



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

Choice Based Credit System & Outcome Based Education Syllabus

Batch 2026 - 29

Programme: Bachelor of Business Administration

Programme Code: BBA

Semester 1



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Regulations 2026-29 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 2026-27 Onwards)

Eligibility

- The student should have passed the Higher Secondary Examination. (As per the eligibility condition given by Bharathiar University Ref. BU/R/B3-B4/Eligibility Condition/2026/7425 dated 15/05/2026).

Program Learning Outcomes (PLOs)

The successful completion of the 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 Hours/Week)	6	6 X 6	36	6 X 4	24	100	2, 3, 5, 6
	Core Theory (5 Hours/Week)	8	8 X 5	40	8 X 4	32		1, 4, 5, 6
	Core Theory (4 Hours/Week)	1	1 X 4	4	1 X 3	3		2
	Core Lab (4 Hours/Week)	5	5 X 4	20	5 X 2	10		1, 2, 3, 4, 5
	Allied Theory	4	4 X 4	16	4 X 3	12		1, 2, 3, 4
	Elective	2	2 X 5	10	2 X 3	6		5 & 6
	Project	1	1 X 6	6	1 X 5	5		6
	Internship (IT)	1	-	-	1 X 2	2		5
	Skill Enhancement (SEC)	3	3 X 2	6	3 X 2	6	3, 4, 6	
IV	Foundation Course (FC)	2	2 X 2	4	2 X 2	4	14	1, 2
	Foundation Course (FC)	1	-	-	1 X 2	2		3
	Ability Enhancement Compulsory course (AECC)	3	3 X 2	6	3 X 2	6		1, 2, 4
	Ability Enhancement Compulsory Course (AECC) - Online course - MOOC	1	-	-	1 X 2	2		3
V	Liberal Arts (Extension Activities)	-	-	-	2	2	2	4
	Total	46		180		140	140	-

**Consolidated Semester wise and Component wise
Hours and Credits Distribution**

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

Curriculum

B.B.A

Semester - 1									
Course Code	Part	Course Category	Course Name	Hours/Week	Examination			Credits	
					Duration in Hours	Max. Marks			
						CIA	ESE		Total
26TAM11L	I	Language - I	Tamil - I	4	3	25	75	100	3
26HIN11L			Hindi - I						
26MAL11L			Malayalam - I						
26FRE11L			French - I						
26ENG12L	II	Language - II	English - I	4	3	25	75	100	3
26BBA13C	III	Core - I	Principles of Management	5	3	25	75	100	4
26BBA14C	III	Core - II	Business Environment	5	3	25	75	100	4
26BBA15P	III	Core Lab - I	Digital Marketing Lab	4	3	40	60	100	2
26BBA16A	III	Allied - I	Mathematics and Statistics for Business	4	3	25	75	100	3
26ENV1FC	IV	FC - I	Environmental Studies	2	2	50	-	50	2
26SOF1AE	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	Max. Marks			
						CIA	ESE		Total
	I	Language - I	Tamil - II	4	3	25	75	100	3
			Hindi - II						
			Malayalam - II						
			French - II						
	II	Language - II	English - II	4	3	25	75	100	3
	III	Core - III	Organisational Behavior	4	3	25	75	100	3
	III	Core -IV	Financial Accounting	6	3	25	75	100	4
	III	Core Lab - II	Social Media Marketing lab	4	3	40	60	100	2
	III	Allied II	Quantitative Techniques for Management	4	3	25	75	100	3
	IV	FC - II	Human Rights	2	2	50	-	50	2
			Disaster Management						
	IV	AECC - II	Innovation and Design Thinking	2	2	-	50	50	2
			Intellectual Property Rights						
			Entrepreneurship Development						
Total				30				700	22

