

Pimpri Chinchwad Education Trust's  
**Pimpri Chinchwad University**  
Sate, Pune - 412106



**Curriculum Structure**  
**B.B.A. (General /Hons)**  
**(Course 2025) Pattern**  
**School of Management**



**Effective from Academic Year 2025-26**

## Program Structure

### **Preamble:**

The Bachelor of Business Administration (BBA) degree is a three year (General) and four-year (Hons) undergraduate program designed to provide students with a comprehensive education in business principles and practices. The program aims to equip students with the skills and knowledge needed to succeed in a wide range of business roles and industries. Through a combination of theoretical coursework and practical experiences, BBA graduates develop a strong foundation in areas such as accounting, finance, marketing, management, and operations. Graduates are prepared to pursue a variety of careers in business or continue their education in graduate programs such as an MBA. The BBA degree provides students with the opportunity to develop critical thinking, problem-solving, communication, and leadership skills that are essential in the competitive and rapidly changing business world.

### **Vision and Mission of Program:**

#### **Vision Statement:**

To be a leading program that prepares students to become innovative and ethical business leaders who make a positive impact on society.

#### **Mission Statement:**

**M1:** To provide a comprehensive education in business principles and practices that enable students to think critically, communicate effectively, and lead responsibly.

**M2:** Strive to create a learning environment that fosters creativity, collaboration, and continuous improvement, and that prepares students to thrive in the dynamic and globalized business world.

### **Program Educational Objectives:**

1. To prepare graduates to be knowledgeable and skilled business professionals who can apply theory to practice and make informed decisions.
2. To develop graduates who are effective communicators and collaborators, and who possess strong leadership and teamwork skills.
3. To prepare graduates to be ethical and socially responsible business leaders who make a positive impact on society.

### **Program Outcomes:**

1. Students will be able to apply business concepts and theories to real-world problems and situations.
2. Students will be able to communicate effectively in written, oral, and interpersonal contexts.
3. Students will be able to work effectively in teams and demonstrate leadership skills.
4. Students will be able to analyze and evaluate ethical issues and make responsible decisions.
5. Students will be able to demonstrate a global perspective and an understanding of the diverse cultural and social contexts of business.
6. Students will be able to demonstrate proficiency in the use of relevant technology and information systems.
7. Students will be able to demonstrate an understanding of the importance of lifelong learning and continuous improvement.
8. Students will be able to identify and evaluate business opportunities, develop business plans, and create strategies for launching and growing new ventures.
9. Students will be prepared to enter the workforce as industry-ready professionals, with the skills and knowledge needed to succeed in a variety of business roles and industries.
10. Students will be able to adapt to the changing demands of the business world and respond to new challenges and opportunities with creativity, innovation, and agility.
11. Students will be able to demonstrate an entrepreneurial mindset and an ability to think outside the box, identify problems and opportunities, and develop innovative solutions.

### **Program Specific Outcomes (PSOs):**

The Program Specific Outcomes (PSOs) for the BBA program are as follows:

1. Develop knowledge of business and corporate
2. Apply technology solutions to practical problems
3. Develop entrepreneurial skills
4. Analyze business data to make informed decisions:
5. Develop skills to become a good Manager

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## Curriculum Framework for BBA (Gen/ Hons)

Sr. No.	Type of course	Abbreviations
1.	Major Management Subjects	<b>MAJM</b>
2.	Value Added Courses	<b>VAC</b>
3.	Ability Enhancement Courses	<b>AEC</b>
4.	Skill Enhancement Courses	<b>SEC</b>
5.	Audit Course	<b>AC</b>
6.	Major Specialization	<b>MAJE</b>
7.	Minor Specialization	<b>MINE</b>
8.	Minor	<b>MIN</b>
9.	Field Project	<b>FP</b>
10.	Specialization Electives (Major)	<b>SPE</b>
11.	CEP	<b>CEP</b>
12.	Vocational and Skill Enhancement Course	<b>VSC</b>
13.	On the Job Training	<b>OJT</b>
14.	Research Methodology	<b>RM</b>

Sr No	Type/category		Subject	Credit	Percentage %
1	Major Management Subjects	MAJM	20	70	44
2	Value Added Courses	VAC	5	10	6
3	Ability Enhancement Courses	AEC	7	2	1
4	Skill Enhancement Subjects	SEC	3	7	4
5	Audit Course	AC	6	2	1
6	Major Specialization	MAJE	10	30	19
7	Minor Specialization	MINE	5	15	9
8	Minor	MIN	5	10	6
9	Field Project	FP	1	2	1
10	CEP	CEP	2	3	2
11	Vocational and Skill Enhancement Course	VSC	1	2	1
12	On the Job Training	OJT	1	4	3
13	Research Methodology	RM	1	4	3

## BBA (General/Hons) Curriculum Structure

School of Management (SOM) Program Structure of BBA ( General/ Hons)												
Pattern-2025												
Semester I												
WEF: A.Y. 2025-26 (Pattern 2025)												
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme			
			Th	Prac	Tut	Credit	Hrs	PR/OR	CIA	ESA	Total	
UBB101	Fundamentals of Management	MAJM	3	-	-	3	3	-	40	60	100	
UBB102	Financial Accounting & Analysis	MAJM	3	-	-	3	3	-	40	60	100	
UBB103	Micro Economics	MAJM	3	-	-	3	3	-	40	60	100	
UBB104	Business Law	MAJM	3	-	-	3	3	-	40	60	100	
UBB105	Computers in Management	VAC	1	1	-	2	3	-	50	-	50	
UBB106	Business Communication-I	SEC	2	1	-	3	4	-	40	60	100	
UBB107	Basics of Asanas	AEC	-	1	-	1	2	-	50	-	50	
UEG101	Applied Communication	AEC	2	-	-	0	2	-	50	-	50	
UBB125	Strategy for Social Media Brand and Sustainable Development	MOOC	4	-	-	4	4	-	40	60	100	
<b>TOTAL</b>			<b>21</b>	<b>3</b>	<b>0</b>	<b>22</b>	<b>27</b>	<b>-</b>	<b>390</b>	<b>360</b>	<b>750</b>	

Semester II										
Course Code	Course Name	Course Type	Teaching Scheme				Assesment Scheme			
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
UBB109	Macro Economics	MAJM	3	0	0	3	3	40	60	100
UBB110	Principles of Finance	MAJM	3	0	0	3	3	40	60	100
UBB111	Organizational Behavior	MAJM	3	0	0	3	3	40	60	100
UBB112	Business Statistics	MAJM	3	0	0	3	3	40	60	100
UBB114	Basics of Artificial Intelligence	MAJM	2	0	0	2	2	50	0	50
UBB113	Business Communication-II	AEC	3	0	0	3	3	40	60	100
UBB117	Kautilya Arthashashtra	AEC	1	0	0	1	1	50	0	50
UBB126	Stress Management & Work Life Balance	VAC	1	1	0	2	3	50	0	50
UFL101A/B	Foreign Language -German / Japanese	AEC	2	0	0	0	2	50	0	50
	Minor -1 (Offered from other Schools)	MIN	2	0	0	2	2	50	0	50
<b>TOTAL</b>			<b>23</b>	<b>1</b>	<b>0</b>	<b>22</b>	<b>25</b>	<b>450</b>	<b>300</b>	<b>750</b>
	Foreign Language I									
UFL101A	Foreign Language I: GERMAN	AEC	2	0	0	0	2	0	50	0
UFL101B	Foreign Language I: JAPANESE	AEC	2	0	0	0	2	0	50	0

**Exit Policy- UG Certificate in BBA:** Students who opt to exit after completion of the first year and have scored required credits offered by the school in the program structure will be awarded a UG certificate in BBA, provided they must earn additional credits during the summer vacation of the first year.

Credit															
			BBA General									BBA Honors/Research			
Sr No	Type/category		Sem 1	Sem 2	Year 1	Sem 3	Sem 4	Year 2	Sem 5	Sem 6	Year 3	Sem 7	Sem 8	Year 4	Percentage %
1	Major Management Subjects	MAJM	12	12	24	6	6	36	6	6	48	6	16	70	44
2	Value Added Courses	VAC	4	2	6	2	2	10	-	-	10	-	-	10	6
3	Ability Enhancement Courses	AEC	2	-	2	-	-	2	-	-	2	-	-	2	1
4	Skill Enhancement Subjects	SEC	3	4	7	-	-	7	-	-	7	-	-	7	4
5	Audit Course	AC		-	-	-	-	-	-	-	-	-	-	-	-
6	Major Specialization	MAJE	-	-	-	6	6	12	6	6	24	6	-	30	19
7	Minor Specialization	MINE	-	-	-	3	3	6	3	3	12	3	-	15	9
8	Minor	MIN	-	2	2	2	2	6	2	2	10	-	-	10	6
9	Field Project	FP	-	-	-	2	-	2	-	-	2	-	-	2	1
10	CEP	CEP	-	-	-	-	2	2	1	-	3	-	-	3	2
11	Vocational and Skill Enhancement Course	VSC	-	-	-	-	-	-	2	-	2	-	-	2	1
12	On the Job Training	OJT	-	-	-	-	-	-	-	4	4	-	-	4	3
13	Research Methodology	RM	-	-	-	-	-	-	-	-	-	4	-	4	3
Total Credits					41			83			124			159	

## COURSE CURRICULUM

Name of the Program:		BBA		Semester: I		Level: UG	
Course Name		Fundamentals of Management		Course Code/ Course Type		UBB101/MAJM	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theor y	Practical	Tutoria l	Total Credit s	Hour s	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite: Knowledge of Business Environment, Basic Communication Skills							
Course Objectives (CO):		The objectives of Fundamentals of Management course are: 1. Recall problem-solving strategies and critical thinking skills. 2. Recognize different areas of the business supporting the vision and mission. 3. Apply various tools and techniques to remain competitive in business decisions. 4. Analyze organizational issues and develop controlling mechanisms. 5. Evaluate the balance between external and internal environments for managerial effectiveness.					
Course Learning Outcomes (CLO):		Students would be able to: 1. Identify the areas to control as well select the appropriate controlling methods/techniques 2. Elaborate how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment 3. Apply knowledge of effective leadership lessons, that aids in organizational benchmarking. 4. Analyze the situations that lead to management evolution and how it will affect future managers 5. Evaluate use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences					

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Management:</b> Definition, Nature and Scope, Functions, Managerial Roles, Levels of Management, Managerial Skills, Challenges of Management; Evolution of Management- Classical Approach- Scientific and Administrative Management; The Behavioral approach; The Quantitative approach; The Systems Approach; Contingency Approach, The IT Approach	<b>CLO 1</b>	<b>9</b>



