

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

**An Autonomous Institute (UGC)**

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

**NAAC 'A' GRADE**

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**SCHEME AND SYLLABI  
OF  
3-4 YEAR  
BACHELOR OF BUSINESS  
ADMINISTRATION PROGRAM  
(BBA)  
WITH EFFECT FROM THE  
SESSION 2025-26**

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

**Scheme of Studies and Examination**

**BBA – 3rd Semester**

*w.e.f. 2025-26*

Sr. No.	Category	Course Code	Course Title	Hours per week			Total Load Per Week	Credits	Examination Schedule (Marks)				Exam Duration in H
				L	T	P			Assessment	End Semester Examination	Practical	Total	
1	Discipline Specific Course-Major Course	DSC-BBA-201A	Cost and Management Accounting	3	1	0	4	4	30	70	-	100	3
2	Discipline Specific Course-Major Course	DSC-BBA-203A	Corporate Governance	3	1	0	4	4	30	70	-	100	3
3	Discipline Specific Course-Major Course	DSC-BBA-205A	Disaster Management	3	1	0	4	4	30	70	-	100	3
4	Discipline Relevant Course-Minor	Refer Table No.-IX	-----	3	1	0	4	4	30	70	-	100	3
5	Multidisciplinary Courses	Refer Table No.-X	-----	3	0	0	3	3	25	50	-	75	3
6	Ability Enhancement Course	Refer Table No.-XI	-----	2	0	0	2	2	15	35	-	50	3
7	Skill Enhancement Course	SEC-201A	Business Etiquettes	2	0	0	2	2	15	35	-	50	3
		LC-SEC-203A	Business Etiquettes Lab	0	0	2	2	1	10	-	15	25	3
Total Credits								24				600	

### Semester-III

Table No. IX (Discipline Relevant Course-Minor)

S. No.	Category	Course Code	Course Title
1	Discipline Relevant Course- Minor	MIC-BBA-207A	Business Policy and Strategy

Table No. X (Multidisciplinary Courses)

S. No.	Category	Course Code	Course Title	Offered By
1	Multidisciplinary Courses	MDC-BBA-201A	Corporate Social Responsibility	Department of Business Studies
2		MDC-BBA-203A	Finance for Non-Finance Managers	Department of Business Studies
3		MDC-BBA-205A	Group Dynamic and Leadership	Department of Business Studies
4		MDC-BCA-207A	Web Technology	Department of Computer Application
5		MDC-BCA-209A	Graphic Designing	Department of Computer Application
6		MDC-BCA-211A	Multimedia Systems	Department of Computer Application

Table No. XI (Ability Enhancement Course)

S. No.	Category	Course Code	Course Name
1	Ability Enhancement Course	AEC-201A	General English-II
2		AEC-203A	German

Course Code	<b>DSC-BBA-201A</b>				
Category	Discipline Specific Course - Major Course				
Course Title	<b>Cost and Management Accounting</b>				
Scheme and Credits	L	T	P	<b>Credits</b>	<b>Semester-III</b>
	3	1	0	<b>4</b>	
Course Objectives	The objectives of this course are: 1. To understand the fundamental principles and terminology of cost and management accounting. 2. To understand the procedures related to material control, labor cost management, overheads, and budgeting. 3. To understand the application of various costing methods and marginal costing techniques in business decisions. 4. To understand how to analyze financial statements and accounting reports for evaluating organizational performance.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Recall</b> fundamental concepts of cost and management accounting.	Level-1 Remember
CO2	<b>Explain</b> material control, labor cost, overheads, and budgeting processes.	Level-2 Understand
CO3	<b>Apply</b> costing methods and marginal costing for decision-making.	Level-3 Apply
CO4	<b>Analyze</b> costing methods, cost control techniques, and management accounting tools to interpret financial data and support decision-making in organizations.	Level-4 Analyze

**Note:**

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

Unit No.	Contents
<b>Unit-I</b>	<p><b>Introduction:</b> - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, installation of costing system, difference between cost accounting and financial accounting.</p> <p><b>Material Control:</b> - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues.</p>
<b>Unit-II</b>	<p><b>Labor Cost Control:</b> - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labor Turnover, Idle Time, Overtime,</p> <p><b>Systems of Wage Payment:</b> – Time Wage System, Piece Wage System and Balance or Debt Method;</p> <p><b>Overhead:</b> – classification, allocation and apportionment of overhead including machine hour rate.</p> <p><b>Methods of Costing:</b> – Job, Batch and Contract Costing, Process Costing Fundamental, Process Losses &amp; Gains.</p>

<b>Unit-III</b>	<b>Management Accounting:</b> - Meaning, nature, scope, objective and functions; marginal costing and profit planning, practical application of marginal costing techniques; <b>Responsibility Accounting:</b> - types of responsibility centers, performance evaluation criteria, responsibility reporting; <b>Budgeting:</b> – role of budgets and budgeting in organizations, budgeting process, operational and financial budgeting.
<b>Unit-IV</b>	<b>Financial Statements:</b> - Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis, techniques in performance measurement; <b>Management accounting information</b> for activity and process decisions; basic capital budgeting techniques.

#### Suggested Readings:

- Advance Cost Accounting by Jain & Narang, Kalyani Publishers, New Delhi.
- Cost Accounting by S.N. Mittal, S.Chand
- Cost Accounting by B.K Bhar. Academic Publisher
- Principles and Practice of Cost Accounting by N.K. Prasad, Book Syndicate Private

#### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Fundamentals of Financial Management	<a href="https://onlinecourses.nptel.ac.in/noc24_mg114/preview?utm_source=chatgpt.com">https://onlinecourses.nptel.ac.in/noc24_mg114/preview?utm_source=chatgpt.com</a>
<b>Unit-II</b>	Systems of Wage Payment, Methods of Costing, Overhead	<a href="https://onlinecourses.nptel.ac.in/noc24_mg114/preview?utm_source=chatgpt.com">https://onlinecourses.nptel.ac.in/noc24_mg114/preview?utm_source=chatgpt.com</a>
	Treatment and Control of Labor Turnover, Idle Time, and Overtime	<a href="https://archive.nptel.ac.in/courses/110/101/110101003/?utm_source=chatgpt.com">https://archive.nptel.ac.in/courses/110/101/110101003/?utm_source=chatgpt.com</a>
<b>Unit-III</b>	Management Accounting, Responsibility Accounting, Budgeting	<a href="https://onlinecourses.nptel.ac.in/noc24_mg99/preview?utm_source=chatgpt.com">https://onlinecourses.nptel.ac.in/noc24_mg99/preview?utm_source=chatgpt.com</a>
<b>Unit-IV</b>	Financial Statement Analysis and Reporting	<a href="https://onlinecourses.nptel.ac.in/noc25_mg24/preview">https://onlinecourses.nptel.ac.in/noc25_mg24/preview</a>

