

**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 EXAMINATIONS AND SYLLABI
OF
3-4 YEARS
BACHELOR OF BUSINESS ADMINISTRATION PROGRAM
(BBA)
WITH EFFECT FROM THE
SESSION 2026-27**

**1st Semester onwards (Students Admitted in 2026-27)
&
3rd Semester onwards (Students Admitted in 2025-26)**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA / BBA (Honours) / BBA (Honours with Research)

Program Overview

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

BBA Program Objectives and Outcomes

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

Program Objectives

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

Program Outcomes

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

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

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

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

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

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

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

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

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

Exit Options as per NEP-2020:

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

Eligibility for 4th Year Admission:

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

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

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

Credit System and Course Codes**Definition of Credit:**

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

Course Code and Components:

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

SEMESTER-WISE CREDIT DISTRIBUTION

Semester-Wise Credit Distribution of the proposed BBA, BBA (Honours) and BBA (Honours with Research) Program

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

Category-wise Distribution

Description	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective Course	Value Added Courses	Skill Enhancement Courses	Discipline Specific Elective	Total
BBA	66	6	6	8	18	16	120

BBA (Honours)	70	6	10	8	30	36	160
BBA (Honours with Research)	98	6	6	8	18	24	160
3 Years BBA Program					Total Credits=120		
4 Years BBA (Honours) and BBA (Honours with Research) Program					Total Credits=160		

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

Induction Program (Mandatory)

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

Components Include:

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

Mandatory Academic Activities

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

Summer Internship & Projects

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

Internal Assessment Includes:

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

Grading System

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

Case Studies

Each core course should include four case studies, preferably one from each unit.

Scheme of Studies and Examination
BBA – 1st Semester (GITAM)
w.e.f. 2026-27

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical /Viva-Voce	Total
1	Core Course	CC-BBA-101B	Principles and Practices of Management	3	1	0	4	4	30	70	-	100
2	Core Course	CC-BBA-103B	Financial Accounting	3	1	0	4	4	30	70	-	100
3	Core Course	CC-BBA-105B	Business Statistics and Logic	3	1	0	4	4	30	70	-	100
4	Multidisciplinary Course	Refer Table No.- I		2	0	0	2	2	100	-	-	100
5	Ability Enhancement Course	AEC-BBA-105B	General English	1	1	0	2	2	30	70	-	100
6	Ability Enhancement Course	AEC-BBA-109B	Business Communication-I	1	1	0	2	2	30	70	-	100
7	Additional Course (Ability Enhancement Course)	AEC-BBA-107B	French (1-1-0)	-	-	-	-	No credit	100	-	-	100*
8	Value Added Course	VAC-BBA-101B	Environmental Science and Sustainability	2	0	0	2	2	100	-	-	100
Total Credits								20				700

Note:

1. The duration of all the end-term theory examinations shall be 3 hours.
2. The Criteria for awarding the formative assessment of 30 marks throughout the Program shall be as under:
 - a) Sessional Examination: 50% of Assessment marks.
 - b) Assignments/ Presentations/ Seminars and Class Participation: 30% of Assessment marks.
 - c) Attendance: 20% of Assessment marks.
 (Less than 65% - 0% of Attendance marks; 65%-74.99% - 25% of Attendance marks; 75%-79.99% - 45% of Attendance marks; 80%-84.99% - 60% of Attendance marks; 85%-89.99% - 80% of Attendance marks; 90%-100% - 100% of Attendance marks)

The Criteria for awarding the Formative assessment of the practical course throughout the Program shall be as under:

- a) Practical Assignments/Practical File: 06 Marks (60% Weightage of Assessment)
 - b) Attendance (Criteria as mentioned above in 2(c)) : 04 marks (40% Weightage of Assessment)
3. The panel of examiners for end-semester theory examinations shall be prepared and approved by the BOS, comprising internal and External examiners based on their expertise, specialization, and area of interest.
 4. The formative assessment criteria for **Multi-Disciplinary Course** in Semester I will be as follows:

Sessional Test	30 Marks
Assignment/ Case Study/ Mini Project	30 Marks
Book Review/ Essay/ Seminar	15 Marks
Quiz/ Group Discussion/ Debate	20 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

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

Sessional Test	30 Marks
Class Assignment/ Case Study/ Mini Project	35 Marks
Quiz/ Seminar/ Group Discussion/ Debate	30 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

6. An '**Additional Course**' is a non-credit Ability-Enhancement Course that is undertaken for learning purposes only. If completed, the '**Additional Course**' may be recorded. The **Additional Course (Ability Enhancement Course)** is included as a qualifying paper and the students will be required to qualify the same otherwise the final result will not be declared and degree will not be awarded. The marks in this qualifying paper will not be included in determining the percentage of marks obtained for the award of degree. However, these marks will be shown in the detailed marks certificate of the students.

The formative assessment criteria for **Additional Course (Ability-Enhancement Course)** in Semester I will be as follows:

Sessional Test	30 Marks
Peer Discussion/ Debate/ Extempore Speech	40 Marks
Role Play	10 Marks
Essay/ Article/ Report Writing	15 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

Semester-I**Table No. I (Multidisciplinary Courses-Indian Knowledge System)**

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

Scheme of Studies and Examination
BBA – 2nd Semester (GITAM)
w.e.f. 2026-27

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical /Viva-Voce	Total
1	Core Course	CC-BBA-102B	Human Behaviour and Organization	3	1	0	4	4	30	70	-	100
2	Core Course	CC-BBA-104B	Marketing Management	3	1	0	4	4	30	70	-	100
3	Core Course	CC-BBA-106B	Business Economics	3	1	0	4	4	30	70	-	100
4	Multidisciplinary Course	MDE-BBA-108B	Media Literacy and Critical Thinking	1	1	0	2	2	100	-	-	100
5	Ability Enhancement Course	AEC-BBA-110B	Business Communication-II	1	1	0	2	2	30	70	-	100
6	Additional Course (Ability Enhancement Course)	AEC-BBA-108B	Hindi (1-1-0)	-	-	-	-	No credit	100	-	-	100*
7	Value Added Course	VAC-BBA-104B	Indian Constitution	2	0	0	2	2	100	-	-	100
8	Skill Enhancement Course	SEC-BBA-102B	Emerging Technologies and Applications (Theory)	1	0	0	1	1	20	50	-	100
			Emerging Technologies and Applications (Practical)	0	0	2	2	1	10	-	20	
Total Credits								20				700

Note:

- The duration of all the end-term theory examinations shall be 3 hours.
- The Criteria for awarding the formative assessment of 30 marks throughout the Program shall be as under:
 - Sessional Examination: 50% of Assessment marks.
 - Assignments/ Presentations/ Seminars and Class Participation: 30% of Assessment marks.
 - Attendance: 20% of Assessment marks.
 (Less than 65% - 0% of Attendance marks; 65%-74.99% - 25% of Attendance marks; 75%-79.99% - 45% of Attendance marks; 80%-84.99% - 60% of Attendance marks; 85%-89.99% - 80% of Attendance marks; 90%-100% - 100% of Attendance marks)

The Criteria for awarding the Formative assessment of the practical course throughout the Program shall be as under:

- Practical Assignments/Practical File: 06 Marks (60% Weightage of Assessment)
 - Attendance (Criteria as mentioned above in 2(c)): 04 marks (40% Weightage of Assessment)
- The panel of examiners for end-semester theory examinations shall be prepared and approved by the BOS, comprising internal and external Examiners based on their expertise, specialization, and area of interest.
 - The formative assessment criteria for **Multi-Disciplinary Course** in Semester II will be as follows:

Sessional Test	30 Marks
Assignment/ Case Study/ Mini Project	30 Marks
Book Review/ Essay/ Seminar	15 Marks
Quiz/ Group Discussion/ Debate	20 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

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

Sessional Test	30 Marks
Assignment/ Case Study/ Mini Project	35 Marks
Quiz/ Group Discussion/ Debate	30 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

- An 'Additional Course' is a non-credit Ability-Enhancement Course that is undertaken for learning purposes only. If completed, the

'Additional Course' may be recorded. The **Additional Course (Ability Enhancement Course)** is included as a qualifying paper and the students will be required to qualify the same otherwise the final result will not be declared and degree will not be awarded. The marks in this qualifying paper will not be included in determining the percentage of marks obtained for the award of degree. However, these marks will be shown in the detailed marks certificate of the students.

The formative assessment criteria for **Additional Course (Ability-Enhancement Course)** in Semester I will be as follows:

Sessional Test	30 Marks
Peer Discussion/ Debate/ Extempore Speech	40 Marks
Role Play	10 Marks
Essay/ Article/ Report Writing	15 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

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

Total Credits (20+20=40+4) for UG Certificate (Business Administration)	44
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Re-entry Criteria into Second Year (Third Semester)

The student who takes an exit after one year with the award of a certificate may be allowed to re-enter in the third Semester for completion of the BBA Program as per the Institute's schedule after earning requisite credits in the First year.

Scheme of Studies and Examination**BBA – 3rd Semester****w.e.f. 2026-27**

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical / Viva- Voce	Total
1	Core Course	CC-BBA-201B	Cost and Management Accounting	3	1	0	4	4	30	70	-	100
2	Core Course	CC-BBA-203B	Legal and Ethical Issues in Business	3	1	0	4	4	30	70	-	100
3	Core Course	CC-BBA-205B	Human Resource Management	3	1	0	4	4	30	70	-	100
4	Multi-Disciplinary Elective Course	MDE-BBA-201B	Indian Systems of Health and Wellness	1	1	0	2	2	100	-	-	100
5	Value Added Course	VAC-BBA-201B	Disaster Management	0	0	4	4	2	100	-	-	100
6	Skill Enhancement Course	SEC-BBA-201B	Management Information System (Theory)	2	0	0	2	2	20	50	-	100
			Management Information System (Practical)	0	0	4	4	2	10	-	20	
Total Credits								20				600

Note:

- The duration of all the end-term theory examinations shall be 3 hours.
- The Criteria for awarding the formative assessment of 30 marks throughout the Program shall be as under:
 - Sessional Examination: 50% of Assessment marks.
 - Assignments/ Presentations/ Seminars and Class Participation: 30% of Assessment marks.
 - Attendance: 20% of Assessment marks.
(Less than 65% - 0% of Attendance marks; 65%-74.99% - 25% of Attendance marks; 75%-79.99% - 45% of Attendance marks; 80%-84.99% - 60% of Attendance marks; 85%-89.99% - 80% of Attendance marks; 90%-100% - 100% of Attendance marks)

The Criteria for awarding the Formative assessment of the practical course throughout the Program shall be as under:

- Practical Assignments/Practical File: 06 Marks (60% Weightage of Assessment)
- Attendance (Criteria as mentioned above in 2(c)): 04 marks (40% Weightage of Assessment)

3. The panel of examiners for end-semester theory examinations shall be prepared and approved by the BOS, comprising internal and external examiners based on their expertise, specialization, and area of interest.

- The formative assessment criteria for the **Multi-Disciplinary Course** in Semester III will be as follows:

Sessional Test	30 Marks
Assignment/ Case Study/ Mini Project	30 Marks
Book Review/ Essay/ Seminar	15 Marks
Quiz/ Group Discussion/ Debate	20 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

- The formative assessment criteria for the **Value Added Course** in Semester III will be as follows:

Regular Assessment through observation and class discussion	40 Marks
Field Work (Report)/ Mini Project	30 Marks
Assignment	25 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

Scheme of Studies and Examination
BBA – 4th Semester
w.e.f. 2026-27

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical / Viva-Voce	Total
1	Core Course	CC-BBA-202B	Entrepreneurship and Startup Ecosystem	1	1	0	2	2	30	70	-	100
2	Core Course	CC-BBA-204B	Operations Management	3	1	0	4	4	30	70	-	100
3	Core Course	CC-BBA-206B	Financial Management	3	1	0	4	4	30	70	-	100
4	Core Course	CC-BBA-208B	Business Research Methodology	3	1	0	4	4	30	70	-	100
5	Core Course	CC-BBA-210B	International Business	2	0	0	2	2	30	70	-	100
6	Value Added Course	VAC-BBA-202B	Business Environment and Public Policy	2	0	0	2	2	100	-	-	100
7	Skill Enhancement Course	SEC-BBA-202B	Design Thinking and Innovation	1	1	0	2	2	30	70	-	100
Total Credits								20				700

Note:

1. The duration of all the end-term theory examinations shall be 3 hours.
2. The Criteria for awarding the formative assessment of 30 marks throughout the Program shall be as under:
 - a) Sessional Examination: 50% of Assessment marks.
 - b) Assignments/ Presentations/ Seminars and Class Participation: 30% of Assessment marks.
 - c) Attendance: 20% of Assessment marks.(Less than 65% - 0% of Attendance marks; 65%-74.99% - 25% of Attendance marks; 75%-79.99% - 45% of Attendance marks; 80%-84.99% - 60% of Attendance marks; 85%-89.99% - 80% of Attendance marks; 90%-100% - 100% of Attendance marks)

The Criteria for awarding the Formative assessment of the practical course throughout the Program shall be as under:

- a) Practical Assignments/Practical File: 06 Marks (60% Weightage of Assessment)
b) Attendance (Criteria as mentioned above in 2(c)): 04 marks (40% Weightage of Assessment)

3. The panel of examiners for end-semester theory examinations shall be prepared and approved by the BOS, comprising internal and external examiners based on their expertise, specialization, and area of interest.

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

Sessional Test	30 Marks
Class Assignment/ Case Study/ Mini Project	35 Marks
Quiz/ Seminar/ Group Discussion/ Debate	30 Marks
Attendance (Criteria as mentioned above in 2(c))	05 Marks

5. At the end of the Fourth Semester, every student shall undergo Summer Training/ Internship/ Capstone for 08 Weeks (online/offline/hybrid) in the industry/ Research or Academic Institute. This component will be evaluated during the fifth semester.

6. Exit Criteria after Second Year of BBA Program

The students shall have an option to exit after 2nd year of Business Administration Program and will be awarded with a UG Diploma in Business Administration. Students on exit have to compulsorily complete an additional 04 Credits either in a Skill-based subject or work based Vocational Course offered during the summer term or Internship/ Apprenticeship/ Social Responsibility & Community Engagement encompassing community engagement with an NGO/ Capstone Project after the fourth semester of a minimum of 8 weeks of duration as decided by the Institute (securing 84 credits).The exiting students will clear the subject/ submit the Internship Report as per the Institute schedule.

Total Credits (20+20+20+20=80+4) for UG Diploma (Business Administration)	84
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Re-entry Criteria into Third Year (Fifth Semester)

The student who takes an exit after the second year with an award of Diploma may be allowed to re-enter into fifth Semester for completion of the BBA Program as per the University schedule after earning requisite credits in the Second year.

Scheme of Studies and Examination

BBA – 5th Semester

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical / Viva-Voce	Total
1	Core Course	CC-BBA-301B	Strategic Management	3	1	0	4	4	30	70	-	100
2	Core Course	CC-BBA-303B	Logistics and Supply Chain Management	3	1	0	4	4	30	70	-	100
3	Discipline Specific Elective	Table-I Discipline Specific Elective	Specialization-I (Course-1)	3	1	0	4	4	30	70	-	100
4	Discipline Specific Elective	Table-I Discipline Specific Elective	Specialization-II (Course-1)	3	1	0	4	4	30	70	-	100
5	Discipline Specific Elective	Table-I Discipline Specific Elective	Additional DSE (3-1-0) (Audit Course) *	-	-	-	-	No Credit	-	-	-	-
6	Internship	INT-BBA-301B	Summer Internship Report/Capstone Project	-	-	-	4	4	-	-	100	100
Total Credit								20				500

Note:

- The duration of all the end-term theory examinations shall be 3 hours.
- The Criteria for awarding the formative assessment of 30 marks throughout the Program shall be as under:
 - Sessional Examination: 50% of Assessment marks.
 - Assignments/ Presentations/ Seminars and Class Participation: 30% of Assessment marks.
 - Attendance: 20% of Assessment marks.
(Less than 65% - 0% of Attendance marks; 65%-74.99% - 25% of Attendance marks; 75%-79.99% - 45% of Attendance marks; 80%-84.99% - 60% of Attendance marks; 85%-89.99% - 80% of Attendance marks; 90%-100% - 100% of Attendance marks)
- The panel of examiners for end-semester theory examinations shall be prepared and approved by the BOS, comprising internal and external examiners based on their expertise, specialization, and area of interest.
- *An Audit Course is a non-credit course that is undertaken for learning purposes only. If successfully completed, the audit course may be recorded. Additional DSE is an Audit Course (Non-Credit but compulsory) to be opted by the student from the list of specializations offered other than the two specialisations chosen by her/ him.
- Four credits of internship earned by a student during summer internship after the 2nd semester or 4th semester will be counted in the 5th semester of a student who pursues a 3-year UG Program without taking the exit option.
- The criteria for Internship Evaluation will be as follows:
After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period. The internship report prepared after completion shall be assessed in the 5th semester as a compulsory course. The candidates will submit the internship report in the prescribed format designed by the department. The report shall be signed by the Internship Supervisor from respective Department and Mentor from the internship-providing organisations. Evaluation of internship report and viva-voce will be jointly conducted by the Internship Supervisor and Mentor on the time and date notified by the concerned HoD. The mentor from host organization may participate in the evaluation through online/ offline mode. In case of nonavailability of the respective mentor, the available relevant mentor as decided by the concerned head of the department, may be utilized for the purpose of evaluation.
Suggested distribution of marks will be as below:
Assessment by Mentor- 30 Marks (Skills learned- 15 Marks; Regularity- 10 Marks; Conduct- 5 Marks)
Internship Report - 40 Marks, Viva-Voce - 30 Marks
- The student shall start working on the Major Project in this semester as per the guidelines. It will be evaluated in sixth semester as a compulsory paper.
- Students are required to choose any two specialization areas offered under a dual specialization scheme from the given three groups, selecting not more than one specialization from one Group. A minimum of TWENTY students is required to offer any specialization area from any two groups. The specialisation area opted for in the 5th Semester would remain the same in all further semesters.