<b>UNIT II</b>		
<b>Planning and Decision Making:</b> General Framework for Planning - Planning Process, Types of Plans, Management by Objectives; Development of Business Strategy. Decision making and Problem Solving - Programmed and Non-Programmed Decisions, Steps in Problem Solving and Decision Making; Bounded Rationality and Influences on Decision Making; Group Problem Solving and Decision Making, Creativity and Innovation in Managerial Work	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Organization and HRM:</b> Principles of Organization: Organizational Design & Organizational Structures; Departmentalization, Delegation; Empowerment, Centralization, Decentralization, Recentralization; Organizational Culture; Organizational Climate and Organizational Change, Human Resource Management & Business Strategy: Talent Management, Talent Management Models and Strategic Human Resource Planning; Recruitment and Selection; Training and Development; Performance Appraisal	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Leading and Motivation:</b> Leadership, Power and Authority, Leadership Styles; Behavioral Leadership, Situational Leadership, Leadership Skills, Leader as Mentor and Coach, Leadership during adversity and Crisis; Handling Employee and Customer Complaints, Team Motivation - Types of Motivation; Relationship between Motivation, Performance and Engagement, Content Motivational Theories - Needs Hierarchy Theory, Two Factor Theory, Theory X and Theory Y	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Controlling:</b> Control, Types and Strategies for Control, Steps in Control Process, Budgetary and Non- Budgetary Controls. Characteristics of Effective Controls, Establishing control systems, Control frequency, and Methods	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Management Fundamentals, Robert N Lussier, 5e, Cengage Learning, 2013 edition
2. Fundamentals of Management: Revised Edition (2020 edition) Paperback – 1 January 2020
3. Fundamentals of Management, Stephen P. Robbins, Pearson Education, 2009 edition, Dr. N. Mishra (Author), Dr. O.P Gupta (Author)

#### Reference Books:

1. Essentials of Management, Koontz Kleihrich, Tata McGraw Hill
2. Management Essentials, Andrew DuBrin, 9e, Cengage Learning, 2012 edition
3. Indian Managers Handbook the Hardcover – 1 August 2020 edition, Ambareesh Murthy, Ashni Biyani, BYJU Raveendran, Deep Kalra, Revathi Kant

#### Online Resources/E-Learning Resources:

1. NPTEL Web Course: <http://nptel.ac.in/courses/109105121/> , <http://nptel.ac.in/courses/122105021/>

2. Udemy Courses,  
[https://www.udemy.com/?utm\\_source=bing&utm\\_medium=udemyads&utm\\_campaign=BG-  
Generic\\_la.EN\\_cc.INDIA&utm\\_content=deal4584&utm\\_term=.\\_ag\\_1223756854756207\\_.ad\\_.kw\\_cou  
rses%20online\\_.de\\_c\\_.dm\\_.pl\\_.ti\\_kwd-76485115573894:loc-  
90\\_.li\\_148860\\_.pd\\_.&matchtype=p&mclickid=58394f0dff261b2cea53291ba20c79f6](https://www.udemy.com/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-<br/>Generic_la.EN_cc.INDIA&utm_content=deal4584&utm_term=._ag_1223756854756207_.ad_.kw_cou<br/>rses%20online_.de_c_.dm_.pl_.ti_kwd-76485115573894:loc-<br/>90_.li_148860_.pd_.&matchtype=p&mclickid=58394f0dff261b2cea53291ba20c79f6)
3. Fundamentals of Management, <https://www.coursera.org/learn/fundamentals-of-management>

## COURSE CURRICULUM

<b>Name of the Program:</b>		<b>BBA</b>		<b>Semester: I</b>		<b>Level: UG</b>	
<b>Course Name</b>		Financial Accounting and Analysis		<b>Course Code/ Course Type</b>		UBB102/MAJM	
<b>Course Pattern</b>		<b>2025</b>		<b>Version</b>		1.0	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theor y</b>	<b>Practic al</b>	<b>Tutori al</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA</b>	<b>ESA</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	
<b>Pre-Requisite:</b> 12 <sup>th</sup> pass							
Course Objectives (CO):				<b>The objectives of Financial Accounting and Analysis are:</b> <div>1. Recall understanding about accounting as an information system and the language of business.</div> <div>2. Recognize the preparation and presentation of financial statements.</div> <div>3. Apply various financial tools and techniques to enhance analytical power for rational business decisions.</div> <div>4. Analyze current trends and social responsibility accounting.</div> <div>5. Evaluate accounting in difficult economic conditions.</div>			
Course Learning Outcomes (CLO):				<b>Students would be able to:</b> <div>1. Comprehend accounting during difficult times so as to ensure sustainability.</div> <div>2. Apply accounting concepts, principles and conventions for their routine monetary transaction.</div> <div>3. Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles</div> <div>4. Analyze and interpret the financial statements of a company.</div> <div>5. Evaluate various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes</div>			

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Financial Accounting:</b> Purpose of Accounting and its place in Business, Limitations, Relationship with other areas. Advantages & Importance.	<b>CLO 1</b>	<b>09</b>
<b>UNIT II</b>		
<b>Basic Accounting Concepts and conventions:</b> Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, Conservatism, Materiality Concept, Consistency concept, and accounting conventions. Basic accounting assumptions.	<b>CLO 2</b>	<b>09</b>
<b>UNIT III</b>		

<b>Accounting Structure:</b> Process of Accounting, Book keeping: recording of transactions and events; journalizing, ledger posting, preparation of Trial Balance.	<b>CLO 3</b>	<b>09</b>
<b>UNIT IV</b>		
<b>Preparation of Financial Statements:</b> Form and Preparation of Income Statement and Statement of Financial Position, Adjustments Preparation of Income Statement and Balance Sheet. Accounting for Depreciation	<b>CLO 4</b>	<b>09</b>
<b>UNIT V</b>		
<b>Analysis of Financial Statements:</b> Comparative and Common Size Statement, Ratio Analysis: Liquidity ratios, Solvency ratios, Profitability ratios, activity/turnover ratios, Market capitalization ratios.	<b>CLO 5</b>	<b>09</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Financial Accounting: An Indian Approach" by S.N. Maheshwari and S.K. Mittal Edition: Latest edition available at the time (e.g., 7th edition as of 2022)
2. "Financial Accounting: A Managerial Perspective" by Narayanaswamy R. Edition: Latest edition available at the time (e.g., 6th edition as of 2022)
3. "Financial Accounting for Management" by Dr. Ambrish Gupta Edition: Latest edition available at the time (e.g., 5th edition as of 2022)

#### Reference Books:

1. "Financial Accounting for Business Managers" by Ashok Banerjee Edition: Latest edition available at the time (e.g., 3rd edition as of 2022)
2. "Financial Accounting: A Managerial Emphasis" by Dr. S.N. Maheshwari and Dr. S.K. Mittal Edition: Latest edition available at the time (e.g., 17th edition as of 2022)
3. "Fundamentals of Financial Accounting" by Dr. Ashok Sehgal and Deepak Sehgal Edition: Latest edition available at the time (e.g., 6th edition as of 2022)

#### Online Resources/E-Learning Resources

1. [https://www.edx.org/executive-education/the-london-school-of-economics-and-political-science-financial-analysis-and-management-accounting?index=product&queryID=5de30db63f4a9eb387260078fd314365&position=6&linked\\_from=autocomplete&c=autocomplete](https://www.edx.org/executive-education/the-london-school-of-economics-and-political-science-financial-analysis-and-management-accounting?index=product&queryID=5de30db63f4a9eb387260078fd314365&position=6&linked_from=autocomplete&c=autocomplete)
2. [https://onlinecourses.swayam2.ac.in/imb24\\_mg08/preview](https://onlinecourses.swayam2.ac.in/imb24_mg08/preview)

## COURSE CURRICULUM

Name of the Program:		BBA		Semester: I		Level: UG	
Course Name		Micro Economics		Course Code / Course Type		UBB103 / MAJM	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theor y	Practic al	Tutori al	Total Credits	Hour s	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite: None							
Course Objectives (CO):			The objectives of Micro Economics are: 1. Recall fundamental concepts, principles, and scope of Micro Economics. 2. Recognize demand and supply theory, including market equilibrium and exceptions. 3. Apply consumer behavior theory, including choice, preferences, income, and elasticity. 4. Analyze production and cost theory, including equilibrium and economies of scale. 5. Evaluate various market structures: perfect competition, monopoly, monopolistic competition, and oligopoly.				
Course Learning Outcomes (CLO):			Students would be able to: 1. Comprehend basic concepts, principles, and their applications in real-world economic scenarios. 2. Apply economic principles to analyze and interpret demand, supply, and market equilibrium, facilitating informed decision-making in managerial contexts. 3. Develop the ability to evaluate consumer behavior patterns, forecast demand trends, and assess the impact of market changes on consumer preferences and purchasing decisions. 4. Analyze production processes, cost structures, and economies of scale, enabling them to optimize resource utilization and enhance business efficiency. 5. Gain insight into various market structures and their characteristics, allowing them to analyze market dynamics, predict competitive behavior, and formulate strategic business plans accordingly.				

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Basic Concepts and Principles-</b> Introduction, definition, and scope of Micro Economics, Basic assumptions in Micro Economics, Types of Economic Analysis, Types of Economic Decision in Business Economics, Economic Principles relevant to managerial Decisions, Relationship of Business Economics with other disciplines	<b>CLO 1</b>	<b>9</b>

<b>UNIT II</b>		
<b>Theory of Demand and Supply-</b> Introduction to demand, Demand function, Demand schedule, Law of Demand, Exceptions to the law of demand, Introduction to supply, Law of Supply, Market Equilibrium.	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Theory of Consumer Behavior and Demand Forecasting-</b> Introduction and concept of consumer choice, consumer preferences, consumer income, and Consumer Surplus, Introduction, and concept of Price Elasticity of demand, Income elasticity of demand, Cross elasticity of demand, Importance of elasticity of demand, Introduction and meaning of demand forecasting, Methods of demand forecasting	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Theory of Production and Cost:</b> Introduction and concept of production theory, production function, production function with one variable input, Production function with two variable input, elasticity of substitution, iso-cost lines, producer's equilibrium, Return to scale, Different types of production function, Types of cost, cost in short run, Cost in long run, Break even analysis, Economies of scale.	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Market Structure:</b> Introduction and concept of Perfect competition, Monopoly, Monopolistic competition, Price–Output determination- Short run equilibrium and long run equilibrium in perfect competition, monopoly, monopolistic competition, Oligopoly.	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Text Books

1. "Microeconomics: Theory and Applications" by D.N. Dwivedi (Publication: Vikas Publishing House, Edition: 5th, Year: 2019)
2. "Principles of Microeconomics" by S. Chand (Publication: S. Chand Publishing, Edition: 8th, Year: 2021)

