KG COLLEGE OF ARTS AND SCIENCE

Autonomous Institution | Affiliated to Bharathiar University

Accredited with A++ Grade by **NAAC**

ISO 9001:2015 Certified Institution

KGiSL Campus, Saravanampatti, Coimbatore – 641 035

Regulations 2025-26 for Undergraduate Programme

Learning Outcomes Based Curriculum Framework - (LOCF) model with Choice Based Credit System (CBCS)

Programme: Bachelor of Business Administration with Computer Applications (B.B.A.CA)

Programme Code: BBC

(Applicable for the Students admitted during the academic year 2025 - 26 onwards)

Eligibility

The student should have passed the Higher Secondary Examination.

(As per the eligibility condition given Ref. BU/R/B3-B4/Eligibility Condition/7960/2025 dated 08/05/2025).

- The candidate should furnish Equivalence certificate other than those from the Tamil Nadu Higher Secondary Examination Board and CBSE Board.

- The upper age limit for admission will be 21 years (as on 1st July 2025). The principal can relax up to three years based on merit. A relaxation of 5 years is permitted for Physically Challenged as per G.O. Ms. No. 239, dated 03.09.1993.

Program Learning Outcomes (PLOs)

The successful completion of B. B.A.CA Programme shall enable the students to:

PLO1	Develop proficiency in critical analysis and problem-solving across Production, Finance, Human Resources, Marketing, and Systems for the contemporary business world.
PLO2	Equip students with a diverse skill set, including decision-making, leadership, research, innovative thinking, and teamwork, to effectively utilise Business Management tools in both industry and entrepreneurial ventures.
PLO3	Apply and effectively communicate business strategies, and make ethical decisions, complying social responsibility.
PLO4	Graduates will possess robust skills through lifelong learning for ever-changing Business Environment.
PLO5	Graduates will leverage digital fluency to implement sustainable solutions emphasising the responsible use of technology to maximise societal impact.

B.B.A.CA
Distribution of Credits and Hours for all the Semesters

Part	Course Category	No. of Courses	Hours		Credits		Total Credits	Semester
I	Language –I	4	4 X 4	16	4 X 3	12	12	1 - 4
II	Language-II	4	4 X 4	16	4 X 3	12	12	1 - 4
III	Core Theory (6 hrs./week)	7	7 X 6	42	7 X 4	28	100	2, 3, 5, 6
	Core Theory (5 hrs./week)	6	6 X 5	30	6 X 4	24		1, 4, 5, 6
	Core Theory (4 hrs./week)	3	3 X 4	12	3 X 3	9		2 , 5
	Core Lab (4 hrs./week)	4	4 X 4	16	4 X 2	8		1, 2,3,4
	Allied Theory	4	4 X 4	16	4 X 3	12		1, 2. 3,4
	Elective	2	2 X 5	10	2 X 3	6		5 , 6
	Project	1	1 X 6	6	1 X 5	5		6
	Internship (IT)	1	-	-	1 X 2	2		5
	Skill Enhancement (SEC)	3	3 X 2	6	3 X 2	6		3, 4, 6
IV	Foundation Course (FC)	2	2 X 2	6	3 X 2	6	14	1, 2
	Foundation Course (FC)	1	-	-	1 X 2	2		3
	Ability Enhancement Compulsory Course(AECC)	3	3 X 2	6	3 X 2	6		1, 2, 4
	Ability Enhancement Compulsory Course(AECC) - Online Course - MOOC	1	-	-	1 X 2	2		3
V	Liberal Arts (Extra-Curricular & Co-Curricular)	-	-	-	2	2	2	4
	Total	**47**		**180**		**140**	**140**	-

Consolidated Semester wise and
Component wise Hours and Credits Distribution

Semester	Part I		Part II		Part III		Part IV		Part V		Total	
	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	**Hrs.**	**Credits**
I	4	3	4	3	18	13	4	4	-	-	**30**	**23**
II	4	3	4	3	18	12	4	4	-	-	**30**	**22**
III	4	3	4	3	22	15	-	4	-	-	**30**	**25**
IV	4	3	4	3	20	15	2	2	-	2	**30**	**25**
V	-	-	-	-	30	23	-	-	-	-	**30**	**23**
VI	-	-	-	-	30	22	-	-	-	-	**30**	**22**
Total	**16**	**12**	**16**	**12**	**138**	**100**	**10**	**14**	**-**	**2**	**180**	**140**

B.B.A. CA Curriculum

Semester – 1									
Course Code	**Part**	**Course Category**	**Course Name**	**Hrs./ Week**	**Examination**				**Credits**
					Duration in hrs.	**Max. Marks**			
						CIA	**ESE**	**Total**	
25TAM11L	I	Language - I	Tamil - I	4	3	25	75	100	3
25HIN11L			Hindi - I						
25MAL11L			Malayalam - I						
25FRE11L			French - I						
25ENG12L	II	Language - II	English - I	4	3	25	75	100	3
25BBC13C	III	Core - I	Principles of Management	5	3	25	75	100	4
25BBC14C	III	Core - II	Business Environment	5	3	25	75	100	4
25BBC15P	III	Core Lab - I	Digital Marketing Lab	4	3	40	60	100	2
25BBC16A	III	Allied - I	Mathematics and Statistics for Business	4	3	25	75	100	3
25ENV1FC	IV	FC - I	Environmental Studies	2	2	50	-	50	2
25SOF1AE	IV	AECC - I	Soft Skills	2	2	-	50	50	2
			Total	**30**				**700**	**23**

Part – I : Language I –Tamil I

Course Code	Course Name	Category	Hours / Week	Credits
25TAM11L	**Tamil - I**	**Language – I**	**4**	**3**

Course Objectives

- இலக்கிய வளர்ச்சியை அறிந்து கொள்ளுதல்
- இலக்கியம் படைக்கும் திறன்
- இலக்கிய இலக்கண உரைசெய்தல்
- திறனாய்வு முறையினைக் கற்றுத்தேர்தல்

