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

co-Kreate your Genius

Choice Based Credit System
&
Outcome Based Education Syllabus

Batch 2026 - 29

Programme: Bachelor of Business Administration

Programme Code: BBA

KGCAS co-Kreate your Genius

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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 with 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 with social responsibility.
PLO4	Possess robust skills through lifelong learning for ever-changing Business Environment.
PLO5	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)**	5	6 X 5	30	5 X 4	20	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 **(5 Hours/Week)**	2	2 X 5	10	2X3	6		3
	Core Theory **(4 Hours/Week)**	1	1 X 4	4	1 X 3	3		2
	Core Lab **(4 Hours/Week)**	4	4 X 4	16	4 X 2	8		1, 2, 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 Course (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 - Extra curricular and Co-curricular	-	-	-	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
26BBC14C	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
26BMA1BA	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	
26TAM21L	I	Language - I	Tamil - II	4	3	25	75	100	3
26HIN21L			Hindi - II						
26MAL21L			Malayalam - II						
26FRE21L			French - II						
26ENG22L	II	Language - II	English - II	4	3	25	75	100	3
26BBA23C	III	Core - III	Organisational Behaviour	4	3	25	75	100	3
26BBC24C	III	Core -IV	Economics for Executives	6	3	25	75	100	4
26BBA25P	III	Core Lab - II	Spreadsheet for Business Lab	4	3	40	60	100	2
26BMA2DA	III	Allied II	Quantitative Techniques for Management	4	3	25	75	100	3
26HUM2FC/	IV	FC - II	**Human Rights**	2	2	50	-	50	2
26DIM2FC			Disaster Management						
26IDT2AE/	IV	AECC - II	Innovation and Design Thinking	2	2	-	50	50	2
26IPR2AE/			**Intellectual Property Rights**						
26END2AE			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	Financial Accounting	5	3	25	75	100	3
	III	Core - VI	Production and Materials Management	6	3	25	75	100	4
	III	Core - VII	Marketing Management	5	3	25	75	100	3
	III	Allied - III	Business Regulatory Framework	4	3	25	75	100	3
	III	SEC Lab - 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 - VIII	Human Resource Management	5	3	25	75	100	4
	III	Core - IX	Advertising and Sales Promotion	5	3	25	75	100	4
	III	Core Lab - III	Internet and Webpage Designing Lab	4	3	40	60	100	2
	III	Allied - IV	Taxation Law and Practice	4	3	25	75	100	3
	III	SEC Lab - II	Campus to Corporate 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	**Max. Marks**			
						CIA	**ESE**	**Total**	
	III	Core - X	Cost and Management Accounting	6	3	25	75	100	4
	III	Core - XI	Financial Management	5	3	25	75	100	4
	III	Core - XII	Research Methods for Management	5	3	25	75	100	4
	III	Core Lab - IV	Financial Accounting Package: Tally and ERP Lab	4	3	40	60	100	2
	III	Core - XIII	Retail Management	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	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 - XIV	Entrepreneurship and Small Business Management	6	3	25	75	100	4
	III	Core - XV	Business Correspondence	6	3	25	75	100	4
	III	Core - XVI	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 Lab - III	Business Communication Lab	2	3	40	60	100	2
	III	Project	**Core:** Project Work	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
26BBC14C	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
26BMA1BA	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	**நாட்டுப்பற்று** 1. பாரதியார - உலகத்தை நோக்கி வினவுதல் 2. பாரதிதாசன - தமிழ்ப்பேறு 3. கவிமணி - ஒற்றுமையே உயிர்நிலை 4. தேவதேவன் - சாலையும் மரங்களும் செருப்பும், புதிய வீடு 5. அப்துல் ரகுமான் - போட்டி, பாதை 6. கவிஞர் வாலி - புத்தகச் சந்தை	14
II	**சமூகம்** 1. ஈரோடு தமிழன்பன் - எட்டாவது சீர்... 2. கவிஞர் தாமரை - தொலைந்து போனேன் 3. நா. காமராசன் - திருநங்கைகள் காகிதப் பூக்கள் 4. வைரமுத்து - மரங்களைப் பாடுவேன் 5. அமுத பாரதி - புள்ளிப் பூக்கள் (ஹைக்கூ) 6. நாட்டுப்புறப் பாடல்கள் (தாலாட்டுப் பாடல் , தெம்மாங்கு பாடல் , உழவுத்தொழில்)	14
III	**வாழ்வியல்** சிறுகதை 1. காஞ்சனை - புதுமைப்பித்தன் 2. சோற்றுக் கணக்கு - ஜெயமோகன் 3. மரத்தைக் கர்ப்பம் சுமந்தவள் - ஆண்டாள் பிரியதர்சினி குறுநாவல் • ஆயிஷா - இரா.நடராசன்	12
IV	**இலக்கிய வரலாறு** 1. மரபுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 3. ஹைக்கூ கவிதையின் தோற்றமும் வளர்ச்சியும் 4. சிறுகதையின் தோற்றமும் வளர்ச்சியும்	10
V	**இலக்கணம் மற்றும் படைப்பாற்றல்** 1. எழுத்துகள் (முதல் எழுத்துகள், சார்பெழுத்துகள்) 2. எழுத்துக்களின் பிறப்பு 3. மாத்திரைகள் படைப்பாற்றல் திறன்(சிறுகதை மற்றும் புதுக்கவிதைப் படைத்தல்)	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. Vrath-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.Achuyuthan (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 (4th ed.), Oxford University Press.
3.	McCarthy, M., & O'Dell, F. (2017), English Vocabulary in Use: Advanced (3rd 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 (50th 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, 7th Edition, Sultan Chand & Sons.	
2	Stephen P Robbins & Mary Coulter (2024), Management, 16th Edition, Prentice Hall of India.	
Reference Books		
1	Harold Koontz, Heinz Weihrich, Mark V. Cannice (2023), Essentials of Management: An International Innovation and Leadership Perspective, 12th Edition, Tata McGraw Hill.	
2	A.Sharma (2022), Indian Knowledge Systems - Concepts and Applications, IGNCA Publication.	
3	D Kumar (2021), Essentials of Artificial Intelligence for Managers, Wiley India.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/noc20_mg58/preview	
2	https://www.nptelvideos.com/lecture.php?id=1028	