Semester - 3									
Course Code	Part	Course Category	Course Name	Hours/Week	Examination			Credits	
					Duration in Hours	Max. Marks			
						CIA	ESE		Total
	I	Language - I	Tamil - III	4	3	25	75	100	3
			Hindi - III						
			Malayalam - III						
			French - III						
	II	Language - II	English - III	4	3	25	75	100	3
	III	Core - V	Management Information System	6	3	25	75	100	4
	III	Core - VI	Production and Materials Management	6	3	25	75	100	4
	III	Core Lab - III	Web Design and SEO Lab	4	3	40	60	100	2
	III	Allied - III	Economics for Executives	4	3	25	75	100	3
	III	SEC - I	Banking Procedures Lab	2	3	40	60	100	2
	IV	FC - III	Basic Tamil /	-	2	50	-	50	2
			Advanced Tamil/						
			Indian Knowledge Systems (IKS)						
	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	Max. 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 Law	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	Extension Activity	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	Max. Marks			
						CIA	ESE		Total
	III	Core - IX	Cost and Management Accounting	6	3	25	75	100	4
	III	Core - X	Business Correspondence	5	3	25	75	100	4
	III	Core - XI	Research Methods for Management	5	3	25	75	100	4
	III	Core Lab - V	Tally ERP Lab	4	3	25	75	100	2
	III	Core - XIII	Taxation Law and Practice	5	3	25	75	100	4
	III	Elective - I	Customer Relationship Management	5	3	25	75	100	3
			Industrial Relations						
			Insurance Principles and Practice						
	III	SEC - III	Internship	-		50	-	50	2
Total				30				650	23

Semester - 6									
Course Code	Part	Course Category	Course Name	Hours/Week	Examination				Credits
					Duration in Hours	Max. Marks			
						CIA	ESE	Total	
	III	Core - XIII	Entrepreneurial Development	6	3	25	75	100	4
	III	Core - XIV	Financial Management	6	3	25	75	100	4
	III	Core - XV	Services Marketing	5	3	25	75	100	4
	III	Elective - II	Consumer Behaviour	5	3	25	75	100	3
			Organisational Development						
			Investment Analysis						
	III	SEC - IV	Business Communication Lab	2	3	40	60	100	2
	III	Core - XVII	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
26TAM11L	I	Language - I	Tamil - I	4	3	25	75	100	3
26HIN11L			Hindi - I						
26MAL11L			Malayalam - I						
26FRE11L			French - I						
26ENG12L	II	Language - II	English - I	4	3	25	75	100	3
26BBA13C	III	Core - I	Principles of Management	5	3	25	75	100	4
26BBA14C	III	Core - II	Business Environment	5	3	25	75	100	4
26BBA15P	III	Core Lab - I	Digital Marketing Lab	4	3	40	60	100	2
26BBA16A	III	Allied - I	Mathematics and Statistics for Business	4	3	25	75	100	3
26ENV1FC	IV	FC - I	Environmental Studies	2	2	50	-	50	2
26SOF1AE	IV	AECC - I	Soft Skills	2	2	-	50	50	2
Total				30				700	23

Part – I: Language I – Tamil – I

Course Code	Course Name	Category	Hours / Week	Credits
26TAM11L	Tamil - I	Language – I	4	3

Course Objectives

The Course intends to cover

- இலக்கியத்தின் வளர்ச்சி நிலைகளைக் கற்பித்தல்
- மொழியியல் அடிப்படையில் இலக்கணம் கற்பித்தல்
- திறனாய்வு முறையினை ஊக்குவித்தல்
- படைப்பாக்கத் திறன் பயிற்சி அளித்தல்

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 கொள்வர்.	K1, K2
CLO2	சிறந்த மற்றும் வாழும் கவிஞர்களின் கவிதை வழியாக தர்மம், அன்பு, ஈகை போன்ற மனித மாண்புகளை அறிந்து கொள்வர்.	K2, K3
CLO3	சிறந்த படைப்பாளர்களின் சிறுகதைகள் மற்றும் குறுநாவலில் வெளிப்படும் சமூகச் சிந்தனைகளை அறிந்து ஒழுகுதல்.	K3
CLO4	தற்கால இலக்கியங்களான புதுக்கவிதை, சிறுகதை தோன்றி வளர்ந்த பின்புலத்தை அறிதல்.	K1, K3
CLO5	மொழித்திறனைக் கற்றலின் வாயிலாக நடைமுறை வாழ்வியலுக்குத் தேவையான சிறுகதை மற்றும் புதுக்கவிதைகளைப் படைத்தல்.	K2, K3
K1 - Remember; K2 - Understand; K3 – Apply		

