



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 (B.B.A.)
 Programme Code: BBA**

(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. 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.
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)	6	6 X 6	36	6 X 4	24	100	2, 3, 5, 6
	Core Theory (5 hrs./week)	8	8 X 5	40	8 X 4	32		1, 4, 5, 6
	Core Theory (4 hrs./week)	1	1 X 4	4	1 X 3	3		2
	Core Lab (4 hrs./week)	5	5 X 4	20	5 X 2	10		1, 2,3,4,5
	Allied	4	4 X 4	16	4 X 3	12		1, 2,3,4
	Electives	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
IV	Skill Enhancement (SEC)	3	3 X 2	6	3 X 2	6	14	3, 4, 6
	Foundation Course (FC)	2	2 X 2	4	2 X 2	4		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
V	Ability Enhancement Compulsory Course(AECC) - Online Course - MOOC	1	-	-	1 X 2	2	2	3
	Liberal Arts (Extra-Curricular & Co-Curricular)	-	-	-	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	
	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	Credits	Hours	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. Curriculum

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
25BBA13C	III	Core - I	Principles of Management	5	3	25	75	100	4
25BBA14C	III	Core - II	Business Environment	5	3	25	75	100	4
25BBA15P	III	Core Lab - I	Digital Marketing Lab	4	3	40	60	100	2
25BBA16A	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 2									
Course Code	Part	Course Category	Course Name	Hours/Week	Examination			Credits	
					Duration in Hours	Maximum Marks			
						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
25BBA23C	III	Core - III	Organisational Behaviour	4	3	25	75	100	3
25BBA24C	III	Core - IV	Accounting for Managers - I	6	3	25	75	100	4
25BBA25P	III	Core Lab-II	Social Media Marketing – Lab	4	3	40	60	100	2
25BBA26A	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 - 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
25BBA33C	III	Core - V	Management Information System	6	3	25	75	100	4
25BBA34C	III	Core - VI	Operations and Materials Management	6	3	25	75	100	4
25BBA35P	III	Core Lab-III	Web Design and SEO Lab	4	3	40	60	100	2
25BBA36A	III	Allied - III	Quantitative Techniques for Management	4	3	25	75	100	3
25BBA37P	III	SEC - I	Banking Procedures Lab	2	3	40	60	100	2
25BAT3FC/ 25ADT3FC 25IKS3FC	IV	FC - III	Basic Tamil / Advanced Tamil	-	2	50	-	50	2
Indian Knowledge Systems (IKS)*									
Online Course - MOOC									
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	4	3	25	75	100	3
			Hindi – IV						
			Malayalam - IV						
			French – IV						
	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	25

Semester - 5									
Course Code	Part	Course Category	Course Name	Hours/Week	Examination			Credits	
					Duration in Hours	Maximum Marks			
						CIA	ESE		Total
	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	4
			Industrial Relations						
			Insurance Principles and Practice						
	III	IT	Internship	-	-	50	-	50	2
Total				30				650	23

Semester - 6									
Course Code	Part	Course Category	Course Name	Hours/Week	Examination			Credits	
					Duration in Hours	Maximum 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	Strategic Management	5	3	25	75	100	4
	III	Elective - II	Consumer Behaviour	5	3	25	75	100	3
			Organisational Development						
			Investment Management						
	III	SEC - III	Business Communication - 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 1

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
25BBA13C	III	Core - I	Principles of Management	5	3	25	75	100	4
25BBA14C	III	Core - II	Business Environment	5	3	25	75	100	4
25BBA15P	III	Core Lab - I	Digital Marketing Lab	4	3	40	60	100	2
25BBA16A	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
(All the Undergraduate Programmes)

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

Course Objectives

The course intends to

- 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	<p>நாட்டுப்பற்று</p> <ol style="list-style-type: none"> உலகத்தைநோக்கிவினவுதல் - பாரதியார் பாரதிதாசன்கவிதைகள் - பாரதிதாசன் <ul style="list-style-type: none"> தமிழ்ப்பேறு ஒற்றுமையேஉயிர்நிலை - நாமக்கல்கவிஞர் தேவதேவன்கவிதைகள் - தேவதேவன் <ul style="list-style-type: none"> சாலையும்மரங்களும்செருப்பும் புதியவீடு ஆலாபனை - கவிக்கோஅப்துல்ரகுமான் <ul style="list-style-type: none"> போட்டி பாதை புத்தகச்சந்தை - கவிஞர்வாலி 	14
II	<p>சமூகம்</p> <ol style="list-style-type: none"> எட்டாவதுசீர்..... - ஈரோடு தமிழன்பன் தொலைந்துபோனேன் - கவிஞர்தாமரை திருநங்கைகள் காகிதப் பூக்கள் - நா. காமராசன் மரங்களைப் பாடுவேன் - வைரமுத்து புள்ளிப் பூக்கள் (ஹைக்கூ) - அமுத பாரதி நாட்டுப்புறப் பாடல்கள் (தாலாட்டுப் பாடல் , தெம்மாங்குப் பாடல், உழவுத்தொழில்) 	14
III	<p>சிறுகதை</p> <ol style="list-style-type: none"> காஞ்சனை - புதுமைப்பித்தன் சுமைதாங்கி - ஜெயகாந்தன் சோற்றுக் கணக்கு - ஜெயமோகன் ஆறு யானைகள் - எஸ்.ராமகிருஷ்ணன் மரத்தைக்கர்ப்பம்சுமந்தவள் - ஆண்டாள்பிரியதர்சினி 	12
IV	<p>இலக்கியவரலாறு</p> <ol style="list-style-type: none"> மரபுக்கவிதையின்தோற்றமும்வளர்ச்சியும் புதுக்கவிதையின்தோற்றமும்வளர்ச்சியும் ஹைக்கூகவிதையின்தோற்றமும்வளர்ச்சியும் சிறுகதையின்தோற்றமும்வளர்ச்சியும் 	10

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), நியூசெஞ்சூரிபுக்ஹவுஸ்	
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	

Part – I: Language I – Hindi-I
(All the Undergraduate Programmes)

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

Course Objectives

The course intends to

- Improve grammatical knowledge.
- Read and learn about articles and think about them.
- Read and understand short stories and the thoughts and life of the people of this state.
- Provide translation knowledge and the ability to read and analyze a message

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 Sumitras, 16/4, Hastings Road, Allahabad – 211001.
2	Amithab.V.P.(2011), Kahani Kunj, Publisher: Govind Prakashan Sadhar Bagaar, Mathura, UttarPradesh,–281 001

Part – I: Language I –Malayalam I
(All the Undergraduate Programmes)

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

Course Objectives

The course intends to

- Improve grammatical knowledge
- Read and learn about articles and think about them
- Read and understand short stories and the thoughts and life of the people of this state
- Provide translation knowledge and the ability to read and analyze a message

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

Part – I: Language I –French I
(All the Undergraduate Programmes)

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

Course Objectives

The course intends

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 Himer, Corina Brillant, Sophie Erlich, (2008), Adomania1–Methodede francais, Publisher-Hachette Fle
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Reference Book