Course Code	Course Name	Category	Hours/ Week	Credits
26BBC14C	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, 27th Revised Edition, Eastern Book Company.	
2	Y.K Bhushan (2023), Fundamentals of Business Organisation & Management, 21st Edition, Sultan Chand & Sons.	
Reference Books		
1	Bernard Marr (2022), Artificial Intelligence in Practice:50 Companies Using AI to Solve Problem, 2nd 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	**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. 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	**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. 1. Brand digital presence audit: Select any brand of your choice, analyse and report on: a. Website layout, features, user interface (UI) and user experience (UX) b. Social media platforms used (Instagram, LinkedIn, Twitter, etc.) c. Blog quality and frequency d. Customer reviews and ratings Present your findings in a slide deck using canva. 2. Design a questionnaire using google forms to study buying behaviour 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. 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

Unit	Content	No. of Hours
III	**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. 1. **Define a mock brand** (e.g., a student-run bakery or digital service). Outline a content strategy based on: a. Purpose (Why are you creating content?) b. Pillars (What themes will you cover?) c. Distribution (Where will you publish it?) Present as a 1-slide Canva visual. 2. **AIDA Model Mapping:** Choose a product (e.g., online course, mobile phone). Create content examples for each stage of the AIDA model: Attention, Interest, Desire, Action. Submit as a Canva poster. 3. **Create a Weekly Content Calendar**. Choose a brand in service business. Create a 7-day content calendar including: a. Date b. Platform (Instagram, Blog, YouTube, etc.) c. Content type (post, reel, story) Caption/Description Use MS-Excel for this task	10
IV	**Keyword Research:** Definition and Importance of Keywords - Types of Keywords - Tools for Keyword research. 1. Use a free keyword research 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: 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	**Content Writing and Blogging:** Meaning and Importance of Blogging - Content Writing Styles - Using Blogger and Medium Platforms - Blog Writing Practice - Content Writing Formats - Writing Articles and Reports. 1. Create a blog on blogger/medium: sign up on blogger.com or medium.com. create a free blog account and set up: a. Blog name b. Theme/template c. c.Short "About" section Share the blog URL with the instructor. 2. Write and publish a blog post: Write a blog post (300-400 words) on a topic of your choice (e.g., "AI in Daily Life" or "Why I Love Minimalist Design"). Include: a. Title b. Subheadings c.At least one image Publish it on blogger.com and share the live link.	10
	Total Hours	60
Text Book		
1.	Dave Chaffey, Fiona Ellis-Chadwick (2025), Digital Marketing, 9th Edition, Pearson Education.	
Reference Books		
1.	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan (2017), Marketing 4.0: Moving from Traditional to Digital, Wiley.	
2.	Ryan Deiss, Russ Henneberry (2020), Digital Marketing for Dummies, 2nd Edition, Wiley.	
3.	Alastair L Day, (2012), Mastering Financial Modelling in Microsoft Excel: A Practical Guide to Business Calculations, 3rd Edition, FT Press.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.swayam2.ac.in/cec25_mg19/preview	

Course Code	Course Name	Category	Hours / Week	Credits
26BMA1BA	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, 43rd 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	**Natural Resources:** Renewable and non-renewable resources: Natural resources and associated problems. - Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. - Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. - Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. - Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. - Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies. - Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.
III	**Ecosystems** - Concept of an ecosystem. - Structure and function of an ecosystem. - Producers, consumers and decomposers. - Energy flow in the ecosystem. - Ecological succession. - Food chains, food webs and ecological pyramids. - Introduction, types, characteristic features, structure and function of the following ecosystem: - a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

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

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

Reference Resources

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

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

Unit	Module	Content	No. of Hours
III	**Creativity**		
	1	**Cooking & Eating:** Grammar: Some & Any, Quantifiers. Vocabulary & Speaking about Food & Drink. *Activities* Kitchen conversation (Listening). Reading an article & answering.	6
	2	**Survival:** Grammar: Comparison of adjectives. *Activities* Describing people (Speaking and Vocabulary). Listening to an audio & Answering. Reading & Writing: Read and Answer.	
	3	**Working Together:** Grammar: Verb + Noun phrases. *Activities* Technology (Vocabulary & Speaking). Listening: Listen & Answer. Reading & Writing: Notice.	
	4	**Music:** Grammar: Present perfect simple. *Activities* Survey about music (Vocabulary & Speaking). Listen to two people talking about music (Listening). Reading: Use adjectives and create sentences.	
	5	**Culture and Arts:** Grammar: Present perfect.Vocabulary & Speaking activity: Speak on the phone. *Activities:* Listen and answer. Reading & Writing activity: Review.	
		Practice: Writing comparison sentences & paragraphs.	
IV	**Problem-Solving**		
	1	**Do's and Don'ts:** Grammar, Modal Verbs. *Activities* Roleplay (Speaking). Holidays in January (Listening). Reading an article & answering.	6
	2	**Body:** Grammar: First conditional. Vocabulary & Speaking about Personality & Appearance. *Activities* Conversations about personality (Listening), Reading & Writing: Read and Answer about your skills.	
	3	**Speed:** Grammar: Present simple passive. Vocabulary & Speaking about relationships. Listening: Listen & Answer. Reading and Error spotting.	
	4	**Work:** Grammar: Adverbs of manner. Vocabulary & Speaking about work advice. Listening: Observe & Answer; Reading: Read & check your ideas.	
		Practice: Writing argumentative and descriptive essays.	
V	**Critical Thinking**		
	1	**Influence:** Grammar: would / past habits. Listening: Sentence Correction. *Activities* Your inspiration (Speaking). Picture description (Reading). Rewrite the sentences (Writing).	6
	2	**Money:** Grammar: Second conditional. *Activities:* Radio programme (Listening). Talk about games (Speaking). Reading & Writing: Fill in the blanks.	
	3	**Things that changed the world:** Grammar: articles. *Activities* :Talk about chewing gum (Speaking & Listening). Reading & Writing: Read and write a book review.	
		Practice: Writing Emails, reports and proposals.	
		Total Hours	**30**

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

Question Paper Pattern

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

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

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

Semester 2

Semester - 2									
Course Code	**Part**	**Course Category**	**Course Name**	**Hours/ Week**	**Examination**				**Credits**
					Duration in hours	**Max. Marks**			
						CIA	**ESE**	**Total**	
26TAM21L	I	Language - I	Tamil - II	4	3	25	75	100	3
26HIN21L			Hindi - II						
26MAL21L			Malayalam - II						
26FRE21L			French - II						
26ENG22L	II	Language - II	English - II	4	3	25	75	100	3
26BBA23C	III	Core - III	Organisational Behaviour	4	3	25	75	100	3
26BBC24C	III	Core - IV	Economics for Executives	6	3	25	75	100	4
26BBA25P	III	Core Lab - II	Spreadsheet for Business Lab	4	3	40	60	100	2
26BMA2DA	III	Allied - II	Quantitative Techniques for Management	4	3	25	75	100	3
26HUM2FC/	IV	FC - II	**Human Rights /**	2	2	50	-	50	2
26DIM2FC			Disaster Management						
26IDT2AE/	IV	AECC - II	Innovation and Design Thinking/	2	2	-	50	50	2
26IPR2AE/			**Intellectual Property Rights** /						
26END2AE			Entrepreneurship Development						
			Total	**30**				**700**	**22**

