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.C.A 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

						Examination			
Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Duration in Hours**	**Max. Marks**			**Credits**
						CIA	**ESE**	**Total**	

Semester – 1

Course Code	Part	Course Category	Course Name	Hours/ Week	Duration in Hours	CIA	ESE	Total	Credits
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**

Course Code	Part	Course Category	Course Name	Hours/ Week	Duration in Hours	Maximum Marks			Credits
						CIA	ESE	Total	
25TAM21L	I	Language - I	Tamil - II	4	3	25	75	100	3
25HIN21L			Hindi - II						
25MAL21L			Malayalam - II						
25FRE21L			French - II						
25ENG22L	II	Language - II	English - II	4	3	25	75	100	3
25BBC23C	III	Core - III	Organisational Behaviour	4	3	25	75	100	3
25BBC24C	III	Core - IV	Accounting for Managers - I	6	3	25	75	100	4
25BBC25P	III	Core Lab – II	Social Media Marketing – Lab	4	3	40	60	100	2
25BBC26A	III	Allied II	Economics for Executives	4	3	25	75	100	3
25HUM2FC/	IV	FC - II	Human Rights/	2	2	50	-	50	2
25DIM2FC			Disaster Management						
25IDT2AE	IV	AECC - II	Innovation and Design Thinking	2	2	-	50	50	2
25IPR2AE			Intellectual Property Rights						
25END2AE			Entrepreneurship Development						
			Total	**30**				**700**	**22**

Semester - 2

Semester - 3									
Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Examination**				**Credits**
					Duration in Hours	**Maximum Marks**			
						CIA	**ESE**	**Total**	
25TAM31L	I	Language - I	Tamil - III	4	3	25	75	100	3
25HIN31L			Hindi - III						
25MAL31L			Malayalam - III						
25FRE31L			French - III						
25ENG32L	II	Language - II	English - III	4	3	25	75	100	3
25BBC33C	III	Core - V	Management Information System	6	3	25	75	100	4
25BBC34C	III	Core - VI	Operations and Materials	6	3	25	75	100	4
25BBC35P	III	Core Lab – III	Web Design and SEO – Lab	4	3	40	60	100	2
25BBC36A	III	Allied - III	Quantitative Techniques for Management	4	3	25	75	100	3
25BBC37P	III	SEC - I	Banking Procedures	2	3	40	60	100	2
25BAT3FC/ 25ADT3FC	IV	FC - III	Basic Tamil / Advanced Tamil	-	2	50	-	50	2
25IKS3FC			Indian Knowledge Systems (IKS)						
25MOO3AE	IV	AECC - III	Online Course – MOOC	-	-	50	-	50	2
Total				**30**				**800**	**25**

Semester - 4

Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Examination**				**Credits**
					Duration in Hours	**Maximum Marks**			
						CIA	**ESE**	**Total**	
	I	Language - I	Tamil – IV Hindi – IV Malayalam - IV French – IV	4	3	25	75	100	3
	II	Language - II	English – IV	4	3	25	75	100	3
	III	Core - VII	Human Resource Management	5	3	25	75	100	4
	III	Core - VIII	Advertising and Sales Promotion	5	3	25	75	100	4
	III	Core Lab – IV	Digital Advertising and Web Analytics - Lab	4	3	40	60	100	2
	III	Allied - IV	Business Regulatory Framework	4	3	25	75	100	3
	III	SEC - II	Excel for Business - Lab	2	3	40	60	100	2
	IV	AECC - IV	Quantitative Aptitude	2	2	-	50	50	2
	V	Extra-curricular and Co-curricular	Liberal Arts	-	-	50	-	50	2
			Total	**30**				**800**	**30**

Course Code	Part	Course Category	Course Name	Hours/ Week	Duration in hours	CIA	ESE	Total	Credits
			Semester – 5						
					Examination				
						Max. Marks			
	III	Core - IX	Accounting for Managers - II	6	3	25	75	100	4
	III	Core - X	Financial Management	5	3	25	75	100	4
	III	Core - XI	Research Methodology	5	3	25	75	100	4
	III	Core Lab - V	Tally ERP - Lab	4	3	40	60	100	2
	III	Core - XII	Business Taxation	5	3	25	75	100	4
	III	Elective - I	Customer Relationship Management	5	3	25	75	100	3
			Industrial Relations						
			Insurance Principles and Practice						
	III	IT	Internship	-	-	50	-	50	2
		Total		**30**				**650**	**23**

Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in hours	Max. Marks			
						CIA	ESE	Total	
	III	Core - XIII	Entrepreneurship and Small Business Management	6	3	25	75	100	4
	III	Core - XIV	Business Communication	6	3	25	75	100	4
	III	Core - XV	e-Commerce	5	3	25	75	100	4
	III	Elective - II	Consumer Behaviour	5	3	25	75	100	3
			Organisational Development						
			Investment Management						
	III	SEC - III	Internet and Webpage Design - Lab	2	3	40	60	100	2
	III	Core - XVI	Project	6	3	40	60	100	5
		Total		**30**				**600**	**22**
		Grand Total		**180**				**4250**	**140**

Semester – 6

Semester 1

Course Code	Part	Course Category	Course Name	Hours/ Week	Examination				Credits
					Duration in Hours	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**

Semester – 1

Department of Management Studies

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

Department of Management Studies

Unit	Content	No. of Hours
V	இலக்கணம் 1. எழுத்துகள் (முதல்எழுத்துகள், சார்பெழுத்துகள்) 2. எழுத்துக்களின்பிறப்பு 3. மாத்திரைகள் 4. பயிற்சிக்குரியன - மொழிபெயர்ப்பு (ஆங்கிலத்திலிருந்து தமிழுக்குமொழிபெயர்த்தல்)	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

Department of Management Studies

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		

Department of Management Studies

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

Department of Management Studies

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

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 Etape1(Lecons1- 3)	14
II	Etape2(Lecons1- 3)	14
III	Etape3 -Leçons1–2	12
IV	Etape3–Leçon3 Etape4–Leçon1	10
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	Details	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	Details	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, KeywordTool.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	Hours / Week	Credits
25BBC16A	**Mathematics and Statistics for Business**	**Allied - I**	**4**	**3**

Course Objective

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.

