



(AUTONOMOUS) NAAC 'A' GRADE

**SYLLABUS FOR BBA (HONS.)
1st AND 2nd SEMESTER
Batch 2024 onwards**

Semester 1

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1	BBAMJ-101	Principles of Management	Major	4	4	0	0	40	60	100
2	UGMDC-102	Multidisciplinary Elective*	MDC	3	3	0	0	40	60	100
3	UGAEC-103	Ability Enhancement Elective**	AEC	3	3	0	0	40	60	100
4	UGSEC-104	Skill Enhancement Elective ***	SEC	2	0	0	4	50	-	50
5	UGVAC-105	Universal Human Values	Value Added Course	2	2	0	0	50	-	50
6	BBAMI-106	Minor****	Minor	4	4	0	0	40	60	100
7	UGNCC-107	Induction Training	NCC	-	-	-	-	-	-	S / NS
Total				18	16	0	4	260	240	500

*Note: S=Satisfactory, NS=Not Satisfactory

Multidisciplinary Courses *

*Note: Students are required to opt for one course from Multidisciplinary courses from multiple subjects on offer.

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGMDC-102 (A)	Introduction to Design Thinking	MDC	3	3	0	0	40	60	100
UGMDC-102 (B)	Environmental Sustainability	MDC	3	3	0	0	40	60	100
UGMDC-102 (C)	Cultural Competence and Global Awareness	MDC	3	3	0	0	40	60	100

Ability Enhancement**

**Note: Students are required to opt for one course from Ability Enhancement courses from multiple subjects on offer.

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGAEC-103 (A)	Time Management and Productivity	AEC	3	3	0	0	40	60	100
UGAEC-103 (B)	Corporate Etiquette and Professionalism	AEC	3	3	0	0	40	60	100
UGAEC-103 (C)	Introduction to Leadership Development	AEC	3	3	0	0	40	60	100

Skill Enhancement***

***Note: Students are required to opt for one course from Ability Enhancement courses from multiple subjects on offer.

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGSEC-104 (A)	Office Tools and Productivity Software	SEC	2	0	0	4	50	-	50
UGSEC-104 (B)	Introduction to Digital Marketing	SEC	2	2	0	0	50	-	50
UGSEC-104 (C)	Fundamentals of Business Communication	SEC	2	2	0	0	50	-	50

Minor Courses ****

****Note: Students are required to opt for courses from one minor stream from multiple streams on offer. The opted-for stream cannot be changed during later semesters.

Course Code	Minor Stream	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
BBAMI-106 (A)	Commerce	Goods and Service Tax (GST)	Minor	4	4	0	0	40	60	100
BBAMI-106 (B)	Economics	Microeconomics	Minor	4	4	0	0	40	60	100
BBAMI-106 (C)	Law	Jurisprudence	Minor	4	4	0	0	40	60	100
BBAMI-106 (D)	IT	Foundations of IT	Minor	4	4	0	0	40	60	100

Semester 2

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1	BBAMJ-201	Business Mathematics and Statistics	Major	4	4	0	0	40	60	100
2	UGMDC-202	Multidisciplinary Elective*	MDC	3	3	0	0	40	60	100
3	UGAEC-203	Ability Enhancement Elective**	AEC	3	3	0	0	40	60	100
4	UGSEC-204	Skill Enhancement Elective***	SEC	2	0	0	4	50	-	50
5	UGVAC-205	Sports and Fitness	Value Added Course	2	2	0	0	50	-	50
6	BBAMI-206	Minor****	Minor	4	4	0	0	40	60	100
Total				18	16	0	4	260	240	500

Multidisciplinary Courses *

*Note: Students are required to opt for one course from Multidisciplinary courses from multiple subjects on offer.