Course Code	Course Name	Category	Hours/Week	Credits
26TAM21L	Tamil - II	Language - I	4	3

Course Objectives

The Course intends to cover

- சங்க இலக்கியங்கள் மற்றும் சிலப்பதிகாரம் வழியாகத் தமிழர்களின் வீரம், கொடை, வாழ்வியல் நெறிகள் மற்றும் நீதிநெறியை மாணவர்களுக்கு எடுத்துரைத்தல்.
- திருக்குறள், திருவருட்பா, சித்தர் மற்றும் கவிமணி, கண்ணதாசனின் படைப்புகள் வழியாக உழவின் சிறப்பு, ஆன்மீக ஒருமைப்பாடு, தத்துவச் சிந்தனைகள் மற்றும் வாழ்வியல் அறங்களை மாணவர்களுக்கு அறிமுகப்படுத்துதல்.
- உரைநடையின் வழியாக மாணவர்களிடம் அறநெறி, தமிழர் தொல்லியல் வரலாறு, நட்பு மற்றும் மனவளப் பண்புகளை உணர்த்துதல்.
- சங்க இலக்கியங்கள், காப்பியங்கள் மற்றும் உரைநடையின் தோற்றம், வரலாற்று பின்புலத்தை மாணவர்களுக்கு எடுத்துரைத்தல்.
- சொல்லின் வகைகள், வேற்றுமைத் தொகைகள் மற்றும் பகுபத உறுப்பிலக்கணம் ஆகியவற்றின் வழியாகத் தமிழ் இலக்கண விதிகளை அறிமுகப்படுத்தி, பிழையின்றி எழுதக் கற்றுக் கொடுத்தல்.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	கரிகாலனின் கொடைத்திறனையும் கண்ணகியின் அறச்சீற்றத்தையும் அறிவதன் மூலம், மாணவர்கள் தமிழர் பண்பாட்டையும் நீதியின் வலிமையையும் அறிந்து கொள்வர்.	K2
CLO2	பல்வேறு சமய மற்றும் தத்துவப் பாடல்களைக் கற்பதன் மூலம், சமூக நல்லிணக்கம், அறநெறி வாழ்க்கை, பகுத்தறிவு மற்றும் மனிதநேயப் பண்புகளை வளர்த்துக் கொள்வர்.	K2
CLO3	வரலாற்றுப் பெருமிதத்தை உணர்ந்து, மன ஒழுக்கத்துடனும் நேர்மறைச் சிந்தனையுடனும் மாணவர்கள் சமூகத்தில் சிறந்த குடிமக்களாக வாழும் தகுதியைப் பெறுவார்கள்.	K3
CLO4	தமிழ் இலக்கிய வடிவங்களின் கால மாற்றங்களை உணர்ந்து, இலக்கிய வரலாற்றுப் பின்புலத்தை தெளிவாகப் புரிந்து கொள்வர்.	K3
CLO5	சொற்களின் அமைப்பையும் உறுப்பிலக்கண விதிகளையும் அறிவதன் மூலம், மாணவர்கள் மொழிப்புலமையில் ஆளுமை மிக்கவர்களாகத் திகழ்வர்.	K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

Part - I: Language - I: தமிழ் - II

Unit	Content	No. of Hours
I	**சமூகம் மற்றும் வாழ்வியல்** 1. புறநானூறு - பாடல் எண் - 182, 192 2. பொருநராற்றுப்படை - கரிகாலன் கொடைச்சிறப்பு (53-73, 129-177 அடிகள் மட்டும்) சிலப்பதிகாரம் - வழக்குரைக்காதை	14
II	**அறம் மற்றும் பக்தி** 1. திருக்குறள் - உழவு 2. வள்ளலார் பாடல்கள்(திருவருட்பா - வள்ளலார் விண்ணப்பம்) 3. உமர்கயாம் பாடல்கள் (தனிப்பாடல்கள்) - கவிமணி தேசிக விநாயகம் பிள்ளை 4. இயேசுகாவியம் - மலைப்பொழிவு - கண்ணதாசன் 5. சித்தர் பாடல் - சிவவாக்கியார் பாடல்	14
III	**கலை மற்றும் பண்பாடு (IKS -** Indian Knowledge System **-** அலகு முழுவதும்) 1. அறம் எனப்படுவது - அமுதன் 2. கலைகள் - உ.வே.சாமிநாத ஐயர் 3. கீழடி - தொல்லியல் துறை, வெளியீடு 4. நட்பு நலம் - வேதாத்திரி மகரிஷி 5. மனம் எனும் சொர்க்கவாசல் - டாக்டர் எம்.எஸ்.உதயமூர்த்தி	12
IV	**இலக்கிய வரலாறு** 1. சங்க இலக்கிய வரலாறு 2. காப்பியங்களின் வரலாறு 3. உரைநடையின் தோற்றமும் வளர்ச்சியும்	10
V	**இலக்கணம்** 1. சொல்லின் வகைகள் 2. வேற்றுமைத் தொகைகள் 3. பகுபத உறுப்புகள்	10
	Total Hours	**60**

Unit Mapping with SDGs

Unit	Primary SDG
Unit I - சமூகம் மற்றும் வாழ்வியல்	SDG 2, 3, 16
Unit II - அறம் மற்றும் பக்தி	SDG 2, 3, 10

