

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 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-207A	Business Policy and Strategy	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-205A	Disaster Management

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	DSC-BBA-201A				
Category	Discipline Specific Course - Major Course				
Course Title	Cost and Management Accounting				
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 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	Recall fundamental concepts of cost and management accounting.	Level-1 Remember
CO2	Explain material control, labor cost, overheads, and budgeting processes.	Level-2 Understand
CO3	Apply costing methods and marginal costing for decision-making.	Level-3 Apply
CO4	Analyze 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
Unit-I	Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, installation of costing system, difference between cost accounting and financial accounting. Material Control: - 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.
Unit-II	Labor Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labor Turnover, Idle Time, Overtime, Systems of Wage Payment: – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead: – classification, allocation and apportionment of overhead including machine hour rate. Methods of Costing: – Job, Batch and Contract Costing, Process Costing Fundamental, Process Losses & Gains.

Unit-III	Management Accounting: - Meaning, nature, scope, objective and functions; marginal costing and profit planning, practical application of marginal costing techniques; Responsibility Accounting: - types of responsibility centers, performance evaluation criteria, responsibility reporting; Budgeting: – role of budgets and budgeting in organizations, budgeting process, operational and financial budgeting.
Unit-IV	Financial Statements: - Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis, techniques in performance measurement; Management accounting information 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
Unit-I	Fundamentals of Financial Management	https://onlinecourses.nptel.ac.in/noc24_mg114/preview?utm_source=chatgpt.com
Unit-II	Systems of Wage Payment, Methods of Costing, Overhead	https://onlinecourses.nptel.ac.in/noc24_mg114/preview?utm_source=chatgpt.com
	Treatment and Control of Labor Turnover, Idle Time, and Overtime	https://archive.nptel.ac.in/courses/110/101/110101003/?utm_source=chatgpt.com
Unit-III	Management Accounting, Responsibility Accounting, Budgeting	https://onlinecourses.nptel.ac.in/noc24_mg99/preview?utm_source=chatgpt.com
Unit-IV	Financial Statement Analysis and Reporting	https://onlinecourses.nptel.ac.in/noc25_mg24/preview

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	Discuss the Principles and Frameworks of Corporate Governance.	Level-1 Remember
CO2	Explain Governance Principles to Real-World Scenarios.	Level-2 Understand
CO3	Apply corporate governance principles and models to board roles, stakeholder participation, ethical decisions, and legal governance practices.	Level-3 Apply
CO4	Analyze 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
Unit-I	Introduction to Corporate Governance: Definition of Corporate Governance, Evolution of Corporate Governance, Importance of Corporate Governance, Principles of Corporate Governance, Corporate Governance Models, Corporate Governance Frameworks.
Unit-II	The Role and Structure of Corporate Governance: 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
Unit-III	Ethical Issues and Corporate Social Responsibility (CSR): Ethical Decision-Making in Corporate Governance, Definition, importance, and frameworks in CSR, Sustainability and Governance, conflict in interests, Stakeholder vs. Shareholder Model.

Unit-IV	Corporate Governance and Legal Frameworks: 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:

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

Course Code	MIC-BBA-205A				
Category	Discipline Relevant Course- Minor 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	Recall key concepts of disasters, man-made disaster, disaster management, and their link to development and vulnerability.	Level-1 Remember
CO2	Explain the concepts of disasters, man-made disaster, disaster management processes, and their links to development and climate change adaptation.	Level-2 Understand
CO3	Apply concepts of natural and man-made disasters, disaster management strategies, disaster responses, and the inter-relationship between disasters and development.	Level-3 Apply
CO4	Analyze disaster causes and management strategies, and interpret their impact on development, climate adaptation, and indigenous knowledge integration.	Level-4 Analyze

Note:

- 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.
- At least four cases will be discussed, one from each unit.

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

Unit-IV	Inter-relationship between Disasters and Development: 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
Unit-I	Concept of Hazard	https://nptel.ac.in/courses/105104183
Unit-II	Man-made Disaster	https://avcce.digimat.in/nptel/courses/video/105104183/L06.html
Unit-III	Post-disaster	https://archive.nptel.ac.in/courses/124/107/124107010/
Unit-IV	Climate Change Adaptation.	http://digimat.in/nptel/courses/video/126103022/L59.html

Course Code	DSC-BBA-207A				
Category	Discipline Specific Course-Major Course				
Course Title	Business Policy and Strategy				
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 foundational concepts, processes, and significance of business policy and strategic management. 2. To understand various strategy types and their application at the corporate, business, and functional levels. 3. To understand the implementation aspects of strategy, including structural, behavioral, and functional dimensions. 4. To understand techniques for evaluating and controlling strategies, including McKinsey’s 7S Framework.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the 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	Explain the framework of strategic management, including strategic intent, environmental and organizational appraisal, strategy types, implementation, and control.	Level-2 Understand
CO3	Apply 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	Analyze 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
Unit-I	Introduction to Business Policy and Strategic Management: 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. Environment Appraisal: 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.

Unit-II	Type of Strategies: 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.
Unit-III	Strategy Implementation: 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.
Unit-IV	Strategy Evaluation and Control: 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	https://nptel.ac.in/courses/110108047
	Environment Appraisal	https://nptel.ac.in/courses/110107509
Unit-II	Corporate Level and Business Level Strategies	https://nptel.ac.in/courses/110105161
Unit-III	Strategy Implementation	https://nptel.ac.in/courses/122105024
	Case Study	https://nptel.ac.in/courses/122105024
Unit-IV	McKinsey's 7s Framework	https://nptel.ac.in/courses/110108161

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

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

Unit No.	Contents
Unit-I	Introduction to Corporate Social Responsibility: 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.
Unit-II	CSR Strategy and Implementation in Organisation: 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
Unit-III	CSR Initiatives and Best Practices: 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

Unit-IV	CSR Reporting and Accountability: 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:

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

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	Discuss the financial management fundamental concepts and its application.	Level-1 Remember
CO2	Describe the concepts of financial management to prepare and manage financial system.	Level-2 Understand
CO3	Apply financial management techniques to solve business problems	Level-3 Apply
CO4	Analyze 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
Unit-I	Introduction to Finance: 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.
Unit-II	Investment Decisions: 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.
Unit-III	Financing Decisions: Capital Structure: Concept, Factors affecting Capital Structure, Capital Structure Theories: Net Income Approach, Net Operating Income Approach, Traditional Approach and MM approach.