#### Reference Books

1. "Microeconomic Theory: Basic Principles and Extensions" by Soumyen Sikdar (Publication: Cengage Learning India Pvt Ltd, Edition: 4th, Year: 2020)
2. "Microeconomics: An Introduction" by M. L. Jhingan (Publication: Vrinda Publications Pvt. Ltd., Edition: 9th, Year: 2017)
3. "Microeconomics: Theory with Applications" by Bhatia B.D. (Publication: Ane Books Pvt Ltd, Edition: 2019)
4. "Managerial Economics & Business Strategy" by Michael R. Baye and Jeff Prince (Publication: McGraw-Hill Education, Edition: 9th, Year: 2021)
5. "Microeconomics" by David Besanko and Ronald R. Braeutigam (Publication: Wiley, Edition: 5th, Year: 2019)
6. "Microeconomic Theory: Basic Principles and Extensions" by Walter Nicholson and Christopher M. Snyder (Publication: Cengage Learning, Edition: 12th, Year: 2016)

### Online Resources/E-Learning Resources:

1. [https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles\\_of\\_Managerial\\_Economics\\_15497.pdf](https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Managerial_Economics_15497.pdf)
2. [https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem\\_1/DEECO515\\_MANAGERIAL\\_ECONOMICS.pdf](https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem_1/DEECO515_MANAGERIAL_ECONOMICS.pdf)

## COURSE CURRICULUM

Name of the Program:		BBA		Semester : 1		Level: UG	
Course Name		Business Law		Course Code/ Course Type		UBB104/MAJM	
Course Pattern		2025		Version		1.0	
Teaching Scheme				Assessment Scheme			
Theor y	Practic al	Tutori al	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite:							
Course Objectives (CO):				The objectives of Business Law are: 1. Recall the basic rules governing The Indian Contract Act, 1872. 2. Recognize the object and significance of the Sale of Goods Act, 1930. 3. Apply knowledge to comprehend The Companies Act, 2013. 4. Analyze the object and significance of the Consumer Protection Act, 1986. 5. Evaluate the impact of the Right to Information Act, 2005.			
Course Learning Outcomes (CLO):				Students would be able to: 1. Comprehend the basics of Laws governing commercial contracts. 2. Elaborate the rules regarding the Contract of Sale, 3. Apply the basics of Laws governing a Company, concepts and features of companies, 4. Analyze the rules regarding the Consumer Protection Act, 1986 5. Evaluate the rules regarding the Right to Information Act, 2005			

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction to Business Law:</b> Overview of business law and its significance in the business world Sources of business law. Indian Contract Act, 1872: Definition and essentials of a valid contract Offer and acceptance, Consideration and object of a contract, Capacity to contract, Free consent and coercion, Legality of contract, Performance and discharge of contracts, Remedies for breach of contract, Quasi-contracts and void agreements.	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Sales of Goods Act, 1930:</b> Introduction to the Sales of Goods Act	<b>CLO 2</b>	<b>9</b>



Formation of a contract of sale, Conditions and warranties, Sale vs Agreement to sell, Performance of the contract of sale, Unpaid seller and his rights, Rights and liabilities of the buyer		
<b>UNIT III</b>		
<b>Companies Act:2013:</b> Definition, Characteristics and Kind of Companies, steps in Formation of a company, Memorandum of Association, Articles of Association, Prospectus, Directors Appointment, Power, Duties and Liabilities, Meetings and Resolutions, Types of Meetings. Modes of Winding up of a Company	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>The Consumer Protection Act, 2019:</b> Basic Concepts: Complaint, Complainant, Consumer, Rights of Consumer, Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressal, Major Decided Cases.	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Right to Information Act 2005:</b> Right to know salient features of the Act, Obligation of public authority, designation of PIO, request and duties of PIO, exemption from disclosure of information, partial disclosure of information, powers of Information commissions, Appellate authorities, Penalties, Jurisdiction of courts.	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Kuchhal M.C- Business Law -Vikas Publication, Oct, 2023.
2. N.D Kapoor-Elements of Mercantile Law-Sultan Chand, 2022.
3. Akhileshwar Pathak-Legal Aspects of Business-McGraw Hill

#### Reference Books:

1. Management: Leading and Collaborating in a Competitive World" by Thomas S. Bateman and Scott A. Snell
2. "The Practice of Management" by Peter F. Drucker
3. "Management: Concepts and Applications" by Fred Luthans and Jonathan P. Doh

### Online Resources/E-Learning Resources

1. <https://www.hzu.edu.in/uploads/2020/10/business-law.pdf>
2. [https://www.oup.com.au/\\_\\_data/assets/pdf\\_file/0023/140684/LATIMER\\_9780190304348.pdf](https://www.oup.com.au/__data/assets/pdf_file/0023/140684/LATIMER_9780190304348.pdf)
3. [https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/Business\\_Law\\_I\\_Essentials\\_-\\_WEB.pdf](https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/Business_Law_I_Essentials_-_WEB.pdf)

## COURSE CURRICULUM

Name of the Program:		BBA		Semester: 1		Level:UG	
Course Name		Computers in Management		Course Code/ Course Type		UBB105/VAC	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theor y	Practic al	Tutori al	Total Credits	Hours	CIA	ESA	Practical/Oral
1	1	-	2	3	50	-	-
Pre-Requisite: 12th Std							
Course Objectives (CO):				The objectives of Computers in Management are: <div>1. Recall fundamental computer concepts and their application in management.</div> <div>2. Recognize various software tools and networking technologies in modern management.</div> <div>3. Apply software tools for decision-making and communication in business.</div> <div>4. Analyze data using statistical tools and visualization techniques for managerial insights.</div> <div>5. Evaluate the impact of emerging technologies on business operations.</div> <div>6. Design and create innovative solutions using advanced technologies for business challenges.</div>			
Course Learning Outcomes (CLO):				Students would be able to: <div>1. Identify computer hardware, software, and networking technologies in management.</div> <div>2. Elaborate the impact of computers on decision-making in business.</div> <div>3. Apply software tools like spreadsheets and databases for management tasks.</div> <div>4. Analyze data using statistical tools and visualization techniques.</div> <div>5. Evaluate emerging technologies' role in business operations and innovation.</div>			

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction to Computers and Management:</b> Introduction to Computers and Information Technology. Evolution of Computers and Their Impact on Management. Role of Computers in Modern Management. Information Systems and Decision-Making. Types of Computer Hardware and Software. Internet and Intranet: Connecting Businesses. Basics of Networking and Communication.	<b>CLO 1</b>	<b>3</b>

<b>UNIT II</b>		
<b>Software Tools for Management:</b> Spreadsheet Applications for Financial Analysis. Presentation Software for Effective Communication. Database Management Systems for Organizing Information. Project Management Software for Planning and Execution. Word Processing for Business Correspondence. Collaboration Tools and Virtual Teams. Customer Relationship Management (CRM) Software.	<b>CLO 2</b>	<b>3</b>
<b>UNIT III</b>		
<b>Introduction to Data Analysis &amp; E-Commerce:</b> Basics of Data Analysis and Statistical Tools. Data Visualization Techniques for Managerial Insights. Using Excel for Data Analysis and Graphical Representation. Introduction to Business Intelligence (BI) Tools. Understanding E-Commerce and Its Types. Online Consumer Behavior and Digital Marketing Strategies. Social Media Management and Online Branding. E-Commerce Platforms and Payment Systems. E-Commerce Security and Trust Search Engine Optimization (SEO) Techniques. Content Creation and Marketing in the Digital Age	<b>CLO 3</b>	<b>3</b>
<b>UNIT IV</b>		
<b>Emerging Technologies in Management:</b> Artificial Intelligence and Machine Learning for Decision Support. Internet of Things (IoT) and Smart Management Systems. Cloud Computing and Its Role in Business Operations.	<b>CLO 4</b>	<b>3</b>
<b>UNIT V</b>		
<b>Advanced Technologies in Business Management :</b> Block chain Technology and Supply Chain Management. Augmented Reality (AR) and Virtual Reality (VR) Applications. Robotic Process Automation (RPA) in Business Processes. Technology Innovation and Competitive Advantage.	<b>CLO 5</b>	<b>3</b>
<b>Total Hours</b>		<b>15</b>

## Practical Plan

Assignment/ Practical/ Activity Number	Assignment/ Practical/ Activity Title	Week Number/ Turn	Details	CLO	Hours
1	Practical 1:	Week 1	Use Excel to create a budget spreadsheet for personal expenses, including categories like groceries, utilities, and entertainment.	CLO1	2
		Week 2	Design a simple logo using any online free graphic design tools focusing on color schemes and typography for brand identity.		2
		Week 3	Develop a basic Login page mobile app prototype using platforms like Adobe XD or Figma, incorporating user interface elements and navigation flows.		2
2.	Practical 2:	Week 4	Create a digital presentation using	CLO 2	2

			presentation software such as Microsoft PowerPoint, emphasizing visual aids and structured content for effective communication.		
		Week 5	Create a simple student information database using Microsoft Access, including fields like Student ID, Name, Grade, and Email. Practice adding sample data, running queries to retrieve information, and exploring basic database functionalities to understand data organization.		2
		Week 6	Practice business correspondence in Microsoft Word by formatting letters with headers, footers, fonts, and styles. Create professional letters or memos with addresses, salutations, content, and closing remarks to master document creation.		2
3.	Practical 3:	Week 7	Practice basic data analysis and statistical tools using Excel, focusing on functions like SUM, AVERAGE, and COUNT to analyze data sets. Explore data visualization techniques in Excel such as creating charts (like bar charts or pie charts) to gain managerial insights from your data.	CLO 3	2
		Week 8	Explore basic Business Intelligence (BI) tools to understand data analytics and visualization. Use tools like Power BI or Tableau to analyze data, create interactive dashboards, and gain insights for business decision-making. Online free tools – AWS, <a href="https://logz.io/">https://logz.io/</a> , www.zoho.com		2
		Week 9	Practice social media management using tools. Focus on creating engaging content and monitoring metrics to build a strong online brand presence for effective marketing strategies.		2
4.	Practical 4:	Week 10	Create a social media post using Canva or Adobe Spark with eye-catching visuals and compelling captions to promote an upcoming event or special offer. Utilize hashtags and tag relevant accounts to increase visibility and engagement, and monitor post performance to refine future social media strategies.	CLO 4	2
		Week 11	Create a presentation slide in PowerPoint or Google Slides about AI and ML for decision support, using simple visuals and		2

			examples like recommendation systems to illustrate their impact on decision-making. Practice presenting the slides to understand and explain the concept effectively.		
		Week 12	Sign up for a free cloud storage service like Google Drive or Dropbox. Upload a document and access it from different devices to understand the cloud's role in accessibility. Discuss with classmates the benefits of cloud computing for businesses, like collaboration and data backup		2
5.	Practical 5:	Week 13	Create a simplified digital ledger using Google Sheets to represent stages in a supply chain. Discuss block chain's benefits like transparency and security for supply chain management.	CLO 5	2
		Week 14	Explore free online tools like AR.js or A-Frame for creating basic Augmented Reality (AR) experiences or VR experiences. Experiment with simple AR overlays on images or 3D models in VR to understand their applications in education or entertainment.		2
		Week 15	Explore free online tools like Google Trends or Survey Monkey to gather insights on technology trends and customer preferences. Analyze data to identify areas for innovation and leverage technology for a competitive advantage in your industry.		2
			Total Practical -		30