Reference Books	
1	சுப்பிரமணியன் ச.வே, (2010, இரண்டாம் பதிப்பு), சங்க இலக்கியம் தொகுதி - 3, மணிவாசகர் பதிப்பகம்.
2	சுப்பிரமணியன் ச.வே, (2010, இரண்டாம் பதிப்பு), பத்துப்பாட்டு முழுவதும், மணிவாசகர் பதிப்பகம்.
3	புலியூர்க்கேசிகன் உரை, (2021,முதல் பதிப்பு), சிலப்பதிகாரம், குமரன் பதிப்பகம்.
4	பரிமேலழகர் உரை, (2005, முதற் பதிப்பு) திருக்குறள், ஸ்ரீ செண்பகா பதிப்பகம்.
5	முனைவர் பஞ்சாங்கம் கா. (2017, 4-ஆம் பதிப்பு), தமிழ் இலக்கிய வரலாறு, காவியா பதிப்பகம்.
6	வரதராசன் மு. (2021, 34-வது பதிப்பு), தமிழ் இலக்கிய வரலாறு, சாகித்திய அகாதமி பதிப்பு.
7	கவிஞர் கண்ணதாசன், (2006, 6-ஆம் பதிப்பு), இயேசு காவியம், கலைக்காவிரி பதிப்பகம்.
8	செல்வநாயகம் வி.(2003, முதல் பதிப்பு), தமிழ் உரைநடை வரலாறு, அடையாளம் பதிப்பகம்.
9	பேரா. முனைவர் பாக்கியமேரி, (2022, 6-ம் பதிப்பு), வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, நியூசெஞ்சுரி புக் ஹவுஸ்(பி). லிட்.
10	டாக்டர் உதயமூர்த்தி எம். எஸ்.(2016, முதல் பதிப்பு), எண்ணங்கள், வெளியீடு கங்கை புத்தக நிலையம்.
11	புலவர்.பொன்மணிமாறன், (2011, முதல் பதிப்பு) அடோன் தமிழ் இலக்கணத் தொகுப்பு, அருண் பப்ளிஷிங்.

Course Code	Course Name	Category	Hours / Week	Credits
26HIN21L	Hindi - II	Language - I	4	3

Course Objectives

The course intends to cover

- Contemporary poetry.
- The nature of drama and its nature and improving the knowledge of reading and understanding the nature of contemporary plays.
- Letter writing for personal and professional purposes.
- Simple Conversation in everyday situations.
- Translation 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	Understand the essence of the poem, its poetic expression and theme.	K1, K2
CLO2	Understand the moral and human values conveyed in the plays.	K2
CLO3	Draft formal and informal letters in Hindi for personal and professional purposes.	K3
CLO4	Apply Hindi dialogues in everyday social and professional situations.	K3
CLO5	Translate the prescribed lessons between Hindi and English using appropriate vocabulary and grammar.	K3
K1 - Remember; **K2** - Understand; **K3** - Draft, Apply, Translate		

Part - I: Language - I: Hindi - II

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

Text Book	
1	Luca Giachino, Carla Baracco, Romain Chrétien(DELF), (2022), Nouvelle Génération A1, Didier FLE.
Reference Books	
1	Kavya Parasar, Dr.Bolanath,(2018) Jawahar Pusthakalay, Sadar Bazaar,Mathura-U.P.281001
2	Sone ki Varsha (2020) Dakshin Bharat Hindi Prachar Sabha, Chennai - 600 017

Course Code	Course Name	Category	Hours / Week	Credits
26MAL21L	Malayalam - II	Language - I	4	3

Course Objectives

The course intends to cover

- Genre of travel writing and its ability to convey cultural and experiential narrative.
- The descriptive techniques used to portray places and experiences.
- Autobiographical writing and its reflection of an individual's life and experiences.
- The inspirational aspects of the autobiography and their relevance to personal growth.
- Translation from Malayalam to English.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand and appreciate travel literature, focusing on descriptive language and personal reflections.	K1. K2
CLO2	Identify cultural differences.	K2
CLO3	Reflect on social and cultural issues by interpreting the life experiences presented in Chirikku Pinnil.	K3
CLO4	Explore the personal history and anecdotes shared by the author.	K3
CLO5	Translate English passages into Malayalam using appropriate vocabulary and grammar.	K3
K1 - Remember; **K2** - Understand, Identify; **K3** - Reflect, Explore, Translate		

Part - I: Language - I : Malayalam - II

Unit	Content	No. of Hours
I	Travelogue - Pravasiyude kurippukal - Babu Bharadwaj	14
II	Travelogue - Pravasiyude kurippukal - Babu Bharadwaj	14
III	Autobiography- Chirikku pinnil - Innocent	12
IV	Autobiography- Chirikku pinnil - Innocent	10
V	Translation (English to Malayalam)	10
	Total Hours	**60**

Text Books	
1	Pravasiyude Kurippukal, Babu Bharadwaj, (2019), Mathrubhumi Books, Kochi, Kerala.
2	Chirikku Pinnil, (2016), Innocent, Mathrubhumi Books, Kochi, Kerala
Reference Books	
1	Dr.Vijayalam Jayakumar (2005),Athmakathasahithyam Malayalathil. (N.B.S.Kottayam)
2	K.M.Tharakan (2011), Malayala Novel Sahithya Charitram- (N.B.S.Kottayam)
3	Dr.K.M George, (2009), Sahithya Charitram Prasthanangalilude-, (D.C.Books Kottayam)
4	Sukumar Azheekode (2016), Malayala Sahithyavimarsam- (D.C.books)

Course Code	Course Name	Category	Hours / Week	Credits
26FRE21L	French - II	Language - I	4	3

Course Objectives

The course intends to cover

- Everyday expressions and basic phrases aimed at the satisfaction of concrete needs.
- 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.
- Constructing simple sentences using correct word order and basic vocabulary.
- 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	Identify and use French vocabulary and grammatical structures	K1, K2
CLO2	Apply French communication skills in everyday conversations.	K3
CLO3	Recognise and use French vocabulary related to leisure activities.	K3
CLO4	Use French words and expressions in appropriate contexts.	K3
CLO5	Communicate effectively in French in everyday situations using appropriate vocabulary and grammatical structures.	K3
K1, **K2** - Identify; **K3** - Apply, Recognise, Use, Communicate		

Part - I: Language - I : French - II

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

Text Book	
1	Luca Giachino, Carla Baracco, Romain Chrétien(DELF), (2022), Nouvelle Génération A1, Didier FLE
Reference Book	
1	Nathalie Hirschsprung, Tony Tricot, (2017) Cosmopolite, Hachette

Course Code	Course Name	Category	Hours / Week	Credits
26ENG22L	English - II	Language - II	4	3

Course Objectives

The course intends to cover

- The literary elements in poetry, fostering reflection on women's roles and motherhood values.
- Experience of Humour, satire and irony in different social contexts.
- The application of parts of speech in core grammatical structures for effective communication.
- Essential vocabulary rules, word relationships, and corporate terminology to enhance precision in professional communication.
- Interactive communication skills, public speaking, critical reading, and letter writing to develop comprehensive professional and personal expression.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand and respect gender dynamics and intergenerational relationships in the family.	K1, K2
CLO2	Understand how humor, satire, and irony are used in prose to appreciate social commentary and human nature.	K2
CLO3	Construct grammatically correct written and spoken sentences using appropriate parts of speech.	K3
CLO4	Draft relevant business communication by using general vocabulary mechanics and corporate terminology.	K3
CLO5	Demonstrate communication skills in meetings, speeches, and writing with contextual comprehension**.**	K3
K1 - Remember; **K2** - Understand; **K3** - Construct, Draft, Demonstrate		