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	புதுக்கவிதையின் மூலம் வாழ்வியல் விழுமியங்களை உணர்ந்து கொள்ளுதல்.	K1, K2
CLO2	சிறந்த மற்றும் வாழும் கவிஞர்களை அறிந்து கொள்ளுதல்.	K2, K3
CLO3	சிறந்த படைப்பாளர்களின் சிறுகதையில் வெளிப்படும் சமூகச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.	K3
CLO4	தற்கால இலக்கியங்களான புதுக்கவிதை, சிறுகதை தோன்றி வளர்ந்த பின்புலத்தை அறிதல்.	K1, K3
CLO5	மொழியைப் பிழையின்றி பேச எழுத கற்கத் தேவையானதமிழ் இலக்கணத்தின் இன்றியமையாமையை உணர்தல். நடைமுறை வாழ்வியலுக்குத் தேவைப்படும் ஆங்கிலக் கடிதத்தைத் தமிழாக்கம் செய்தலுக்கான பயிற்சி அடைதல்.	K2, K3
K1 - Remember; **K2** - Understand; **K3** – Apply		

Part – I: Language I - Tamil – I

Unit	Content	No. of Hours

I	**நாட்டுப்பற்று**
	1. உலகத்தைநோக்கிவினவுதல் - பாரதியார்
	2. பாரதிதாசன்கவிதைகள் - பாரதிதாசன்
	   • தமிழ்ப்பேறு
	3. ஒற்றுமையேஉயிர்நிலை - நாமக்கல்கவிஞர்
	4. தேவதேவன்கவிதைகள் - தேவதேவன்
	   • சாலையும்மரங்களும்செருப்பும்
	   • புதியவீடு
	5. ஆலாபனை - கவிக்கோஅப்துல்ரகுமான்
	   • போட்டி
	   • பாதை
	6. புத்தகச்சந்தை - கவிஞர்வாலி
		14

II	**சமூகம்** 1. எட்டாவதுசீர்…….. - ஈரோடு தமிழன்பன் 2. தொலைந்துபோனேன் - கவிஞர்தாமரை 3. திருநங்கைகள் காகிதப் பூக்கள் - நா. காமராசன் 4. மரங்களைப் பாடுவேன் - வைரமுத்து 5. புள்ளிப் பூக்கள் (ஹைக்கூ) - அமுத பாரதி 6. நாட்டுப்புறப் பாடல்கள் (தாலாட்டுப் பாடல் , தெம்மாங்குப் பாடல், உழவுத்தொழில்)	14
III	**சிறுகதை** 1. காஞ்சனை - புதுமைப்பித்தன் 2. சுமைதாங்கி - ஜெயகாந்தன் 3. சோற்றுக் கணக்கு - ஜெயமோகன் 4. ஆறு யானைகள் - எஸ்.ராமகிருஷ்ணன் 5. மரத்தைக்கர்ப்பம்சுமந்தவள் - ஆண்டாள்பிரியதர்சினி	12
IV	**இலக்கியவரலாறு** 1. மரபுக்கவிதையின்தோற்றமும்வளர்ச்சியும் 2. புதுக்கவிதையின்தோற்றமும்வளர்ச்சியும் 3. ஹைக்கூகவிதையின்தோற்றமும்வளர்ச்சியும் 4. சிறுகதையின்தோற்றமும்வளர்ச்சியும்	10

Unit	Content	No. of Hours
V	இலக்கணம் 1. எழுத்துகள் (முதல்எழுத்துகள், சார்பெழுத்துகள்) 2. எழுத்துக்களின்பிறப்பு 3. மாத்திரைகள் 4. பயிற்சிக்குரியன - மொழிபெயர்ப்பு (ஆங்கிலத்திலிருந்துதமிழுக்குமொழிபெயர்த்தல்)	10
	Total Hours	**60**

Reference Books

1	பேரா. குருசாமி, ம.ரா.போ. (2014), பாரதிபாடல்கள், ஆய்வுப்பாதிப்பு, ,தமிழ்ப்பல்கலைக்கழகம், தஞ்சாவூர்.
2	அப்துல்ரகுமான்,(2000), ஆலாபனை, கவிக்கோபதிப்பகம்
3	தாமரைகவிதைகள், (2012), நியூசெஞ்சுரிபுக்ஹவுஸ்
4	வரதராசனார் மு, (2021), தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாடமி பதிப்பு.
5	முனைவர் பஞ்சாங்கம் கா, (2017), தமிழ் இலக்கிய வரலாறு, காவ்யா பதிப்பகம்.
6	முனைவர் வேங்கடராமன் கா. கோ (2008), தமிழ் இலக்கிய வரலாறு, கலையக வெளியீடு.
7	பரந்தாமனார் அ.கி. (2002), நல்ல தமிழ் எழுத வேண்டுமா?,அல்லி நிலையம்.
8	ராமகிருஷ்ணன் எஸ் (2006), 100 சிறந்த சிறுகதைகள் (தொகுதி 1 & 2) பதிப்பகம்: தேசாந்திரி பதிப்பகம்
9	குமரன்கோ (2010), தமிழ்இலக்கணம்எளியஅறிமுகம் , சந்தியாபதிப்பகம்
10	சக்திவேல்சு,(2012), நாட்டுப்புறவியல், மணிவாசகர்பதிப்பகம்

Course Code	Course Name	Category	Hours/Week	Credits
25HIN11L	**Hindi-I**	**Language–I**	**4**	**3**

Course Objectives

- Improves grammatical knowledge.
- Will continue to read and learn about articles and think about them.
- It is possible to read and understand short stories and understand the thoughts and life of the people of this state.
- Translation knowledge and the ability to read and analyze a message are also available.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the text styles and grammatical elements	K1,K2
CLO2	Discuss the content of a reading passage	K2,K3
CLO3	Develop an interest in the appreciation of short stories	K3
CLO4	Comprehend the grammatical structures and sentence making	K1,K3
CLO5	Understand the language and developing English to Hindi translation skill	K2,K3
K1-Remember; **K2** -Understand; **K3** –Apply		