Unit-IV	Dividend Decisions and Working Capital Management: Dividend Decisions: Concept, Types of Dividends, Factors determining the Dividend policy. Working Capital Management: 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
Unit-I	Fundamentals of Financial Management	nptel.ac.in/courses/110107144
Unit-II	Capital Budgeting	https://onlinecourses.nptel.ac.in/noc25_mg138/
Unit-III	Capital Structure	https://onlinecourses.nptel.ac.in/noc20_mg31/
Unit-IV	Working Capital Management	https://onlinecourses.nptel.ac.in/noc19_mg40/

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

	Negotiation : Process, Bargaining strategies.
Unit-IV	Leadership- 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:

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

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
CO1	Recall 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
CO2	Explain 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
CO3	Apply HTML and DHTML to develop basic web pages by using tags for formatting, linking, layout creation, form handling, and incorporating multimedia.	Level 3: Apply
CO4	Analyze 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
Unit-I	Internet and World Wide Web: 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.
Unit-II	Web Publishing: 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).

Unit-III	Web Development: 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.
Unit-IV	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; DHTML: 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
Unit-I	Introduction to Internet	https://archive.nptel.ac.in/courses/106/105/106105084/
	TCP/IP	https://archive.nptel.ac.in/courses/106/105/106105084/
Unit-II	Introduction to HTML	https://archive.nptel.ac.in/courses/106/105/106105084/
Unit-III	HTML Forms	https://archive.nptel.ac.in/courses/106/105/106105084/
Unit-IV	JavaScript	https://archive.nptel.ac.in/courses/106/105/106105084/

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	Recall fundamental concepts of computer graphics systems, input/output devices, and graphics primitives..	Level 1: Remember
CO2	Explain 2D geometrical transformations, viewing pipelines, and coordinate transformations in graphical systems.	Level 2: Understand
CO3	Apply mathematical and graphical techniques to perform transformations and construct curves and surfaces in 2D and 3D space.	Level 3: Apply
CO4	Analyze 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
Unit-I	Graphics Primitives: 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.
Unit-II	2-D Geometrical Transforms: Translation, scaling, rotation, reflection and shear transformations, matrix representations and homogeneous coordinates, composite transforms, transformations between coordinate systems. 2-D Viewing: The viewing pipeline, viewing coordinate reference frame, window to view- port coordinate transformation, viewing functions.
Unit-III	3-D Object Representation: Polygon surfaces, quadric surfaces, spline representation, Hermite curve, Bezier curve and B-Spline curves.

Unit-IV	3-D Geometric Transformations: Translation, rotation, scaling, reflection and shear transformations, composite transformations. 3-D Viewing: 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
Unit-I	Introduction to Computer Graphics	https://nptel.ac.in/courses/106/102/106102065/#
	Video Display Devices	https://nptel.ac.in/courses/106/102/106102065/#
Unit-II	2D Transformations	https://nptel.ac.in/courses/106/102/106102065/#
Unit-III	Polygon Surfaces and 3D Object Representation	https://nptel.ac.in/courses/106/102/106102065/#
Unit-IV	3D Geometric Transformations	https://nptel.ac.in/courses/106/102/106102065/#

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	Recall the fundamental concepts of multimedia systems including text, images, sound, and video along with their tools, formats, and features	Level 1: Remember
CO2	Explain 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	Apply multimedia design techniques to integrate text, images, audio, and video using appropriate models, formats, and tools.	Level 3: Apply
CO4	Analyze 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
Unit-I	Multimedia: 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.
Unit-II	Images: Fundamentals of Still Images – Color Models and Representation – Image File Formats and Compression Techniques. Digital Image Processing: Concepts of Image Enhancement, Restoration, and Filtering – Image Masking Techniques – Visual Effects in Digital Media – Understanding Image Layers and Their Functionalities
Unit-III	Sound: 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. Video: using video - how video works - short note on analog video - digital video - obtaining video clips – shooting and editing video. Video and Digital Movie Tools

Unit-IV	Multimedia Project Development: 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:

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

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	Identify 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	Analyze 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
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 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
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	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	Identify basic grammar and vocabulary for everyday topics like self-introduction, hobbies, and time.	Level-1 Remember
	Describe daily life, places, food, and activities using correct grammar.	Level-2 Understand
CO3	Use grammar structures like dative, perfect tense, and prepositions in practical contexts.	Level-3 Apply
CO4	Interpret 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
Unit-I	Basic Communication and Grammar: 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
Unit-II	Daily Life and Social Interaction: In the city / naming places and buildings, means of transport, basic directions Food, drink, family / groceries and meals Everyday life, telling time, making appointments
Unit-III	Culture, Communication, and Living Spaces- 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

Unit-IV	Culture and Communication- 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:

Unit No	Topics	Links
Unit-I	Basic Communication and Grammar	nptel.ac.in/courses/109106166
Unit-II	Daily Life and Social Interaction	nptel.ac.in/courses/109106166
Unit-III	Culture, Communication, and Living Spaces	nptel.ac.in/courses/109106166
Unit-IV	Culture and Communication	nptel.ac.in/courses/109106166

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	Define basic business etiquette and professional conduct.	Level-1 Remember
CO2	Explain workplace ethics and cultural sensitivity.	Level-2 Understand
CO3	Demonstrate proper etiquette in communication and interactions.	Level-3 Apply
CO4	Analyze 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
Unit-I	Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing.
Unit-II	Workplace Courtesy and Business Ethics: 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
Unit-III	Professional Communication and Etiquette in the Workplace: 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
Unit-IV	Diversity and Cultural Awareness at Workplace Impact of diversity - 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	https://archive.nptel.ac.in/courses/110/105/110105079/
Unit-II	Workplace Courtesy and Business Ethics	https://archive.nptel.ac.in/courses/110/105/110105138/
Unit-III	Telephone Etiquette, email etiquette	https://archive.nptel.ac.in/courses/109/107/109107121/
	online chat etiquette guidelines	https://archive.nptel.ac.in/courses/109/104/109104031/?utm_source=chatgpt.com
Unit-IV	Diversity and Cultural Awareness	https://onlinecourses.nptel.ac.in/noc25_hs41/preview
	Cultural Communication	https://onlinecourses-archive.nptel.ac.in/noc19_hs05/preview
	Business Attire	https://archive.nptel.ac.in/courses/109/105/109105110/