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGMDC-202 (A)	Social Innovation and Entrepreneurship	MDC	3	3	0	0	40	60	100
UGMDC-202 (B)	Introduction to Behavioral Economics	MDC	3	3	0	0	40	60	100
UGMDC-202 (C)	Ethics and Social Responsibility in Business	MDC	3	3	0	0	40	60	100

Ability Enhancement**

**Note: Students are required to opt for one course from Ability Enhancement courses from multiple subjects on offer.

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGAEC-203 (A)	Negotiation and Conflict Resolution	AEC	3	3	0	0	40	60	100
UGAEC-203 (B)	Personal Branding and Image Management	AEC	3	3	0	0	40	60	100
UGAEC-203 (C)	Emotional Intelligence in Business	AEC	3	3	0	0	40	60	100

Skill Enhancement***

***Note: Students are required to opt for one course from Ability Enhancement courses from multiple subjects on offer.

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGSEC-204 (A)	Excel for Business Analysis	SEC	2	0	0	4	50	-	50
UGSEC-204 (B)	E-commerce	SEC	2	2	0	0	50	-	50
UGSEC-204 (C)	Entrepreneurship Development and Small Business Management	SEC	2	2	0	0	50	-	50

Minor Course ****

****Note: Students are required to opt for courses from one minor stream from multiple streams on offer. The opted for stream cannot be changed during later semesters.

Course Code	Minor Stream	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
BBAMI206 (A)	Commerce	Fundamentals of Banking Ecosystem	Minor	4	4	0	0	40	60	100
BBAMI206 (B)	Economics	Introduction to Macroeconomics	Minor	4	4	0	0	40	60	100
BBAMI206 (C)	Law	Indian Legal System	Minor	4	4	0	0	40	60	100
BBAMI206 (D)	Information Technology	Business Analysis for RPA	Minor	4	4	0	0	40	60	100

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1.	BBAMJ-101	Principles of Management	Major	4	4	0	0	40	60	100

COURSE OUTCOMES

At the end of the course the student will be able to :-	
CO1	Describe the various functions of Management
CO2	Comprehend the various types of organization Structures.
CO3	Assess the importance of leadership and motivation in organizations.
CO4	Analyze the feedback and control procedures in an organizational setting.
CO5	Evaluate the contemporary issues of management.

Detailed Syllabus**Section A**

Unit 1: Management: Definition, nature, purpose and scope of management, Skills and roles of a manager, functions, principles; Evolution of Management Thought, Scientific Management, Management by Objectives: Management by exception; McKinsey's 7-S Approach.

(10 Hrs)

Unit 2: Nature, purpose and framework of Planning: types of plans. The nature of objectives and MBO; Nature and purpose of organizing; Determinants of organization structure; Line and staff concept, new approaches in organization design; Downsizing; Span of management; Authority relationships; Delegation and decentralization.

(10 Hrs)

Unit 3: Staffing: Human Resource Management and Selection, Performance appraisal and Career strategy, Managing Change. Leading: Human Factors and Motivation, Leadership, Communication, Teams, and Teamwork.

(09 Hrs)**Section B**

Unit 4: Direction as a management process: its significance and main elements; Coordination-its importance and techniques; Controlling: Concept, planning-control relationship, process of control, Types of Control, Control Techniques.

(09 Hrs)

Unit 5: Contemporary Issues: Knowledge management; Total quality management; Business process re-engineering; New people management; Management of productivity; Corporate Governance; Creativity and Innovation; Theory of constraints: Issues and concerns.

(10 Hrs)**Textbooks**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Principles of Management	P C Tripathi, P N Reddy	McGraw hill	7 th (2021)
2.	Essential of Management	Koontz O'Donnell	Tata McGraw Hill Education	11 th (2020)

Reference Books

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Principles of Management	Tripathi, P.C. and Reddy, P.N.	Tata Mc Graw Hill	7 th (2021)

Multidisciplinary Courses

1. Introduction to Design Thinking
2. Environmental Sustainability
3. Cultural Competence and Global Awareness

S. No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
2.	UGMDC-102 (A)	Introduction to Design Thinking	MDC	3	3	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to:

CO1	Articulate the fundamentals of the Design Thinking Framework for problem-solving.
CO2	Examine the needs and challenges of different stakeholders in the given problem domain.
CO3	Apply design thinking framework and strategies to develop innovative solutions.
CO4	Evaluate the financial viability of the proposed solution (product/service).
CO5	Work in a team to visualize & design a possible new product or service to assess the market, business and technical merits of the concept.