Part–I: Language I - Hindi–I

Unit	Content	Hours
I	**Prose: Nuthan Gadya Sangrah** Lesson 1 – Bharathiya Sanskurthi - Dr.Rajendra Prasad Lesson 3 – Razia - RamavikshaBenipuri Lesson 4 – Makreal - Yespal Lesson 5 – Bahtha Pani Nirmala - 'Ageya' Lesson 6 – Rashtrapitha Mahathma Gandhi - Mukthibodh Lesson 9 – Ninda Ras - Harishankar Parsayi.	14
II	**Non Detailed Text Short Stories: Kahani Kunj** Pareksha - Premchand Mamtha - Jayashankar Prasad Apnaparaya - Jaynendrakumar Admikabachcha - Yespal Bolaramkajeev - Harishankar Parsayi Vapasi - MannuBhandari	14
III	**Grammar: Shabdha Vichar Only** (Noun, Pronoun, Adjective, Verb, Tense, Case, Endings) Theoretical & Applied.	12
IV	**Translation: English –Hindi Only.** Anuvadh Abhyas – III (1 - 15 Lessons Only)	10
V	**Comprehension**: 1 Passage From Anuvadh Abhyas – III (16 - 30)	10
	Total Hours	**60**

Text Books	
1	Jayaprakash, (2009), Nuthan Gadya Sangrah, Publisher: Sumitra Prakashan Sumitravas, 16/4, Hastings Road, Allahabad – 211001.
2	Amithab.V.P.(2011), Kahani Kunj, Publisher: Govind Prakashan Sadhar Bagaar, Mathura, UttarPradesh,–281 001

Course Code	Course Name	Category	Hours/Week	Credits
25MAL11L	**Malayalam-I**	**Language–I**	**4**	**3**

Course Objectives

- Improves grammatical knowledge
- Will continue to read and learn about articles and think about them
- It is possible to read and understand short stories and understand the thoughts and life of the people of this state
- Translation knowledge and the ability to read and analyze a message are also available
- Translation knowledge and the ability to read and analyze a message are also

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the text styles and grammatical elements	K1
CLO2	Discuss the content of a reading passage	K1
CLO3	Develop an interest in the appreciation of short stories	K2
CLO4	Comprehend the grammatical structures and sentence making	K3
CLO5	Understand the language and developing English to Malayalam translation skill	K4
K1-Remember; **K2**-Understand; **K3** –Apply;**K4-**Analyse		

Part–I: Language I - Malayalam–I

Unit	Content	Hours
I	Novel – Pathummayude Aadu-Vaikam Muhammed Basheer	14
II	Novel - Pathummayude Aadu-Vaikam Muhammed Basheer	14
III	Short Story – Ente Priyappeta Kadhakal – Akbar Kakkattil)	12
IV	Short Story – Ente Priyappeta Kadhakal – Akbar Kakkattil)	10
V	Composition & Translation (English to Malayalam)	10
	Total Hours	**60**

Text Books	
1	Vaikam Muhammed Basheer, (2012), Novel – Pathummayude Aadu, D.C. Books, Kottayam, Kerala
2	Akbar Kakkattil, (2009), Short Story – Ente Priyappeta Kadhakal
Reference Books	
1	Tharakan K.M, (2016), Malayala Novel Sahithya Charitram, N.B.S.Kottayam.
2	Achuyuthan M, (2014), Cherukatha Innale Innu - M.Achuyuthan D.C Books, Kottayam.
3	Dr.George K.M, (2011) Sahithya Charitram Prasthanangalilude, D.C.Books Kottayam.
4	Sukumar Azheekode, (2015), Malayala Sahithyavimarsam, D.C.Books

Course Code	Course Name	Category	Hours/ Week	Credits
25FRE11L	**French–I**	**Language–I**	**4**	**3**

Course Objectives

To understand, speak, read and write simple, standard speech which is very slow and is carefully articulated and can recognize familiar words and very basic phrases concerning themselves, their family and immediate concrete surroundings when people speak slowly and clearly.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	Course Outcome	Knowledge Level
CLO1	Comprehend basic vocabulary	K1
CLO2	Understand basic syntax and grammar patterns	K2
CLO3	Converse slowly in known situations	K2
CLO4	Translate small basic sentences	K3
K1-Remember; **K2**-Understand; **K3** –Apply		

Part–I: French–I

Unit	Content	No. of Hours
I	Etape0	14
	Etape1(Lecons1- 3)	
II	Etape2(Lecons1- 3)	14
III	Etape3 -Leçons1–2	12
IV	Etape3–Leçon3	10
	Etape4–Leçon1	
V	Etape4 –Leçons2–3	10
	Total Hours	**60**

Text Book	
1	Céline Himber,Corina Brillant, Sophie Erlich, (2008), Adomania1–Methodede francais, Publisher-Hachette Fle

Reference Book	
1.	Yves Loiseau, Régine, (2014), Latitudes1, Merieux Publisher: French and European Publications Inc.

Course Code	Course Name	Category	Hours/Week	Credits
25ENG12L	**English-I**	**Language II**	**4**	**3**

Course Objectives

The course intends to cover
- Various genres of literature.
- Active and passive vocabulary.
- Usage of Grammar and Communication.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Identify aesthetic sense and appreciate poetry, enhancing creativity and understanding relevant to professional environments.	K1
CLO2	Understand diverse styles of prose, facilitating versatility in writing and inculcating interpersonal skills.	K2
CLO3	Apply the characters and the narrative techniques in creative writing and content creation ethically.	K3
CLO4	Employ vocabulary and grammatical proficiency in communication to enhance clarity in workplace interactions.	K3
CLO5	Enhance overall communication competence. Practicing these skills. In combination reinforces learning and provides students with opportunities to use the language in authentic contexts.	K3
K1-Remember; **K2**-Understand; **K3**–Apply		