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	The objectives of this course are 1. To understand professional greetings, workplace behavior, and personal spacing through role-play. 2. To understand workplace courtesy, ethics, and conflict resolution in real-life scenarios. 3. To understand proper telephone, email, and disability etiquette in business settings. 4. To understand cultural awareness, dress code understanding, and professional grooming.				
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

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

List of Practical's

S. No.	Description
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:

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

**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 SYLLABUS
of
4th SEMESTER**

**BACHELOR OF BUSINESS
ADMINISTRATION PROGRAM
(BBA)**

**WITH EFFECT FROM THE
SESSION 2025-26**

w.e.f. 2025-26

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Semester-IV

Table No. XII (Ability Enhancement Courses)

S. No.	Category	Course Code	Course Name
1	Ability Enhancement Course	AEC-202A	Hindi-II
2		AEC-204A	Sanskrit-II

Table No. XIII (Value Added Courses)

S. No.	Category	Course Code	Course Name
1	Value Added Courses	VAC-202A	Wellbeing Through Yoga
2		VAC-204A	Communication Skills

Table No. XIV (Major Discipline Relevant Course (Vocational)- Minor Courses)

S. No.	Category	Course Code	Course Name
1	Major Discipline Relevant Course (Vocational) - Minor	MICV-208A	Managerial Skills
2		MICV-210A	Database Management System
3		LC-MICV-212A	Database Management System Lab

Course Code	DSC-BBA-202A				
Category	Discipline Specific Course - Major Course				
Course Title	Basics of International Business				
Scheme and Credits	L	T	P	Credits	Semester-IV
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand the concepts, scope, significance, and challenges of international business, including globalization and major risks. 2. To explore the international business environment, its components, determinants, stages of internationalization, and approaches. 3. To understand international trade, foreign exchange mechanisms, foreign direct investment, and the role of government and international organizations in trade. 4. To learn about international marketing strategies, including product design, branding, pricing, promotion, logistics, and distribution in global markets.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define fundamental concepts of international business, globalization, and major risks.	Level-1 Remember
CO2	Explain the international business environment, modes of entry, and foreign trade policies.	Level-2 Understand
CO3	Apply international trade theories, foreign exchange, foreign direct investment and international marketing in business decision-making.	Level-3 Apply
CO4	Analyze international trade theories and marketing strategies, including product, pricing, promotion, and distribution, to solve global 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	International Business:- An overview; Domestic versus International Business; Major risks and challenges of International Business; International Business Environment:- Components and determinants; stages of internationalization of business; international business approaches, concept of globalization.
Unit-II	International Business and Foreign Exchange Environment:- Modes of entering into international business; nature of multinational enterprise and international direct investment; motives and determinants of Foreign Direct Investment; Foreign Exchange Market; determination of exchange rate; Balance of Payments.
Unit-III	Theories of International Trade:- Absolute advantage theory; comparative advantage theory; factor proportions theory; Product Life Cycle theory of trade; governmental influence on trade, rationale for government intervention, instruments of trade control; role of WTO, IMF and World Bank in international trade.
Unit-IV	International Marketing Strategies:- Assessing international markets; designing products for foreign markets; branding decisions, international promotions policy; international pricing, international logistics and distribution.

Suggested Readings:

- International Business: A Strategic Management Approach by Rugman Alen M and Hodgetts Richard D, McGraw Hill.
- The Globalisation of Business by Dunning John H, Rontledge London.
- International Marketing by Omkvisil and Shaw.
- International Business, Daniels John D and Radebangh Lee H, Pearson Education.
- International Business, Rao P Subba, Himalaya Publishing House.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	International Business Environment	http://www.digimat.in/nptel/courses/video/110107145/L16.html
Unit-II	Foreign Direct Investment	http://digimat.in/nptel/courses/video/130106117/L22.html
Unit-III	International Trade Theory	http://www.digimat.in/nptel/courses/video/110105057/L31.html
Unit-IV	International Marketing	http://www.digimat.in/nptel/courses/video/110105157/L01.html

Course Code	DSC-BBA-204A				
Category	Discipline Specific Course - Major Course				
Course Title	Indian Financial System				
Scheme and Credits	L	T	P	Credits	Semester-IV
	3	1	0	4	
Course Objectives	The objectives of this course are: 1. To understand the structure, components, functions, and reforms of the Indian financial system, including money markets and their segments. 2. To explore the Indian capital market, its primary and secondary markets, stock exchanges (NSE, BSE), depositories, new financial instruments, and the role of SEBI. 3. To understand the functions of banking and financial institutions in India, including commercial banks, RRBs, NBFCs, merchant banking, and risk management in banks. 4. To learn about mutual funds and insurance as financial intermediaries, including their types, principles, and the role and functions of IRDA.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

Cos	Skills Demonstrated	RBT Level
CO1	Define the concepts, components, functions, and reforms of the Indian financial system.	Level-1 Remember
CO2	Describe the structure, operations, the regulatory framework and policies governing the Indian financial system.	Level-2 Understand
CO3	Apply Indian financial system concepts to real-world roles of institutions, markets, and regulators.	Level-3 Apply
CO4	Analyze the mechanisms & regulations of the Indian financial system and market in a real world scenario.	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	Financial System: - Meaning, components and functions; reforms in the Indian Financial System; money market and its segments. Digital Transformation in the Indian Financial System. Recent Money Market Reforms and Liquidity Management.
Unit-II	Indian Capital Market: - Primary market; stock exchange and its function, trading in stock exchange, NSE, BSE, depositories and custodian, new financial instruments, role and functions of SEBI. Rise of Retail Investors and Online Trading Platforms in India. SEBI's Recent Regulatory Measures for Investor Protection.
Unit-III	Banking and Financial Institutions in India: - Commercial banks, RRBs, risk management in banks, merchant banking and its services, NBFCs. Current Scenario of Risk Management and NPAs in Indian

	Banks. Growth of NBFCs and FinTech Collaboration in India
Unit-IV	Mutual funds: - meaning, type and principle, Growth of SIPs and Retail Participation in Mutual Funds. Insurance: - IRDA, its role and functions. InsurTech and Digital Insurance Reforms in India.