GROUP A	GROUP-B	GROUP-C
Human Resource Management	Marketing	Finance
Business Analytics	Supply Chain Management	International Business

Scheme of Studies and Examination

BBA – 6th Semester

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical / Viva-Voce	Total
1	Core Course	CC-BBA-302B	Project Management	3	1	0	4	4	30	70	-	100
2	Core Course	CC-BBA-304B	Business Taxation	2	0	0	2	2	30	70	-	100
3	Discipline Specific Elective	Table-I Discipline Specific Elective	Specialization-I (Course-2)	3	1	0	4	4	30	70	-	100
4	Discipline Specific Elective	Table-I Discipline Specific Elective	Specialization-II (Course-2)	3	1	0	4	4	30	70	-	100
5	Discipline Specific Elective	Table-I Discipline Specific Elective	Additional DSE (3-1-0) (Audit Course) *	-	-	-	-	No Credit	-	-	-	-
6	Skill Enhancement Course	SEC-306B	Corporate Governance	2	0	0	2	2	30	70	-	100
7	Project Report	RP-BBA-302B	Major Project Report	-	-	-	4	4	-	-	100	100
Total Credits								20				600
Note: 1. *An Audit Course is a non-credit course that is undertaken for learning purposes only. If successfully completed, the audit course may be recorded. Additional DSE is an Audit Course (Non-Credit but compulsory) to be opted by the student from the list of specializations offered other than the two specialisations chosen by her/ him. 2. Students exiting the Program shall be awarded a 3-year Bachelor of Business Administration upon securing 120 credits. 3. At the end of the Sixth Semester, Students opting for 4th year of BBA (Honours) shall undergo Summer Internship-II for 08 Weeks (online/offline/hybrid) in the industry/ Research or Academic Institute. This component will be evaluated during the Seventh semester. The candidates will submit the SIR in the manner specified in the Ordinance. 4. In case of the Project reports/ Dissertation/ Research Project, the assessment shall be jointly carried out by the internal and external examiners. There shall be no Internal assessment component for Dissertation/ Project Report. External examiners shall be invited from amongst the panel of examiners recommended by the department BOS.												
Total Credits (20+20+20+20+20+20) for 3-Year UG Degree in Business Administration												120

Exit Criteria after Third Year of BBA Program

The students shall have an option to exit after 3rd year of Business Administration Program and will be awarded with a Bachelor's in Business Administration.

Re-entry Criteria into Fourth Year (Seventh Semester)

The student who takes an exit after third year with an award of BBA may be allowed to re-enter into the seventh semester for completion of the BBA (Honours) or BBA (Honours with Research) Program as per the University schedule after earning requisite credits in the Third year.

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

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

Scheme of Studies and Examination**BBA – 7th Semester (Honours)**

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical / Viva-Voce	Total
1	Core Course	CC-BBA-H-401B	Entrepreneurial Leadership	2	2	0	4	4	30	70	-	100
2	Discipline Specific Elective	Table-I Discipline Specific Elective	Specialization-I (Course-3)	3	1	0	4	4	30	70	-	100
3	Discipline Specific Elective	Table-I Discipline Specific Elective	Specialization-II (Course-3)	3	1	0	4	4	30	70	-	100
4	Open Elective	OE-BBA-H-401B	AI for Business	3	1	0	4	4	30	70	-	100
5	Internship	INT-BBA-H-401B	Internship Report-II	-	-	-	-	4	-	-	100	100
Total Credits								20				500

Note:

- The duration of all the end-term theory examinations shall be 3 hours.
 - The Criteria for awarding the formative assessment of 30 marks throughout the Program shall be as under:
 - Sessional Examination: 50% of Assessment marks.
 - Assignments/ Presentations/ Seminars and Class Participation: 30% of Assessment marks.
 - Attendance: 20% of Assessment marks.
(Less than 65% - 0% of Attendance marks; 65%-74.99% - 25% of Attendance marks; 75%-79.99% - 45% of Attendance marks; 80%-84.99% - 60% of Attendance marks; 85%-89.99% - 80% of Attendance marks; 90%-100% - 100% of Attendance marks)
- The Criteria for awarding the Formative assessment of the practical course throughout the Program shall be as under:
- Practical Assignments/Practical File : 06 Marks (60% Weightage of Assessment)
 - Attendance (Criteria as mentioned above in 2(c)) : 04 marks (40% Weightage of Assessment)
- The panel of examiners for end-semester theory examinations shall be prepared and approved by the BOS, comprising internal and external examiners based on their expertise, specialization, and area of interest.
 - The criteria for Internship Evaluation will be as follows:

After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period. The internship report prepared after completion shall be assessed in the 5th semester as a compulsory course. The candidates will submit the internship report in the prescribed format designed by the department. The report shall be signed by the Internship Supervisor from respective Department and Mentor from internship providing organisations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HoD. The mentor from host organization may participate in the evaluation through online/ offline mode. In case of nonavailability of respective mentor, the available relevant mentor as decided by the concerned head of the department, may be utilized for the purpose of evaluation.

Suggested distribution of marks will be as below:
 Assessment by Mentor- 30 Marks (Skills learned- 15 Marks; Regularity- 10 Marks; Conduct- 5 Marks)
 Internship Report - 40 Marks and Viva-Voce - 30 Marks
 - In the Seventh Semester, every student has to submit a synopsis for a dissertation to the department prepared in consultation with his/ her Research Supervisor and appear before a Research Advisory Committee (RAC) constituted by the concerned Department. This component will be evaluated during the eighth semester.

Scheme of Studies and Examination
BBA (Honours) – 8th Semester (Honours)

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical / Viva-Voice	Total
1	Discipline Specific Elective	Table I: Discipline-Specific Elective	Specialization-I (Course-4)	3	1	0	4	4	30	70	-	100
2	Discipline Specific Elective	Table I: Discipline-Specific Elective	Specialization-II (Course-4)	3	1	0	4	4	30	70	-	100
3	Discipline Specific Elective	Table I: Discipline-Specific Elective	Specialization-I (Course-5) OR Specialization-II (Course-5)	3	1	0	4	4	30	70	-	100
4	Research Project/Dissertation	RP-BBA-H-402B	Dissertation Work	-	-	-		8			200	200
Total Credits								20				500
Note: 1. In case of the Project reports/ Dissertation/ Research Project, the assessment shall be jointly carried out by the internal and external examiners. There shall be no Internal assessment component for Dissertation/ Project Report. External examiners shall be invited from amongst the panel of examiners recommended by the department BOS.												
Total Credits (20+20+20+20+20+20+20+20) for Four Year BBA Honours												160

Scheme of Studies and Examination
BBA – 7th Semester (Honours with Research)

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical / Viva-Voce	Total
1	Core Course	CC-BBAR-401B	Advanced Data Analysis Tools (Theory)	2	0	0	2	2	20	50	-	70
			Advanced Data Analysis Tools (Practical)	0	0	4	4	2	10	-	20	30
2	Core Course	CC-BBAR-403B	Advanced Research Methodology (Theory)	2	0	0	2	2	20	50	-	70
			Advanced Research Methodology (Practical)	0	0	4	4	2	10	-	20	30
3	Discipline Specific Elective	Table-I Discipline Specific Elective	Specialization-I (Course-3)	3	1	0	4	4	30	70	-	100
4	Discipline Specific Elective	Table-I Discipline Specific Elective	Specialization-II (Course-3)	3	1	0	4	4	30	70	-	100
5	Internship Report	INT-BBAR-401B	Internship Report	-	-	-	-	4	-	-	100	100
Total Credits								20				500

Note:
1. The criteria for Internship Evaluation will be as follows:
After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period. The internship report prepared after completion shall be assessed in the 5th semester as a compulsory course. The candidates will submit the internship report in the prescribed format designed by the department. The report shall be signed by the Internship Supervisor from respective Department and Mentor from internship providing organisations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HOD. The mentor from host organization may participate in the evaluation through online/ offline mode. In case of nonavailability of respective mentor, the available relevant mentor as decided by the concerned head of the department, may be utilized for the purpose of evaluation. Suggested distribution of marks will be as below:
Assessment by Mentor- 30 Marks (Skills learned- 15 Marks; Regularity- 10 Marks; Conduct- 5 Marks)
Internship Report - 40 Marks and Viva-Voce - 30 Marks
2. In the Seventh Semester, every student has to submit a synopsis for a dissertation to the department prepared in consultation with his/her Research Supervisor and appear before a Research Advisory Committee (RAC) constituted by the concerned Department. This component will be evaluated during the eighth semester.

Scheme of Studies and Examination
BBA – 8th Semester (Honours with Research)

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)			
				L	T	P			Formative Assessment	Summative Assessment	Practical / Viva-Voce	Total
1	Research Project/ Dissertation	RP-BBA-R-402B	Dissertation	-	-	-	-	20	-	-	500	500
Total Credits								20				500
Note: 1. The topic of the Dissertation to be submitted for evaluation in the eighth Semester shall be submitted by the student along with a brief synopsis after finalization in the 7th Semester in consultation with his/ her Research Supervisor and appear before a Research Advisory Committee (RAC) constituted by the concerned Department. 2. In case of the Project reports/ Dissertation/ Research Project, the assessment shall be jointly carried out by the internal and external examiners. There shall be no Internal assessment component for Dissertation/ Project Report. External examiners shall be invited from amongst the panel of examiners recommended by the department BOS. 3. Students undertaking the research dissertation may have their research findings patentable, presented at conferences or seminars, or published in peer-reviewed journals.												
Total Credits (20+20+20+20+20+20+20+20) for Four Year BBA Honours with Research												160

Table I: Discipline-Specific Electives**List of Courses Offered for Various Specializations under Discipline-Specific Electives**

Human Resource Management			
Course Code	Semester	Course	Title of the Course (s)
DSE-BBA-HR-301B	5	1	Training & Development
DSE-BBA-HR-302B	6	2	Performance & Compensation Management
DSE-BBA-HR-401B	7	3	Change Management and Organizational Development
DSE-BBA-HR-402B	8	4	HRD— Systems & Strategies
DSE-BBA-HR-404B	8	5	Talent Acquisition and Management
Business Analytics			
Course Code	Semester	Course	Title of the Course (s)
DSE-BBA-BA-301B	5	1	Social media & Web Analytics
DSE-BBA-BA-302B	6	2	Data Analytics using R/Python
DSE-BBA-BA-401B	7	3	Finance Analytics
DSE-BBA-BA-402B	8	4	Marketing Analytics
DSE-BBA-BA-404B	8	5	HR Analytics
Marketing			
Course Code	Semester	Course	Title of the Course (s)
DSE-BBA-MM-301B	5	1	Consumer Behavior
DSE-BBA-MM-302B	6	2	Sales Marketing
DSE-BBA-MM-401B	7	3	Retail Marketing
DSE-BBA-MM-402B	8	4	Integrated Marketing Communication
DSE-BBA-MM-404B	8	5	Digital Marketing
Supply Chain Management			
Course Code	Semester	Course	Title of the Course (s)
DSE-BBA-SCM-301B	5	1	Inventory Management
DSE-BBA-SCM-302B	6	2	Logistics & Distribution Management
DSE-BBA-SCM-401B	7	3	Management Decision Models
DSE-BBA-SCM-402B	8	4	Quality Management and Business Process Improvement
DSE-BBA-SCM-404B	8	5	International Supply Chain

Finance			
Course Code	Semester	Course	Title of the Course (s)
DSE-BBA-FIN-301B	5	1	Financial Planning
DSE-BBA-FIN-302B	6	2	Financial Markets Products and Services
DSE-BBA-FIN-401B	7	3	Financial Derivatives
DSE-BBA-FIN-402B	8	4	Investment Analysis & Portfolio Management
DSE-BBA-FIN-404B	8	5	Direct Tax
International Business			
Course Code	Semester	Course	Title of the Course (s)
DSE-BBA-IB-301B	5	1	Global Business Environment
DSE-BBA-IB-302B	6	2	Transnational & Cross-Cultural Marketing
DSE-BBA-IB-401B	7	3	EXIM Policy and Documentation
DSE-BBA-IB-402B	8	4	International Ventures, Mergers & Acquisitions
DSE-BBA-IB-404B	8	5	International Trade Policy & Strategy

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

An Autonomous Institute

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

NAAC 'A' GRADE



SYLLABI

OF

1st and 2nd Year

BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

(BBA)

WITH EFFECT FROM THE

SESSION 2026-27

First Year: First Semester

Course Code	CC-BBA-101B				
Category	Core Courses				
Course Title	Principles and Practices of Management				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand the basic concepts, principles, and theories of management. 2. To examine the essential functions of managers. 3. To analyze the impact of globalization, diversity, and ethics on management. 4. To develop skills in strategic planning, decision-making, and leadership.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Recall the basic concepts, principles, and fundamental ideas related to management and organizational practices.	Level-1 Remember
CO2	Explain the key managerial functions, processes, and approaches used in managing organizations effectively in different situations.	Level-2 Understand
CO3	Apply managerial concepts, techniques, and decision-making tools to solve practical problems in organizational settings.	Level-3 Apply
CO4	Analyze management principles, organizational structures, leadership practices, control systems, and strategic approaches to improve managerial effectiveness and 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 Management: Definition , nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling.
Unit-II	Planning, Organizing and Staffing: -Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational; Planning process and techniques; Decision-Making Importance and steps, decision-making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility and delegation, Centralization Vs Decentralization of authority and responsibility –

	Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment.
Unit-III	Leading, Directing and Controlling:- Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.
Unit-IV	Strategic Management, Ethics and Social Responsibility: - Overview of strategic management, SWOT analysis and strategic formulation, implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), and Sustainable management practices.

Suggested Readings:

- Management Principles and Applications, Rao, V. S. P., Taxmann Publications.
- Principles of Management Bright, D. et al. Open Stax Textbooks, Houston.
- Principles of Management, Kapoor, Premvir, Khanna Book Publishing
- Essentials of contemporary management, Jones, G. R., and George, J. M. New York, NY: McGraw-Hill Education.
- Management, Robbins, S. P. & Coulter, M. A., Pearson.
- Management concept and practice by C.B. Gupta, S Chand Publication, New Delhi.
- Principles and Practices of Management by R.S.Gupta, Kalyani Publications, New Delhi.
- Principles and Practice of Management by LM Prasad, Sultan Chand and sons, New Delhi.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Principles of Management	https://nptel.ac.in/courses/110107150
Unit-II	Management By Objectives	https://nptel.ac.in/courses/110107150
Unit-III	Motivation Theories	https://youtu.be/nWxNFkqGlsM
Unit-IV	Introduction to CSR	https://youtu.be/cgYnoslGf6g?si=nsCzxHLzfOH6kTa_

Course Code	CC-BBA-103B				
Category	Core Courses				
Course Title	Financial Accounting				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To provide an understanding of the application of various principles and practices of accounting. 2. To demonstrate the knowledge of the process of the accounting cycle and basic steps involved in accounting. 3. To apply the knowledge of systematic maintenance of books of accounts to real life business. 4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

Cos	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts, principles, standards, and processes of accounting and financial reporting.	Level-1 Remember
CO2	Explain accounting procedures related to recording transactions, trial balance, final accounts, company accounts, and sustainable financial reporting.	Level-2 Understand
CO3	Apply accounting principles and procedures for journalizing, ledger posting, preparation of trial balance, final accounts, and financial statements in different business organizations.	Level-3 Apply
CO4	Analyze accounting information, financial statements, disclosure practices, and sustainability reporting for effective financial decision-making and business evaluation.	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 Accounting, Accounting System and Process: -Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit-II	Recording transactions and Trial balance: - Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.
Unit-III	Final Accounts: - Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts. Computerized Accounting Using Software. AI-based tools and technologies in accounting practices.
Unit-IV	Company Final Accounts: -Introduction to company – kinds, share capital, issue of shares, schedules to accounts, financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical). Green Accounting and Sustainable Reporting: need and objectives; sustainability reporting needs and methods; data collection and analysis for sustainable reporting to improve business value; IFRS Financial Sustainability Disclosure Standards.