Part-II: English–I

Unit	Content	No. of Hours
I	**Poetry**: Nature 1. I Wandered Lonelyasa Cloud – William Wordsworth 2. The Sparrow – Paul Laurence Dunbar 3. Stopping by woods on a snowy Evening – Robert Frost	12
II	**Prose**: Friendship 1. The Man in Black – Oliver Goldsmith 2. Of Friendship – Francis Bacon 3. The Blessing of Friends – Sir John Lubbock	12
III	**Short Stories:** Morality 1. The Necklace – Guyde Maupassant 2. The Lottery - Shirley Jackson 3. The Monkey's Paw - W.W.Jacobs	12
IV	**Language Competency** 1. Vocabulary: Synonyms, Antonyms,Word Formation 2. Parts of Speech 3. Error correction	12
V	**English for Communication** 1. Listening for General and Specific Information. 2. Self-Introduction, Introducing others, Greetings. 3. Reading a prose passage, Reading a poem and Reading a short story 4. Descriptive writing – Writing a short descriptive essay of two to three paragraphs.	12
	Total Hours	**60**

Text Books

1.	Zama,M. (2004). Poetry Down the Ages. Orient Blackswan.
2.	Goldsmith,O. (1869). The Works of Oliver Goldsmith. J. Dicks
3.	Bacon,F., & Montagu,B. (1857). The Works of Francis Bacon (Vol. 1). Parry & McMillan.

Reference Books

1.	Kumar,V.T. Bhavani, Durga.K. Srinivas.YL.(2018). English in use –A text book for College Students. (English, Paperback).
2.	Swan,M.(2005).Practical English usage (Vol.7). Oxford: Oxford university press.

Web Resources (Swayam/NPTEL)

1.	https://nptel.ac.in/courses/109105205

Course Code	Course Name	Category	Hours / Week	Credits
25BBC13C	**Principles of Management**	**Core - I**	**5**	**4**

Course Objectives

The Course intends to cover
- Management principles, concepts and process.
- Motivation theories, leadership styles, communication methods and barriers.
- Indian Knowledge Systems (IKS) and Artificial Intelligence (AI) in Contemporary management concepts to promote holistic and future-ready decision-making.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Remember the fundamentals of Management Concepts.	K1
CLO2	Interpret planning, decision-making, and MBO principles for effective management.	K2
CLO3	Identify organising, delegating, and staffing principles in organisational management.	K2
CLO4	Apply directing principles, motivation, leadership styles, and communication strategies.	K3
CLO5	Comprehend controlling process, techniques, system requisites, and its relationship with planning and coordination in management.	K2
K1 - Remember; **K2 -** Understand; **K3 -** Apply		

CLO - PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	1	1	2	-
CLO2	1	3	2	1	2
CLO3	1	2	-	1	1
CLO4	1	3	3	1	1
CLO5	1	2	-	1	1
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

Core - I: Principles of Management

Unit	Content	No. of Hours
I	**Overview of Management:** Definition - Nature and Scope of Management - Functions of Management - Importance - Roles, responsibilities, and Skills of managers - Levels of Management - Functional areas of Management. **Management thoughts:** Contribution of F.W.Taylor, Henri Fayol, Elton Mayo.	15
II	**Planning:** Definition - Nature and purpose - Planning process - Importance of planning - Types of plans - Limitations - **Management By Objectives** - Decision making - Definition - Steps, process and Types of decisions. **IKS Insight**: Decision-making principles from ancient Indian texts - Panchatantra.	15
III	**Organising:** Definition - Types of organisations - Organisational structure - Span of control - use of staff units and committees. **Delegation:** Delegation and Centralisation, Centralisation and Decentralisation. **Staffing:** Sources of recruitment - Selection Process - Training - Need **-** Types. **AI in Staffing**: Use of AI in Talent Acquisition, Resume Screening, and Training Personalization. **IKS Integration**: Ancient Indian models of organization and delegation - Gurukul systems and guild-based management.	15
IV	**Directing:** Nature and purpose of Directing - Principles. **Motivation**: Definition - Theories of Motivation (Maslow's, McGregor's, ERG Theory, Herzberg's two factor theory) - **Leadership:** Definition - Styles. **IKS Perspective**: Leadership Lessons from Thirukkural. **Communication:** Definition - Importance of Communication - Methods of Communication - Types - Barriers.	15
V	**Controlling:** Meaning and importance of controlling - Control process - Budgetary and Non-Budgetary Control Techniques - Requisites of an effective control system - Relationship between planning and controlling - **Coordination** - Need for Coordination. **IKS insight**: Traditional control mechanisms in Indian administrative systems - Mandala Theory from Arthashastra.	15
	Total Hours	**75**

Text Books

1	Dinkar Pagare (2018). Principles of Management (6th ed.). Sultan Chand & Sons.
2	Stephen P Robbins & Mary Coulter, (2011). Management (11th ed.). Prentice Hall of India.

Reference Books

1	Harold Koontz, Heinz Weihrich, Mark V. Cannice, (2020). Essentials of Management: An International Innovation and Leadership Perspective (11th ed.). Tata McGraw Hill.
2	A.Sharma (2022), Indian Knowledge Systems – Concepts and Applications, IGNCA Publication.
3	D Kumar (2021), Essentials of Artificial Intelligence for Managers, Wiley India.

Web Resources (Swayam/NPTEL)

1	https://onlinecourses.nptel.ac.in/noc20_mg58/preview
2	https://www.nptelvideos.com/lecture.php?id=1028

Course Code	Course Name	Category	Hours/ Week	Credits
25BBC14C	**Business Environment**	**Core - II**	**5**	**4**

Course Objectives

The Course intends to cover:

- The fundamental concepts of business environment, its dynamic components, and their influence on business operations and decision-making.
- Indian Knowledge Systems (IKS) and modern technologies like AI for contextual and ethical business practices in contemporary and global settings.
- Impact of LPG on business, trading blocks, and international environment.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Remember the nature of business, forms of business organisations, techniques of environmental analysis.	K1
CLO2	Understand different economic systems and the role of businesses within them.	K2
CLO3	Understand the political, legal and technological environment of the business.	K2
CLO4	Understand the socio-cultural and international environment of the business.	K2
CLO5	Understand the impact of LPG on businesses and society, trade organisations, trade blocks.	K2
K1 - Remember; **K2 -** Understand		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	1	2	1
CLO2	2	1	1	1	-
CLO3	1	1	1	1	2
CLO4	1	1	1	1	1
CLO5	1	2	1	2	1
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