Department of Management Studies

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 nationalsecurity.
	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

	Reference Resources
1.	https://www.ugc.gov.in/oldpdf/modelcurriculum/env.pdf
2.	Biosafety in Microbiological and Biomedical Laboratories (CDC, NIH). (BMBL) 6th Edition
3.	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.	
		Problem-Solving	
IV	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.	
		Critical Thinking	
V	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**

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
100	40	60	Actual	Weightage	Actual	Weightage	Marks	5	40
			50	10	60	15	10		

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		
			Actual	Weightage	Actual	Weightage	Total
50	**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

Semester 2

						Examination			
Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Duration in Hours**	**Maximum Marks**			**Credits**
						CIA	**ESE**	**Total**	

25TAM21L	I	Language - I	Tamil - II	4	3	25	75	100	3
25HIN21L			Hindi - II						
25MAL21L			Malayalam - II						
25FRE21L			French - II						
25ENG22L	II	Language - II	English - II	4	3	25	75	100	3
25BBC23C	III	Core - III	Organisational Behaviour	4	3	25	75	100	3
25BBC24C	III	Core - IV	Accounting for Managers - I	6	3	25	75	100	4
25BBC25P	III	Core Lab – II	Social Media Marketing – Lab	4	3	40	60	100	2
25BBC26A	III	Allied II	Economics for Executives	4	3	25	75	100	3
25HUM2FC/	IV	FC - II	Human Rights/	2	2	50	-	50	2
25DIM2FC			Disaster Management						
25IDT2AE	IV	AECC - II	Innovation and Design Thinking	2	2	-	50	50	2
25IPR2AE			Intellectual Property Rights						
25END2AE			Entrepreneurship Development						
			Total	**30**				**700**	**22**

The heading row reads **Semester - 2**

Course Code	Course Name	Category	Hours / Week	Credits
25TAM21L	**Tamil – II**	**Language - I**	**4**	**3**

Course Objectives

The Course intends to cover

- தமிழ் இலக்கியம் கற்பதன் மூலம் நாகரிகம் மற்றும் பண்பாட்டைப் புரிந்துகொள்ளுதல்.
- தனிப்பட்ட வளர்ச்சி, படைப்பாற்றல் திறனை வளர்த்தல்.
- வாழ்வியல் அறங்களைக் கற்றல் மற்றும் வாழ்வைச் செழுமையாக்க உதவும் நன்னெறிகளை அறிதல்.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	அற இலக்கியங்கள் வழி வாழ்வியல் ஒழுக்கங்களைப் பின்பற்றுதல்	K1 - K3
CLO2	பக்தி இலக்கியங்கள் வழி பக்தி நெறிகளை உணர்தல்.	K1 - K3
CLO3	உரைநடை இலக்கிய படைப்பாளர்களின் சிந்தனைகளைக் கற்று பின்பற்றுதல்	K1 - K3
CLO4	தமிழ் இலக்கிய வரலாற்றில் அற இலக்கியம் மற்றும் உரைநடையின் தாக்கம் குறித்து அறிதல்	K1- K3
CLO5	இலக்கணங்களைக் கற்று பிழையின்றி எழுதுதல்.	K1 - K3
K1 - Remember; **K2** - Understand; **K3** – Apply		

Unit	Content	No. of Hours

I	**(அறம்)**
	
	1. திருக்குறள்(மூன்று அதிகாரங்கள்)
	   • புகழ்
	   • வினை செயல்வகை
	   • நெஞ்சொடு கிளத்தல்
	2. திரிகடுகம்(10, 16, 19, 26, 42 பாடல்கள் மட்டும்)
	3. பழமொழி நானூறு(2,7,21,54,69,119,130,184,267,375 பாடல்கள் மட்டும்)
		14

II	**(பக்தி)** 1. தாயுமானவர் பாடல்கள்(பராபரக் கண்ணி முதல் 10 பாடல்கள்) 2. உமர்கயாம் பாடல்கள் (தனிப்பாடல்கள்) - கவிமணி தேசிகவிநாயகம் பிள்ளை 3. வள்ளலார் பாடல்கள்(திருவருட்பா – வள்ளலார் விண்ணப்பம்) 4. இயேசுகாவியம் - மலைப்பொழிவு - கண்ணதாசன் 5. சித்தர் பாடல் - சிவவாக்கியார் பாடல்	14
III	**(கலை மற்றும் பண்பாடு)** 1. அறம் எனப்படுவது - அமுதன் 2. ஏட்டில் எழுதா இலக்கியம் - ஒளவை துரைச்சாமி 3. கீழடி - தொல்லியல் துறை, வெளியீடு 4. மனம் எனும் சொர்க்கவாசல் - டாக்டர் எம்.எஸ்.உதயமூர்த்தி 5. ஆளுமைத் திறன் - அறிவுக்கதிர். அரசுப்பணி சிறப்பிதழ்	12
IV	**(இலக்கிய வரலாறு)** 1. பதினெண் கீழ்க்கணக்கு நூல்கள் 2. உரைநடையின் தோற்றமும் வளர்ச்சியும்	10

Department of Management Studies

Unit	Content	No. of Hours
V	(இலக்கணம்) 1. சொல்லின் வகைகள் 2. வேற்றுமைத் தொகைகள் 3. பகுபத உறுப்புகள்	10
	Total Hours	**60**

