

**GANGA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, KABLANA
(JHAJJAR)**

An Autonomous Institute

Approved by AICTE, New Delhi and Affiliated to MDU, Rohtak

NAAC 'A' GRADE



SCHEME OF EXAMINATION AND SYLLABI

OF

3-4 YEAR

BACHELOR OF BUSINESS

ADMINISTRATION PROGRAM

(BBA)

WITH EFFECT FROM THE

SESSION 2025-26

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA / BBA (Honors) / BBA (Honors with Research)

Program Overview

The Bachelor of Business Administration (BBA) is a comprehensive 3-year undergraduate program, extendable to 4 years for Honors/Honors with Research, designed as per NEP-2020 and AICTE Model Curriculum. This program provides flexible entry and exits options, industry-oriented skill development, and multi-disciplinary learning through core courses, electives, skill enhancement modules, value-added courses, and research projects.

BBA Program Objectives and Outcomes

The BBA Program aims to develop competent, ethical, and visionary business leaders who can contribute meaningfully to national progress and excel in the global business environment. The following Program Objectives and Outcomes reflect our commitment to academic excellence, leadership development, and holistic personality growth.

Program Objectives

1. Acquire and demonstrate comprehensive theoretical and practical knowledge of management and business, with the ability to critically analyse Indian and global business environments and apply insights across diverse contexts.
2. Cultivate the mindset to act as responsible managers, entrepreneurs, and leaders, integrating knowledge and skills to contribute meaningfully to national development and to act as responsible global citizens.
3. Demonstrate effective communication skills to present opinions, ideas, and strategies with clarity, logical reasoning, and critical thinking.
4. Develop the ability to understand, articulate, and navigate complex business environments with mindfulness and strategic clarity.
5. Exhibit commitment to roles and responsibilities as active members of multi-cultural teams, effectively managing diversity in cross-cultural settings.
6. Uphold the highest standards of professional and ethical conduct, fostering trust and integrity in all business practices.
7. Evolve into emotionally intelligent leaders and informed decision-makers, capable of inspiring and motivating teams to achieve organizational goals.
8. Strengthen problem-solving capabilities and decision-making acumen to provide innovative and effective business solutions.
9. Build research and analytical skills to explore, understand, and critically evaluate both Indian and global business environments.

Program Outcomes

The program provides multiple entry and exits points in alignment with NEP-2020, enabling students to earn a Certificate, Diploma, Degree, or Honors Degree with Research, progressively enhancing their knowledge and skills.

At the End of First Year: UG Certificate in Business Administration

1. Understand and conceptualize the foundational principles and theories of management.
2. Recognize the importance of effective communication for presenting ideas and opinions in professional settings.
3. Demonstrate the ability to comprehend and describe the business environment and its dynamics.
4. Apply logical thinking and data interpretation skills to identify and analyse basic business problems.

At the End of Second Year: UG Diploma in Business Administration

1. Demonstrate intermediate level understanding of management concepts along with basic managerial and analytical skills.
2. Apply effective communication and logical reasoning in business decision-making and collaborative environments.
3. Exhibit professional conduct and appreciate workplace ethics and responsibilities.
4. Work effectively in team settings, embracing the value of group work and collaborative problem solving.
5. Develop creativity and innovative thinking to approach business challenges.

At the End of Third Year: Bachelor of Business Administration (BBA)

1. Exhibit comprehensive factual and theoretical knowledge of management and business functions.
2. Critically evaluate and analyze Indian and global business environments across multiple contexts.
3. Recognize and perform roles as managers, entrepreneurs, and leaders in diverse business scenarios.
4. Communicate effectively using critical thinking, logical reasoning, and structured analysis.
5. Demonstrate consistent adherence to professional and ethical standards in managerial practices.

At the End of Fourth Year: BBA (Honors) / BBA (Honors with Research)

1. Integrate advanced theoretical and practical knowledge of management to critically analyze and respond to Indian and global business challenges.
2. Articulate and evaluate business strategies with clarity, mindfulness, and a holistic perspective.
3. Demonstrate leadership, accountability, and effective participation as members of multicultural and diverse teams.
4. Exhibit emotional intelligence, strategic decision-making, and the ability to motivate and influence teams.
5. Apply problem-solving and analytical skills to deliver innovative solutions and support informed managerial decisions.
6. Develop advanced research and inquiry skills to conduct in-depth studies of Indian and global business environments, contributing to new knowledge creation.

Exit Options as per NEP-2020:

1. After 1 Year: UG Certificate in Business Administration
2. After 2 Years: UG Diploma in Business Administration
3. After 3 Years: BBA Degree
4. After 4 Years: BBA (Honors) / BBA (Honors with Research)

Eligibility for 4th Year Admission:

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

- **For BBA (Honors):** Completion of 3-Year BBA Degree
- **BBA (Honors with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

Note: The students who are eligible for BBA (Honors with Research) shall have the choice to pursue either BBA (Honors) or BBA (Honors with Research).

Credit System and Course Codes

Definition of Credit:

- 1 Hour Lecture (L) per week = 1 Credit
- 1 Hour Tutorial (T) per week = 1 Credit
- 1 Hour Practical (P) per week = 0.5 Credit
- 2 Hours Practical (P) per week = 1 Credit

Course Code and Components:

- L – Lecture
- T – Tutorial
- P – Practical
- DSC – Core Course
- AEC – Ability Enhancement Course
- MDC – Multi-Disciplinary Elective Course
- VAC – Value Added Course
- SEC – Skill Enhancement Course
- LC – Lab Course
- INT – Summer Internship Report/ Capstone Project
- RP – Project Report/Research Project/Dissertation
- DSE – Discipline Specific Elective (Human Resource Management/ Business Analytics/ Marketing/ Supply Chain Management/ Finance/ International Business)
- OE – Open Elective (SWAYAM / Other Department Courses)

SEMESTER-WISE CREDIT DISTRIBUTION

Semester-Wise Credit Distribution of proposed BBA [BBA (HONORS)] AND BBA (HONORS with Research)] Program

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective Course	Value Added Courses	Skill Enhancement Courses	Discipline Specific Elective	Total
I	12	*2/4	2	2	*2/0	-	20
II	12	*4/2	2	2	*0/2	-	20
III	12	-	2	2	4	-	20
IV	16	-	-	2	2	-	20
V	8	-	-	-	4	8	20
VI	6	-	-	-	6	8	20
BBA (Honors)							
Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective Course	Value Added Courses	Skill Enhancement Courses	Discipline Specific Elective	Total
VII	4	-	4	-	4	8	20
VIII	-	-	-	-	8	12	20
BBA (Honors with Research)							
Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective Course	Value Added Courses	Skill Enhancement Courses	Discipline Specific Elective	Total
VII	12	-	-	-	-	8	20
VIII	20	-	-	-	-	-	20

***Note:** The prescribed credits may be covered in either First or Second Semester and must be completed within the First Year of the program.

Category-wise Distribution

Description	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective Course	Value Added Courses	Skill Enhancement Courses	Discipline Specific Elective	Total
BBA	66	6	6	8	18	16	120
BBA (Honors)	70	6	10	8	30	36	160
BBA (Honors with Research)	98	6	6	8	18	24	160
3 Years BBA Program					Total Credits=120		
4 Years BBA (Honors) and BBA (Honors with Research) Program					Total Credits=160		

Note: Students can take an extra credit course from their own department or from another department as per the Institute norms.

Induction Program (Mandatory)

A 3-week Student Induction Program has to be conducted at the start of the first year to familiarize students with the academic environment, develop soft skills, and promote holistic learning.

Components Include:

- Physical Activities & Fitness
- Creative Arts & Literary Activities
- Universal Human Values and Ethics
- Language & Proficiency Modules
- Expert Lectures – at least one per semester
- Industrial Visits – one per semester
- Orientation with Department, Branch, and Innovations

Mandatory Academic Activities

1. Industrial Visits: One per semester
2. Workshops: One-week professional/industry/entrepreneurial workshop after the 5th semester
3. Expert Lectures: At least one per semester by industry/domain experts

Summer Internship & Projects

Evaluation includes Work Done, Project Report, Presentation, and Viva-Voce

Internal Assessment Includes:

- Class Participation and Performance
- Attendance
- Assignments & Quizzes
- Lab Records & Practical Viva-Voce
- Mid-Semester Tests (Best 2 out of 3 considered)

Grading System

Each course (Theory/ Practical) is assigned 100 marks, irrespective of the number of credits.

Scheme of Studies and Examination
BBA – 1st Semester (GITAM)
w.e.f. 2025-26

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical /Viva- Voce	Total
1	Core Courses	DSC-BBA-101B	Business Organization	3	1	0	4	4	30	70	-	100
2	Core Courses	DSC-BBA-103B	Basics of Accounting	3	1	0	4	4	30	70	-	100
3	Core Courses	DSC-BBA-105B	Basics of Economics	3	1	0	4	4	30	70	-	100
4	Multidisciplinary Courses	Refer Table No.- I	2	0	0	2	2	50	50	-	100
5	Ability Enhancement Courses	AEC-101B	General English-I	1	1	0	2	2	65	35	-	100
6	Additional Courses	Refer Table No.- II	(Additional Course) Foreign Language (To be decided by the Institute/College at them level) (1-1-0) OR Any Course of Similar Credits on Any Foreign Languages from SWAYAM portal	-	-	-	-	No credit	-	-	-	-
7	Skill Enhancement Courses	SEC-101B	Computer Fundamentals and Office Automation Tools	1	0	0	1	1	15	35	-	50
		LC-SEC-103B	Computer Fundamentals and Office Automation Tools Lab	0	0	2	2	1	35	-	15	50
8	Value Added Courses	VAC-113B	Environmental Studies	2	0	0	2	2	65	35	-	100
Total Credits								20				700

Note:

1. The duration of all the end-term theory examinations shall be 3 hours.
2. The Criteria for awarding the formative assessment of 30 marks throughout the Program shall be as under:
 - a) Sessional Examination: 15 marks.
 - b) Assignments/ Presentations/ Seminars and Class Participation: 10 marks
 - c) Attendance: 5 marks
(Less than 65% - 0 marks; Upto 70% - 2 marks; Upto 75% - 3 marks; Upto 80% - 4 marks; Above 80% - 5 marks)
3. The panel of examiners for end-semester theory examinations shall be prepared and approved by the BOS, comprising internal and external examiners based on their expertise, specialization, and area of interest.

