Origin of Yoga, Definition and Scope of Yoga, Limitation, Importance of Yoga, Healthy Foods for Prevention and Progression of Cancer, Hypertension, Cardiovascular, Metabolic Diseases (Obesity, Diabetes, Polycystic Ovarian Syndrome), Types of Physical Fitness and its Health Benefits.
<b>Unit-IV</b>	<b>Modern Lifestyle:</b> Modern Lifestyle and Hypo-Kinetic Diseases, Prevention and Management through Exercise, Postural Deformities and Corrective Measures, Spirituality and Mental Health, Role of Yoga, Asana and Meditation in Maintaining Health and Wellness, Role of Sleep in Maintenance of Physical and Mental Health.

#### Suggested Readings:

- Physical Activity and Health by Claude Bouchard, Steven N. Blair, and William L. Haskell.
- Mental Health Workbook by Emily Attached and Marzia Fernandez.
- Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve Well-being by Nashay Lorick.
- Lifestyle Diseases Management by C. Nyambichu and Jeff Lumiri.
- Physical Activity and Mental Health by Angela Clow and Sarah Edmunds.

#### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Introduction of health and wellness	<a href="https://www.youtube.com/watch?v=b_rB4S_D5dU">https://www.youtube.com/watch?v=b_rB4S_D5dU</a>
<b>Unit-II</b>	Malnutrition	<a href="https://www.youtube.com/watch?v=Ua-dLw2nFs4">https://www.youtube.com/watch?v=Ua-dLw2nFs4</a>
<b>Unit-III</b>	Management of Health and Wellness	<a href="https://www.youtube.com/watch?v=wPAXBs38JkE&amp;t=145s">https://www.youtube.com/watch?v=wPAXBs38JkE&amp;t=145s</a>
<b>Unit-IV</b>	Modern lifestyle	<a href="https://www.youtube.com/watch?v=Y84eLN9q0x8">https://www.youtube.com/watch?v=Y84eLN9q0x8</a>

Course Code	<b>DSC-BBA-102A</b>				
Category	Discipline Specific course-Major Course				
Course Title	<b>Managerial Skills</b>				
Scheme and Credits	L	T	P	<b>Credits</b>	<b>Semester-II</b>
	3	1	0	<b>4</b>	
Course Objectives	The objectives of this course are 1. To understand and apply key managerial skills, with a focus on coordination, interpersonal roles, and effective management techniques. 2. To learn problem-solving strategies, foster creativity, and understand the importance of empowerment and delegation in management. 3. To understand team-building, group behavior, and leadership skills, using techniques like brainstorming and sensitivity training. 4. To improve communication skills, conduct meetings and interviews, and develop self-confidence and motivational skills for managerial effectiveness.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Define key concepts of managerial skills, problem-solving, team dynamics, and communication.	Level 1: Remember
CO2	Explain the significance of managerial skills in fostering effective management.	Level 2: Understand
CO3	Apply managerial skills in the context of delegation and empowerment, group dynamics and communication styles in organizational problem solving.	Level 3: Apply
CO4	Analyze managerial skills in the context of delegation and empowerment, group dynamics and communication styles in organizational decision making.	Level 4: Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction to managerial skills:</b> Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills, Coordination and Interpersonal roles.
<b>Unit-II</b>	<p><b>Problem-solving:</b> Problem-solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity</p> <p><b>Empowering and delegating:</b> Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works.</p>

<b>Unit-III</b>	<b>Teams and Groups:</b> Team Building, developing teams and teamwork, advantages of a team, leading a team, team membership, Group Dynamics, Group Behaviour, Cohesion, Importance of Brain Storming, Sensitivity Training, Nominal Group techniques, Leadership and competence development.
<b>Unit-IV</b>	<b>Communication:</b> Process of communication, Need and Importance of communication skills, Types of communication, conduct of meetings, Interviews, reporting of projects, reporting of case analysis, Building self confidence, Role of motivation skills in developing managers.

#### Suggested Readings:

- Essentials of Management by Herald Koontz, Weihrich and Cannice, Tata-McGraw Hill Publishing House.
- Management by A.E. James Stoner, Freeman, Gilberth, Pearson Publishing House.
- Management by Robbins, Coulter, Fernandez Pearson Publishing House.
- Principles of Management by L. Richard Daft:, Cengage Learning India.
- Managerial Skills by V.S.P. Rao Excel Books, New Delhi
- Developing Management skills by David A Whetten, Cameron, PHI
- Managerial Skills by Ramnik Kapoor Path Makers, Bangalore
- Skills development for Business and Management Students by Kevin Gallagher, Oxford
- Business Communication Strategies by Monipally, Mutthukutty Tata McGraw Hill.
- Organisational Behaviour by P. Robbins Stephen, Pearson.

#### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Introduction to managerial skills	<a href="https://www.youtube.com/watch?v=iYzpESZbuQQ">https://www.youtube.com/watch?v=iYzpESZbuQQ</a>
<b>Unit-II</b>	Problem-solving	<a href="https://www.youtube.com/watch?v=higoCvPs_Jc">https://www.youtube.com/watch?v=higoCvPs_Jc</a>
<b>Unit-III</b>	Teams and Groups	<a href="https://www.youtube.com/watch?app=desktop&amp;si=zavzAEqML949-6rt&amp;v=uG-FLOi4OOU&amp;feature=youtu.be">https://www.youtube.com/watch?app=desktop&amp;si=zavzAEqML949-6rt&amp;v=uG-FLOi4OOU&amp;feature=youtu.be</a>
<b>Unit-IV</b>	Communication	<a href="http://kcl.digimat.in/nptel/courses/video/109104031/L01.html">http://kcl.digimat.in/nptel/courses/video/109104031/L01.html</a>

Course Code	<b>DSC-BBA-104A</b>				
Category	Discipline Specific course-Major Course				
Course Title	<b>Essentials of Economics</b>				
Scheme and Credits	L	T	P	<b>Credits</b>	<b>Semester-II</b>
	3	1	0	<b>4</b>	
Course Objectives	The objectives of this course are 1. To understand the nature of economics, economic systems, and key concepts like scarcity, choice, demand, supply, and markets. 2. To understand national income, economic growth, investment, savings, and the impact of government spending on economic outcomes. 3. To understand credit creation, exchange rates, and the effects of international trade and economic integration on growth. 4. To understand examine issues like inflation, poverty, unemployment, income inequality, and environmental concerns, with a focus on India.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Describe nature and theories of economics in context of Indian economy.	Level 1: Remember
CO2	Associate all economic factors that lead to growth in economy.	Level 2: Understanding
CO3	Establish relation between macroeconomic variables.	Level 3: Apply
CO4	Analyze effectiveness of macroeconomic policies.	Level 4: Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction to Economics:</b> Nature of Economics, positive and normative economics, diverse fields of economics, economic theory, economic models, economic policy and economic systems (command economies, laissez-faire, mixed systems), scarcity and choice, fundamental problems of economy, demand, supply and markets.
<b>Unit-II</b>	<b>National Income and Microeconomics Growth:</b> National Income, economic growth and development, productivity and capital formation, saving and Investment, working of a multiplier, government spending and outcomes.
<b>Unit-III</b>	<b>The Economics of Banking and International Trade:</b> The Economics of Central Banking, creation of credit, determination of exchange rate, International trade and economic integration, trade openness and growth.
<b>Unit-IV</b>	<b>Macroeconomic Challenges in India:</b> Macroeconomic Challenges (with special reference to India): inflation, income inequality, poverty, unemployment, corruption, human development, and global warming .