## **Learning Resources**

### **Textbooks:**

### **Text Reading:**

1. "Information Technology for Management, 2ed Paperback – 1 January 2021 by Turban (Author), Volonino (Author), Wood (Author), O.P. Wali (Author), Edition - 2nd
2. Information Technology for Management, 12ed, An Indian Adaptation | New Paperback – 25 August 2022, by Efraim Turban; Carol Pollard; Gregory Wood; O.P. Wali (Author) Edition - 12ed,
3. Information Technology for Management: Advancing Sustainable, Profitable Business Growth Paperback – 1 January 2015 by Turban (Author), Volonino (Author), Wood (Author), O.P. Wali (Author), Publisher: Wiley Publication: 2015, Edition = 1st

## **Reference Book**

1. "E-Commerce 2023: Business, Technology, Society" Publisher : Pearson; 18th Edition (21 June 2023)  
Global Edition 18th Edition, Kindle Edition, Editions- 2nd

2. Computer Applications in Management: Integrating Technology and Business Strategies, by Dr. Subhash Kakkar, Mr. Rajeeva Kansal, jec publication, 13 April 2024

### **Online Resources/E-Learning Resources**

1. Innovation and Information Technology Management  
[https://onlinecourses.swayam2.ac.in/imb21\\_mg04/preview](https://onlinecourses.swayam2.ac.in/imb21_mg04/preview)
2. W3Schools - <https://www.w3schools.com/>
3. Excel learning and practice. With our hands-on approach - <https://excel-practice-online.com/>

## **COURSE CURRICULUM**

Name of the Program:		BBA		Semester- I		Level: UG	
Course Name		Business Communication- I		Course Code/Course Type		UBB106/SEC	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theor y	Practic al	Tutori al	Total Credits	Hours	CIA	ESA	Practical/Oral
2	1	-	3	4	40	60	-
Prerequisite: Knowledge of English							
Course Objectives (CO):		The objectives of Business Communication-I are: 1. Recall the overview of Prerequisites to Business Communication. 2. Recognize the basic mechanics of Grammar. 3. Apply an outline to effective Organizational Communication. 4. Analyze the nuances of Business communication. 5. Evaluate the correct practices of the strategies of Effective Business writing.					
Course Learning Outcomes (CLO):		Students would be able: 1. Comprehend paraphrasing, deciphering instructions, interpreting guidelines, and discussion boards. 2. Write error-free while making optimum use of correct Business Vocabulary and grammar. 3. Distinguish among various levels of organizational communication. 4. Analyze communication barriers while developing an understanding of Communication as a process in an organization. 5. Stimulate their Critical thinking by designing and developing clean and lucid writing skills.					

### **Course Contents/Syllabus:**

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Remedial Grammar-</b> Sentence &Tense, Voice, Narration, Parts of Speech; Modals; Concord; Articles; Infinitives.	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Words and Phrases:</b> Word formation. Synonyms and Antonyms; Homophones; Select vocabulary of about 500-1000 New words	<b>CLO-2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Fundamentals of Communication-</b> Defining communication, Process of communication, Communication Model, Objectives of communication, 7 Cs of Communication, Importance of Business Communication, Importance of Feedback	<b>CLO-3, 5</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Levels and Flow of Communication</b> Communication structure in the organization, Intra-personal, Interpersonal, Extra-personal, Organizational, and	<b>CLO-3</b>	<b>6</b>

Mass communication. . Upward, Downward, Lateral, Spiral		
<b>UNIT V</b>		
<b>Barriers to Effective Communication-</b> Physiological Barrier, Psychological Barrier, Socio-psychological Barrier Linguistic Barrier, Environmental Barrier, Ways to Overcome the Barriers	<b>CLO-4</b>	<b>6</b>
		<b>30</b>

### Practical Plan

Activity Number	Activity Title	Week Number	Details	CL O	Hours
1	<b>Self-introduction and goal-setting</b>	Week 1	1.1.Point to be taken care for introduction and Goal setting	1	2
		Week 2	1.2. Presentation by students	2	2
2	<b>Speech Mechanism- Respiratory Organs. Phonatory Organs. Articulatory Organs</b>	Week 3	2.1. Discussion about the function of speech mechanism		2
		Week 4	2.2.2Practice of use of Articulatory System		2
		Week 5	2.2.3. Practice of use of Articulatory System		2
3	<b>Information gap activities</b>	Week-6	3.1 Students will be given script to Listen.	3	2
		Week-7	3.2. Students listen to the teacher and fill in the boxes with appropriate dialogues.		2
4.	<b>Situational dialogues</b>	Week-8	4.1 Students will be assigned the situation to prepare script with partner.	4	2
		Week-9	4.2. Students will be act situation with partner with proper expression.		2
5	<b>Group Discussion</b>	Week10	5.1.The faculty will discuss the Do's and Don'ts of a group and show a video on it	5	2
		Week11	5.2. Students will form the group and prepare topic		2
		Week12	5.3 Students will form the group and prepare topic		2
6.	<b>Film Review</b>	Week13	6.1. Students will be given a movie clip to watch and write the review	5	2
		Week14	6.2. Students will present the reviews		2
7	<b>Viva</b>	Week15	Internal viva		2
Total					30

### Learning resources

1. Business Communication for Success, University of Minnesota Libraries Publishing, ISBN 13: 9781946135056



2. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
3. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
4. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
5. Gupta N., Jain K., Business Communication, Sahitya Bhawan Publications, 2022

### References:

1. J S Nesfield, English Grammar: Composition and Usage
2. Muralikrishna and S. Mishra, Communication Skills.

### Online Resources/E-Learning Resources

1. [https://r.search.yahoo.com/\\_ylt=AwrKDwRPBRVmn\\_sI\\_fG7HAx.;\\_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1712682447/RO=10/RU=https%3a%2f%2fwww.thinkonlinetraining.com%2fenglish%2ffunctional-skills%2flevel-1%2frevision%2f/RK=2/RS=vkbD.8yn4rIhNC081Sk1vd7W7yE-](https://r.search.yahoo.com/_ylt=AwrKDwRPBRVmn_sI_fG7HAx.;_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1712682447/RO=10/RU=https%3a%2f%2fwww.thinkonlinetraining.com%2fenglish%2ffunctional-skills%2flevel-1%2frevision%2f/RK=2/RS=vkbD.8yn4rIhNC081Sk1vd7W7yE-)

## COURSE CURRICULUM

Name of the Program:		BBA		Semester: I		Level: UG	
Course Name		Basics of Asanas		Course Code/ Course Type		UBB107/AEC	
Course Pattern		2025		Version		1.0	
Teaching Scheme				Assessment Scheme			
Theor y	Practic al	Tutoria l	Total Credits	Hours	CIA	ESA	Practical/Oral
-	1	-	1	2	50	-	-
Pre-Requisite: Knowledge of Business Environment, Basic Communication Skills							
Course Objectives (CO):			The objective of Yoga are: 1. Recall key terminology, concepts, and principles related to the history, philosophy, and practices of yoga. 2. Recognize different styles and traditions of yoga, along with their unique characteristics and emphasis on specific aspects of practice. 3. Apply techniques for integrating breath awareness and mindfulness into yoga practice to enhance physical, mental, and emotional well-being. 4. Analyze the alignment, engagement, and muscular activation required for different yoga asanas, assessing their impact on stability, flexibility, and strength. 5. Evaluate individual progress and development in yoga practice, including improvements in physical abilities, mental focus, and emotional resilience.				
Course Learning Outcomes (CLO):			Students would be able to: 1. Identify different types of yoga asanas, including standing, seated, balancing, and inversion poses. 2. Elaborate the benefits of practicing various yoga asanas on physical, mental, and emotional well-being. 3. Apply knowledge of proper breathing techniques (pranayama) to enhance the effectiveness of yoga asanas and deepen the practice. 4. Analyze personal progress and improvement in performing yoga asanas, including changes in strength, flexibility, and balance over time. 5. Evaluate the effectiveness of different yoga asanas in addressing specific physical or mental health concerns, such as stress relief, flexibility, or strength building.				

### Course Content/Syllabus

## Detailed Description

Practical No	Name of Practical	Week/Turn	Details about Topic Covered	CLOs	Hrs
1	Practical 1 Warm Up Preparations	Week-1	1. Meaning of Warm Up various Types of Warm Up Exercises	CLO1	2
		Week-2	2. Importance of Warm Up Exercises in Life		2
		Week-3	3. Performance of Warm Up Exercises		2
2	Asanas (Yoga Poses)	Week-1	1. Various Types of Asanas	CLO2	2
		Week-2	2. Learning the proper technique of various asanas		2
		Week-3	3. Performance of various asanas		2
3	Pranayama (Breath Control)	Week-1	1. Understanding various breath control exercises	CLO3	2
		Week-2	2. Performing various pranayama		2
		Week-3	3. Performing various pranayama		2
4.	Meditation and Mindfulness	Week-1	1. Performing Guided meditation	CLO4	2
		Week-2	2. Understanding the Role of Meditation in Mental wellness		2
		Week-3	3. Performing relaxation Exercises		2
5	Yoga Props and Cool Down Exercises	Week-1	1. Performing asanas with various Yoga Props	CLO5	2
		Week-2	2. Performing Cool down exercises and understanding their importance		2
		Week-3	3. Viva		2
Total			30 Hours		30

## Learning resources

- 1 Textbook of Human Nutrition, Anjana Agarwal and Shobha A. Udipti  
PDF Book Link - [https://www.vizagsteel.com/sports/HealthFitness\\_YOGA\\_Manual.pdf](https://www.vizagsteel.com/sports/HealthFitness_YOGA_Manual.pdf)  
<https://www.yogacirclestudio.com/wp-content/uploads/2015/03/Yoga-101-Poses-Guide.pdf>
- 2 Dietary guidelines for Indians a manual, NIN, ICMR, Hyderabad.
- 3 Handbook of foods and nutrition, Swaminathan m. (2017)
- 4 Nutrition science”, v edn, new age international (p) ltd, publishers, Srilakshmi. B, Chennai