Suggested Readings:

- Basic Financial Accounting I, Jain S.P., & Narang K L, New Delhi, Kalyani publishers.
- Financial accounting, Kimmel, Wiley Publications
- Financial Accounting for Management: An Analytical Perspective, Gupta, A., Noida, Pearson Education.
- Financial Accounting, S.N. Maheshwari, and S.K.Maheshwari,Vikas Publishing House, New Delhi.
- Essentials of Financial Accounting for Business Managers, Ashish k Battacharya, Six, PHL learning.
- Accounting for sustainability, www.ifac.org
- Green Accounting, Peter Bartelmus, E K Seifert, London, Routledge Publications
- IFRS sustainability standards: www.ifrs.org
- Financial Accounting by MK Gupta, CL Chaturvedi, Shree Mahavir Book Publishers, New Delhi
- Financial Accounting by P.C. Tulsain, Pearson Education, New Delhi
- Fundamentals of Financial Accounting by DK Goel, Rajesh Goel, Shelly Goel, Arya Publisher, New Delhi

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Financial Accounting	https://nptel.ac.in/courses/110106147
Unit-II	Trial Balance	https://youtu.be/iOQvbp1ejbA?si=XeRmhyGrygjgXpA-
Unit-III	Preparation of final accounts	https://nptel.ac.in/courses/110106147
Unit-IV	Final Accounts of a Company and Statutory Provisions	http://sdnbvc.digimat.in/nptel/courses/video/110106147/L54.html

Course Code	CC-BBA-105B				
Category	Core Courses				
Course Title	Business Statistics and Logic				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand data classification, presentation, and statistical measures of central tendency, dispersion, skewness, and kurtosis for effective data analysis. 2. To learn about relationships between variables using correlation and regression techniques for interpretation and prediction. 3. To introduce fundamental concepts of probability and probability distributions and apply them to solve real-life and business-related problems. 4. To enhance logical, analytical, and reasoning skills through numerical, analytical, and deductive reasoning techniques.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Recall fundamental concepts and terminology used in business statistics and logical analysis.	Level-1 Remember
CO2	Explain the applications of statistical methods to interpret and summarize data accurately.	Level-2 Understand
CO3	Apply statistical tools and techniques to solve problems.	Level-3 Apply
CO4	Analyze data and statistical methods in real-world applications.	Level-4 Analyze

Note:

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

Unit No.	Contents
Unit-I	Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis:- Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.
Unit-II	Correlation and Regression:- Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients.

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

Suggested Readings:

- Statistics for Management, Levin R. I. & Rubin D. S., Delhi: Pearson.
- Theory and Practice, Pillai & Bagavathi. Statistics, S Chand Publishing
- Statistical Methods, SP Gupta, Sultan Chand and Sons
- Fundamentals of Statistics, SC Gupta, Fundamentals of Statistics, Himalaya Publishing House
- The Practice of Business Statistics, Sharma, Gupta, Khanna Publishing House.
- Business Statistics, Sharma J.K., Vikas Publishing House
- Business Statistics by TR Jain, SC Aggarwal, VK Global, New Delhi
- Business Statistics by GC Beri, MGH Publishers, Chennai

Useful Video Links:

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

Course Code	AEC-BBA-105B				
Category	Ability Enhancement Course				
Course Title	General English				
Scheme and Credits	L	T	P	Credits	Semester-I
	1	1	0	2	
Course Objectives	The objectives of this course are 1. To provide learning environment to practice listening, speaking, reading and writing skills. 2. To assist the students to carry on the tasks and activities through guided instructions and materials. 3. To effectively integrate English language learning with employability skills and training. 4. To provide hands-on experience through case-studies, mini-projects, group and individual presentations.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				

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

COs	Skills Demonstrated	RBT Level
CO1	Define fundamental concepts of vocabulary, grammar, and language structures used in effective communication.	Level-1 Remember
CO2	Explain principles of writing and speaking skills, including sentence construction, paragraph development, and oral communication techniques.	Level-2 Understand
CO3	Apply writing and oral communication skills to construct correct sentences, develop coherent paragraphs, and communicate effectively in written form.	Level-3 Apply
CO4	Apply oral and written communication techniques to improve clarity, accuracy, and effectiveness in academic and professional situations.	Level-3 Apply

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	Vocabulary Building: -The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.
Unit-II	Basic Writing Skills: - Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely.
Unit-III	Identifying Common Errors in Writing: - Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies. Nature and Style of Sensible Writing: - Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Writing Practices, Comprehension, Precise Writing and Essay Writing.
Unit-IV	Oral Communication: - Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm,

	Common Everyday Situations: Conversations and Dialogues, Communication at the Workplace, Interviews, and Formal Presentations.
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Suggested Readings:

- Effective Communication Skills, Kul Bhushan Kumar, Khanna Book Publishing,
- Practical English Usage, Michael Swan. OUP.
- Remedial English Grammar, F.T. Wood. Macmillan.
- On Writing Well, William Zinsser. Harper Resource Book.
- Study Writing, Liz Hamp-Lyons and Ben Heasley, Cambridge University Press.
- Communication Skills, Sanjay Kumar and PushpLata, Oxford University Press.
- Exercises in Spoken English, Parts. I-III, CIEFL, Hyderabad, Oxford University Press.
- English Phonetics for Indian Students by T Balasubramanian, Triunity Press, Bengaluru
- English Grammar in Use by Murphy, Raymond, Cambridge University Press, Cambridge

Useful Video Links:

Unit No	Topics	Links
Unit-I	Synonyms	https://youtu.be/mgLIPJkxmFU?si=UJpRjVm3tZi8iYm6
Unit-II	Techniques for writing precisely	https://nptel.ac.in/courses/109107172
Unit-III	Subject-verb agreement	https://nptel.ac.in/courses/109106116
Unit-IV	Communication at Workplace	http://digimat.in/nptel/courses/video/109107394/L12.html

Course code	AEC-BBA-109B				
Category	Ability Enhancement Course				
Course title	Business Communication-I				
Scheme and Credits	L	T	P	Credits	Semester-I
	1	1	0	2	
Course Objectives	The objectives of this course are 1. To understand the concept, process, and importance of Business Communication. 2. To help students in understanding the basic principles and techniques of business communication. 3. To train students to acquire and master written communication for the corporate world. 4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				

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

COs	Skills Demonstrated	RBT Level
CO1	Recall the fundamental concepts and principles related to effective communication in organizational contexts.	Level-1 Remember
CO2	Explain the processes, methods, and practices used for clear and effective communication in different professional situations.	Level-2 Understand
CO3	Apply appropriate communication techniques for effective written, oral, digital and professional interactions in real-life situations.	Level-3 Apply
CO4	Apply communication skills to improve effectiveness in professional, interpersonal, and digital environments.	Level-3 Apply

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 Communication in Organizations: - Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.
Unit-II	Written Communication: - Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.
Unit-III	Interpersonal Communication: - Team communication, managing communication during online

	Meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); PowerPoint presentation skills; Info graphics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho).
Unit-IV	Digital Communication: - Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquette& responsibilities; introduction to personal and organizational websites.

Suggested Readings:

- AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
- Business Communication: Connecting in a Digital World, Lesikar, R.V. & M.E. Flatley, McGraw-Hill Education.
- Effective Business Communication, Murphy, H. A., Hildebrandt, H. & Thomas, J.P., McGraw Hill.
- Business Communication: Connecting at Work, Mukerjee H. S., Oxford Publication.
- Business Communication Today, Boove, C.L., Thill, J. V. & Raina, R. L, Pearson.
- Business Communication by Meenakshi Raman, Prakash Singh, Oxford Higher Education, New Delhi
- Business Communication by Urmila Rai , Himalaya Publishing House, New Delhi
- Business Correspondence and Report Writing by RC Sharma , Krishna Mohan, TMH, New Delhi

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to communication in organizations	http://digimat.in/nptel/courses/video/110105052/L01.html
Unit-II	Written Communication	https://www.digimat.in/nptel/courses/video/109104031/L09.html
Unit-III	Oral Presentation	https://youtu.be/z-ce7fcKe1E
Unit-IV	Digital Communication	https://nptel.ac.in/courses/117101051

Course Code	AEC-BBA-107B				
Category	Additional Course				
Course Title	French				
Scheme and Credits	L	T	P	Credits	Semester-I
	1	1	0	2	
Course Objectives	The objectives of this course are 1. To understand foundational language skills necessary for basic communication, including introducing themselves and others, describing places, and talking about their surroundings. 2. To focus on enhancing students' ability to express personal likes, interests, and other simple ideas, ensuring their ability to engage in basic communicative transactions. 3. To achieve a partial A1 level by the end of the semester according to the Common European Framework, which will enable them to handle simple communication in everyday situations.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				

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

Cos	Skills Demonstrated	RBT Level
CO1	Define key concepts related to reading, listening, speaking, and writing in English, focusing on everyday communication.	Level-1 Remember
CO2	Explain basic communication techniques for understanding texts, listening to simple conversations and expressing oneself in writing.	Level-2 Understand
CO3	Apply reading skills to use simple texts (e.g., notices, short passages, emails) and extract relevant information to answer questions or complete given tasks.	Level-3 Apply
CO4	Apply listening skills to understand simple conversations or audio messages and respond appropriately by completing activities such as answering questions or writing brief personal messages.	Level-3 Apply

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

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

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

Useful Video Links:

Unit No.	Topics	Links
Unit-I	French Absolute Beginners Guide	https://www.youtube.com/watch?v=Sk6YQynZ1h8
Unit-II	French Listening Practice -50 Everyday French Sentences	https://www.youtube.com/watch?v=Aofb0XEJlks
Unit-III	Learn how to write French with me	https://www.youtube.com/watch?v=9iUiei9YMck
Unit-IV	Slow and Easy French Conversation Practice	https://www.youtube.com/watch?v=ReVCwcHwnZI

Course Code	VAC-BBA-101B				
Category	Value Added Courses				
Course Title	Environmental Science and Sustainability				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To familiarize students with basic environmental concepts, their relevance to business operations and forthcoming sustainability challenges. 2. To equip students to make decisions that consider environmental consequences. 3. To enable future business graduates to become environmentally sensitive and responsible managers.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				

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 environment, sustainability, natural resources, ecosystems, biodiversity, pollution, and environmental legislation.	Level-1 Remember
CO2	Describe environmental challenges, ecosystem dynamics, biodiversity conservation, pollution control measures, waste management practices, and sustainable development initiatives.	Level-2 Understand
CO3	Apply sustainable practices, resource conservation methods, pollution control measures, disaster management approaches, and environmental ethics in business and societal contexts.	Level-3 Apply
CO4	Apply environmental laws, sustainability principles, and responsible business practices to address environmental and social issues for sustainable development.	Level-3 Apply

Unit No.	Contents
Unit-I	Understanding Environment, Natural Resources, and Sustainability: Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.
Unit-II	Ecosystems, Biodiversity, and Sustainable Practices: - Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.
Unit-III	Environmental Pollution, Waste Management, and Sustainable Development: - Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities.

	Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.
Unit-IV	Social Issues, Legislation, and Practical Applications: -Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

Suggested Readings:

- Environmental Studies, Poonia, M.P., Khanna Book Publishing Co.
- Textbook of Environmental Studies, Bharucha, E., Orient Blackswan Private Ltd.
- Text Book of Environmental Studies, Dave, D., & Katewa, S. S., Cengage Learning India Pvt Ltd.
- Environmental studies: from crisis to cure, Rajagopalan, R., Oxford University Press.
- Living in the Environment, Miller, G.T. & Spoolman S., Cengage Learning India Pvt Ltd.
- Fundamentals of environmental studies, Basu, M., & Xavier Savarimuthu, S. J., Cambridge University Press.
- Sustainable Development: Environment, Energy and Water Resources, Roy, M. G., Ane Books.
- Environmental Studies by BB Chawdhary, CL Chaturvedi, Mahavir Publication Company, New Delhi

Useful Video Links:

Unit No	Topics	Links
Unit-I	Natural Resource Management	https://nptel.ac.in/courses/126103022
Unit-II	Ecosystem and it's Components	https://nptel.ac.in/courses/105105826
Unit-III	Environmental Pollution	https://archive.nptel.ac.in/courses/123/105/123105001/
Unit-IV	Principles of Sustainable Development	https://nptel.ac.in/courses/109105203

Course Code	MDE-BBA-101B				
Category	Multidisciplinary Courses				
Course Title	Indian Knowledge Systems and Traditions				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To understand the fundamental concepts of Indian Knowledge Systems, Indian culture, civilization, and ancient scientific traditions. 2. To understand the significance of traditional Indian creative practices, arts, architecture, music, dance, and craftsmanship. 3. To understand the relevance and application of Indian Knowledge Systems and creative practices in modern society and sustainable development.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				

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

COs	Skills Demonstrated	RBT Level
CO1	List the concepts of Indian Knowledge System, Indian culture and civilization, ancient Indian sciences, architecture, and philosophical systems	Level-1 Remember
CO2	Explain the principles and significance of Indian creative practices, traditional arts, crafts, music, dance, painting, and engineering techniques.	Level-2 Understand
CO3	Apply traditional Indian knowledge and creative practices in activities related to art, design, performance, craftsmanship, and cultural expression.	Level-3 Apply
CO4	Analyze the relevance and contributions of Indian Knowledge Systems and creative practices to modern society, culture, science, and sustainable living.	Level-4 Analyze

Notes:

1. Any eight of the total sessions assigned for the Literary activity from Unit I and Unit II.
2. Twenty Lectures with at least five different topics of total sessions under Creative activity from Unit-III and Unit-IV.

Unit No.	Contents
Unit-I	Introduction to IKS: Indian Knowledge System, Indian Culture & Civilization, Ancient Indian Chemistry, Ancient Indian Metallurgy, Ancient Indian Mathematics, Ancient Indian Astronomy, Indian Astronomical Instruments.
Unit-II	Indian Knowledge System: (Upveda: Ayurveda, Gandharveda), (Vedangas: Shiksha, Kalpa, Vyakrana, Jyotisha, Nirukta, Chandas). Indian Architecture: I-Sthapatya-Veda, II: Temples, III: Town & Planning, Indian Philosophical System
Unit-III	Introduction to Creative Practices: Dhatuvada: art of metallurgy, Akara jnana: art of mineralogy, Vastuvidya: art of engineering, Yantramatrika: art of mechanics, Takshana: art of carpentry, Chalitakayoga: art of practising as a builder of shrines, Raupyaratnapariksha: art of testing silver and jewels, Maniraga jnana: art of tinging jewels, Sucivayakarma: art of needle works and weaving, Vadya vidya: art of playing on musical instruments, Geet vidya: art of singing, Nritya vidya: art of dancing.
Unit-IV	Creative Practices: Natya vidya: art of theatricals, Alekhya vidya: art of painting, Viseshakacchedya vidya: art of painting the face and body with color, Udakavadya: art of playing on music in water, Manasi kavyakriya: art of composing verse, Bhushanayojana: art of applying or setting ornaments, Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious food, Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body, Utsadana: art of healing or cleaning

	a person with perfumes, Vastragopana: art of concealment of cloths, Balakakridanaka: art of using children's toys, Tandulakusumabalivikara: art of preparing offerings from rice and flowers, Pushpastarana: art of making a covering of flowers for a bed.
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Suggested Readings:

- Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
- Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.
- The Cultural Heritage of India. Vol.I. Kolkata:Ramakrishna Mission Publication, 1972.
- Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
- Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan & Co., Limited, London, 1953.
- Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.
- Avari, B. 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. 7000 BCE to CE 1200. London: Routledge.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Indian Knowledge Systems	https://www.youtube.com/playlist?list=PLRfu94TCePTtVPR-kC4RpIGIwo7-ViCGP
Unit-II	Indian philosophy, Vedas, Vedangas, traditions, and IKS basics	https://www.youtube.com/watch?v=3H16y-XfMMc
Unit-III	Introduction to Creative Practices	https://www.anaadi.org/iksprimer?utm_source

Course Code	MDE-BBA-103B				
Category	Multidisciplinary Courses				
Course Title	Indian Mathematics and Astronomy				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To understand the foundations of ancient Indian mathematics, astronomy, and numeral systems. 2. To understand the principles of Vedic mathematical methods, astronomical calculations, and ancient scientific texts. 3. To understand the significance of ancient Indian astronomical instruments, time systems, and scientific contributions.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				

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

COs	Skills Demonstrated	RBT Level
CO1	List the contributions of ancient Indian mathematicians, astronomers, numeral systems, and foundational concepts of Indian mathematics and astronomy.	Level-1 Remember
CO2	Explain the principles of Vedic mathematics, Sulvasutras, algebraic methods, trigonometry, calendrical studies, and astronomical systems described in ancient Indian texts.	Level-2 Understand
CO3	Apply ancient Indian mathematical and astronomical methods related to calculations, planetary motions, time systems, eclipses, and observational techniques.	Level-3 Apply
CO4	Apply ancient Indian mathematical and astronomical methods related to calculations, planetary motions, time systems, eclipses, and observational techniques.	Level-3 Apply

Unit No.	Contents
Unit-I	The Introduction to Ancient Mathematics & Astronomy: Introduction to Brief introduction of inception of Mathematics & Astronomy from vedic periods. Details of different authors who has given mathematical & astronomical sutra (e.g. arytabhata, bhaskara, brahmagupta, varamahira, budhyana, yajanvlkya, panini, pingala, bharat muni, sripati, mahaviracharya, madhava, Nilakantha somyaji, jyeshthadeva, bhaskara-II, shridhara). Periodical enlisting of Mathematical & Astrological achievement in India. Evolution of Indian Numerals (Brahmi (1st century), Gupta (4th century) & Devanagri Script (11 th century).
Unit-II	Ancient Mathematics –I: Veda & Sulvasutras (Pythagoras theorem, Square root & Squaring Circle) (baudhayana sulbhasutra, apastamba sulbhasutra, katyayana sulbhasutra, manava sulbhasutra, maitrayana sulbhasutra, varaha sulbhasutra, vadhula sulbhasutra , Pingala's chandasutras, sunya, yaat-tavat, Aryabhata (Aryabhata, Asanna, ardha-jya, kuttaka.), bhaskara (trigonometry,shridhara, mahavira), Bhaskara Acharya (Siddhantashiromani), Varamahira panchasiddhantika.
Unit-III	Ancient Mathematics –II: Brahmagupta (vargaprakrati, bhramasphuta siddhanta, bhavana), ayatavrtta, ganitasarasamgraha, lilavathi, ganesadaivajna, randavantika, suryasiddhanta, grahalaghava, sadratnamala, mandavrtta, sigrharta, Bijaganita, Bakshali manuscript Golavada, Madhyamanayanaprakara, Mahajyanayanaprakara (Method of Computing Great Sines), Lagnaprakarana, Venvaroha, Sphutacandrapti, Aganita-grahacara , Chandravakyani (Table of Moon-mnemonics).