	Reference Books
1	கவிஞர் கண்ணதாசன், (2006, 6-ஆம் பதிப்பு), இயேசு காவியம், கலைக்காவிரி பதிப்பகம்.
2	நடராசன் தி.சு. (2013, 16-ஆம் பதிப்பு), உரைகளும் உரையாசிரியர்களும், நியூ செஞ்சுரி புக் ஹவுஸ்.
3	முனைவர் சேதுராமன் சி.(2010, முதல் பதிப்பு), அபிராமி அந்தாதி, நியூ செஞ்சுரி புக் ஹவுஸ்.
4	முனைவர் பஞ்சாங்கம் கா. (2017, 4-ஆம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, காவியா பதிப்பகம்.
5	வரதராசன் மு. (2021, 34-வது பதிப்பு), தமிழ் இலக்கிய வரலாறு, சாகித்திய அகாதமி பதிப்பு.
6	செல்வநாயகம் வி.(2003, முதல் பதிப்பு), தமிழ் உரைநடை வரலாறு, அடையாளம் பதிப்பகம்.
7	பேரா. முனைவர் பாக்கியமேரி, (2022, 6-ம் பதிப்பு), வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, நியூசெஞ்சுரி புக் ஹவுஸ்(பி). லிட்.
8	டாக்டர் உதயமூர்த்தி எம். எஸ்.(2016, முதல் பதிப்பு), எண்ணங்கள், வெளியீடு கங்கை புத்தக நிலையம்.
9	புலவர்.பொன்மணிமாறன், (2011, முதல் பதிப்பு) அடோன் தமிழ் இலக்கணத் தொகுப்பு, அருண் பப்ளிஷிங்.
10	குமரன் கோ (2010, முதல் பதிப்பு), தமிழ் இலக்கணம் எளிய அறிமுகம் , சந்தியா பதிப்பகம்.

Course Code	Course Name	Category	Hours / Week	Credits
25HIN21L	**Hindi - II**	**Language - I**	**4**	**3**

Course Objectives

The Course intends to cover:
- A basic understanding of contemporary poetry can be gained and the nature of modern poetry can be realized.
- Realizing the nature of drama and its nature and improving the knowledge of reading and understanding the nature of contemporary plays.
- Understands the benefits of correspondence and can enhance the correspondence you need.
- Translation is especially useful for translating from Hindi to English

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Get a basic understanding of renewal poetry and the essence of the poem	K1
CLO2	It is possible to understand the genre of Drama	K2
CLO3	Translating skill improved specially from English to Hindi	K2, K3
CLO4	Knowledge is gained by using phrases and idioms	K3
CLO5	Learners can express opinion in small sentences	K4
K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse		

Unit	Content	No. of Hours
I	**Modern Poetry :** Panchvati By Mythli Sharan Gupt	14
II	**One Act Play:** Ekaniki Piyush 1. Owrangjeb ki aakirirath– Ramkumar varma 2. Ek din - Lakshminarayan Misra　　　　3. Vapasi - Vishnuprabhakar 4. Badsurath rajkumari – Krishnachandra　5. Aakket – Harijeeth	14
III	**Letter Writing :** (Leave Letter, Job Application, Ordering Books, Letter to Publisher, Personal Letter)	12
IV	**Conversation:**(Doctor & Patient, Teacher & Student, Storekeeper & Buyer, Two Friends, Booking Clerk & Passenger at Railway Station, Auto rickshaw driver and Passenger)Ref : Bolchal Ki Hindi Aur Sanchar by Dr. Madhu Dhavan Vani Prakashan, New Delhi.	10
V	**Translation:** Hindi-English only Lessons – 1-15 only Anuvadh Abyas -III	10
	Total Hours	**60**

Text Book

1.	Luca Giachino, Carla Baracco, Romain Chrétien(DELF), (2022), Nouvelle Génération A1, Didier FLE

Reference Books

1.	Kavya Parasar, Dr.Bolanath,(2018) Jawahar Pusthakalay, Sadar Bazaar,Mathura-U.P.281001.
2.	Sone ki Varsha (2020) Dakshin Bharat Hindi Prachar Sabha, Chennai – 600 017

Department of Management Studies

Course Code	Course Name	Category	Hours / Week	Credits
25FRE21L	**French - II**	**Language - I**	**4**	**3**

Course Objectives

The course intends to

- Understand and use familiar everyday expressions and basic phrases aimed at the satisfaction of concrete needs.
- Recognize key aspects of Francophone cultures such as greetings, etiquette, daily life, and basic geography of French-speaking countries.
- Write short, simple texts such as postcards, emails, or short descriptions about themselves and their immediate environment.
- Construct simple sentences using correct word order and basic vocabulary.
- Develop sensitivity to cross-cultural differences in communication and social practices.
- Read and understand short, simple texts such as personal messages, advertisements, menus, and schedules.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Improve all the four French language skills (speaking, listening, reading, and writing) (Effective communicators)	K1
CLO2	Comprehend French and other Francophone nations' cultures and civilizations.	K2
CLO3	Comprehend the fundamentals of language structure, vocabulary, grammar, and phonetics (language skill).	K3
CLO4	The French DELF-A1 Certification is appreciated.	K3
CLO5	Developing Communication Skills	K4
K1 - Remember; **K2** - Understand; **K3** – Apply; **K4-**Analyse		

Unit	Content	No. of Hours
I	Portraits(pg 50-60) Grammaire: pg(140-144)	14
II	Communication(pg 61-65) Grammaire: pg(145-146)	14
III	Temps Libre(pg 66-68) Grammaire: pg(147)	12
IV	Mots Et Expressions((pg 69-76) Grammaire: pg(148-151)	10
V	Communication(pg 77-81) Grammaire: pg(152-155)	10
	Total Hours	**60**

Text Book	
1.	Luca Giachino, Carla Baracco, Romain Chrétien(DELF), (2022), Nouvelle Génération A1, Didier FLE.