Core - II: Business Environment

Unit	Details	No. of Hours
I	**Business:** Nature and Purpose of Business - Characteristics of Business - Types of Industry - Forms of Business Organisation. **Business Environment:** Concept, nature and significance, Internal and External environment. **Environmental Analysis:** Need, techniques and limitations.	15
II	**Economic Environment:** Economic systems and their impact on business - Components of economic environment - Economic factors affecting business. **Role of AI** in forecasting macroeconomic trends, consumer behavior, and real-time market analysis.	15
III	**Political and Legal Environment:** Components - Political and legal factors influencing business. **Technological Environment:** Meaning - Technological factors affecting business and its impact. **IKS Insights**: Decentralized governance models in Indian tradition – Panchayat systems and dharmic law codes influencing ethical business behavior.	15
IV	**Socio-cultural Environment:** Meaning, Characteristics of Socio-cultural environment. **Environmental and Social Governance (ESG):** Meaning and importance - Components. **International Environment:** Components and importance. **IKS Perspective**: Traditional Indian international trade practices, ancient maritime trade with Southeast Asia, Middle East - Ethical trading principles in Indian scriptures.	15
V	**Impact of LPG:** Liberalisation - Meaning - Privatisation - Benefits & pitfalls - Globalisation - Meaning & rationale for Globalisation - Impact of Globalisation on India, Role of WTO & GATT - Trading blocks - ASEAN (Association of Southeast Asian Nations), European Union (EU), South Asian Association for Regional Cooperation (SAARC), Brazil, Russia, India, China, and South Africa (BRICS).	15
	Total Hours	**75**

Text Books

1	Y.K Bhushan (2005), Fundamentals of Business Organisation & Management (17th ed.), Sultan Chand & Sons.
2	Francis Cherunilam (2024), Business Environment: Text and Cases, (27th Revised Edition) Eastern Book Company.

Reference Books

1	Bernard Marr (2020), Artificial Intelligence in Practice:50 Companies Using AI to Solve Problem, Wiley.
2	M Somasundaram, (2021), Exploring Bharatiya Management Thought, Chinmaya Vishwavidyapeeth.
3	Raajarajeswari M. A., Prabha D & Kowsalya P, (2021) Basics of Business Environment, (1st Edition) Charulatha Publications.

Web Resources (Swayam/NPTEL))

1	https://onlinecourses.swayam2.ac.in/nou24_mg04/preview
2	https://onlinecourses.swayam2.ac.in/imb24_mg33/preview?

Course Code	Course Name	Category	Hours / Week	Credits
25BBC15P	**Digital Marketing Lab**	**Core Lab - I**	**4**	**2**

Course Objectives

The course intends to cover

- Key concepts such as branding, content strategy, digital platforms, keyword research, and blogging, while emphasizing hands-on experience through tools like Canva, Blogger, Medium, and Google Trends.
- Practice in designing brand identity, planning digital content, analyzing online presence, and creating content for diverse audiences.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Apply STP (Segmentation, Targeting, Positioning) and market research fundamentals to real-time business scenarios.	K1 - K3
CLO2	Analyze brand identity and visual elements, and demonstrate the ability to create basic brand assets such as logos using digital design tools like Canva.	K1 - K4
CLO3	Conduct effective market research using digital tools and present key insights.	K1 - K3
CLO4	Design and implement content marketing strategies	K1 - K3
CLO5	Apply content writing techniques and blogging tools to create and publish structured blog posts and articles.	K1- K3
K1 - Remember; **K2 -** Understand; **K3 -** Apply; **K4 -** Analyse		

CLO-PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	1	1	2
CLO2	3	2	2	2	3
CLO3	3	2	2	2	2
CLO4	2	2	2	2	2
CLO5	2	2	1	2	2
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

Core Lab - I: Digital Marketing Lab

Unit	Content	No. of Hours
I	**Introduction:** Overview - Introduction to Marketing - STP of Marketing (Segmentation, Targeting, Positioning) - Market Research - Types of Market Research. **Marketing vs. Branding vs. Advertising:** Key Differences - Real-time Examples - Role in Business Growth. **Branding:** Brand Identity - Importance of Brand Identity - Branding Colors - Introduction to Color Psychology and Color Therapy. **Design Tools:** Basics of Logo Design - Logo Designing using Canva. 1. Identify STP for a Product Present your findings in a slide or infographic. 2. Create a Market Research Survey. Share it with 10 classmates and present basic insights using charts in Google Sheets. 3. Prepare a color palette for a fictional brand (e.g., organic skincare, tech startup). Justify your color choices using color psychology principles. Present using Canva. 4.Design a basic logo using Canva after understanding logo design principles.	10
II	**Market Research:** Concepts of Digital Marketing - Course Pathway Overview - AI and its Impact on Digital Marketing - Creation of Presentations Using Canva - Hands-on Analysis of Brand Website, Social Media, Blogs, Reviews, and User Experience - Secondary Market Research on Two Industry Players - Social Media Analysis - Questionnaire Design for Studying Buying Decisions and Digital Presence - Primary Data Collection (50 Samples) - Data Analysis and Interpretation - Identifying Gaps in Digital Strategy and Suggesting Improvements. 1. Brand Digital Presence Audit: Select any well-known brand. Analyse and report on: a. Website layout, features, user interface (UI) and user experience (UX) b. Social media platforms used (Instagram, LinkedIn, Twitter, etc.) c. Blog quality and frequency d. Customer reviews and ratings Present your findings in a slide deck using Canva. 2. Design a questionnaire using Google Forms to study: Buying Behaviour Digital brand influence (social media, ads), Online reviews and their impact, collect 50 valid responses. Perform: Frequency analysis, Charts (bar, pie), Cross-tabulations (e.g., age vs. platform used). Provide 3 key insights based on your data. 3. Based on your earlier brand analysis, identify at least 3 gaps in their digital strategy. Suggest realistic improvements (e.g., better use of Instagram reels, responsive website, customer feedback loop). Submit as a Canva poster.	20
	Content Marketing: Meaning and Importance of Content for a Brand - Content Strategy and Its Three Pillars - Types of Content and Content Bucketing - Trending Content Ideas and Understanding the Second Customer - Consumer Journey and AIDA Model - Content Calendar Creation - Buyer Persona Development.	