Part - II: Language - II: English - II

Unit	Content	No. of Hours
I	**Poetry** - Motherhood 1.1 My Grand Mother's House - Kamala Das 1.2 Of Mothers,among other things - A.K Ramanujam 1.3 Night of the Scorpion - Nissim Ezekiel	12
II	**Prose** - Humour 2.1 With The Photographer - Stephen Leacock 2.2 Travel by Train - J.B.Priestley 2.3 On Forgetting - Robert Lynd	12
III	**Grammar:** 3.1 **Adjectives** -Types of adjectives, Degrees of comparison, Order of adjectives in a sentence, Common errors with adjectives 3.2 **Adverbs** - Types, Position of adverbs in sentences, Common errors with adverbs 3.3 **Prepositions** - Simple, Compound and Phrasal Prepositions**,** Correct usage in time and place expressions, Common errors with prepositions 3.4 **Conjunctions** - Coordinating conjunctions, Subordinating conjunctions, Correlative conjunctions, Common errors with Conjunctions 3.5 **Interjections** - Common interjections, Expressing emotions, Usage in formal vs. informal contexts	12
IV	**Language Competency -Vocabulary** 4.1 Spelling of words, Correct usage of words, One word substitution, Singular and plural (including Zero plural), Verbal Analogy 4.2 Business and Corporate Vocabulary - Marketing and Sales, Human Resource, Finance and Operation, Organization and Management, Office Procedures and Documents.	12
V	**English for Communication** 5.1. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks 5.2. Participating in a meeting: face to face and online, Persuasive speaking, Making short speeches 5.3. Reading Comprehension - Unseen Passages (News Paper, Headlines, Editorials, Government related News) 5.4. Letter writing - Types of Letters (formal and informal)	12
	Total Hours	**60**

Unit Mapping with SDGs

Units	Primary SDG
UNIT - I: Poetry	SDG 5
UNIT - II: Prose	SDG 3

Reference Books	
1.	Aarti, V., & Bansal, R. K. (2019). Developing Communication Skills, 2nd ed., Macmillan Publishers.
2.	Bakshi, S. P., & Sharma, R. (2020). Descriptive English, 2nd ed., Arihant Publications (India) Ltd.
3.	Cameron, S., & Dempsey, L. (2019). The Reading Book: A Complete Guide to Teaching Reading. 1st ed., S & L Publishing.
4.	Hewings, M. (2013). Advanced Grammar in Use, 3rd ed., Cambridge University Press.
5.	Leacock, S. (1913). With the photographer. Behind the Beyond, and other Contributions to Human Knowledge,1st ed., John Lane Company.
6.	Lynd, R. (1921). In the Pleasures of Ignorance, 1st ed., Methuen & Co.
7.	Narasimhaiah, C.D.(Ed.) (1990). An Anthology of Commonwealth Poetry, 1st ed., Macmillan India.
8.	Parthasarathy, R. (Ed.) (1976). Ten twentieth-century Indian Poets., 1st ed., Oxford University Press.
9.	Priestley, J. B. (1922). Travel by Train. In Papers from Lilliput.,1st ed., Bowes & Bowes.
10.	Sherman, B. (2014). Skimming and Scanning Techniques.,1st ed., Liberty University Press.
Web Resources (Swayam / NPTEL)	
1.	https://nptel.ac.in/courses/109106116

Course Code	Course Name	Category	Hours / Week	Credits
26BBA23C	Organisational Behaviour	Core - III	4	3

Course Objectives

The Course intends to cover

- Concept of Organisational Behaviour, individual differences, personality tests, and IKS behavioural framework.
- Factors and process of perception, mindfulness, theories of motivation, transactional analysis and brainstorming.
- Job satisfaction, employee attitude and productivity, job enrichment and job enlargement.
- Group dynamics, Hawthorne Experiment, Types of conflict and methods of resolution.
- Leadership, ethical and responsible workplace practices, employee counselling and AI-based wellness platforms.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand individual differences, behavioural frameworks with IKS insights along with organisational behaviour	K1, K2
CLO2	Promote a positive working environment by interpreting individual workplace behaviour, motivation and mindfulness practices.	K3
CLO3	Identify areas for improvement by assessing job satisfaction factors, workplace morale for ensuring employee wellbeing and productivity.	K3
CLO4	Effectively resolve the conflicts by analysing group dynamics, interpersonal conflicts.	K4
CLO5	Analyse leadership styles and counselling approaches and practise ethical and responsible leadership for effective employee support.	K4
K1 - Remember; **K2** - Understand; **K3** - Promote, Identify; **K4** - Resolve, Analyse		

CLO - PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	Primary SDG
CLO1	3	1	1	1	2	3
CLO2	2	2	1	1	2	3
CLO3	2	2	1	1	2	8
CLO4	2	2	1	1	2	16
CLO5	2	3	1	1	2	3, 8
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 - Ethical issues in perception and judgement. IKS: Mindfulness and perception 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 of Job satisfaction, Morale - Importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - Job enlargement. **Suggested Activity:** Employee Satisfaction Survey: Students will design a short questionnaire to identify factors influencing job satisfaction and suggest measures to improve employee well-being.	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) - Ethical leadership and responsible behaviour. **Counselling:** Meaning - Importance of counsellor - Types of counselling - Merits of counselling. **AI in Counselling:** AI based employee wellness chatbots and mental health platforms.	12
	Total Hours	**60**

Unit Mapping with SDGs

Unit	Primary SDG
Unit I - Individual Differences and Personality	SDG 3
Unit II - Mindfulness and Perception	SDG 3
Unit III – Factors of Job Satisfaction	SDG 8
Unit IV - Conflict Resolution	SDG 16
Unit V - AI in Employee Counselling	SDG 3
Unit V - Ethical Leadership and responsible behaviour	SDG 8