**Suggested Readings:**

- Principles of economics by N. G. Mankiw, Cengage Learning.
- Principles of economics by R. C. Fair & S. M. Oster, Prentice Hall.
- Principles of economics by D. N. Dwivedi, Vikas Publishing House.
- Indian economy by V. K. Puri & S. K. Misra, Himalaya Publishing House.
- Economic Surveys (2001 onwards) by Ministry of Finance, Government of India.

**Useful Video Links:**

Unit No	Topics	Links
<b>Unit-I</b>	What is Economics	<a href="https://youtu.be/g_Q_agzFXi0?feature=shared">https://youtu.be/g_Q_agzFXi0?feature=shared</a>
	Demand	<a href="https://youtu.be/tNHVTBGZkFU?feature=shared">https://youtu.be/tNHVTBGZkFU?feature=shared</a>
<b>Unit-II</b>	National Income	<a href="https://youtu.be/47H9WySA_Oo?feature=shared">https://youtu.be/47H9WySA_Oo?feature=shared</a>
	Aggregate Demand and Aggregate Supply analysis	<a href="https://youtu.be/tAR543xCzCs?feature=shared">https://youtu.be/tAR543xCzCs?feature=shared</a>
<b>Unit-III</b>	Exchange rate Determination	<a href="https://youtu.be/mVJCiXIYK5A">https://youtu.be/mVJCiXIYK5A</a>
	International Trade	<a href="https://youtu.be/lQuo_sAkFSo?feature=shared">https://youtu.be/lQuo_sAkFSo?feature=shared</a>
<b>Unit-IV</b>	Inflation	<a href="https://youtu.be/Q8nwkK10pZU?feature=shared">https://youtu.be/Q8nwkK10pZU?feature=shared</a>
	Unemployment	<a href="https://youtu.be/-hJzsdT2P0?feature=shared">https://youtu.be/-hJzsdT2P0?feature=shared</a>



Course Code	MIC-BBA-106A				
Category	Discipline Relevant Course-Minor				
Course Title	Corporate Leadership				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To understand leadership concepts, including trait, behavioral, contingency, and interactive frameworks.</li><li>2. To understand leader traits like power, influence, values, emotional intelligence, and moral leadership.</li><li>3. To learn to motivate, empower, communicate, and lead diverse teams effectively.</li><li>4. To understand how leaders create vision, shape culture, and drive organizational change.</li></ol>				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concept of corporate leadership.	Level 1: Remember
CO2	Describe the fundamentals of corporate leadership.	Level 2: Understand
CO3	Apply fundamentals and emergence of entrepreneurship.	Level 3: Apply
CO4	Analyze entrepreneurship concepts in real world scenario.	Level 4: Analyze

**Note:**

1. Examiner will set ten questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction:</b> Concept of Leadership, Trait and Behavioural Approaches, Contingency Approach, Interactive Framework for Analyzing Leadership.
<b>Unit-II</b>	<b>Focus on Leader:</b> Leader as an Individual, Power and Influence, Leadership and Values, Emotional Leadership and Leadership, Leadership Behaviour, Courage and Moral Leadership.
<b>Unit-III</b>	<b>Leader as relationship builder:</b> Motivation and Empowerment, Leader as Communication Champion, Leading Teams, Leadership Diversity.
<b>Unit-IV</b>	<b>Leader as social architect:</b> Creating Vision and Strategic Direction, Shaping Culture and Values, Designing and Leading Learning Organization, Leadership and Change.

**Suggested Readings:**

- Developing Leadership & Management Skills by Aboobucker Sidheeq Pottenga 24by7 publishing

- Leadership Essentials You Always Wanted To Know by Dr. Carrie A. Picardi, Vibrant publisher

#### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Leadership and Team Effectiveness	<a href="https://onlinecourses.nptel.ac.in/noc23_mg28/preview">https://onlinecourses.nptel.ac.in/noc23_mg28/preview</a>
<b>Unit-II</b>	Focus on Leader	<a href="https://www.youtube.com/watch?v=0ZZdqOiXy0s">https://www.youtube.com/watch?v=0ZZdqOiXy0s</a>
<b>Unit-III</b>	Leader as relationship builder	<a href="https://www.youtube.com/watch?app=desktop&amp;si=NWa5BrpZTc3QluyX&amp;v=FlQJ9AduGVs&amp;feature=youtu.be">https://www.youtube.com/watch?app=desktop&amp;si=NWa5BrpZTc3QluyX&amp;v=FlQJ9AduGVs&amp;feature=youtu.be</a>
<b>Unit-IV</b>	Leader as social architect	<a href="https://www.youtube.com/watch?v=GbUooPtYv-g">https://www.youtube.com/watch?v=GbUooPtYv-g</a>

Course Code	MDC-BBA-102A				
Category	Multidisciplinary Courses				
Course Title	Marketing Management				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	0	0	3	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To explore the nature, scope, core concepts, tasks of marketing management, and ethical issues in marketing.</li><li>2. To learn about consumer buying decisions, customer value, market segmentation, targeting, positioning, and product differentiation strategies.</li><li>3. To understand the product life cycle, new product development, branding, packaging, and pricing strategies.</li><li>4. To uderstand promotion mix, advertising, sales promotion, public relations, personal selling, and distribution channels.</li></ol>				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Define the core concepts of marketing.	Level 1: Remember
CO2	Describe the fundamentals concepts of Marketing management.	Level 2: Understand
CO3	Apply the fundamental concept of marketing to solve business problems.	Level 3: Apply
CO4	Analyze the marketing concept and strategies for effective decision making.	Level 4: Analyze

**Note:**

1. **Note:** Examiner will set nine questions in total. Question one will have 5 short questions of 2 marks (each) from all units. Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total. First question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction to Marketing:</b> Nature, Scope, Core Concepts of Marketing, Tasks of Marketing Management, Corporate Orientation towards Marketplace, Marketing Environment, Ethical Issues in Marketing.
<b>Unit-II</b>	<b>Understanding Consumer and Business Markets:</b> Consumer Buying Decision Process in Consumer and Business Markets, Building Customer Value, Satisfaction and Loyalty, Market Segmentation, Targeting and Positioning Approaches to deal with Market Competition, Tools of Product Differentiation.
<b>Unit-III</b>	<b>Product and Pricing Decisions:</b> Product Life Cycle, Product Mix and Product Line Decisions, New Product Development Process, Branding, Packaging and Labeling Decisions, Determinants of Price, Pricing Methods and Strategies.