Part – I: Language – I: தமிழ் - I

Unit	Content	No. of Hours
I	<p>நாட்டுப்பற்று</p> <p>1. பாரதியார் - உலகத்தை நோக்கி வினவுதல்</p> <p>2. பாரதிதாசன் - தமிழ்ப்பேறு</p> <p>3. கவிமணி - ஒற்றுமையே உயிர்நிலை</p> <p>4. தேவதேவன் - சாலையும் மரங்களும் செருப்பும், புதிய வீடு</p> <p>5. அப்துல் ரகுமான் - போட்டி, பாதை</p> <p>6. கவிஞர் வாலி - புத்தகச் சந்தை</p>	14
II	<p>சமூகம்</p> <p>1. ஈரோடு தமிழன்பன் - எட்டாவது சீர்...</p> <p>2. கவிஞர் தாமரை - தொலைந்து போனேன்</p> <p>3. நா. காமராசன் - திருநங்கைகள் காகிதப் பூக்கள்</p> <p>4. வைரமுத்து - மரங்களைப் பாடுவேன்</p> <p>5. அமுத பாரதி - புள்ளிப் பூக்கள் (ஹைக்கூ)</p> <p>6. நாட்டுப்புறப் பாடல்கள் (தாலாட்டுப் பாடல் , தெம்மாங்கு பாடல் , உழவுத்தொழில்)</p>	14
III	<p>வாழ்வியல் சிறுகதை</p> <p>1. காஞ்சனை - புதுமைப்பித்தன்</p> <p>2. சோற்றுக் கணக்கு - ஜெயமோகன்</p> <p>3. மரத்தைக் கர்ப்பம் சுமந்தவள் - ஆண்டாள் பிரியதர்சினி</p> <p>குறுநாவல்</p> <ul style="list-style-type: none"> ஆயிஷா – இரா.நடராசன் 	12
IV	<p>இலக்கிய வரலாறு</p> <p>1. மரபுக்கவிதையின் தோற்றமும் வளர்ச்சியும்</p> <p>2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்</p> <p>3. ஹைக்கூ கவிதையின் தோற்றமும் வளர்ச்சியும்</p> <p>4. சிறுகதையின் தோற்றமும் வளர்ச்சியும்</p>	10
V	<p>இலக்கணம் மற்றும் படைப்பாற்றல்</p> <p>1. எழுத்துகள் (முதல் எழுத்துகள், சார்பெழுத்துகள்)</p> <p>2. எழுத்துக்களின் பிறப்பு</p> <p>3. மாத்திரைகள்</p> <p>படைப்பாற்றல் திறன்(சிறுகதை மற்றும் புதுக்கவிதைப் படைத்தல்)</p>	10
Total Hours		60

Reference Books

1	பேரா. குருசாமி, ம.ரா.போ. (2014), பாரதி பாடல்கள், ஆய்வுப் பாதிப்பு, தமிழ்ப் பல்கலைக் கழகம், தஞ்சாவூர்.
2	அப்துல் ரகுமான்,(2000), ஆலாபனை, கவிக்கோ பதிப்பகம்.
3	தாமரை, (1995), ஒரு கதவும் கொஞ்சம் கள்ளிப்பாலும் கவிதை தொகுப்பு, காந்தளகம் பதிப்பகம், சென்னை.
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	ஜெயமோகன், (2024), அறம் (சிறுகதை), விஷ்ணுபுரம் பதிப்பகம்.
8	இரா.நடராசன், (2022) ஆயிஷா, பாரதி புத்தகாலயம்.
9	குமரன் கோ (2010), தமிழ் இலக்கணம் எளிய அறிமுகம் , சந்தியா பதிப்பகம்.
10	சக்திவேல் சு,(2012), நாட்டுப்புறவியல், மணிவாசகர் பதிப்பகம்.

Part - I: Language - I - Hindi - I

Course Code	Course Name	Category	Hours / Week	Credits
26HIN11L	Hindi - I	Language - I	4	3

Course Objectives

The Course intends to cover

- Improve grammatical knowledge
- Continue to read and learn about articles and think about them
- Read and understand short stories and understand the thoughts and life of the people of this country
- Provide translation knowledge and the ability to read and analyse a message are also gained

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.	K2
CLO3	Develop an interest in the appreciation of short stories.	K2, K3
CLO4	Comprehend the grammatical structures and sentence making.	K3
CLO5	Understand the language and developing English to Hindi translation skill.	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse		