Unit-IV	Ancient Astronomy –I: Parahita system of astronomy and drk system of astronomy, Manda samskara, sikhra samskara. Vedanga Jyotisha (astronomical calculations, calendrical studies, and establishes rules for empirical observation), Aryabhatiya (earth rotation, shining of moon), Brahmasphutasiddhanta (motion of planets), varahmihira (pancasiddhantika), Mahabhaskariya, lahuhaskariya & aryabhatiya bhashya (Planetary longitudes, heliacal rising and setting of the planets, conjunctions among the planets and stars, solar and lunar eclipses, and the phases of the Moon), Sisyadhiveddhida (grahadhyaya, goladhyaya), siddhantasiromani, karanakutuhala (planetary positions, conjunctions, eclipses, cosmography), siddhantasekhara, yantra-kirnawali, Sphutanirṇaya, Uparagakriyakrama. Ancient Astronomy –II: Positional astronomy (sun, planets, moon, coordinate systems, precision of the equinox and its effects, eclipses, comets and meteors), Mahayuga & Kalpa system Yuga system, ayanas, months, tithis and seasons, time units, sun and moon's motion, planet position, ayanachalana, zero-precision year, katapayaadi system, Indian nakshatra system, astronomy Instruments for naked eye astronomy (vedic observatories). The principal and application of Samrat Yantra, Jai Prakash Yantra, Disha Yantra, Rama Yantra, Chakra Yantra, Rashiwalya Yantra, Dingash Yantra, Utaansh Yantra.
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Suggested Readings:

- Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
- R P Kulkarni, Glimpse of Indian Engineering and Technology (Ancient & Medieval period, Munshiram Manoharlal Publishers Pvt. Ltd. 2018
- AK Pathak, Science and Technology in India, Anshika Prakashan pratapgarh, 2016
- NVP, Unithiri, Indian Scientific Traditions (Professor K.N. Neelakantan Elayath Felicitation Volume), publication division univeristy of Calicut, 2006
- Dharmpal, Indian science and technology in the eighteen century, rashtrottahana sahitya, 1983
- S Biswal, B L ray, vedic Science and technology, DK Print world, 2009
- A Kolachana, Studies in Indian Mathematics and Astronomy, Hindustan Book agency
- S B Rao, Indian Mathematics and Astronomy: Some Landmarks (Revised Third Edition), BhartiyaVidhya Bhavan, 2012,
- GG Josheph, Indian Mathematics: Engaging with the World from Ancient to Modern Times, speaking Tiger, 2016
- BS Yadav, Ancient Indian Leaps into Mathematics, brikausher publication, 2010
- DP Chatopadhyya, Ravinder kumar, Mathematics, Astronomy, and Biology in Indian Tradition:Some Conceptual Preliminaries (Phispc Monograph Series on History of Philosophy, Science and Culture in India, No 3), Munshiram manoharlal publication, 1995.
- BV subbarayappa, The Tradition of Astronomy in India: History of Science, Philosophy and Culture in Indian Civilization Vol. IV, Part 4: Jyotihshastra (History of Science, Philosophy & Culture in Indian Civilization), centre for studies in civilization, 2008.
- GE Clark, The Aryabhatiya of Aryabhata: An Ancient Indian Work on Mathematics and Astronomy, Kesinger publicaition, 2010.
- Anonyms, Hindu Astronomy: Anuradha, Bharani, Hindu Chronology, Hindu Calendar, Indian Astronomy, Kerala School of Astronomy and Mathematics, Jyoti, Book LLC, 2011
- KV Sharma. Ganita yuktibhasa (Analytical Exposition of the Rationales of Indian Mathematics and Astronomy, Kindle, 2021.
- R Mercier, Studies on the Transmission of Medieval Mathematical Astronomy (Variorum Collected Studies), routledge publication, 2004.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Astronomy in Ancient, Medieval and Early Telescopic Era of India	https://www.youtube.com/watch?v=GZn8DtXVzkk
Unit-II	Aryabhata: A True Gem of Indian Mathematics and Astronomy	https://www.youtube.com/watch?v=LI6mzQvNRRs
Unit-III	Brahmasphuta siddhanta of Brahmagupta	https://www.youtube.com/watch?v=3bNFEJNY4Ds
Unit-IV	Pre Siddhantic Astronomy	https://www.youtube.com/watch?v=BURiuOGyIS4

Course Code	MDE-BBA-105B				
Category	Multidisciplinary Course				
Course Title	Indian Vision for Human Society				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To help the learner to understand the concept of “Vasudhaiva kutumbkam” and its realization process as a base for the development of vision for a humane society. 2. To help to identify the universality in humans and its coexistence in existence. 3. To introduce the sense of responsibility, duties and participation of individual for establishment of fearless society. 4. To help to understand the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the holistic development of physical, mental and spiritual wellbeing of one and all, at the level of individual, society, nation and ultimately the whole world.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				

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

COs	Skills Demonstrated	RBT Level
CO1	Remember core concepts related to human existence, consciousness, and social harmony.	Level-1 Remember
CO2	Understand the aims of human life and the ethical foundations of individual and societal well-being.	Level-2 Understand
CO3	Apply philosophical and ethical principles to personal conduct and social interactions.	Level-3 Apply
CO4	Apply integrated knowledge to promote harmony, balance, and purposeful living in society.	Level-3 Apply

Unit No.	Contents
Unit-I	The world view & Vision of Human Society:- The concept of non-duality of Prakriti (Jad) and Purush (Chetana), human as coexistence of Jad & Chetan, Pancha-mahabhutas, the root of sorrow and suffering, freedom from sorrow, salvation, eternal peace truth (Vyaharika Satya), ultimate truth. The acceptance of various systems of philosophy for realization of truth and complementariness in society in ancient Indian system.
Unit-II	Aspiration and Purpose of Individual and Human Society: - Aims of Human life; at individual level and societal level. At societal level; Four Purusarthas Dharma, Artha, Kama, Moksha. Individual level; Abhyudaya (progress), Nihisreyasa (perfection) Pravrtti, Nivrtti. Dharma; Dharma sutras (Gautama, apastamba, baudhayana, vasistha). Dharma-Shastra; (manusmriti, naradamrti, visnusmrti, yajnavalkya smriti) sociology, different stages of life like student hood, householdership, retirement and renunciation, rites and duties, judicial matters, and personal laws (Aachara, Vyavahara, Prayaschitta). Artha; Kautliya Arthashastra, Kamandakiya Nitisara, Brihaspati Sutra, Sukra Niti, Moksha: Human liberation (Ignorance to Knowledge).
Unit-III	Program for Ensuring Human Purpose: at Individual and Societal level :- Fundamental concept of Nitishastra: Satyanishtha Aur Abhiruchi (Ethics, Integrity & aptitude). The true nature of self; Shiksha Valli, Bhrgu Valli (concept of Atman-Brahman (self, soul). The true constitution

	of Human: Ananda Valli (Annamaya Kosha, Pranamaya Kosha, Manomaya Kosha, Vijnanamaya Kosha, Anandamaya Kosha). The four states of consciousness (Waking state, Dreaming state, Deep Sleep State, Turiya the fourth state), Consciousness (seven limbs and nineteen mouths), Prajna, Awareness. The Life Force Prana (Praana-Apaana-Vyaana-Udaana- Samaana). Differentiating Vidya and Avidya, human bondages, Higher and Lower Knowledge (Para Vidhya & Apra Vidhya). Concept of Sattva, Rajas, Tamas and need of balancing the same, Patanjali yog sutra; Yama, Niyama, Asanas, pranayams, pratyahara, dharna, dhyana, Samadhi, Sixteen category of padartha, pramans (pratyaksh, anumana, upamana, shabda). Saadhana chatushtayam (viveka, vairagya, mumukshatavam, shadsampathi (sama, dama, uparama, titiksha, shradha, samadhana), Understanding Nitya karma, Naimittika Karma, Kamya karma, prayaschitta karma, Nishidha Karma. Meditation and Progressive meditation (Narada's education), Ativadin to self-knowledge, Jyan yog, Karma yog, sanyas yog in the aspect of harmonious practice in society.
Unit-IV	Practices for Ensuring Human Purpose: - Practice in philosophy, architecture, grammar, mathematics, astronomy, metrics, sociology, economy and polity, ethics, geography, logic, military science, weaponry, agriculture, mining, trade and commerce, metallurgy, shipbuilding, medicine, poetics, biology and veterinary science.

Suggested Readings:

- Ancient Indian Society, Maharaj swami chidatmanjee, Anmol Publication Pvt. Ltd, India
- The Four Values in Indian Philosophy and Culture, Rao, N. 1970. Mysore: University of Mysore.
- Chakraborti, K. 2001. Religious Process: The Puranas and the Making of Regional Tradition, Delhi, OUP.
- The Structure of Scientific Revolutions, (2nd ed.), Kuhn, T. 1970. University of Chicago Press, USA.
- The religion and philosophy of the Veda and Upanishads, Keith, A. (1925). Delhi: Motilal Banarsidass Publishers.
- Culture and History of Ancient India (With Special Reference of Sudras), Supriya Lakshmi Mishra, 2020.
- Religion and Society in Ancient India, Om Prakash, Bhariya Vidhya Prakashan, 1985.
- Introduction to Indian Knowledge System: Concept and Applications by B Mahadevan, Rajat Vinayak, Pavana, RN Nagendra, PHI Learning, New Delhi

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Indian Philosophy	https://www.youtube.com/watch?v=ddJg3gzYEB8
Unit-II	Indian Philosophy (Orthodox & Heterodox Systems)	https://www.nptelprep.in/courses/109106059/videos
Unit-III	Indian Knowledge Systems	https://www.youtube.com/playlist?list=PLRfu94TCePTtVP R-kC4RpIGIwo7-ViCGP
Unit-IV	Philosophy & Consciousness (Sankhya/Yoga Focus)	https://archive.nptel.ac.in/courses/109/106/109106059/

Course Code	MDE-BBA-107B				
Category	Multidisciplinary Courses				
Course Title	Indian Culture and Civilization				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To introduce fundamentals of Ancient Indian Education to understand the pattern and purpose of studying vedas, vedangas, upangas, upveda, purana & Itihasa 2. To help students to trace, identify and develop the ancient knowledge systems. 3. To help to understand the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the holistic development of physical, mental and spiritual wellbeing. 4. To build in the learners a deep-rooted pride in Indian knowledge, committed to universal human right, well-being and sustainable development.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				

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

COs	Skills Demonstrated	RBT Level
CO1	Remember core ideas and texts of Indian knowledge traditions.	Level-1Remember
CO2	Understand philosophical and scientific foundations of knowledge systems.	Level-2Understand
CO3	Apply traditional concepts to interpret science, language, and culture.	Level-3Apply
CO4	Apply integrated knowledge to real-life and managerial contexts.	Level-3Apply

Unit No.	Contents
Unit-I	Introduction to IKS: Caturdaśa Vidyāsthānam, 64 Kalas, Shilpa Śāstra, Four Vedas, Vedāṅga, Indian Philosophical Systems, Vedic Schools of Philosophy (Sāṃkhya and Yoga, Nyaya and Vaiśeṣika, Pūrva-Mīmāṃsā and Vedānta), Non-Vedic schools of Philosophical Systems (Cārvāka, Buddhist, Jain), Puranas (Maha-puranas, Upa-Puranas and Sthala-Puranas), Itihasa (Ramayana, Mahabharata), NitiSastras, Subhasitas
Unit-II	Foundation concept for Science & Technology: Linguistics & Phonetics in Sanskrit (panini's), Computational concepts in Astadhyayi Importance of Verbs, Role of Sanskrit in Natural Language Processing, Number System and Units of Measurement, concept of zero and its importance, Large numbers & their representation, Place Value of Numerals, Decimal System, Measurements for time, distance and weight, Unique approaches to represent numbers (BhūtaSāṃkhya System, Kaṭapayādi System), Pingala and the Binary system, Knowledge Pyramid, Prameya – A Vaiśeṣikan approach to physical reality, constituents of the physical reality, Pramāṇa, Saṃśaya
Unit-III	Indian Mathematics & Astronomy in IKS: Indian Mathematics, Great Mathematicians and their contributions, Arithmetic Operations, Geometry (Sulba Sutras, Aryabhatiya-bhasya), value of π , Trigonometry, Algebra, Chandah Sastra of Pingala, Indian Astronomy, celestial coordinate system, Elements of the Indian Calendar, Aryabhatiya and the Siddhantic Tradition Pancanga – The Indian Calendar System, Astronomical Instruments (Yantras) Jantar Mantar or Raja Jai Singh Sawal.

Unit-IV	Indian Science & Technology in IKS: Indian S & T Heritage, sixty-four art forms and occupational skills (64 Kalas), Metals and Metalworking technology (Copper, Gold, Zinc, Mercury, Lead, and Silver), Iron & Steel, Dyes and Painting Technology, Town & Planning Architecture in India, Temple Architecture, Vastu Sastra, Humanities & Social Sciences in IKS: Health, Wellness & Psychology, Ayurveda Sleep and Food, Role of water in wellbeing, Yoga way of life, Indian approach to Psychology, the Triguṇa System, Body-Mind-Intellect- Consciousness Complex. Governance, Public Administration & Management, reference to Ramayana, Artha Sastra, KauṭilyanState
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Suggested Readings:

- Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
- Kapur K and Singh A. K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central Chinmay Mission Trust, Bombay, 1995.
- Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: HindologyBooks, 2008.
- SK Das, The education system of Ancient Hindus, Gyan Publication House, India
- BL Gupta, Value and distribution system in India, Gyan Publication House, India
- Reshmi Ramdhoni, Ancient Indian Culture and Civilisation, Star Publication, 2018
- Supriya Lakshmi Mishra, Culture and History of Ancient India (With Special Reference to Sudras), 2020.
- Gambirananda, Swami, Tr. Upanishads with the Commentary of Sankarachrya. Kolkata: Advaita Ashrama Publication Department, 2002.
- Ranganathananda, Swami. The Message of the Upanishads. Bombay: Bharathya Vidya Bhaven, 1985.
- Om Prakash, Religion and Society in Ancient India, Bharatiya Vidya Prakashan, 1985

Useful Video Links:

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

Course Code	MDE-BBA-109B				
Category	Multidisciplinary Courses				
Course Title	Indian Science, Engineering and Technology				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To familiarize learners with major sequential development in Indian science, engineering and technology. 2. To review & strengthen the ancient discovery and research in physics, chemistry, maths, metallurgy, astronomy, architecture, textile, transport, agriculture and Ayurveda etc. 3. To help students to trace, identify and develop the ancient knowledge systems to make meaningful contribution to development of science today 4. To help to understand the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the scientific, technological and holistic development of physical, mental and spiritual wellbeing.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				

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

COs	Skills Demonstrated	RBT Level
CO1	Recall key ideas, historical contributions of traditional knowledge systems.	Level-1Remember
CO2	Understand the principles, cultural knowledge creation and practice.	Level-2Understand
CO3	Apply traditional scientific concepts to explain natural phenomena, health, and technology.	Level-3Apply
CO4	Apply integrated knowledge to relate traditional practices with contemporary life and sustainability.	Level-3Apply

Unit No.	Contents
Unit-I	Indian Traditional Knowledge; Science and Practices: Introduction to the Science and way of doing science and research in India, Ancient Science in Intra & Inter Culture Dialogue & coevolution. Traditional agricultural practices, Traditional water-harvesting practices, Traditional Livestock and veterinary Sciences, Traditional Houses & villages, Traditional Forecasting, Traditional Ayurveda & plant-based medicine, Traditional writing Technology
Unit-II	Ancient Indian Science (Physics, Chemistry, Maths): Physics in India: Vaisheshika darshan atomic theory & law of motion, theory of panchmahabhoota, BrihathShathaka (divisions of the time, unit of distance, Bhaskara Chaya (theory of gravity, Surya Siddhanta & sidhantashriomani), Lilavati (gurutvakashan Shakti). Chemistry in India Vatsyayana, Nagarjuna, Khanda, Al-Biruni, Vagbhaṭa –building of the ras-shala (laboratory), working arrangements of ras-shala, material and equipment, Yaśodhara Bhaṭṭa-process of distillation, apparatus, saranasamskara, saranataila Mathematics in India: Baudhayana's Sulbasutras, Aryabhaṭa, Bhaskaracharya-I, Severus Sebokht, Syria, Brahmagupta, Bhaskaracharya-II, Jyēṣṭhadeva.