<b>Unit-IV</b>	<b>Promotion and Distribution Decisions:</b> Promotion Mix, Advertising and Sales Promotion, Public Relations, Personal Selling, Channels of Distribution, Functions of Intermediaries, Channel Design Decisions, Selecting Channel Members, Channel Management, Wholesaling And Retailing.
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#### **Suggested Readings:**

- Marketing Management by Kotler, Philip and Keller, Pearson Education
- Marketing Management in South Asian Perspective by Kotler, Philip, Kevin Keller, A. Koshy, and M. Jha, Pearson Education
- Marketing by Kerin, Hartley, Berkowitz, and Rudelius, TMH
- Marketing: Concepts and Cases by Etzel, Michael J., TMH
- Marketing Management Text and Cases by Dhunna, Mukesh, Wisdom Publications Managing
- Marketing An Applied Approach by Capon, Noel and Singh, Siddharth, Wiley Publications

#### **Useful Video Links:**

<b>Unit No</b>	<b>Topics</b>	<b>Links</b>
<b>Unit-I</b>	Introduction to Marketing	<a href="https://onlinecourses.nptel.ac.in/noc22_mg57/preview">https://onlinecourses.nptel.ac.in/noc22_mg57/preview</a>
<b>Unit-II</b>	Understanding consumer and Business markets	<a href="https://youtu.be/dptzjrKRAm8?feature=shared">https://youtu.be/dptzjrKRAm8?feature=shared</a>
<b>Unit-III</b>	Product and Pricing Decisions	<a href="https://youtu.be/obdqjcWFWyc?feature=shared">https://youtu.be/obdqjcWFWyc?feature=shared</a>
<b>Unit-IV</b>	Promotion and Distribution Decisions	<a href="https://youtu.be/MPZgEJMS97o?feature=shared">https://youtu.be/MPZgEJMS97o?feature=shared</a>

Course code	<b>MDC-BBA-104A</b>				
Category	Multidisciplinary Courses				
Course title	<b>Entrepreneurship and MSME</b>				
Scheme and Credits	L	T	P	Credits	<b>Semester-II</b>
	3	0	0	<b>3</b>	
Course Objectives	The objectives of this course are 1. To explore entrepreneurship concepts, characteristics, and its role in economic development. 2. To learn about feasibility studies, business plans, and market analysis for new ventures. 3. To understand financing options, venture capital, and legal issues like intellectual property rights. 4. To understand the role, challenges, and government initiatives supporting MSMEs in India.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total Marks	75				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

CO	Skill Demonstrated	RBT Level
CO1	Define the conceptual framework related to entrepreneurship.	Level 1: Remember
CO2	Describe the fundamentals of entrepreneurship.	Level 2: Understand
CO3	Apply fundamentals and emergence of entrepreneurship.	Level 3: Apply
CO4	Analyze entrepreneurship concepts in real world scenario.	Level 4: Analyze

**Note:**

1. **Note:** Examiner will set nine questions in total. Question one will have 5 short questions of 2 marks (each) from all units. Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total. First question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Content
<b>Unit-I</b>	<b>Introduction:</b> Concept of Entrepreneurship, Knowledge and skills requirement, Characteristics of successful Entrepreneurs, Role of Entrepreneurship in Economic Development, Entrepreneurship process, Factors Impacting Emergence of Entrepreneurship, Managerial vs. Entrepreneurial Approach, Emergence of Entrepreneurship.
<b>Unit-II</b>	<b>Creating Entrepreneurial Venture:</b> Environmental Scanning, Competitor and Industry Analysis, Feasibility Study, Market Feasibility, Technical and Operational Feasibility, Financial Feasibility, Drawing Business Plan, Preparing Project Report, Business Plan to Investors.
<b>Unit-III</b>	<b>Sources of Finance:</b> Debt or Equity Financing, Commercial Banks, Venture Capital, Financial Institutions Supporting Entrepreneurs, Legal Issues, Intellectual Property Rights, Patents, Trademarks, Copyrights, Trade Secrets, Licensing, Franchising.

<b>Unit-IV</b>	<b>Role and Dynamics of MSMEs in India:</b> Micro, Small and Medium-Sized Enterprises (MSME) in India, Meaning and Nature of MSME in India, Role of MSME in Socio-Economic Development, Problems faced by MSME, Role of Innovation and Entrepreneurship for MSME, Government Initiatives for MSME Sector.
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### Suggested Readings:

- Entrepreneurship by Hisrich, Robert D., Michael Peters, and Dean Shepherd, Tata McGraw Hill.
- Entrepreneurship by Barringer, Bruce R., and R. Duane Ireland, Pearson Prentice Hall, New Jersey (USA)
- Entrepreneurship Development and Small Business Enterprises by Charantimath, Poornima, Pearson Education
- Entrepreneurship by Kuratko, Donald and Richard Hodgetts, Cengage Learning India Pvt. Ltd.
- Essentials of Entrepreneurship and Small Business Management by Scarborough, N. M., and Cornwall, J. R., Pearson, Essex

### Useful Video links:

Unit No	Topics	Links
<b>Unit-I</b>	Introduction	<a href="https://youtu.be/ICYqc5_mJ5g?feature=shared">https://youtu.be/ICYqc5_mJ5g?feature=shared</a>
<b>Unit-II</b>	Creating Entrepreneurial Venture	<a href="https://youtu.be/fljL-8dTgVY?feature=shared">https://youtu.be/fljL-8dTgVY?feature=shared</a>
<b>Unit-III</b>	Sources of Finance	<a href="https://youtu.be/_LePYVXT-hY?feature=shared">https://youtu.be/_LePYVXT-hY?feature=shared</a>
<b>Unit-IV</b>	Role and Dynamics of MSMEs in India	<a href="https://www.youtube.com/watch?v=pEF1lSI340M">https://www.youtube.com/watch?v=pEF1lSI340M</a>