4. The formative assessment criteria for **Multi-Disciplinary Course** in Semester I will be as follows:

Sessional Test	20 Marks
Assignment/ Case Study/ Mini Project	15 Marks
Quiz/ Group Discussion/ Debate	10 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

5. The formative assessment criteria for **Ability-Enhancement Course** in Semester I will be as follows:

Sessional Test	30 Marks
Peer Discussion/ Debate/ Extempore Speech	10 Marks
Role Play	05 Marks
Assignment/Essay/ Article/ Report Writing	15 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

6. The formative assessment criteria for **Value Added Course** in Semester I will be as follows:

Sessional Test	30 Marks
Class Assignment/ Case Study/ Mini Project	15 Marks
Quiz/ Seminar/ Group Discussion/ Debate	15 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

7. The formative assessment criteria for **Skill-Enhancement Course** in Semester I will be as follows:

Skill-Enhancement Course (Theory)	
Sessional Test	10 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks
Skill-Enhancement Course (Lab)	
Lab Work (Practical File)/ Field Work (Report)/ Portfolio	15 Marks
Assignment/ Seminar/ Presentation	15 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

8. An '**Additional Course**' is a non-credit course that is undertaken for learning purposes only. If completed, the '**Additional Course**' may be recorded and will be assessed on a **Grading** basis.

Marks (%)	Letter Grade	Grade Point
>90	O(Outstanding)	10
>75 to 90	A+(Excellent)	9
> 65 to 75	A (Very good)	8
>55 to 65	B+(Good)	7
> 50 to 55	B (Above average)	6
> 40 to 50	C(Average)	5
40	P (Pass)	4
Less than 40	F(Fail)	0
-	Ab (Absent)	0

Semester-I

Table No. I (Multidisciplinary Courses)

S. NO.	Category	Course Code	Course Name
1	Multidisciplinary Courses	MDC-BBA-101B	Foundations of Management
2	Multidisciplinary Courses	MDC-ASH-103B	Introductory Mathematics
3	Multidisciplinary Courses	MDC-105B	Indian Vision for Human Society
4	Multidisciplinary Courses	MDC-107B	Indian Culture and Civilization
5	Multidisciplinary Courses	MDC-109B	Indian Science, Engineering and Technology
6	Multidisciplinary Courses	MDC-111B	Indian Town Planning and Architecture
7	Multidisciplinary Courses	MDC-113B	Indian Health, Wellness and Psychology

Table No. II Additional Course

S. No.	Category	Course Code	Course Name
1	Additional Courses	AEC-103B	French

Course Code	DSC-BBA-101B				
Category	Core Courses				
Course Title	Business Organization				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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. 				
Formative Assessment	30 Marks				
Summative Assessment	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 fundamental concepts of business organizations.	Level-1 Remember
CO2	Explain various forms of business organizations and government policies.	Level-2 Understand
CO3	Apply business methods and principles in decision making.	Level-3 Apply
CO4	Analyze the methods and principles of organization to solve business problems.	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
Unit-I	Overview Of Business: 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.
Unit-II	Forms Of Business Organization: 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.
Unit-III	Entrepreneurship: 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.
Unit-IV	Government and Business Interface: Stock Exchange in India (Role and Function), Business Combinations, Concept and Causes of Mergers and Acquisitions. Chambers of Commerce and Industries in India: Overview of FICCI, CII, Role of Trade Associations and their Influence on Policy Making.

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
Unit-I	Overview of Business	https://onlinecourses.swayam2.ac.in/nou21_mg03/preview
Unit-II	Forms of Business Organization	https://onlinecourses.swayam2.ac.in/nou21_mg03/preview
Unit-III	Introduction to Entrepreneurship	https://www.youtube.com/watch?v=ICYqc5_mJ5g&t=74s
Unit-IV	Government and Business Interface	https://youtu.be/2jDYW2xd98s?si=RBl7MPPYyRmLb3Zm

Course Code	DSC-BBA-103B				
Category	Core Courses				
Course Title	Basics of Accounting				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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. 				
Formative Assessment	30 Marks				
Summative Assessment	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 concepts of a financial accounting system and application in organizations.	Level-1 Remember
CO2	Describe the concepts of accounting system.	Level-2 Understand
CO3	Apply financial and accounting techniques to solve business problems.	Level-3 Apply
CO4	Determine 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
Unit-I	Introduction: 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).
Unit-II	Accounting Principles and Computerized Accounting System: Depreciation Accounting, Concept, Purpose, Advantages and Methods (Straight Line Method and Written Down Method), Bank Reconciliation Statement, Computerized Accounts by Using Tally Software.
Unit-III	Corporate Financing Through Shares and Debentures: 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).

Unit-IV	Final Accounts of a Company and Statutory Provisions: 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 V1 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
Unit-I	Introduction	https://youtu.be/BluFFtAA6o?feature=shared
Unit-II	Accounting Principles	http://sdnbvc.digimat.in/nptel/courses/video/110106050/L03.html
Unit-III	Corporate Financing through Shares and Debentures	https://youtu.be/4JKG5ZZ9T94
Unit-IV	Final Accounts of a Company and Statutory Provisions	http://sdnbvc.digimat.in/nptel/courses/video/110106147/L54.html

Course Code	DSC-BBA-105B				
Category	Core Courses				
Course Title	Basics of Economics				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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. 				
Formative Assessment	30 Marks				
Summative Assessment	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 concepts of business economics.	Level-1 Remember
CO2	Interpret the theories of consumption and production.	Level-2 Understand
CO3	Apply the theories and laws of micro economics to solve business problems.	Level-3 Apply
CO4	Analyze the process of decision making by consumers and producers.	Level-4 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
Unit-I	Introduction: 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.
Unit-II	Demand and Supply Analysis: 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.
Unit-III	Consumer Behavior (Utility Analysis): Meaning of Utility, Marginal Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Conditions of Consumer's Equilibrium. Consumer Behavior (Indifference Curve Analysis): 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

Unit-IV	Cost and Revenue: 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
Unit-I	Introduction	https://youtu.be/vzz2E7fU7Kk?feature=shared
Unit-II	Demand and Supply Analysis	https://youtu.be/6MGjbn7kO0
Unit-III	Consumer Behavior	https://youtu.be/CG46N6R-bwo?feature=shared
Unit-IV	Cost and Revenue	https://youtu.be/svespJwNQNo

Course Code	AEC-101B				
Category	Ability Enhancement Courses				
Course Title	General English-I				
Scheme and Credits	L	T	P	Credits	Semester-I
	1	1	0	2	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To build a strong foundation in basic English grammar, including parts of speech, subject-verb agreement, and determiners. 2. To understand the communication process, barriers, and types of communication, while developing strategies for effective interaction. 3. To develop listening, speaking, and reading skills, focusing on active listening, public speaking, and voice modulation. 4. To gain proficiency in writing notices, memos, circulars, and business letters with correct structure and layout. 				
Formative Assessment	65 Marks				
Summative Assessment	35 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	Explain the basics of English grammar and communication for effective interactions.	Level-1 Remember
CO2	Describe the parts of speech, communication barriers, listening strategies and frame technical documents.	Level-2 Understand
CO3	Apply grammar rules, communication principles and skills in personal and professional contexts.	Level-3 Apply
CO4	Apply 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
Unit-I	Basics of English Grammar: Parts of Speech, Conjunction, Prepositions, Articles, Subject-Verb Agreement and Noun-Pronoun Agreement, Determiners.
Unit-II	Basics of Communication: Definition, Nature, Importance of Communication, Communication Process, Barriers to Effective Communication and Overcoming Strategies, Types of Communication, Communication Networks.
Unit-III	Enhancing LSRW Skills: Listening Skills, Cognitive Process of Listening, Types of Listening, Active Listening Techniques, Barriers to Effective Listening, Speaking Skills, Public Speaking, Voice Modulation, Reading Skills.
Unit-IV	Technical Writing: 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
Unit-I	Basics of English Grammar	https://youtu.be/3oIAICs8N9I?si=B
Unit-II	Basics of Communication	https://youtu.be/J3oVY0O4PYk?si=3a5hO-SUga5H-ZDQ
Unit-III	Enhancing LSRW Skills	https://youtu.be/yyUiEp5ny_Y?si=o0VkCYDW4EP4v3PD
Unit-IV	Technical Writing	https://www.youtube.com/watch?v=BO7j-X87rM8

Course Code	SEC-101B				
Category	Skill Enhancement Courses				
Course Title	Computer Fundamentals and Office Automation Tool				
Scheme and Credits	L	T	P	Credits	Semester-I
	1	0	0	1	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To understand the fundamentals of computers, types, hardware, software, memory, and applications in business, education, and healthcare. 2. To understand document creation and editing in MS Word including advanced features like auto-text, mail merge, and formatting tools. 3. To develop skills in using MS Excel by creating and editing worksheets, applying formulas, functions, and creating charts for data analysis. 4. To understand presentation software for creating, editing slides, and using animations and advanced features. 				
Formative Assessment	15 Marks				
Summative Assessment	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 basic terms of computer fundamentals and MS Office.	Level-1 Remember
CO2	Explain fundamental concepts and applications of computer along with MS Office.	Level-2 Understand
CO3	Demonstrate computer fundamentals to operate hardware, software and manage memory system.	Level-3 Apply
CO4	Apply MS office tools for documentation, data analysis and engaging presentations.	Level-3 Apply

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
Unit-I	Computer Fundamental: 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 Computers, Hardware, Software, Memory (Primary Memory, Secondary Memory and Cache Memory), Computer Virus and Antivirus.
Unit-II	Documentation using MS-Word: 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.
Unit-III	Electronic Spread Sheet: Introduction to MS-Excel, Creating and Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts.
Unit-IV	Virtual Presentation Software: 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
Unit-I	Computer Fundamental	https://youtu.be/tas2eUavhREsi=t98GCs7srmiPQkny
Unit-II	Mail merge	https://www.youtube.com/watch?v=M69x9RSPHX0
Unit-III	Electronic Spread Sheet	https://www.youtube.com/watch?app=desktop&si=2ION7z5e2HvxxE7a&v=3q2eeVLLod8&feature=youtu.be
Unit-IV	Virtual Presentation Software	https://youtu.be/1GZ3OeOcaVA?si=UBz8q5IS3C0XVVio