1	Yves Loiseau, Régine, (2014), Latitudes1, Merieux Publisher: French and European Publications Inc.
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Part-II: Language-II-English-I
(All the Undergraduate Programmes)

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: Language-II-English-I

Unit	Content	No. of Hours
I	Poetry: Nature 1. I Wandered Lonely as a 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 – Guy de 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
25BBA13C	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 (6 th ed.). Sultan Chand & Sons.	
2	Stephen P Robbins & Mary Coulter, (2011). Management (11 th 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 (11 th ed.). Tata McGraw Hill.	
2	A.Sharma (2022), Indian Knowledge Systems – Concepts and Applications, IGNC A 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
25BBA14C	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 (17 th ed.), Sultan Chand & Sons.	
2	Francis Cherunilam (2024), Business Environment: Text and Cases, (27 th 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, (1 st 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
25BBA15P	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	<p>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.</p> <ol style="list-style-type: none"> 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	<p>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.</p> <ol style="list-style-type: none"> 1. Brand Digital Presence Audit: Select any well-known brand. Analyse and report on: <ol style="list-style-type: none"> 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
	<p>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.</p>	

Unit	Details	No. of Hours
III	<p>1. Define a mock brand (e.g., a student-run bakery or digital service). Outline a content strategy based on:</p> <ol style="list-style-type: none"> Purpose (Why are you creating content?) Pillars (What themes will you cover?) Distribution (Where will you publish it?) <p>Present as a 1-slide Canva visual.</p> <p>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.</p> <p>3. Create a Weekly Content Calendar. Choose a brand in service business. Create a 7-day content calendar including:</p> <ol style="list-style-type: none"> Date Platform (Instagram, Blog, YouTube, etc.) Content type (post, reel, story) Caption/Description <p>Use MS-Excel for this task.</p>	10
IV	<p>Keyword Research: Definition and Importance of Keywords - Types of Keywords - Tools for Keyword Research.</p> <p>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:</p> <ol style="list-style-type: none"> Search volume (if available) Competition (low/medium/high) <p>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.</p>	10
V	<p>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.</p> <p>1. Create a Blog on Blogger/Medium: Sign up on Blogger.com or Medium.com. Create a free blog account and set up:</p> <ol style="list-style-type: none"> Blog name Theme/template Short “About” section <p>Share the blog URL with the instructor.</p> <p>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:</p> <ol style="list-style-type: none"> Title Subheadings At least one image <p>Publish it on Blogger and share the live link.</p>	10
Total Hours		60

Text Books	
1	Dave Chaffey, Fiona Ellis-Chadwick (2019), Digital Marketing, 7 th 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, 2 nd Edition, Wiley.
3	Alastair L Day, (2012). Mastering Financial Modelling in Microsoft Excel: A Practical Guide to Business Calculations (3 rd ed.). FT Press.
Web Resources (Swayam/NPTEL)	
1	https://onlinecourses.swayam2.ac.in/cec25_mg19/preview

Course Code	Course Name	Category	Hours / Week	Credits
25BBA16A	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
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Reference Books

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

Web Resources (Swayam/NPTEL)

1	https://nptel.ac.in/courses/111105124
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Part – IV: Foundation Course

(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	<p>Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.</p> <ul style="list-style-type: none"> - 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. <p>Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.</p>
III	<p>Ecosystems</p> <ul style="list-style-type: none"> - 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: - <ol style="list-style-type: none"> a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit	Content
IV	<p>Biodiversity and its Conservation</p> <ul style="list-style-type: none"> - 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	<p>Environmental Pollution Definition</p> <ul style="list-style-type: none"> - Causes, effects and control measures of: - <ul style="list-style-type: none"> 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	<p>Social Issues and the Environment</p> <ul style="list-style-type: none"> - 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	<p>Human Population and the Environment</p> <ul style="list-style-type: none"> - 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. <p>Biosafety and Biosecurity</p> <p>The basic principles of biosafety.</p> <ul style="list-style-type: none"> - 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. <p>The theoretical knowledge as well as practical applications to prepare learners for real-world biosafety challenges.</p> <ol style="list-style-type: none"> 1. Introduction to Biosafety <ul style="list-style-type: none"> - Definition and importance of biosafety. - Historical perspective on biosafety incidents. - Biosafety vs. biosecurity: Key differences. 2. Biological Hazards and Risk Assessment <ul style="list-style-type: none"> - Classification of biological agents (e.g., bacteria, viruses, fungi, parasites). - Risk assessment methodology: Identifying hazards, evaluating risks, and control measures. 3. Biological Waste Management <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - Developing and implementing SOPs for laboratory safety. - Practices for handling, storing, and disposing of biological materials. 	
VIII	<p>Field Work (Practical).</p> <ul style="list-style-type: none"> - 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) 6 th 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	

Part – IV: Ability Enhancement Compulsory Course (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	
I	Presentation Skills			6
	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).		
	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			6
	1	Clothes and Shopping: Grammar: Modal verbs/Adverbs of Frequency/Adjectives and Adverbs. Vocabulary & Speaking: Shopping. Reading & Writing: Product Review. Activities: Observe & answer (Listening).		
	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	
50	50	-	Actual	Weightage	Actual	Weightage
			50	25	50	25

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

Semester 2									
Course Code	Part	Course Category	Course Name	Hours/Week	Examination			Credits	
					Duration in Hours	Maximum Marks			
						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
25BBA23C	III	Core - III	Organisational Behaviour	4	3	25	75	100	3
25BBA24C	III	Core - IV	Accounting for Managers - I	6	3	25	75	100	4
25BBA25P	III	Core Lab-II	Social Media Marketing – Lab	4	3	40	60	100	2
25BBA26A	III	Allied II	Economics for Executives	4	3	25	75	100	3
25HUM2FC/ 25DIM2FC	IV	FC - II	Human Rights/ Disaster Management	2	2	50	-	50	2
25IDT2AE			IV						
25IPR2AE	Intellectual Property Rights								
25END2AE	Entrepreneurship Development								
Total				30				700	22

Part – I – Language-I-Tamil-II
(All the Undergraduate Programmes)

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	<p>(அறம்)</p> <ol style="list-style-type: none"> திருக்குறள்(மூன்று அதிகாரங்கள்) <ul style="list-style-type: none"> புகழ் வினை செயல்வகை நெஞ்சொடு கிளத்தல் திரிகடுகம்(10, 16, 19, 26, 42 பாடல்கள் மட்டும்) பழமொழி நானூறு(2,7,21,54,69,119,130,184,267,375 பாடல்கள் மட்டும்) 	14
II	<p>(பக்தி)</p> <ol style="list-style-type: none"> தாயுமானவர் பாடல்கள்(பராபரக் கண்ணி முதல் 10 பாடல்கள்) உமர்கயாம் பாடல்கள் (தனிப்பாடல்கள்) - கவிமணி தேசிகவிநாயகம் பிள்ளை வள்ளலார் பாடல்கள்(திருவருட்பா – வள்ளலார் விண்ணப்பம்) இயேசுகாவியம் - மலைப்பொழிவு - கண்ணதாசன் சித்தர் பாடல் - சிவவாக்கியார் பாடல் 	14
III	<p>(கலை மற்றும் பண்பாடு)</p> <ol style="list-style-type: none"> அறம் எனப்படுவது - அமுதன் ஏட்டில் எழுதா இலக்கியம் - ஒளவை துரைச்சாமி கீழடி - தொல்லியல் துறை, வெளியீடு மனம் எனும் சொர்க்கவாசல் - டாக்டர் எம்.எஸ்.உதயமூர்த்தி ஆளுமைத் திறன் - அறிவுக்கதிர். அரசுப்பணி சிறப்பிதழ் 	12
IV	<p>(இலக்கிய வரலாறு)</p> <ol style="list-style-type: none"> பதினெண் கீழ்க்கணக்கு நூல்கள் உரைநடையின் தோற்றமும் வளர்ச்சியும் 	10

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.