Detailed Syllabus**Section - A**

Unit I: Design Thinking: Introduction of Design Thinking; Principles of Design Thinking; Framework: 5 Phase Design i.e. Empathize, Define, Ideate, Prototype, and Test; Design Thinking in the organization.

(08 Hrs)

Unit II: Empathize Phase: Discover design problems; Overview of the empathize phase; Define project stakeholders; Methods within empathize phase; Define Phase - Frame the design problems, Overview of the define phase, Methods within the Define phase.

(08 Hrs)

Unit III: Ideate Phase: Introduction to Ideation; Come up with multiple solutions; Overview of the Ideate phase; Methods within the Ideate phase – Brainstorming, Mind Mapping, SCAMPER Technique, Six Thinking Hats, Double Diamond, Storyboarding, Worst Possible Idea.

(08 Hrs)**Section - B**

Unit IV: Project Proposal: Project Identification - Developing Business Idea, Preparing Feasibility Report; Project Formulation - Feasibility Analysis Techno – Market Analysis, Technical Analysis, Economic Analysis, Operational Analysis; Significance of a business plan; components of a business plan.

(06 Hrs)

Unit V: Prototype phase: Concept of Prototyping; Design the solutions; Overview of the Prototype phase; Methods within Prototype phase; Test phase - Validate the solutions, overview of the Test phase, methods within the test phase.

(06 Hrs)**Textbooks**

S. No	Name of the Books	Author	Publisher	Edition(Pub. Yr)
1.	Designing for growth	Liedtka and Tim Ogilvie	Columbia University Press	1 st (2011)
2.	The design thinking playbook	Michael Lewrick, Patrick Link, Larry Leifer	Wiley	1 st (2018)

Reference Books

S. No	Name of the Books	Author	Publisher	Edition(Pub.Yr)
1.	Presumptive design	Leo Frishberg and Charles Lambdin	Morgan Kaufmann	1 st (2016)

S. No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
3.	UGMDC-102 (B)	Environmental Sustainability	MDC	3	3	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Describe the basic concepts of Environmental Sustainability
CO2	Interpret the key environmental challenges facing the planet
CO3	Analyse a range of potential solutions for achieving environmental sustainability
CO4	Appraise the various dimensions of environmental sustainability.
CO5	Evaluate potential future scenarios and pathways towards sustainability

Detailed Syllabus**Section A**

Unit I: Introduction to Environmental Sustainability: Concept of Sustainable Development; Meaning and Importance of Environmental Sustainability; Environmental Sustainability- Targets and Indicators (Millennium Development Goals, Sustainable Development Goals and Life Cycle Assessment; Environmental ethics and values. **(08 Hrs)**

Unit II: Environmental Challenges: Climate Change- Causes, impacts, and mitigation strategies; Biodiversity Loss- Threats and conservation efforts, Pollution- Air, water, and soil pollution sources and control measures, Resource Depletion- Sustainable management of natural resources; Population Growth and Consumption Patterns. **(08 Hrs)**

Unit III: Sustainable Solutions: Renewable Energy Sources- Solar, wind, geothermal, etc.; Energy Efficiency and Conservation Strategies; Sustainable Practices in Agriculture and Food Systems; Circular Economy- Reduce, Reuse, Recycle; Green Infrastructure and Urban Sustainability. **(08 Hrs)**

Section B

Unit IV: The Social and Economic Dimensions of Sustainability: Environmental Justice- Equity in environmental decision-making; The role of government policies and regulations; Economic Systems and their impact on the environment; Sustainable Business Practices- Corporate Social Responsibility; The role of individual action and behaviour change. **(06 Hrs)**

Unit V: Building a Sustainable Future: The role of education and public awareness; International cooperation and global environmental challenges; The future of sustainability- Scenarios and pathways; Individual action and empowerment. **(06 Hrs)**

Textbooks

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Environmental Science	G. Tyler Miller and Scott S. Kinnison	Brooks/Cole	16 th (2018)
2.	Sustainability: A Comprehensive Introduction	Lauren Baker	Routledge	1 st (2005)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Essentials of Environmental Science	Daniel D. Chiras	Jones and Bartlett	10 th (2014)