Course code	LC-SEC-103B				
Category	Skill Enhancement Courses				
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"> 1. To understand the fundamentals concepts of computer and use the computer in business. 2. To demonstrate the ease to work with MS Office. 3. To develop skills in Microsoft Excel for creating time tables, analyzing student marks, and using charts for data visualization. 4. To explore Microsoft Access and its features for managing databases and understanding its applications in data handling. 				
Formative Assessment	35 Marks				
Practical/Viva- Voce	15 Marks				
Total Marks	50 Marks				
Duration of Exam	03 Hours				

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

COs	Course Outcomes	RBT Level
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

S. No.	Description
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:

Unit No	Topics	Links
Unit-I	Computer Fundamental	https://youtu.be/tas2eUavhREsi=t98GCs7srmiPQkny
Unit-II	Documentation using MS-word	https://youtu.be/1GZ3OeOcaVA?si=UBz8q5IS3C0XVVio
Unit-III	Electronic Spread Sheet	https://enine.digimat.in/nptel/courses/video/110105033/L13.html
Unit-IV	Virtual Presentation Software	https://youtu.be/1GZ3OeOcaVA?si=UBz8q5IS3C0XVVio

Course Code	VAC-113B				
Category	Value Added Courses				
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"> 1. To understand the basics of environmental studies, ecosystems, and sustainability. 2. To explore renewable and non-renewable resources, their issues, and conservation strategies. 3. To understand biodiversity, its value, threats, and conservation methods. 4. To understand pollution, climate change, and solutions for environmental disasters. 				
Formative Assessment	65 Marks				
Summative Assessment	35 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	Recall key environmental concepts and principles.	Level-1 Remember
CO2	Describe the environment, sustainability, natural resources, biodiversity, pollution and disaster.	Level-2 Understand
CO3	Apply environmental knowledge to propose solutions for sustainable practice, conservation of natural resources, pollution control and disaster management.	Level-3 Apply
CO4	Analyze the structure and function of ecosystem, effect of human activities on natural resources, types of biodiversity and role of individual in environment pollution.	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 is compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Introduction to Environmental Studies: 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).
Unit-II	Renewable and Non-renewable resources: 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).

Unit-III	Biodiversity and its Conservation: 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, Conservation of Biodiversity: Benefits and Name of the Methods of in-Situ and Ex-Situ Conservation of Biodiversity.
Unit-IV	Environmental Pollution: Definition, Causes, Effects and Control Measures of (Air Pollution and Water Pollution), Role of an Individual in Prevention of Pollution, Disaster Management: 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
Unit-I	Multidisciplinary nature of environmental Studies	https://nptel.ac.in/courses/122102006
Unit-II	Renewable and non-renewable resources	https://archive.nptel.ac.in/courses/121/106/121106014
Unit-III	Biodiversity and its conservation	https://nptel.ac.in/courses/129105008
Unit-IV	Environmental Pollution	https://archive.nptel.ac.in/courses/123/105/123105001/

Course Code	AEC-103B				
Category	Additional Courses				
Course Title	French				
Scheme and Credits	L	T	P	Credits	Semester-I
	1	1	-	2	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To understand foundational language skills necessary for basic communication, including introducing themselves and others, describing places, and talking about their surroundings. 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. 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. 				

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 skills to use simple texts (e.g., notices, short passages, emails) and extract relevant information to answer questions or complete given tasks.	Level-3 Apply
CO4	Apply listening skills to understand simple conversations or audio messages and respond appropriately by completing activities such as answering questions or writing brief personal messages.	Level-3 Apply

Unit No.	Contents
Unit-I	Reading: Reading Simple Texts Related to One's Immediate Environment such as Notices, Posters, Catalogs, Fliers, Personal Messages or Emails and Answering Questions on them.
Unit-II	Listening: 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.
Unit-III	Writing: Guided Writing will Include activities such as, Filling a Form, Writing Simple Phrases (Postcards, Messages, Invitations etc) on everyday Topics.
Unit-IV	<p>Speaking:</p> <p>Monologue: Describing and Presenting oneself, One's Immediate Environment and the People S/He Knows Using Simple Phrases and Sentences.</p> <p>Dialogue: Taking part in a Conversation and Interaction in a Simple way provided the other Person</p>

<p>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.</p>

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
Unit-I	French Absolute Beginners Guide	https://www.youtube.com/watch?v=Sk6YQynZ1h8
	Learn how to read in French	https://www.youtube.com/watch?v=sSCEoAWw0q4
Unit-II	French Listening Practice - 50 Everyday French Sentences	https://www.youtube.com/watch?v=Aofb0XEJlks
Unit-III	Learn how to write French with me	https://www.youtube.com/watch?v=9iUiei9YMCK
Unit-IV	Slow and Easy French Conversation Practice	https://www.youtube.com/watch?v=ReVCwcHwnZI

Course Code	MDC-BBA-101B			
Category	Multidisciplinary Courses			
Course Title	Foundations of Management			
Scheme and Credits	L	T	P	Credits
	2	0	0	2
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 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	50 Marks			
End Semester Examination	50 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 a strong foundation to the students on fundamentals of management.	Level-1 Remember
CO2	Explain their knowledge of functional areas of management and provide an understanding of various management theories and their applications.	Level-2 Understand
CO3	Apply organizational principles to develop effective structures, allocate responsibilities, and manage decision-making.	Level-3 Apply
CO4	Analyze various control techniques and assess their effectiveness in monitoring and improving organizational performance.	Level-4 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
Unit-I	Overview of Management: Concept, Nature, Process, Managerial levels (Technical, Conceptual, Interpersonal), Skills, Functions and Role of Managers, Challenges of Management.
Unit-II	Planning: 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), Decision Making: Types of Decision, Decision Making Process, Rational Decision Making.
Unit-III	Organizing: Meaning, Nature and Purpose of Organizing, Organization Structure, Departmentation, Span of Control, Centralization and Decentralization, Delegation of Authority and Responsibility.

Unit-IV	Controlling: 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
Unit-I	Introduction to Management	https://youtu.be/TtbImDfUt4c?feature=shared
Unit-II	Decision Making	https://youtu.be/B96-Gpn56sU?feature=shared
Unit-III	Delegation of Authority	https://youtu.be/GILXV7JLVnk?feature=shared
Unit-IV	Controlling: Issues, Types, Techniques and Importance	https://youtu.be/v7XmhnenEGs?feature=shared

Course Code	MDC-ASH-103B				
Category	Multidisciplinary Courses				
Course Title	Introductory Mathematics				
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"> 1. To understand the types, representation, and operations on sets, along with the basic laws of indices. 2. To explore matrix operations and determinants in solving linear equations. 3. To understand arithmetic and geometric progressions, their sums, and applications, along with some special sequences. 4. To understand permutation, combination, and the binomial theorem for solving problems. 				
Formative Assessment	50 Marks				
Summative Assessment	50 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	Recall the definitions and properties of sets, indices, matrices, determinants, sequences, series, permutations, combinations, and binomial theorem.	Level-1 Remember
CO2	Explain the operations on sets, matrix algebra, determinants, sequences, series, and the application of permutation, combination and binomial theorem principles.	Level-2 Understand
CO3	Apply the set theory, matrix operations, determinants, sequence and series calculations, and permutation and combination techniques to solve practical problems.	Level-3 Apply
CO4	Analyze the results from set operations, matrix methods, sequences, series, permutations, and combinations to analyze their practical applications and implications.	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.	Contents
Unit-I	<p>Theory of Sets: 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>Indices: Introduction, Law of Indices</p>
Unit-II	<p>Algebra of Matrices: Definition, Types of Matrices, Addition, Subtraction, Scalar Multiplication, Multiplication of Matrices and Its Properties.</p> <p>Determinants: Introduction, Minors, Co-Factors, Properties of Determinants, Applications of Determinants in Finding Solution of Linear Equations.</p> <p>Matrices (Continued): 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>
	Sequence and Series: Sequence, Series and Progression, Arithmetical Progression and Its

Unit-III	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.
Unit-IV	Permutation and Combination: Factorial Notation, Permutation, Circular Permutation, Combination, Practical Problem on Combinations. Binomial Theorem: Introduction, General term, Middle term, Absolute term, Coefficient of any Power of x.

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
Unit-I	Introduction to set theory	https://youtube.com/playlist?list=PLEHGYFbPuuMEMCD-8hwgnsZS0xKd8ydie&si=wr6io6TNmtN9CNsa
Unit-II	Arithmetic Progression	https://youtube.com/playlist?list=PLaAhQ2ofZZRD6WKjeCFg890_07QXWNT6i&si=uDeAM9Kq_4CZwK_K
Unit-III	Sequence and Series	https://youtube.com/playlist?list=PLVFqK_9GOGXm-Ia53f-yONR8XhwGknj9Z&si=YXFrCI3YdJnjYAez
Unit-IV	Permutation and Combination	https://youtu.be/iyIq1YSSA5E?si=Qukhh4uhRDgADByC

Course Code	MDC-105B				
Category	Multidisciplinary Courses				
Course Title	Indian Vision for Human Society				
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"> 1. To help the learner to understand the concept of “vasudhaiva kutumbkam” and its realization process as a base for the development of vision for a humane society 2. To help to identify the universality in humans and its coexistence in existence 3. To introduce the sense of responsibility, duties and participation of individual for establishment of fearless society. 4. To understand the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the holistic development of physical, mental and spiritual wellbeing of one and all, at the level of individual, society, nation and ultimately the whole world. 				
Formative Assessment	50 Marks				
Summative Assessment	50 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	Remember core concepts related to human existence, consciousness, and social harmony.	Level-1 Remember
CO2	Understand the aims of human life and the ethical foundations of individual and societal well-being	Level-2 Understand
CO3	Apply philosophical and ethical principles to personal conduct and social interactions.	Level-3 Apply
CO4	Apply integrated knowledge to promote harmony, balance, and purposeful living in society.	Level-3 Apply

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.