## **COURSE CURRICULUM**

Name of the Program:		BBA		Semester : I		Level: UG	
Course Name		Applied Communication		Course Code/ Course Type		UEG101/AEC	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/ Oral
2	-	-	-	2	50	-	-
Pre-Requisite:							
Course Objectives (CO):				The objectives of Applied Communication are: 1. Recall basic knowledge of modern grammar. 2. Recognize Syntax of the English Language. 3. Apply familiarity with issues in Modern English Grammar. 4. Analyze common errors in English. 5. Evaluate focus on motivating students to express themselves in correct English.			
Course Learning Outcomes (CLO):				Students will be able to: 1. Measure a strong theoretical understanding on Modern grammar 2. Distinguish between acceptable and inappropriate grammar and usages, 3. Produce free use of expressions in writing, 4. Practice advanced forms of writing, and 5. Produce clarity and conciseness on writing			

## **Course Content/ Syllabus**

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT 1</b>		
<b>Basics:</b> Parts of Speech-Nouns, Articles, Pronouns, Adjectives, Adverbs, prepositions, Conjunctions, interjections. Forms of Be, Tenses, Reported speech, and their usage	<b>CLO1</b>	<b>06</b>
<b>UNIT 2</b>		
<b>Syntax:</b> Sentence, phrase, clause structures, coordination and subordination	<b>CLO2</b>	<b>06</b>
<b>UNIT 3</b>		

<b>Usage Issues in Modern English Grammar:</b> Punctuation, verb forms, Subject-verb agreement, Pronoun-Antecedent agreement, Auxiliaries, Adjective-Adverb Confusions	<b>CLO3</b>	<b>06</b>
<b>UNIT 4</b>		
<b>Common Errors in English:</b> Dangling construction, Parallel construction, American vs. British, Errors in common expressions, Errors by Non-Native students	<b>CLO4</b>	<b>06</b>
<b>UNIT 5</b>		
<b>Style and composition:</b> Emphasis, Clarity, Concision and Consistency, Forms of writing	<b>CLO5</b>	<b>06</b>
<b>Total Hours</b>		<b>30</b>

### Learning resources

#### Textbooks:

1. Green, David. 2014. Contemporary English Grammar—Structures and Composition. Hyderabad: Macmillan
2. Narayanaswamy, K. R. 2003. Success with Grammar and Composition. Hyderabad: Orient Longman

#### Reference Books:

1. Bas Aarts. 2011, Oxford Modern English Grammar. Oxford University Press, Oxford.

#### **Online Resources/E-Learning Resources**

1. [https://en.wikipedia.org/wiki/Modern\\_English](https://en.wikipedia.org/wiki/Modern_English)
2. <https://www.britannica.com/topic/English-language/Characteristics-of-Modern-English>

## MOOC Course Curriculum

Name of the Program:		BBA			Semester : II		Level: UG	
Course Name		Strategy for Social Media Brand and Sustainable Development			Course Code/ Course Type		UBB125 / MOOC	
Course Pattern		2025		Version		1.0		
Teaching Scheme					Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral	
4	-	-	4	4	40	60	-	
Pre-Requisite:								
Course Objectives (CO):		CO1: Understand the principles of social media marketing, strategic brand management, and sustainable development, and their interconnections. CO2: Analyze the effectiveness of various social media platforms, branding strategies, and sustainability models in achieving organizational goals. CO3: Evaluate global policies, ethical implications, and case studies to identify best practices for sustainable branding and marketing. CO4: Develop innovative and sustainable strategies for enhancing brand visibility, value, and social impact. CO5: Apply sustainable development principles to create comprehensive marketing and branding solutions that balance economic, social, and environmental goals.						
Course Learning Outcomes (CLO):		CLO1: Define the core concepts of social media marketing, branding, and sustainable development, identifying their role in modern business strategies. CLO2: Describe the relationship between branding, marketing, and sustainability, emphasizing their impact on consumer behavior and societal growth. CLO3: Analyze the success of branding and social media campaigns through real-world case studies, with a focus on sustainability and ethical considerations CLO4: Evaluate the outcomes of branding strategies and marketing campaigns, suggesting improvements to align them with sustainable development goals. CLO5: Design actionable, sustainable branding and marketing plans that integrate digital tools, creative strategies, and global sustainability frameworks.						

## Course Contents/Syllabus:

Descriptors/Topics	Weightage (%)	Hrs
<b>UNIT I</b>		
Introduction to Social Media Marketing Offered by Meta on Coursera		<b>19 Hrs</b>
<b>UNIT II</b>		
Introduction to Strategic Brand Management, Offered by the		<b>16 Hrs</b>



University of Minnesota on Coursera		
<b>UNIT III</b>		
The age of Sustainable Development, Offered by Columbia University		<b>35 Hrs</b>
<b>Total Hours</b>		<b>70 Hrs</b>

# **2<sup>nd</sup> Semester**



## COURSE CURRICULUM

Name of the Program:		BBA		Semester: II		Level: UG	
Course Name		Macro Economics		Course Code/ Course Type		UBB109/MAJM	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theor y	Practic al	Tutori al	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	
Pre-Requisite: Microeconomics, Quantitative Skills							
Course Objectives (CO):		The objectives of Macroeconomics course are: 1. Recall measures of economic performance 2. Recognize economic indicators to evaluate current economic conditions 3. Apply learnings to how markets function in a capitalistic society 4. Analyze the major perspectives on what determines performance of the overall economy and to analyze impacts on the economy 5. Evaluate the key approaches to macroeconomic policy and to develop skills to analyze impacts of policy actions and to evaluate the advantages and disadvantages of different policies					
Course Learning Outcomes (CLO):		Students would be able to: 1. Identify and use information related to economics 2. Elaborate general economic concepts and the ability to think critically in written/oral form 3. Apply knowledge of economics in a coherent and meaningful manner in business and policies 4. Analyze macroeconomic issues and their impact at the country level 5. Evaluate policies pertaining to macroeconomic issues and examine GML as an economic reform process					

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction Meaning and Scope of Macro Economics;</b> Concepts of National Income; GNP, NNP, NDP, Per Capita Income, Personal Income and Disposal Income; Methods and Difficulties in Measurement of National Income; Circular flow of National Income; Closed Economy (Two and Three Sector) and Open Economy Models (Four Sector Model). Inter Sectoral Linkages Macro Aggregates and Policy Interrelationships- Fiscal and Monetary Policies. Business and Government, Budget Analysis & presentation	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Consumption and Investment;</b> Says Law of Market; Theory of	<b>CLO 2</b>	<b>9</b>

Effective Demand; Consumption Function; Investment Function; Marginal Efficiency of Capital and Rate of Interest - Investment Multiplier		
<b>UNIT III</b>		
<b>Supply of Money;</b> Determinants of Money Supply, Velocity of Circulation of Money, RBI's Approach to Measurement of Money Supply, Demand for Money, Classical, Keynesian and Friedman's Approaches	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Macro-Economic Issues:</b> Economic Indicators Technology, Employment, Inflation and Poverty-Issues and Challenges Industrial Finance, Money Market and Capital market, The Great Depression of 1920s and lessons learnt, Global recession of 2008 and its impact on Indian business, The Euro crisis, WTO and its impact on Indian Agriculture and Textiles industry, Concepts of SEZs, EPZs, FTZs and EPCs	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Macro-Economic Environment</b> - Economic Transition in India, A quick Review – Globalization, Modernization & Liberalization (GML), Business and Government, Public-Private Participation (PPP), Industrial Finance, Foreign Direct Investment (FDIs)	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Macroeconomics: Principles, Problems, & Policies (Irwin Economics), Campbell McConnell, Stanley Brue, and Sean Flynn, 2010 edition
2. The Macro Economy Today (The McGraw-Hill Series in Economics), Bradley Schiller and Karen Gebhardt
3. Indian Economy (English, Paperback, Singhania Nitin), 3rd Edition

#### Reference Books:

1. ‘‘Macroeconomics’’: Principles and Tools (3rd Edition) by Arthur O’Sullivan, Steven M. Sheffrin, Publisher: Prentice Hall
2. Principles of Macroeconomics (7th Edition) by Karl E. Case, Ray C. Fair, Publisher: Prentice Hall
3. Blanchard, O. J., Faruquee, H., Das, M., Forbes, K. J., & Tesar, L. L. (2010 edition). The Initial Impact of the Crisis on Emerging Market Countries [with Comments and Discussion]. Brookings Papers on Economic Activity, 263-323

#### Online Resources/E-Learning Resources:

1. Learning Macroeconomics (<https://www.edx.org/learn/macroeconomics>)
2. Principles of Economics: Macroeconomics - The Big Picture (<https://www.coursera.org/learn/principles-of-economics-macroeconomics>)
3. Online Macroeconomics Textbook Resources (<https://www.thoughtco.com/online-macroeconomics-textbook-resources-1147693>)

## COURSE CURRICULUM

Name of the Program:		BBA		Semester: II		Level: UG	
Course Name		Principle of Finance		Course Code/ Course Type		UBB110/MAJM	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theo ry	Practical	Tutori al	Total Credit s	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite: - 12 <sup>TH</sup> PASS							
Course Objectives (CO):				<b>The objectives of Principal of finance are:</b> 1. Recall the fundamentals, various models, and agency problems of Corporate Finance. 2. Recognize techniques used for analyzing various long-term projects. 3. Apply comprehend of various capital structure techniques and selecting the best source of finance. 4. Analyze various dividend models and their applicability. 5. Gain a comprehensive understanding of working capital, including its meaning.			
Course Learning Outcomes (CLO):				<b>Students would be able to:</b> 1. Comprehend the different basic concept / Models of Corporate Finance and Corporate Governance 2. Comprehend the practical application of time value of money and evaluate long term investment decisions 3. Develop analytical skills to select the best source of capital, structure and leverage. 4. Comprehend the use and application of different models for firm’s optimum dividend pay-out. 5. Evaluate various sources of working capital finance to meet organizational needs.			