Unit	Content	No. of Hours
III	1. Define a mock brand (e.g., a student-run bakery or digital service). Outline a content strategy based on: a. Purpose (Why are you creating content?) b. Pillars (What themes will you cover?) c. Distribution (Where will you publish it?) Present as a 1-slide Canva visual. 2. **AIDA Model Mapping:** Choose a product (e.g., online course, mobile phone). Create content examples for each stage of the AIDA model: Attention, Interest, Desire, Action. Submit as a Canva poster. 3. **Create a Weekly Content Calendar**. Choose a brand in service business. Create a 7-day content calendar including: a. Date b. Platform (Instagram, Blog, YouTube, etc.) c. Content type (post, reel, story) d. Caption/Description Use MS-Excel for this task.	10
IV	**Keyword Research:** Definition and Importance of Keywords - Types of Keywords - Tools for Keyword Research. 1. Use a Free Keyword Research Tool like: Google Trends, Uber Suggest, Keyword Tool.io, Answer the Public. Choose a topic (e.g., Plant-Based Diet, Digital Marketing Course). List the top 10 keywords suggested by the tool. Also mention: 1. Search volume (if available) 2. Competition (low/medium/high) 2. Compare Keywords Using Google Trends: Compare 3 keywords (e.g., "vegan diet", "keto diet", "paleo diet") in Google Trends. Take a screenshot of the trend graph and write a 2-3 line insight based on the results.	10
V	**Content Writing and Blogging:** Meaning and Importance of Blogging – Content Writing Styles – Using Blogger and Medium Platforms – Blog Writing Practice – Content Writing Formats – Writing Articles and Reports. 1. Create a Blog on Blogger/Medium: Sign up on Blogger.com or Medium.com. Create a free blog account and set up: a. Blog name b. Theme/template c. Short "About" section Share the blog URL with the instructor. 2. Write and Publish a Blog Post: Write a blog post (300-400 words) on a topic of your choice (e.g., "AI in Daily Life" or "Why I Love Minimalist Design"). Include: a. Title b. Subheadings c. At least one image Publish it on Blogger and share the live link.	10
	Total Hours	**60**

Text Books	
1	Dave Chaffey, Fiona Ellis-Chadwick (2019), Digital Marketing, 7th Edition, Pearson Education.
Reference Books	
1	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan (2017), Marketing 4.0: Moving from Traditional to Digital, Wiley.
2	Ryan Deiss, Russ Henneberry (2020), Digital Marketing for Dummies, 2nd Edition, Wiley.
3	Alastair L Day, (2012). Mastering Financial Modelling in Microsoft Excel: A Practical Guide to Business Calculations (3rd ed.). FT Press.
Web Resources (SWAYAM/NPTEL)	
1	https://onlinecourses.swayam2.ac.in/cec25_mg19/preview

Course Code	Course Name	Category	Hrs./ Week	Credits
25BBC16A	**Mathematics and Statistics for Business**	**Allied - I**	**4**	**3**

Course Objectives

The Course intends to cover

- The applications of Mathematics and Statistical techniques in business decisions.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Remember the concept of financial methods to calculate various types of interest.	K1
CLO2	Explain matrix operations, rank, inverse, and solving linear equations using the inverse matrix method.	K2
CLO3	Apply the various statistical measures to interpret data obtained from a sample or population.	K3
CLO4	Determine the measures of variation and index number.	K3
CLO5	Execute correlation methods and interpret time series trends.	K3
K1 - Remember; **K2 -** Understand; **K3 -** Apply;		

CLO - PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	1	2	1
CLO2	1	2	1	2	1
CLO3	2	2	1	2	-
CLO4	2	2	1	2	1
CLO5	2	2	1	2	1
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

Allied - I: Mathematics and Statistics for Business

Unit	Content	No. of Hours
I	**Mathematics of Finance:** Simple interest - Compound interest – Effective rate of interest -Annuity-Present Value –Discounting of bills– True Discount– Banker's gain.	12
II	**Matrices:** Fundamental ideas about matrices and their operational rules - Rank of a matrix - Inverse of a matrix- Solving system of simultaneous linear equation by Inverse Matrix Method.	12
III	**Statistics:** Meaning and definition –Scope and limitations - Collection of data - Primary data and secondary data– Presentation of data by diagrammatic and graphical method. **Measures of central tendency:** Arithmetic Mean - Median and Mode.	12
IV	**Measures of variation:** Standard deviation - Mean deviation and Quartile deviation. **Index number:** Unweight and Weighted indices.	12
V	**Simple correlation:** Karl Pearson's co–efficient of correlation- Spearman's rank correlation. **Analysis of time Series:** Uses - Components -Methods of measuring trend.	12
	Total Hours	60

Text Books		

1	Navanitham .PA (2023). Business Mathematics and Statistics, Jai Publishers. Part I
	 Unit I: Chapter 2 Pg. No.43-88
	 Unit II: Chapter 4 Pg. No.147 – 168, 175 – 197
	 Part II
	 Unit III: Chapter 1 Pg. No.1 – 25
	             Chapter 3 Pg. No. 28 – 35
	             Chapter 6 Pg. No. 98 – 147
	             Chapter 7 Pg. No. 159 – 250
	 Unit IV : Chapter 8 Pg. No. 301 – 359
	             Chapter 10 Pg. No. 444 – 457
	 Unit V : Chapter 12 Pg. No. 503 – 522
	             Chapter 14 Pg. No. 579 – 601	

Reference Books	
1	S. P. Gupta, (2007) "Statistical Methods", Sultan Chand & Sons, 34th Edition.
2	P. R. Vittal, 2003), "Business Mathematics", Margham publications 2nd edition.
3	S.P. Rajagopalan, (2009), Sattanathan .R, "Business Statistics and Operation Research", Tata McGraw Hill Publishing Company Ltd., 2nd edition.