Unit No.	Contents
Unit-I	The world view & Vision of Human Society: The concept of non-duality of Prakriti (Jad) and Purush (Chetana), human as coexistence of Jad & Chetan, Pancha-mahabhutas, the root of sorrow and suffering, freedom from sorrow, salvation, eternal peace truth (vyaharika satya), ultimate truth. The acceptance of various systems of philosophy for realization of truth and complementariness in society in ancient Indian system.
Unit-II	Aspiration and Purpose of Individual and Human Society: Aims of Human life; at individual level and societal level. At societal level; Four purusarthas Dharma, Artha, Kama, Moksha. Individual level; Abhyudaya (progress), Nihshreyasa (perfection) Pravrthti, Nivrthti. Dharma; Dharma sutras (Gautama, apastamba, baudhayana, vasistha). Dharma-Shastra; (manusmriti, naradamrti, visnumrti, yajnavalkya smriti) sociology, different stages of life like studenthood householdership, retirement and renunciation, rites and duties, judicial matters, and personal laws (Aachara

	Vyavahara, Prayaschitta). Artha; Kautliya Arthashastra, Kamandakiya Nitisara, Brihaspati Sutra, Sukra Niti, Moksha: Human liberation (Ignorance to Knowledge)
Unit-III	<p>Program for Ensuring Human Purpose: at Individual and Societal level –I: Fundamental concept of Nitishastra: Satyanishtha Aur Abhiruchi (Ethics, Integrity & aptitude). The true nature of self; Shiksha Valli, Bhrigu Valli (concept of Atman-Brahman (self, soul). The true constitution of Human: Ananda Valli (Annamaya Kosha, Pranamaya Kosha, Manomaya Kosha, Vijnanamaya Kosha, Anandamaya Kosha). The four states of consciousness (Waking state, Dreaming state, Deep Sleep State, Turiya the fourth state), Consciousness (seven limbs and nineteen mouths), Prajna, Awareness. The Life Force <i>Prana</i> (Praana-Apaana-Vyaana-Udaana- Samaana)</p> <p>Program for Ensuring Human Purpose: at Individual and Societal level – II: Differentiating <i>Vidya</i> and <i>Avidya</i>, human bondages, Higher and Lower Knowledge (Para Vidhya & Apar Vidhya). Concept of Sattva, Rajas, Tamas and need of balancing the same, Patanjali yog sutra; Yama, Niyama, Asanas, pranayams, pratyahara, dharna, dhyana, Samadhi, Sixteen category of padartha, pramans (pratyaksh, anumana, upamana, shabda). Saadhana chatustayam (viveka, vairagya, mumukshatavam, shadsampathi (sama, dama, uparama, titiksha, shradha, samadhana), Understanding Nitya karma, Naimittika Karma, Kamy karma, prayaschitta karma, Nishidha Karma. Meditation and Progressive meditation (Narada's education), Ativadin to selfknowledge, Jyan yog, Karma yog, sanyas yog in aspect to harmonious practice in society</p>
Unit-IV	Practices for Ensuring Human Purpose – III: Practice in philosophy, architecture, grammar, mathematics, astronomy, metrics, sociology, economy and polity, ethics, geography, logic, military science, weaponry, agriculture, mining, trade and commerce, metallurgy, shipbuilding, medicine, poetics, biology and veterinary science.

Suggested Readings:

- Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
- Maharaj swami chidatmanjee, Ancient Indian Society, Anmol Publication.
- S. C. Manerjee, Society in Ancient India: Evolution Since the Vedic Times Based on Sanskrit, Pali, Pakrit and Other Classical Sources: No. 1 (Reconstructing Indian History and Culture), DK printing, India
- Rao, N. 1970. *The Four Values in Indian Philosophy and Culture*. Mysore: University of Mysore.
- Chakraborti, K. 2001. *Religious Process: The Puranas and the Making of Regional Tradition*, Delhi, OUP.
- Kuhn, T. 1970. *The Structure of Scientific Revolutions*, (2nd ed.). University of Chicago Press, USA.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Indian Philosophy	https://www.youtube.com/watch?v=ddJg3gzYEB8
Unit-II	Indian Philosophy (Orthodox & Heterodox Systems)	https://www.nptelprep.in/courses/109106059/videos
Unit-III	Indian Knowledge Systems	https://www.youtube.com/playlist?list=PLRfu94TCePTtVPR-kC4RpIGIwo7-ViCGP
Unit-IV	Philosophy & Consciousness (Sankhya/Yoga Focus)	https://archive.nptel.ac.in/courses/109/106/109106059/

Course Code	MDC-107B				
Category	Multidisciplinary Courses				
Course Title	Indian Culture and Civilization				
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"> 1. To introduce fundamentals of Ancient Indian Educations to understand the pattern and purpose of studying vedas, vedangas, upangas, upveda, purana & Itihasa 2. To help students to trace, identify and develop the ancient knowledge systems. 3. To help to understand the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the holistic development of physical, mental and spiritual wellbeing 4. To build in the learners a deep-rooted pride in Indian knowledge, committed to universal human right, well-being and sustainable development. 				
Formative Assessment	50 Marks				
Summative Assessment	50 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	Remember core ideas and texts of Indian knowledge traditions.	Level-1 Remember
CO2	Understand philosophical and scientific foundations of knowledge systems.	Level-2 Understand
CO3	Apply traditional concepts to interpret science, language, and culture.	Level-3 Apply
CO4	Apply integrated knowledge to real-life and managerial contexts.	Level-3 Apply

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
Unit-I	Introduction to IKS: Caturdaśa Vidyāsthānam, 64 Kalas, Shilpa Śāstra, Four Vedas, Vedāṅga, Indian Philosophical Systems, Vedic Schools of Philosophy (Sāṃkhya and Yoga, Nyaya and Vaiśeṣika, Pūrva-Mīmāṃsā and Vedānta), Non-Vedic schools of Philosophical Systems (Cārvāka, Buddhist, Jain), Puranas (Maha-puranas, Upa-Puranas and Sthala-Puranas), Itihasa (Ramayana, Mahabharata), Niti Sastras, Subhasitas
Unit-II	Foundation concept for Science & Technology: Linguistics & Phonetics in Sanskrit (panini's), Computational concepts in Astadhyayi Importance of Verbs, Role of Sanskrit in Natural Language Processing, Number System and Units of Measurement, concept of zero and its importance, Large numbers & their representation, Place Value of Numerals, Decimal System, Measurements for time, distance and weight, Unique approaches to represent numbers (Bhūta Sāṃkhya System, Kaṭapayādi System), Pingala and the Binary system, Knowledge Pyramid, Prameya – A Vaiśeṣikan approach to physical reality, constituents of the physical reality, Pramāṇa, Saṃśaya
Unit-III	Indian Mathematics & Astronomy in IKS: Indian Mathematics, Great Mathematicians and their contributions, Arithmetic Operations, Geometry (Sulba Sutras, Aryabhatiya-bhasya), value of π , Trigonometry, Algebra, Chandah Sastra of Pingala, Indian Astronomy, celestial coordinate system,

	Elements of the Indian Calendar Aryabhatiya and the Siddhantic Tradition Pancanga – The Indian Calendar System Astronomical Instruments (Yantras) Jantar Mantar or Raja Jai Singh Sawal.
Unit-IV	Indian Science & Technology in IKS: Indian S & T Heritage, sixty-four art forms and occupational skills (64 Kalas) Metals and Metalworking technology (Copper, Gold, Zinc, Mercury, Lead and Silver), Iron & Steel, Dyes and Painting Technology), Town & Planning Architecture in India, Temple Architecture, Vastu Sastra, Humanities & Social Sciences in IKS: Health, Wellness & Psychology, Ayurveda Sleep and Food, Role of water in wellbeing Yoga way of life Indian approach to Psychology, the Triguna System Body-Mind-Intellect- Consciousness Complex. Governance, Public Administration & Management reference to Ramayana, Artha Sastra, Kautilyan State

Suggested Readings:

- Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
- Kapur K and Singh A. K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.
- Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
- SK Das, The education system of Ancient hindus, Gyan publication house, India
- BL Gupta, Value and distribution system in india, Gyan publication house, India
- Reshmi ramdhoni, Ancient Indian Culture and Civilisation, star publication, 2018
- Supriya Lakshmi Mishra, Culture and History of Ancient India (With Special Reference of Sudras), 2020.
- Gambirananda, Swami, Tr. *Upanishads with the Commentary of Sankarachrya*. Kolkata: Advaita Ashrama publication Department, 2002.
- Ranganathananda, Swami. *The Massage of the Upanishads*. Bombay: Bharathya Vidya Bhaven, 1985.
- Om Prakash, Religion and Society in Ancient India, Bhariya Vidhya Prakashan, 1985

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Indian Knowledge Systems (Philosophy & Culture)	https://www.youtube.com/watch?v=5f0phlOdYvU
Unit-II	Ayurveda & Traditional Medicine in Indian Knowledge Systems	https://www.youtube.com/watch?v=xORzinU4oC8
Unit-III	Indian Contributions to Mathematics (Ancient Mathematics & Systems)	https://www.youtube.com/watch?v=T0gCkyKVQUg
Unit-IV	Indian Astronomy & Calendar Systems	https://www.youtube.com/watch?v=JpZBaHsQ2Ws

Course Code	MDC-109B				
Category	Multidisciplinary Courses				
Course Title	Indian Science, Engineering and Technology				
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"> 1. To familiarize learners with major sequential development in Indian science, engineering and technology. 2. To review & strengthen the ancient discovery and research in physics, chemistry, maths, metallurgy, astronomy, architecture, textile, transport, agriculture and Ayurveda etc. 3. To help students to trace, identify and develop the ancient knowledge systems to make meaningful contribution to development of science today 4. To help to understand the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the scientific, technological and holistic development of physical, mental and spiritual wellbeing. 				
Formative Assessment	50 Marks				
Summative Assessment	50 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	Recall key ideas, historical contributions of traditional knowledge systems.	Level-1 Remember
CO2	Understand the principles, cultural knowledge creation and practice.	Level-2 Understand
CO3	Apply traditional scientific concepts to explain natural phenomena, health, and technology.	Level-3 Apply
CO4	Apply integrated knowledge to relate traditional practices with contemporary life and sustainability.	Level-3 Apply

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
Unit-I	Indian Traditional Knowledge; Science and Practices: Introduction to the Science and way of doing science and research in India, Ancient Science in Intra & Inter Culture Dialogue & co evolution. Traditional agricultural practices, Traditional water-harvesting practices, Traditional Livestock and veterinary Sciences Traditional Houses & villages, Traditional Forecasting, Traditional Ayurveda & plant-based medicine, Traditional writing Technology
Unit-II	Ancient Indian Science (Physics, Chemistry, Maths): Physics in India: Vaisheshika darshan atomic theory & law of motion, theory of panchmahabhoota, Brihath Shathaka (divisions of the time, unit of distance), bhaskarachaya (theory of gravity, surya siddhanta & sidhanta shriomani), Lilavati (gurutvakashan Shakti). Chemistry in India Vatsyayana, Nagarjuna, Khanda, Al-Biruni, Vagbhata – building of the ras-shala (laboratory), working arrangements of ras-shala, material and equipment, Yaśodhara Bhaṭṭa-process of distillation, apparatus, saranasamskara, saranataila Mathematics in India: Baudhayana’s Sulba sutras, Aryabhata, Bhaskaracharya- I, Severus Sebokht, Syria, Brahmagupta, Bhaskaracharya-II, Jyēṣṭhadeva.