Suggested Readings:

- The Indian Financial System, Second Edition, by Pathak, Bharati V (2008), Pearson Education.
- Indian Financial System, Fourth Edition, by Khan, M Y, Tata Mc Graw Hill.
- Indian Financial System, Third Edition, by Machi raju, HR, Vikas Publications.
- The Indian Financial System and Development, by Desai, Vasant, Himalaya Publishing House.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Indian Financial System	http://digimat.in/nptel/courses/video/110105121/L01.html
Unit-II	Structure and functions of SEBI	http://www.digimat.in/nptel/courses/video/110105121/L20.html
Unit-III	Importance and Forms of Commercial Banks	https://nptel.ac.in/courses/110105143
Unit-IV	Mutual Funds	http://www.digimat.in/nptel/courses/video/110105166/L22.html

Course Code	DSC-BBA-206A				
Category	Discipline Specific Course - Major Course				
Course Title	Indian Business Environment				
Scheme and Credits	L	T	P	Credits	Semester-IV
	3	1	0	4	
Course Objectives	The objectives of this course are: 1. To understand the nature and components of the business environment and the Indian economy. 2. To examine economic reforms in India such as Liberalization, Privatization and Globalization, along with monetary and fiscal policies, and key regulatory frameworks like Competition Act, Consumer Protection, and Corporate Governance. 3. To examine industrial reforms in India with special reference to Industrial Policy 1991, public sector reforms, public-private partnerships, SMEs, industrial sickness, and the role of SEBI in investor protection. 4. To understand India’s external sector, including Balance of Payments, foreign trade policy, FDI environment, FEMA, and the role of global institutions such as WTO, IMF, and World Bank in business and trade.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concept of business environment.	Level-1 Remember
CO2	Explain the fundamental components of the business environment, the major economic reforms, and the key business regulations in India.	Level-2 Understand
CO3	Apply the concepts of the business environment, economic reforms, key business regulations in India and role of global institutions to business decision-making.	Level-3 Apply
CO4	Analyze the business environment, economic reforms, key business regulations in India, and the role of global institutions to infer their impact on real-world business decision-making.	Level-4 Analyze

Note:

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

Unit No.	Contents
Unit-I	Business Environment:- Nature, components of business environment: internal and external environment; country risk; political risk; international impact on business environment; nature of Indian economy.
Unit-II	Economic Reforms and Governance in India:- Liberalization, privatization and globalization, monetary and fiscal policy; Competition Act 2002; Consumer protection; corporate governance.
Unit-III	Industrial Reforms:- Industrial policy of 1991; public sector reforms; public private partnership; SMEs:- threats and challenges; industrial sickness; introduction to SEBI and investor protection.
Unit-IV	India's External Sector and Global Institutions:- Balance of Payments scenario; foreign trade pattern and policy; environment for international direct investment; Foreign Exchange Management Act; WTO, IMF, World Bank.

Suggested Readings:

- Economic Environment of Business by Mishra S.K. and Puri V.K., Himalaya Publishing, New Delhi.
- Business Environment by Bedi, Suresh.
- Indian Economy Govt. of India, Economic Survey (latest year), by Datt Ruddar and Sundaram, Govt. of India, New Delhi.
- Government and Business by Sengupta N.K., Vikas Publication, New Delhi.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Business Environment	https://youtu.be/M6t71wG77sk?si=kmsM0wlnu71YuLJV
Unit-II	Monetary policy	http://www.digimat.in/nptel/courses/video/109104184/L29.html
Unit-III	Challenges of small and medium enterprises SME	https://www.youtube.com/watch?v=8gIHVhqJatA
Unit-IV	Monetary approach to Balance of Payments & Exchange Rates	http://digimat.in/nptel/courses/video/109107173/L46.html

Course Code	DSC-BBA-208A				
Category	Discipline Specific Course - Major Course				
Course Title	Legal and Ethical Issues in Business				
Scheme and Credits	L	T	P	Credits	Semester-IV
	3	1	0	4	
Course Objectives	The objectives of this course are: 1. To understand the key legal and ethical issues in the business context of India, including their significance and challenges. 2. To analyze ethical dilemmas in business decisions and the factors influencing ethical behavior. 3. To understand the legal and regulatory aspects of business ethics, including financial, competitive, and social responsibilities of organizations. 4. To learn how organizational and individual factors impact business ethics and ethical decision-making in practice.				
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	Recall major laws, regulations, ethical principles, and fundamental concepts of business organizations that guide business conduct.	Level-1 Remember
CO2	Explain various forms of business organizations, government policies, and legal–ethical aspects of business operations.	Level-2 Understand
CO3	Apply legal and ethical principles in managerial and organizational decision-making.	Level-3 Apply
CO4	Analyze ethical dilemmas, legal frameworks, and organizational challenges using ethical theories, CSR principles, and organizational principles to assess their impact on real-world business decision-making.	Level-4 Analyze

Note:

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

Unit No.	Contents
Unit-I	Introduction to Business Law:- Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law.
Unit-II	Sales and Leases:- Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability; Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers.
Unit-III	Introduction to Business Ethics:- The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business; Issues related to Business Ethics in marketing,

	finance & human resource functions. Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.
Unit-IV	The Ethical Decision-making process :- Philosophical approaches to ethical decision making; Ethics & Religious approaches; Moral & Legal aspects of ethical decision making; Ethical aspects in Bhagvat Gita; Kautilya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Karma, Indian philosophy of work ethics; Kautilya's Arthshastra; Introduction to Integral Humanism; Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution.