Course code	<b>MDC-BCA-106A</b>				
Category	Multidisciplinary Courses				
Course title	<b>Basics of Multimedia</b>				
Scheme and Credits	L	T	P	Credits	<b>Semester-II</b>
	3	0	0	<b>3</b>	
Course Objectives:	The objectives of this course are 1. To learn about multimedia definitions, applications, and project creation stages. 2. To explore multimedia hardware, platforms, and authoring tools. 3. To understand image creation, video standards, and data compression techniques. 4. To understand digital communication, interactive media, and multimedia project production.				
Assessment	25 Marks				
End Semester Exam	50 Marks				
Total Marks	75				
Duration of Exam	03 Hours				

**Course Outcomes:** After studying this course, the students will be able to:

CO	Skill Demonstrated	RBT Level
CO1	Define key concepts of multimedia.	Level 1: Remember
CO2	Describe key multimedia concepts, hardware/software, image, video, and emerging trends.	Level 2: Understand
CO3	Apply multimedia tools effectively for efficient project execution and delivery	Level 3: Apply
CO4	Analyze multimedia tools, trends, and technologies for comprehensive project implementation.	Level 4: Analyze

**Note:** Examiner will set nine questions in total. Question one will have 5 short questions of 2 marks (each) from all units. Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total. First question being compulsory and selecting one from each Unit.

Unit No.	Content
<b>Unit-I</b>	<b>Introduction of Multimedia:</b> Definitions, Basic Properties and Medium Types (Temporal and Non Temporal), Multimedia Applications, Uses of Multimedia, Introduction to Making Multimedia, Stages of Project, Requirements to Make Good Multimedia, Multimedia Skills and Training.
<b>Unit-II</b>	<b>Multimedia Hardware And Software:</b> Multimedia Hardware, Macintosh and Windows Production Platforms, Hardware Peripherals Connections, Memory and Storage Devices, Media Software Basic Tools, Making Instant Multimedia, Multimedia Software and Authoring Tools, Production Standards.

<b>Unit-III</b>	<p><b>Image:</b> Creation Of Image (BMP &amp; Vector), Image Colour Models, Image File Format, Image Compression.</p> <p><b>Video:</b> Video Broadcast Standard (PAL, NTSC), Shooting and Editing Video, Video File Formats, Video Tips, Video Compression, MPEG Standards.</p> <p><b>Data Compression:</b> Introduction, Need, Difference of Lossless/Lossy Compression Techniques, Brief Overview to Different Compression Algorithms Concern to Text, Audio, Video and Images.</p>
<b>Unit-IV</b>	<p><b>Multimedia-Looking Towards Future:</b> Digital Communication and New Media, Interactive Television, Digital Broadcasting, Digital Radio, Multimedia Conferencing, Virtual Reality, Digital Camera, Assembling and Delivering a Multimedia Project Planning and Costing, Designing and Producing, Content and Talent, Delivering, CD-ROM, The CD Family, Production Process, CD Overview, Media Types Technology.</p>

### Suggested Readings:

- Multimedia Making it work by Tay Vaughan, TMH.
- Multimedia system by Rajneesh Aggarwal, Excel Publication.
- Fundamental of Multimedia by Li & Drew, Pearson Education.
- Multimedia Computing Communications Applications by Ralf Steinmetz and Klara Naharstedt, Pearson.

### Useful Video links:

Unit No	Topics	Links
<b>Unit-I</b>	Introduction of Multimedia	<a href="https://www.youtube.com/watch?v=GhcMFOHyZfo&amp;list=P_LmTmzlfvSwypTWCv8rVeTK-ie76Y57N_">https://www.youtube.com/watch?v=GhcMFOHyZfo&amp;list=P_LmTmzlfvSwypTWCv8rVeTK-ie76Y57N_</a>
<b>Unit-II</b>	Multimedia Hardware and Software	<a href="https://www.youtube.com/watch?v=WRxRTHb1vT8">https://www.youtube.com/watch?v=WRxRTHb1vT8</a>
<b>Unit-III</b>	Image	<a href="https://www.youtube.com/watch?app=desktop&amp;si=CwVqWW_w4qe2nuct&amp;v=fy9Pby0Gzsc&amp;feature=youtu.be">https://www.youtube.com/watch?app=desktop&amp;si=CwVqWW_w4qe2nuct&amp;v=fy9Pby0Gzsc&amp;feature=youtu.be</a>
<b>Unit-IV</b>	Multimedia-looking towards Future	<a href="https://www.youtube.com/watch?app=desktop&amp;si=dNUeu3kX_NxueuqKv&amp;v=xOgP4F3O-64&amp;feature=youtu.be">https://www.youtube.com/watch?app=desktop&amp;si=dNUeu3kX_NxueuqKv&amp;v=xOgP4F3O-64&amp;feature=youtu.be</a>



Course code	MDC-ASH-108A				
Category	Multidisciplinary Courses				
Course title	Introduction to Statistics				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To develop foundational knowledge of statistics, including its origin, scope, limitations, and data types, while learning methods for organizing and presenting data effectively. 2. To build analytical skills in interpreting data through central tendency, dispersion, index numbers, and time series analysis for practical problem-solving and decision-making.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total Marks	75				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

CO	Skill Demonstrated	RBT Level
CO1	Define statistical concepts, data types, and basic measures.	Level 1: Remember
CO2	Describe the application of statistical methods to interpret and summarize data accurately.	Level 2: Understand
CO3	Apply statistical tools and techniques to solve problems.	Level 3: Apply
CO4	Analyze data and statistical methods in real-world applications.	Level 4: Analyze

**Note:** Examiner will set nine questions in total. Question one will have 5 short questions of 2 marks (each) from all units. Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total. First question being compulsory and selecting one from each Unit.

Unit No.	Content
<b>Unit-I</b>	<b>Introduction to Statistics:</b> Meaning and Scope, Origin, Development and Definition of Statistics, Importance and Scope of Statistics, Limitations and Distrust of Statistics. Data, Primary and Secondary Data, Qualitative and Quantitative Data, Discrete and Continuous Data, Ungrouped and Grouped Data.
<b>Unit-II</b>	<b>Measures of Central Tendency:</b> Arithmetic Mean, Weighted Mean, Geometric Mean and Harmonic Mean, Median and Mode, Characteristics for an Ideal Measure of Central Tendency, Merits and Demerits of Measures of Central Tendency.
<b>Unit-III</b>	<b>Measures of Dispersion:</b> Range, Inter-quartile Range, Quartile Deviation, Mean Deviation, Standard Deviation and Root Mean Square Deviation, Coefficient of Variation, Measures of Skewness and Kurtosis, Characteristics for an Ideal Measure of Dispersion
<b>Unit-IV</b>	<b>Index numbers:</b> Types, uses and their construction. Cost of living index numbers. Test of adequacy of Index numbers. <b>Time Series:</b> Components and Models of time series. Measurements of trend and seasonal indices, Forecasting and Estimation.