Unit-III	<p>Ancient Indian Science (metallurgy, Astronomy, Architecture): Metallurgy in India: Suvarna (gold) and its different types, prosperities, Rajata(silver), Tamra(copper), Loha(iron), Vanga(tin), Naga / sisa (lead), Pittala(brass), Astronomy in India Vedang Jyotish, Aryabhata Siddhanta, Mahabhas kriya, Laghubhas kriya, vatesvarasiddhanta, Sisyadhivrdhida, Grahashyay, Goladhyaya, Karabakutuhala (Aryabhata, Varahamihira, Brahmagupta, Vatesvara, Bhaskara, Paramesvara, NilakanthaSomayaji, Jyesthadeva, SankaraVarman). Architecture in India: Nagara (northern style), Vesara (mixed style), and Dravida (southern style), Indian vernacular architecture, Temple style, cave architecture, rock cut architecture, kalinga architecture, chandels architecture, Rajput architecture, jain architecture, sikh architecture, Maratha architecture Indo-Islamic architectural, Indo-Saracenic revival architecture, Greco Buddhist style.</p>
Unit-IV	<p>Ancient Indian Science (Textile, Agriculture, Transport): Textile Technology in India: Cotton (natural cellulose fiber), silk, wool (natural protein fibers), bast and leaf fibres, mridhu dhautadhu pitam baram (meaning a practice of fumigating the fabric with incense smoke before use as a part of the finishing process), Sita dhautavasayanayugala (bleached white—a finishing process); suchhastah, sutradharah (needle and thread – tools for stitching). dyeing, washing spinning and weaving technology, Agriculture in India: Krishi suktas, Krishi parashara, Brihat samhita, Types of crops, Manures, Types of land- deva matruka, Nadi matruka, use of animals in warfare, animal husbandry, Animals for medicines. Ancient transport in India</p> <p>Ancient Indian Science (Ayurveda & Yoga): Ayurveda for Life, Health and Well-being: Introduction to Ayurveda: understanding Human body and Pancha maha Bhuta, the communication between body & mind, health regimen for wellbeing, introduction to yoga (raja yoga, astang yoga, Gyan yoga), understanding of Indian psychological concept, consciousness, tri dosha & tri guna.</p>

Suggested Readings:

- Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
- Kapur K and Singh A. K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatva Bodh of Shankaracharya, Central Chinmay mission trust, Bombay, 1995.
- SK Das, The education system of Ancient Hindus, Gyan publication house, India
- R P Kulkarni, Glimpse of Indian Engineering and Technology (Ancient & Medieval period, Munshi ram Manohar Lal Publishers Pvt. Ltd. 2018
- AK Pathak, Science and Technology in India, Anshika Prakashan pratapgarh, 2016
- PB Sharma, S. Narain, Doctors Scientists and Engineers of Ancient India, Kalpaz Publications 2017
- Anonyms, History of Science in India- Volume-I Part-I (Physics, Mathematics and Statistics), the national academy of science, India & the Ramkrishna mission institute of culture, 2014
- Dharmpal, Indian science and technology in the eighteen century, rashtrottahana sahitya, 1983
- S Biswal, B L ray, Vedic Science and technology, DK Print world, 2009
- A.K Bag, History of technology in Indian (Set 3 vol), Indian Nation Science Academy, 1997.
- AR Vasudev Murty, Science and Technology in Ancient India as Reflected in the Mahabharata, Sanskrit Bharati, 2019

Useful Video Links:

Unit No	Topics	Links
Unit-I	Indian Traditional Knowledge & Research Culture	https://archive.nptel.ac.in/courses/121/106/121106003/?
Unit-II	Ancient Indian Science (Physics, Chemistry, Maths)	https://www.youtube.com/watch?v=T0gCkyKVQUg
Unit-III	Ancient Indian Science (Metallurgy, Astronomy, Architecture)	https://www.youtube.com/watch?v=r5KTrbJlKAA

Course Code	MDC-111B				
Category	Multidisciplinary Courses				
Course Title	Indian Town Planning and Architecture				
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"> 1. To develop the knowledge and analysis on the understanding of eco-friendly, robust and scientific planning and architecture system of ancient India. 2. To understand the importance of functional, aesthetic, psychological, culture and socio religious concept of ancient India architecture. 3. To help the learners to trace, identify and develop the approach, process and material used in town and planning, construction and architecture. 4. To understand the various eco-friendly technology accepted in ancient civilization 				
Formative Assessment	50 Marks				
Summative Assessment	50 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	Recall the concepts related to human settlements and architectural traditions.	Level-1 Remember
CO2	Understand how culture, environment, and human needs influence-built forms.	Level-2 Understand
CO3	Apply principles of form, space, materials in architectural examples.	Level-3 Apply
CO4	Apply analytical understanding to compare regional and period-based architectural practices.	Level-3 Apply

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
Unit-I	The Introduction to ancient Architecture: Introduction to relationship between Man, Nature, Culture and city forms. Study of determinants (Natural and man-made) influencing location, growth & pattern of human settlements including types of settlements growth (Organic and planned) and settlement forms. Architecture as satisfying human needs: functional, aesthetic and psychological outline of components and aspects of architectural form-site, structure, skin, materials, services, use, circulation, expression, character, experience. Understanding of the causative forces - the cultures, history, socio religious practices and institution, political and economic conditions, issues of land, climate and technology, Historical and Primitive Architecture.
Unit-II	Ancient Architecture as Expression of Art & Design: Relationship between Art and Design with man, space and environment. Expression in Art and Architecture – concept of space, sense of enclosure openness, robustness, dynamism, spatial geometry, Eco-friendliness. Architecture through use of elements of visual arts such as point, line, plane, form, space, colour, texture, light, solids and voids, shadow and shade etc. Understanding of effect of scale, proportions, order, material effects such as textures, patterns, light, sound, temperature etc in architectural spaces. Allied visual and performing arts and its relationship to build environments using colour theory, symbolism, glass painting, scriptural writing, clay moulding, stone carving. Important Indian architecture as per elements space & form Form: specific geometry form (sphere, cube, pyramid, cylinder and cone and its sections as well as their derivatives) Space: build form space, open space,

	Internal and External space, Continuous spaces Centralized, Linear, Radial Clustered, Grid space Different type of Materials used for construction in Ancient Indian architecture. Clay products: Classification of bricks, Fire Brick, Fly Ash Bricks, Tiles, Terracotta, Earthenware, Porcelain, Stoneware. Stones: Uses of Stones, Qualities of Good Building Stones, Dressing, Common Building Stones of India. Glass: Different glass Forms and their Suitability, Timber: Different Forms and their Suitability Metals: Ferrous & Nonferrous Metals and Alloys, and, their Suitability, limitations, precautions Paints and Varnishes: Different types and their Suitability, limitations, precautions.
Unit-III	Ancient Architecture Principle & Planning: Design: Principles of designing – Composition of Plan. Inception and development of the early Hindu temple form with reference to Vedic and Buddhist planning principles and design elements; Development of regional styles and manifestations thereof; Evolution of temple complexes and temple towns; Planning: Residence- site selection, site orientation- aspect, prospect, grouping, circulation, privacy, furniture requirements, services and other factors. Vastu shastra and its importance in building interrelationship with human, nature and cosmos Town Planning: Town plans of Harappa, Mohenjo-Daro, Pataliputra, Delhi. Vastu shastra and its application in city layout.
Unit-IV	Ancient Architecture-I: The settlement planning pattern, elements, associated forms, typical Vedic village, towns (Dandaka, Nandya vartha etc.), typology of Shelters and civic buildings of ancient architecture in reference to following civilization: Indus Valley, Aryan/Vedic Civilisation, Buddhist Architecture, Indo Aryan & Dravidian Architecture. Role of Shilpa sastras and Artha shastra in settlement planning. Important architecture: Great baths, Development of fortification, walled towns, structures developed e.g.: Stupas, Viharas, Chaityas, Stambhas, Torana, sacred railing etc. Study of worshipping places with especial reference to Indo Aryan / Nagara style & Dravidian style (Chola, Chalukya, Pallava, Satavahana, Hoysala, Vijayanagar etc.), design of shikharas & gopuram, rock-cut and structural examples of temples. Ancient Architecture-II: Evolution of Hindu Temples in different period: Gupta, Aihole, Badami, Pattadakal, Mahabalipuram, Indo Aryan Style in Orrisa, Khajuraho, Gujarat, Rajasthan. Dravidian Style in Chola, Chalukyan, Pandya, Pallava, Hoysala Style, Revival of Hindu architecture of South India at Vijaynagara and Madurai Tradition Indian villages & House: Regional house construction, interior & importance e.g. Rajasthani house, bhungas of Kutch, nalukettu of Kerala, Ikra of assam, manduva logili or illu of Andra Pradesh, Wadas of Maharashtra, Mud houses of Madhya Pradesh, kathkuni of Himachal Pradesh, khanjaghara of orisha, Taq and dhajji diwari of Kashmir etc. Scientific achievements though ancient architect: Jantar Mantar, Musical Pillars of Vitthal temple, Sundial of Konark temple, construction of eight shiva temple in straight line from Kedarnath to Rameshwaram at longitude 79°E 41'54", Veerbhadra temple with 70 hanging pillars, Ellora caves excavating the mountain, Jaipur plan pink city etc.