Suggested Readings:

- Business and Corporate Laws by Tulsian, P. C., S. Chand Publishing.
- Business Ethics and Corporate Governance by Fernando, A.C., Pearson.
- Business Law beyond Business, Bayern, S. J., Corp. L.
- To the Youth of India by Vivekanand, S., Advaita Ashrama.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Formation of Contract	http://www.digimat.in/nptel/courses/video/129106006/L12.html
Unit-II	Special Contracts: Sale of Goods	http://www.digimat.in/nptel/courses/video/129106006/L38.html
Unit-III	Business Ethics	http://www.digimat.in/nptel/courses/video/110105079/L01.html
Unit-IV	Moral aspects of ethical decision making	http://www.digimat.in/nptel/courses/video/109104206/L03.html

Course Code	MICV- 208A				
Category	Major Discipline Relevant Course (Vocational) – Minor				
Course Title	Managerial Skills				
Scheme and Credits	L	T	P	Credits	Semester-IV
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand and apply key managerial skills, with a focus on coordination, interpersonal roles, and effective management techniques. 2. To learn problem-solving strategies, foster creativity, and understand the importance of empowerment and delegation in management. 3. To understand team-building, group behavior, and leadership skills, using techniques like brainstorming and sensitivity training. 4. To improve communication skills, conduct meetings and interviews, and develop self-confidence and motivational skills for managerial effectiveness.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

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

Note:

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

Unit No.	Contents
Unit-I	Introduction to managerial skills:- Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills, Coordination and Interpersonal roles.
Unit-II	Problem-solving:- Problem-solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity. Empowering and delegating:- Meaning of empowerment, dimensions of empowerment, how to Develop empowerment, inhibitors of empowerment, delegating works.
Unit-III	Teams and Groups:- Team Building, developing teams and teamwork, advantages of a team, leading a team, team membership, Group Dynamics, Group Behaviour, Cohesion, Importance of Brain Storming, Sensitivity Training, Nominal Group techniques, Leadership and competence development.

Unit-IV	Communication:- Process of communication, Need and Importance of communication skills, Types of communication, conduct of meetings, Interviews, reporting of projects, reporting of case analysis, Building self confidence, Role of motivation skills in developing managers.
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Suggested Readings:

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

Useful Video Links:

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

Course Code	MICV-210A				
Category	Major Discipline Relevant Course (Vocational)- Minor				
Course Title	Database Management System				
Scheme and Credits	L	T	P	Credits	Semester-IV
	3	0	0	3	
Course Objectives	1. To provide a strong foundation in database concepts and relational design, including ER Modelling, normalization, and integrity constraints using My SQL. 2. To develop practical skills in SQL, transaction management, optimization, and database security, enabling students to build, manage, and scale database-driven applications.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	3 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Recall core database concepts including relational models, ER modelling, normalization, SQL, transactions, optimization, security, backup, and My SQL integration.	Level-1 Remember
CO2	Explain database concepts, relational ER design, normalization, SQL operations, transactions, optimization, security, My SQL integration with applications and cloud platforms.	Level-2 Understand
CO3	Apply database concepts to design schemas, implement SQL transactions, optimize queries, ensure security backup, integrate My SQL with applications and cloud platforms.	Level-3 Apply
CO4	Analyze database requirements to design, normalization, SQL queries, transactions, optimization, security, scalability in My SQL and cloud databases.	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
Unit-I	Database Fundamentals: Definition, purpose, and types of databases (flat-file vs. relational). Components of a DBMS: Storage engine, query processor, transaction manager. Applications of databases in industries (e.g., healthcare, e-commerce etc). Relational Model Basics: Tables, rows, columns, keys (primary, foreign, candidate). Integrity constraints: Entity, referential, domain. Introduction to MySQL: Overview of MySQL as an RDBMS. MySQL architecture and installation.
Unit-II	Entity-Relationship (ER) Modelling: Entities, attributes, relationships (1:1, 1:N , M:N). ER diagram notation(Chen/UML) and case studies. Relational Schema Design: Converting ER diagrams to relational tables. Normalization: Functional dependencies, anomalies (insertion, deletion, update). 1NF, 2NF, 3NF, and BCNF with practical examples.
Unit-III	Structured Query Language (SQL): DDL: CREATE, ALTER, DROP tables. DML: INSERT, UPDATE, DELETE. DQL: SELECT with clauses (WHERE, GROUP BY, JOIN, sub queries). Transactions and Concurrency: ACID properties, COMMIT, ROLLBACK, isolation levels.

Unit-IV	Database Optimization: Query optimization using EXPLAIN, indexing strategies. Normalization vs. Denormalization tradeoffs. Security and Backup: User management, roles, and privileges in My SQL. Data encryption, backups (mysqldump), and recovery. Integration and Scalability: Connecting MySQL with applications. Introduction to cloud databases (e.g., AWSRDS, MySQL on Azure etc).
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Suggested Readings:

- Elmasri and Navathe, Fundamentals of Database Systems, Pearson Education.
- C.J.Date, Longman, Introduction to Database Systems, Pearson Education.
- Peter Rob and Coronel, Database Systems, Design, Implementation and Management, Thomson Learning.
- Korth, Silberchatz, Sudarshan, Database System Concepts, McGraw-Hill.
- Raghu Ramakrishnan, Johannes Gehrke, Database Management Systems, McGraw-Hill.
- Database Management System by R.P. Mahapatra and Govind Verma.
- Database Management Systems: A Practical Approach by Rajiv Chopra.
- Database System Concepts by Abraham Silberschatz, Henry F. Korth, and S. Sudarshan.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Database Fundamentals	https://youtu.be/sEaYXwmsLw0?si=9qVJw3l1cjL23RsK
Unit-II	Entity-Relationship (ER) Modelling	https://youtu.be/5TU7zH0Z8ps?si=7qosQo9cH0lGMXYf
Unit-III	Structured Query Language (SQL)	https://youtu.be/TB5T2O8Hwm8?si=G2DffC9qXWqNTaGc
Unit-IV	Database Optimization	https://youtu.be/_jou55svo1k?si=2kv6pRgc0fzcQMGQ

Course Code	LC-MICV-212A				
Category	Major Discipline Relevant Course (Vocational)- Minor				
Course Title	Database Management System Lab				
Scheme and Credits	L	T	P	Credits	Semester-IV
	0	0	2	1	
Course Objectives	The objectives of this course are to 1. To design and implement relational databases using ER diagrams, normalization, table creation, keys, and relationships in MySQL. 2. To apply SQL and database management techniques including queries, joins, sub queries, transactions, optimization, stored procedures, and backup and recovery.				
Assessment	10 Marks				
End Semester Examination	15 Marks				
Total Marks	25 Marks				
Duration of Exam	3 Hours				

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

COs	Skills Demonstrated
CO1	Apply database design techniques to create relational schemas using ER diagrams, keys, relationships, and normalization in My SQL.
CO2	Analyze database requirements to evaluate ER models, relational schemas, keys, relationships, and normalization for effective database design.
CO3	Evaluate database designs by assessing ER models, relational schemas, keys, relationships, and normalization techniques for data integrity and efficiency.
CO4	Create efficient relational database designs by developing ER models, defining schemas, keys, relationships, and applying normalization techniques.