Part - I: Language - I - Hindi - I

Unit	Content	No. of Hours
I	Prose : Bharthi Gadya Sangrah 1. Sanskurthi hai kya? (Lalith nibandh)- Ramdhari singh Dinkar 2. Voh cheeni Bhayi (Rekha chitra) - Mahadevi varma 3. Badthe shor ka gahratha sankat (pradoshan) - Rajendrakumr ray & Ravindra Varma 4. Ghar Loutthe huye - (Athma katha) - Harivamshraai Bacchan 5. Paramanu urja evam khadya padarth samrakshan (vaigyanik lek) - Parmaanu urja vibhag (Bharth sarkar) 6. Cinema (film) - Manmohan Chdda	14
II	Non Detailed Text Short Stories: Aat Kahaniyan 1. Vrata-bang - Jayashankar Prasad 2. Sath gathi - Premchand 3. parda - Yespal 4. Apna apna bhagya - Jaynendrakumar 5. Bhrammarakshas ka shishya - Mukthibhodh 6. Dana-bhusa - Markandeya	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	Bharathi gadya sangrah, editor: Madhudhavan, publisher: Vani prakashan, 4697/5,Daryaganch, New Delhi - 110002.	
2	Aatt Kahaniyan, Editor : Dr. H.R. Mihir, Publisher : Jaya bharthi prakashan, 267 B, Maya press Road, Allahabad-211 003	
Reference Book		
1	Naveenhindivyakaran, 2002,Dakshin Bharat Hindi Prachar, Sabha,Chennai-600017	

Part - I: Language – I - Malayalam

Course Code	Course Name	Category	Hours / Week	Credits
26MAL11L	Malayalam - I	Language - I	4	3

Course Objectives

The Course intends to cover

- Improve grammatical knowledge
- Read and learn about articles and think about them
- Read and understand short stories and understand 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	No. of Hours
I	Novel - Njanabharam - E. Santhoshkumar	14
II	Novel - Njanabharam - E. Santhoshkumar	14
III	Short Story - Ente Priyapetta Kadhakal -Sara Joseph	12
IV	Short Story - Ente Priyapetta Kadhakal - Sara Joseph	10
V	Composition & Translation (English to Malayalam)	10
Total Hours		60

Text Books

1	Novel -Njanabharam - E. (2018) Santhoshkumar, Mathrubhumi Books, Kochi, Kerala.
2	Short Story-Ente Priyappeta Kadhakal -Sara Joseph, (2005) D.C.Books,Kottayam, Kerala.
3	Expansion of ideas, General Essay and Translation. (A Simple passage).

Reference Books

1	Malayala Novel SahithyaCharitram-K.M.Tharakan (2018) (N.B.S.Kottayam)
2	Cherukatha Innale Innu-M.Achuyathan (2020) (D.C Books, Kottayam)
3	Sahithya Charitram Prasthanangalilude- Dr.K.M George, (2017) (D.C.Books Kottayam)
4	Malayala Sahithyavimarsam- Sukumar Azheekode (2022) (D.C.books)

Part - I: Language - I - French – I

Course Code	Course Name	Category	Hours / Week	Credits
26FRE11L	French - I	Language - I	4	3

Course Objectives

The Course intends to cover

- Familiar everyday expressions and basic phrases aimed at the satisfaction of concrete needs.
- Key aspects and recognize of Francophone cultures such as greetings, etiquette, daily life, and basic geography of French-speaking countries.
- Short, simple texts such as postcards, emails, or short descriptions about themselves and their immediate environment.
- Construction of simple sentences using correct word order and basic vocabulary.
- The developing of sensitivity to cross-cultural differences in communication and social practices.
- The reading and understanding of short, simple texts such as personal messages, advertisements, menus, and schedules.

Course Outcomes

On the successful completion of the course, student 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 - I

Unit	Content	No. of Hours
I	Grammaire: pg(122-124) Bienvenue (pg 10-17)	14
II	Contacts(pg 18-28) Grammaire: pg(125-128)	14
III	Communication pg(29-33) Grammaire: pg(129-130)	12
IV	Qu'est-ce qu'il font pg(34-44) Grammaire: pg(131-136)	10
V	Communication pg(45-49) Grammaire: pg(137-139)	10
Semester I Portions from Textbook « Nouvelle Génération A1» :UNITÉ 1, UNITÉ 2(Pg 10-49). Cahier d'exercices (Pg122-139)		
Total Hours		60
Reference Books		
1	Luca Giachino, Carla Baracco, Romain Chrétien(DELF), (2022) Nouvelle Génération A1, Didier FLE.	
2	Nathalie Hirschsprung, Tony Tricot, 2017, Cosmopolite, Hachette.	