S. No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
4.	UGMDC-102 (C)	Cultural Competence and Global Awareness	MDC	3	3	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Examine the basic concepts of Cultural Competence and Global Awareness
CO2	Interpret the impact of cultural dimensions on communication styles and behaviour across diverse cultures
CO3	Illustrate the influence of cultural bias and stereotypes on perceptions and strategies for reducing it
CO4	Analyze how global issues can be approached through Intercultural Interactions
CO5	Evaluate strategies to effectively communicate and build intercultural relationships

Detailed Syllabus**Section A**

Unit I: Introduction to Cultural Competence and Global Awareness: Meaning, Characteristics, Types and Components of Culture; Concept of cultural competence, Importance of cultural competence in a globalized world; Concept of global awareness, Benefits of developing global awareness.

(08 Hrs)

Unit II: Understanding Culture: Dimensions of Culture; Role of Cultural values, beliefs, and norms in shaping behavior; Communication styles across cultures (verbal and nonverbal); Concept of Cultural diversity, Cultural diversity within and between countries

(08 Hrs)

Unit III: Cultural Bias and Stereotypes: Concept of Cultural Bias, Role of unconscious bias in influencing perception; Meaning, Types and Dangers of cultural stereotypes; Concept of cultural sensitivity, Strategies for reducing bias and promoting cultural sensitivity.

(08 Hrs)**Section B**

Unit IV: Global Issues and Challenges: Analyzing global issues (Sustainability, Inequality, Migration and Conflict Resolution) from multicultural perspective; Concept of Intercultural Interaction, Globalization and Intercultural Interaction.

(06 Hrs)

Unit V: Developing Intercultural Communication Skills: Concept of Intercultural Communication, Challenges and Strategies of Intercultural Communication; Strategies for effective communication across cultures; Building and fostering intercultural relationships

(06 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Cultural Awareness, Sensitivity and Competence	Michael Winkleman	Sage Publications	1 st (2015)
2.	Understanding Global Cultures	Martin J. Gannon and Lisa M. Silk	Sage Publications,	1 st (2017)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Becoming Interculturally Competent	Judith N. Martin and Thomas K. Nakayama	Sage Publications,	1 st (2010)

Ability Enhancement Courses

1. Time Management and Productivity
2. Corporate Etiquette and Professionalism
3. Introduction to Leadership Development

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
5.	UGAEC-103 (A)	Time Management and Productivity	AEC	3	3	0	0	40	60	100

COURSE OUTCOMES

At the end of the course the student will be able to: -	
CO1	Describe the concept of time management and its significance.
CO2	Apply effective strategies to overcome procrastination.
CO3	Demonstrate proficiency in using various time management tools.
CO4	Assess productivity strategies and their impact.
CO5	Evaluate time management principles into real-world scenarios.

Detailed Syllabus**Section A**

Unit I: Introduction to Time Management – Meaning; objectives of Time Management; Importance of Time Management; Benefits of Time Management; Basic Principles of Time Management; Typical Time Wasters; Ways to overcome Time Wasters.

(06 Hrs)

Unit II: Tackling Procrastination: Procrastination - Causes, consequences, and types; Strategies to Overcome Procrastination - Pomodoro Technique & task structuring; Psychological Aspects – Motivation & self-discipline.

(06 Hrs)

Unit III: Time Management Tools: Time Management Planning Components; Time Management Strategies; Time Management Matrix; Parkinson's law. Pareto's law. ABC method. Murphy's law; TIME TECH System.

(08 Hrs)**Section B**

Unit IV: Enhancing Productivity: Concept of Productivity; External & Internal Factors of Productivity; Kinds of Productivity measurement; Causes of Low Productivity and techniques of their Elimination; Factors affecting Productivity; Technical Methods to Improve Productivity; Management tools for productivity improvement.

(08 Hrs)

Unit V: Application of Time Management: Goal Setting - The Three P's, S.M.A.R.T Goals, Prioritizing goals, Visualization; Planning Techniques; Effective Scheduling: Prioritizing tasks and managing deadlines; Stress Management; Work-Life Balance: Strategies for balancing personal and professional life.