Reference Book	
1.	Nathalie Hirschsprung, Tony Tricot, (2017) Cosmopolite, Hachette.

Course Code	Course Name	Category	Hours /Week	Credits
25ENG22L	**English-II**	**Language - II**	**4**	**3**

Course Objectives

The course intends to cover

- The literary elements in poetry.
- The critical contemplation and writing in styles of prose texts.
- The modernist techniques and ethics in the narratives of short stories.
- The interpersonal skills essential in the work environment.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Identify the common techniques underlying free verse and traditional forms of poetry for crafting poems.	K1
CLO2	Understand humour in prose texts psychologically to master the oratory skills.	K2
CLO3	Employ empathy and morale in diplomatic Day-to-day circumstances.	K3
CLO4	Strengthen the writing skills for documentation.	K3
CLO5	Demonstrate flexibility and mobility in the sequel LSRW Skills.	K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

Language II - English II

Unit	Content	No. of Hours
I	**Poetry**: Motherhood 1. My Grand Mother's House – Kamala Das 2. Of mother, among others things – A.K Ramanujam 3. Night of the Scorpion – Nissim Ezekiel	12
II	**Prose**: Humour 1. With The Photographer – Stephen Leacock 2. Travel by Train – J.B.Priestley 3. On Forgetting – Robert Lynd	12
III	**Short Stories:** Integrity 1. The taxi driver – K.S. Duggal 2. A Retrieved Reformation- O Henry 3. Kabuliwala - Rabindranath Tagore	12
IV	**Language Competency : Vocabulary** 1. Homonyms, Homophones, Homographs Portmanteau words 2. Verbs and Tenses, Subject Verb Agreement 3. Error Correction Vocabulary : Synonyms, Antonyms, Word Formation	12
V	**English for Communication** 1. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks 2. Participating in a meeting: face to face and online 3. Reading news and weather reports 4. Preparing first drafts of short assignments .	12
	Total Hours	**60**

Text Books

1.	Ezekiel Nissim, 1989 .Collected Poems 1952-1988. Oxford University Press.
2.	Hewings, M. (2000). Advanced English Grammar. Cambridge. University Press.

Reference Books

1.	Bakshi, S.P. & Sharma, R. (2019). Descriptive English. Arihant Publications (India) Ltd.
2.	Cameron S & Dempsey L. (2019). The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing.
3.	Sherman B. (2014) Skimming and Scanning Techniques. Liberty University Press.

Web Resources (Swayam / NPTEL)

1.	https://nptel.ac.in/courses/109103020

Department of Management Studies

Course Code	Course Name	Category	Hours / Week	Credits
25BBC23C	**Organisational Behaviour**	Core - III	4	3

Course Objectives

The Course intends to cover
- The importance and scope of organisational behaviour, perception, motivation techniques, and transactional analysis.
- Morale, Attitude, Group dynamics, counselling and their impact on employee productivity.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand organisational behaviour, individual differences, and behavioural frameworks in IKS.	K1 - K2
CLO2	Understand perception and motivation with mindfulness and modern techniques.	K1 - K2
CLO3	Analyse job satisfaction, morale, and employee attitude affecting productivity.	K1 - K4
CLO4	Understand group dynamics, conflict resolution, and supervisory styles.	K1 - K2
CLO5	Comprehend leadership and counseling concepts for organisational effectiveness.	K1 - K2
K1 - Remember; **K2 -** Understand; **K3 -** Apply; **K4** - Analyse		

CLO - PLO Mapping

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

Core: III - Organisational Behaviour

Unit	Content	No. of Hours
I	**Organisational Behaviour:** Introduction, importance, and scope of organisational behaviour - Individual differences - **IKS** insights on behavioural framework. **Intelligence tests**: Measurement of intelligence, types and applications - AI based adaptive IQ tests. **Personality tests:** Nature, types and uses**.**	13
II	**Perception**: Perceptual process - Factors affecting perception. **IKS:** Mindfulness and perception training in Indian tradition - influence of meditation on clarity. **Motivation**: Financial and non-financial motivation - Techniques of motivation – Theories of Motivation (Vroom's Expectancy Theory, Mc Clelland's Theory) - Transactional Analysis - Brainstorming.	13
III	**Job Satisfaction:** Meaning - Factors, Morale - Importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - Job enlargement.	10
IV	**Group Dynamics:** Meaning **-** importance. **Hawthorne Experiment:** Process - importance - Cohesiveness. **Conflict:** Types of Conflict - Resolution of conflict - Sociometry - Group norms - Supervision - Training for supervisors.	12
V	**Leadership:** Styles - Types - Theories (Trait, Managerial Grid, Fiedler's contingency). **Counseling:** Meaning - Importance of counselor - Types of counseling - Merits of counseling. **AI in Counselling:** AI based employee wellness chatbots and mental health platforms.	12
	Total Hours	**60**

Text Books

1	L.M.Prasad (2024), Organisational Behaviour (6th Revised ed.), Sultan Chand and Sons.
2	S.S.Khanka (2020), Organisational Behaviour (Text and Cases) (4th ed.). S. Chand.
3	D.Prabha, K.Vishnupriya, P.Manonmani & S.Vaishnavi (2023), Organizational Behaviour, REST Publishers.

Reference Books

1	Ben Eubanks (2022), Artificial Intelligence for HR: Use AI to Support and Develop a Successful Workforce, 2nd edition, Kogan Page.
2	R. M. Matthijs Cornelissen, Girishwar Misra, Suneet Varma (2013), Foundations and Applications of Indian Psychology, Pearson India.
3	Fred Luthans, Brett C. Luthans, Kyle W. Luthans (2020), Organisational Behaviour: An Evidence Based Approach, 14th edition, Information Age Publishing.
4	C.B.Gupta (2020), A Textbook of Organisational Behaviour, S.Chand and Company Limited.