**Suggested Readings:**

- Levin, R.I.and Rubin D.S.,Statistics for Management,Pearson Education.
- Gupta,S.P.and Gupta,M.P.,Business Statistics,Sultan Chand and Sons.
- Sharma,J.K.,Business Statistics,Vikas Publication House Pvt.Ltd.
- Jain,T.R.and Aggarwal,S.C.,VK Global Publications Pvt.Ltd.
- Davis and Pecar: Business Statistics using Excel,Oxford University Press.

**Useful Video links:**

Unit No	Topics	Links
Unit-I	Introduction to Statistics	<a href="https://www.youtube.com/watch?v=76qRQo-BO-o">https://www.youtube.com/watch?v=76qRQo-BO-o</a>
Unit-II	Measures of Central Tendency	<a href="https://auece.digimat.in/nptel/courses/video/110107114/L09.html">https://auece.digimat.in/nptel/courses/video/110107114/L09.html</a>
Unit-III	Measures of Dispersion	<a href="http://sdnbvc.digimat.in/nptel/courses/video/110106072/L05.html">http://sdnbvc.digimat.in/nptel/courses/video/110106072/L05.html</a>
Unit-IV	Index numbers	<a href="http://digimat.in/nptel/courses/video/109104182/L22.html">http://digimat.in/nptel/courses/video/109104182/L22.html</a>

Course code	AEC-102A					
Category	Ability Enhancement Course					
Course title	Hindi-I					
Scheme and Credits	L	T	P	Credits	Semester-II	
	2	0	0	2		
Course Objectives	<p>The objectives of this course are</p> <p>1<sup>st</sup> विद्यार्थियों को हिन्दी भाषा के महत्त्व एवं गुणवत्ता से सुविज्ञ करवाकर हिन्दी की ओर उन्मुख करना।</p> <p>2<sup>nd</sup> विद्यार्थियों को हिन्दी-भाषा की वैज्ञानिकता के विषय में बतलाकर इसके गौरव से सुपरिचित करवाना।</p> <p>3<sup>rd</sup> हिन्दी भाषा के माध्यम से नवयुवक-नवयुवतियों को राष्ट्रीयता के पुनीत भावों की ओर उन्मुख करना।</p>					
Assessment	15 Marks					
End Semester Exam	35 Marks					
Total Marks	50					
Duration of Exam	03 Hours					

**Course Outcomes:** After studying this course, the students will be able to

CO	Skills Demonstrated	RBT Level
CO1	लिपि भाषा और साहित्य के बुनियादी सिद्धांतों का अवलोकन करें।	Level 1: Remember
CO2	भाषा की संरचनाएँ अर्थ और अभिव्यक्ति के पहलुओं की समझ विकसित करें।	Level 2: Understand
CO3	भाषाई और साहित्यिक सिद्धांतों को वास्तविक जीवन में लागू करने की क्षमता प्राप्त करें।	Level 3: Apply
CO4	भाषा लिपि और साहित्य के विभिन्न पहलुओं का विश्लेषण करके जटिल साहित्यिक और सांस्कृतिक मुद्दों को समझें।	Level 4: Analyze

Note: Examiner will set Nine questions in total. Question one will have 07 short questions of 1 mark (each) from all units. Remaining eight questions of 7 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.

Unit No.	Content
<b>Unit-I</b>	लिपि का मानकीकरण, मानक वर्णमाला, देवनागरी अंक माला, अनुस्वार और विसर्ग, अनुनासिक, वर्तनी की शुद्धता के लिए ध्यान देने योग्य बातें, वर्तनी संबंधी अशुद्धियों के कारण, वर्तनी संबंधी अशुद्धियों को दूर करने के उपाय
<b>Unit-II</b>	सृजनात्मक साहित्य का अर्थ, परिभाषा और स्वरूप: आलोचनात्मक साहित्य का अर्थ, परिभाषा और स्वरूप: सृजनात्मक साहित्य का भाषा-विकास में महत्त्व, निबंध लेखन, कहानी लेखन, काव्य लेखन
<b>Unit-III</b>	अनुवाद : अर्थ, परिभाषा और स्वरूप अनुवाद का महत्त्व, अनुवाद के गुण, अनुवाद के प्रकार : अनुवाद में कंप्यूटर का योगदान, सीरियलों का हिंदी अनुवाद, बैंकिंग साहित्य का अनुवाद, डबिंग क्षेत्र में अनुवाद, लिप्यंतरण, हिंदी साहित्य का अन्य भाषाओं में अनुवाद, अनुवाद-क्षेत्र में रोजगार
<b>Unit-IV</b>	पत्र प्रस्तुतीकरण का अर्थ, पत्र प्रस्तुतीकरण और नवीन शोधात्मक वैचारिकता, पत्र प्रस्तुतीकरण और शिक्षक की भूमिका, प्रस्तोता का मनोबल, वक्तृत्व कला का विकास, शोधात्मक अभिरुचि का विकास

प्रेरणास्पद पुस्तकें :

- शुद्ध लेखन और हिन्दी का मानक रूप, डॉ० हरिश्चन्द्र वर्मा, विद्या भारती, संस्कृति शिक्षा संस्थान, कुरुक्षेत्र (हरियाणा)
- बृहत् हिन्दी कोशः, सम्पा० कालिका प्रसाद, राजवल्लभ सहाय, मुकुन्दलाल श्रीवास्तव, ज्ञानमण्डल लिमिटेड, वाराणसी
- परिशोध, मुख्य सम्पादक, डॉ० लक्ष्मीनारायण शर्मा, मानव-मूल्य विशेषांक, 1993
- भारतीय जीवनमूल्य, डॉ० धर्मपाल मैनी, भारतीय संस्कृति संस्थान, गुडगाँव
- बृहत् प्रशासन शब्दावली, हिन्दी-अंग्रेजी, वैज्ञानिक तथा तकनीकी शब्दावली आयोग, नई दिल्ली-110006
- बृहत् प्रशासन शब्दावली, अंग्रेजी-हिन्दी, वैज्ञानिक तथा तकनीकी शब्दावली आयोग, नई दिल्ली-110006
- बृहत् पारिभाषिक शब्द-संग्रह, मानविकी, खंड- I, वैज्ञानिक तथा तकनीकी शब्दावली आयोग, केन्द्रीय हिन्दी निदेशालय शिक्षा तथा समाज कल्याण मंत्रालय, भारत सरकार
- प्रयोजनमूलक अनुवाद, डॉ० सुरेश सिंहल मोनिका प्रकाशन, दिल्ली-110053
- अनुवाद सिद्धान्त एवं व्यवहार, डॉ० सुरेश सिंहल,, अभिनव प्रकाशन, दिल्ली-6