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Finance &amp; Corporate Finance:</b> Corporate Finance & its scope, Corporate Governance and Agency Problem, Time Value of Money. Sources of finance.	<b>CLO 1</b>	<b>09</b>
<b>UNIT II</b>		
<b>Investment and Financing Decision:</b> Concept of Opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital, Capital	<b>CLO 2</b>	<b>09</b>

Budgeting Decisions, Calculation of NPV and IRR.		
<b>UNIT III</b>		
<b>Financial Decision:</b> Capital Structure, Relevance and Irrelevancy theory, Leverage analysis – financial, operating and combined leverage along with its implications	<b>CLO 3</b>	<b>09</b>
<b>UNIT IV</b>		
<b>Dividend Relevance:</b> Factors affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies, Dividend Models: Walter and Gordon Model, Miller- Modigliani (MM) Hypothesis	<b>CLO 4</b>	<b>09</b>
<b>UNIT V</b>		
<b>Working Capital:</b> Meaning, Gross and net working capital, operating cycle Determinants of working capital requirement classification of working capital Sources of working Capital finance Management of cash receivable and inventory	<b>CLO 5</b>	<b>09</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### TextBooks:

1. "Principles of Corporate Finance" by Richard A. Brealey, Stewart C. Myers, and Franklin Allen: Latest edition: 2022
2. "Corporate Finance: Theory and Practice" by Aswath Damodaran: Latest edition: 2023
3. "Corporate Finance: Theory and Practice" by Rajnish Mehra: Latest edition: 2018

#### Reference Books:

1. "Financial Management: Principles and Practice" by Prasanna Chandra: Latest edition: 2020
2. "Financial Markets and Institutions" by Frederic S. Mishkin and Stanley Eakins: Latest edition: 2018
3. "Fundamentals of Financial Management" by R.P. Rustagi: Latest edition: 2021

### Online Resources/E-Learning Resources

1. <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/glossary/weighted-average-cost-of-capital>
2. <https://aits-tpt.edu.in/wp-content/uploads/2018/08/Capital-Budgeting.pdf>
3. <https://corporatefinanceinstitute.com/resources/valuation/time-value-of-money/>

## **COURSE CURRICULUM**

Name of the Program:		BBA		Semester : II		Level: UG	
Course Name		Organizational Behavior		Course Code/ Course Type		UBB111/MAJM	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theor y	Practic al	Tutori al	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	NA
Pre-Requisite: 12 <sup>th</sup> Std							
Course Objectives (CO):			The objectives of Organizational Behavior are: 1. Recall key organizational behavior terms for foundational understanding. 2. Recognize different communication skills vital for effective organizational interactions and team collaboration in diverse settings. 3. Apply theories to comprehend individual and group behavior in organizations. 4. Analyze ethical implications in organizational behavior theories and practices. 5. Evaluate leadership styles' influence on employee motivation and performance.				
Course Learning Outcomes (CLO):			Students would be able to: 1. Identify fundamental concepts and key terms in organizational behavior, recognizing their importance in understanding workplace dynamics. 2. Elaborate the theories and models essential for comprehending individual and group behavior within organizational settings. 3. Apply knowledge of group dynamics to enhance team performance and address challenges in organizational settings. 4. Apply knowledge of organizational structure, culture, and decision-making to navigate and adapt to organizational dynamics effectively. 5. Analyze organizational change processes, including types and resistance, to facilitate effective management of change within organizations.				

### **Course Contents/Syllabus:**

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction to Organizational Behavior:</b> Definition, Nature and Scope of Organizational Behavior. Importance of Studying Organizational Behavior. Historical Development of Organizational Behavior. Key Theoretical Perspectives. Disciplines that contribute to OB. Basic Models of Individual Behavior. Ethics in Organizational Behavior. Opportunities & Challenges in OB.	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Unit 2: Individual Behavior in Organizations:</b> Defining Perception, Basic elements of Perception, Perceptual Organization, and Social Perception. Defining Personality, Key assumption, Determinants, Personality theories, Self-esteem & Self- Awareness.	<b>CLO 2</b>	<b>9</b>

Measures of personality. Defining Learning, Understanding the Learning theories, Using Learning principles in Training. Defining Attitudes, Key Elements & Characteristics of Attitudes. Attitude Formation & Changes. Attitudes in the workplace. Understanding Emotions. Managing emotions at the workplace. Defining Motivation. The motivation process, types and theories.		
<b>UNIT III</b>		
<b>Unit 3: Group Dynamics:</b> Understanding Groups and Teams. Group Formation and Development. Group think and shift. Types of teams; Creating team players from individuals building and team based work (TBW). Communication within Teams. Defining Power, Source of Power & Empowerment. Understanding Leadership Concept & Theories. Leader vs Manager. Approaches to Leadership. Managerial Grid. Team Decision Making. Virtual Teams and Challenges. Problems in team work.	<b>CLO3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Unit 4: Organizational Structure and Culture:</b> Definition and Dimensions of Organizational Structures. Complexity, Formalization, centralization & System Perspective. The Life-cycle perspective. Defining Culture and its impact on individuals. Levels of Culture. Organizational culture & its Dimension. Creating, sustaining and transmitting cultures. Politics in Organizations. Organizational Change and Adaptation. Organizational Decision Making.	<b>CLO4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Unit 5: Organizational Change:</b> Definition and Types of Change. Managing & Resistance to Change. Strategies for addressing resistance to change. The Change process. Change Management Models. Organizational Culture Change. Innovation and Change. Leadership in Change Management. Communication Strategies for Change. Employee Engagement during Change.	<b>CLO5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. "Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge, Pearson; 19th edition (3 January 2022).
2. "Organizational Behavior: An Evidence-Based Approach" by Fred Luthans and Brett C. Luthans, Information Age Publishing; 14th edition (30 January 2021).
3. "Organizational Behavior: Improving Performance and Commitment in the Workplace" by Jason Colquitt, Jeffery LePine, and Michael Wesson, McGraw-Hill Education; 8th edition (30 March 2022).

#### Reference Books:

1. "Organizational Behavior: Securing Competitive Advantage" by John A. Wagner III and John R. Hollenbeck, Routledge; 3rd edition (30 December 2020).
2. "Organizational Behavior: Science, The Real World, and You" by Debra L. Nelson and James Campbell Quick, South-Western College Publishing; 8th edition (11 February 2012).
3. "Leading Change", John P. Kotter, Harvard Business Review Press, 2022

#### Online Resources/E-Learning Resources

1. "Managing Change" by University of British Columbia (edX).
2. "Change Management and Innovation" by Australian National University (edX).
3. "Leading Change in Organizations" by University of Illinois at Urbana-Champaign (Coursera).

## COURSE CURRICULUM

Name of the Program:		BBA		Semester: II		Level: UG	
Course Name		Business Statistics		Course Code / Course Type		UBB112 / MAJM	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical / Oral
3	-	-	3	3	40	60	-
Pre-Requisite: 12 <sup>th</sup> Std							
Course Objectives (CO):			The objectives of Business Statistics are: 1. Recognize the different basic concepts/fundamentals of business statistics. 2. Analyze the importance of measures of Descriptive statistics, including measures of central tendency, Measures of Dispersion, Correlation, and Regression analysis and their implication on Business performance. 3. Apply the concept of Probability and its usage in various business applications. 4. Recall the Hypothesis Testing concepts and use inferential statistics- t, F, Z Test, and Chi Square Test. 5. Analyze the practical application of correlation and regression analysis.				
Course Learning Outcomes (CLO):			Students would be able to: 1. Gain Knowledge of basic concepts / fundamentals of business statistics. 2. Analyze various measures of central tendency, Measures of Dispersion, and their implication on Business decisions. 3. Apply basic concepts of probability and perform probability theoretical distributions 4. Apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test 5. Perform correlation and regression analysis and take economically relevant decisions.				

### **Course Contents/Syllabus:**

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction to Business Statistics:</b> Meaning, Scope, types, functions, and limitations of statistics, Descriptive vs. inferential statistics. Importance of statistics in business management. Types of data and scales of measurement. Frequency distributions, Data Visualizations, Data collection methods and sampling techniques.	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Measures of Central tendency:</b> Mean, Median, Mode, Arithmetic mean, Geometric mean, Weighted mean, Harmonic mean, trimmed mean and Winsorised mean. Quantiles, Interquartile range. <b>Measures of Dispersion:</b> Range, Mean absolute deviation, Variance, Standard deviation, Covariance, Coefficient of Variation, Skewness and Kurtosis.	<b>CLO 2</b>	<b>9</b>





UNIT III		
<b>Probability concepts:</b> Types of Event and probabilities; Properties of probability Theory of Probability, Addition and Multiplication Law, unconditional and conditional probabilities; joint probability; total probability rule; updated probability using Bayes' formula; counting problems using factorial, combination, and permutation concepts. Probability Distributions: Binomial, Poisson and Normal	<b>CLO 3</b>	<b>9</b>
UNIT IV		
<b>Hypothesis Testing:</b> Meaning, Steps of Hypothesis testing, Null and Alternative Hypotheses; One tailed and two tailed test of Hypothesis, Type I and Type II errors; Confidence Interval and significance level and p-value, Statistically and economic significance of business decision. Testing of Hypothesis: Identify the appropriate test statistics, Test statistics, (t, F, Z Test and Chi Square Test), Parametric and non-parametric tests	<b>CLO 4</b>	<b>9</b>
UNIT V		
<b>Correlation and Regression Analysis:</b> Correlation Analysis-Introduction, Importance of correlation Analysis, Types of correlation, linear and non -linear correlation, Measures of correlation scatter diagram method, Karl Pearson's co-efficient of correlation, Spearman's Co-efficient of Rank Correlation. Regression Analysis- Difference between correlation and regression, Simple Linear Regression Basics, Estimating the Regression Line, Regression Equation, Analysis of Variance ANOVA	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### **Text Books**

1. "Fundamentals of Statistics" by S. C.Gupta , Himalaya Publishing, 8th-Ed. - 2024-25
2. "Business Statistics" by N D Vohra, TATA McGrawHill, 2nd-Ed. – 2021
3. Business Statistics: A First Course, David M. Levine, Kathryn A. Szabat, David F. Stephan, Pearson, 8th Edition
4. Business Statistics: Concepts and Applications, V.K. Kapoor, Sultan Chand & Sons, 8th Edition

#### **Reference Books**

1. "Statistics for Managers" by Chandrasekaran & Umaparvathi, PHI., 1st Ed. - 2021
2. Business Statistics Using Excel, David Whigham, Oxford University Press, 2nd Edition
3. Introductory Business Statistics, Alexander Holmes, Barbara Illowsky, Susan Dean, OpenStax, 1st Edition

#### **Online Resources/E-Learning Resources:**

- <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>



## COURSE CURRICULUM

Name of the Program:		BBA		Semester: I		Level: PG	
Course Name		Basics of Artificial Intelligence		Course Code/ Course Type		UBB114/MAJM	
Course Pattern		2026		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA (End Semester Assessment)	Practical/Oral
3	-	-	3	3	40	60	-
Pre-Requisite: None							
Course Objectives (CO):		The objectives of Fundamentals of Management course are: 1. Introduce fundamental concepts, history, and foundations of Artificial Intelligence. 2. Develop an understanding of classical AI problem-solving and search techniques. 3. Explain knowledge representation methods and reasoning techniques used in intelligent systems. 4. Familiarize learners with basic machine learning algorithms and neural network concepts. 5. Enable learners to understand real-world AI applications, tools, ethical concerns, and future prospects.					
Course Learning Outcomes (CLO):		Students would be able to: 1. Describe fundamental AI concepts, terminology, and applications across domains. 2. Apply common search techniques to solve structured AI problems. 3. Demonstrate understanding of knowledge representation structures and reasoning mechanisms. 4. Explain basic machine learning approaches, algorithms, and neural network fundamentals. 5. Evaluate AI tools, real-world applications, ethical issues, and technological trends.					