Suggested Readings:

- Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
- Kapur K and Singh A. K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatva Bodh of Shankaracharya, Central Chinmay mission trust, Bombay, 1995.
- Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
- Dr. V. Ganapati Sthapati, Building Architecture of Sthapatya Veda
- Binode Behari Dutt, Town planning in ancient India, Life Span Publishers & Distributors
- NR Dave, A Study of The Hindu Science of Architecture and its Practice with Special Reference to Raja Vallabha, Bharti Vaidya Bhavan, 2011
- M W Meister, South India Lower Dravida Desa - Encyclopaedia of Indian Temple Architecture (Set of 2 Books)- An Old and Rare Books, American Institute of Indian Studies, 1999
- D N Shukla Civil Architecture in Ancient India (Part-I) Meharchand Lakshmi Das publication, 2016.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Early Architecture & Human Settlements	https://www.youtube.com/watch?v=zq8t_XnJhTQ
Unit-II	Buddhist, Early Temple & Built Forms	https://www.youtube.com/watch?v=zq8t_XnJhTQ
Unit-III	Temple Evolution & Material/Spatial Concepts	https://www.youtube.com/watch?v=7Bx9UYSIIDk
Unit-IV	Historical Examples & Site Planning	https://www.nptelprep.in/courses/124106009/videos?

Course Code	MDC-113B				
Category	Multidisciplinary Courses				
Course Title	Indian Health, Wellness and Psychology				
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"> 1. To Understand the fundamental principles of Indian health systems such as Ayurveda and yoga which are useful in maintaining the health of a healthy person 2. Understand traditional way of cleansing the body regularly, strengthening body with Yogic exercises, maintaining the internal balance to prevent diseases 3. To Understand our unique Mind Body Constitution and choosing the right lifestyle suitable to maintain the internal balance. 4. Understanding mind and its dynamics through knowledge of Ayurveda and Yoga and using the knowledge to maintain harmony between body and mind to achieve perfect mental health. 				
Formative Assessment	50 Marks				
Summative Assessment	50 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	Recall fundamental concepts related to human constitution, health maintenance, and mind–body interrelationships.	Level-1 Remember
CO2	Explain how internal balance, lifestyle practices, and mental factors influence overall wellbeing and immunity.	Level-2 Understand
CO3	Apply principles of daily and seasonal routines, diet, and self-care practices to promote physical and mental health	Level-3 Apply
CO4	Apply integrative mind–body principles to enhance resilience, self-awareness, and holistic health in everyday life.	Level-3 Apply

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
Unit-I	Understanding human body: Introduction to Ayurveda, the Knowledge of Life, Health and treatment aspects in Ayurveda, Influence of Pancha maha Bhuta on Internal environment of Human being, understanding composition of Human body through the concept of Dosha Dhatu Mala, Understanding Prakruthi, the Mind – Body Constitution.
Unit-II	Understanding the communication between body & Mind: Establishing communication between body and mind by understanding the language of body. Understanding the concept of Agni, Koshta, Sara and Ojas and their relevance in enhancing our immunity to protect from various infections. Looking at the world through the lenses of Dravya, Guna and Karma Applying the principle of Samanya and Vishesha in every aspect of life to achieve perfect health.
Unit-III	Introduction to Health Regimen: Understanding Swastha vritta, the healthy regimen to maintain state of wellbeing Dinacharya, the Daily regimen including Daily detoxification, exercise, Intake of Food, Water, Air and Sunlight, work and ergonomics, Rest and sleep hygiene. Ritu charya, the seasonal regimen, Sadvritta and the concept of social wellbeing, understanding trividha upastambhas, three pillars to health, Concept of Shadrassa in choosing appropriate nourishment to the body and mind.

Unit-IV	<p>Introduction to Yoga: Definition, Meaning and objectives of Yoga, Relevance of yoga in modern age. Brief Introduction of Hatha yoga, Raja yoga, Karma yoga, Gyana Yoga, Bhakti yoga Understanding eight steps of Ashtanga yoga, Understanding Shatkriyas, the six cleansing procedures of Yoga</p> <p>Introduction to Indian Psychology: Concept of Manas in Ayurveda and understanding Mind Body harmony, Triguna based Psychology in Ayurveda and Yoga, Influence of Tri dosha on Mind, Mind body intellect and consciousness complex, Understanding Consciousness and solution to issues within Human Mind.</p>
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Suggested Readings:

- The Charaka Samhita
- The Susruta Samhita
- Teh Ashtanga Hridaya
- Dr Deepak Chopra, Perfect Health--Revised and Updated: The Complete Mind Body Guide, Harmony publication, 2001
- Vasant lad, Ayurveda, the Science of Self-healing: A Practical Guide: Science of Self- healing, lotus press, 1984
- The Hatha yoga pradipika
- The Patanjali yoga sutras
- The Gheranda Samhita
- BKS Iyengar, Light on Yoga: The Classic Guide to Yoga by the World's Foremost Authority, Thronson Publication, 2006
- Swamy Satyananda Saraswati, Asana, Pranayama, Mudra and Bandha, Bihar School of Yoga, 2002

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introductory Concepts & Roots of the Tradition	https://www.youtube.com/watch?reload=9&v=16-q-V9lG5w&embeds_referring_euri=https%3A%2F%2F
Unit-II	Human Body, Constitution & Balance	https://www.youtube.com/watch?v=ty9ZfluxOFk&embeds_referring_euri
Unit-III	Healthy Living & Well-Being (Daily/Seasonal Regimen)	https://www.youtube.com/watch?v=9AJseqmcrfQ

Scheme of Studies and Examination
BBA – 2nd Semester (GITAM)
w.e.f. 2025-26

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical /Viva- Voce	Total
1	Core Courses	DSC-BBA-102B	Principles of Management and Organizational Behavior	3	1	0	4	4	30	70	-	100
2	Core Courses	DSC-BBA-104B	Marketing Management	3	1	0	4	4	30	70	-	100
3	Core Courses	DSC-BBA-106B	Business Statistics and Logic	3	1	0	4	4	30	70	-	100
4	Multidisciplinary Courses	MDC-108B	Media Literacy and Critical Thinking	2	0	0	2	2	50	50	-	100
5	Ability Enhancement Courses	AEC-102B	Business Communication	1	1	0	2	2	65	35	-	100
		AEC-104B	General English-II	1	1	0	2	2	65	35	-	100
6	Additional Courses	Refer Table No.- I	(Additional Course) Hindi or Sanskrit and Modern Indian Languages (To be decided by the Institute/College at them level) (1-1-0) or Any Course of similar credits in any Indian language from SWAYAM portal	-	-	-	-	No credit	-	-	-	-
7	Value Added Courses	VAC-102B	Indian Constitution	2	0	0	2	2	65	35	-	100
Total Credits								20				700

Note:

- The duration of all the end-term theory examinations shall be 3 hours.
- The Criteria for awarding the formative assessment of 30 marks throughout the Program shall be as under:
 - Sessional Examination: 15 marks.
 - Assignments/ Presentations/ Seminars and Class Participation: 10 marks
 - Attendance: 5 marks
(Less than 65% - 0 marks; Upto 70% - 2 marks; Upto 75% - 3 marks; Upto 80% - 4 marks; Above 80% - 5 marks)
- The panel of examiners for end-semester theory examinations shall be prepared and approved by the BOS, comprising internal and external examiners based on their expertise, specialization, and area of interest.
- The formative assessment criteria for **Multi-Disciplinary Course** in Semester II will be as follows:

Sessional Test	20 Marks
Assignment/ Case Study/ Mini Project	10 Marks
Book Review/ Essay/ Seminar	10 Marks
Quiz/ Group Discussion/ Debate	05 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

- The formative assessment criteria for **Ability-Enhancement Course** in Semester II will be as follows:

Sessional Test	30 Marks
Peer Discussion/ Debate/ Extempore Speech	10 Marks

Role Play	05 Marks
Assignment/Essay/ Article/ Report Writing	15 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

6. The formative assessment criteria for **Value Added Course** in Semester II will be as follows:

Sessional Test	30 Marks
Class Assignment/ Case Study/ Mini Project	15 Marks
Quiz/ Seminar/ Group Discussion/ Debate	15 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

7. An '**Additional Course**' is a non-credit course that is undertaken for learning purposes only. If completed, the '**Additional Course**' may be recorded and will be assessed on a **Grading** basis.

Evaluation will be based on formative assessment

Written Test	25 Marks
Peer Discussion/ Debate/ Extempore Speech	40 Marks
Role Play	10 Marks
Essay/ Article/ Report Writing	20 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

Marks (%)	Letter Grade	Grade Point
>90	O(Outstanding)	10
>75 to 90	A+(Excellent)	9
> 65 to 75	A (Very good)	8
>55 to 65	B+(Good)	7
> 50 to 55	B (Above average)	6
> 40 to 50	C(Average)	5
40	P (Pass)	4
Less than 40	F(Fail)	0
-	Ab (Absent)	0

8. Exit Criteria after First Year of BBA Program: The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement- encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the Institute. The exiting students will clear the subject / submit the Internship Report as per the Institute schedule.

Total Credits (20+20=40+4) for UG Certificate (Business Administration)

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Semester-II
Table No. I Additional Course

S. NO.	Category	Course Code	Course Name
1	Additional Courses	AEC-106B	Hindi

Course Code	DSC-BBA-102B				
Category	Core Courses				
Course Title	Principles of Management and Organizational Behavior				
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"> 1. To understand the fundamental concepts, principles, and evolution of management along with planning, organizing, staffing, directing, and controlling functions. 2. To explore ethical, social, cross-cultural, and sustainable management practices for effective organizational performance and leadership. 3. To understand decision-making, strategic thinking, and performance management skills using modern management and strategic management approaches. 4. To learn about the individual and group behavior in organizations, including motivation, personality, leadership, communication, and organizational culture. 				
Formative Assessment	30 Marks				
Summative Assessment	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 fundamental concepts of Management and organizational behavior.	Level-1 Remember
CO2	Explain the principles, functions, and evolution of management and organizational behavior.	Level-2 Understand
CO3	Apply various management tools and techniques in organizational scenarios.	Level-3 Apply
CO4	Analyze the role of various management practices for organizational performance.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will have 07 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
Unit-I	Fundamentals of Management and Planning: Meaning, significance and Principles of management; Levels of management and managerial skills; Evolution of management thought; Classical, Behavioural, Quantitative, Systems, Contingency and Modern approaches Functions of management; Planning – nature, types and process; Decision-making; Organizational structure, Design and types, authority, responsibility and delegation, Centralization Vs Decentralization of authority & responsibility, MBO and MBE; Staffing – recruitment and selection.
Unit-II	Control and Strategic Management: Meaning and Nature of Directing; Hawthorn effect Communication in management; Controlling – process and types; Performance measurement; Strategic management – concept and SWOT analysis; Strategy implementation and evaluation; Ethical issues in management; Corporate social responsibility; Sustainable management practices.