Course Code	DSC-BBA- 203A				
Category	Discipline Specific -Major Course				
Course Title	Corporate Governance				
Scheme and Credits	L	T	P	Credits	Semester-III
	3	1	0	4	
Course Objectives	The objectives of this course are following: 1. To Understand the Core Principles and Frameworks of Corporate Governance. 2. To understand the Ethical, Social, and Legal Dimensions of Corporate Governance. 3. To understand the Role of Key Governance Actors and Their Interactions. 4. To understand Corporate Governance Failures and Their Reforms.				
Assessment	30Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Discuss</b> the Principles and Frameworks of Corporate Governance.	Level-1 Remember
CO2	<b>Explain</b> Governance Principles to Real-World Scenarios.	Level-2 Understand
CO3	<b>Apply</b> corporate governance principles and models to board roles, stakeholder participation, ethical decisions, and legal governance practices.	Level-3 Apply
CO4	<b>Analyze</b> corporate governance principles, board roles, ethics, CSR, stakeholder participation, and legal frameworks to address governance challenges.	Level-4 Analyze

Note:

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

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction to Corporate Governance:</b> Definition of Corporate Governance, Evolution of Corporate Governance, Importance of Corporate Governance, Principles of Corporate Governance, Corporate Governance Models, Corporate Governance Frameworks.
<b>Unit-II</b>	<b>The Role and Structure of Corporate Governance :</b> Composition, functions, and responsibilities Of The Board of Directors ,Role of Independent Directors, rights, powers and participation of stakeholders in governance, relations in Management and Governance, Governance in Public vs. Private Companies
<b>Unit-III</b>	<b>Ethical Issues and Corporate Social Responsibility (CSR):</b> Ethical Decision-Making in Corporate Governance, Definition, importance, and frameworks in CSR, Sustainability and Governance, conflict in interests, Stakeholder vs. Shareholder Model.

<b>Unit-IV</b>	<b>Corporate Governance and Legal Frameworks:</b> Global Corporate Governance Regulations, Indian Corporate Governance Regulations, LODR- Listing Obligations and Disclosure Requirements The Role of Regulators and Auditors, Corporate Governance Failures, Trends and Developments in corporate governance.
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#### **Suggested Readings:**

- Corporate Governance by Kenneth A. Kim & John R. Nofsinger, Pearson College Div
- Corporate Governance: Principles, Policies, and Practices by Bob Tricker, Oxford University Press
- Corporate Governance Theory and Practice by Sandeep Goel, Wiley
- Corporate Governance by Aruna Jha and Anju Bhatia, Taxmann Publications Private Limited
- Corporate Governance Practices in India by Sanjay Bhayana, Regal Publication

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

<b>Unit No</b>	<b>Topics</b>	<b>Links</b>
<b>Unit-I</b>	Corporate Governance	<a href="https://archive.nptel.ac.in/courses/110/105/110105138/">https://archive.nptel.ac.in/courses/110/105/110105138/</a>
<b>Unit-II</b>	Conflicts and elements of Corporate Governance	<a href="https://archive.nptel.ac.in/courses/110/105/110105138/">https://archive.nptel.ac.in/courses/110/105/110105138/</a>
<b>Unit-III</b>	Areas of Corporate Governance	<a href="https://archive.nptel.ac.in/courses/110/105/110105138/">https://archive.nptel.ac.in/courses/110/105/110105138/</a>
<b>Unit-IV</b>	Conclusion of Corporate Governance	<a href="https://archive.nptel.ac.in/courses/110/105/110105138/">https://archive.nptel.ac.in/courses/110/105/110105138/</a>

Course Code	DSC-BBA-205A				
Category	Discipline Specific course-Major Course				
Course Title	Disaster Management				
Scheme and Credits	L	T	P	Credits	Semester- III
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand the concepts of disasters, hazards, risks, and vulnerabilities. 2. To understand various natural and man-made disasters and their impacts. 3. To understand disaster management strategies including planning, response, and recovery. 4. To understand the relationship between development, climate change, and disaster risk reduction.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Recall</b> key concepts of disasters, man-made disaster, disaster management, and their link to development and vulnerability.	Level-1 Remember
CO2	<b>Explain</b> the concepts of disasters, man-made disaster, disaster management processes, and their links to development and climate change adaptation.	Level-2 Understand
CO3	<b>Apply</b> concepts of natural and man-made disasters, disaster management strategies, disaster responses, and the inter-relationship between disasters and development.	Level-3 Apply
CO4	<b>Analyze</b> disaster causes and management strategies, and <b>interpret</b> their impact on development, climate adaptation, and indigenous knowledge integration.	Level-4 Analyze

**Note:**

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

Unit No.	Contents
<b>Unit-I</b>	<b>Disaster:</b> Meaning and Nature, Concept of Hazard, Risk and Vulnerability, Types of Disaster: Natural Disaster, Flood, Cyclone, Earthquakes, And Landslides etc.
<b>Unit-II</b>	<b>Man-made Disaster:</b> Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc.
<b>Unit-III</b>	<b>Disaster Management;</b> (Concept & significance), Planning, Coordination, leadership and control, Pre-Disaster Preparation, Handling Disaster, Post-disaster – Damage and Needs Assessment.



<b>Unit-IV</b>	<b>Inter-relationship between Disasters and Development:</b> Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources
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### Suggested Readings:

- Disasters in India: Studies of Grim Reality by Anu Kapur & others, Rawat Publishers.
- Disaster Management Act 2005 by Govt. of India.
- National Disaster Management Policy 2009 by Govt. of India.
- Disaster Management by Dr. Mrinalini Pandey, Wiley India Pvt. Ltd.
- Disaster Science and Management by Tushar Bhattacharya, 1st Edition; McGraw-Hill Education (India) Private Limited.

### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Concept of Hazard	<a href="https://nptel.ac.in/courses/105104183">https://nptel.ac.in/courses/105104183</a>
<b>Unit-II</b>	Man-made Disaster	<a href="https://avcce.digimat.in/nptel/courses/video/105104183/L06.html">https://avcce.digimat.in/nptel/courses/video/105104183/L06.html</a>
<b>Unit-III</b>	Post-disaster	<a href="https://archive.nptel.ac.in/courses/124/107/124107010/">https://archive.nptel.ac.in/courses/124/107/124107010/</a>
<b>Unit-IV</b>	Climate Change Adaptation.	<a href="http://digimat.in/nptel/courses/video/126103022/L59.html">http://digimat.in/nptel/courses/video/126103022/L59.html</a>

Course Code	MIC-BBA-207A				
Category	Discipline Relevant Course-Minor				
Course Title	Business Policy and Strategy				
Scheme and Credits	L	T	P	Credits	Semester-III
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To understand the foundational concepts, processes, and significance of business policy and strategic management.</li><li>2. To understand various strategy types and their application at the corporate, business, and functional levels.</li><li>3. To understand the implementation aspects of strategy, including structural, behavioral, and functional dimensions.</li><li>4. To understand techniques for evaluating and controlling strategies, including McKinsey’s 7S Framework.</li></ol>				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Define</b> the framework of business policy and strategic management, including strategic intent, environmental and organizational appraisal, types of strategies, implementation methods, evaluation, and control techniques.	Level-1 Remember
CO2	<b>Explain</b> the framework of strategic management, including strategic intent, environmental and organizational appraisal, strategy types, implementation, and control.	Level-2 Understand
CO3	<b>Apply</b> strategic tools and models such as SWOT, PEST, Porter's Five Forces, BCG Matrix, GE 9-cell Matrix, McKinsey's 7s Framework to formulate strategies, implement them through resource and structural planning, and evaluate their effectiveness using control techniques.	Level-3 Apply
CO4	<b>Analyze</b> the internal and external environment, strategic alternatives at corporate, business, and functional levels, as well as implementation challenges related to structure, culture, leadership, and ethics, and apply strategic control systems.	Level-4 Analyze

**Note:**

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

Unit No.	Contents
<b>Unit-I</b>	<p><b>Introduction to Business Policy and Strategic Management:</b> Definition, Concept, Objective and Significance, The levels at which strategy operates, Characteristics of Strategic Management, An Overview: Strategic Management Process, Concept of Strategic Decision Making. Defining strategic intent: Vision, Mission, Business definition, Goals, and Objectives.</p> <p><b>Environment Appraisal:</b> Concept and Environmental Sector; PEST Analysis, Organizational Appraisal: Concepts and Capability Factors; Porter's Value Chain Model, Framework for developing Strategic Advantage, SWOT Analysis as a Tool for assessing Organizational Capabilities and Environment Opportunities.</p>

<b>Unit-II</b>	<b>Type of Strategies:</b> Corporate Level (Concept of Grand Strategies), Business Level, and Functional Level, Guidelines for Crafting Successful Business Strategies. Strategy Analysis and Choice: Corporate Level Strategy Analysis: BCG Matrix and GE 9 cell Matrix, Business Level Strategy Analysis: Life Cycle Analysis, Porter's Five Forces of Industry Analysis, Blue Ocean Canvas in Today's Industries, Concept of Strategic Decision Making, Subjective Factors in Strategic Choice, and Process of Strategic Choice.
<b>Unit-III</b>	<b>Strategy Implementation:</b> Interrelation Between Strategy Formulation and Implementation, Aspects of Strategy Implementation, An overview of Project, Procedural Implementation, Resource Allocation, Structural Implementation: An overview of: Structural Consideration, Structure for Strategies, Behavioural Implementation: An overview of: Leadership, Corporate Culture, Corporate Politics and Use of Power, Personal Values and Business Ethics, Functional /Operational Implementation: An overview of: Functional Strategies.
<b>Unit-IV</b>	<b>Strategy Evaluation and Control:</b> An Overview of Strategic Evaluation and Control, Strategic Control and Operational Control, Techniques for Strategic Evaluation and Control, Role of Organizational Systems in Evaluation, McKinsey's 7s Framework

### Suggested Readings:

- Business Policy and Strategic Management by Azhar Kazmi, Tata McGraw-Hill, New Delhi.
- Strategic Management and Business Policy by Wheelen and Hunger, Pearson Education.
- Strategic Management by Chandrasekharan, Oxford University Press.
- Crafting and Executing Strategy: The Quest for Competitive Advantage by A. Thompson Jr., A. J. Strickland III, and J. E. Gamble, Tata McGraw-Hill.
- Strategic Management: Concepts and Cases by Fred R. David, Pearson Education.
- Strategic Management: Competitiveness and Globalization by M. A. Hitt, R. D. Ireland, and R. E. Hoskisson, Thomson Asia Pvt. Ltd.
- Strategic Management: Strategy Formulation and Implementation by J. A. Pearce II and R. B. Robinson Jr., AITBS Publishers and Distributors, Delhi.
- Management Policy and Strategic Management: Concepts, Skills and Practices by R. M. Srivastava, Himalayan Publishing House.
- Managing in a Time of Great Change by Peter F. Drucker, Truman Talley Books / Plume, Penguin Group.

### Useful Video Links:

Unit no	Topics	Links
Unit-I	Strategic Management Process	<a href="https://nptel.ac.in/courses/110108047">https://nptel.ac.in/courses/110108047</a>
	Environment Appraisal	<a href="https://nptel.ac.in/courses/110107509">https://nptel.ac.in/courses/110107509</a>
Unit-II	Corporate Level and Business Level Strategies	<a href="https://nptel.ac.in/courses/110105161">https://nptel.ac.in/courses/110105161</a>
Unit-III	Strategy Implementation	<a href="https://nptel.ac.in/courses/122105024">https://nptel.ac.in/courses/122105024</a>
	Case Study	<a href="https://nptel.ac.in/courses/122105024">https://nptel.ac.in/courses/122105024</a>
Unit-IV	McKinsey's 7s Framework	<a href="https://nptel.ac.in/courses/110108161">https://nptel.ac.in/courses/110108161</a>

Course Code	MDC-BBA-201A				
Category	Multidisciplinary Courses				
Course Title	Corporate Social Responsibility				
Scheme and Credits	L	T	P	Credits	Semester-III
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To understand the core concepts, evolution, and strategic value of CSR in business. 2. To understand how to design and integrate CSR strategies aligned with organizational goals. 3. To understand impactful CSR initiatives that drive environmental, social, and ethical outcomes. 4. To understand global CSR reporting frameworks and effective stakeholder communication.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

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

<b>COs</b>	<b>Skills Demonstrated</b>	<b>RBT Level</b>
CO1	<b>Recall</b> fundamental concepts and significance of responsible business practices.	Level-1 Remember
CO2	<b>Explain</b> CSR strategy, Best Practices, stakeholder roles, and CSR Reporting.	Level-2 Understand
CO3	<b>Demonstrate</b> the application of socially and environmentally responsible actions in business contexts.	Level-3 Apply
CO4	<b>Analyze</b> CSR concepts, strategies, initiatives, and reporting practices to <b>examine</b> their integration, impact, and alignment within organizational and regulatory contexts.	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.