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

Suggested Readings:

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

Useful Video Links:

Unit No	Topics	Links
Unit-I	Indian Traditional Knowledge & Research Culture	https://archive.nptel.ac.in/courses/121/106/121106003/
Unit-II	Ancient Indian Science (Physics, Chemistry, Maths)	https://www.youtube.com/watch?v=T0gCkyKVQUg
Unit-III	Ancient Indian Science (Metallurgy, Astronomy, Architecture)	https://www.youtube.com/watch?v=r5KTrbJIKAA

Course Code	MDE-BBA-111B				
Category	Multidisciplinary Courses				
Course Title	Indian Town Planning and Architecture				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	The objectives of this course are 1.To develop the knowledge and understanding of eco-friendly, robust and scientific planning and architecture system of ancient India. 2.To help the learners to trace, identify and develop the approach, process and material used in town planning, construction and architecture. 3. To understand the various eco-friendly technologies accepted in ancient civilization.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				

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

COs	Skills Demonstrated	RBT Level
CO1	Recall the concepts related to human settlements and architectural traditions.	Level-1Remember
CO2	Explain how culture, environment, and human needs influence built forms.	Level-2Understand
CO3	Apply principles of form, space, and materials in architectural examples.	Level-3Apply
CO4	Apply analytical understanding to compare regional and period-based architectural practices.	Level-3Apply

Unit No.	Contents
Unit-I	The Introduction to ancient Architecture: Introduction to relationship between Man, Nature, Culture and city forms. Study of determinants (Natural and man-made) influencing location, growth & pattern of human settlements including types of settlements growth (Organic and planned) and settlement forms. Architecture as satisfying human needs: functional, aesthetic and psychological outline of components and aspects of architectural form-site, structure, skin, materials, services, use, circulation, expression, character, experience. Understanding of the causative forces - the cultures, history, socio religious practices and institution, political and economic conditions, issues of land, climate and technology, Historical and Primitive Architecture.
Unit-II	Ancient Architecture as Expression of Art & Design: Relationship between Art and Design with man, space and environment. Expression in Art and Architecture – concept of space, sense of enclosure, openness, robustness, dynamism, spatial geometry, Eco-friendliness. Architecture through the use of elements of visual arts such as point, line, plane, form, space, colour, texture, light, solids and voids, shadow and shade etc. Understanding of effect of scale, proportions, order, material effects such as textures, patterns, light, sound, temperature etc in architectural spaces. Allied visual and performing arts and its relationship to built environments using colour theory, symbolism, glass painting, scriptural writing, clay moulding, stone carving. Important Indian architecture as per elements space & form. Form: specific geometry form (sphere, cube, pyramid, cylinder and cone and its sections as well as their derivatives) Space: build form space, open space, Internal and External space, Continuous spaces Centralized, Linear, Radial Clustered, clustered, grid space. Different types of Materials used for construction in ancient Indian architecture. Clay products: Classification of bricks, Fire Brick, Fly Ash Bricks, Tiles, Terracotta, Earthenware, Porcelain, Stoneware. Stones: Uses of Stones, Qualities of Good Building Stones, Dressing, Common Building Stones of India. Glass: Different glass Forms and their Suitability, Timber: Different Forms and their suitability, Metals: Ferrous & Nonferrous Metals and Alloys, and, their Suitability,

	limitations, precautions Paints and Varnishes: Different types and their suitability, limitations, and precautions.
Unit-III	Ancient Architecture Principle & Planning: Design: Principles of designing – Composition of Plan. Inception and development of the early Hindu temple form with reference to the Vedic and Buddhist planning principles and design elements; Development of regional styles and manifestations thereof; Evolution of temple complexes and temple towns; Planning: Residence- site selection, site orientation- aspect, prospect, grouping, circulation, privacy, furniture requirements, services and other factors. Vastushastra and its importance in building interrelationships with human, nature, and cosmos Town Planning: Town plans of Harappa, Mohenjo-Daro, Pataliputra, Delhi. Vastushastra and its application in city layout.
Unit-IV	Ancient Architecture-I: The settlement planning pattern, elements, associated forms, typical Vedic village, towns (Dandaka, Nandyavarttha etc.), typology of Shelters and civic buildings of ancient architecture in reference to the following civilisations: Indus Valley, Aryan/Vedic Civilisation, Buddhist Architecture, Indo Aryan & Dravidian Architecture. Role of Shilpasastras and Arthashastra in settlement planning. Important architecture: Great baths, Development of fortification, walled towns, structures developed e.g., stupas, Viharas, Chaityas, Stambhas, Torana, sacred railings, etc. Study of worshipping places with especial reference to Indo Aryan / Nagara style & Dravidian style (Chola, Chalukya, Pallava, Satavahana, Hoysala, Vijayanagar, etc.), design of shikharas & gopuram, rock-cut and structural examples of temples. Ancient Architecture-II: Evolution of Hindu Temples in different period: Gupta, Aihole, Badami, Pattadakal, Mahabalipuram, Indo Aryan Style in Orissa, Khajuraho, Gujarat, Rajasthan. Dravidian Style in Chola, Chalukyan, Pandya, Pallava, Hoysala Style, Revival of Hindu architecture of South India at Vijay nagara and Madurai Tradition Indian villages & House: Regional house construction, interior & importance e.g. Rajasthani house, bhungas of Kutch, nalukettu of Kerala, Ikraof assam, manduvalogili or illu of Andhra Pradesh, Wadas of Maharashtra, Mudhouses of Madhya Pradesh, kathkuni of Himachal Pradesh, khanjaghara of Orissa, Taq and dhajjidiwari of Kashmir etc. Scientific achievements though ancient architect: Jantar Mantar, Musical Pillars of Vitthal temple, Sundial of Konark temple, construction of eight shiva temple in straight line from Kedarnath to Rameshwaram at longitude (79°E 41'54"), Veerbhadra temple with 70 hanging pillars, Ellora caves excavating the mountain, Jaipur plan pink city etc.

Suggested Readings:

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

Useful Video Links:

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

Course Code	MDE-BBA-113B				
Category	Multidisciplinary Courses				
Course Title	Indian Health, Wellness and Psychology				
Scheme and Credits	L	T	P	Credits	Semester-I
	2	0	0	2	
Course Objectives	The objectives of this course are 1. To understand the fundamental principles of Indian health systems, such as Ayurveda and yoga, which are useful in maintaining the health of a healthy person 2. To understand the traditional way of cleansing the body regularly, strengthening the body with Yogic exercises, and maintaining the internal balance to prevent diseases 3. To understand our unique Mind Body Constitution and choose the right lifestyle suitable to maintain the internal balance. 4. To understand the mind and its dynamics through knowledge of Ayurveda and Yoga, and using the knowledge to maintain harmony between body and mind to achieve perfect mental health.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Recall fundamental concepts related to human constitution, health maintenance, and mind–body interrelationships.	Level-1Remember
CO2	Explain how internal balance, lifestyle practices, and mental factors influence overall wellbeing and immunity.	Level-2Understand
CO3	Apply principles of daily and seasonal routines, diet, and self-care practices to promote physical and mental health	Level-3Apply
CO4	Apply integrative mind–body principles to enhance resilience, self-awareness, and holistic health in everyday life.	Level-3Apply

Unit No.	Contents
Unit-I	Understanding human body: Introduction to Ayurveda, the Knowledge of Life, Health and treatment aspects in Ayurveda, Influence of Pancha maha Bhuta on Internal environment of Human being, understanding composition of Human body through the concept of Dosha Dhatu Mala, Understanding Prakruthi, the Mind – Body Constitution.
Unit-II	Understanding the communication between body & Mind: Establishing communication between body and mind by understanding the language of body. Understanding the concept of Agni, Koshta, Sara and Ojas and their relevance in enhancing our immunity to protect from various infections. Looking at the world through the lenses of Dravya, Guna and Karma, applying the principle of Samanya and Visesha in every aspect of life to achieve perfect health.
Unit-III	Introduction to Health Regimen: Understanding Swasthavritta, the healthy regimen to maintain state of well-being. Dinacharya, the Daily regimen including Daily detoxification, exercise, Intake of Food, Water, Air and Sunlight, work and ergonomics, Rest and sleep hygiene. Ritu charya, the seasonal regimen, Sadvritta and the concept of social well-being, understanding trividhaupastambhas, three pillars to health, Concept of Shadrasa in choosing appropriate

	nourishment to the body and mind.
Unit-IV	Introduction to Yoga: Definition, Meaning and Objectives of Yoga, Relevance of Yoga in the Modern Age. Brief Introduction of Hatha yoga, Raja yoga, Karma yoga, Gyana Yoga, Bhakti yoga. Understanding the eight steps of Ashtanga yoga, Understanding Shatkriyas, the six cleansing procedures of Yoga. Introduction to Indian Psychology: Concept of Manas in Ayurveda and understanding Mind Body harmony, Triguna-based Psychology in Ayurveda and Yoga, Influence of Tri dosha on Mind, mind-body-intellect and consciousness complex, Understanding consciousness and solution to issues within Human Mind.

Suggested Readings:

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

Useful Video Links:

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

Course Code	CC-BBA-102B				
Category	Core Courses				
Course Title	Human Behaviour and Organization				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	1	0	4	
Course Objectives	The objectives of this course are 1.To understand the concepts and foundations of organizational behavior. 2. To develop knowledge of individual behaviour, personality, perception, and motivation. 3. To familiarize students with group dynamics, team behavior, and conflict management. 4. To develop an understanding of leadership, power, organizational culture, and stress management.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts, models, and scope of organizational behavior in contemporary organizations.	Level-1Remember
CO2	Explain individual, group, and organizational factors influencing behavior, motivation, leadership, and workplace culture.	Level-2Understand
CO3	Apply organizational behavior approaches to improve teamwork, motivation, leadership effectiveness, communication, and stress management.	Level-3Apply
CO4	Analyze behavioral dynamics, motivation, leadership styles, stress management, organizational culture, and interpersonal relationships for organizational effectiveness.	Level-4Analyze

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 Human Behavior and Organization: Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models. Emotional Intelligence and Interpersonal Relationships at the Workplace.
Unit-II	Individual Behavior: Foundations of Individual Behavior; Personality- determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values. Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two-Factor Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).
Unit-III	Group & Team Behaviour: Groups and Work Teams: Concept: Five-Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.

Unit-IV	Leadership & Power: Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan Studies) Contingency theories, Authentic leadership, mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power. Organizational Culture: Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.
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Suggested Readings:

- Organizational Behavior by Robbins, Stephen, Prentice Hall of India Ltd., New Delhi.
- Organizational Behavior: An Evidence-Based Approach by Luthans Fred, McGraw Hil Publishers Co. Ltd., New Delhi.
- Organizational Theory Behavior, by Prasad, L.M, Sultan Chand & Sons, New Delhi.
- Organization Behavior by Rao, VS P, Himalaya Publishing House.
- Organizational Behavior by Aswathappa. K., Himalaya Publishing House, Mumbai, 18th Edition.
- Organisational Behaviour by Shilpa Goel, Thakur Publishers, Lucknow
- Organisational Behaviour by FC Sharma, Shree Mahavir Book, New Delhi

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Introduction to Organizational Behaviour	http://digimat.in/nptel/courses/video/110106145/L01.html
Unit-II	Perception	http://digimat.in/nptel/courses/video/110106145/L06.html
Unit-III	Group Dynamics	http://digimat.in/nptel/courses/video/110106145/L48.html
Unit-IV	Power and Leadership	http://digimat.in/nptel/courses/video/110106145/L43.html
	Organizational Culture	http://digimat.in/nptel/courses/video/110106145/L51.html

Course Code	CC-BBA-104B				
Category	Core Courses				
Course Title	Marketing Management				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand the fundamental concepts, functions, and environment of marketing. 2. To develop knowledge of consumer behavior, market segmentation, targeting, and positioning strategies. 3. To familiarize students with product, pricing, promotion, and distribution decisions in marketing. 4. To develop awareness of service marketing and emerging trends in contemporary marketing.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts, scope, environment, and contemporary trends of marketing in diverse markets.	Level-1Remember
CO2	Describe consumer behavior, market segmentation, targeting, positioning, product, pricing, promotion, distribution, and service marketing strategies.	Level-2Understand
CO3	Apply marketing concepts and strategies in real business situations related to market analysis, customer behavior, product and brand management, pricing, promotion, distribution, service, digital, rural, green, and social marketing.	Level-3Apply
CO4	Analyze marketing environments, consumer behavior, product and service strategies, and emerging marketing practices for effective decision-making and organizational growth.	Level-4Analyze

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: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio-cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C).
Unit-II	Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business

	Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer.
Unit-III	Product Decisions: Concepts and Strategies of Product Life Cycle (PLC), Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management, Innovation and New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price. Promotion Decisions: Factors determining promotion mix, Promotional Tools –Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management. Retail and Commerce Innovations like Quick Commerce (Q-Commerce), Omnichannel Retailing.
Unit-IV	Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary and Ethical Issues in Marketing: E-commerce, Digital Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing, AI and Technology-Based Marketing, Sustainable Marketing, Ethical AI and Privacy-Centric Marketing, Ethics and Social Responsibility in Marketing, Career Opportunities in Marketing and Skills Required for Success in the Marketing Profession.

Suggested Readings:

- Marketing Management (16th edition) by Kotler P., Keller K., et al., Pearson Education Pvt. Ltd.
- Strategic Market Management: Global Perspectives by Aaker, D. A. and Moorman Christine., John Wiley & Sons.
- Marketing Management by Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth, Pearson Higher Education.
- Principles of Marketing (17th edition) by Kotler, P., Armstrong, G., and Agnihotri, P. Y. Pearson Education.
- Marketing Management: Indian Context Global Perspective (6th edition) by Ramaswamy, V.S. & Nama Kumari, S., Sage Publications India Pvt. Ltd.
- Does Marketing Need Reform? Fresh Perspectives on the Future by Sheth, J. N., & Sisodia, R. S. (Eds). Routledge.
- Strategic Integrated Marketing Communications by Percy, L., Routledge.
- Digital Marketing (7th edition) by Chaffey, D., & Ellis-Chadwick, F., Pearson Higher Education.
- Strategic Market Management: Managing Markets for profit and growth by Biswas A. K., Notion Press.
- Marketing Concepts and Strategies by Briak William, Biztantra Publication, New Delhi
- Marketing Management by FC Sharma, Shree Mahavir Book, New Delhi

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Marketing Management	https://www.digimat.in/nptel/courses/video/110104068/L01.html
Unit-II	Market Segmentation, Targeting, and Positioning	https://digimat.in/nptel/courses/video/110107147/L23.html
Unit-III	Pricing Products and Service	https://digimat.in/nptel/courses/video/110107147/L39.html
Unit-IV	Characteristics of service	http://www.digimat.in/nptel/courses/video/110105078/L04.html

Course Code	CC-BBA-106B				
Category	Core Courses				
Course Title	Business Economics				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	1	0	4	
Course Objectives	The objectives of this course are To understand the fundamental concepts and principles of microeconomics and macroeconomics. To familiarize students with demand, supply, production, and consumer behavior concepts. To develop the ability to analyze market structures and price-output determination. To develop awareness of national income concepts and challenges of the Indian economy.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts, principles, and scope of microeconomics and national income in the context of the Indian economy.	Level-1Remember
CO2	Describe demand and supply analysis, consumer and producer behavior, market structures, national income concepts, and economic challenges in India.	Level-2Understand
CO3	Apply economic theories and analytical tools to examine consumer behavior, production decisions, pricing, market outcomes, and macroeconomic issues in real economic situations.	Level-3Apply
CO4	Analyse market dynamics, economic indicators, production and cost structures, and contemporary economic challenges for informed economic decision-making.	Level-4Analyze

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	Fundamentals and Basic Elements of Microeconomics: The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics, Scope of Study and Central Problems of Micro and Macroeconomics. Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand. Supply Schedule: Individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.
Unit-II	Producer And Consumer Behavior: Theory of Production-Factors of Production, Production Function, Law of Variable, Proportions, Returns to Scale, Producers' Equilibrium. Theory of Cost: Short Run and Long Run Average, Marginal and Total Cost Curves. Cardinal Utility Approach: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.
Unit-III	Analysis of the Market: Concept of Market and Main Forms of the Market. Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly.