Part - II: Language - II - English -I

Course Code	Course Name	Category	Hours / Week	Credits
26ENG12L	English - I	Language - II	4	3

Course Objectives

The course intends to cover

- Textual analysis of poetry and short stories that explore themes of *nature* and *morality*.
- Vocabulary through contextual guessing, lexical relations and diverse word formation processes.
- 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 and interpret poetic elements in nature poetry to nurture aesthetic sensibility, creativity, and cultural awareness.	K1, K2
CLO2	Apply characterization and narrative techniques to appreciate literary qualities in short stories and to comprehend ethical responsibility through textual analysis.	K2, K3
CLO3	Employ grammatical proficiency in nouns, pronouns, and verbs to enhance clarity and correctness in academic and workplace communication.	K3, K4
CLO4	Apply vocabulary strategies to enhance clarity in diverse communicative situations.	K3
CLO5	Demonstrate effective communication skills that support professional growth and lifelong learning.	K3
K1 - Remember; K2 - Understand; K3 - Apply; K4-Analyse		

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 Bird Sanctuary - Sarojini Naidu 3. Stopping by Woods on a Snowy Evening - Robert Frost	12
II	Short Stories: Morality 1. The Necklace - Guy de Maupassant 2. The Taxi Driver - K.S. Duggal 3. The Monkey’s Paw - W. W. Jacobs	12
III	Grammar 1. Nouns: Types, Singular vs. Plural forms, Case and Gender, Common errors with nouns 2. Pronouns: Types, Personal, Possessive, Reflexive, Intensive (Emphatic), Demonstrative, Relative, Interrogative, Indefinite, and Reciprocal pronouns, Common errors with pronouns 3. Verbs: Action verbs and linking verbs, Transitive and intransitive verbs, Auxiliary verbs and Modal verbs, Verb tenses, Common errors with verbs	12
IV	Language Competency: Vocabulary 1. Vocabulary: Synonyms, Antonyms, Guessing meaning from context, 2. Word Formation: Homonyms, Homophones, Homographs, Portmanteau words, Collocations, Compounding Words, Root Words, Prefixes and Suffixes, Clipping, Acronym, Abbreviations, Reduplication	12
V	English for Communication 1. Listening for General and Specific Information. 2. Self - Introduction, Introducing others, Greetings. 3. Intensive Reading - a prose passage, a poem and a short story 4. Descriptive writing - writing descriptive essays in two to three paragraphs.	12
Total Hours		60
Reference Books		
1.	Carter, R., McCarthy, M., Mark, G., & O’Keeffe, A. (2016), English Grammar Today, Cambridge University Press.	
2.	Swan, M. (2021), Practical English Usage (4 th ed.), Oxford University Press.	
3.	McCarthy, M., & O’Dell, F. (2017), English Vocabulary in Use: Advanced (3 rd ed.), Cambridge University Press.	
4.	Ramazani, J., Ellmann, R., & O’Clair, R. (Eds.), (2003), The Norton Anthology of Modern and Contemporary Poetry (Vols. 1-2), W. W. Norton & Company.	
5.	Wren, P. C., & Martin, H. (2015), High School English Grammar and Composition (50 th ed.), S. Chand & Company.	
6.	Jones, L. (2015), Cambridge English for Life Skills, Cambridge University Press.	
Web Resources (Swayam/NPTEL)		
1.	https://nptel.ac.in/courses/109105205	

Course Code	Course Name	Category	Hours / Week	Credits
26BBA13C	Principles of Management	Core - I	5	4