Exp. No.	Contents
1	Create a database and show table creation. Define tables with primary and foreign keys.
2	Basic SQL Queries – Retrieve, filter, and sort data using SELECT, WHERE, and ORDER BY.
3	Design an ER diagram for an E-Commerce system, and convert ER Diagram to Relational Schema. Translate entities and relationships into My SQL tables. Show One-to-One, One-to-Many, Many-to-Many Relationships.
4	Normalization Steps (1NF, 2NF, 3NF, BCNF) – Demonstrate normalization of a database.
5	DDL Commands: CREATE, ALTER, DROP
6	DML Commands: INSERT, UPDATE, DELETE
7	DQL: Complex Queries Using GROUP BY and Aggregation
8	Joins: INNER JOIN, LEFT JOIN, RIGHT JOIN. Create a database to show Sub queries and Nested Queries.
9	Create a sql database to demonstrate Stored Procedures & Functions
10	Transactions & ACID Properties – Implement a banking transaction.

Course Code	VAC-202A				
Category	Value Added Courses				
Course Title	Wellbeing through Yoga				
Scheme and Credits	L	T	P	Credits	Semester-IV
	2	0	0	2	
Course Objectives	The objectives of this course are: 1. To understand the basic concepts, philosophy, and importance of Yoga for holistic health. 2. To explore the role of Asanas in improving physical wellbeing and overall fitness. 3. To understand the benefits of Pranayama and Bandhas for physical health and energy regulation. 4. To learn meditation and Mudras for enhancing mental wellbeing and mindfulness.				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts, history, and philosophy of Yoga, including Ashtanga and Hatha Yoga.	Level-1 Remember
CO2	Explain the role of Asanas, Pranayama, Bandhas, and Mudras in promoting physical and mental wellbeing.	Level-2 Understand
CO3	Apply Yogic practices such as Asanas, breathing techniques, and meditation for improving physical health, mental balance, and overall wellness.	Level-3 Apply
CO4	Apply the interconnection between mind, body, and spirit to manage stress, mindfulness, and holistic health.	Level-3 Apply

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.

Unit No.	Contents
Unit-I	Introduction to Yoga:- History and Philosophy of Yoga, Ashtanga Yoga & Hatha Yoga, Importance of Yoga.
Unit-II	Physical Wellbeing through Asanas:- Basics of human physiology & anatomy, Benefits of Asanas in Physical Health, Practice of some important Asanas (Vrikshasana, Utkatasana, Padahasthasana, Trikonasana, Veerasana,; Baddha Padamasana, Uttitha Padamasana, Pawanmuktasana Mandukasana, Uttanmandukasana, Pashimottanasana, Matsyasana, Naukasana, Uttanpadasana, Sarvangasana, Halasana, Bhujangasana, Shalabhasana, Dhanurasana, Makarasana, Shavasana).
Unit-III	Physical Wellbeing through Pranayama and Bandhas:- Introduction to Pranayama and its Benefits, Basic Breathing Exercises (Puraka, Rechaka and Kumbhaka, Anulom Vilom, Bhastrika Bhramari, Kapalbhati), Introduction to Bandhas and their practical procedure.
Unit-IV	Mental Wellbeing through Meditation and Mudras:- Connection between Mind, Body, and Spirit, Benefits of Meditation on Mental Health, Benefit of Mudras for Meditation, Introduction to Mudras and their practical procedure, Guided Meditation Sessions (Mindfulness, Loving-kindness).

Suggested Readings:

- The Heart of Yoga: Developing a Personal Practice by T.K.V. Desikachar.
- Light on Yoga by B.K.S. Iyengar.
- Yoga in daily life by Kiss Josie Orient paper, New Delhi.
- History of yoga by S P Singh, PHISPC Centre for studies of civilization.
- Ashtanga Yoga by Swami Devavrata, Arsha Yoga Sansthan, Mirzapur, Faridabad.
- Ashtanga Yoga by Dr. Jagwanti Deswal.
- Yogavidya: Ek Adhyayan by Dr. Surendra Kumar.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Ashtanga Yoga	http://www.digimat.in/nptel/courses/video/110101165/L60.html
Unit-II	Benefits of Asanas in Physical Health	https://youtu.be/rmTB7uaFOfs?si=3Dq3IME4q0MNFFog
Unit-III	Pranayama Practices and Conscious Breathing	http://www.digimat.in/nptel/courses/video/110101165/L76.html
Unit-IV	Meditation and Mindfulness	http://digimat.in/nptel/courses/video/109105199/L27.html

CourseCode	VAC-204A				
Category	Value Added Courses				
Course Title	Communication Skills				
Scheme and Credits	L	T	P	Credits	Semester-IV
	2	0	0	2	
Course Objectives	The objectives of this course are: 1. To understand the basics of listening, speaking, reading, writing, and non-verbal communication. 2. To explore effective communication techniques and language skills. 3. To understand basic computer skills, digital platforms, social media, and digital marketing. 4. To learn ethical, safe, and responsible use of digital technologies and online communication.				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total	50 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts of listening, speaking, reading, writing, non-verbal communication, and digital literacy.	Level-1 Remember
CO2	Explain effective communication skills, basic computer applications, social media usage, digital marketing concepts, and cybersecurity principles.	Level-2 Understand
CO3	Apply language skills, non-verbal communication techniques, digital tools, and online platforms for effective academic and professional communication.	Level-3 Apply
CO4	Apply written, spoken, and digital information to ensure ethical communication, informed decision-making, and secure digital practices.	Level-3 Apply

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.