<b>Unit No.</b>	<b>Contents</b>
<b>Unit-I</b>	<b>Introduction to Corporate Social Responsibility:</b> Definition and Concept of Corporate Social Responsibility (CSR), Historical Evolution of CSR, Importance and Benefits of CSR for Businesses, Legal and Regulatory Framework for CSR.
<b>Unit-II</b>	<b>CSR Strategy and Implementation in Organisation:</b> Developing a CSR Strategy: Setting Goals and Objectives, Stakeholder Engagement and Management in CSR, Integration of CSR into Business Operations, Corporate Governance and Ethics in CSR
<b>Unit-III</b>	<b>CSR Initiatives and Best Practices:</b> Environmental Sustainability Initiatives (e.g., Sustainable sourcing, Renewable energy adoption), Social Impact Initiatives (e.g., Community development programs, Employee volunteering), Ethical Business Practices (e.g., Fair labour practices, Anti-corruption measures), Corporate Philanthropy and Charitable Giving

<b>Unit-IV</b>	<b>CSR Reporting and Accountability:</b> Transparency and Disclosure in CSR Reporting, Global Reporting Initiatives (GRI) Standards, Assurance and Verification of CSR Reports, Stakeholder Communication and Engagement through CSR Reporting
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#### **Suggested Readings:**

- Corporate Social Responsibility: Indian Perspectives" by Sanjay K. Agarwal, SAGE publication, Delhi
- Corporate Social Responsibility in India by Nayan Mitra, René Schmidpeter, Springer International Publishing
- Corporate Social Responsibility and Sustainable Development by Hitesh Arora, Jitendra K. Das, Shallini Taneja, Taylor & Francis
- Business Ethics and Corporate Governance" by A.C. Fernando, Pearson Education

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

<b>Unit No</b>	<b>Topics</b>	<b>Links</b>
<b>Unit-I</b>	Introduction to Corporate Social Responsibility	<a href="https://nptel.ac.in/courses/110105081">nptel.ac.in/courses/110105081</a>
<b>Unit-II</b>	Stakeholders and CSR	<a href="https://archive.nptel.ac.in/courses/110/105/110105081/">https://archive.nptel.ac.in/courses/110/105/110105081/</a>
<b>Unit-III</b>	Social impact initiatives	<a href="https://nptel.ac.in/csr?utm">https://nptel.ac.in/csr?utm</a>
<b>Unit-IV</b>	Reporting Initiatives (GRI) Standards	<a href="https://archive.nptel.ac.in/courses/110/105/110105159/">https://archive.nptel.ac.in/courses/110/105/110105159/</a>

Course Code	MDC-BBA-203A				
Category	Multidisciplinary Courses				
Course Title	Finance for Non-Finance Managers				
Scheme and Credits	L	T	P	Credits	Semester-III
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To understand the role and objectives of financial management and key financial decisions with their risk-return trade-offs. 2. To understand the time value of money and apply compounding and discounting techniques. 3. To understand capital budgeting and evaluate investment projects using standard appraisal methods. 4. To understand financing, dividend, and working capital decisions and the factors influencing them.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Discuss</b> the financial management fundamental concepts and its application.	Level-1 Remember
CO2	<b>Describe</b> the concepts of financial management to prepare and manage financial system.	Level-2 Understand
CO3	<b>Apply</b> financial management techniques to solve business problems	Level-3 Apply
CO4	<b>Analyze</b> financial information to make decisions in the real world.	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
<b>Unit-I</b>	<b>Introduction to Finance:</b> Introduction to Financial Management: Concept and Importance of Finance Function, Objectives of Financial Management, Financial Decisions and their Risk-Return Trade-off. Time Value of Money, Concept and Rationale, Compounding & Discounting to obtain Future and Present values. Sources of Finance.
<b>Unit-II</b>	<b>Investment Decisions:</b> Concept and Importance of Capital Budgeting, Objectives and Problems in Capital Budgeting, Types of Investment Projects, Capital Budgeting Process. Investment Evaluation Techniques: Pay Back Period, Discounted Payback Period, Net Present Value, Profitability Index, Internal Rate of Return.
<b>Unit-III</b>	<b>Financing Decisions:</b> Capital Structure: Concept, Factors affecting Capital Structure, Capital Structure Theories: Net Income Approach, Net Operating Income Approach, Traditional Approach and MM approach.

<b>Unit-IV</b>	<b>Dividend Decisions and Working Capital Management:</b> Dividend Decisions: Concept, Types of Dividends, Factors determining the Dividend policy. <b>Working Capital Management:</b> Concept and need for Working Capital, Types of Working Capital and factors affecting Working Capital requirements.
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#### Suggested Readings:

- Fundamentals of Financial Management: with Excel application supplement by Surender Singh and Rajeev Kaur, Mayur Paperbacks.
- Financial Management by I.M.Pandey, Vikas Publishing House Pvt. Ltd.
- Finance for Non-finance Managers by B.K. Bhargav, Jaiko Publishing House.
- Finance Sense: Finance For Non-Finance executives by P. Chandra, Tata McGraw Hill.
- Basic Financial Management by Vanita Tripathi, Taxmann Publication
- Finance For Non-Finance Managers by Gabriel Hawawini, Claude Viallet, Cengage Delmar Learning India Pvt Ltd.

#### Useful Video Links:

Unit No	Topics	Links
<b>Unit-I</b>	Fundamentals of Financial Management	<a href="https://nptel.ac.in/courses/110107144">nptel.ac.in/courses/110107144</a>
<b>Unit-II</b>	Capital Budgeting	<a href="https://onlinecourses.nptel.ac.in/noc25_mg138/">https://onlinecourses.nptel.ac.in/noc25_mg138/</a>
<b>Unit-III</b>	Capital Structure	<a href="https://onlinecourses.nptel.ac.in/noc20_mg31/">https://onlinecourses.nptel.ac.in/noc20_mg31/</a>
<b>Unit-IV</b>	Working Capital Management	<a href="https://onlinecourses.nptel.ac.in/noc19_mg40/">https://onlinecourses.nptel.ac.in/noc19_mg40/</a>