Course Objectives

The course intends to cover

- Management Principles, Concepts, and Processes
- Theories of Motivation, 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	Understand planning, decision-making and MBO principles for effective management.	K1 - K2
CLO3	Apply the principles of organising, delegating and staffing in an organisation.	K1 - K3
CLO4	Apply directing principles, motivation, leadership styles and communication strategies.	K1 - K3
CLO5	Understand controlling process, techniques, system requisites and its relationship with planning and coordination.	K1 - 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	Management: Definition, Nature, Scope, Functions and Importance of Management - Roles, Responsibilities and Skills of Managers - Levels of Management - Functional Areas of Management. Management Thoughts: Contributions of F.W. Taylor, Henri Fayol, Elton Mayo and C.K. Prahalad.	15
II	Planning: Definition - Nature and Purpose - Planning Process - Importance of Planning - Types of Plans - Limitations - Management By Objectives. Decision Making: Definition - Steps and Process of Decision making - Types of Decisions - Decision making Principles from Ancient Indian Texts - Panchatantra.	13
III	Organising: Definition - Types of Organisations - Organisational Structure - Span of Control - Use of Staff Units and Committees. Delegation: Delegation Vs. Centralisation Vs. Decentralisation, Process of Delegation. Ancient Indian Models of Organization and Delegation - Gurukul Systems and Guild-Based Management. Staffing: Sources of Recruitment - Selection Process - Training - Need - Types. AI in Staffing: Use of AI in Talent Acquisition, Resume Screening and Training Personalisation.	17
IV	Directing: Nature, Purpose and Principles. Motivation: Definition - Theories (Maslow's, McGregor's, ERG Theory, Herzberg's Two-Factor Theory) - Leadership: Definition - Styles - Leadership Lessons from Thirukkural. Communication: Definition, Importance, Methods, Types and Barriers of Communication.	16
V	Controlling: Meaning and Importance - Control Process - Budgetary and Non-Budgetary Control Techniques - Requisites of an Effective Control System - Relationship between Planning and Controlling. Coordination: Nature, Characteristics, Need and Importance of Coordination.	14
Total Hours		75

Text Books

1	Dinkar Pagare (2023), Principles of Management, 7 th Edition, Sultan Chand & Sons.
2	Stephen P Robbins & Mary Coulter (2024), Management, 16 th Edition, Prentice Hall of India.

Reference Books

1	Harold Koontz, Heinz Wehrich, Mark V. Cannice (2023), Essentials of Management: An International Innovation and Leadership Perspective, 12 th Edition, Tata McGraw Hill.
2	A.Sharma (2022), Indian Knowledge Systems - Concepts and Applications, IGNCAPublication.
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
26BBA14C	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.
- Indian Knowledge Systems (IKS) and AI for contextual and ethical business practices in Contemporary and Global Environment.
- Impact of LPG, Trading Blocs, and International Environment on Business.

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 and techniques of environmental analysis.	K1
CLO2	Understand different economic systems and the role of businesses within them.	K1 - K2
CLO3	Understand the political, legal and technological environment of the business.	K1 - K2
CLO4	Understand the socio-cultural and international environment of the business.	K1 - K2
CLO5	Understand the impact of LPG, trade organisations, trade blocks on businesses and society.	K1 - 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	Content	No. of Hours
I	Business: Nature, Purpose and Characteristics of Business - Types of Industry - Forms of Business Organisations. Business Environment: Concept, Nature and Significance - Internal and External Environment. Environmental Analysis: Need, Techniques and Limitations.	13
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.	13
III	Political and Legal Environment: Components - Political and Legal factors influencing business. Decentralised Governance Models in Indian Tradition - Panchayat Systems and Dharmic law codes influencing ethical business behavior. Technological Environment: Meaning - Technological factors affecting business and its impact.	17
IV	Socio-cultural Environment: Meaning, Characteristics and Components of Socio-cultural Environment. Environmental and Social Governance (ESG): Meaning, Importance and Components of ESG. International Environment: Components and Importance of International Environment - Traditional Indian International Trade practices, Ancient maritime trade with Southeast Asia, Middle East - Ethical trading principles in Indian scriptures.	17
V	Impact of LPG: Liberalisation - Meaning and Features. Privatisation - Benefits and Pitfalls. Globalisation - Meaning and Rationale of Globalisation - Impact of Globalisation on India - Role of WTO and 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	Francis Cherunilam (2024), Business Environment: Text and Cases, 27 th Revised Edition, Eastern Book Company.	
2	Y.K Bhushan (2023), Fundamentals of Business Organisation & Management, 21 st Edition, Sultan Chand & Sons.	
Reference Books		
1	Bernard Marr (2022), Artificial Intelligence in Practice:50 Companies Using AI to Solve Problem, 2 nd Edition, Wiley.	
2	M Somasundaram (2021), Exploring Bharatiya Management Thought, Chinmaya Vishwavidyapeeth.	
3	Raajarajeswari M A, Prabha D & Kowsalya P (2021), Basics of Business Environment, 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
26BBA15P	Digital Marketing Lab	Core Lab - I	4	2

Course Objectives

The course intends to cover:

- Key Concepts of Marketing and Digital Marketing.
- Practical Skills in Research, Content Creation, and Digital Tools.