Part – I – Language-I-Hindi-II
(All the Undergraduate Programmes)

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(DELFL), (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

Part – I – Language-I-French-II**(All the Undergraduate Programmes)**

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.
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Reference Book

1.	Nathalie Hirschsprung, Tony Tricot, (2017) Cosmopolite, Hachette.
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Part – I – Language-II-English-II
(All the Undergraduate Programmes)

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		

Part-II-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	

Course Code	Course Name	Category	Hours / Week	Credits
25BBA23C	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 (6 th Revised ed.), Sultan Chand and Sons.
2	S.S.Khanka (2020), Organisational Behaviour (Text and Cases) (4 th 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, 2 nd 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, 14 th 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
25BBA24C	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)	

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 (12 th 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	

Course Code	Course Name	Category	Hours / Week	Credits
25BBA25P	Social Media Marketing - Lab	Core Lab - II	4	2

Unit	Content	No. of Hours
I	<p>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).</p> <p>Exercises:</p> <ol style="list-style-type: none"> 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	<p>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).</p> <p>Exercises:</p> <ol style="list-style-type: none"> 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	<p>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.</p> <p>Exercises:</p> <ol style="list-style-type: none"> 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	<p>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.</p> <p>Exercises:</p> <ol style="list-style-type: none"> 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	<p>Measuring Social Media Performance - Key metrics for Facebook, Instagram, LinkedIn, and YouTube - using platform insights - creating social media performance reports - Suggesting improvements.</p> <p>Exercises:</p> <p>13. Select a brand’s account and gather data for its last 10 posts/videos.</p> <p>14. Create a performance dashboard in Spreadsheet/Google Sheets with charts.</p> <p>15. Suggest 3 improvement strategies for the selected brand.</p>	10
Total		60
Text Book		
1	Tracy L. Tuten, Michael R. Solomon (2020), Social Media Marketing, 4 th Edition, Sage Publications.	
Reference Books		
1	Jason McDonald (2023), Social Media Marketing Workbook, 10 th 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
25BBA26A	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 (5 th ed.), Margham Publications.	
2	R.L.Varshney & K.L.Maheshwari (2023), Managerial Economics (20 th ed.), Sultan Chand & Sons.	
Reference Books		
1	M.L.Jhingan & J.K.Stephen (2020), Managerial Economics (2 nd 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	<p>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.</p> <p>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.</p>
II	<p>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.</p>
III	<p>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.</p>
IV	<p>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</p>

Unit	Content	
V	<p>UNIT - V: Human Rights</p> <p>1. Concept of Human Rights – Indian and International Perspectives</p> <p>a. Evolution of Human Rights</p> <p>b. Definitions under Indian and International documents</p> <p>2. Broad classification of Human Rights and Relevant Constitutional Provisions.</p> <p style="padding-left: 40px;">a. Right to Life, Liberty and Dignity</p> <p style="padding-left: 40px;">b. Right to Equality</p> <p style="padding-left: 40px;">c. Right against Exploitation</p> <p style="padding-left: 40px;">d. Cultural and Educational Rights</p> <p style="padding-left: 40px;">e. Economic Rights</p> <p style="padding-left: 40px;">f. Political Rights</p> <p style="padding-left: 40px;">g. Social Rights</p> <p>3. Human Rights of Women and Children</p> <p>a. Social Practice and Constitutional Safeguards</p> <p style="padding-left: 40px;">(i) Female Feticide and Infanticide</p> <p style="padding-left: 40px;">(ii) Physical assault and harassment</p> <p style="padding-left: 40px;">(iii) Domestic violence</p> <p style="padding-left: 40px;">(iv) Conditions of Working Women</p> <p>4. Institutions for Implementation</p> <p style="padding-left: 40px;">a. Human Rights Commission</p> <p style="padding-left: 40px;">b. Judiciary</p> <p>5. Violations and Redressal</p> <p style="padding-left: 40px;">a. Violation by State</p> <p style="padding-left: 40px;">b. Violation by Individuals</p> <p style="padding-left: 40px;">c. Nuclear Weapons and terrorism</p> <p style="padding-left: 40px;">d. Safeguards.</p>	
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	<p>Unit I: Introduction to Disasters</p> <p>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</p>		
II	<p>Unit II: Disasters Management</p> <p>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</p>		
III	<p>Unit III: Vulnerability Assessment and Reduction</p> <p>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</p>		
IV	<p>Unit IV: Disaster Risk Reduction</p> <p>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. Intergovernmental Panel on Climate Change (IPCC) 4.10. IPCC Scenario in the Context of India</p>		
V	<p>Unit V: Institutional Framework for Disaster Management</p> <p>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</p>		
Total Hours			30

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

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 Course (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	

**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
			Actual	Weightage	Actual	Weightage			
100	25	75	50	5	75	10	5	5	25

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			
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				Total
	CIA	ESE	CIA		Model		
50	50	-	Actual	Weightage	Actual	Weightage	50
			50	25	50	25	

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 3

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
25BBA33C	III	Core - V	Management Information System	6	3	25	75	100	4
25BBA34C	III	Core - VI	Operations and Materials Management	6	3	25	75	100	4
25BBA35P	III	Core Lab-III	Web Design and SEO Lab	4	3	40	60	100	2
25BBA36A	III	Allied - III	Quantitative Techniques for Management	4	3	25	75	100	3
25BBA37P	III	SEC - I	Banking Procedures Lab	2	3	40	60	100	2
25BAT3FC/ 25ADT3FC/ 25IKS3FC	IV	FC - III	Basic Tamil / Advanced Tamil	-	2	50	-	50	2
Indian Knowledge Systems (IKS)*									
Online Course - MOOC									
25MOO3AE	IV	AECC - III	Online Course - MOOC	-	-	50	-	50	2
Total				30				800	25

Part –I : Language – I - Tamil – III**(All the Undergraduate Programmes)****பயன்பாட்டுத் தமிழ்**

Course Code	Course Name	Category	Hours / Week	Credits
25TAM31L	Tamil - III	Language - I	4	3