Course Code	MDC-BBA-205A				
Category	Multidisciplinary Courses				
Course Title	Group Dynamic and Leadership				
Scheme and Credits	L	T	P	Credits	Semester-III
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To understand group types, functions, development stages, and reasons for group membership. 2. To understand key group processes like conformity, deviance, cohesiveness, social loafing, and competition. 3. To understand organizational communication processes, barriers, and strategies for effective communication. 4. To understand power, politics, conflict, negotiation, and leadership theories, styles, and effectiveness in organizations.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Recall</b> the fundamental concepts, types, and functions of groups, group processes, and organizational communication.	Level-1 Remember
CO2	<b>Explain</b> the dynamics of group behavior, communication processes, leadership, and the influence of power and politics in organizations.	Level-2 Understand
CO3	<b>Apply</b> concepts of group dynamics, communication processes, power and conflict management, and leadership styles to improve organizational effectiveness.	Level-3 Apply
CO4	<b>Analyze</b> the impact of group dynamics, power structures, and leadership styles on organizational effectiveness and communication.	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
<b>Unit-I</b>	<p><b>Introduction to Groups:</b> Groups and types of groups, their functions, stages of group development, reasons of joining groups.</p> <p><b>Group Processes:</b> Conformity, deviance, cohesiveness, social loafing and facilitation, cooperation and competition.</p>
<b>Unit-II</b>	<p><b>Organizational communication:</b> Functions of communication, Communication Process; Direction of communication; Informal communication network; Electronic communication; Barriers to effective communication; Enhancing communication effectiveness.</p>
<b>Unit-III</b>	<p><b>Power and Politics in Organizations:</b> Classifications of Power, Power Tactics, Sources of power, Causes and consequences of Political Behavior, Managing organizational Politics.</p> <p><b>Conflict and Negotiation:</b> Nature of conflict in organizations; Types of Conflicts, Conflict process;</p>



	Negotiation : Process, Bargaining strategies.
<b>Unit-IV</b>	<b>Leadership-</b> Leader v/s manager- Leadership styles, Concepts, Theories and Styles: Trait, Behavioral and situational; Transactional and Transformational Leaderships, Leadership effectiveness, effective leadership communication.

#### **Suggested Readings:**

- Organizational Behavior by S.P. Robbins, T.A. Judge & N.Vohra, Pearson Education.
- Understanding organizational behavior by U.Pareek, Oxford: Oxford University Press.
- Culture and organizational behavior by J.B.P Sinha, SAGE: New Delhi.
- Organizational Behavior by F Luthans , McGraw-Hill Companies.
- Behavior in Organizations by J. Greenberg & R. Baron, Pearson-Prentice Hall.

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

<b>Unit No</b>	<b>Topics</b>	<b>Links</b>
<b>Unit-I</b>	Introduction to Groups	<a href="https://nptel.ac.in/courses/109107199">nptel.ac.in/courses/109107199</a>
<b>Unit-II</b>	Organizational Communication	<a href="https://archive.nptel.ac.in/courses/110/105/110105052/">https://archive.nptel.ac.in/courses/110/105/110105052/</a>
<b>Unit-III</b>	Power and Politics in Organisation	<a href="https://archive.nptel.ac.in/courses/110/105/110105033/">https://archive.nptel.ac.in/courses/110/105/110105033/</a>
<b>Unit-IV</b>	Leadership Style	<a href="https://dituniversity.digimat.in/nptel/courses/video/122105021/L03.html">https://dituniversity.digimat.in/nptel/courses/video/122105021/L03.html</a>

Course Code	MDC-BCA-207A				
Category	Multidisciplinary Courses				
Course Title	Web Technology				
Scheme and Credits	L	T	P	Credits	Semester-III
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To understand the fundamentals of the Internet, World Wide Web, web browsers, servers, protocols, and search techniques. 2. To understand the process of web publishing, including site planning, domain selection, hosting, and using tools like FrontPage and DHTML. 3. To understand the basics of HTML for web development, including text formatting, linking, layout design, and page structuring. 4. To understand the use of images, lists, tables, forms, and the features of DHTML such as CSSP and JSASS for interactive web design.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
<b>CO1</b>	<b>Recall</b> fundamental concepts of the Internet, World Wide Web, web browsers, web servers, protocols like HTTP and TCP/IP, and search engine functionalities.	Level 1: Remember
<b>CO2</b>	<b>Explain</b> the process of web publishing, including domain registration, hosting, web development phases, and the role of markup languages like HTML and DHTML.	Level 2: Understand
<b>CO3</b>	<b>Apply</b> HTML and DHTML to develop basic web pages by using tags for formatting, linking, layout creation, form handling, and incorporating multimedia.	Level 3: Apply
<b>CO4</b>	<b>Analyze</b> and structure web content using CSS and DHTML elements to enhance interactivity, layout control, and presentation logic for user-friendly web interfaces..	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.

Unit No.	Contents
<b>Unit-I</b>	<b>Internet and World Wide Web:</b> Introduction to Internet and World Wide Web; Evolution and History of World Wide Web; Basic features; Web Browsers; Web Servers; Hypertext Transfer Protocol, Overview of TCP/IP and its services; URLs; Searching and Web-Casting Techniques; Search Engines and Search Tools.
<b>Unit-II</b>	<b>Web Publishing:</b> Hosting your Site; Internet Service Provider; Web terminologies, Phases of Planning and designing your Web Site; Steps for developing your Site; Choosing the contents; Home Page; Domain Names, Front page views, adding pictures, Links, Backgrounds, Relating Front Page to DHTML. Creating a Website and the Markup Languages (HTML, DHTML).

<b>Unit-III</b>	<b>Web Development:</b> Introduction to HTML; Hypertext and HTML; HTML Document Features; HTML command Tags; Creating Links; Headers; Text styles; Text Structuring; Text colors and Background; Formatting text; Page layouts.
<b>Unit-IV</b>	Images; Ordered and Unordered lists; Inserting Graphics; Table Creation and Layouts; Frame Creation and Layouts; Working with Forms and Menus; Working with Radio Buttons; Check Boxes; Text Boxes; <b>DHTML:</b> Dynamic HTML, Features of DHTML, CSSP (cascading style sheet positioning) and JSASS (JavaScript assisted style sheet), Layers of Netscape, The ID attributes, DHTML events.

### Suggested Readings:

- Web Design: The Complete Reference by Thomas A. Powell, Tata McGraw-Hill
- HTML Beginners Guide by Wendy Willard, Tata McGraw-Hill.
- Internet and World Wide : How to Program Web by Deitel and Goldberg, PHI.