Text Books

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

Reference Books	
1	Ben Eubanks (2025), Artificial Intelligence for HR: Use AI to Support and Develop a Successful Workforce, 2nd edition, Kogan Page.
2	R. M. Matthijs Cornelissen, Girishwar Misra, Suneet Varma (2013), Foundations and Applications of Indian Psychology, Pearson India.
3	Fred Luthans, Brett C. Luthans, Kyle W. Luthans (2020), Organisational Behaviour: An Evidence Based Approach, 14th edition, Information Age Publishing.
4	C.B. Gupta (2020), A Textbook of Organisational Behaviour, S.Chand and Company Limited.
Web Resources (Swayam/NPTEL/Others)	
1	https://onlinecourses.swayam2.ac.in/cec24_mg01/preview
2	https://onlinecourses.swayam2.ac.in/imb24_mg48/preview
3	https://trymindmetric.online/
4	https://www.youtube.com/watch?v=_M6pxzax72A
5	Mindfulness and Perception in Indian Traditions - https://youtu.be/IRT7iXH4GKU?si=LpczWBbwCV1B8yZ8
6	https://www.analyticsinsight.net/artificial-intelligence/ai-counselors-the-future-of-mental-health-support-in-india
7	https://www.thestrategyinstitute.org/insights/what-is-ethical-leadership-traits-real-world-examples-challenges-and-why-it-matters
8	https://www.wbs.ac.uk/news/responsible-leadership-to-focus-on-purpose-and-ethics/
9	https://www.indica.today/research/research-papers/iks-in-management-indica-iks-metaretreat/
10	https://cultureandheritage.org/2024/04/%F0%9F%8C%BFpanchatantra-stories-for-leadership-excellence.html
11	https://pranavpatel.co/indian-leadership-principles-based-on-indian-knowledge-system-iks/
12	https://ijrcs.org/wp-content/uploads/IJRCS202505024-min.pdf

Course Code	Course Name	Category	Hours / Week	Credits
26BBC24C	Economics for Executives	Core - IV	6	4

Course Objectives

The Course intends to cover

- Nature, scope and principles of business economics, demand and supply analysis, elasticity, sustainable consumption and AI-based demand forecasting.
- Production functions, cost and revenue analysis, break-even analysis, AI-based cost estimation and traditional Indian costing practices.
- Market structures, price and output determination, price discrimination, AI-based pricing decisions and traditional Indian market practices.
- National income measurement, circular flow of income, business cycles, money and Kautilya's perspectives on economic prosperity and state wealth.
- Inflation, monetary policy, fiscal policy and measures to control inflation and deflation.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand demand, supply and elasticity for pricing and demand forecasting.	K1, K2
CLO2	Control costs and plan production by using break-even analysis, cost and revenue concepts.	K3
CLO3	Make pricing decisions and formulate competitive strategies by understanding different market structures.	K3
CLO4	Assess economic growth and stability by understanding national income, business cycles and monetary factors.	K4
CLO5	Maintain price stability by analysing inflation, deflation and policy measures.	K4
K1 - Remember; **K2 -** Understand; **K3 -** Control, Make; **K4** - Assess, Maintain		

CLO - PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	Primary SDG
CLO1	3	2	2	1	1	SDG 12
CLO2	2	3	3	2	1	-
CLO3	2	2	2	1	1	-
CLO4	3	2	1	1	1	-
CLO5	2	2	3	2	1	SDG 2
3 - Substantial (High)		**2 - Moderate (Medium)**			**1 - Slight (Low)**	

Core - IV: Economics for Executives

Unit	Content	No. of Hours
I	**Business Economics:** Nature, scope, objectives and Basic Principles of Business Economics - Roles and Responsibilities of Business Economist. **Demand Analysis:** Law of Demand - Elasticity of demand - Types, Determinants, Methods of Measurement of Elasticity of demand (Percentage method, Arc method and Point method). **Supply Analysis:** Meaning, Law of Supply and factors influencing Supply(SDG 12) - Application of Artificial Intelligence in demand forecasting.	20
II	**Production function:** Factors of production - Short run and Long run production function - Isoquants - Types and properties - Economies and Diseconomies of scale - Economies of Scope. **Cost:** Classification of Cost (By Nature, Traceability, Behaviour, Function, Decision Making) - Determinants of Costs. **Revenue:** Concepts, Average revenue, Marginal Revenue, Total revenue, Relationship between Average and Marginal Revenue - Break Even analysis - Application of AI in Cost Estimation and Cost Control. **IKS:** Traditional costing practices in community-based production.	18
III	**Market Structure:** Traditional Indian Market Practices**(IKS)**. Features, price and output determination under Perfect Competitive Market, Monopoly, Monopolistic Competition - Duopoly, Oligopoly. Price Discrimination - Degrees and Conditions for Price discrimination - Price and Output determination under Price Discrimination - AI in Pricing Decisions.	17
IV	**National Income:** Concepts - Circular flow of income in four sector model - Methods of measuring National Income. **Business Cycle:** Features - Phases - Causes - Effects - Control of business cycle. **Money:** Definition, Kinds and Functions of money, Significance of money in modern economy - Kautilya's Perspectives on Economic Prosperity and State Wealth **(IKS)**.	17
V	**Inflation:** Measures and Types of Inflation - Causes and Effects of inflation (SDG 2) - Monetary and Fiscal measures to control inflation. The effect of change in Fiscal and Monetary measures (Crowding out and crowding in effect). **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.	18
	Total Hours	**90**

Unit Mapping with SDGs

Unit	Primary SDG
Unit I - Factors influencing Supply	SDG 12
Unit V - Inflation	SDG 2

Text Books

1	S.Sankaran (2025), Managerial Economics (5th ed.), Margham Publications.
2	R.L.Varshney & K.L.Maheshwari (2025), Managerial Economics (2nd ed.), Sultan Chand & Sons.

Reference Books	
1	M.L.Jhingan & J.K.Stephen (2020), Managerial Economics (2nd ed.), Vrinda Publications.
2	Ratan Lal Basu, Raj Kumar Sen (2008), Ancient Indian Economic Thought Relevance for Today, Rawat Publications.
Web Resources (Swayam/NPTEL/Others)	
1	https://onlinecourses.nptel.ac.in/e-learning/preview/noc23_ec06
2	https://onlinecourses.nptel.ac.in/e-learning/preview/noc22_mg43
3	https://www.youtube.com/watch?v=vXXiGLsAKQ4
4	https://www.ibm.com/think/topics/ai-demand-forecasting
5	https://gfm.akshayakalpa.org/read/feature-article/how-food-inflation-is-squeezing-indian-households
6	https://openknowledge.fao.org/server/api/core/bitstreams/de95e011-1af9-4b28-9a07-d8ce61f8aa6c/content/state-food-security-and-nutrition-2025/price-inflation-pressure-nutrition.html#gsc.tab=0
7	https://pubadmin.institute/administrative-thinkers/kautilya-economic-theory-practice
8	https://fastercapital.com/content/Cost-Estimation-Artificial-Intelligence--How-to-Use-AI-to-Enhance-Cost-Estimation.html
9	https://www.researchgate.net/publication/348619825_The_Market_system_of_the_Sangam_Period-A_historical_study
10	https://www.scribd.com/document/936720454/IKS-on-Costing-Unit-2
11	https://www.pbr.co.in/2025/2025_month/June/10.pdf