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction:</b> Definition and evolution of AI, Foundations, goals, and applications of AI, Types of AI: Weak AI, Strong AI, Super AI, AI vs Machine Learning vs Deep Learning Intelligent agents: Structure, types, environments, Real-world AI case studies (Healthcare, Finance, Manufacturing, Business, Education, Retail)	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Problem formulation:</b> State space, operators, goal test, Uninformed search: Breadth-first search (BFS), Depth-first search (DFS), Depth-limited search, Iterative deepening; Informed search: Heuristic functions, Best-first search,	<b>CLO 2</b>	<b>9</b>

A* search; Local search: Hill climbing, simulated annealing, Introduction to Constraint Satisfaction Problems (CSP)		
<b>UNIT III</b>		
<b>Knowledge Representation and Reasoning:</b> Approaches to knowledge representation: Semantic networks, Frames, Production rules, Ontologies; Logical reasoning: Propositional logic, Predicate logic, Inference using forward and backward chaining; Expert systems: Architecture, knowledge base, inference engine; Applications of knowledge-based systems	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Machine Learning and Neural Networks:</b> Introduction to Machine Learning: Data, features, training/testing, Supervised learning: Regression basics, Classification (KNN, Decision Trees, Naive Bayes); Unsupervised learning: Clustering (K-means), Dimensionality reduction basics; Reinforcement learning concepts; Neural Networks: Perceptron model, Activation functions, Feedforward networks, Basic introduction to Deep Learning (CNN, RNN concepts)	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>AI tools:</b> Python ecosystem (NumPy, Pandas, Scikit-learn), Introduction to TensorFlow / PyTorch (conceptual), No-code AI platforms (Google Teachable Machine, AutoML); AI applications across industries; Ethical, legal, and societal issues in AI: Bias, fairness, transparency, explainability, Data privacy and security; Future directions of AI: Autonomous systems, AI governance, Human-AI collaboration, AGI and emerging innovations	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources Textbooks:

1. **Russell, S. & Norvig, P.** – *Artificial Intelligence: A Modern Approach*, Pearson.
2. **Elaine Rich, Kevin Knight & Shivashankar B. Nair** – *Artificial Intelligence*, McGraw Hill.
3. **Tom M. Mitchell** – *Machine Learning*, McGraw Hill.

### Reference Books:

1. **Nils J. Nilsson** – *Principles of Artificial Intelligence*, Morgan Kaufmann.
2. **Ian Goodfellow, Yoshua Bengio & Aaron Courville** – *Deep Learning*, MIT Press.
3. **Dan W. Patterson** – *Introduction to Artificial Intelligence & Expert Systems*, PHI.
4. **Ethem Alpaydin** – *Introduction to Machine Learning*, MIT Press.

### Online Resources/E-Learning Resources:

1. **Google AI Learning:** <https://ai.google/education>
2. **Microsoft Learn – AI:** <https://learn.microsoft.com/en-us/ai/>
3. **Coursera – AI for Everyone (Andrew Ng)**
4. **edX – Introduction to Artificial Intelligence**
5. **Kaggle:** Hands-on machine learning with datasets
6. **IBM Watson AI Tutorial**



## COURSE CURRICULUM

Name of the Program:		BBA		Semester- II		Level: UG	
Course Name		Business Communication- II		Course Code/Course Type		UBB113/ AEC	
Course Pattern		2025		Version		1.0	
Teaching Scheme				Assessment Scheme			
Theor y	Practic al	Tutori al	Total Credits	Hours	CIA	ESA	Practical/Oral
3	0	-	3	3	40	60	-
Prerequisite: 12th Pass							
Course Objectives (CO):		The objectives of Business Communication II: 1. Recall the importance of effective communication strategies in business settings. 2. Recognize the impact of cultural diversity on workplace dynamics and communication. 3. Apply active listening techniques to enhance interpersonal communication skills. 4. Analyze communication barriers and develop strategies for overcoming them in a team environment. 5. Recall the fundamentals of conflict resolution and apply them in real-world scenarios.					
Course Learning Outcomes (CLO):		Students would be able to: 1. Recognize and rectify common grammatical mistakes, both in one's own writing and in the writing of others. 2. Apply the different writing styles like descriptive, argumentative etc. 3. Develop good technical documents for presentations or disseminating technical documents. 4. Tailor writing to suit specific audiences, considering tone, language, and generic formats/templates of technical writing. 5. Apply critical thinking skills to present data and draw meaningful conclusions					

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Constituents of Business Communication:</b> Requisites of Sentence Construction, Paragraph Development: Different elements of a paragraph, Techniques and Methods- Inductive, Deductive, Spatial, Linear, Chronological etc; The Art of Condensation-various steps. Paragraph Writing,	<b>CLO-1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Effective Writing Skills:</b> Elements and Principles of effective writing, Forms of written communication; Formal and Informal, Business Letters: Definition, Elements and Layouts, Types; Sales, Credit letters, Claim, Adjustment Letters etc.	<b>CLO-2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Formal Communication:</b> Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive	<b>CLO-3</b>	<b>9</b>



letter, Proposal, Report Writing.		
<b>UNIT IV</b>		
<b>Business Reports:</b> Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening , Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills,	<b>CLO-4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Presentation: Strategies &amp; Techniques</b> Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary	<b>CLO-5</b>	<b>9</b>
<b>Total</b>		<b>45</b>

### Learning resources

1. Business Communication for Success, University of Minnesota Libraries Publishing, ISBN 13: 9781946135056
2. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
3. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
4. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
5. Gupta N., Jain K., Business Communication, Sahitya Bhawan Publications, 2022

### **References:**

1. J S Nesfield, English Grammar: Composition and Usage
2. Muralikrishna and S. Mishra, Communication Skills.

### **Online Resources/E-Learning Resources**

1. [https://r.search.yahoo.com/\\_ylt=AwrKDwRPBRVmn\\_sI\\_fG7HAX.;\\_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1712682447/RO=10/RU=https%3a%2f%2fwww.thinkonlinetraining.com%2fenglish%2ffunctional-skills%2flevel-1%2frevision%2f/RK=2/RS=vkbD.8yn4rIhNC081Sk1vd7W7yE-](https://r.search.yahoo.com/_ylt=AwrKDwRPBRVmn_sI_fG7HAX.;_ylu=Y29sbwNzZzMEcG9zAzIEdnRpZAMEc2VjA3Ny/RV=2/RE=1712682447/RO=10/RU=https%3a%2f%2fwww.thinkonlinetraining.com%2fenglish%2ffunctional-skills%2flevel-1%2frevision%2f/RK=2/RS=vkbD.8yn4rIhNC081Sk1vd7W7yE-)



## COURSE CURRICULUM

Name of the Program:		BBA		Semester : II		Level: UG	
Course Name		Kautilya Arthashastra		Course Code/ Course Type		UBB117	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
1	-	-	1	1	50	-	-
Pre-Requisite		: 12th PASS					
Course Objectives (CO):		The objectives of ( <b>Kautilya’s Arthashastra</b> ) are: 1. Recall the historical and cultural roots of Indian education. 2. Recognize the contributions of Kautilya to the field of statecraft and governance. 3. Apply knowledge of the sources of income for the state and the collection of revenue. 4. Analyze the role of treaties in stabilizing the State critically. 5. Recognize the Law of Inheritance and assimilate knowledge about it.					
Course Learning Outcomes (CLO):		Students would be able to: 1. Comprehend about the ancient fundamentals about political and economic constituents, which will frame out a basic land of understanding the modern trends. 2. Elaborate the role of treaties which deals with the science of Governance and dimensions about the present socio-economic and political rules and regulations of the state. 3. Apply division of inheritance and sorting out the disputes arising out of Inheritance. 4. Analyze the Economic dimensions and comprehend the entire Mechanism of revenue collections and apply them in Modern context of the state. 5. Comprehend methods of creating wealth for the State by combining the powers and using treaties in the welfare of state.					

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
Various disciplines of Indian Education System, Introduction to the Arthashastra Place of Kautilya Arthashastra among them	<b>CLO 1</b>	<b>3</b>
<b>UNIT II</b>		



Importance of science dealing with Economics - Introduction to Tantrayuktis – The methods of preparing a compendium, tools and techniques of writing a compendium. Governance Procedure- Appointment of the ministers, duties of Government superintendents, treasury, spies, royal writ, punishment- Vakparushya and Dandaparushya;	<b>CLO 2</b>	<b>3</b>
<b>UNIT III</b>		
Laws of Inheritance – Determination of forms of Agreements, determination of legal disputes, Division of inheritance, Distinction between sons Special shares in inheritance,	<b>CLO 3</b>	<b>3</b>
<b>UNIT IV</b>		
Economic Dimension- Body of income of the state, collection of revenue, duties of a Chamberlin (koshadhyksha), forty ways of embezzlement of the revenue, punishment for the embezzlement of revenue, expenditure, Loss and Profit, Keeping up the Accounts, Recovery of Debts, Deposits of the state, Resumption of the gifts, Remission of Taxes	<b>CLO 4</b>	<b>3</b>
<b>UNIT V</b>		
<b>Political Dimension-</b> Six-fold Policy- War, Combination of Powers, Agreement of Peace with or without definite terms, Double Policy, Circle of States, Conduct of Corporations, Secret means, Plan of treatise, Defence and Warfare: Planning of different Vyuhās in War	<b>CLO 5</b>	<b>3</b>
<b>Total Hours :</b>		<b>15</b>

### **Learning resources Textbooks:**

1. Kautilya. (2005). *Arthashastra of Kautilya* (T. Ganapati Shastri, Ed.). Chaukhambha Surbharti Prakashana.
2. Kautilya. (2013). *Arthashastra of Kautilya* (Sri Vacaspati Gairola, Ed.). Chaukhambha Vidyabhavan.
3. Boesche, R. (2021). *The First Great Political Realist: Kautilya and His Arthashastra* (Updated ed.). Oxford University Press.
4. Sen, A. (2022). *Economic Thought in Ancient India: Insights from the Arthashastra* (Revised ed.). Routledge.

### **Reference Books:**

1. Kautilya. (1992). *The Arthashastra* (L. N. Rangarajan, Trans.). Penguin Books. (Still the most cited modern English reference; no newer edition published after 2020.)
2. Mishra, S. (2021). *Kautilya's Arthashastra: Economic Governance, Statecraft, and Strategy* (New ed.). Jaico Publishing House.
3. Balakrishnan, R. (2023). *Kautilya's Economic & Administrative Principles for Modern Governance*. Sage Publications India.
4. Rao, V. (2022). *Reinterpreting Kautilya: Leadership, Strategy, and Public Policy in the 21st Century*. Routledge.
5. Sharma, N. (2024). *State, Economy, and Governance: Contemporary Readings of the Arthashastra*. Bloomsbury India.