Unit-IV	National Income and Various Indian Economy Challenges: Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income. A Brief Introduction of Indian Economy: Pre-and Post-Independence. Current Challenges Facing the Indian Economy: Human Capital Formation, Poverty, Dynamic Business Environment, Trade with Various Nations, Sustainable Economic Development.
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Suggested Readings:

- Micro Economics A modern Approach by Varian, H.R.
- Micro Economics Principal, problems & policies by Mc Connell & Brue, McGraw Hills, Professional Publication.
- Micro Economic Theory by Ahuja, H.L., Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
- Economics by Samuelson & William D. Nordhaus, McGraw-Hill.
- Advanced Micro Economic Theory by M. Maria John Kennedy, Himalaya Publishing House, Delhi.
- Economic Development & Planning in India by Dhingra, I.C. & Garg, V.K.
- Macro Economics by Mithani, D.M., Himalaya Publishing House.
- Macroeconomics by N. Gregory Mankiw.
- Macro Economics Analysis and Policy by TR Jain, V K Global, New Delhi
- Principles of Macroeconomics by Ishwar Dhingra, VK Garg, Sultan Chand and sons, New Delhi
- Macroeconomics: Theory and Application by DN Dwivedi, Vikas Publication, New Delhi

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Introduction to Demand and Supply	http://www.digimat.in/nptel/courses/video/109104125/L07.html
Unit-II	Theory of Production	https://viit.digimat.in/nptel/courses/video/110101005/L17.html
Unit-III	Perfect Competition	https://viit.digimat.in/nptel/courses/video/110101005/L25.html
Unit-IV	Game theory and oligopoly, Measures national income, measuring cost of living	http://www.digimat.in/nptel/courses/video/130106118/L31.html

Course Code	MDE-BBA-108B				
Category	Multidisciplinary Courses				
Course Title	Media Literacy and Critical Thinking				
Scheme and Credits	L	T	P	Credits	Semester-II
	1	1	0	2	
Course Objectives	The objectives of this course are: 1. To understand fundamental concepts, terms, and principles related to media, communication, and critical thinking. 2. To foster media literacy principles for navigating digital media landscapes and evaluating credibility. 3. To understand media production dynamics and ownership structures in the Indian context. 4. To address ethical and regulatory considerations in media practices.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts, principles, and significance of media literacy, critical thinking, and digital media in contemporary society.	Level-1 Remember
CO2	Explain media forms, media representations, media production and consumption processes, ethical practices, and regulatory frameworks in the Indian context.	Level-2 Understand
CO3	Apply media literacy and critical thinking skills to examine media content, audience behaviour, interpret media texts, and navigate digital media responsibly.	Level-3 Apply
CO4	Analyze media messages, ownership patterns, ethical issues, regulatory practices, and the impact of digital media on society and communication practices.	Level-4 Analyze

Unit No.	Contents
Unit-I	Foundations of Media Literacy and Critical Thinking: Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviour.
Unit-II	Deconstructing Media Texts: Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.
Unit-III	Media Consumption and Production Dynamics: Dynamics of media production, distribution, and consumption in India; Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns

Unit-IV	Ethics, Regulation, and Digital Media Literacy: Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.
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Suggested Readings:

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

Useful Video Links:

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

Course Code	AEC-BBA-110B				
Category	Ability Enhancement Courses				
Course Title	Business Communication-II				
Scheme and Credits	L	T	P	Credits	Semester-II
	1	1	0	2	
Course Objectives	The objectives of this course are: 1. To understand the fundamentals of written, oral, and digital communication in professional environments. 2. To familiarize students with business report writing, corporate communication, and professional etiquettes. 3. To develop effective negotiation, teamwork, and cross-cultural communication skills. 4. To provide practical knowledge of digital communication tools, job search communication, and interview skills.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

Cos	Skills Demonstrated	RBT Level
CO1	Define the fundamentals, types, tools, and significance of written, oral, corporate, cross-cultural, and digital communication in professional settings.	Level-1Remember
CO2	Describe business communication practices related to reports, proposals, meetings, negotiations, media usage, professional etiquette, and digital communication platforms.	Level-2Understand
CO3	Apply communication skills in professional situations involving business writing, presentations, negotiations, teamwork, interviews, cross-cultural interactions, and digital communication.	Level-3Apply
CO4	Apply communication strategies, ethical practices, professional etiquettes, cross-cultural communication skills, and digital media tools for effective organizational and professional communication.	Level-3Apply

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	Written communication: intra organizational/ departmental/ workplace Communication: Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations; Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, &Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting;

	Corporate Communication: channels of corporate communication, target segments of corporate communication, types of corporate communication; Managing Crisis-Communication; Managing communication during change; Culture as communication
Unit-II	Oral Communication, Professionalism and Teamwork: Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast. Constructing Oral Report, Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquette; Conducting appraisals, conducting interviews.
Unit-III	Negotiation Skills and Cross-Cultural Communication: Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation; Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture; Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.
Unit-IV	Contemporary Communication: Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills –email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship –digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts. Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.

Suggested Readings:

- AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.
- Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
- Murphy, H. A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill.
- Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication.
- Boove, C.L. et al., Business Communication Today, Pearson.
- Business Communication by Meenakshi Raman, Prakash Singh, Oxford Higher Education, New Delhi
- Business Communication by Urmila Rai, Himalaya Publishing House, New Delhi
- Business Correspondence and Report Writing by RC Sharma, Krishna Mohan, TMH, New Delhi

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Introduction to communication in organizations	http://digimat.in/nptel/courses/video/110105052/L01.html
Unit-II	Oral Presentation	http://digimat.in/nptel/courses/video/109104031/L33.html
Unit-III	Negotiation Skills	https://viit.digimat.in/nptel/courses/video/109107121/L16.html
Unit-IV	Introduction of Digital Communication System	http://www.digimat.in/nptel/courses/video/117105144/L01.html

Course Code	AEC-BBA-108B				
Category	Additional Course				
Course Title	Hindi				
Scheme and Credits	L	T	P	Credits	Semester-II
	1	1	0	2	
Course Objectives	The objectives of this course are: 1 विद्यार्थियों को हिन्दी भाषा के महत्त्व एवं गुणवत्ता से सुविज्ञ करवाकर हिन्दी की ओर उन्मुख करना। 2 विद्यार्थियों को हिन्दी भाषा की वैज्ञानिकता के विषय में बतलाकर इसके गौरव में सुपरिचित करवाना। 3 हिन्दी भाषा के माध्यम से नवयुवक- नवयुवतियों को राष्ट्रीयता के पुनीत भावों की ओर उन्मुख करना।				
Formative Assessment	100 Marks				
Summative Assessment	-				
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	लिपि भाषा और साहित्य के बुनियादी सिद्धांतों का अवलोकन करें।	Level-1 Remember
CO2	भाषा की संरचनाएँ अर्थ और अभिव्यक्ति के पहलुओं की समझ विकसित करें।	Level-2 Understand
CO3	भाषाई और साहित्यिक सिद्धांतों को वास्तविक जीवन में लागू करने की क्षमता प्राप्त करें।	Level-3 Apply
CO4	भाषा लिपि और साहित्य के विभिन्न पहलुओं का विश्लेषण करके जटिल साहित्यिक और सांस्कृतिक मुद्दों को समझें।	Level-4 Analyze

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

Suggested Readings:

- शुद्ध लेखन और हिन्दी का मानक रूप डॉ० हरिश्चन्द्र वर्मा, विद्या भारती, संस्कृति शिक्षा संस्थान कुरुक्षेत्र (हरियाणा)
- बृहत् हिन्दी कोशः, सम्पा० कालिका प्रसाद, राजवल्लभ सहाय, मुकुन्दलाल श्रीवास्तव, ज्ञानमण्डल लिमिटेड, वाराणसी
- परिशोध, मुख्य सम्पादक, डॉ० लक्ष्मीनारायण शर्मा, मानव- मूल्य विशेषांक 1993
- भारतीय जीवनमूल्य, डॉ० धर्मपाल मैनी, भारतीय संस्कृति संस्थान, गुड़गाँव
- बृहत् प्रशासन शब्दावली, हिन्दी-अंग्रेजी, वैज्ञानिक तथा तकनीकी शब्दावली आयोग, नई दिल्ली-110006
- बृहत् प्रशासन शब्दावली, अंग्रेजी-हिन्दी वैज्ञानिक तथा तकनीकी शब्दावली आयोग, नई दिल्ली-110006
- बृहत् पारिभाषिक शब्द-संग्रह, मानविकी, खंड-1 वैज्ञानिक तथा तकनीकी शब्दावली आयोग, केन्द्रीय हिन्दी निदेशालय शिक्षा तथा समाज कल्याण मंत्रालय, भारत सरकार
- प्रयोजनमूलक अनुवाद, डॉ० सुरेश सिंहल मोनिका प्रकाशन, दिल्ली-110053
- अनुवाद सिद्धान्त एवं व्यवहार, डॉ० सुरेश सिंहल, अभिनव प्रकाशन, दिल्ली-6

Useful Video links:

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

Course Code	VAC-BBA-104B				
Category	Value Added Courses				
Course Title	Indian Constitution				
Scheme and Credits	L	T	P	Credits	Semester-II
	2	0	0	2	
Course Objectives	The objectives of this course are: 1. To develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students 2. To recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices 3. To understand the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts. 4. To analyse the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.				
Formative Assessment	100 Marks				
Summative Assessment	-				
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 constitutional foundations of the Indian economy, including constitutional design, economic justice, fundamental rights, duties, and fiscal federalism.	Level-1Remember
CO2	Describe constitutional provisions, economic regulations, fiscal structures, and landmark developments influencing business and trade in India.	Level-2Understand
CO3	Apply constitutional and economic principles to examine business regulations, fiscal issues, trade provisions, and contemporary economic case studies in India.	Level-3Apply
CO4	Apply constitutional provisions and judicial perspectives to examine the impact of economic policies, regulatory frameworks, and landmark judgments on business and the Indian economy.	Level-3Apply

Unit No.	Contents
Unit-I	An Economic History of the Constitution of India: Historical understanding of the constitution as an economic document. Understanding the Preamble, starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal, Regulation and economic justice.
Unit-II	Fundamental Rights and Business in India: Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.
Unit-III	Fiscal Federalism: Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.
Unit-IV	Constitutional Battles that Shaped the Economy: This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of

	restrictions on dealing in cryptocurrencies.
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Suggested Readings:

- The Oxford Handbook of the Indian Constitution by Sujit Choudhry, Madhav Khosla and Pratap Bhanu Mehta, Oxford University Press Cases.
- Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248.
- State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068.
- Mithilesh Garg v. Union of India, (1992) 1 SCC 168; AIR 1992 SC 221.
- Chintamanrao v. State of Madhya Pradesh, AIR 1951 SC 118.
- Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220.
- T. B. Ibrahim v. Regional Transport Authority, Tanjore, AIR 1953 SC 79.
- Harman Singh v. Regional Transport Authority, Calcutta, AIR 1954 SC 190.
- Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224.
- State of Bombay v. R. M. D. Chamarbaugwala, AIR 1957 SC 699.
- Parbhani Transport Co-operative Society Ltd., Regional Transport Authority, Aurangabad, AIR 1960 SC 801.
- State of Bombay v. R. M. D. Chamarbaugwala, (1957) SCR 874.
- G. K. Krishnan v. State of Tamil Nadu, (1975) 1 SCC 375.
- Automobile Transport (Rajasthan) Ltd. v. State of Rajasthan, AIR 1962 SC 1406.
- Introduction to The Constitution of India by Durga Das Basu, LexisNexis

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Background, History & Framing of the Constitution of India	https://www.youtube.com/watch?v=rs1D1rlfhWM
Unit-II	Fundamental Duties	https://nptel.ac.in/courses/129105608
Unit-III	Finance Commission under Article 280	http://kcl.digimat.in/nptel/courses/video/129105410/L27.html
Unit-IV	Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape	https://youtu.be/1A55pZ9IBmk?si=fH5bBxn2dsKCrsQ4

Course Code	SEC-BBA-102B				
Category	Skill Enhancement Courses				
Course Title	Emerging Technologies and Applications				
Scheme and Credits	L	T	P	Credits	Semester-II
	1	0	2	2	
Course Objectives	The objectives of this course are: 1. To understand the concepts and models of cloud computing and emerging technologies. 2. To familiarize students with IoT, Industry 4.0, blockchain, and AR/VR applications in business. 3. To develop knowledge of security, governance, and data management in digital technologies. 4. To provide insights into the impact of emerging technologies on business processes and decision-making.				
Formative Assessment	20 Marks (Theory) + 10 Marks (Practical)				
Summative Assessment	50 Marks				
Practical/Viva Voce	20 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, models, technologies, and applications of cloud computing, IoT, Industry 4.0, block chain, and AR/VR in business environments.	Level-1 Remember
CO2	Describe cloud services, IoT systems, Industry 4.0 technologies, blockchain mechanisms, AR/VR applications, and related security, governance, and regulatory aspects.	Level-2 Understand
CO3	Apply emerging technologies for business process optimization, smart manufacturing, real-time decision-making, customer engagement, and digital transformation.	Level-3 Apply
CO4	Analyse the impact of cloud computing, IoT, Industry 4.0, blockchain, and AR/VR technologies on business models, operations, security, and organizational performance.	Level-4Analyze
CO5	Evaluate cloud platforms, decentralized applications, and emerging technology solutions for deployment, scalability, security, and business requirements through practical applications.	Level-5Evaluate
CO6	Develop basic cloud-based and blockchain-enabled applications using contemporary digital platforms and tools.	Level-6Create

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	Cloud Computing: Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid)- Cloud-based -enterprise solutions – Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks.

Unit-II	Internet of Things (IoT) & Industry 4.0: Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making – Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization.
Unit-III	Block chain Technology: Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity– Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations.
Unit-IV	Augmented Reality (AR) and Virtual Reality (VR): Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.

Lab/Practical:

- Hands-on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.
- Hands-on sessions on blockchain technologies, focusing on the basics development and deployment of decentralized applications.

Suggested Readings:

- Emerging Technologies by Errol S. van Engelen.
- Internet of Things by Jeeva Jose, Khanna Book Publishing.
- Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies by Anup Maheshwari.
- Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
- Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
- IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
- Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
- Blockchain& Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
- Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
- Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.
- Cloud Computing Bible by Barrie Sosinsky, Wiley India, New Delhi
- Internet of Things by Raj Kamal, MGH, New Delhi

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Cloud Computing Overview	http://www.digimat.in/nptel/courses/video/106105167/L01.html
Unit-II	Basics of Industrial IoT	http://kcl.digimat.in/nptel/courses/video/106105195/L21.html
Unit-III	Block chain Technology	http://www.digimat.in/nptel/courses/video/106104220/L01.html

Course Code	CC-BBA-201B				
Category	Core Courses				
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 familiarize the learners with the basic concepts and processes used to determine product costs and ascertain material, labour, and overhead costs. 2. To enrich the knowledge of the learners in knowing and applying various tools like ratio analysis, cash flow statement, marginal costing for analyzing the financial statements for managerial information. 3. To provide a basic understanding of budgetary control. 4. To develop the knowledge of the learners to understand and prepare a management report.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

Cos	Skills Demonstrated	RBT Level
CO1	Define fundamental concepts of cost and management accounting.	Level-1Remember
CO2	Describe the cost and management accounting fundamental concepts and its application.	Level-2Understand
CO3	Apply the cost and management accounting methods and techniques in business decision-making.	Level-3Apply
CO4	Analyze cost and management methods and techniques to support managerial planning and decision-making.	Level-4Analyze

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 Cost and Management Accounting: Definitions, Features, objectives, functions, scope, advantages and limitations. Relationships and differences between Cost accounting, Management accounting and Financial Accounting. Cost Concepts-Cost classification, Elements of cost, Preparation of cost sheet and quotation. Direct and indirect material costs, Inventory control techniques, stock levels, EOQ, ABC analysis. Issue of materials to production pricing methods- FIFO, LIFO and Average methods. Labour cost: direct and indirect labour cost, methods of payment of wages, including incentive plans -Halsey and Rowan plans, Tailors Piece Rate method. Overheads- features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions.
Unit-II	Marginal Costing and Budgetary control: Marginal Costing-Meaning, Importance, Marginal Cost Equation, Difference between Marginal costing and Absorption costing. Break-Even Analysis-Meaning and Importance, Break-Even Chart, P/V ratio, Cost Volume Profit Analysis, Margin of Safety, Angle of Incidence, Problems in Marginal Costing.

	Budgets - Meaning and importance, Budgetary Control-Meaning and Importance, Types of Budgets, Practical Problems, Flexible Budget and Cash Budget.
Unit-III	Financial Statement Analysis: Comparative Income Statements and Balance Sheets, Common Size Income Statements and Balance Sheet analysis- Trend Analysis. Ratio Analysis – Introduction, Classification & Interpretation of Ratios-Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios.
Unit-IV	Cash flow and Fund Flow statement: Introduction- Concept of Cash, Sources of cash flow, Cash from operations, Cash from Financing and Cash from investment- Inflow and outflow of cash, Preparation of Cash flow statements with adjustments. Preparation of Fund Flow Statements. Cash Flow Statement vs. Fund Flow Statement. Management Reporting – Meaning and Definitions of reports, Objectives and Purpose, Reports to top-level management, Reports to lower-level management, Sample Reports.