Course Code	Course Name	Category	Hours / Week	Credits
26BBA25P	Spreadsheet for Business Lab	Core Lab - II	4	2

Unit	Content	No. of Hours
I	**Introduction to Excel:** Introduction to Excel - Workbook, Worksheet, Rows, Columns and Cells - Data Entry and Formatting - Basic Formulas - SUM, AVERAGE, MIN, MAX, COUNT - Relative and Absolute Cell References. 1. Enter employee details including Employee ID, Name, Department and Basic Salary. Calculate HRA, DA and Gross Salary using appropriate formulas and format the worksheet. 2. Enter marks for five subjects for 10 students. Calculate Total, Average, Highest and Lowest marks using Excel formulas and apply suitable formatting. 3. Enter product-wise sales quantity and price for one month. Calculate Total Sales using formulas and apply relative and absolute cell references wherever required.	12
II	**Basic Excel Functions:** IF - AND, OR - SUMIF - COUNTIF - AVERAGEIF - ROUND - Basic Text and Date Functions - Applying functions to business data. 1. Create an employee performance sheet containing Sales Target and Actual Sales. Use IF, AND and OR functions to identify target achievement and employee performance. 2. Use SUMIF, COUNTIF, AVERAGEIF, IF and ROUND functions to calculate department-wise salary details and employee sales incentives.	10
III	**Data Management:** Sorting - Filtering - Find and Replace - Remove Duplicates - Data Validation - Conditional Formatting - Excel Tables. 1. Create a customer database containing Customer Name, City, Product, Quantity and Purchase Amount. Use Sorting and Filtering to identify customers based on city, product and purchase amount. 2. Create a stock list containing Product Name, Stock Available, Reorder Level and Supplier. Use Conditional Formatting to highlight products that need to be reordered. Use Data Validation to control data entry. 3. Create a customer or employee dataset containing duplicate and incorrect entries. Use Find and Replace, Remove Duplicates and Data Validation to clean and organize the data.	14
IV	**Charts and Business Analysis:** Creating and Formatting Charts - Column, Bar, Pie, Line, Scatter and Radar Charts. Data Analysis - Summarizing Data -What-If Analysis. 1. Prepare a sales database containing Salesperson, Product, Region, Quantity and Sales amount. Sort, filter and summarize the data. Create Column, Bar, Pie, Line, Scatter and Radar Charts to analyse Product-wise and Region-wise sales. 2. Prepare a business worksheet containing Product, Selling Price, Quantity, Revenue, Cost and Profit. Use formula to calculate Revenue and Profit. Perform a What-If Analysis by changing Selling Price and Quantity and observe the impact on Revenue and Profit.	12

Unit	Content	No. of Hours
V	**Pivot Tables and Business Applications:** Introduction to Pivot Tables - Creating and filtering Pivot Tables - Pivot Charts - Sales Analysis - Employee Analysis - Inventory Analysis. **VLOOKUP:** Meaning - Syntax - Retrieving data using VLOOKUP. 1. Prepare a sales database containing Salesperson, Product, Region, Quantity and Sales Amount. Create a Pivot Table and Pivot Chart to analyse region-wise and product-wise sales. 2. Using a given sales dataset, prepare a Pivot Table, chart and summary observations. Identify the best-performing product, region and salesperson. 3. Use the VLOOKUP function to retrieve product price and category from a given product database based on the Product ID.	12
	Total Hours	**60**
Text Books		
1	David H. Ringstrom, Michael Alexander, Dick Kusleika, Paul McFedries & Ken Bluttman (2025), Microsoft 365 Excel All-in-One For Dummies, Wiley.	
2	Michael Alexander & Dick Kusleika (2025), Microsoft Excel 365 Bible, 2nd ed., Wiley.	
Reference Books		
1	Wayne L. Winston (2021), Microsoft Excel Data Analysis and Business Modeling (Office 2021 and Microsoft 365), 7th ed., Microsoft Press.	
2	Timothy R. Mayes & Todd M. Shank (2021), Financial Analysis with Microsoft Excel, 9th ed., Cengage Learning.	
3	Alastair Day (2012), Mastering Financial Modelling in Microsoft Excel: A Practitioner's Guide to Applied Corporate Finance, 3rd ed., FT Press.	
Web Resources (Swayam/NPTEL)		
1	https://onlinecourses.nptel.ac.in/e-learning/preview/noc22_mg35	

Course Code	Course Name	Category	Hours / Week	Credits
26BMA2DA	Quantitative Techniques for Management	Allied - II	4	3

Course Objectives

The Course intends to cover

- The foundational mathematical formulation and solution methodologies for Linear Programming Problems utilizing graphical and simplex methods.
- Transportation and assignment problems using optimization methods and AI techniques in logistics.
- Inventory control techniques and the Economic Order Quantity (EOQ) using deterministic inventory models.
- The analytical frameworks for constructing project networks and computing critical paths using PERT and CPM techniques.
- Strategic evaluation techniques for two-person zero-sum games, focusing on saddle points, mixed strategies, and the dominance property.

Course Learning Outcomes

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

CLO	CLO Statements	Knowledge Level
CLO1	Understand the classification, principles of modeling and the role of Operations Research in business and management.	K1, K2
CLO2	Identify optimization methods and AI techniques used in solving transportation and assignment problems.	K2
CLO3	Determine the Economic Order Quantity (EOQ) for inventory problems without shortages.	K3
CLO4	Analyse project network schedules to differentiate between PERT and CPM methodologies and calculate system floats.	K4
CLO5	Examine optimal competitive strategies and game values utilizing the dominance property and minimax-maximin principles.	K4
K1 - Remember; **K2** - Understand, Identify; **K3** - Determine; **K4** - Analyse, Examine		

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 II: 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. **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 - AI in Transportation and Logistics.	12
III	**Inventory Model:** Introduction - Types of Inventory - Reasons for maintaining Inventory - The Inventory Decisions - Objectives of Scientific Inventory Control - Costs Involved in Inventory Problems - Economic Order Quantity - Deterministic Inventory Models.	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**

Text Books	
1	Sundaresan.V.K, Ganapathy Subramanian.K.S, Ganesan.K (2017), Resource Management Techniques, A.R.S. Publications,11th 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. 7.1,7.3-7.5, Chapter 8: Pg. No. 8.1-8.2, 8.4-8.7,8.9 Unit III - Chapter 12: Pg.No.12.1 - 12.26 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, 7th 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://pcssoft.com/blog/ai-in-transportation-and-logistics