Web Resources (Swayam/NPTEL)

1	https://onlinecourses.swayam2.ac.in/cec24_mg01/preview
2	https://onlinecourses.swayam2.ac.in/imb24_mg48/preview

Course Code	Course Name	Category	Hours / Week	Credits
25BBC24C	**Accounting for Managers - I**	Core - IV	6	4

Course Objectives

The Course intends to cover:
- Accounting fundamentals and principles in financial recording and reporting.
- Preparation of bank reconciliation statements and methods of depreciation.
- Preparation of final accounts, with adjustment entries for trading and non-trading concerns.

Course Learning Outcome

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember fundamental accounting concepts, principles, and procedures to record financial transactions.	K1
CLO2	Understand double entry accounting, practical bookkeeping methods, error identification and rectification.	K1 - K2
CLO3	Prepare final accounts, including trading, profit and loss account, balance sheet, with adjustment entries, to present financial data effectively.	K1 - K3
CLO4	Analyse bank reconciliation statement and depreciation methods for precise financial management.	K1 - K4
CLO5	Prepare final accounts of non-trading concerns, including income and expenditure statement, payments, and receipts.	K1 - K3
K1 - Remember; **K2 -** Understand; **K3 -** Apply; **K4 -** Analyse		

CLO-PLO Mapping

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

Department of Management Studies

Core - IV: Accounting for Managers – I

Unit	Content	No. of Hours
I	**Accounting:** Objectives, Scope, Principles, Branches of accounting, Uses & Limitations, Concepts & Conventions. **Accounting equations**: Meaning, compensation of accounting, effects of transactions. **Basic Accounting Procedure**: Journal entry, rules of debit & credit, methods - Double entry system - its advantages. **Ledger**: Meaning, utility, posting entries. (Theory 40 % and Problem 60%).	20
II	**Bookkeeping:** Subsidiary books - Cashbook - types of cash book - Single column, double column and Triple column. Trial Balance - Objectives, preparation. **Suspense Accounting:** Meaning, utility & preparation. **Accounting Errors:** Meaning and Types of errors, Rectification of errors. (Theory 20 % and Problem 80 %).	20
III	**Final Accounts:** Meaning, need & objectives, types - Manufacturing Account - Trading Account - Profit & Loss Account - Balance Sheet - Problems with Adjustments. (Only Problem).	18
IV	**Bank Reconciliation Statement (BRS):** Meaning, causes of differences, need & importance, preparation & presentation of BRS. **Depreciation:** Meaning, Methods of charging depreciation (Straight line, Written down value, Depletion and Annuity method). (Only Problem).	17
V	**Accounting for Non-trading concerns:** Characteristics of Non-trading concerns - Differences between Trading and Non-trading Institutions - Income & Expenditure Account - Receipts & Payments Account and Balance Sheet. (Theory 20 % and Problem 80%).	15
	Total Hours	**90**

Text Books

1	T.S.Reddy & A.Murthy (2024), Financial Accounting. Margham Publications.
2	S.P.Jain (2024), Advanced Accountancy, Kalyani Publishers.

Reference Books

1	R.L.Gupta & V.K.Gupta (2021), Financial Accounting,Sultan Chand & Sons.
2	S.N.Maheshwari (2022), Financial Accounting (12th ed.), Vikas Publishing House.
3	M.C.Shukla, S.C.Gupta & T.S.Grewal (2019), Financial Accounting, S. Chand Publishing.

Web Resources (Swayam/NPTEL)

1	https://swayam.gov.in/nd2_cec20_mg23/preview

Department of Management Studies

Course Code	Course Name	Category	Hours / Week	Credits
25BBC25P	Social Media Marketing - Lab	Core Lab - II	4	2

Unit	Content	No. of Hours
I	**Introduction to Social Media Marketing:** Overview of Facebook, Instagram, LinkedIn and YouTube - Choosing platforms based on Buyer persona - Social Media Optimization vs. Social Media Marketing - Latest platform trends (Reels, Shorts, Stories, Live). **Exercises:** 1. Identify buyer persona for a given brand and recommend the top 2 - 3 platforms with justification. 2. Prepare a platform comparison table (audience demographics, content formats, strengths). 3. Create a Canva poster on 5 latest trends for Facebook, Instagram, LinkedIn, and YouTube.	12
II	**Setting Up and Optimising Business Profiles:** Facebook Business page setup & Optimisation - Instagram Business profile setup - LinkedIn company page setup - YouTube channel setup - Branding profiles (Profile Picture, Cover Image, Bio, Call To Action (CTA) Buttons). **Exercises:** 4. Create and optimise a business profile/page for Facebook and Instagram. 5. Design branded profile and cover images for all 4 platforms using Canva. 6. Prepare a profile optimisation checklist for each platform.	14
III	**Content creation for Social media:** Content types for Facebook, Instagram, LinkedIn, and YouTube - Caption writing & hashtags - visual design guidelines - Canva for creatives - Basics of video creation for reels, shorts, and LinkedIn videos. **Exercises:** 7. Create 3 post types (static, reel/short, story) for one brand. 8. Write engaging captions with platform-specific hashtags. 9. Prepare a mini visual brand kit for your mock brand.	12
IV	**Advertising on Social Media:** Introduction to Meta Ads manager - Facebook & Instagram Ad types (Reach, Engagement, Lead Generation, Traffic) - Audience targeting basics - Ad budgeting - Basics of LinkedIn Ads and YouTube Ads. **Exercises:** 10. Create an Ad campaign plan for Facebook or Instagram (objective, audience, budget, creative). 11. Design an Ad creative (image or short video). 12. Compare Facebook Ad vs. Instagram Ad performance insights.	12