### **Online Resources/E-Learning Resources**

1. Navi. (2023). *Sources of Public Revenue*. <https://navi.com/blog/sources-of-public-revenue/>
2. Corporate Finance Institute. (2023). *Revenue Streams Explained*. <https://corporatefinanceinstitute.com/resources/accounting/revenue-streams/>
3. NPTEL. (2023). *Indian Economic Development and Governance* (IIT/IIM faculty lectures). <https://nptel.ac.in>
4. SWAYAM. (2022). *Governance and Public Policy in India* (UGC MOOCs). <https://swayam.gov.in>
5. Harvard Business School Online. (2023). *Economics for Managers*. <https://online.hbs.edu>

6. MIT OpenCourseWare. (2023). *Economic Systems and Public Policy*. <https://ocw.mit.edu>

## COURSE CURRICULUM

Name of the Program:		BBA		Semester: 2		Level: UG	
Course Name		Stress Management & Work Life Balance		Course Code/ Course Type		UBB126 / VAC	
Course Pattern		2024		Version		1.0	
Teaching Scheme							
Assessment Scheme							
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
1	1	-	2	3	50		
Pre-Requisite: 12 <sup>TH</sup> PASS							
Course Objectives (CO):		The objectives of Stress Management & Work Life Balance are: 1.Understand the physiological and psychological effects of stress on the body and mind, and learn techniques to recognize and manage stressors effectively. 2.Develop practical skills for setting boundaries and prioritizing tasks to achieve a healthy work-life balance, enhancing overall well-being and productivity. 3.Explore various relaxation techniques, such as mindfulness, deep breathing exercises, and progressive muscle relaxation, to alleviate stress and promote mental clarity. 4.Learn strategies for time management and organization to reduce overwhelm and increase efficiency in both professional and personal life. 5.Cultivate resilience and adaptive coping mechanisms to navigate challenges and setbacks effectively, fostering a more balanced and fulfilling lifestyle.					
Course Learning Outcomes (CLO):		Students would be able to: 1. By the end of the course, students will be able to identify common sources of stress in both professional and personal life and demonstrate an understanding of their impact on overall well-being. 2.Students will acquire a diverse toolkit of stress management techniques and be able to apply them effectively in real-life situations to reduce stress levels and enhance resilience. 3.Upon completion of the course, students will demonstrate improved abilities in time management, prioritization, and boundary-setting, leading to a more balanced and fulfilling work-life dynamic. 4.Through experiential learning activities and reflective exercises, students will develop self-awareness regarding their own stress triggers and coping mechanisms, enabling them to make informed choices to maintain equilibrium. 5.Students will gain insight into the connection between stress management and productivity, and be able to apply evidence-based strategies to optimize performance while maintaining a healthy work-life balance.					

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Meaning and nature of stress:</b> Difference between eustress and distress; Frustration, conflict and pressure; Meaning of stressors; common stressors at work place: Stressors unique to age and gender.	<b>CLO 1</b>	<b>3</b>



UNIT II		
<b>Cognitive appraisal of stress:</b> General adaptation to stress; Consequences of stress; Physiological and psychological changes associated with the stress response. Stress and Memory; Stress and Other Cognitive Variables; Stressful environmental conditions on performance.	<b>CLO 2</b>	<b>3</b>
UNIT III		
<b>Behavioural aspects of Stress:</b> Adaptive and Maladaptive Behaviour; Individual and Cultural Differences: Sources of Stress- Across the Lifespan; College and Occupational Stress.	<b>CLO 3</b>	<b>3</b>
UNIT IV		
<b>Stress Intervention:</b> Performance and Stress Intervention- The relationship between stress and performance; Stress intervention – interpersonal, Management Standards and Management Competencies.	<b>CLO 4</b>	<b>3</b>
UNIT V		
<b>Preparing for the Future:</b> Care of the Self: Nutrition and Other Lifestyle Issues: Stress reduction practices: Time management; Exercise; Relaxation techniques; yoga; meditation.	<b>CLO 5</b>	<b>3</b>
<b>Total Hours</b>		<b>15</b>

### Practical Plan

Activity Number	Activity Title	Week Number/ Turn	Details	CLO	Hours
1	Practical 1: Introduction to stress	Week 1	1.1 Hands Stretching	CLO1	2
		Week 2	1.2 Legs stretching.		2
		Week 3	1.3 Meditation		2
2.	Practical 2	Week 4	2.1 Meditation	CLO 2	2
		Week 5	2.2 Going for a walk		2
		Week 6	2.3 Going for a walk		2
3.	Practical 3	Week 7	3.1 Yoga	CLO 3	2
		Week 8	3.2 Exercise		2
		Week 9	3.3 Fun and Laugh		2
4.	Practical 4	Week 10	4.1 Muscles activity	CLO 4	2
		Week 11	4.2 Muscles activity		2
		Week 12	4.3 Deep breathing		2
5.	Practical 5	Week 13	5.1 Positive self-talk	CLO 5	2
		Week 14	5.2 Positive self-talk		2
		Week 15	5.3 Creativity		2
<b>TOTAL</b>					<b>30</b>

## **Learning resources**

### **Textbooks:**

1. "The Relaxation and Stress Reduction Workbook" by Martha Davis, Elizabeth Robbins Eshelman, and Matthew McKay
2. "The Power of Full Engagement: Managing Energy, Not Time, Is the Key to High Performance and Personal Renewal" by Jim Loehr and Tony Schwartz
3. "Burnout: The Secret to Unlocking the Stress Cycle" by Emily Nagoski and Amelia Nagoski

### **Reference Books:**

1. "The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich" by Timothy Ferriss
2. "Essentialism: The Disciplined Pursuit of Less" by Greg McKeown
3. "Mindfulness for Beginners: Reclaiming the Present Moment and Your Life" by Jon Kabat-Zinn

### **Online Resources/E-Learning Resources**

1. <https://olc.aero/course/work-life-balance-and-stress-management/>
2. <https://www.worktolive.info/work-life-balance-classes>
3. <https://www.simsblr.ac.in/download/online-journal/work-life-balance1.pdf>

## COURSE CURRICULUM

Name of the Program:		Minor Course offered by SOM		Semester: # II/ *IV		Level: UG	
*: Courses offered for B Tech, B Design #: Courses offered for B Sc, BBA, Media, Management & Liberal Arts							
Course Name		Micro-Economics		Course Code / Course Type		USMFE101 / FE Minor1	
Course Pattern		2025		Version		1.0	
Teaching Scheme				Assessment Scheme			
Theor y	Practic al	Tutori al	Total Credits	Hour s	CIA	ESA	Practical/Oral
2	-	-	2	2	20	30	-
Pre-Requisite: None							
Course Objectives (CO):		The objectives of Micro Economics are: 1. Recall fundamental concepts, principles, and scope of Micro Economics. 2. Familiarize students with demand and supply theory, including demand functions, supply concepts, elasticity of demand, market equilibrium, and exceptions to economic laws. 3. Enable students to understand consumer behavior theory, including concepts of consumer choice, preferences, income, and demand forecasting methods. 4. Provide students with an understanding of the theory of production and cost, encompassing production functions, cost structures, producer's equilibrium, and economies of scale. 5. Analyze various market structures such as perfect competition, monopoly, monopolistic competition, and oligopoly.					
Course Learning Outcomes (CLO):		Students would be able to: 1. Demonstrate a clear understanding of Micro Economics concepts, principles, and their applications in real-world economic scenarios. 2. Apply economic principles to analyze and interpret demand, supply, and market equilibrium, facilitating informed decision-making in managerial contexts. 3. Develop the ability to evaluate consumer behavior patterns, forecast demand trends, and assess the impact of market changes on consumer preferences and purchasing decisions. 4. Analyze production processes, cost structures, and economies of scale, enabling them to optimize resource utilization and enhance business efficiency. 5. Gain insight into various market structures and their characteristics, allowing them to analyze market dynamics.					

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		

<b>Basic Concepts and Principles-</b> Introduction, definition, and scope of Micro Economics, Basic assumptions in Micro-Economics, Types of Economic Analysis, Economic Principles relevant to managerial Decisions, Relationship of Business Economics with other disciplines	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Theory of Demand and Supply-</b> Introduction to demand, Demand function, Demand schedule, Law of Demand and supply, Exceptions to the law of demand. Elasticity of demand (price elasticity, income elasticity and cross elasticity)	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Theory of Consumer Behavior and Demand Forecasting-</b> Introduction and concept of consumer choice, consumer preferences, consumer income, and Consumer Surplus, Introduction and meaning of demand forecasting, Methods of demand forecasting	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Theory of Production and Cost:</b> Introduction and concept of production theory, production function, production function with one variable input, Production function with two variable input, Types of cost, cost in short run, Cost in long run, Break even analysis, Economies of scale.	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Market and Market Structure:</b> Introduction, Meaning and types of Market and Market structure, Perfect and Imperfect Competition (Monopoly, Duopoly, Oligopoly and Monopolistic competition) and their features.	<b>CLO 5</b>	<b>6</b>
<b>Total Hours</b>		<b>30</b>

## Learning resources

### **Text Books**

1. "Microeconomics: Theory and Applications" by D.N. Dwivedi (Publication: Vikas Publishing House, Edition: 5th, Year: 2019)
2. "Principles of Microeconomics" by S. Chand (Publication: S. Chand Publishing, Edition: 8th, Year: 2021)

### **Reference Books**

1. "Microeconomic Theory: Basic Principles and Extensions" by Soumyen Sikdar (Publication: Cengage Learning India Pvt Ltd, Edition: 4th, Year: 2020)
2. "Microeconomics: An Introduction" by M. L. Jhingan (Publication: Vrinda Publications Pvt. Ltd., Edition: 9th, Year: 2017)
3. "Microeconomics: Theory with Applications" by Bhatia B.D. (Publication: Ane Books Pvt Ltd, Edition: 2019)
4. "Managerial Economics & Business Strategy" by Michael R. Baye and Jeff Prince (Publication: McGraw-Hill Education, Edition: 9th, Year: 2021)
5. "Microeconomics" by David Besanko and Ronald R. Braeutigam (Publication: Wiley, Edition: 5th, Year: 2019)
6. "Microeconomic Theory: Basic Principles and Extensions" by Walter Nicholson and Christopher M. Snyder (Publication: Cengage Learning, Edition: 12th, Year: 2016)



### **Online Resources/E-Learning Resources:**

- [https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles\\_of\\_Management\\_Economics\\_15497.pdf](https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Management_Economics_15497.pdf)
- [https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem\\_1/DEECO515\\_MANAGEMENTAL\\_ECONOMICS.pdf](https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem_1/DEECO515_MANAGEMENTAL_ECONOMICS.pdf)