Course Objectives

The Course intends to cover

- தமிழரின் பிற துறை சார்ந்த சிந்தனைகளைக் கற்பித்தல்.
- இன்றைய அறிவியல் வளர்ச்சி மற்றும் கணினியின் பயன்பாட்டுத் தேவையை உணர்த்துதல்
- இயற்கை பாதுகாப்பு குறித்த விழிப்புணர்வை வளர்த்தல்

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	வணிகத் தமிழ் - கணினித் தமிழின் நுட்பங்கள் மற்றும் பயன்பாடுகளை அறிந்து பின்பற்றுவர்	K1, K2
CLO2	ஊடகம் மற்றும் உளவியல் தன்மை குறித்த சிந்தனைகளை வளர்த்துக் கொள்வர்	K2
CLO3	சுற்றுலா - சுற்றுச்சூழலியல் தேவை மற்றும் மீட்டுருவாக்கம் குறித்து உணர்த்து செயல்படுதல்	K3
CLO4	மேலாண்மை பற்றி அறிதல் மற்றும் சுயக்கற்றல் திறனை வளர்த்துக் கொள்ளுதல்	K1, K3
CLO5	பன்முக ஆளுமைகள் குறித்து அறிந்து தனித்திறன்களை உருவாக்கிக் கொள்வர்.	K2, K3
K1 - Remember; K2 - Understand; K3 - Apply		

Language – I: Part – I : Tamil – III**பயன்பாட்டுத் தமிழ்**

Unit	Content	No. of Hours
I	வணிகம் மற்றும் கணினித் தமிழ் தமிழரின் வணிகம் - வணிகக் கடிதங்கள் - உலகமயமாக்கல் - செயற்கை நுண்ணறிவு கற்றல் - இணைய நூலகம் - இணையத் தமிழ் பயன்பாடு	12
II	ஊடகம் மற்றும் உளவியல் தமிழ் ஊடகத்தின் இன்றியமையாமை - நிகழ்வுகளைச் செய்திகளாக வடிவமைத்தல் - ஊடகத் துறையில் மொழியின் பங்கு - உளவியல் வரையறை - உளவியல் பிரிவுகள் - வகுப்பறை உளவியல் (ஆசிரியர், மாணவர்)	12
III	சுற்றுச்சூழலியல் மற்றும் சுற்றுலாவியல் தமிழரின் சூழலியல் அறிவு - சுற்றுச்சூழல் மாசுபாடு - சுற்றுச்சூழல் பாதுகாப்பு - சுற்றுலா வகைகள் - உலகப் புகழ்பெற்ற சுற்றுலாத் தலங்கள் - சுற்றுலா வளர்ச்சி மற்றும் பயன்கள்	12
IV	மேலாண்மைத் தமிழ் மற்றும் மொழிப்பயிற்சி மேலாண்மையும் அணுகுமுறைகளும் - மேலாண்மை செயல்பாடுகள் மற்றும் வகைகள் - வகுப்பறை மேலாண்மை - நேர்காணல் - நூல் திறனாய்வு மற்றும் மதிப்பீடு - படிவங்கள் பூர்த்தி செய்தல் மற்றும் விண்ணப்பங்கள்	12
V	பன்முக ஆளுமைகள் ஜி.டி.நாயுடு(அறிவியல்) - பத்மஸ்ரீ டாக்டர் பக்தவத்சலம்(மருத்துவம்) - நா மகாலிங்கம்(தொழில்) - மயில்சாமி அண்ணாதுரை(விஞ்ஞானம்) - என் ஜி ராமசாமி(சமூகம்) - நம்மாழ்வார்(விவசாயம்)	12
Total Hours		60

Reference Books	
1	சுந்தரம்.இல, (2022) கணினித் தமிழ், விகடன் பிரசுரம்
2	மணியரசன்.துரை, (2019), இணையமும் இனியத் தமிழும், இசை பதிப்பகம்
3	பொன்னவைக்கோ.மு, (2015) இணையத் தமிழ் வரலாறு, பாரதிதாசன் பல்கலைக் கழகம்.
4	தங்கமணி இரா.ம, (2018) சுற்றுலாவியல், கொங்கு பதிப்பகம்
5	இலக்கியா க.வி, நந்தினி சா.சு,(2022), விடியல் பதிப்பகம்
6	சின்னத்தம்பி முருகேசன்.பொன்(2016) சுற்றுச் சூழலியல்(உலகம் தழுவிய வரலாறு), எதிர் வெளியீடு
7	இறையன்பு.வெ (2018) இலக்கியத்தில் மேலாண்மை, நியூ செஞ்சரி புக் ஹவுஸ்
8	ஸ்ரீனிவாசன்.வி, (2009), திருக்குறளில் மேலாண்மை, விகடன் பிரசுரம்
9	பட்டனத்தி மைந்தன், (2018), ஜி.டி நாயுடு, ராமையா பதிப்பகம்
10	டாக்டர் பக்தவத்சலம்.ஜி (2009) இதயம் ஒரு கோவில், விஜயா பதிப்பகம்

Part – I: Language – I- Hindi – III

Course Code	Course Name	Category	Hours / Week	Credits
25HIN31L	Hindi - III	Language - I	4	3

Course Objectives

The Course intends to

- Have knowledge of the contents of primitive poetry.
- Learn about contemporary poetry and its techniques.
- Interest in reading poetry and the ability to express social thoughts
- Understand the basics of Hindi literature properly.
- Provide knowledge of the elements of poetry and subtle translation will improve.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Get a basic knowledge of the history of Hindi literature.	K1
CLO2	Enhances the art and taste of Hindi literary works	K2
CLO3	Literary genres can be learned	K3
CLO4	Create an interest to read and enjoy Hindi poetry	K4
CLO5	Get the basic Knowledge of poetry techniques like Anlankar.	K4
K1 - Remember; K2 - Understand; K3 – Apply;K4 - Analyze		

Part – I: Language – I - Hindi – III

Unit	Content	No. of Hours
I	Poetry:Kavya Tharang – by Dr. Niranjana Pracheen Kavitha 1. Mahatma kabeer – sakhi & padh (2) 2. Goswamy tulsidas – pad(4) 3. Mahatma soordas- pad(3) 4. Kavivar rahim – dohe(6)	12
II	Modern Poetry : Kavya Tharang- by Dr. Niranjana 1. Nirjar – Mythili sharan gupth 2. Parichay – Ramdhari singh Dinkar 3. Prethibimb – Sumithra nandan Panth 4. Kavi kaha ththa – Sooryakanth Tripathi Nirala 5. Kah de mam Kya ab dekon – Mahadevi varma 6. Kanu ke prathi – Darmveer Bharathi 7. Loha ka swad – Dhumil 8. Bhanth Kidikkiyon ki Takrahat – Gorakh pande	12
III	History of Hindi Literature :(Tippaniyan) 1. Bhakthi kal ka samanya parichaya (Kabeer, Jaysi, Soor, Thulsi, Meera, Raskhan, Rahim)	12
IV	Ras Chad & Alankar: 1. Srungar & veer Ras 2. Anupras & Upama 3. Dhoha & Rola	12
V	Translation : English-Hindi only 1. Anuvadh Abhyas – III (16-30 Lessons Only)	12
Total Hours		60
Text Books		
1.	Kavya Tharang – by Dr. NIRANJANA, Jawahar Pusthakalay, Sadar Bazaar, Mathura U.P.281001.	
2.	Anuvadh abhyas-III, Dakshin Bharath Hindi Prachar Sabha Chennai – 17.	
Reference Books		
1.	Hindi sahithya ka saral ithihaas, by Rajnath sharma, vinod pustak mandir, agra-282	
2.	Kavya Pradeep Rambadri Shukla, Hindi Bhavan, 36, Tagore Town, Allahabad – 211 002.	