(08 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Getting Things Done: The Art of Stress-Free Productivity"	David Allen	Penguin Books	3 rd (2015)
2.	Production & Operation Management	S. Anil Kumar	McGraw Hill Education.	7 th (2021)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	The seven habits of effective people	Stephen R. Covey	Simon & Schuster	30 th (2020)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
6.	UGAEC-103 (B)	Corporate Etiquette and Professionalism	AEC	3	3	0	0	40	60	100

COURSE OUTCOMES

At the end of the course the student will be able to: -	
CO1	Describe the principles of business etiquette and professional behaviour.
CO2	Articulate basic life skills to succeed in corporate culture.
CO3	Analyze cultural practices and perspectives in a multi-cultural organizational setting
CO4	Evaluate the benefits and challenges associated with teamwork in various organizational contexts.
CO5	Develop self-awareness and articulate a personal vision.

Detailed Syllabus**Section A**

Unit I: Corporate Etiquettes- An Overview: Significance of Corporate Etiquettes in the 21st Century, Need for and Importance of Professionalism, Understanding the importance of first impressions, Verbal and non-verbal communication.

(06 Hrs)

Unit II: Workplace Etiquette: Etiquette for Personal Contact- Dress code and Personal Appearance: Gestures, Postures, Facial Expressions, Contact, Space distancing; E-Mail Etiquette: Significance of Netiquette, Meeting Etiquette: Effective Meeting Strategies, Business Card Etiquette.

(08 Hrs)

Unit III: Cultural Sensitivity and International Etiquettes: Understanding Culture in People Management, multi-cultural Organization, Cultural practices and perspectives, Cultural Differences and behaviours, International Etiquettes, Used Cases.

(08 Hrs)**Section B**

Unit IV: Working in Teams: Define teamwork, Importance of teamwork, Various stages of team development, characteristics of a team leader, Elements of Organisational Behaviour, conflict resolution Skills, Negotiation.

(08 Hrs)

Unit V: Personal development: Personal Branding and Online Etiquette, Building and maintaining professional relationships, Presentation and Interview Skills- Do's and Don'ts.

(06 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub.Yr.)
1.	Complete Business Etiquette Handbook.	Barbara Pachter, Marjorie Brody.	Prentice Hall	3 rd (2015)
2.	The ACE of Soft Skills: Attitude, Communication and Etiquette for Success	Gopalswamy Ramesh, Mahadevan Ramesh	Pearson Education India	1 st (2013)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Skills for Workplace Success	Lydia E. Anderson, Sandra B. Bolt	Pearson	4 th (2021)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
7.	UGAEC-103 (C)	Introduction to Leadership Development	AEC	3	3	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Describe the concept of Leadership.
CO2	Comprehend the various theories of leadership and their application in the workplace.
CO3	Articulate the impact of effective leadership perspectives on organizational performance.
CO4	Analyze practical applications of leadership and team management principles in high-pressure environments.
CO5	Evaluate the effectiveness of leadership strategies through case studies.

Detailed Syllabus**Section A**

Unit I: Introduction to Leadership: Definition, role and Functions of a Leader, Leadership Motives, Characteristics of an Effective Leader, Manager Vs Leader, International Framework for analysing leadership-Personality Types and Leadership-Five Factor Model of Personality.

(08 Hrs)

Unit II: Leadership Style and Theories: Styles of leadership, Theories- Great Man Theory, Trait theory, Behavioural Theories: Michigan and Ohio studies, Contingency Theories- Situational Theory- Hersey-Blanchard Model.

(08 Hrs)

Unit III: Leadership Development and Succession: Characteristics, types and evaluation of Leadership Development, Succession Planning- importance of succession planning for organizational sustainability, Succession Planning Frameworks and Models. Role of leader, challenges faced by organizations in succession planning.

(08 Hrs)**Section B**

Unit IV: Leading High-Performance Teams: Motivation and Leadership- Introduction to Groups and Teams, Difference Between "Group" and "Team", Negotiation and Leadership-Leadership under a crisis situation; Case study.

(06 Hrs)

Unit V: Leadership and Corporate Culture: Leadership strategies for Productivity improvement, corporate culture-Purpose- Foundations of a Productivity focused culture, Women in Leadership: Global scenario vs Indian scenario.