Unit No.	Contents
Unit-I	Listening:- Techniques of Effective Listening, Listening and Comprehension, Probing Questions, Barriers to Listening Speaking:- Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors.
Unit-II	Reading:- Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, Evaluating these Ideas and Information, Interpreting the Text Writing:- The Writing Process, Effective Writing Strategies, Different Modes of Writing.
Unit-III	Basic Computer Skills:- Introduction to Microsoft (MS) Office Suite, Open Educational Resources, Basic Virtual Platforms, Trending Technologies, Machine Learning, Artificial Intelligence (AI), Internet of Things (IoT), Social Media:- Introduction to Social Media Websites, Advantages of Social Media, Ethics and Etiquettes of Social Media, How to Use Google Search Better?, Effective Ways of Using Social Media Digital Marketing:- Introduction to Digital Marketing, Traditional Marketing versus Digital Marketing, Digital Marketing Tools, Social Media for Digital Marketing, Digital Marketing Analytics

	Digital Ethics and Cyber Security:- Digital Literacy Skills, Digital Etiquette, Digital Life Skills; Cyber Security: Understanding and introducing the environment of security, Types of attacks and attackers, The art of protecting secrets.
Unit-IV	Non-Verbal Communication:- Meaning of nonverbal communication, Advantages of using nonverbal communication, Introduction to modes of nonverbal communication, Open and Closed body language, Eye contact and Facial expression, Hand gestures, Do's and Don'ts in NVC, Learning from experts, Activities-based learning

Suggested Readings:

- Ahmed, R. (2015. June 18). Five essential listening skills for English learners. British Council. <https://www.britishcouncil.org/voices-magazine/five-essential-listening-skills-English-learners>.
- Skills You Need. (n.d.). Barriers to Effective Listening. Skills You Need. <https://www.skillsyouneed.com/ips/ineffective-listening.html>.
- Weiler, A. (2017. October 7). How to Improve English Pronunciation. Strategies in language learning. <https://www.strategiesinlanguagelearning.com/how-to-improve-english-pronunciation/>.
- Kirkham, L. (2022. February 16). How to Enunciate. Wiki how. <https://www.wikihow.com/Enunciate>.
- English for everyone. (n.d.). Homonyms, Homographs, and Homophones. English for everyone. <https://englishforeveryone.org/PDFs/Homonyms,%20Homographs,%20Homophones.pdf>.
- British Council. (n.d.). Learn English Teens. British Council. <https://learnenglishteens.britishcouncil.org/exams/speaking-exams/fluency>.
- Team Learn Pick. (n.d.). 8 Common Mistakes We Make While Speaking English. Learn Pick. <https://www.learnpick.in/blog/8-common-mistakes-make-speaking-English>.
- Snyder, M. S. (2016. August 16). Oops, Did I Say That? 15 Common English Mistakes You Never Noticed Before. Fluentu. <https://www.fluentu.com/blog/english/common-mistakes-in-English>.
- Hogue, Ann. 1995. First Steps in Academic Writing. Pearson Longman.
- Taylor, Shirley. 2006. Communication for Business. Pearson Education.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Listening Skills	http://digimat.in/nptel/courses/video/109104031/L10.html
Unit-II	Principles of Effective Writing	https://youtu.be/4bKe2mvKUIA?si=FV3_z7lljw9nck2S
Unit-III	Digital Marketing	https://youtu.be/Gl6mJFvIKgI?si=nD_hE4A4V30V_UA0
Unit-IV	Non-Verbal Communication	http://digimat.in/nptel/courses/video/109104031/L05.html

Course Code	AEC-202A				
Category	Ability Enhancement Course				
Course Title	Hindi-II				
Scheme and Credits	L	T	P	Credits	Semester IV
	2	0	0	2	
Course Objectives	The objectives of this course are - पत्रकारिता के अर्थ और विकास, वर्तमान समय में महत्व, हिंदी पत्रकारिता में रोजगार की संभावनाएँ और लेखन की भाषा और उत्कर्ष - प्रूफ संशोधन, प्रूफ शोधक के गुण और प्रकार, प्रूफ संशोधन में रोजगार और हिन्दी भाषा में प्रूफ का महत्त्वपूर्ण				
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	पत्रकारिता, प्रूफ रीडिंग साक्षात्कार कौशल, और जीवन कौशल की भूमिका और महत्व को व्याख्या करें जिसमें हिन्दी पत्रकारिता में रोजगार की संभावनाएँ, भाषा समन्वय, और जीवन कौशल का समन्वय शामिल हो।	Level 1: Remember
CO2	पत्रकारिता, प्रूफ रीडिंग, साक्षात्कार और जीवन कौशल के विभिन्न आयामों का विश्लेषण करें, जिसमें प्रभावी संचार तकनीक, भाषा की शुद्धता, और आत्म-जागरूकता का विकास सम्मिलित है।	Level 2: Understand
CO3	हिन्दी पत्रकारिता, प्रूफ रीडिंग, साक्षात्कार कौशल, और जीवन कौशल के सिद्धांतों को वास्तविक जीवन स्थितियों में प्रयोग करें, ताकि व्यावहारिक ज्ञान और दक्षता विकसित हो सके।	Level 3: Apply
CO4	पत्रकारिता, प्रूफ रीडिंग, साक्षात्कार तकनीक, और जीवन कौशल में सुधार के लिए नवीनतम रुझानों और तकनीकों को व्याख्या करें और उनके प्रभाव का मूल्यांकन करें।	Level 4: Analyze

Note: Examiner will set nine questions in total. Question one will be compulsory. Question one will have 7 parts of 1 marks each from all units and 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 being compulsory and selecting one from each unit.