### Useful Video Links:

Unit No.	Topics	Links
<b>Unit-I</b>	Introduction to Internet	<a href="https://archive.nptel.ac.in/courses/106/105/106105084/">https://archive.nptel.ac.in/courses/106/105/106105084/</a>
	TCP/IP	<a href="https://archive.nptel.ac.in/courses/106/105/106105084/">https://archive.nptel.ac.in/courses/106/105/106105084/</a>
<b>Unit-II</b>	Introduction to HTML	<a href="https://archive.nptel.ac.in/courses/106/105/106105084/">https://archive.nptel.ac.in/courses/106/105/106105084/</a>
<b>Unit-III</b>	HTML Forms	<a href="https://archive.nptel.ac.in/courses/106/105/106105084/">https://archive.nptel.ac.in/courses/106/105/106105084/</a>
<b>Unit-IV</b>	JavaScript	<a href="https://archive.nptel.ac.in/courses/106/105/106105084/">https://archive.nptel.ac.in/courses/106/105/106105084/</a>

Course Code	MDC-BCA-209A				
Category	Multidisciplinary Courses				
Course Title	Graphic Designing				
Scheme and Credits	L	T	P	Credits	Semester-III
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To understand the basics of computer graphics systems, display devices, and input hardware. 2. To understand 2-D transformations and viewing techniques using matrix representations. 3. To understand 2-D and 3-D object representation using polygons and spline curves. 4. To understand 3-D transformations, viewing pipelines, and projection methods.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Recall</b> fundamental concepts of computer graphics systems, input/output devices, and graphics primitives..	Level 1: Remember
CO2	<b>Explain</b> 2D geometrical transformations, viewing pipelines, and coordinate transformations in graphical systems.	Level 2: Understand
CO3	<b>Apply</b> mathematical and graphical techniques to perform transformations and construct curves and surfaces in 2D and 3D space.	Level 3: Apply
CO4	<b>Analyze</b> and distinguish different 3D object representations, projection transformations, and clipping methods in viewing pipelines.	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.

Unit No.	Contents
<b>Unit-I</b>	<b>Graphics Primitives:</b> Introduction to computer graphics, Basics of Graphics systems, Application areas of Computer Graphics, overview of graphics systems, video-display devices, and raster-scan systems, random scan systems, graphics monitors and workstations and input devices.
<b>Unit-II</b>	<b>2-D Geometrical Transforms:</b> Translation, scaling, rotation, reflection and shear transformations, matrix representations and homogeneous coordinates, composite transforms, transformations between coordinate systems. <b>2-D Viewing:</b> The viewing pipeline, viewing coordinate reference frame, window to view- port coordinate transformation, viewing functions.
<b>Unit-III</b>	<b>3-D Object Representation:</b> Polygon surfaces, quadric surfaces, spline representation, Hermite curve, Bezier curve and B-Spline curves.

<b>Unit-IV</b>	<b>3-D Geometric Transformations:</b> Translation, rotation, scaling, reflection and shear transformations, composite transformations. <b>3-D Viewing:</b> Viewing pipeline, viewing coordinates, view volume and general projection transforms and clipping.
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#### Suggested Readings:

- Computer Graphics by Donald Hearn and M. Pauline Baker, PHI Publications.
- Theory & Problem of Computer Graphics by Plastock, Schaum Series

#### Useful Video Links:

Unit No.	Topics	Links
<b>Unit-I</b>	Introduction to Computer Graphics	<a href="https://nptel.ac.in/courses/106/102/106102065/#">https://nptel.ac.in/courses/106/102/106102065/#</a>
	Video Display Devices	<a href="https://nptel.ac.in/courses/106/102/106102065/#">https://nptel.ac.in/courses/106/102/106102065/#</a>
<b>Unit-II</b>	2D Transformations	<a href="https://nptel.ac.in/courses/106/102/106102065/#">https://nptel.ac.in/courses/106/102/106102065/#</a>
<b>Unit-III</b>	Polygon Surfaces and 3D Object Representation	<a href="https://nptel.ac.in/courses/106/102/106102065/#">https://nptel.ac.in/courses/106/102/106102065/#</a>
<b>Unit-IV</b>	3D Geometric Transformations	<a href="https://nptel.ac.in/courses/106/102/106102065/#">https://nptel.ac.in/courses/106/102/106102065/#</a>

Course Code	MDC-BCA-211A				
Category	Multidisciplinary Courses				
Course Title	Multimedia Systems				
Scheme and Credits	L	T	P	Credits	Semester-III
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To understand multimedia fundamentals, components, applications, and tools including text, hypermedia, and design techniques. 2. To learn image fundamentals, color models, formats, and basic digital image processing techniques for multimedia use. 3. To understand audio and video integration, formats, and editing tools used in multimedia development projects. 4. To gain practical skills to plan, design, cost, and execute complete multimedia projects using appropriate software.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Recall</b> the fundamental concepts of multimedia systems including text, images, sound, and video along with their tools, formats, and features	Level 1: Remember
CO2	<b>Explain</b> the structure and characteristics of multimedia components such as text design, image processing, audio integration, and video creation in digital environments.	Level 2: Understand
CO3	<b>Apply</b> multimedia design techniques to integrate text, images, audio, and video using appropriate models, formats, and tools.	Level 3: Apply
CO4	<b>Analyze</b> the process of multimedia project development including planning, design, production, cost estimation, and required software and skill sets.	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.

Unit No.	Contents
<b>Unit-I</b>	<b>Multimedia:</b> Brief outline about Multimedia, features, uses, applications, multimedia software tools, Text: Introduction about Fonts and Faces - Using Text in Multimedia – various techniques used in Text and Design Tools - Hypermedia and Hypertext.
<b>Unit-II</b>	<b>Images:</b> Fundamentals of Still Images – Color Models and Representation – Image File Formats and Compression Techniques. <b>Digital Image Processing:</b> Concepts of Image Enhancement, Restoration, and Filtering – Image Masking Techniques – Visual Effects in Digital Media – Understanding Image Layers and Their Functionalities
<b>Unit-III</b>	<b>Sound:</b> brief outline about sound, adding sound to multimedia animations– Action-Scripts. System sounds, making midi audio, digital audio file formats, midi versus digital audio - adding sound to multimedia project. <b>Video:</b> using video - how video works - short note on analog video - digital video - obtaining video clips – shooting and editing video. Video and Digital Movie Tools

<b>Unit-IV</b>	<b>Multimedia Project Development:</b> Making of multimedia project, Stages of multimedia, Types of multimedia software, multimedia skills, planning and costing designing and producing of Multimedia.
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#### **Suggested Readings:**

- Multimedia Systems by Ralf Steinmetz & Klara Nahrstedt – Pearson Education
- Fundamentals of Multimedia by Ze-Nian Li & Mark S. Drew – Pearson India
- Multimedia: Making It Work by Tay Vaughan – McGraw Hill Education
- Digital Image Processing by Rafael C. Gonzalez & Richard E. Woods – Pearson Education
- Multimedia and Virtual Reality by Vikas Gupta – Dreamtech Press
- Principles of Multimedia by Ranjan Parekh – Tata McGraw Hill