Unit	Content	No. of Hours
V	**Measuring Social Media Performance** - Key metrics for Facebook, Instagram, LinkedIn, and YouTube - using platform insights - creating social media performance reports - Suggesting improvements. **Exercises:** 13. Select a brand's account and gather data for its last 10 posts/videos. 14. Create a performance dashboard in Spreadsheet/Google Sheets with charts. 15. Suggest 3 improvement strategies for the selected brand.	10
	Total	**60**

Text Book

1	Tracy L. Tuten, Michael R. Solomon (2020), Social Media Marketing, 4th Edition, Sage Publications.

Reference Books

1	Jason McDonald (2023), Social Media Marketing Workbook, 10th Edition, CreateSpace Independent Publishing.
2	Andrew Macarthy (2021), 500 Social Media Marketing Tips, CreateSpace Independent Publishing.

Web Resources

1	https://www.coursera.org/programs/kgisl-faculty-learning-program-s1jux/professional-certificates/facebook-social-media-marketing?source=search

Course Code	Course Name	Category	Hours / Week	Credits
25BBC26A	**Economics for Executives**	**Allied - II**	**4**	**3**

Course Objectives

This course intends to cover

- Nature and Scope of Economics, demand and supply analysis, Break-even analysis, cost-revenue curves, and production functions to make informed business decisions.
- Market classification, business cycle, inflation, deflation and measures to control them.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand business objectives, apply demand and supply analysis concepts, to interpret buying behavior and forecast market trends.	K2
CLO2	Understand cost-revenue, production function and break-even analysis to optimise resource allocation.	K2
CLO3	Analyse market structures and its impact on pricing and output decisions.	K4
CLO4	Understand the concept of money, National income and business cycle.	K2
CLO5	Gain insights into inflation, business cycles, and deflation and measures to control them.	K2
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	2	2	1	1	1
CLO3	1	2	1	1	1
CLO4	1	1	1	1	1
CLO5	1	1	1	1	1
3 - Substantial (High)		**2** - Moderate (Medium)		**1** - Slight (Low)	

Allied - II: Economics for Executives

Unit	Content	No. of Hours
I	**Business Economics:** Nature, scope, and objectives. Firm - objectives - Demand and Supply analysis - Law of Demand - Elasticity of demand - Types, Determinants, methods of Measurement (Percentage method, Arc method and Point method) - Law of Supply.	14
II	**Production function:** Factors of production - Short run and Long run production function - Isoquants - types and properties. **Cost and Revenue:** Concepts and Cost analysis - Revenue analysis - Break Even analysis. **IKS:** Traditional costing practices in community-based production.	13
III	**Market Structure:** Perfect Competition, Monopoly, Monopolistic Competition - Duopoly, Oligopoly - Features, Price determination, Price Discrimination. **IKS:** Traditional Indian Market Practices	11
IV	**National income:** Concepts and Measurement. Circular flow of income in four sector model. **Business Cycle:** Features - Phases - causes - effects - control of business cycle. **Money:** Definition, Kinds and Functions.	10
V	**Inflation:** Characteristics - Types of Inflation - Causes and Effects of inflation - Measures to control inflation. **Monetary Policy:** Meaning- Objectives - Instruments. **Fiscal Policy:** Meaning - Objectives - Instruments. Monetary Policy and Fiscal Policy mix to control inflation. **Deflation:** Meaning - Causes and Effects of Deflation.	12
	Total Hours	**60**

Text Books

1	S.Sankaran (2023), Managerial Economics (5th ed.), Margham Publications.
2	R.L.Varshney & K.L.Maheshwari (2023), Managerial Economics (20th ed.), Sultan Chand & Sons.

Reference Books

1	M.L.Jhingan & J.K.Stephen (2020), Managerial Economics (2nd ed.), Vrinda Publications.
2	Ratan Lal Basu, Raj Kumar Sen (2008), Ancient Indian Economic Thought Relevance for Today, Rawat Publications.

Web Resources (Swayam/NPTEL)

1	https://onlinecourses.nptel.ac.in/noc23_ec06/preview
2	https://onlinecourses.nptel.ac.in/noc22_mg43/preview

Course Code	Course Name	Category	Hours / Week	Credits
25HUM2FC	**Human Rights**	**Foundation Course**	**2**	**2**

Unit	Content
I	**Concept of Human Values, Value Education Towards Personal Development** Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. **Personal Development :** Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbours, co-workers. Character Formation Towards Positive Personality: Truthfulness, Constructivity, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision.
II	**Value Education Towards National and Global Development** **National and International Values:** Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self-control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.
III	**UNIT – III: Impact of Global Development on Ethics and Values** Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and competition; positive and negative thoughts. Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.
IV	**UNIT - IV: Therapeutic Measures** Control of the mind through a. Simplified physical exercise b. Meditation – Objectives, types, effect on body, mind and soul c. Yoga – Objectives, Types, Asanas d. Activities: i. Moralisation of Desires ii. Neutralisation of Anger iii. Eradication of Worries iv. Benefits of Blessings

Department of Management Studies

Unit	Content
V	**UNIT - V: Human Rights** 1. Concept of Human Rights – Indian and International Perspectives a. Evolution of Human Rights b. Definitions under Indian and International documents 2. Broad classification of Human Rights and Relevant Constitutional Provisions. a. Right to Life, Liberty and Dignity b. Right to Equality c. Right against Exploitation d. Cultural and Educational Rights e. Economic Rights f. Political Rights g. Social Rights 3. Human Rights of Women and Children a. Social Practice and Constitutional Safeguards (i) Female Feticide and Infanticide (ii) Physical assault and harassment (iii) Domestic violence (iv) Conditions of Working Women 4. Institutions for Implementation a. Human Rights Commission b. Judiciary 5. Violations and Redressal a. Violation by State b. Violation by Individuals c. Nuclear Weapons and terrorism d. Safeguards.