Unit-I

पत्रकारिता का अर्थ, उद्भव और विकास, वर्तमान समय में पत्रकारिता का महत्व, हिंदी पत्रकारिता में रोजगार की संभावनाएँ, समाचार लेखन, रिपोर्टिंग, प्रेस विज्ञप्ति, समाचार लेखक की भाषा, समाचार लेखक का वैचारिक उत्कर्ष, हिंदी भाषा संवर्धन में पत्रकारिता का योगदान।

Unit-II

प्रूफ संशोधन की परिभाषा, प्रूफ शोधक के आवश्यक गुण, प्रूफ के प्रकार, प्रूफ संशोधन के महत्वपूर्ण चिह्न, प्रूफ रीडर के लिए आवश्यक सावधानियाँ, प्रूफ संशोधन में रोजगार, प्रूफ संशोधन का हिंदी भाषा संवर्धन में महत्व।

Unit-III

साक्षात्कार का अर्थ, परिभाषा एवं स्वरूप: कैरियर में साक्षात्कार कौशल का महत्व, समालाप्य की भाषा, सम्प्रेषण: अर्थ, परिभाषा एवं प्रक्रिया: भाषा-संप्रेषण के चरण: श्रवण, अभिव्यक्ति, वाचन, लेखन: सम्प्रेषण को प्रभावी बनाने के नियम।

Unit-IV

जीवन कौशल का अर्थ एवं स्वरूप: जीवन कौशल की विशेषताएँ, जीवन कौशल की आवश्यकता एवं महत्व, जीवन कौशल के आधार: स्वावलंबन, सहयोगपूर्ण भावना, समस्या समाधान की योग्यता, ज्ञानार्जन की प्रवृत्ति, कुशाग्रता, चातुर्य, मधुर भाषी, संवेदनशील, स्व-जागरूक, अन्वेषणात्मक दृष्टिकोण, उदात्त सुदृढ़-मनोबल, निश्चयात्मकवृत्ति:।

Suggested Readings:

- हिंदी पत्रकारिता इल डी. के. शर्मा
- समाचार लेखन और रिपोर्टिंग इल सोमवार शर्मा
- पत्रकारिता और समाचार लेखन इल सुभाष शर्मा
- प्रूफ संशोधन और उसका महत्व इल अमित शर्मा
- साक्षात्कार और सम्प्रेषण इल सुरेन्द्र शर्मा
- जीवन कौशल विकास इल आर. के. शर्मा

Useful Video Links:

Unit No.	Topics	Links
Unit-I	पत्रकारिता अर्थ और परिभाषा प्रकार	https://youtu.be/XOIDpEJz930?feature=shared
Unit-II	संपादन के सिद्धांत	https://youtu.be/RpnR-YxJTNU?feature=shared
Unit-III	समाचार संकलन तथा संपादन	https://youtu.be/rvYiv30no5k?feature=shared
Unit-IV	जीवन कौशल का महत्व	https://youtu.be/8gXlaoAAfS0?feature=shared

Course code	AEC-204A				
Category	Ability Enhancement Course				
Course title	संस्कृत-II				
Scheme and Credits	L	T	P	Credits	Semester-IV
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To understand Sanskrit sounds, their classification, and points of articulation in linguistic study. 2. To understand phonetic changes through Sandhi rules involving vowels, consonants, and visarga. 3. To understand Sanskrit sentence structure and different types of word formations. 4. To understand nominal compounding processes and major types of Sanskrit Samāsa.				
Assessment	15 Marks				
End Semester Examination	35 Marks				
Total Marks	50				
Duration of Exam	03 Hours				

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

CO	Course Outcome	RBT Level
CO1	Identify Sanskrit sounds, Sandhi types, sentence elements, and compounds.	Level 1: Remember
CO2	Explain Sanskrit phonetics, Sandhi rules, sentence structure, and compounds.	Level 2: Understand
CO3	Apply phonetic rules, Sandhi, sentence formation, and compounding techniques.	Level 3: Apply
CO4	Analyze Sanskrit phonetics, Sandhi, sentence structure, and compounds.	Level 4: Analyze

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

Unit No.	Content
Unit-I	General introduction to Sanskrit Sounds संस्कृत ध्वनियों का सामान्य परिचय - Vowels (Simple Vowels, Complex Vowels) स्वर (अच्) (शुद्ध स्वर, संयुक्त स्वर) - Consonants (Stops Nasal, Semi Vowels, Sibilants, Anusvara and Visarga) व्यञ्जन (हल्) (स्पर्श नासिक्य अन्तस्थ, ऊष्म, अनुस्वार, विसर्ग) - Points of Articulation (Throat, Roof, Palate, Teeth, Lips, Nose) उच्चारण स्थान (कण्ठ, मूर्धा, तालु, दन्ताः, ओष्ठौ, नासिका)

Unit-II	General introduction to Conditional Phonetic Changes सन्धि का सामान्य परिचय i. Phonetic change where vowel is replaced स्वरसन्धि ii. Phonetic change where consonant is replaced व्यञ्जनसन्धि iii. Phonetic change where visarga is replaced विसर्गसन्धि
Unit-III	General introduction to the Structure of Sentences वाक्य संरचना का सामान्य परिचय i. Sentence वाक्य ii. Word (Subanta, Tinanta, Kridanta, Taddhita) पद (सुबन्त, तिङन्त, कृदन्त, तद्धित)
Unit-IV	General introduction to Nominal Compounding समास का सामान्य परिचय i. Avyayeebhava, Tatpurusha अव्ययीभाव, तत्पुरुष ii. Dvandva, Bahuvreehi द्वन्द्व, बहुव्रीहि

Suggested Readings:-

- Anuvada Chandrika, by Dr. Yadunandan Mishra, Chaukhambha Orientaliya, Delhi, 2021.
- students Guide to Sanskrit Composition, by Apte, Vaman Shivram, The Standard Publishing Company, Girgaon, Bombay, 1925.
- Rupa Chandrika by Dr. Brahmananda Tripathi, Chaukhamba Surbharati Prakashan, Varanasi, 2008.
- Kridanta Rupa Mala – Srijan Jha – App. Available on Google Play Store.
- Online tools for Sanskrit grammar developed by computational linguistics group, Department of Sanskrit, University of Delhi: <http://du.ac.in>.

Useful Video Links:

Unit No	Topics	Links
Unit-I	अच् [स्वर] तथा हल् [व्यंजन]	https://www.youtube.com/watch?v=BTTRaMpE4XE
Unit-II	स्वरसन्धि	https://www.youtube.com/watch?v=XYQ-PNN9D9w
Unit-III	वाक्य संरचना	https://www.youtube.com/watch?v=SQoZIOz6RYs
Unit-IV	अव्ययीभाव, तत्पुरुष, द्वन्द्व, बहुव्रीहि	https://www.youtube.com/watch?v=L-a2w7heyOE