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

<b>Unit No.</b>	<b>Topics</b>	<b>Links</b>
<b>Unit-I</b>	Introduction to Multimedia	<a href="https://nptel.ac.in/courses/117105083">https://nptel.ac.in/courses/117105083</a>
<b>Unit-II</b>	Images and Digital Image Processing	<a href="https://archive.nptel.ac.in/courses/117/105/117105135/">https://archive.nptel.ac.in/courses/117/105/117105135/</a>
<b>Unit-III</b>	Sound and Video in Multimedia	<a href="https://archive.nptel.ac.in/noc/courses/noc16/SEM2/noc16-ec12/">https://archive.nptel.ac.in/noc/courses/noc16/SEM2/noc16-ec12/</a>
<b>Unit-IV</b>	Multimedia Project Development	<a href="https://nptel.ac.in/courses/105106149">https://nptel.ac.in/courses/105106149</a>

Course Code	AEC-201A				
Category	Ability Enhancement Course				
Course Title	English-II				
Scheme and Credits	L	T	P	Credits	Semester-III
	2	0	0	2	
Course Objectives	The objectives of this course are 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.				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Identify</b> stress patterns, intonation types, verb forms, clauses, and modals, tense and writing formats.	Level-1 Remember
CO2	<b>Describe</b> the role of stress, intonation, grammar, and writing mechanics in effective communication.	Level-2 Understand
CO3	<b>Apply</b> stress, intonation, grammar, and writing strategies to produce clear spoken and written English.	Level-3 Apply
CO4	<b>Analyze</b> effective spoken and written texts using accurate stress, intonation, grammar, and structure.	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 7 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction of Stress:</b> Role of stress , primary stress and secondary stress (marking primary stress on commonly used words) Transcription (of commonly used multisyllabic words) <b>Phonetics and Intonation:</b> Intonation – concept and uses of rising tone, falling tone, rising-falling tone, falling-rising tone
<b>Unit-II</b>	<b>Grammar- Clauses and Verbs:</b> Clauses: Noun, Adjective, Adverbial and Conditional Verbs: Finite/Non-Finite, Infinitive, Gerund, Participles, Modals, Tense
<b>Unit-III</b>	<b>Writing Skills and Mechanics:</b> Introduction to Writing Skills and Mechanics of Writing Barriers to Effective Writing and Steps to overcome them.
<b>Unit-IV</b>	<b>Practical Writing Applications:</b> Paragraph Writing : Descriptive, Argumentative, Expository Dialogue Writing , Letter Writing , Email Writing, Resume writing and Blog Writing



**Suggested Readings:**

- English for Ability Enhancement by 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 Lewis, Norman, **Goyal Publishers & Distributors Pvt. Ltd.**
- Oxford Advanced Learner's Dictionary, Oxford University Press
- Practical English Usage by Swan, Michael, 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
<b>Unit-I</b>	Stress and Intonation	<a href="https://archive.nptel.ac.in/courses/109/106/109106094/">https://archive.nptel.ac.in/courses/109/106/109106094/</a>
<b>Unit-II</b>	Modals	<a href="https://auece.digimat.in/nptel/courses/video/109106201/L24.html">https://auece.digimat.in/nptel/courses/video/109106201/L24.html</a>
<b>Unit-III</b>	Introduction to Writing Skills	<a href="https://archive.nptel.ac.in/courses/109/107/109107172/">https://archive.nptel.ac.in/courses/109/107/109107172/</a>
<b>Unit-IV</b>	Paragraph Writing	<a href="https://archive.nptel.ac.in/courses/109/106/109106094/">https://archive.nptel.ac.in/courses/109/106/109106094/</a>

Course Code	AEC-203A				
Category	Ability Enhancement Course				
Course Title	German				
Scheme and Credits	L	T	P	Credits	Semester-III
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To understand basic self-introduction and sentence formation using correct grammar. 2. To understand everyday vocabulary and grammar for daily activities and social interactions. 3. To understand communication in cultural contexts using appropriate cases and prepositions. 4. To understand practical language for work, health, and travel using advanced grammar forms.				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Identify</b> basic grammar and vocabulary for everyday topics like self-introduction, hobbies, and time.	Level-1 Remember
	<b>Describe</b> daily life, places, food, and activities using correct grammar.	Level-2 Understand
CO3	<b>Use</b> grammar structures like dative, perfect tense, and prepositions in practical contexts.	Level-3 Apply
CO4	<b>Interpret</b> cultural and social topics using modal verbs, imperative, and perfect tense.	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 7 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
<b>Unit-I</b>	<b>Basic Communication and Grammar:</b> Introducing oneself and others; Grammar: W-questions, personal pronouns, simple sentence, verb conjugation Hobbies, the week, numbers, the alphabet, months, seasons /Grammar : articles , plural, the verbs to have and to be
<b>Unit-II</b>	<b>Daily Life and Social Interaction:</b> In the city / naming places and buildings, means of transport, basic directions Food, drink, family / groceries and meals Everyday life, telling time, making appointments
<b>Unit-III</b>	<b>Culture, Communication, and Living Spaces-</b> Leisure activity, celebrations / Grammar: separable verbs, the accusative, past tense of to have and to be Contacts, writing letters / Grammar: dative My apartment, rooms, furniture, colours / Grammar: changing prepositions

<b>Unit-IV</b>	<b>Culture and Communication-</b> Professions / Grammar: perfect tense Clothes / Grammar: perfect tense and dative Health and the body / Grammar: the imperative and modal verbs Holiday and weather
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#### **Suggested Readings:**

- Textbook + Workbook + Glossar by Netzwerk Deutsch als Fremdsprache A1
- Tangram Aktuell A1/1,2 by Rosa-Maria Dallapiazza et al,
- Grundkurs Lehrbuch by Becker, Braunert und Schlenker, Unternehmen Deutsch

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

<b>Unit No</b>	<b>Topics</b>	<b>Links</b>
<b>Unit-I</b>	Basic Communication and Grammar	<a href="https://nptel.ac.in/courses/109106166">nptel.ac.in/courses/109106166</a>
<b>Unit-II</b>	Daily Life and Social Interaction	<a href="https://nptel.ac.in/courses/109106166">nptel.ac.in/courses/109106166</a>
<b>Unit-III</b>	Culture, Communication, and Living Spaces	<a href="https://nptel.ac.in/courses/109106166">nptel.ac.in/courses/109106166</a>
<b>Unit-IV</b>	Culture and Communication	<a href="https://nptel.ac.in/courses/109106166">nptel.ac.in/courses/109106166</a>

Course Code	SEC-201A				
Category	Skill Enhancement Course				
Course Title	Business Etiquettes				
Scheme and Credits	L	T	P	Credits	Semester-III
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To understand key principles of business etiquette and professional conduct. 2. To understand workplace courtesy and resolve ethical issues effectively. 3. To understand proper telephone, email, and disability etiquette. 4. To understand cultural awareness and professional appearance.				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	<b>Define</b> basic business etiquette and professional conduct.	Level-1 Remember
CO2	<b>Explain</b> workplace ethics and cultural sensitivity.	Level-2 Understand
CO3	<b>Demonstrate</b> proper etiquette in communication and interactions.	Level-3 Apply
CO4	<b>Analyze</b> workplace scenarios to resolve conflicts and uphold ethics.	Level-4 Analyze