Suggested Readings:

- Cost and Management Accounting by Arora, M. N., New Delhi: Himalaya Publishing House.
- Cost Accounting. Principles and Practice by Jain, S.P., & Narang, K.L. New Delhi: Kalyani Publishers.
- Cost and Management Accounting by Kishor, R.M. New Delhi: Taxman Allied Services.
- Cost Accounting by Pillai, R.S.N, Bagavathi, V., New Delhi: Sultan Chand.
- Management Accounting by Arora, M.N. New Delhi: Himalaya Publishing House.
- Cost Accounting: Test, Problems and Cases by Lal, J. Srivastav, Seema., Singh, Manisha. New Delhi: Tata McGraw Hill Education.
- Cost and Management Accounting by Mittal, S.N., Shree Mahavir Publications.
- A Textbook of Cost and Management Accounting by Arora, M.N., Vikas Publication.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Labour Cost	http://digimat.in/nptel/courses/video/110106511/L05.html
Unit-II	Break-Even Analysis	http://www.digimat.in/nptel/courses/video/105106653/L17.html
Unit-III	Introduction to Financial Accounting and Cost Accounting	https://nptel.ac.in/courses/110106368
Unit-IV	Cash Flow Statement	http://www.digimat.in/nptel/courses/video/110101003/L11.html

Course Code	CC-BBA-203B				
Category	Core Courses				
Course Title	Legal and Ethical Issues in Business				
Scheme and Credits	L	T	P	Credits	Semester-III
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To provide students with an understanding of key legal and ethical issues in the business context of India. 2. To analyze ethical dilemmas in business decisions 3. To understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisations. 4. To gain knowledge about how organizational and individual factors impact business ethics.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

Cos	Skills Demonstrated	RBT Level
CO1	Define major laws, regulations, and ethical principles that guide business conduct.	Level-1Remember
CO2	Explain legal and ethical challenges in business operations using relevant case studies.	Level-2Understand
CO3	Apply legal frameworks and ethical principles to examine business practices and decision-making.	Level-3Apply
CO4	Analyze ethical dilemmas and organizational situations to propose appropriate solutions aligned with ethical issues and corporate social responsibility.	Level-4Analyze

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 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; Whistle blowing; 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 by Bayern, S., J. Corp. L., 46, 521.
- To the Youth of India by Vivekanand, S., Advaita Ashrama.
- Business Ethics: An Indian Perspective by Fernando, A C; Muraleedharan, K P; Satheesh, E K., Pearson Education.
- Business Laws by Mittal, S.N., Shree Mahavir Publications.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Concept, Elements, Importance and Forms of Contracts	https://nptel.ac.in/courses/110105159
Unit-II	Law of Sale of Goods	http://www.digimat.in/nptel/courses/video/129106006/L38.html
Unit-III	Corporate Social Responsibility	https://nptel.ac.in/courses/110105159
Unit-IV	Ethical Decision Making	http://www.digimat.in/nptel/courses/video/110105079/L14.html

Course Code	CC-BBA-205B				
Category	Core Courses				
Course Title	Human Resource 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 how HR plays a functional role, needed for organizational effectiveness and management. 2. To understand the difference between functional and strategic roles of HR. 3. To analyse the need for HR planning, Innovation, the use of technology, and sector-specific HR needs. 4. To understand the innovation in HRM and best practices.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

Cos	Skills Demonstrated	RBT Level
CO1	Define the concepts of HRM in organizational management.	Level-1Remember
CO2	Describe HRM practices related to employee life cycle, recruitment, training, talent and career management, compensation, performance management, workplace relations, HR technology, and innovations.	Level-2Understand
CO3	Apply HRM techniques for workforce planning, employee development, performance evaluation, compensation, engagement, compliance, and management of virtual, gig, and diverse employees.	Level-3Apply
CO4	Analyze HR strategies, HR analytics, workplace practices, organizational transformation, leadership, innovation, sustainability, and employee relations for organizational effectiveness.	Level-4Analyze

Note:

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

Unit No.	Contents
Unit-I	The Nature of HRM: Human Resource Management—An Introduction; Human Resource Business, Partnership HRM; HRM policies, HRM in globally competitive environment; Functional HRM; strategic human resource management. Career Opportunities in Human Resource Management and Skills Required for Success in HR profession.
Unit-II	Plan, Acquire, Develop, Career Management: Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management; Career Management; Talent Management, Managing the GIG employees and Virtual employees and team.
Unit-III	Engagement, Performance, compensation management, Industrial Relations, Compliance, Employment relations: Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations; Employment Relations.

Unit-IV	Technology, HR Analytics, Innovation: Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector, Organization Transformation and the Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM, Green HRM and challenges.
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Suggested Readings:

- Human Resource Management by DeNisi, A.S. ,Griffin,R.W and Sarkar,Anita, Cengage Learning.
- Human Resource Management: Concepts, Practices, and New Paradigms by Sengupta Amitabha.
- Managing Human Resources by Cascio, Wayne F., Tata McGraw Hill, New Delhi.
- Fundamentals of Human Resource Management by DeCenzo, David A, and Stephan P. Robbins, Wiley India, New Delhi.
- Human Resource Management by Bhattacharyya, Dipak Kumar, Excel Books, New Delhi.
- Human Resource Management by Aswathapa, K., TMH Publications.
- Human Resource Management by Gupta, C.B., Sultan Chand and Sons.
- Human Resource Management by Rao, V.S.P. Excel Book.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	The Evolution and Role of HR Function	http://acl.digimat.in/nptel/courses/video/110101164/L01.html
Unit-II	Recruitment and Selection	http://www.digimat.in/nptel/courses/video/110107492/L20.html
Unit-III	Compensation Management	http://www.digimat.in/nptel/courses/video/110107492/L50.html
Unit-IV	HR Analytics	http://www.digimat.in/nptel/courses/video/110107492/L01.html

Course Code	MDE-BBA-201B				
Category	Multi-Disciplinary Elective Course				
Course Title	Indian Systems of Health and Wellness				
Scheme and Credits	L	T	P	Credits	Semester-III
	1	1	0	2	
Course Objectives	The objectives of this course are 1. To understand the importance of a healthy lifestyle. 2. To familiarize students with physical and mental health. 3. To create an awareness of various lifestyle-related diseases. 4. To provide an understanding of stress management.				
Formative Assessment	100 Marks				
Summative Assessment	-				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts of health and wellness.	Level-1 Remember
CO2	Describe the dimensions of health, determinants of health behaviour, wellbeing, nutrition deficiencies, common diseases, digital wellbeing, and indigenous health perspectives.	Level-2 Understand
CO3	Apply health and wellness practices for maintaining physical, mental, social, and spiritual well-being and preventing lifestyle-related diseases.	Level-3 Apply
CO4	Apply wellness approaches, healthy lifestyle practices, nutrition awareness, and Indian health systems to improve individual and community well-being.	Level-3 Apply

Unit No.	Contents
Unit-I	Introduction to Health & Wellness: Definition of Health, Importance of health in everyday life, Components of health – physical, social, mental, spiritual and their relevance. Concept of wellness, Mental health and wellness, Determinants of health behaviour.
Unit-II	Mind Body and Well-Being: Mind-body connection in health – concept and relation, Implications of mind-body connection, Wellbeing – why it matters? Digital wellbeing.
Unit-III	Deficiency & Diseases: Malnutrition, undernutrition and overnutrition, Body system and common diseases, Sedentary lifestyle and risk of disease, Modern lifestyle and associated health risks.
Unit-IV	Indian system of well-being: Health beliefs of India, Health systems in India – AYUSH. Perspective of indigenous people towards health, Happiness and well-being in India.

Suggested Readings:

- Positive Psychology: The science of happiness and human strength by Carr, A., UK: Routledge.
- Lifestyle Disease: Lifestyle Disease management by C. Nyambichu & Jeff Lumiri.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Mental health and wellness	http://digimat.in/nptel/courses/video/109103182/L17.html
Unit-II	Mind Body	http://www.digimat.in/nptel/courses/video/110101165/L34.html
Unit-III	Malnutrition	http://digimat.in/nptel/courses/video/127105532/L17.html
Unit-IV	Happiness and well-being	http://www.digimat.in/nptel/courses/video/109105199/L23.html

Course Code	VAC-BBA-201B				
Category	Value Added Course				
Course Title	Disaster Management				
Scheme and Credits	L	T	P	Credits	Semester-III
	0	0	4	2	
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.				
Formative Assessment	100 Marks				
Summative Assessment	-				
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 disasters, disaster management, and their link to development and vulnerability.	Level-1 Remember
CO2	Describe the disaster types, impacts, disaster management phases, disaster risk reduction strategies, policies, legislation, and emergency response mechanisms	Level-2 Understand
CO3	Apply the disaster management practices, preparedness planning, risk reduction measures, and emergency response techniques in disasters and crises.	Level-3 Apply
CO4	Analyze disaster risks, vulnerabilities, management strategies, policies, and emergencies to support effective disaster preparedness and recovery.	Level-4 Analyze

Note:

1. All the theoretical contents shall be delivered through the practical workshop mode only. No classroom teaching is encouraged in this course. The list of experiments may be designed by the course coordinator in consultation with the Head of Department.
2. Training and Demonstration Workshops (at least two workshops) will be organized in association with the NIDM, NDRF, NCD, Paramilitary, Fire Brigade, CISF, local administration, etc.

Unit No.	Contents
Unit-I	Concepts and Terminologies: Understanding key concepts of Hazards, disasters; Disaster types and causes (Geophysical, Hydrological, Meteorological, Biological and Atmospheric; Human-made); Global trends in disasters - Impacts (Physical, Social, Economic, Political, Environmental and Psychosocial); Defining Vulnerability (Physical Vulnerability; Economic Vulnerability; Social Vulnerability).
Unit-II	Key concepts of Disaster Management Cycle: Components of disaster management cycle (Phases: Response and recovery, Risk assessment, Mitigation and prevention, Preparedness planning, Prediction and warning); Disaster risk reduction (DRR), Community-based disaster risk reduction.
Unit-III	Initiatives at the National and International level: Disaster Risk Management in India and at the international level: Related policies, plans, programmes and legislation; International strategy for disaster reduction and other initiatives.
Unit-IV	Emergency Management: Explosion and accidents (Industrial, Nuclear, Transport and Mining) - Spill (Oil and Hazardous material); Threats (Bomb and terrorist attacks) - Stampede and conflicts.

Suggested Readings:

- Disaster Management by Sharma, S.C., Khanna Book Publishing.
- Disasters and Public Health: Planning and Response by Clements, B. W., Elsevier Inc.
- Disaster Management and Human Health Risk: Reducing Risk, Improving Outcomes by Dunkan, K., and Brebbia, C. A., (Eds.), WIT Press, UK.
- Natural Hazards and Disaster Management: Vulnerability and Mitigation by Singh, R. B. (ed.), Rawat Publications, New Delhi.
- Geological Hazards: Causes, Consequences and Methods of Containment by Ramkumar, Mu, New India Publishing Agency, New Delhi.
- Managing Natural Disaster: Hydrological, Marine and Geological Disasters by Modh, S., Macmillan, Delhi.
- Disaster Management: A Disaster Management Handbook by Carter, N., Asian Development Bank, Manila.
- Govt. of India Vulnerability Atlas of India. BMTPC, New Delhi.
- Govt. of India Disaster Management in India. Ministry of Home Affairs, New Delhi.
- Natural Hazards and Environmental Change by Matthews, J.A., Bill McGuire, Ian Mason.
- Disaster Management by Goel, Shilpa; Mangla, Dolly; Gupta, Laxmi, Shree Mahavir Publications.
- Disaster Management by Singh, Savindra, Pravalika Publications.

E-Resources

- <http://www.ndma.gov.in/en/>
- <http://nidm.gov.in/>
- <https://www.unisdr.org/>
- <http://www.emdat.be>
- <https://www.weather.gov/safety/>
- <https://www.preventionweb.net/risk/vulnerability>

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Concept of Hazard	https://nptel.ac.in/courses/105104183
Unit-II	Disaster risk reduction (DRR)	http://acl.digimat.in/nptel/courses/video/124107010/L11.html
Unit-III	Disaster Risk Management	https://youtu.be/D7CRK7wMamo?si=C_f-j-Lm8g1WgmDa
Unit-IV	Condensed Phase Explosives and their Properties	http://digimat.in/nptel/courses/video/112106177/L34.html

Course Code	SEC-BBA-201B				
Category	Skill Enhancement Courses				
Course Title	Management Information System				
Scheme and Credits	L	T	P	Credits	Semester-III
	2	0	4	4	
Course Objectives	The objectives of this course are 1. To understand the fundamental concepts of Management Information Systems, database management, and information system applications. 2. To familiarize students with modern tools and methodologies used in MIS and project management. 3. To develop skills to analyze and design information system solutions for business contexts. 4. To provide practical knowledge to implement effective MIS solutions and manage projects efficiently.				
Formative Assessment	20 Marks (Theory) + 10 Marks (Practical)				
Summative Assessment	50 Marks				
Practical/Viva Voce	20 Marks				
Total	100 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	Define the fundamental concepts, components, applications, and infrastructure of Management Information Systems and database systems.	Level-1Remember
CO2	Describe MIS applications, database management systems, decision support systems, e-business models, project management concepts, and ethical issues in the information era.	Level-2Understand
CO3	Apply MIS, DBMS, e-commerce, knowledge management, and agile project management approaches for business decision-making and process improvement.	Level-3Apply
CO4	Analyze information systems, database structures, e-business processes, project risks, and digital business practices for organizational effectiveness.	Level-4Analyze
CO5	Evaluate real-world MIS implementations, database designs, e-commerce models, and agile project management practices using practical business scenarios.	Level-5 Evaluate
CO6	Develop spreadsheets, database systems, ER diagrams, e-commerce websites, and agile project plans for business applications and decision support.	Level-6 Create

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	Fundamentals concepts of MIS: Basic concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS, IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era.
Unit-II	Database management system: Objectives of database approach- Characteristics of database Management Systems-Data processing system- Components of DBMS packages –Database administration- Entity – Relationship (conceptual).

Unit-III	Information system applications: MIS applications, DSS – GDSS - DSS applications in E enterprise – Knowledge Management System and Knowledge-Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.
Unit-IV	Managing Projects: Objectives of project management, Fundamentals of project management information systems with agile methodologies -Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era.

Lab/Practical:

- Analyze a real-world Management Information System (MIS) implementation case, identifying the types of MIS used, benefits realized, and challenges faced. Present findings using written and visual formats.
- Set up and manage a Database Management System (DBMS), perform basic operations, and create an Entity-Relationship diagram for a business scenario to demonstrate database conceptual design.
- Design and build an e-commerce website, incorporating features of digital markets, digital goods, and e-commerce business models.
- Manage a mock project using agile methodologies, including roles, meetings, user stories, and risk management.

Suggested Readings:

- Management information systems: managing the digital firm by Laudon, K. C., & Laudon, J. P Fifteenth Edition. Pearson.
- Database systems: design, implementation, & management by Coronel, C., & Morris, S., Cengage Learning.
- Information Systems Project Management (First edition) by Olson, D., US: Business Expert Press.
- The ScrumMaster Study Guide by Schiel, J., Auerbach Publications.
- Fundamentals of information systems by Stair, R., & Reynolds, G. Cengage Learning.
- Management Information System by O, Brien, James A., TMH Publications.
- Management Information System by Mcleod, Raymond, Pearson Education.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Dimensions of Information System	http://www.digimat.in/nptel/courses/video/110105148/L03.html
Unit-II	Introduction to DBMS	http://digimat.in/nptel/courses/video/106105175/L02.html
Unit-III	E-Business	http://www.digimat.in/nptel/courses/video/110105083/L01.html
Unit-IV	Introduction to Agile Project Management	http://www.digimat.in/nptel/courses/video/110104073/L02.html

Course Code	CC-BBA-202B				
Category	Core Courses				
Course Title	Entrepreneurship and Startup Ecosystem				
Scheme and Credits	L	T	P	Credits	Semester-IV
	1	1	0	2	
Course Objectives	The objectives of this course are 1. To understand entrepreneurship, its types, and family business concepts. 2. To identify viable business ideas and prepare business plans. 3. To understand sources of finance and methods of business financing. 4. To learn startup operations, team building, marketing, and business growth strategies.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the concepts, characteristics, and significance of entrepreneurship, family business, and start-up ecosystems in economic development.	Level-1 Remember
CO2	Explain business opportunity identification, feasibility analysis, venture creation processes, funding sources, and institutional support systems for entrepreneurship.	Level-2 Understand
CO3	Apply entrepreneurial approaches to evaluate business opportunities, build ventures, manage operations, utilize digital marketing, and address legal and compliance requirements.	Level-3 Apply
CO4	Analyze entrepreneurial ventures, family businesses, start-up ecosystems, funding mechanisms, and technology and intellectual property management for business sustainability and growth.	Level-4 Analyze

Note:

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

Unit No.	Contents
Unit-I	Introduction to Entrepreneurship & Family Business: Definition and Concept of entrepreneurship, Entrepreneur Characteristics, Classification of Entrepreneurs, Role of Entrepreneurship in Economic Development –Start-ups, Knowing the characteristics of Family business with discussion on few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.
Unit-II	Evaluating Business opportunity: Sources of business ideas and opportunity recognition, Guesstimating the market potential of a business idea, Feasibility analysis of the idea, Industry, competition and environment analysis, Design Thinking for Opportunity Identification, Business Model Canvas (BMC).

Unit-III	Building Blocks for starting ventures: Low-cost Marketing using digital technologies, Team building from scratch, Venture Funding, Establishing the value chain and managing operations, Legal aspects like IPR and compliance, Growth Hacking and Digital Marketing, Crowdfunding and FinTech Funding.
Unit-IV	Start-up Ecosystem: Know the components of the start-up ecosystem, including Incubators, Accelerators, Venture Capital Funds, Angel Investors, etc., and know various govt. schemes like Start-up India, Digital India, MSME, etc. Sources of Venture Funding available in India, Sources of Technology, and Intellectual Property management, Startup India Seed Fund Scheme, AI and Technology-Based Startup Ecosystem.