Unit-III	Organizational Behavior and Individual Behavior: Organizational behavior – meaning, importance and historical development; Factors influencing organizational behavior; Contributing disciplines and models of OB; Individual behavior; Personality – determinants, type A and B, Big Five personality types and stages; Attitudes and job-related attitudes; Learning and perception; Values – terminal and instrumental; Motivation – concept and importance; Motivation theories – Maslow, Herzberg, McGregor; Contemporary motivation theories – Goal-setting, Reinforcement and Self-efficacy.
Unit-IV	Group Behavior, Leadership and Organizational Culture: Groups and teams – concept and stages of group development; Group norms, groupthink and group conflict; Types of teams and e-teams; Team building; Leadership – concept and theories (Behavioral, contingency); Transformational and charismatic leadership; Indian leadership styles with other countries; base of Power; Organizational culture – concept and impact; Creating and sustaining culture; Ethical and positive cultures; Cross-cultural management-need and importance; Stress and its management.

Suggested Readings:

- Management Principles and Applications by V. S. P. Rao, Taxmann Publications
- Principles of Management by D. Bright et al., OpenStax Textbooks, Houston
- Principles of Management by Premvir Kapoor, Khanna Book Publishing
- Management by S. P. Robbins and M. A. Coulter, Pearson
- Organizational Behavior by K. Aswathappa, Himalaya Publishing House, Mumbai, 18th Edition
- Organizational Theory and Behavior by L. M. Prasad, Sultan Chand & Sons, New Delhi
- Organizational Behavior: An Evidence-Based Approach by Fred Luthans, McGraw Hill Publishers Co. Ltd., New Delhi
- Organizational Behavior by Stephen Robbins, Prentice Hall of India Ltd., New Delhi

Useful Video Links:

Unit No	Topics	Links
Unit-I	Principles of Management	https://www.nptelprep.in/courses/110105146/videos?utm
Unit-II	Strategic Management	https://www.nptelprep.in/courses/110108047/videos?utm
Unit-III	Introduction to Organization Management, Nature, Scope and Complexity	https://nptel.ac.in/courses/110102016?utm
Unit-IV	Leadership and Team Effectiveness	https://www.nptelprep.in/courses/110107159

Course Code	DSC-BBA-104B				
Category	Core Courses				
Course Title	Marketing Management				
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"> 1. To Understand the nature, scope, evolution, core concepts and various orientations of marketing. 2. To Assess contemporary marketing practices including ethics, social responsibility, rural, green and social marketing for sustainable business growth. 3. To understand pricing, promotion and distribution channel decisions and their role in creating customer value and competitive advantage. 4. To learn about product decisions including PLC, branding, product mix, portfolio strategies (BCG matrix), innovation and new product development. 				
Formative Assessment	30 Marks				
Summative Assessment	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	Recall fundamental concepts, terminology and frameworks related to marketing management.	Level-1 Remember
CO2	Explain concepts, processes and relationships to demonstrate conceptual understanding about marketing management.	Level-2 Understand
CO3	Apply appropriate concepts and tools to solve practical and contextual problems related to marketing.	Level-3 Apply
CO4	Analyze situations and data to examine patterns, issues and implications for effective decision-making.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will have 07 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 is compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)
Unit-II	Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behaviour, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behaviour, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer

Unit-III	Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price. Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.
Unit-IV	Marketing of Services: Unique Characteristics of Services, Marketing Strategies for Service Firms-7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Suggested Readings:

- Marketing Management (16th Edition) by P. Kotler, K. Keller, et al., Pearson Education Pvt. Ltd.
- Strategic Market Management: Global Perspectives by D. A. Aaker and Christine Moorman, John Wiley & Sons
- Marketing Management by Philip Kotler, Kevin Keller, Alexander Chernev and Jagdish N. Sheth, Pearson Higher Education
- Principles of Marketing (17th Edition) by P. Kotler, G. Armstrong and P. Y. Agnihotri, Pearson Education
- Marketing Management: Indian Context Global Perspective (6th Edition) by V. S. Ramaswamy and S. Nandakumar, Sage Publications India Pvt. Ltd.
- Digital Marketing (7th Edition) by D. Chaffey and F. Ellis-Chadwick, Pearson Higher Education

Useful Video Links:

Unit No	Topics	Links
Unit-I	Marketing Management	https://www.digimat.in/nptel/courses/video/110104068/L01.html
Unit-II	Market Segmentation, Targeting, and Positioning	https://digimat.in/nptel/courses/video/110107147/L23.html
Unit-III	Pricing Products and Services	https://digimat.in/nptel/courses/video/110107147/L39.html
Unit-IV	Rural Marketing	http://onlinecourses.swayam2.ac.in/nou25_mg25/preview

Course Code	DSC-BBA-106B				
Category	Core Courses				
Course Title	Business Statistics and Logic				
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"> 1. To understanding data classification, presentation, and statistical measures of central tendency, dispersion, skewness, and kurtosis for effective data analysis. 2. To learn about relationships between variables using correlation and regression techniques for interpretation and prediction. 3. To introduce fundamental concepts of probability and probability distributions and apply them to solve real-life and business-related problems. 4. To enhance logical, analytical, and reasoning skills through numerical, analytical, and deductive reasoning techniques. 				
Formative Assessment	30 Marks				
Summative Assessment	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	Recall fundamental concepts and terminology used in business statistics and logical analysis.	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:

1. Examiner will set nine questions in total. Question one will have 07 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
Unit-I	Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis: Classification and tabulation of data, frequency distribution, diagrams and graphs, measures of central tendency arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.
Unit-II	Correlation and Regression: Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. Regression - meaning and utility of regression analysis, comparison between correlation and regression, regression lines -x on y, y on x, regression equations and regression coefficients. Meaning

Unit-III	Probability and Probability distributions: Introduction to probability, basic concepts of probability-classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.
Unit-IV	Introduction to Logic: Number series, coding decoding and odd one out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.

Suggested Readings:

- Statistics for Management by R. I. Levin and D. S. Rubin, Pearson, Delhi
- Statistics: Theory and Practice by Pillai and Bagavathi, S. Chand Publishing
- Statistical Methods by S. P. Gupta, Sultan Chand and Sons
- Fundamentals of Statistics by S. C. Gupta, Himalaya Publishing House
- The Practice of Business Statistics by Sharma and Gupta, Khanna Publishing House
- Business Statistics by J. K. Sharma, Vikas Publishing House

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Statistics and Data	https://nptel.ac.in/courses/110107114?utm
Unit-II	Regression	https://nptel.ac.in/courses/110107114?utm
Unit-III	Introduction to Probability Theory and Statistics	https://onlinecourses.nptel.ac.in/noc25_ma33/preview?utm
Unit-IV	Nature and Scope of Deductive and Inductive Arguments	https://www.nptelprep.in/courses/109104040/materials?utm

Course Code	MDC-108B				
Category	Multidisciplinary Courses				
Course Title	Media Literacy and Critical Thinking				
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"> 1. To understand fundamental concepts, terms, and principles related to media, communication, and critical thinking. 2. To foster media literacy principles for navigating digital media landscapes and evaluating credibility. 3. To understand media production dynamics and ownership structures in the Indian context. 4. To address ethical and regulatory considerations in media practices. 				
Formative Assessment	50 Marks				
Summative Assessment	50 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 fundamental concepts, terms related to media, communication, and critical thinking.	Level-1 Remember
CO2	Understand the complexities of media production, distribution, and audience behaviour.	Level-2 Understand
CO3	Apply media literacy principles to make informed decisions about media consumption and production.	Level-3 Apply
CO4	Apply various techniques to gather media content and information across different platforms.	Level-3 Apply

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 is compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Foundations of Media Literacy and Critical Thinking: Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviours.
Unit-II	Deconstructing Media Texts: Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

Unit-III	Media Consumption and Production Dynamics: Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns
Unit-IV	Ethics, Regulation, and Digital Media Literacy: Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

Suggested Readings:

- Media Literacy (8th Edition) by W. J. Potter, SAGE Publications
- Media Literacy in the Digital Age by R. Hobbs, Routledge
- Thought and Knowledge: An Introduction to Critical Thinking (5th Edition) by D. F. Halpern, Psychology Press
- Thinking, Fast and Slow by Daniel Kahneman, Farrar, Straus and Giroux
- Media Literacy Education in Action: Theoretical and Pedagogical Perspectives by J. Kahne and B. Bowyer
- The Media Literacy Handbook by K. Barbour and J. Marshall, ASCD
- Media Laws and Ethics in India by N. K. Bhaskar, Lexis Nexis
- The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change (30th Anniversary Edition) by S. R. Covey, Simon and Schuster

Useful Video Links:

Unit No	Topics	Links
Unit-I	Media Literacy: Policy Perspectives, Concept, Need and Scope	https://www.youtube.com/watch?v=39n9sDB0grc
Unit-II	Text, Textuality and Digital Media	http://digimat.in/nptel/courses/video/109102156/L01.html
Unit-IV	Digital and Social Media Marketing	https://www.digimat.in/nptel/courses/video/110107432/L33.html