#### Useful Video links:

Unit No	Topics	Links
Unit-I	लिपि का मानकीकरण	<a href="https://www.youtube.com/watch?v=g1jcWLojn4&amp;t=2s">https://www.youtube.com/watch?v=g1jcWLojn4&amp;t=2s</a>
Unit-II	सृजनात्मक साहित्य का अर्थ	<a href="https://www.youtube.com/watch?v=aUOgArzWtTU">https://www.youtube.com/watch?v=aUOgArzWtTU</a>
Unit-III	अनुवाद	<a href="https://www.youtube.com/watch?v=B1-xF-WBDXI">https://www.youtube.com/watch?v=B1-xF-WBDXI</a>
Unit-IV	प्रस्तुतीकरण का अर्थ	<a href="https://www.youtube.com/watch?v=NkXI3lgDkrw">https://www.youtube.com/watch?v=NkXI3lgDkrw</a>

Course code	AEC-104A				
Category	Ability Enhancement Course				
Course title	संस्कृत				
Scheme and Credits	L	T	P	Credits	Semester-II
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To create awareness of the importance of language. 2. To develop awareness of the origin and development of a language. 3. To promote awareness of various language families especially Indo European language family. 4. To understand the general introduction to Vedic & Classical Sanskrit and their Literature.				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total Marks	50				
Duration of Exam	03 Hours				

**Course Outcomes:** After studying this course, the students will be able to

CO	Course Outcome	RBT Level
CO1	भाषा के महत्व, विकास, और परिवारों की समझ प्राप्त करें।	Level 1: Remember
CO2	भाषा के विकास, परिवारों और ऐतिहासिक संदर्भों का समग्र दृष्टिकोण प्राप्त करें।	Level 2: Understand
CO3	भाषाई और साहित्यिक ज्ञान को सांस्कृतिक संदर्भ में व्यावहारिक रूप से उपयोग करें।	Level 3: Apply
CO4	भाषा और साहित्य के सिद्धांतों का विश्लेषण करके जटिल सांस्कृतिक मुद्दों को समझें।	Level 4: Analyze

Note: Examiner will set nine questions in total. Question one will have 07 short questions of 1 mark (each) from all units. Remaining eight questions of 7 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question is compulsory and selecting one from each Unit.

Unit No.	Content
<b>Unit-I</b>	<p>General introduction to language</p> <p>भाषा का सामान्य परिचय</p> <p>i. Importance of language</p> <p>भाषा का महत्व</p> <p>ii. Origin and development of language</p> <p>भाषा की उत्पत्ति और विकास</p> <p>iii. Language families</p> <p>भाषा परिवार</p>
<b>Unit-II</b>	<p>General introduction to Indo European language family</p> <p>भारोपीय भाषा परिवार का सामान्य परिचय</p> <p>i. Indo European language family</p> <p>भारोपीय भाषा परिवार</p>

	ii. Indo-Iranian branch भारत-ईरानी शाखा
<b>Unit-III</b>	General introduction to Vedic and Classical Sanskrit Languages वैदिक तथा लौकिक संस्कृत का सामान्य परिचय i. Vedic Sanskrit and its Literature वैदिक संस्कृत और उसका साहित्य ii. Classical Sanskrit and its literature लौकिक संस्कृत और उसका साहित्य
<b>Unit-IV</b>	General introduction to Pali, Prakrit, Apbhransh and Modern Indian Languages पाली, प्राकृत, अपभ्रंश और आधुनिक भारतीय भाषाओं का सामान्य परिचय i. Pali, Prakrit and Apbhransh languages पाली, प्राकृत और अपभ्रंश भाषाएं ii. Modern Indian Languages आधुनिक भारतीय भाषाएं iii. Contribution of Sanskrit to Modern Indian Languages संस्कृत का आधुनिक भारतीय भाषाओं को योगदान

**प्रेरणास्पद पुस्तकें :**

- भाषा विज्ञान एवं भाषाशास्त्र डॉ० कपिलदेव द्विवेदी विश्वविद्यालय प्रकाशनए वाराणसी।
- भाषाविज्ञानए डॉ० कर्णसिंहए साहित्य भण्डारए सुभाष बाजारए मरे ठ।
- A manual of Sanskrit phonetics by C. Uhlenbeck.
- Linguistic Introduction to Sanskrit by B.K. Ghosh.
- Language, its nature, development and origin, O. Jespersen.

**Useful Video links:**

Unit No	Topics	Links
Unit-I	भाषा परिवार	<a href="https://www.youtube.com/watch?v=6xUd5hj9qNY">https://www.youtube.com/watch?v=6xUd5hj9qNY</a>
Unit-II	भारोपीय भाषा परिवार	<a href="https://www.youtube.com/watch?v=P4NAF1BDmAM">https://www.youtube.com/watch?v=P4NAF1BDmAM</a>
Unit-III	वैदिक संस्कृत और उसका साहित्य	<a href="https://www.youtube.com/watch?v=4Bub_2Kmvro">https://www.youtube.com/watch?v=4Bub_2Kmvro</a>
Unit-IV	आधुनिक भारतीय भाषाएं	<a href="https://www.youtube.com/watch?v=CfOwGijsFZ0">https://www.youtube.com/watch?v=CfOwGijsFZ0</a>

Course Code	SEC-102A				
Category	Skill Enhancement Course				
Course Title	Business Communication				
Scheme and Credits	L	T	P	Credits	Semester-II
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To understand communication basics, the Seven Cs, and overcome barriers in professional settings 2. To write clear and professional business documents like emails, letters, memos, and reports. 3. To write business reports and deliver clear presentations. 4. To strengthen reading, listening, speaking, and body language for effective communication.				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Recall key communication concepts and skills.	Level 1: Remember
CO2	Describe business communication techniques for effective workplace communication.	Level 2: Understand
CO3	Apply communication skills and strategies for effective workplace documentation.	Level 3: Apply
CO4	Analyze communication effectiveness strategies to improve workplace and professional communication skills.	Level 4: Analyze

**Note:**

1. Note: Examiner will set nine questions in total. Question one will have 07 short questions of 1 mark (each) from all units. Remaining eight questions of 07 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction to Business Communication:</b> Basics of Communication, Seven Cs of Effective Communication, Barriers to Communication, the Ethical Context of Communication.
<b>Unit-II</b>	<b>Business Communication at the Workplace:</b> Letter Writing – Component, Layout and Process, E-Mail Communication, Bad News Messages, Persuasive Written Communication, Memos, Notice, Agenda and Minutes of Meeting.
<b>Unit-III</b>	<b>Report Writing:</b> Types of Business Reports, the Structure of Reports, Short Reports, Long Reports, Abstracts and Summaries, Proposals
<b>Unit-IV</b>	<b>Communication Skills:</b> Reading Skills, Listening Skills, Note Making, Persuasive Speaking, Body Language, Gestures.