	Total Hours	**30**

Web Resources

1.	https://syllabus.b-u.ac.in/syl_college/ug_ve.pdf

Course Code	Course Name	Category	Hours/Week	Credits
25DIM2FC	**Disaster Management**	**FC-II**	**2**	**2**

Unit	Content
I	**Unit I: Introduction to Disasters** 1.1. Definition of Concepts 1.2. Difference between hazards and vulnerability 1.3. Types of Disasters 1.4. Natural Disasters 1.5. Human - Made Disasters
II	**Unit II: Disasters Management** 2.1. Disaster Management 2.2. Disaster Management Cycle 2.3. Key Phases of Disaster Management 2.4. Disaster and Development 2.5. Disaster Impacts on Differential Groups
III	**Unit III: Vulnerability Assessment and Reduction** 3.1. Vulnerability 3.2. Vulnerability Assessment 3.3. Early Warning System 3.4. Factors Contributing to Vulnerability 3.5. Vulnerability Reduction 3.6. Impact of Development Projects such as Dams, Embankments, Changes in Land-use etc. 3.7. Climate Change Adaptation
IV	**Unit IV: Disaster Risk Reduction** 4.1. Disaster Risk Reduction (DRR), 4.2. Knowledge Management in Disaster Risk Reduction 4.3. The Knowledge Management Cycle 4.4. Role of Information and Knowledge in Disaster Risk Reduction 4.5. Indigenous Knowledge and Disaster Risk Reduction 4.6. Indigenous Knowledge and Early Warning Indicators 4.7. Indigenous Knowledge and Coping Strategies 4.8. Sendai Framework for Disaster Risk Reduction 4.9. Intergovermental Panel on Climate Change (IPCC) 4.10. IPCC Scenario in the Context of India
V	**Unit V: Institutional Framework for Disaster Management** 5.1. National Policy on Disaster Management 2009 5.2. The National Disaster Management Authority (NDMA) 5.3. State Disaster Management Authority (SDMA) 5.4. District Disaster Management Authorities (DDMAs) 5.5. Community-Based Disaster Management (CBDM) 5.6. NGOs and Disaster Management 5.7. Other Related Policies, Plans, Programmes and Legislation
	Total Hours **30**

Department of Management Studies

References	
1.	Agrawal A. (1995), Dismantling the divide between Indigenous Knowledge and Scientific Knowledge. Development Change 26: 413 – 439.
2.	Mrinalini Pandey (2014), Text Book of Disaster Management, Wiley India Pvt Ltd.
3.	Pradeep K Goyal,Anil K Gupta, Disaster Management, All India Council for Technical Education Nelson Mandela Marg, Vasant Kunj, New Delhi, 110070
4.	Sharma S.C (2020), Disaster Management (1st ed.), Khanna Book Publishing Co. (P) Ltd, New Delhi.
5.	Srivastava A.K (2021), Text Book of Disaster Management, Scientific Publishers, Jodhpur.
6.	Subramanian, (2018), Disaster Management, Vikas Publishing House, Noida.
7.	Tushar Bhattacharya (2015), Text Book of Disaster Science and Management, McGraw Hill Education.
8.	United Nation (2015), Sendai Framework for Disaster Risk Reduction. 2015 – 2030. Geneva: UNISDR
9.	www.EasyEngineering.net

Course Code	Course Name	Category	Hours / Week	Credits
25IDT2AE	**Innovation & Design Thinking**	**AECC - II**	**2**	**2**

Course Objectives

The Course intends to cover
- The principles and practices of innovation and design thinking.
- Creative problem-solving skills, and impactful solutions across diverse contexts.
- The user-centered research techniques, and practical tools to generate, prototype.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the design thinking methodology for solving real-world problems.	K2
CLO2	Generate, prototype, and test innovative ideas.	K3
CLO3	Frame human-centered solutions and present them effectively.	K3
CLO4	Enhance their confidence in collaborative approaches to problem solving.	K3
CLO5	Integrate innovation strategies into business, social, and creative contexts to drive sustainable impact.	K4
K2 - Understand; **K3** – Apply ; **K4** - Evaluate		

Ability Enhancement Compulsory Courses (AECC) - II: Innovation & Design Thinking

Unit	Content	No. of Hours
I	**Principles of Design Thinking:** Usability, Human-centeredness, Empathy, Iteration. **Types of Innovation:** Product, Process, Business Model, Social Innovation.	6
II	**Empathy & Defining The Problem:** Understanding users - observation - ethnographic research - interviews - Empathy maps and personas - Identifying user pain points - Problem framing vs. problem solving.	6
III	**Ideation & Creativity Tools:** Divergent vs. Convergent Thinking - Brainstorming and mind mapping techniques – SCAMPER. Idea selection and prioritization frameworks.	6
IV	**Prototyping & Experimentation:** Low-fidelity vs. High-fidelity prototyping - Storyboarding, sketching, mock-ups, and role-playing - Rapid prototyping with simple materials.	6
V	**Testing & Feedback:** Testing prototypes with users - Iteration and learning from feedback. **Innovation Strategy & Implementation :** Scaling ideas into innovations - Measuring innovation impact - Barriers - Design Thinking for social change and sustainability.	6
	Total Hours	**30**

Text Books

1	Kelley, T., & Kelley, D. (2013). Creative confidence: Unleashing the Creative Potential within us all. Crown Business.
2	Dan Saffer, Designing for Interaction, New Riders Publications, 2010.