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 concepts to real-world business scenarios.	K1 - K3
CLO2	Analyse brand identity and create basic brand assets (logos, color palettes) using digital tools.	K1 - K4
CLO3	Conduct and interpret market research using digital tools to generate actionable insights.	K1 - K3
CLO4	Design and implement content marketing strategies, including content calendars and AIDA based communication.	K1 - K3
CLO5	Prepare structured blog content using content writing techniques and blogging platforms.	K1 - K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse		

CLO-PLO Mapping

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

Core Lab - I: Digital Marketing Lab

Unit	Content	No. of Hours
I	<p>Marketing: Overview and Introduction - 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 Colours - Basics of Colour Psychology and Colour Therapy. Design Tools: Basics of Logo Design - Logo Designing using Canva.</p> <ol style="list-style-type: none"> 1. Identify STP for a product of your choice and 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 colour choices using colour psychology principles. Present using Canva. 4. Design a basic logo using Canva after understanding logo design principles. 	10
II	<p>Digital Marketing: Concepts - AI and its impact on Digital Marketing - Creation of presentations using Canva. Hands-on analysis of brands’ 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 brand of your choice, 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 through digital brand influence (social media, ads), online reviews and their impact, collect 50 valid responses, perform frequency analysis, prepare charts (bar, pie), cross-tabulations (e.g., age vs. platform used) and provide 3 key insights based on your data. <p>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.</p>	20

Unit	Content	No. of Hours
III	<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> <ol style="list-style-type: none"> 1. Define a mock brand (e.g., a student-run bakery or digital service). Outline a content strategy based on: <ol style="list-style-type: none"> a. Purpose (Why are you creating content?) b. Pillars (What themes will you cover?) c. Distribution (Where will you publish it?) Present as a 1-slide Canva visual. 2. AIDA Model Mapping: Choose a product (e.g., online course, mobile phone). Create content examples for each stage of the AIDA model: Attention, Interest, Desire, Action. Submit as a Canva poster. 3. Create a Weekly Content Calendar. Choose a brand in service business. Create a 7-day content calendar including: <ol style="list-style-type: none"> a. Date b. Platform (Instagram, Blog, YouTube, etc.) c. Content type (post, reel, story) Caption/Description Use MS-Excel for this task 	10
IV	<p>Keyword Research: Definition and Importance of Keywords - Types of Keywords - Tools for Keyword research.</p> <ol style="list-style-type: none"> 1. Use a free keyword research tools like: Google trends, UberSuggest, KeywordTool.io, AnswerThePublic. Choose a topic (e.g., Plant-Based Diet, Digital Marketing Course). List the top 10 keywords suggested by the tool. Also mention: <ol style="list-style-type: none"> 1. Search volume (if available) 2. Competition (low/medium/high) 2. Compare keywords using Google Trends: Compare 3 keywords (e.g., “vegan diet”, “keto diet”, “paleo diet”) in Google trends. Take a screenshot of the trend graph and write a 2-3 line insight based on the results. 	10

Unit	Content	No. of Hours
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> <ul style="list-style-type: none"> a. Blog name b. Theme/template c. c.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> <ul style="list-style-type: none"> a. Title b. Subheadings c. At least one image <p>Publish it on blogger.com and share the live link.</p>	10
Total Hours		60
Text Books		
1.	Dave Chaffey, Fiona Ellis-Chadwick (2025), Digital Marketing, 9 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 Edition, FT Press.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/cec25_mg19/preview	

Course Code	Course Name	Category	Hours / Week	Credits
26BBA16A	Mathematics and Statistics for Business	Allied - I	4	3

Course Objectives

The course intends to cover

- The applications of mathematics and statistical techniques in business decisions.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Remember the concept of financial methods to calculate various types of interest.	K1
CLO2	Understand 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	Apply correlation techniques and analyse time-series data using components and trend measurement methods	K3, K4
K1 - Remember; K2 - Understand; K3 - Apply; K4- Analyse		