**Suggested Readings:**

- Effective Business Communication by A. Herta Murphy, W. Hildebrandt Herbert & P Jane Thomas, , Tata McGraw Hill, New Delhi
- Professional Communication by Arun Konera, Tata McGraw Hill, New Delhi
- Basic Managerial Skills for All by E.H. McGrath, PHI, New Delhi
- Business Communication by Meenakshi Raman & Prakash Singh, Oxford University Press, New Delhi

**Useful Video Links:**

Unit No	Topics	Links
<b>Unit-I</b>	Introduction to Business Communication	<a href="https://www.youtube.com/watch?v=kvYbk7GeQpg">https://www.youtube.com/watch?v=kvYbk7GeQpg</a>
<b>Unit-II</b>	Business Letter Writing-1	<a href="https://www.youtube.com/watch?v=ekFRWnPV6lc&amp;t=2s">https://www.youtube.com/watch?v=ekFRWnPV6lc&amp;t=2s</a>
<b>Unit-III</b>	Report writing-1	<a href="https://www.youtube.com/watch?v=Xp2PVO3do34">https://www.youtube.com/watch?v=Xp2PVO3do34</a>
<b>Unit-IV</b>	Listening Skills	<a href="https://www.youtube.com/watch?v=JIKU_WT0Bls">https://www.youtube.com/watch?v=JIKU_WT0Bls</a>



Course code	LC-SEC-104A				
Category	Skill Enhancement Course				
Course title	Business Communication Lab				
Scheme and Credits	L	T	P	Credits	Semester-II
	0	0	2	1	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To develop listening and comprehension skills including phoneme recognition and effective communication in everyday situations.</li><li>2. To enhance conversational and workplace communication skills, including self-introduction, introducing others, and telephonic communication.</li><li>3. To practice public speaking through speeches for special occasions, group discussions, and debates.</li><li>4. To improve presentation skills including preparing and delivering effective presentations in various contexts.</li></ol>				
Assessment	10 Marks				
End Semester Examination	15 Marks				
Total	25 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After studying this course, the students will be able to

CO	Course Outcome	RBT Level
CO1	Describe key communication principles and strategies.	Level 2: Understand
CO2	Apply conversational skills to introduce oneself and others in various everyday situations effectively.	Level 3: Apply
CO3	Analyze workplace communication methods and effective telephonic communication strategies.	Level 4: Analyze
CO4	Evaluate various speech formats and conversational skills.	Level 5: Evaluate

**List of Experiments:**

Sr. No.	Experiment Description
1	Listening Comprehension
2	Recognition of Phonemes in the International Phonetic Alphabet
3	Self- Introduction and Introducing Others
4	Conversational Skills and Dialogues in Everyday Situations.
5	Workplace Communication
6	Telephonic Communication
7	Speeches for Special Occasions (Welcome Speeches, Introduction Speeches, Felicitation Speeches and Farewell Speeches)
8	Group Discussions
9	Debates
10	Presentation Skills

**Suggested Readings:**

- Effective Business Communication by A. Herta Murphy, W. Hildebrandt Herbert & P Jane Thomas, , Tata McGraw Hill, New Delhi
- Professional Communication by Arun Konera, Tata McGraw Hill, New Delhi
- Basic Managerial Skills for All by E.H. McGrath, PHI, New Delhi
- Business Communication by Meenakshi Raman & Prakash Singh, Oxford University Press, New Delhi

**Useful Video links of Virtual Lab:**

Topic	Links
Introduction to Business Communication	<a href="#">Introduction to Business Communication - I</a>
Barriers to Communication	<a href="#">Mod-02 Lec-01 Barriers to Communication Lecture-01</a>
Listening Skills	<a href="#">Lecture 13 : Listening Skills : Introduction - YouTube</a>
Body Language	<a href="#">Lecture 15: The Face, Its Expressions and What It Says</a>

Course Code	VAC-114A				
Category	Value Added Course				
Course Title	Digital and Technological Solutions				
Scheme and Credits	L	T	P	Credits	Semester-II
	2	0	0	2	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To understand about digital technology, software, operating systems, problem-solving methods, and the principles of communication systems, networks, and the internet.</li><li>2. To explore the initiatives of Digital India, e-governance services, digital payment systems, and cyber security challenges.</li><li>3. To understand technologies like cloud computing, AI, blockchain, IoT, and robotics, and their real-world applications</li></ol>				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Recall fundamental concepts of digital systems, communication technologies, e-governance, digital financial tools, and emerging technologies.	Level 1: Remember
CO2	Explain the significance of digital technologies, the working of computer systems, and concepts related to e-commerce and cyber security.	Level 2: Understand
CO3	Apply knowledge of digital systems, communication networks, and e-governance tools to real-world technological and business scenarios.	Level 3: Apply
CO4	Analyze the components of communication systems, digital security threats, and evaluate emerging technologies' impact on society and business.	Level 4: Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 07 short questions of 1 mark (each) from all units. Remaining eight questions of 07 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction and Evolution of Digital Systems:</b> Role and Significance of Digital Technology, Information and Communication Technology and Tools, Computer System and its Working, Software and its Types, Operating Systems, Types and Functions, Problem Solving, Algorithms and Flowcharts.
<b>Unit-II</b>	<b>Communication Systems:</b> Principles, Model and Transmission Media, Computer Networks and Internet, Concepts and Applications, WWW, Web Browsers, Search Engines, Messaging, Email, Social Networking, Computer Based Information System, Significance and Types, E-Commerce and Digital Marketing, Basic Concepts, Benefits and Challenges.
<b>Unit-III</b>	<b>Digital India and E-Governance:</b> Initiatives, Infrastructure, Services and Empowerment, Digital Financial Tools, Unified Payment Interface, Aadhar Enabled Payment System, USSD, Credit / Debit Cards, E-Wallets, Internet Banking, NEFT/RTGS and IMPS, Online Bill Payments and Pos,

	Cyber security, Threats, Significance, Challenges, Precautions, Safety measures, Tools, Legal and Ethical Perspectives.
<b>Unit-IV</b>	<b>Emerging Technologies and their applications:</b> Overview of Cloud Computing, Big Data, Internet of Things, Virtual Reality, Block Chain and Crypto Currency, Robotics, Machine Learning and Artificial Intelligence, 3-D Printing, Digital Signatures.