Part – I: Language – I- Malayalam – III

Course Code	Course Name	Category	Hours / Week	Credits
25MAL31L	Malayalam - III	Language - I	4	3

Course Objectives

The Course intends to cover

- Knowledge of the contents of primitive poetry.
- Learn about contemporary poetry and its techniques.
- Reading poetry and the ability to express social thoughts will improve.
- Basics of Malayalam Poetry and to understand Malayalam literature properly.
- Provide knowledge of the elements of poetry.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Get a basic knowledge of the history of Malayalam literature.	K1
CLO2	Enhances the art and taste of Malayalam literary works	K1
CLO3	Literary genres can be learned	K2
CLO4	Create more to read and enjoy Malayalam poetry	K3
CLO5	Get the basic Knowledge of poetry techniques	K4

K1 - Remember; K2 - Understand; K3 – Apply; K4 - Analyze

Part – I: Language – I - Malayalam – III

Unit	Content	No. of Hours
I	Poetry – Sishyanum makanum - Vallaththol Narayana Menon	12
II	Poetry – Sishyanum makanum - Vallaththol Narayana Menon	12
III	Poetry - Rafeeqe Ahammed (Selected poetries Thoramazha, Madhuranarangakal, Athrayum,Umma,Pakaram)	12
IV	Poetry-RafeeqeAhammed(Selectedpoetries-Ammathotttil,Vidhyalayam,	12
V	Thottakutty,Sivakami,Ithanu prarthana)	12
Total Hours		60

Text Books

1. Sishyanum makanum - Vallaththol Narayana Menon,Poorna Publishers.
2. Rafeeqe Ahammed – Selected poetries ,Mathrubhumi Books, Kozhikkode
3. Aayisha – Vayalar Ramavarma - Kerala Book Store Publishers.

Reference Books

1. Kavitha SahithyaCharitram-Dr.M.Leelavathi (Kerala SahithyaAcademy,Trichur)
2. Kavitha Dwani-Dr.M.Leelavathi (D.C.Books, Kottayam)
3. Aadhunika Sahithyacharithram Prasthanangalilude-Dr.K.M.George (D.C.Books, Kottayam)
4. Padya SahithyaCharithram – T.M.Chummar (Kerala SahithyaAcademy,Trichur)

Part– I: Language – I- French – III

Course Code	Course Name	Category	Hours / Week	Credits
25FRE31L	French - III	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.	K4

K1 - Remember; K2 - Understand; K3 – Apply;K4- Analyse

Part – I: Language – I - French – III

Unit	Content	No. of Hours
I	Vendre Et Acheter pg (82-92). Grammaire: pg(156-160)	12
II	Communication(pg 93-97). Grammaire: pg(161-162)	12
III	Tout Le Monde s’amuse(pg 98-100). Grammaire: pg(163)	12
IV	Mots Et Expressions(pg 101-107). Grammaire: pg(164-167)	12
V	Communication(pg 108-120). Grammaire: pg(168-171)	12
Semester III Portions from Textbook « Nouvelle Génération A1» : UNITÉ 5, UNITÉ 6(Pg 82-120) Cahier d’exercices (Pg156-171)		
Total Hours		60

Text Book

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

Reference Book

1. Nathalie Hirschsprung, Tony Tricot, 2017, Cosmopolite, Hachette

Language-II: Part – II: English –III
(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
25ENG32L	English III	Language II	4	3

Course Objectives

The course intends to cover

- The values of patriotism, empowerment and social responsibility through Biographies and Speeches.
- The use of grammar for communication.
- The essential interpersonal skills for effective group interaction.
- The analytical reading and ethical digital writing skills.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Identify key themes in biographies and speeches, and understand the basic structure of the content.	K1
CLO2	Understand the ideas and rhetorical strategies in texts and relate them to social awareness.	K2
CLO3	Apply grammar rules to form clear and accurate sentences in speech and writing.	K3
CLO4	Demonstrate effective listening and speaking skills by participating confidently in group discussions with appropriate body language and voice modulations.	K3
CLO5	Develop reading and writing skills to communicate effectively across different digital platforms with digital integrity.	K3
K1 - Remember; K2- Understand; K3 - Apply		

Language-II: Part – II: English –III

Unit	Content	No. of Hours
I	Biographies : Patriotism 1. Nehru – AF Toynbee 2. Martin Luther King – R N Roy 3. C.V. Raman – H. Kusumakar	12
II	Renowned Speeches : Empowerment 1. UN Youth Assembly Speech - Malala Yousafzai 2. Give Us a Role Model - A.P.J. Kalam 3. Inaugural Address Nelson Mandela	12
III	Grammar 1. Sentence Structure 2. Types of Sentences (Declarative, Interrogative, Imperative, Exclamatory), Transformation of Sentences 3. Active Voice and Passive Voice 4. Direct and Indirect Speech	12
IV	Listening and Speaking Skills: 1. Group Discussion: Structure of Group Discussion , Types of Group Discussion, Phrases for participating in a Group Discussion ,Do’s and Don’ts in a Group Discussion. 2. Group Dynamics (Nonverbal and Behavioural Aspects): Body Language, Personal Appearance, Posture, Gestures, Facial Expression, Eye Contact, Space Distancing 3. Paralinguistic Cues: Tone, Pitch, Volume, Speed (rate of speech), Pauses, Stress and Intonation.	12
V	Reading and Writing Skills : Digital Communication 1. Reading and Understanding Digital Texts: Skills for Analysing Digital Texts (connotative and denotative skills). 2. Introduction to Digital Writing: Types of Digital Writing, Website content, Blog Writing, Social Media Writing, SEO Writing, Review and Opinion Writing 3. Editing Digital Content, Digital Integrity and Ethics in Writing.	12
Total Hours		60

Reference Books

1.	Rengasamy, P. Ed.(2012). Paths of Glory An Anthology of Biographies. Macmillan Publishers India Ltd.
2.	Yousafzai, M. (2013, July 12). Speech at the United Nations Youth Assembly. United Nations. https://www.un.org/en/events/malalayousafzaispeech
3.	A.P.J. Abdul Kalam.(2012). Ignited Minds - Unleashing the Power within India. Penguin Books.
4.	Mandela, N. (1994). Inaugural Address. In Long Walk to Freedom. Little, Brown and Company.
5.	Raymond Murphy. (2016). English Grammar in Use : A Self-study Reference and Practice Book for Intermediate Learners of English. Cambridge University Press.
6.	Kumar, S., & Lata, P. (2018). Communication Skills: A Workbook. Oxford University Press India.
7.	Mitra, B. K. (2012). Personality Development and Soft Skills (3 rd ed.). Oxford University Press India.
8.	Butterfield, J. (2023). Written Communication: Soft Skills for a Digital Workplace (3 rd ed.). Cengage India.