Web Resources (Swayam/NPTEL)	
1	https://nptel.ac.in/courses/111105124

Part – IV: Foundation Courses
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
25ENV1FC	**Environmental Studies**	**FC- I**	**2**	**2**

Unit	Content
I	The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness.
II	**Natural Resources:** Renewable and non-renewable resources: Natural resources and associated problems. - Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. - Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. - Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. - Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. - Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. - Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.
III	**Ecosystems** - Concept of an ecosystem. - Structure and function of an ecosystem. - Producers, consumers and decomposers. - Energy flow in the ecosystem. - Ecological succession. - Food chains, food webs and ecological pyramids. - Introduction, types, characteristic features, structure and function of the following ecosystem: - 　a. Forest ecosystem 　b. Grassland ecosystem 　c. Desert ecosystem 　d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit	Content
IV	**Biodiversity and its Conservation** - Introduction-Definition: genetic, species and ecosystem diversity. - Bio geographical classification of India. - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. - Biodiversity at global, National and local levels. - India as a mega-diversity nation. - Hot-spots of biodiversity. - Threats to biodiversity: habital loss, poaching of wildlife, man-wildlife conflicts. - Endangered and endemic species of India. - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
V	**Environmental Pollution Definition** - Causes, effects and control measures of: - a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards - Solid waste Management: Causes, effects and control measures of urban and industrial wastes. - Role of an individual in prevention of pollution. - Pollution case studies. - Disaster management: floods, earthquake, cyclone and landslides.
VI	**Social Issues and the Environment** - From Unsustainable to Sustainable development. - Urban problems related to energy. - Water conservation, rain water harvesting, watershed management. - Resettlement and rehabilitation of people; its problems and concerns. Case studies. - Environmental ethics: Issues and possible solutions. - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. - Wasteland reclamation. - Consumerism and waste products. - Environment Protection Act. - Air (Prevention and Control of Pollution) Act. - Water (Prevention and Control of Pollution) Act. - Wildlife Protection Act. - Forest Conservation Act. - Issues involved in enforcement of environmental legislation. - Public awareness.

Unit	Content
VII	**Human Population and the Environment** - Population growth, variation among nations. - Population explosion-Family welfare Programme. - Environment and human health. - Human Rights. - Value Education. - HIV/AIDS. - Women and Child Welfare. - Role of information Technology in Environment and human health. - Case Studies. **Biosafety and Biosecurity** The basic principles of biosafety. - Biological hazards and assess risk in laboratory settings. - Biosafety protocols to minimize risks associated with biological agents. - Role of biosafety in the protection of public health, environment, and national security. The theoretical knowledge as well as practical applications to prepare learners for real-world biosafety challenges. 1. Introduction to Biosafety - Definition and importance of biosafety. - Historical perspective on biosafety incidents. - Biosafety vs. biosecurity: Key differences. 2. Biological Hazards and Risk Assessment - Classification of biological agents (e.g., bacteria, viruses, fungi, parasites). - Risk assessment methodology: Identifying hazards, evaluating risks, and control measures. 3. Biological Waste Management - Types of biological waste: Solid, liquid, sharps, etc. - Waste disposal techniques: Autoclaving, incineration, chemical disinfection. - Environmental impact and regulations surrounding waste management. 4. Standard Operating Procedures (SOPs) and Safety Practices - Developing and implementing SOPs for laboratory safety. - Practices for handling, storing, and disposing of biological materials.
VIII	**Field Work (Practical).** - Visit to a local area to document environmental assets-river/forest/grassland/hill/mountain. - Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. - Study of common plants, insects, birds. - Study of simple ecosystems-pond, river, hill slopes, etc.
	Total Hours. 30

Web Resources

1.	https://www.ugc.gov.in/oldpdf/modelcurriculum/env.pdf
2.	Biosafety in Microbiological and Biomedical Laboratories (CDC, NIH). (BMBL) 6th Edition
	Sateesh, M. K. (2010). Bioethics and Biosafety. New Delhi: I. K. International Pvt Ltd.
4.	Additional Readings: Relevant journal articles, government publications, and guidelines (e.g., WHO, CDC, European Union, etc.). https://www.iberdrola.com/innovation/what-is-biosafety

Department of Management Studies

Part – IV: Ability Enhancement Compulsory Courses (AECC)
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
25SOF1AE	**Soft Skills**	**AECC - I**	**2**	**2**

Course Objectives
The course intends to cover
- The essential soft skills that is crucial for success in today's dynamic and interconnected workplace.

Course Learning Outcomes
On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the comprehensive skills to participate actively in conversation, writing short texts with expression	K1, K2, K3
CLO2	Infer the cohesive devices to describe and discuss any objects, pictures using compound, complex sentence forms.	K2, K3
CLO3	Comprehend the logic in the given situation to organize the ideas to write formal and informal letters.	K2, K3
CLO4	Understand the given material to organize it in a logical sequence to present a paragraph with main and supporting ideas with concluding sentences.	K3
CLO5	Present valuable ideas in conversation to emulate the main ideas and key points in short essays.	K3
K1 - Remember; **K2** - Understand; **K3** - Apply;		