(06 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Leadership in organizations	Gary Yulk, Nihanth Uppal,	Pearson	6 th (2019)
2.	Leadership: Enhancing the lessons of experience	Hughes, R.L., Ginnett, R.C., & Curphy, G.J.	McGraw Hill Education	9 th (2019)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Effective Leadership	Lussier/Achua	Cengage Learning	3 rd (2016)

Skill Enhancement Courses

1. Office Tools and Productivity Software
2. Introduction to Digital Marketing
3. Fundamentals of Business Communication

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
8.	UGSEC-104 (A)	Office tools and productivity software	SEC	2	0	0	4	50	-	50

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Describe the basics of workbook and worksheet.
CO2	Examine custom data formats and layouts for table management.
CO3	Asses various formulas and functions in excel.
CO4	Analyze data by using charts and graphs in excel.
CO5	Apply advanced formulae for analysis.

Detailed Syllabus**Section A**

Unit I: Document editing and formatting: Create and edit the document, creating and printing merged documents, character and paragraph formatting, page design and layout, checking and correction spellings, using graphics, tables and charts, document templates and wizards.

(04 Hrs)

Unit II: Presentation software: Create interface of the presentation, creating, opening and saving presentation, Design and slide management, working in different design and views, working with slides.

(05 Hrs)

Unit III: Slide show design and delivery: Text, image, and paragraph formatting, adding clip arts and other enhancement, designing slide show, running and controlling the slide show, printing presentations, making notes and handouts.

(05 Hrs)**Section B**

Unit IV: Spreadsheet fundamentals: Creating, saving, and editing a workbook, inserting and deleting work sheets, Data entry in a cell, formula copying and moving, handling operators in formulae.

(05 Hrs)

Unit V: Functions and analysis: Functions in spreadsheet, mathematical, logical, statistical functions, using function wizard, charting and graphing data, Formatting the worksheet and cell, customizing charts and graphs.

(05 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Microsoft Office Step by Step	Joan Lambert and Curtis Frye	Microsoft Press	1 st (2023)
2.	Exploring Microsoft Excel	Kevin Wilson	Microsoft Press	1 st (2019)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Microsoft Word Step by Step	Kevin Wilson	Microsoft Press	1 st (2020)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
9.	UGSEC-104 (B)	Introduction to Digital Marketing	SEC	2	2	0	0	50	-	50

COURSE OUTCOMES

At the end of the course the student will be able to: -	
CO1	Describe the digital marketing evolution and competitive analysis.
CO2	Articulate the various digital marketing models for value creation.
CO3	Apply SEO techniques for effective online visibility.
CO4	Analyse social media for strategic content distribution.
CO5	Create email campaigns for effective outreach.

Detailed Syllabus**Section A**

Unit I: Introduction Digital marketing: Meaning – importance – traditional online marketing vs digital marketing – online marketplace analysis Microenvironment – Online Macro Environment - trends in digital marketing – competitive analysis.

(05 Hrs)

Unit II: Digital Marketing Models Creation: Factors impacting Digital Marketplace, Growth and Interactive Platforms, Impact and Importance of Interactive Platforms, The New Network Economy, Changing Sales and Customer Service Patterns, Value Chain Digitalization, Digital Marketing Business Models.

(05 Hrs)

Unit III: Search Engine Optimization (SEO) SEO: Meaning – History and growth of SEO –Importance of Search Engine - On page Optimization – off page optimization, Role of Search Engine Operation and Google Ad words

(05 Hrs)**Section B**

Unit IV: Social Media Marketing: Meaning of social media and Social Media Marketing; Social Management Tools Strategy and Planning; Social Media Network; Social Networking; Video Creation and Sharing; Use of different Social Media Platforms - Content Creation - Blogging – Guest Blogging.

(05 Hrs)

Unit V: Email marketing: Meaning, Evolution of email, the importance of email marketing, Development and Advancements in e-mail marketing, email marketing platforms – creating and Tracking emailers–create forms – create opt-in lists – mapping industry trends and eliminating spam messages.