Web Resources (Swayam / NPTEL)

1.	https://onlinecourses.swayam2.ac.in/e-learning/preview/cec26_hs08
2.	https://onlinecourses.nptel.ac.in/noc26_hs111/preview

Course Code	Course Name	Category	Hours/Week	Credits
25BBA33C	Management Information System	Core - V	6	4

Course Objectives

This course intends to cover

- Key concepts, components, functions of information systems and database models.
- Input/output devices, networks, e-commerce, EDI, and electronic payments.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the definition, features, implementation steps and strategic role of MIS.	K1 - K2
CLO2	Analyse MIS functions, support for management and database models.	K1 - K4
CLO3	Differentiate types of computer hardware, software, CPU operations and client-server concepts.	K1 - K4
CLO4	Apply appropriate input, output and secondary storage devices for business computing.	K1 - K3
CLO5	Understand telecommunication tools, e-commerce models, EDI applications and electronic payment systems.	K1 - K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 – Analyse		

CLO-PLO Mapping

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

Core - V: Management Information System

Unit	Content	No. of Hours
I	Information Systems: Introduction - Definition - Features - Components of Information System - Steps in Implementing Management Information System (MIS) - Need for Information - Information System for Decision Making - MIS as Competitive Advantage - MIS Structures.	18
II	Management Information System (MIS): MIS Support for Planning - Organizing - Controlling - MIS for Specific Functions (Personnel - Finance - Marketing - Inventory and Production) - Strategic Information System - Decision Support System (DSS). Database Management System Models: Hierarchical Model - Network Model - Relational Model.	20
III	Hardware: Computer Hardware - Description of Electronic Computers - CPU Operations - Classification of Computers (Mainframe - Mini - Workstations - Micro Computers - Super Computers - Personal Computers). Software: Types of Software - Data Representation in Computers - Introduction to Client-Server Architecture.	16
IV	Input Devices: Mouse - Touch Screens - MICR - OCR - Keyboard - Pen-Based Input - Digital Scanners. AI in Input: Speech Recognition - Image Recognition - Smart Sensors. Output Devices: Impact Printers - Non-Impact Printers - Video Display Terminals - Plotters - Voice Output Devices. AI in Output: Text-to-Speech Systems - Intelligent Display Systems. Secondary Storage Devices: Hard Disk - Magnetic Disk - Floppy Disk - Magnetic Tape - Optical Disk Storage (CD-ROM - Blu-Ray Disc).	18
V	Telecommunication revolution: Introduction to e-mail, internet, intranet and teleconferencing, www architecture - Basics of Cloud Computing E-Commerce: Introduction, Models B-B and B-C. Electronic Data Interchange (EDI): Applications in business - Benefits of EDI. Electronic Payment of Cash: Smart Cards - Credit Cards - Debit Cards - Mobile Payments (UPI and Digital Wallets).	18
Total Hours		90
Text Books		
1	James A O'Brien, George M Marakas, Ramesh, (2017), Management Information System, 11 th Edition, Mc Graw hill, India.	
2	L.M.Prasad, Usha Prasad (2020), Management Information System, 2 nd Edition, Sultan Chand.	
Reference Books		
1	Kenneth C. Laudon & Jane Laudon (2024), Management Information System, 5 th Edition, Pearson Publisher.	
2	Haag, Cummings & McCubbrey (2012), Management Information System for the information Age, 9 th Edition, Mc Graw Hill.	
3	C.S.V. Murthy (2019), Management Information System, 3 rd Edition, Himalaya Publishing House.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/e-learning/preview/imb26_mg68	

Course Code	Course Name	Category	Hours/Week	Credits
25BBA34C	Operations and Materials Management	Core - VI	6	4

Course Objectives

This Course intends to cover:

- Fundamental concepts of operations and materials management.
- Practical and industry best practices like Lean Manufacturing, Six Sigma, TQM, and ISO standards.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember the functions and techniques of production management and plant layout.	K1
CLO2	Understand the scope and functions of material handling and maintenance.	K1 - K2
CLO3	Understand materials management principles, including planning, purchasing, and vendor development.	K1 - K2
CLO4	Apply inventory control tools, EOQ, reorder points, and storekeeping.	K1 - K3
CLO5	Gain knowledge about quality control, inspection, TQM, benchmarking, and ISO procedures.	K1 - K2
K1 - Remember; K2 - Understand; K3 - Apply		

CLO - PLO Mapping

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

Core - VI: Operations and Materials Management

Unit	Content	No. of Hours
I	Operations Management: Concept, Functions and Scope of Operations Management. Traditional Indian Practices in Operations Management. Plant location - Factors influencing selection of Plant location - Site location - Plant layout Principles - Classification - Process - Product layout. Production Planning and Control: Meaning - Principles - Routing - Scheduling - Dispatching - Control. Lean Manufacturing - Principles - Six sigma - Concept - Steps.	20
II	Material Handling: Importance, Scope, Functions and Principles of Material Handling, Criteria for selection of material handling equipments. Maintenance: Objectives - Types of Maintenance (Breakdown - Preventive - Routine Maintenance). Work Measurement: Steps - Methods study - Time study - Motion study.	16
III	Materials Management: Principles and organisation of Materials Management - Integrated materials management - Advantages. Purchasing: Procedure - Principles - Import substitution and Import Purchase procedure - Vendor rating - Benefits - Methods - Vendor development - Stages - Strategies.	18
IV	Inventory Control: Functions - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety stock - Leadtime Analysis. Storekeeping: Objectives - Functions - Store keeper - Duties - Responsibilities, Location of store - Stores Ledger - Bin card - Inventory Practices in Indian Knowledge System.	20
V	Quality Control: Objectives and Tools of Quality Control, Types of Inspection. Total Quality Management (TQM): Meaning - Objectives - Elements - Benefits. Benchmarking: Meaning - Objectives - Advantages. ISO: Features- Advantages - Certification Process - Procedure for obtaining ISO.	16
Total Hours		90
Text Books		
1	S.N.Chary (2021), Production and Operations Management, 6 th Edition, McGraw Hill Publication.	
2	R.Panneerselvam (2012), Production and Operations Management, 3 rd Edition, PHI Learning.	
Reference Books		
1	N. Chapman Stephen, Arnold J.R. Tony (2017), Introduction to Materials Management, 6 th Edition, Pearson.	
2	K. Shridhara Bhat (2017), Production and Operations Management, 2 nd Edition, Himalaya Publishing house.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc26_mg66/preview	
2	https://onlinecourses.swayam2.ac.in/imb24_mg70/preview	

Course Code	Course Name	Category	Hours/Week	Credits
25BBA35P	Web Design and SEO Lab	Core Lab-III	4	2