Part - IV: Foundation Course

(All the Undergraduate Programmes)

Course Code	Course Name	Category	Hours / Week	Credits
26HUM2FC	Human Rights	FC - II	2	2

Unit	Content
I	**Concept of Human Values, Value Education Towards Personal Development:** Aim of Education and Value Education; Evolution of Value Oriented Education; Concept of Human Values; Types of Values; Components of Value Education. **Personal Development:** Self-analysis and Introspection; Sensitization towards Gender Equality, Physically Challenged, Intellectually Challenged. Respect to - Age, Experience, Maturity, Family Members, Neighbors, Co-workers. Character Formation towards Positive Personality: Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.
II	**Value Education Towards National and Global Development National and International Values:** Constitutional or National Values - Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, and Fraternity. Social Values - Pity and Probity, Self-Control, Universal Brotherhood. Professional Values - Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, and Faith. Religious Values - Tolerance, Wisdom, Character. Aesthetic Values - Love and Appreciation of Literature and Fine Arts and Respect for the Same. National Integration and International Understanding.
III	**Impact of Global Development on Ethics and Values:** Conflict of Cross-Cultural Influences, Mass Media, Cross-Border Education, Materialistic Values, Professional Challenges, and Compromise. Modern Challenges of Adolescent Emotions and Behavior; Sex and Spirituality: Comparison and Competition; Positive and Negative Thoughts. Adolescent Emotions, Arrogance, Anger, Sexual Instability, Selfishness, Defiance
IV	**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

Unit	Content
V	**Human Rights** 1. Concept of Human Rights - Indian and International Perspectives a. Evolution of Human Rights b. Definitions under Indian and International Documents 2. Broad Classification of Human Rights and Relevant Constitutional Provisions. a. Right to Life, Liberty and Dignity b. Right to Equality c. Right against Exploitation d. Cultural and Educational Rights e. Economic Rights f. Political Rights g. Social Rights 3. Human Rights of Women and Children a. Social Practice and Constitutional Safeguards (i) Female Feticide and Infanticide (ii) Physical Assault and harassment (iii) Domestic Violence (iv) Conditions of Working Women 4. Institutions for Implementation a. Human Rights Commission b. Judiciary 5. Violations and Redressal a. Violation by State b. Violation by Individuals c. Nuclear Weapons and terrorism d. Safeguards
Total Hours	**30**

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

Course Code	Course Name	Category	Hours / Week	Credits
26DIM2FC	Disaster Management	FC - II	2	2

Unit	Content
I	**Unit I: Introduction to Disasters** 1.1. Definition of Concepts 1.2. Difference between hazards and vulnerability 1.3. Types of Disasters 1.4. Natural Disasters 1.5. Human - Made Disasters
II	**Unit II: Disasters Management** 2.1. Disaster Management 2.2. Disaster Management Cycle 2.3. Key Phases of Disaster Management 2.4. Disaster and Development 2.5. Disaster Impacts on Differential Groups
III	**Unit III: Vulnerability Assessment and Reduction** 3.1. Vulnerability 3.2. Vulnerability Assessment 3.3. Early Warning System 3.4. Factors Contributing to Vulnerability 3.5. Vulnerability Reduction 3.6. Impact of Development Projects such as Dams, Embankments, Changes in Land-use etc. 3.7. Climate Change Adaptation
IV	**Unit IV: Disaster Risk Reduction** 4.1. Disaster Risk Reduction (DRR) 4.2. Knowledge Management in Disaster Risk Reduction 4.3. The Knowledge Management Cycle 4.4. Role of Information and Knowledge in Disaster Risk Reduction 4.5. Indigenous Knowledge and Disaster Risk Reduction 4.6. Indigenous Knowledge and Early Warning Indicators 4.7. Indigenous Knowledge and Coping Strategies 4.8. Sendai Framework for Disaster Risk Reduction 4.9. Intergovernmental Panel on Climate Change (IPCC) 4.10. IPCC Scenario in the Context of India

Unit	Content	
V	**Unit V: Institutional Framework for Disaster Management** 5.1. National Policy on Disaster Management 2009 5.2. The National Disaster Management Authority (NDMA) 5.3. State Disaster Management Authority (SDMA) 5.4. District Disaster Management Authorities (DDMAs) 5.5. Community-Based Disaster Management (CBDM) 5.6. NGOs and Disaster Management 5.7. Other Related Policies, Plans, Programmes and Legislation	
	Total Hours	**30**

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

Ability Enhancement Compulsory Courses (AECC) - II: Innovation and 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, (2010) Designing for Interaction, New Riders Publications.	
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	

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

Unit	Content	No. of Hours
I	**Introduction to Intellectual Property:** Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights.	6
II	**Trade Marks:** Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting, and evaluating trade mark, trade mark registration processes.	6
III	**Law of Copy Rights:** Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law**.**	6
IV	**Law of Patents, Trade Secrets:** Foundation of patent law, patent searching process, ownership rights and transfer. **Trade Secrets:** Trade secret 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 (2017), Law Relating to Intellectual Property Rights, Lexis Nexis; Third Edition.
2.	Elizabeth Verkey (2018), Intellectual Property Law and Practice, Eastern Book Company.
3.	S R Myneni (2021), Law of Intellectual Property, Asia Law House.
Reference Books	
1.	B.L. Wadehra (2011), Law Relating to Intellectual Property, Universal Law Publishing House, New Delhi.
2.	Avtar Singh (2015), Intellectual Property Law, Eastern Book Company.
Web Resources (Swayam/NPTEL)	
1.	https://onlinecourses.nptel.ac.in/noc22_hs59/preview

Ability Enhancement Compulsory Course - II: Entrepreneurship Development

Course Code	Course Name	Category	Hours / Week	Credits
26END2AE	Entrepreneurship Development	AECC - II	2	2

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 (2026), Entrepreneurship Development and Management, Himalaya Publications.

Reference Books

1.	Dr. Jayashree Suresh (2021), Entrepreneurial Development, Margham Publications
2.	S S Khanka (2026), Entrepreneurial Development, Sultan Chand and Sons, New Delhi.

Web Resources (Swayam/NPTEL)

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

Components of Assessment (CIA & ESE)

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 (CIA & ESE)

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			Weightage
		Practical Exam	Record	Total Marks	
Test	2	50	-	**50**	10
Model	3	60	-	**60**	15
Experiments	-	-	-	**10**	10
Observation	-	-	-	**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
			Actual	Weightage	Actual	Weightage	
50	50	-	50	25	50	25	50

Question Paper Pattern

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

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

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