Course Code	AEC-102B				
Category	Ability Enhancement Courses				
Course Title	Business Communication				
Scheme and Credits	L	T	P	Credits	Semester-II
	1	1	0	2	
Course Objectives	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To understand the fundamental principles of communication within organizational and professional contexts. 2. To develop effective interpersonal and team communication skills for contemporary workplace environments. 3. To enhance written communication abilities for various professional documents, reports, and organizational correspondence. 4. To learn oral, cross-cultural, and career-related communication competencies and professional etiquette. 				
Formative Assessment	65 Marks				
Summative Assessment	35 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	Recall fundamental principles, models, and types of communication in organizational and professional contexts.	Level-1 Remember
CO2	Explain interpersonal and team communication strategies and their relevance in workplace scenarios.	Level-2 Understand
CO3	Apply effective communication skills across professional documents, reports, and organizational correspondence.	Level-3 Apply
CO4	Use various communication materials and digital tools effectively in real-world organizational scenarios.	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 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
Unit-I	Foundations of Organizational and Written Communication: Introduction to communication in organizations; business environment and communication; models of communication; basics of communication—types, channels, barriers; 7Cs of communication; formal and informal communication; listening skills; communication on social media platforms. Written communication—planning and executing messages; emails; formal business letters (planning and layout); informal digital messages; negative messages (direct and indirect); persuasive messages; request letters; sales letters; complaint and follow-up letters; promotion letters; job application letters; cover letters; resume; resignation letters.
Unit-II	Interpersonal Communication: Interpersonal and team communication; communication during online meetings; communication with virtual teams and in the gig economy. Presentation skills—verbal and non-verbal communication.
Unit-III	Organizational and Written Communication: Intra-organizational and workplace communication: meaning, need, and types. Written communication in organizations—office circulars, notices, agenda, memoranda, office orders, newsletters. Positive and negative messages. E-mail communication—advantages, safety, smart writing, and e-mail etiquette. ethical issues in social media communication. Business and corporate communication—types of business reports, formal reports, proposals, RFP responses, minutes of meetings, annual report summaries. Corporate communication channels and audiences. Communication during crisis and organizational change. Culture as communication.

Unit-IV	Oral, Cross-Cultural Communication and Career Skills: Oral communication—meaning, techniques, and media: face-to-face, telephonic, teleconferencing, press conference, radio, public address, podcasts. Oral presentations, group discussions, team communication, online meeting communication, professional etiquette. Negotiation skills and cross-cultural communication—BATNA, body language, globalization, cultural frameworks, diverse workforce communication, intercultural skills etiquettes, and interview skills.
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Suggested Readings:

- Communication Skills in English by AICTE, Khanna Book Publishing
- Business Communication: Connecting in a Digital World by R. V. Lesikar and M. E. Flatley, McGraw-Hill Education
- Effective Business Communication by H. A. Murphy, H. Hildebrandt and J. P. Thomas, McGraw Hill
- Business Communication: Connecting at Work by H. S. Mukerjee, Oxford Publication
- Business Communication Today by C. L. Bovee, J. V. Thill and R. L. Raina, Pearson
- Communication Skills in English (with Lab Manual) by Anjana Tiwari, Khanna Book Publishing Co.
- Business Communication: Connecting at Work by H. S. Mukerjee, Oxford Publication

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to communication in organizations	http://digimat.in/nptel/courses/video/110105052/L01.html
Unit-II	Non-Verbal Communication	https://www.digimat.in/nptel/courses/video/109104031/L09.html
Unit-III	Workplace Communication	http://digimat.in/nptel/courses/video/109107394/L12.html
Unit-IV	Evolution of Digital Literary Practices	http://digimat.in/nptel/courses/video/109107394/L18.html

Course Code	AEC-104B				
Category	Ability Enhancement Courses				
Course Title	General English-II				
Scheme and Credits	L	T	P	Credits	Semester-II
	1	1	0	2	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1. To understand the role of stress, intonation, and phonetic transcription in effective spoken English. 2. To understand the structure and usage of clauses and verb forms, including tenses, modals, and non-finites. 3. To understand the mechanics of writing, barriers to effective writing, and strategies to overcome them. 4. To understand various forms of writing, including paragraphs, dialogues, letters, emails, and blogs. 				
Formative Assessment	65 Marks				
Summative Assessment	35 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	Recall stress patterns, intonation types, verb forms, clauses, and modals, tense and writing formats.	Level-1 Remember
CO2	Describe the role of stress, intonation, grammar, and writing mechanics in effective communication.	Level-2 Understand
CO3	Apply stress, intonation, grammar, and writing strategies to produce clear spoken and written English.	Level-3 Apply
CO4	Apply effective spoken and written texts using accurate stress, intonation, grammar, and structure.	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 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
Unit-I	Introduction of Stress: Role of stress , primary stress and secondary stress (marking primary stress on commonly used words) Transcription (of commonly used multisyllabic words) Phonetics and Intonation: Intonation – concept and uses of rising tone, falling tone, rising-falling tone, falling-rising tone
Unit-II	Grammar- Clauses and Verbs: Clauses: Noun, Adjective, Adverbial and Conditional Verbs: Finite/Non-Finite, Infinitive, Gerund, Participles, Modals, Tense
Unit-III	Writing Skills and Mechanics: Introduction to Writing Skills and Mechanics of Writing Barriers to Effective Writing and Steps to overcome them.
Unit-IV	Practical Writing Applications: Paragraph Writing : Descriptive, Argumentative, Expository Dialogue Writing , Letter Writing , Email Writing, Resume writing and Blog Writing

Suggested Readings:

- English for Ability Enhancement, Orient Blackswan
- English Phonetics for Indian Students by T. Balasubramanian, Macmillan India Limited
- Better Spoken English by Shreesh Chaudhary, Vikas Publishing House Pvt. Ltd.
- Speak Better Write Better English by Norman Lewis, Goyal Publishers and Distributors Pvt. Ltd.
- Oxford Advanced Learner's Dictionary, Oxford University Press
- Practical English Usage by Michael Swan, Oxford University Press
- A Practical English Grammar by A. J. Thomson and A. V. Martinet, Oxford University Press

Useful Video Links:

Unit No	Topics	Links
Unit-I	Stress and Intonation	https://archive.nptel.ac.in/courses/109/106/109106094/
Unit-II	Modals	https://auece.digimat.in/nptel/courses/video/109106201/L24.html
Unit-III	Introduction to Writing Skills	https://archive.nptel.ac.in/courses/109/107/109107172/
Unit-IV	Paragraph Writing	https://archive.nptel.ac.in/courses/109/106/109106094/

Course Code	VAC-102B				
Category	Value Added Courses				
Course Title	Indian Constitution				
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"> 1. To develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students 2. To recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices 3. To understand the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts. 4. To analyse the inclusion of economic justice in the preamble and its implications for post-colonial economic policies. 				
Formative Assessment	65 Marks				
Summative Assessment	35 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	Recall key principles, frameworks, and historical developments related to economic and constitutional governance.	Level-1 Remember
CO2	Explain the relationship between legal provisions and their impact on economic and societal structures.	Level-2 Understand
CO3	Apply constitutional and legal concepts in contemporary economic and regulatory scenarios.	Level-3 Apply
CO4	Apply constitutional and legal concepts to assess policy decisions and legal frameworks in complex economic context	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 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
Unit-I	An Economic History of the Constitution of India: Historical understanding of the constitution as an economic document. Understanding the Preamble, starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal, Regulation and economic justice.
Unit-II	Fundamental Rights and Business in India: Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.
Unit-III	Fiscal Federalism: Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.
Unit-IV	Constitutional Battles that Shaped the Economy: This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies.

Suggested Readings:

- The Oxford Handbook of the Indian Constitution by Sujit Choudhry, Madhav Khosla and Pratap Bhanu Mehta, Oxford University Press

Cases:

- Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
- State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068
- Mithilesh Garg v. Union of India, (1992) 1 SCC 168; AIR 1992 SC 221
- Chintamanrao v. State of Madhya Pradesh, AIR 1951 SC 118
- Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220
- T. B. Ibrahim v. Regional Transport Authority, Tanjore, AIR 1953 SC 79
- Harman Singh v. Regional Transport Authority, Calcutta, AIR 1954 SC 190
- Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224
- State of Bombay v. R. M. D. Chamarbaugwala, AIR 1957 SC 699
- Parbhani Transport Co-operative Society Ltd., Regional Transport Authority, Aurangabad, AIR 1960 SC 801
- State of Bombay v. R. M. D. Chamarbaugwala, (1957) SCR 874
- G. K. Krishnan v. State of Tamil Nadu, (1975) 1 SCC 375
- Automobile Transport (Rajasthan) Ltd. v. State of Rajasthan, AIR 1962 SC 1406

Useful Video Links:

Unit No	Topics	Links
Unit-I	Background, History & Framing of the Constitution of India	https://www.youtube.com/watch?v=rs1D1rIfhWM
Unit-II	Fundamental Duties	https://nptel.ac.in/courses/129105608
Unit-III	Finance Commission under Article 280	http://kcl.digimat.in/nptel/courses/video/129105410/L27.html
Unit-IV	Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape	https://youtu.be/IA55pZ9IBmk?si=fH5bBxn2dsKCrsQ4

Course code	AEC-106B				
Category	Additional Courses				
Course title	Hindi				
Scheme and Credits	L	T	P	Credits	Semester-II
	1	1	0	2	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"> 1 विद्यार्थियों को हिन्दी भाषा के महत्त्व एवं गुणवत्ता से सुविज्ञ करवाकर हिन्दी की ओर उन्मुख करना। 2 विद्यार्थियों को हिन्दी भाषा की वैज्ञानिकता के विषय में बतलाकर इसके गौरव से सुपरिचित करवाना। 3 हिन्दी भाषा के माध्यम से नवयुवक- नवयुवतियों को राष्ट्रीयता के पुनीत भावों की ओर उन्मुख करना। 				

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

Unit No.	Content
Unit-I	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
Unit-II	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
Unit-III	अनुवाद अर्थ , परिभाषा और स्वरूप अनुवाद का महत्त्व, अनुवादक 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
Unit-IV	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, मुकुन्दीलाल श्रीवास्तव, जानमण्डल 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-1 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	https://www.youtube.com/watch?v=g1jcWLojn4&t=2s
Unit-II	सृजनात्मक साहित्य का अर्थ	https://www.youtube.com/watch?v=aUOgArzWfTU
Unit-III	अनुवाद	https://www.youtube.com/watch?v=B1-xF-WBDXI
Unit-IV	प्रस्तुतीकरण का अर्थ	https://www.youtube.com/watch?v=NkXI3lgDkrw