**Note:**

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

Unit No.	Contents
<b>Unit-I</b>	<b>Introduction to Business Etiquette:</b> Introduction- ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing.
<b>Unit-II</b>	<b>Workplace Courtesy and Business Ethics:</b> Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment - real life workplace scenarios - company policy for business etiquette
<b>Unit-III</b>	<b>Professional Communication and Etiquette in the Workplace:</b> Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices
<b>Unit-IV</b>	<b>Diversity and Cultural Awareness at Workplace Impact of diversity</b> - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication, Business Attire and Professionalism Business style and professional image- dress code guidelines for appropriate business attire-grooming for success.

**Suggested Readings:**

- Indian Business Etiquette by Raghu Palat, Jaico Publishers
- At Ease with Etiquette by Nina Kochhar, Health Harmony
- The Book of Etiquette and Manners by Nimeran Sahukar and Prem P. Bhalla, Pustak Mahi Publishers
- Corporate Grooming and Etiquette by Sarvesh Gulati, Rupa Publications
- The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, McGraw Hill Education

**Useful Video Links:**

Unit No	Topics	Links
Unit-I	Business Etiquette – Basic	<a href="https://archive.nptel.ac.in/courses/110/105/110105079/">https://archive.nptel.ac.in/courses/110/105/110105079/</a>
Unit-II	Workplace Courtesy and Business Ethics	<a href="https://archive.nptel.ac.in/courses/110/105/110105138/">https://archive.nptel.ac.in/courses/110/105/110105138/</a>
Unit-III	Telephone Etiquette, email etiquette	<a href="https://archive.nptel.ac.in/courses/109/107/109107121/">https://archive.nptel.ac.in/courses/109/107/109107121/</a>
	online chat etiquette guidelines	<a href="https://archive.nptel.ac.in/courses/109/104/109104031/?utm_source=chatgpt.com">https://archive.nptel.ac.in/courses/109/104/109104031/?utm_source=chatgpt.com</a>
Unit-IV	Diversity and Cultural Awareness	<a href="https://onlinecourses.nptel.ac.in/noc25_hs41/preview">https://onlinecourses.nptel.ac.in/noc25_hs41/preview</a>
	Cultural Communication	<a href="https://onlinecourses-archive.nptel.ac.in/noc19_hs05/preview">https://onlinecourses-archive.nptel.ac.in/noc19_hs05/preview</a>
	Business Attire	<a href="https://archive.nptel.ac.in/courses/109/105/109105110/">https://archive.nptel.ac.in/courses/109/105/109105110/</a>

Course code	LC-SEC-203A				
Category	Skill Enhancement Course				
Course title	Business Etiquettes Lab				
Scheme and Credits	L	T	P	Credits	Semester-III
	0	0	2	1	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none"><li>1. To understand professional greetings, workplace behavior, and personal spacing through role-play.</li><li>2. To understand workplace courtesy, ethics, and conflict resolution in real-life scenarios.</li><li>3. To understand proper telephone, email, and disability etiquette in business settings.</li><li>4. To understand cultural awareness, dress code understanding, and professional grooming.</li></ol>				
Assessment	10 Marks				
End Semester Exam	15 Marks				
Total Marks	25				
Duration of Exam	03 Hours				

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

<b>CO</b>	<b>Course Outcomes</b>	<b>RBT Level</b>
CO1	<b>Apply</b> business etiquette in professional and digital settings	<b>Level-3 Apply</b>
CO2	<b>Analyze</b> workplace situations to choose appropriate professional behavior.	<b>Level-4 Analyze</b>
CO3	<b>Evaluate</b> ethical and cultural practices in business environments.	<b>Level-5 Evaluate</b>
CO4	<b>Create</b> professional documents and presentations using proper etiquette.	<b>Level-6 Create</b>

#### List of Practical's

<b>S. No.</b>	<b>Description</b>
1	To conduct a quiz on the ABCs of etiquette, including meeting and greeting scenarios, and principles of professional behavior in a business setting.
2	To conduct exercises where students practice common workplace courtesy and manners, including etiquette at formal gatherings and understanding hierarchical protocols.
3	To conduct role-play scenarios where students face ethical issues like preventing sexual harassment and resolving conflicts in a professional environment.
4	To conduct exercises in telephone etiquette, including handling impatient or rude clients, while mastering the nuances of internet and online chat etiquette.
5	To conduct a series of exercises where students practice email etiquette, including writing professional emails and managing internet usage in the workplace.
6	To conduct a session to introduce basic disability etiquette practices, including understanding challenges faced by people with disabilities in the workplace.
7	To organize an interactive workshop focused on the impact of diversity and cultural sensitivity in the workplace, covering taboos, cultural practices, and communication styles.
8	To engage in a group discussion about the importance of business attire, grooming for success, and professional image in the workplace.

9	To engage students in role-play exercises simulating business meetings, where they demonstrate good business etiquette, including professional greetings and appropriate conduct.
10	To organize a mock networking event or speed networking session, where students interact with peers and professionals from diverse backgrounds.

### **Suggested Readings:**

- Indian Business Etiquette by Raghu Palat, Jaico Publishers, 2008
- At Ease with Etiquette by Nina Kochhar, Health Harmony, 2011
- The Book of Etiquette and Manners by Nimeran Sahukar and Prem P. Bhalla, Pustak Mahi Publishers, 2004
- Corporate Grooming and Etiquette by Sarvesh Gulati, Rupa Publications, 2012
- The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, McGraw Hill Education, 2013

### **Useful Video Links:**

<b>Topics</b>	<b>Links</b>
Effective Business Communication	<a href="https://onlinecourses.nptel.ac.in/noc21_mg98/preview">https://onlinecourses.nptel.ac.in/noc21_mg98/preview</a>
Business Manners	<a href="https://onlinecourses.nptel.ac.in/noc21_mg99/preview">https://onlinecourses.nptel.ac.in/noc21_mg99/preview</a>
International Business Communication	<a href="https://archive.nptel.ac.in/courses/110/105/110105052/">https://archive.nptel.ac.in/courses/110/105/110105052/</a>
Soft Skills for Business Negotiations and Marketing Strategies	<a href="https://onlinecourses.nptel.ac.in/noc22_mg105/preview">https://onlinecourses.nptel.ac.in/noc22_mg105/preview</a>