Unit	Content	No. of Hours
I	<p>Introduction to Websites: Overview - Types of Websites (Business, E-commerce, Blog, Portfolio) - Basic Website Structure (Header, Footer, Navigation, Pages) - Domain & Hosting (Basic Overview). Content Management System (CMS): Introduction - Overview of WordPress and Shopify - Website Creation using AI.</p> <ol style="list-style-type: none"> 1. Identify different types of websites with examples. 2. Create a simple small business website using AI tools. 3. Compare WordPress and Shopify (features, purpose, usability) in a presentation. 	10
II	<p>WordPress Website Design: WordPress Dashboard - Theme Selection and Customization - Page Builders (Elementor) - Creating Pages (Home, About, Services, Blog, Contact) - Menu Creation - Forms Integration - Essential Plugins - WooCommerce Integration (E-commerce)</p> <ol style="list-style-type: none"> 1. Develop a complete business website using WordPress. 2. Design a personal branding website representing yourself as a Digital Marketer. 3. Install and configure essential plugins (Yoast SEO). 	12
III	<p>Shopify Store Development (E-Commerce): Shopify Store Setup - Theme Customization - Homepage Design - Adding Products with Search Engine Optimisation (SEO) - friendly Descriptions - Product Images Optimization - Collections Creation - Page and Menu Creation- Blogs - Discount Codes - Basic Branding.</p> <ol style="list-style-type: none"> 1. Create a Shopify demo store. 2. Add minimum 6-8 products with optimized descriptions. 3. Design homepage with featured collections and call-to-action buttons. 4. Present store design and structure. 	12
IV	<p>On-Page & Technical SEO: Introduction to SEO - Importance of SEO - Keyword Research - Search Intent - Competitor Analysis - Types of Keywords - Title Tags & Meta Descriptions - URL Optimization - Header Tags - Image Optimization - Internal Linking - XML Sitemap - Robots.txt - SEO Plugins (WordPress & Shopify) - Page Speed Optimization - Mobile SEO - Core Web Vitals - Google Search Console Setup.</p> <ol style="list-style-type: none"> 1. Perform keyword research using free tools (Google Keyword Planner, Ubersuggest). 2. Optimize 5 WordPress pages and 5 Shopify product pages. 3. Generate and submit XML sitemap. 4. Conduct a technical SEO checklist audit. 5. Write optimized meta titles and descriptions for selected pages. 	14

Unit	Content	No. of Hours
V	<p>Off-Page SEO, Analytics & SEO Reporting: Backlink Strategies - Business Listings - Local SEO Basics - Social Bookmarking - Introduction to Google Analytics & Google Search Console Performance Report - SEO KPIs (Organic Traffic, Click Through Rate (CTR), Bounce Rate, Conversion Rate, Keyword Ranking) - Introduction to Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO) - SEO Audit Report.</p> <ol style="list-style-type: none"> 1. Create a business listing profile (simulation). 2. Prepare an SEO dashboard using Google Sheets (charts & insights). 3. Create 10 backlink opportunities for the given brand. 4. Prepare a complete SEO audit report for a brand. 	12
Total Hours		60
Text Books		
1	Brad Williams, David Damstra & Hal Stern (2020), Professional WordPress: Design and Development, 3 rd Edition, Wrox Publications.	
Reference Books		
1	Jason McDonald (2023), SEO Workbook, 4 th Edition, Independently Published.	
2	Adam Clarke (2022), SEO 2022, Simple Effectiveness.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc26_mg06/preview	

Course Code	Course Name	Category	Hours / Week	Credits
25BBA36A	Quantitative Techniques for Management	Allied-III	4	3

Course Objectives

The course intends to cover

- The concepts, models, and techniques of Operations Research for effective decision-making in business and management.
- The ability to formulate and solve real-world problems using linear programming, transportation, assignment, project scheduling, and game theory methods.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Learn fundamental concepts and applications of Operations Research and linear programming	K1
CLO2	Understand the formulation and methods of solving transportation problems	K2
CLO3	Interpret the models and techniques used in assignment and travelling salesman problems	K2
CLO4	Apply project scheduling problems using network techniques such as PERT and CPM	K3
CLO5	Apply game theory techniques to solve two-person zero-sum Games	K3
K1 - Remember; K2 - Understand; K3 - Apply		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	2	2	2	2
CLO2	3	2	2	1	2
CLO3	2	2	1	2	1
CLO4	3	2	2	2	1
CLO5	3	2	1	2	1
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Allied III: Quantitative Techniques for Management

Unit	Content	No. of Hours
I	Operations Research: Introduction – Roles of Operations Research in Business, Management and Engineering – Classification of Models- Principles of Modeling – Requirements for Employing Linear Programming Problem Technique – Mathematical Formulation of Linear Programming Problem – Basic Assumptions – Graphical Method for the Solution of a Linear Programming Problem – Simplex Method(Only).	12
II	Transportation Model: Mathematical Formulation of a Transportation Problem – Methods for Finding Initial Basic Feasible Solution – North West Corner Rule - Least Cost Method- Vogel’s Approximation Method – Transportation Algorithm (Modified Distribution Method) – Degeneracy in Transportation Problems – Unbalanced Transportation Problems- Maximization Case in Transportation Problems (Simple Problems)- AI in Transportation and Logistics.	12
III	Assignment Model: Mathematical Formulation of an Assignment Problem – Difference Between Transportation and Assignment Problem – Assignment Algorithm (Hungarian Method) – Unbalanced Assignment Models – Maximization Case in Assignment Problems – Travelling Salesman Problem.	12
IV	Network Scheduling: Basic Terminologies – Rules for Constructing a Project Network – Network Computations – Floats – Programming Evaluation Review Technique – Basic Differences Between Programming Evaluation Review Technique and Critical Path Method	12
V	Game Theory: Two Person Zero - Sum Games – The Maximin – Minimax Principle – Games without Saddle Points, Mixed Strategies – Dominance Property – Graphical Method for 2xn Games – Mx2 Games.	12
Total Hours		60
Theory - 20% & Problems -80%		
Text Books		
1.	Sundaresan.V.K, Ganapathy Subramanian.K.S, Ganesan.K (2017), Resource Management Techniques, A.R.S. Publications,11 th edition. Unit I - Chapter 1:Pg. No.1.1-1.4,1.6, Chapter 2 Pg. No. 2.1-2.5 Unit II - Chapter 7 Pg. No. 7.1-7.5, Unit III - Chapter 8 Pg. No. 8.1-8.2, 8.4-8.7,8.9 Unit IV- Chapter 15 Pg. No. 15.1-5.7, Unit V - Chapter 16 Pg. No. 16.1-16.4,16.6,16.7	
Reference Books		
1.	Hamdy A Taha (2022), “Operations Research” Pearson Education, 7 th edition.	
2.	Gupta, P. K., & Hira, D. S. (2010). Problems in operations research: Principles and solutions (3rd ed.). S. Chand & Company Ltd.	
Web Resources (Swayam / NPTEL/Others)		
1.	https://nptel.ac.in/courses/111105100	
2.	https://pessoft.com/blog/ai-in-transportation-and-logistics	

Skill Enhancement Course - I: Banking Procedures

Course Code	Course Name	Category	Hours/Week	Credits
25BBA37P	Banking Procedures	SEC Lab- I	2	2