Reference Books

1	Plattner, H., Meinel, C., & Leifer, L. (Eds.). (2018). Design Thinking Research: Making Distinctions: Collaboration versus Cooperation. Springer.
2	Liedtka, J., & Ogilvie, T. (2011). Designing for Growth: A Design Thinking Tool kit for Managers. Columbia University Press.
3	Martin, R. (2009). The Design of Business: Why Design Thinking is the Next Competitive Advantage. Harvard Business Press.

Web Resources (Swayam / NPTEL)

1	https://onlinecourses.nptel.ac.in/noc22_mg32/preview
2	https://onlinecourses.swayam2.ac.in/imb23_mg65/preview
3	https://onlinecourses.nptel.ac.in/noc20_hs08/preview

Department of Management Studies

Course Code	Course Name	Category	Hours/Week	Credits
25IPR2AE	**Intellectual Property Rights**	**AECC - II**	**2**	**2**

Course Objectives

This course intends to cover

- Identify the objectives, forms, duration, and scope of protection for different types of intellectual property.
- Understand the global IP framework and India's compliance challenges.
- Recognize the role of IP as a policy tool for national, economic, social, and cultural growth.
- Gain knowledge of substantive laws and procedural mechanisms of IP in India.
- Analyze recent national and global trends in intellectual property rights.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the core principles of intellectual property protection.	K1, K2
CLO2	Identify the key concepts and principles of trademarks.	K2
CLO3	Comprehend the legal implications and rights under copyright law.	K3
CLO4	Understand the legal consequences of patents and trade secrets.	K2
CLO5	Comprehend IP rights for plant varieties and farmers, along with their legal and social aspects.	K4
K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** – Analyze		

Ability Enhancement Compulsory Courses (AECC)-II:
Intellectual Property Rights

Unit	Content	No. of Hours
I	**Introduction to Intellectual Property:** Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights.	6
II	**Trade Marks:** Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting, and evaluating trade mark, trade mark registration processes.	6
III	**Law of Copy Rights:** Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law**.**	6
IV	**Law of Patents, Trade Secrets:** Foundation of patent law, patent searching process, ownership rights and transfer. Trade Secrets: Trade secrete law, determination of trade secrete status, liability for misappropriations of trade secrets, protection for submission, trade secrete litigation.	6
V	**Protection of Plant Varieties and Farmers' Rights:** Introduction -Meaning and Definition - Registrable Varieties of Plants - Procedure for Registration - Plant Varieties Protection.	6
	Total Hours	**30**

Text Books	
1	V K Ahuja - Law Relating To Intellectual Property Rights - Lexis Nexis; Third edition , 2017.
2	Elizabeth Verkey - Intellectual Property Law and Practice – Eastern Book Company – 2018.
3	S R Myneni - Law of Intellectual Property - Asia Law House – 2021.
Reference Books	
1	B.L. Wadehra - Law Relating To Intellectual Property – Universal Law Publishing House, New Delhi , 2011.
2	Avtar Singh - Intellectual Property Law - Eastern Book Company – 2015.
Web Resources (Swayam/NPTEL)	
1	https://onlinecourses.nptel.ac.in/noc22_hs59/preview

Course Code	Course Name	Category	Hours / Week	Credits
25END2AE	**Entrepreneurship Development**	**AECC – II**	**2**	**2**

Course Objectives

This course intends to cover

- Basics of starting and managing entrepreneurial ventures.
- Tools for planning, funding, and entrepreneurial growth.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the concept of entrepreneurship.	K2
CLO2	Gain knowledge on entrepreneurial motivation	K2
CLO3	Apply business idea evaluation	K3
CLO4	Create systematic Business plan	K3
CLO5	Analyse business finance and support	K4
K1 - Remember; **K2 -** Understand; **K3 -** Apply; **K4** - Analyse		

Ability Enhancement Compulsory Course – II: Entrepreneurship Development

Unit	Content	No. of Hours
I	**Entrepreneurship:** Meaning of Entrepreneurship - Characteristics, Functions and Types of entrepreneurs - Intrapreneur vs. Entrepreneur - Need for Entrepreneurship in economic development - Contribution to GDP, Employment, Innovation.	5
II	**Entrepreneurial Motivation:** Meaning - Need for Achievement Theory - Risk-taking Behaviour - Innovation and Entrepreneur – Economic & non-economic factors affecting entrepreneurial growth.	5
III	**Business Ideas:** Sources of Business Ideas & Opportunity Identification – Idea generation techniques (Brainstorming, Design Thinking). Business incubation - Technical Assistance for small business – Preparation of Feasibility Reports, Legal Formalities and Documentation	7
IV	**Business Plan:** Meaning and importance of Business Plan – Structure and components – Market Study.	7
V	**Entrepreneurial finance:** Sources of finance (Bank, Angel investors, Venture Capital, Crowdfunding, Mudra Loans) - Institutional support to entrepreneurs (DIC, KVIC, EDII and MSME).	6
	Total Hours	**30**

Text Books

1	C.B. Gupta and N.P. Srinivasan (2020), Entrepreneurship Development, Sultan Chand and Sons.
2	Dr. Vasant Desai and Dr. Kulveer Kaur (2021), Entrepreneurship Development and Management, Himalaya Publications.

Reference Books

1	Dr. Jayashree Suresh (2021), Entrepreneurial Publications, Margham Publications
2	S S Khanka (2020), Entrepreneurial Development, Sultan Chand and Sons, New Delhi.

Web Resources (Swayam/NPTEL)

1	https://onlinecourses.nptel.ac.in/noc25_mg95/preview

Department of Management Studies

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

Max Marks	Marks for		Components for CIA						
100	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
	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
100	40	60	Actual	Weightage	Actual	Weightage	Marks	5	40
			50	10	60	15	10		

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