#### Suggested Readings:

- Introduction to Information Technology by V. Rajaraman, 3rd Edition, PHI.
- Fundamentals of Computers by E. Balagurusamy, Tata McGraw Hill.
- Data Communications and Networking by Behrouz A. Forouzan, McGraw Hill.
- Emerging Technologies in Computing: Theory, Practice, and Advances by Pramod Kumar, Anuradha Tomar, and R. Sharmila, Chapman and Hall/CRC Imprint.
- Cloud Computing: Principles and Paradigms by Buyya, Broberg, and Goscinski, Wiley.
- Artificial Intelligence: A Modern Approach by Russell and Norvig, Pearson Education.
- Internet of Things by Samuel Greengard, MIT Press.
- E-commerce: Concepts, Models, Strategies by C.S.V. Murthy.
- Big Data for Dummies by Hurwitz, Nugent, Halper, and Kaufman, Wiley & Sons - Wiley.

#### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Evolution of Digital Computer	<a href="https://www.youtube.com/watch?v=J8mV_skvhZc">https://www.youtube.com/watch?v=J8mV_skvhZc</a>
<b>Unit-II</b>	Communication Systems	<a href="https://www.youtube.com/watch?v=0TQUaZcBynA&amp;list=P_Lb2wGSuEdRG8IKGO4q7NXE6QDWISAsBkZ">https://www.youtube.com/watch?v=0TQUaZcBynA&amp;list=P_Lb2wGSuEdRG8IKGO4q7NXE6QDWISAsBkZ</a>
<b>Unit-III</b>	Digital India & e-Governance	<a href="https://www.youtube.com/watch?v=MMlr0AyLYml">https://www.youtube.com/watch?v=MMlr0AyLYml</a>
<b>Unit-IV</b>	Emerging Technologies	<a href="https://www.youtube.com/watch?v=szDERpTI5IA">https://www.youtube.com/watch?v=szDERpTI5IA</a>

Course Code	VAC-116A				
Category	Value Added Course				
Course Title	Human Values and Ethics				
Scheme and Credits	L	T	P	Credits	Semester-II
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To explore the scope and process of value education, focusing on personal, social, moral, and spiritual values. 2. To understand the significance of human values, ethics, and key ethical theories like deontology and utilitarianism. 3. To understand self-identity, personality, and well-being, with a focus on happiness and mental health. 4. To understand professional ethics, global citizenship values, and the importance of competency-based education.				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

**Course Outcomes:** After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Recall key concepts of values, ethics, human values.	Level 2: Remember
CO2	Describe the significance of values and ethics.	Level 3: Understand
CO3	Apply theories of ethics, human values to enhance well-being.	Level 4: Apply
CO4	Analyze the relationship between values, professional ethics and competencies for effective decision-making and leadership.	Level 5: Analyze

**Note:**

1. Examiner will set nine questions in total. Question one will have 07 short questions 1 mark (each) from all units. Remaining eight questions of 07 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction:</b> Need, Scope and Process of Value Education, Classification of Value Education, Personal Values, Social Values, Moral Values & Spiritual Values, Difference between Ideology and Values, Harmony with Self, Society and Nature.
<b>Unit-II</b>	<b>Human Values and Ethics:</b> Meaning and Nature of Human Values, Significance of Human Values in Life, Relation between Values and Ethics, Relevance of Human values, Integrity, Empathy, Lok Sangrah, Brahmviara, Theory of Naya (Jainism), Deontology, Virtue Ethics, Utilitarianism.
<b>Unit-III</b>	<b>Integrated Personality and Well-being:</b> Relationship among Self Identity and Personality, Integrated Personality with the three Gunas, Theory of Sankhya, Four Antah-karanas (inner instruments) in Yoga, Panchkosha (Five Sheaths) in Upanishad Well-being and its Relation to Happiness.
<b>Unit-IV</b>	<b>Professional Ethics and Global Citizenship:</b> Nature, Characteristics and Scope of Professional Ethics, Types of Professional Ethics, Professional Values, Trusteeship, Inclusiveness, Commitment, Sustainability, Accountability, Transparency, Impartiality, Values for Global Citizenship, Equality, Justice, Human Dignity, Nature and Need of Competency Based Education, Types of

	Competencies, Core Competencies, Communication, Teamwork, Planning and Achieving Goals, Functional Competencies, Analytical Thinking, Knowledge Sharing and Learning, Decision Making, Partnership Building.
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### Suggested Readings:

- A Foundation Course in Human Values and Professional Ethics by R.R. Gaur, R. Sangal, G.P. Bagaria Excel Books.
- Professional Ethics and Human Values by D.R. Kiran, McGraw Hill Education (India).
- Happiness and Well-Being, NIOS Module V (Health and Well-being).
- Meaning and Well-Being: Indian Perspectives by Kiran Kumar, K. Salagame Journal of Constructivist Psychology.
- An Indian Conception of Wellbeing by S.K. Kiran Kumar in Henry, J. (Ed.), European Positive Psychology Proceedings Leicester, UK: British Psychological Society.
- Identity: Personal and Social by Vivian L. Vignoles (2017), Chapter to appear in Oxford Handbook of Personality and Social Psychology edited by Kay Deaux and Mark Snyder.

### Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction of value education	<a href="https://youtu.be/syZ8nrkDJi0?si=40PLK2orOBzsZRif">https://youtu.be/syZ8nrkDJi0?si=40PLK2orOBzsZRif</a>
Unit-II	Human value and Ethics	<a href="https://youtu.be/thHnjYMUiuU0?si=XaBRqyFwN1SFLbH3">https://youtu.be/thHnjYMUiuU0?si=XaBRqyFwN1SFLbH3</a>
Unit-III	Integrated Personality and Well-being	<a href="https://youtu.be/7dmp4NlvUsw?si=Bag4Hh3SNvYFFEYB">https://youtu.be/7dmp4NlvUsw?si=Bag4Hh3SNvYFFEYB</a>
Unit-IV	Professional Ethics and Global Citizenship	<a href="https://youtu.be/0g5jgHmKoBE?si=CtC0YRXnXU6IThd_L">https://youtu.be/0g5jgHmKoBE?si=CtC0YRXnXU6IThd_L</a>