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 - AI in Data Variability and Risk Analysis. Index Number: Unweight and Weighted Indices.	12
V	Simple Correlation: Karl Pearson's Co-efficient Correlation- Spearman's Rank Correlation. Analysis of Time Series: Uses - Components -Methods of Measuring Trend.	12
Total Hours		60
Problems-80% & Theory - 20%		
Text Books		
1	P.A.Navanitham (2023), Business Mathematics and Statistics, Jai Publishers. Unit I:Chapter 2 ,Pg. No.43-88, Unit II:Chapter 4, Pg. No.147 - 168, 175 - 97 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 - 150 Unit IV : Chapter 8 ,Pg. No. 301 - 359,Chapter 10, Pg. No. 444 - 457 Unit V : Chapter 12, Pg. No. 503 - 522, Chapter 14, Pg. No. 579 - 601.	
Reference Books		
1	S.P. Gupta (2018), Statistical Methods, Sultan Chand & Sons, 43 rd Edition.	
2	P.R.Vittal (2021), Business Mathematics, Margham publications.	
Web Resources (SWAYAM/NPTEL/Others)		
1	https://nptel.ac.in/courses/111105124	
2	https://developers.google.com/machine-learning/crash-course/classification/accuracy-precision-recall	

Part - IV : Foundation Course

Course Code	Course Name	Category	Hours / Week	Credits
26ENV1FC	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: habitat 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: - <ol 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)

Course Code	Course Name	Category	Hours / Week	Credits
26SOF1AE	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 (AECC) - I: Soft Skills

Unit	Module	Content	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. <i>Activities:</i> 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. <i>Activities:</i> Reading & Writing: Describe where you live.		
	3	Your World: Grammar: Possessive determiners. Listening: Positive & negative contractions. Reading & Writing: Personal profile. <i>Activities:</i> Talk about countries, nationalities (Vocabulary & Speaking).		
	4	The World of Work: Grammar: Yes/No & Wh Questions. Vocabulary & Speaking: Jobs. Listening: Recognize the schwa sound. <i>Activities:</i> 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. <i>Activities:</i> 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. <i>Activities:</i> Observe & answer (Listening).		
	2	Travel & Transport: Grammar: Past simple questions. Vocabulary & Speaking: Talk about holidays. Listening: At the train station. <i>Activities:</i> Email - A perfect holiday (Reading & Writing).		
	3	Health & Fitness: Grammar: Past simple irregular verbs; Listening: Listen & Answer; Reading & Writing: Time sequencers; <i>Activities:</i> 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; <i>Activities:</i> Use adjectives and create sentences (Reading)		
	5	Let's go shopping: Vocabulary & Speaking: Town Survey; Listening: Listen and answer; Reading & Writing: Read and match; <i>Activities:</i> Countable & Uncountable (Grammar)		
	Practice: Writing a personal statement.			

Unit	Module	Content	No. of Hours
III	Creativity		
	1	Cooking & Eating: Grammar: Some & Any, Quantifiers. Vocabulary & Speaking about Food & Drink. <i>Activities</i> Kitchen conversation (Listening). Reading an article & answering.	6
	2	Survival: Grammar: Comparison of adjectives. <i>Activities</i> Describing people (Speaking and Vocabulary). Listening to an audio & Answering. Reading & Writing: Read and Answer.	
	3	Working Together: Grammar: Verb + Noun phrases. <i>Activities</i> Technology (Vocabulary & Speaking). Listening: Listen & Answer. Reading & Writing: Notice.	
	4	Music: Grammar: Present perfect simple. <i>Activities</i> 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. <i>Activities:</i> Listen and answer. Reading & Writing activity: Review.	
		Practice: Writing comparison sentences & paragraphs.	
IV	Problem-Solving		
	1	Do's and Don'ts: Grammar, Modal Verbs. <i>Activities</i> Roleplay (Speaking). Holidays in January (Listening). Reading an article & answering.	6
	2	Body: Grammar: First conditional. Vocabulary & Speaking about Personality & Appearance. <i>Activities</i> Conversations about personality (Listening), Reading & Writing: Read and Answer about your skills.	
	3	Speed: Grammar: Present simple passive. Vocabulary & Speaking about relationships. Listening: Listen & Answer. Reading and Error spotting.	
	4	Work: Grammar: Adverbs of manner. Vocabulary & Speaking about work advice. Listening: Observe & Answer; Reading: Read & check your ideas.	
	Practice: Writing argumentative and descriptive essays.		
V	Critical Thinking		
	1	Influence: Grammar: would / past habits. Listening: Sentence Correction. <i>Activities</i> Your inspiration (Speaking). Picture description (Reading). Rewrite the sentences (Writing).	6
	2	Money: Grammar: Second conditional. <i>Activities:</i> Radio programme (Listening). Talk about games (Speaking). Reading & Writing: Fill in the blanks.	
	3	Things that changed the world: Grammar: articles. <i>Activities</i> :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			

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	
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