Ability Enhancement Compulsory Course - I : Soft Skills

Module	Unit	Details	No. of Hours
		Presentation Skills	
I	1	**Getting to Know You:** Grammar: Introduction to Tenses, Everyday English, Role-Play. Reading Activity: Different ways of communication. *Activities*: Fill in the blanks (Listening), Self Introduction (Speaking).	6
	2	**My Day:** Grammar: Present simple positive & negative/Adverbs of Frequency, Vocabulary & Speaking about Daily Activities. Listening: Observe and Answer/ Telling the time. *Activities:* Reading & Writing: Describe where you live.	
	3	**Your World:** Grammar: Possessive determiners. Listening: Positive & negative contractions. Reading & Writing: Personal profile. *Activities:* Talk about countries, nationalities (Vocabulary & Speaking).	
	4	**The World of Work:** Grammar: Yes/No & Wh Questions. Vocabulary & Speaking: Jobs. Listening: Recognize the schwa sound. *Activities:* Opening and closing an email (Reading & Writing).	
	5	**Places and Things:** Grammar: There is / there are, articles. Vocabulary & Speaking: Talk about rooms & furniture. Listening: Directions. Reading & Writing: Imperatives.	
	6	**24 Hours:** Grammar: Likes & Dislikes. Vocabulary & Speaking: Speak about hobbies and interests. Reading: Match the photos with descriptions. Writing: Write complete sentence using prompt. *Activities:* Observe & answer *(*Listening).	
		Practice: Listening & Speaking Presentations - Talking about how you learn – Understanding key information in a presentation – Writing sentences about you.	
II		**Confidence**	
	1	**Clothes and Shopping:** Grammar: Modal verbs/Adverbs of Frequency/Adjectives and Adverbs. Vocabulary & Speaking: Shopping. Reading & Writing: Product Review. *Activities:* Observe & answer *(*Listening).	6
	2	**Travel & Transport:** Grammar: Past simple questions. Vocabulary & Speaking: Talk about holidays. Listening: At the train station. *Activities:* Email - A perfect holiday (Reading & Writing).	
	3	**Health & Fitness:** Grammar: Past simple irregular verbs; Listening: Listen & Answer; Reading & Writing: Time sequencers; *Activities:* Talk about a healthy lifestyle (Vocabulary & Speaking)	
	4	**Music:** Grammar: Present perfect simple; Vocabulary & Speaking: Survey about music; Listening: Listen two people talk about music; *Activities:* Use adjectives and create sentences (Reading)	
	5	**Let's go shopping:** Vocabulary & Speaking: Town Survey; Listening: Listen and answer; Reading & Writing: Read and match; Activities: Countable & Uncountable **(**Grammar)	
		Practice: Writing a personal statement.	

		Creativity	
III	1	**Cooking & Eating:** Grammar: Some & Any, Quantifiers. Vocabulary & Speaking about Food & Drink. *Activities* Kitchen conversation (Listening). Reading an article & answering.	6
	2	**Survival:** Grammar: Comparison of adjectives. *Activities* Describing people (Speaking and Vocabulary). Listening to an audio & Answering. Reading & Writing: Read and Answer.	
	3	**Working Together:** Grammar: Verb + Noun phrases. *Activities* Technology (Vocabulary & Speaking). Listening: Listen & Answer. Reading & Writing: Notice.	
	4	**Music:** Grammar: Present perfect simple. *Activities* Survey about music (Vocabulary & Speaking). Listen to two people talking about music (Listening). Reading: Use adjectives and create sentences.	
	5	**Culture and Arts:** Grammar: Present perfect. Vocabulary & Speaking activity: Speak on the phone. *Activities:* Listen and answer. Reading & Writing activity: Review.	
		Practice: Writing comparison sentences & paragraphs.	
IV		Problem-Solving	
	1	**Do's and Don'ts:** Grammar, Modal Verbs. *Activities* Roleplay (Speaking). Holidays in January (Listening). Reading an article & answering.	6
	2	**Body:** Grammar: First conditional. Vocabulary & Speaking about Personality & Appearance. *Activities* Conversations about personality (Listening), Reading & Writing: Read and Answer about your skills.	
	3	**Speed:** Grammar: Present simple passive. Vocabulary & Speaking about relationships. Listening: Listen & Answer. Reading and Error spotting.	
	4	**Work:** Grammar: Adverbs of manner. Vocabulary & Speaking about work advice. Listening: Observe & Answer; Reading: Read & check your ideas.	
		Practice: Writing argumentative and descriptive essays.	
V		Critical Thinking	
	1	**Influence:** Grammar: would / past habits. Listening: Sentence Correction. *Activities* Your inspiration (Speaking). Picture description (Reading).Rewrite the sentences (Writing).	6
	2	**Money:** Grammar: Second conditional. *Activities:* Radio programme (Listening). Talk about games (Speaking). Reading & Writing: Fill in the blanks.	
	3	**Things that changed the world:** Grammar: articles. *Activities* :Talk about chewing gum (Speaking & Listening). Reading & Writing: Read and write a book review.	
		Practice: Writing Emails, reports and proposals.	
		Total Hours	**30**

Department of Management Studies

Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

Max Marks	Marks for		Components for CIA						
	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
100	25	75	Actual	Weightage	Actual	Weightage	5	5	25
			50	**5**	75	**10**			

Question Paper Pattern

Component	Duration in Hours	Section A			Section B			Section C			Total
		Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	
CIA	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam / **ESE**	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

Components for Internal Assessment and Distribution of Marks for CIA (Lab)

Max Marks	Marks for		Components for CIA						
	CIA	ESE	Test		Model		Experiments / Programs	Observation	Total
			Actual	Weightage	Actual	Weightage	Marks		
100	40	60	50	**10**	60	**15**	10	5	**40**

Examination Pattern

Component	Duration in Hours	Marks			Total Marks
		Practical Exam	Record	Weightage	
Test	2	50	-	**10**	50
Model	3	60	-	**15**	60
Experiments	-	-	-	**10**	10
Observation	-	-	-	**05**	05
Total Marks - CIA				40	40
ESE	3	50	10	-	**60**

Components for Internal Assessment and Distribution of Marks for CIA (Foundation Course -Theory)

Max Marks	Marks for		Components for CIA					
	CIA	ESE	CIA		Model		Total
50			Actual	Weightage	Actual	Weightage	
	50	-	50	**25**	50	**25**	**50**

Question Paper Pattern

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

Components for and Distribution of Marks for ESE (Theory) Ability Enhancement Compulsory Courses (AECC) & Question Paper Pattern

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50