Suggested Readings:

- Entrepreneurship by Rajeev Roy, Oxford University Press
- Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing.
- Family Business Management by Rajiv Agarwal, Sage Publishing.
- Mapping the Startup Ecosystem in India by Anish Tiwari, Economic & Political Weekly.
- Indian Family Businesses: Their survival beyond three generations by Ramachandran, K, ISB Working Paper Series.
- Entrepreneurship by Kaushik, D R; Mishra, Pritisha, Thakur Publishers.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Role of Entrepreneurship in Economic Development	https://nptel.ac.in/courses/127105007
Unit-II	Business opportunity	https://nptel.ac.in/courses/110106141
Unit-III	Legal aspects like IPR and compliances	https://nptel.ac.in/courses/127105007
Unit-IV	Venture Funding & Start-up ecosystem	https://onlinecourses.nptel.ac.in/e-learning/preview/noc22_mg81

Course Code	CC-BBA-204B				
Category	Core Courses				
Course Title	Operations Management				
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 and functions of operations management. 2. To develop knowledge of process design, analysis, and capacity planning. 3. To familiarize students with quality management techniques and continuous improvement methods.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

Cos	Skills Demonstrated	RBT Level
CO1	Define the concepts, functions, processes, and significance of operations management in organizational effectiveness and customer satisfaction.	Level-1Remember
CO2	Explain process design, capacity planning, quality management practices, and emerging trends in operations management.	Level-2Understand
CO3	Apply operations management techniques related to process analysis, layout planning, quality improvement, operational efficiency, and sustainable business practices.	Level-3Apply
CO4	Analyze operational processes, quality systems, capacity decisions, and emerging technologies to achieve operational excellence and competitive advantage.	Level-4Analyze

Note:

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

Unit No.	Contents
Unit-I	Introduction to Operations Management: Concept of Operations Management, Significance of Operations Management, Organizational Efficiency, Quality and Customer Satisfaction, Production Systems, Alignment of Operations with Business Strategies, Functions of Operations Management, Planning, Organizing, Staffing, Leading, Controlling.
Unit-II	Process Design and Analysis: Process Design, Process Selection, Layout Design, Process Analysis, Flowcharts, Process Maps, Continuous Improvement Techniques, Capacity Planning, Balancing Capacity and Demand, Process Choices, Space Utilization, Flexibility, Cost, Safety, Comfort.
Unit-III	Quality Management: Quality Concepts, Total Quality Management (TQM), Six Sigma, Lean Manufacturing, Quality Improvement Tools and Techniques, Defect Reduction, Operational Efficiency, Customer Satisfaction, Competitive Advantage.
Unit-IV	Emerging Trends in Operations Management: Sustainable Operations, Technology in Operations Management, Artificial Intelligence (AI), Internet of Things (IoT), Global Operations Management, Sustainable Practices, Advanced Technologies, Global Business Environment, Operational

	Excellence. Career Opportunities in Supply Chain Management and Skills Required for Success in Logistics and Operations profession.
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Suggested Readings:

- Operations Management by William J. Stevenson.
- Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj.
- The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox.
- Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield.
- Operations Management by Singla Jagdeep; Chand, Suresh, Thakur Publishers.
- Operations Management: Theory and Practice by Mahadevan, B., Pearson Education.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Introduction to Production	http://www.digimat.in/nptel/courses/video/110107141/L01.html
Unit-II	Process Design and Analysis	https://nptel.ac.in/courses/103106148
Unit-III	Quality and its Dimensions	https://nptel.ac.in/courses/110104080
Unit-IV	Global Operations Management	http://www.digimat.in/nptel/courses/video/110107141/L02.html

Course Code	CC-BBA-206B				
Category	Core Courses				
Course Title	Financial Management				
Scheme and Credits	L	T	P	Credits	Semester-IV
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To apply the knowledge in taking finance decisions. 2. To develop analytical skills to identify financial management problems and solve them. 3. To analyze the relationship among capital structure, cost of capital, dividend decisions, and value of the business. 4. To assess a firm’s requirement for long-term assets by applying capital budgeting techniques.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

Cos	Skills Demonstrated	RBT Level
CO1	Define the concepts, objectives, functions, and sources of finance, capital structure, cost of capital, working capital, and capital budgeting.	Level-1Remember
CO2	Explain financial management decisions, capitalization theories, leverage concepts, dividend policies, and working capital management practices in business organizations.	Level-2Understand
CO3	Apply financial management techniques for financing decisions, capital structure planning, cost of capital computation, leverage analysis, working capital estimation, and capital budgeting decisions.	Level-3Apply
CO4	Analyze financing alternatives, capital structure, leverage, working capital requirements, investment proposals, and dividend decisions for effective financial management.	Level-4Analyze

Note:

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

Unit No.	Contents
Unit-I	Introduction to Financial Management: Meaning of finance and financial management, Types of finance, Objective and Scope of financial management– profit maximization and wealth maximization - merits and criticisms- Financial decisions, Internal relation of financial decisions, Factors influencing financial decisions, Functional areas of financial management, Functions of a finance manager, Agency Cost, Definition of ethics and the importance of ethics in Finance, Sources of Finance: Ownership securities – Equity shares, Preference shares, Deferred shares, No par stock/shares, Shares with differential rights, Sweat Equity Creditorship securities – Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing

	or ploughing back of profit – short term and long term sources. Startup finance-Bootstrapping, Series Funding.
Unit-II	Capital Structure & Capitalization: Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems.
Unit-III	Cost of Capital, Leverages and Managing Working Capital: Meaning of cost of capital, significance of cost of capital, components of cost of capital –Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems. Meaning of Leverage, Types of Leverages – operating, financial and combined leverage, risk and leverage – practical problems. Managing working Capital - Meaning of working capital, types of working capital, working capital cycle, adequate working capital, determinants of working capital, estimation of working capital-Practice problems. Management of cash. Management of inventory and debtors.
Unit-IV	Capital Budgeting and Dividend policy: Meaning of Capital Budgeting, Importance, Need, Time value of money-Present and Future Value (Simple Problems), Capital budgeting process, project appraisal by using traditional methods and modern methods, Practical problems on Payback Period, Net Present Value, Profitability Index, IRR and MIRR methods, Dividend policy-Meaning, Kinds, Theories of dividend decisions, determinants of dividend policy decisions, Companies Act, 2013 and SEBI Guidelines on Dividend Distribution.

Suggested Readings:

- Financial Management by Khan, M, Y, & Jain, P, K. Tata Mc Graw Hill.
- Financial Management by Chandra, P. New Delhi, India. Tata McGraw Hill Book Co.
- Financial Management by Pandey, I.M. New Delhi, India. Vikas Publishing House.
- Financial Management by Kumar, A. Khanna Publishing House.
- Financial Management by Gupta, S, K., Sharma, R.K. & Gupta, N. Kalyani Publishers.
- Financial Management by Khan, M, Y, & Jain, P, K. Tata Mc Graw Hill.
- Fundamentals of Financial Management by Brigham and Houston. Cengage Learning.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Fundamentals of Financial Management	http://digimat.in/nptel/courses/video/110107144/L05.html
Unit-II	Capital Structure	https://youtu.be/sSdDej6jpBs?si=tRaaWY-PqTPdgeh0
Unit-III	Cost of Capital	http://www.digimat.in/nptel/courses/video/110106511/L01.html
Unit-IV	Capital Budgeting	http://digimat.in/nptel/courses/video/110107144/L25.html

Course Code	CC-BBA-208B				
Category	Core Courses				
Course Title	Business Research Methodology				
Scheme and Credits	L	T	P	Credits	Semester-IV
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To develop an understanding of the fundamental concepts, types, processes, and ethical principles of research. 2. To enable students to identify and formulate research problems, review literature, and design appropriate research methodologies. 3. To familiarize students with measurement techniques, scaling methods, and various data collection tools used in research. 4. To develop analytical skills for data interpretation, hypothesis testing, and presentation of research findings using statistical and visualization techniques.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the basic concepts, types, and ethics of research.	Level-1Remember
CO2	Explain the process of formulating research problems and research designs.	Level-2Understand
CO3	Apply research methods and techniques for designing studies, collecting data, constructing scales, and conducting hypothesis testing.	Level-3Apply
CO4	Analyze research data using appropriate statistical tests, sampling techniques, coding methods, and data visualization tools for interpretation and decision-making.	Level-4Analyze

Note:

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

Unit No.	Contents
Unit-I	Introduction to Research: Definition of Research, History and Evolution of Research, Scientific Inquiry, Types of Research, Ethical Considerations in Research, Research Process, Characteristics of Good Research, Components of Good Research Work.
Unit-II	Formulating the Research Problem: Identification of Research Problems, Formulation of Research Problems, Literature Review, Research Questions, Research Objectives, Research Design, Process of Developing Effective Research Designs.
Unit-III	Measurement and Data Collection: Measurement and Scaling, Types of Data, Sources of Measurement Error, Scale Construction Techniques, Data Collection Methods, Questionnaire Method, Interview Method, Observation Method.

Unit-IV	Data Analysis and Interpretation: Sampling Methods, Data Preparation, Editing, Coding, Hypothesis Testing, Parametric Tests, Non-Parametric Tests, Data Visualization Techniques, Charts, Tables, Box Plots.
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Suggested Readings:

- Marketing research by Malhotra, N. K., Nunan, D., & Birks, D. F., Pearson UK.
- Research Methodology by Ranjit Kumar.
- Research Methods for Business by Uma Sekaran.
- Methodology of Research by C.R. Kothari.
- Business Research Methods by Sharma, F.C. Shree Mahavir Publications.
- Business Research Methods by Mittal, Ishwar; Ravinder., Thakur Publishers.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Introduction to Research	http://www.digimat.in/nptel/courses/video/121106007/L01.html
Unit-II	Literature Review	http://www.digimat.in/nptel/courses/video/121106007/L06.html
Unit-III	Questionnaire Design	https://youtu.be/f2dBn5XZlZk?si=MrlJApqfLIL-d4xi
Unit-IV	Proposing a Hypothesis	http://www.digimat.in/nptel/courses/video/127106227/L27.html

Course Code	CC-BBA-210B				
Category	Core Courses				
Course Title	International Business				
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 fundamentals and theories of international business and trade. 2. To develop knowledge of foreign direct investment and the global business environment. 3. To familiarize students with economic integration, trade blocs, and trade regulations. 4. To develop awareness of emerging trends and ethical issues in international business.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

Cos	Skills Demonstrated	RBT Level
CO1	Define the concepts and theories of international business and trade.	Level-1Remember
CO2	Describe international trade theories, foreign direct investment, economic integration, trade regulations, and emerging trends in international business.	Level-2Understand
CO3	Apply international business concepts and frameworks to examine global trade, FDI decisions, regional integration, and international market opportunities.	Level-3Apply
CO4	Analyze international business environments, trade policies, global business strategies, and contemporary challenges affecting global organizations.	Level-4 Analyze

Note:

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

Unit No.	Contents
Unit-I	Introduction to International Business: Stages of Internationalization, EPRG Framework, International Trade Theories, Mercantilist Theory, Absolute Cost Advantage Theory, Comparative Advantage Theory, Factor Proportions Theory, Neo-factor Proportions Theory, Country Similarity Theory, Intra-industry Trade, Tariff Barriers, Non-Tariff Barriers in Global Business. International Business Management: Professional Opportunities and Industry-Relevant Skills
Unit-II	Introduction of Foreign Direct Investment: FDI in the World Economy, Trends in FDI, Theories of Foreign Direct Investment, Greenfield FDI, Brownfield FDI, Benefits and Costs of FDI, International Institutions and Liberalization of FDI, CAGE Model.

Unit-III	Economic Integration: Economic Indicators and their Impact on International Business Decisions, Regional Economic Integration, Trade Blocs, Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, Free Trade Area (FTA), Customs Union, Common Market, Economic Union, Emerging Markets, Developing Economies.
Unit-IV	Emerging Trends in International Business: International Entrepreneurship, Born Global Firms, Ethical Considerations in International Business, CSR Frameworks and Approaches, ESG Investing and Reporting Standards, Corporate Responses to Climate Change and Social Justice Issues, Implications of Brexit on International Business Laws, Digital Platforms and E-commerce, Re-shoring and Nearshoring Trends, Impact of Pandemic on International Business.

Suggested Readings:

- International Business: Competing in the Global Marketplace by Charles W. L. Hill.
- International Business: Concept, Environment and Strategy, 3e by Vyuptakesh Sharan Pearson Education.
- International Business: The Challenges of Globalization by John J. Wild and Kenneth L. Wild.
- International Business by Rakesh, M. J. New Delhi, Oxford University Press.
- International Business by Aswathappa, A., 2e. Tata McGraw-Hill Education.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Trade Theories	http://acl.digimat.in/nptel/courses/video/109107173/L05.html
Unit-II	Theories of Foreign Direct Investment	https://youtu.be/k7TYJxWcK9I?si=aBQcoGrjaz8wGEkY
Unit-III	Regional Economic Integration	http://www.digimat.in/nptel/courses/video/109105882/L26.html
Unit-IV	Global Firms Success Strategies	http://www.digimat.in/nptel/courses/video/110107145/L53.html

Course Code	VAC-BBA-202B				
Category	Value Added Courses				
Course Title	Business Environment and Public Policy				
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 concepts and dimensions of business environment. 2. To develop knowledge of globalization and international business frameworks. 3. To familiarize students with public policies and economic reforms in India. 4. To develop awareness of economic problems, challenges, and opportunities in business environment.				
Formative Assessment	100 Marks				
Summative Assessment	-				
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, dimensions, policies, and significance of the business environment in the Indian and global context.	Level-1Remember
CO2	Describe globalization, economic reforms, public policies, international institutions, and challenges affecting the Indian business environment.	Level-2Understand
CO3	Apply business environment concepts and policy frameworks to examine economic reforms, global integration, and business challenges in India.	Level-3Apply
CO4	Analyze economic policies, global business trends, and socio-economic challenges influencing business growth and development opportunities in India.	Level-4Analyze

Unit No.	Contents
Unit-I	Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment, Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment.
Unit-II	Global Framework: EPRG Framework, Liberalization, Privatization & Globalization concept & its impact on Indian Economy. Significance of FDI & FII, IMF & WTO, Regional Economic Integrations in the development of the Nations.
Unit-III	Public Policies: Background, Meaning and Importance of Public Policy. Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy, FERA & FEMA. Structural Adjustment Programs and Banking Sector Reforms in India.
Unit-IV	Problems and Challenges in Economic Growth: Unemployment, Poverty, Regional Imbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge and information. Remedies to solve these problems, Challenges & Opportunities of Indian Business Environment.

Suggested Readings:

- Essentials of Business Environment by K. Aswathappa, Himalaya Publishing House.
- Business Environment by Francis Cherunilam, Himalaya Publishing House.

- Business Environment by A. C. Fernando, Pearson.
- Business Environment by Dr. S Sankaran, Margham Publications.
- Business Environment by Dr V Murali Krishna, Spectrum Publications.
- Business Environment by Namitha Gopal, McGraw Hill.
- Business Policy and Environment by Ghosh, P.k.; Kapoor G.k., Sultan Chand and Sons
- Business Environment by Bedi, Suresh, Excel Book Publisher.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Business Environment	http://amrita.digimat.in/nptel/courses/video/110103754/L11.html
Unit-II	Globalization	https://vit.digimat.in/nptel/courses/video/109105113/L01.html
Unit-III	Foreign Trade Policy	https://edurev.in/v/491953/foreign-trade-policy-investment-economic-development
Unit-IV	Problems of Growth in an Economy- Unemployment, Poverty and Imbalances	https://youtu.be/q5W9IBGvYD8?si=WQEYNinLI2nmO048

Course Code	SEC-BBA-202B				
Category	Skill Enhancement Courses				
Course Title	Design Thinking and Innovation				
Scheme and Credits	L	T	P	Credits	Semester-IV
	1	1	0	2	
Course Objectives	The objectives of this course are 1. To understand the concepts and process of design thinking and innovation. 2. To develop creative problem-solving and customer-centric thinking skills. 3. To familiarize students with ideation, prototyping, and implementation techniques. 4. To develop skills in feedback analysis and innovative solution design.				
Formative Assessment	30 Marks				
Summative Assessment	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the concepts, principles, stages, and significance of design thinking, innovation, and customer-centric problem-solving.	Level-1 Remember
CO2	Explain empathy, ideation, prototyping, implementation, feedback mechanisms, and user-focused design approaches in the innovation process.	Level-2 Understand
CO3	Apply design thinking tools and techniques to identify problems, generate ideas, develop prototypes, and enhance customer experience in business situations.	Level-3 Apply
CO4	Analyze customer needs, design challenges, feedback systems, and innovative solutions to improve product and service experiences.	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	Basics of Design Thinking: Concept of Innovation, Significance of Innovation in Business, Creative Thinking Process, Problem Solving Approaches, Design Thinking Approach, Objectives of Design Thinking, Design Thinking and Customer Centricity, Customer Challenges, Enhancing Customer Experience through Design Thinking, Parameters of Product Experience, Alignment of Customer Expectations with Product, Global Success Stories of AirBnB, Apple, IDEO, Netflix, Stages of Design Thinking Process – Empathize, Define, Ideate, Prototype, Implement.
Unit-II	Learning to Empathize and Define the Problem: Importance of Empathy in Innovation Process, Development of Empathy using Design Tools, Observation and Assimilation of Information, Individual Differences and Uniqueness, Group Discussions and Activities for Understanding Individual Differences, Wicked Problems, Identification of Wicked Problems, Impact of Solutions to Wicked Problems.

Unit-III	Ideate, Prototype and Implement: Ideation Templates, Brainstorming, Systems Thinking, Concept of Brainstorming, Consensus Building on Wicked Problems, Mapping Customer Experience for Ideation, Methods of Prototyping, Rapid Prototyping, Implementation Process.
Unit-IV	Feedback, Re-Design & Re-Create: Feedback Loop, User Experience, Ergonomic Challenges, User-Focused Design, Final Concept Testing, Final Presentation, Innovative Design Concepts, Creative Problem-Solving Solutions.

Suggested Readings:

- Developing Thinking Skills (The way to Success) by E Balaguruswamy, Khanna Book Publishing Company.
- Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation by Tim Brown, Harvard Business Review.
- 8 steps to Innovation by R T Krishnan & V Dabholkar, Collins Publishing.
- Design Thinking by Nigel Cross, Bloomsbury.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Design Thinking	https://viit.digimat.in/nptel/courses/video/109104109/L01.html
Unit-II	Design Thinking Phases – Empathy	http://www.digimat.in/nptel/courses/video/107107580/L02.html
Unit-III	Brain Storming	https://tkiet.digimat.in/nptel/courses/video/109107155/L33.html
Unit-IV	Creative Problem Solving	https://tkiet.digimat.in/nptel/courses/video/109107155/L15.html