Unit	Content	No. of Hours
I	<p>Banking Regulation Act 1949: Origin of banks - Definition of banking - Classification of banks - Banking system, Banker's rights - RBI - Functions - Social responsibility of Banks - Banking Vs Non-Banking financial companies.</p> <p>1. List out the Commercial banks in India. Write the financial products offered by them and explain their benefits.</p>	4
II	<p>Operations of Bank Accounts: Types of Accounts (Savings, Current, FD, RD and NRI) - Bank Passbook - Special types of customers (Minors, NRI, Companies) - KYC norms. Demat account - Benefits and importance.</p> <p>1. Open a savings account at a nationalised bank include nominee details. Fill out pay-in slips for deposits and withdrawal slips and complete a challan for taking demand draft.</p> <p>2. Fill forms for opening fixed deposits, recurring deposits.</p> <p>3. Open a current account and apply for overdraft facilities.</p> <p>4. Complete the KYC (Know Your Customer) process by filling out the required forms, submitting identity and address proof documents, and understanding the verification procedure followed by banks.</p>	8
III	<p>Methods of Payment and Collection: Features - Essentials for a valid cheque - Crossing - making an endorsement - Payment of cheques - statutory protection - duties of paying banker and collecting banker - refusal of payment of cheque - Duties of holder and holder - in due course. Demand draft - features.</p> <p>1. Explain about different types of cheques (such as bearer, order, and crossed cheques), and essentials of the secured process of issuing, endorsing, and encashing cheques ensuring safety measures and security features.</p> <p>2. Fill in a demand draft application form.</p>	6
IV	<p>Electronic banking: Personal banking - Retail banking - Internet banking - Mobile Banking - Online Banking Vs. Offline banking. Electronic Funds Transfer: ATM and CDM (Cash Deposit Machine) - Debit Card - Smart Card - Credit Card - E-cash - Swift - NEFT – RTGS - IMPS.</p> <p>1. Fill out an application form to open an Internet Banking account and explain the process for applying for credit and debit cards.</p> <p>2. Collect and fill out the application form for an ATM card. Explain the process of activating it, generating PIN.</p> <p>3. Explain the steps for transferring funds through your bank's online money transfer system. (IMPS, NEFT, RTGS, UPI, Internet banking & Mobile Banking)</p>	7

Unit	Content	No. of Hours
V	<p>Loans and Advances: Classification - Factors limiting the level of Banks' Advances - Secured Advances - Non-Fund Based Advances - Unsecured Loans.</p> <p>1. Complete the application form for obtaining an educational loan / vehicle loan / Agri loan / Housing loan from any bank.</p> <p>2. Explain the importance of CIBIL Score for loans and credits.</p> <p>3. Explain and fill out the forms to open a DEMAT and Trading account, delivery instruction slips and market/off-market transfer forms.</p>	5
Total Hours		30
Text Books		
1	K.P.M Sundharam and P.N Varshney (2019), Banking Theory Law & Practice, Sultan Chand & Sons., New Delhi.	
Reference Books		
1	K.Natarajan & E.Gordon (2023), Banking Theory and Practice, 30 th edition, Himalaya Publishing House.	
2	Indian Institute of Banking and Finance (2023), Principles and Practices of Banking, 1 st Edition, Macmillan Education India Pvt. Ltd.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc25_mg40/preview	

Part – IV – Foundation Course

(All the Undergraduate Programmes)

Course Code	Course Name	Course Category	Hours/Week	Credits
25IKS3FC	Indian Knowledge Systems (IKS)	FC-III	-	2

Unit	Content
1	Indian Knowledge Systems (IKS) Basic Concepts - Introduction - Journey of Indian Culture and Civilization - Hindu Philosophical System - Contribution of Indian Knowledge System in Science and Arts - Indian Knowledge System and Way of Life - The Implicit Concepts in Indian Knowledge System - Social Viewpoint in Indian Knowledge system - Idea of Vasudhaiva Kutumbakam.
2	Indian Culture, Art & Architecture - Introduction - Concept of Culture - Culture and Heritage - General Characteristics of Culture - Indian Culture - Indian Culture during the Modern and Contemporary Period -The Factors of Unity in Diversity - Aspects of Indian culture - Indian Architecture - Architecture of Tamil Nadu.
3	Vedic Mathematics - Introduction - History of Vedic Mathematics - Addition - Subtraction - Base Method - Sub Base Method - Multiplication by numbers consisting of all 9s - Division - Special Methods of Division - Straight Division.
4	Science and Technology in Indian Knowledge System - Introduction - The Indian S & T Heritage - Metals and Metalworking Technology - Lost wax casting of Idols and Artefacts - Literary sources for Science and Technology - Technology in Ancient India - Significant Science and Technology Discovery in Ancient India - Council of Scientific and Industrial Research - Animal Science in Ancient India - Biodiversity and folk traditions.
5	History of Trade and Commerce in Ancient India - Introduction - Indigenous Banking System - Rise of Intermediaries - Transport - Major Trade Centres - Major Exports and Imports - Position of Indian Subcontinent in World Economy.

Unit	Content
6	Indigenous Agriculture in IKS - Introduction - History of Indian Agriculture - Indigenous Knowledge - Organic Farming and Natural Fertilization - Mixed Cropping and Crop Rotation - Ecological and Socioeconomic Impacts of Indigenous Farming - Challenges and Future Directions.
7	Traditional Water Management Systems of India - Introduction - Traditional Water Management Systems - Northern Region - North Western Region - North Eastern Region - Central Indian Region - Southern Indian Region.
8	Traditional Foods and Festival of India - History - Introduction - Foods Consumed in Different Regions of India - Eating Styles of India - Traditional Equipment's used for Cooking - Changes in Consumption of Traditional Foods - Traditional Foods/Modern Functions - The Future of Traditional Foods - Traditional Festivals of India.
9	Sports in India-From Ancient Period to Modern Period - Introduction - Indus Valley Civilization - Early Hindu Period/ Epic Period - Traditional Indoor and Outdoor Games - British Period - Post Independence - Modern Period.
10	Nobel Laureates of Indian Origin & Inspiring Scientists of India and their Contributions - History of the Nobel Prize - Nobel Prize Insignia - Indian Nobel Prize winners and their Biography - Inspiring Scientists and their Contributions.

Reference Resources	
1.	https://www.education.gov.in/shikshakparv/docs/background_note_Stimulating_Indian_Knowledge_Systems_Arts_Culture.pdf
2.	Singh, R. K., King, C. A., & Barrett, D. A. (2010). Traditional ecological knowledge and agricultural sustainability in India. Indian Journal of Traditional Knowledge, 9(2), 231- 243

**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			

Examination Pattern

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

*FC-III: Indian Knowledge Systems(IKS) – A self-study course with open book assessment.

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

Components of Internship (Internal Assessment Only)

Components	Marks
Submission of Internship Report	20
Performance in viva-voce	30
Total Marks	50

*Certification of Completion is Mandatory for the award of Internal Marks and to avail the credits