(04 Hrs)**Textbooks**

S. No.	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1.	Digital Marketing for Dummies	Ryan Deiss & Russ Henneberry	John Wiley	1 st (2020)
2.	Fundamentals of Digital Marketing	Puneet Singh Bhatia	Pearson	1 st (2017)

Reference Books

S. No.	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1.	New Rules of Marketing and PR	David Meerman Scott	John Wiley	9 th (2022)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
10.	UGSEC-104 (C)	Fundamentals of Business Communication	SEC	2	2	0	0	50	-	50

COURSE OUTCOMES

At the end of the course the student will be able to: -

CO1	Identify various elements, media and principles of effective business communication.
CO2	Discuss effective business writing.
CO3	Demonstrate good presentation skills.
CO4	Illustrate business ideas in a public forum.
CO5	Evaluate interview scenarios to respond confidently and effectively.

Detailed Syllabus**Section A**

Unit I: Introduction to Business Communication & Listening Skill: Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs of Communication, Verbal & Non-Verbal Communication, Barriers to Communication, Purpose of Listening, Types of Listening, Barriers to Listening, Overcoming Listening Barriers.

(05 Hrs)

Unit II: Writing Skills - Business Letter, Resume, Reports: Structure of Letter Writing and Presentation Styles, E-mail Writing, e-mail etiquettes, Resume Writing, Report Writing.

(05 Hrs)

Unit III: Presentation Skills: Characteristics of Presentation, Planning, structuring and Delivery of presentation, use of visual aids, appearance & posture, Attention getters, Controlling nervousness and stage fright.

(05 Hrs)**Section B**

Unit IV: Group Communication & Meeting: Group discussion, Guidelines of Group Discussion, Improving Group Performance, Dealing with Abstract topics, Meetings: notice, agenda & minutes of Meeting.

(04 Hrs)

Unit V: Personal Interview: Introduction to Interviews, Types of Interviews, Types of Interview Questions, General Preparations of an Interview, Success in an Interview, Important non-verbal aspects, Styles of Interviewing, Job Interviewing Dos and Don'ts.

(05 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Business Communication	Meenakshi Raman and Prakash Singh	Oxford University Press	2 nd (2012)
2.	Business Correspondence and Report Writing	R. C. Sharma and Krishna Mohan	Tata McGraw Hill.	6 th (2020)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Business Communication Today	A, Bovee, Thill, J.	Pearson	14 th (2018)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
11.	UGVAC- 105	Universal Human Values	Value Added Course	2	2	0	0	50	-	50

COURSE OUTCOMES:

At the end of the course the student will be able to:	
CO1	Describe the significance of value in a classroom and start applying them in their life and profession.
CO2	Distinguish between values and skills, happiness, and accumulation of physical facilities.
CO3	Illustrate the role of a human being in ensuring harmony in society and nature.
CO4	Evaluate the strategy for a harmonious workplace.
CO5	Assess the concept of natural acceptance of human life.

Detailed Syllabus**Section A**

Unit I: Introduction to Value Education: Concept and need for value education, Introduction to Value Education, Right Understanding, Relationship and Physical Facility, Holistic Development and the Role of Education, Understanding Value Education, Self-exploration as the Process for Value Education, Continuous Happiness and Prosperity – the Basic Human Aspirations, Practice Session PS2 Exploring Human Consciousness, Happiness and Prosperity – Current Scenario, Method to Fulfil the Basic Human Aspirations.

(05 Hrs)

Unit II: Harmony in the Human Being: Understanding Human being as the Co-existence of the Self and the Body, distinguishing between the Needs of the Self and the Body, Practice Session PS4 Exploring the difference of Needs of Self and Body, The Body as an Instrument of the Self, Understanding Harmony in the Self, Harmony of the Self with the Body.

(05 Hrs)

Unit III: Harmony in the Family and Society: Harmony in the Family – the Basic Unit of Human Interaction, the Foundational Value in Relationship, 'Respect, as the Right Evaluation, Other Feelings, Justice in Human-to-Human Relationship, Understanding Harmony in the Society, Vision for the Universal Human Order.

(05 Hrs)**Section B**

Unit IV: Harmony in the Nature/Existence: Understanding Harmony in the Nature, Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature, Realizing Existence as Co-existence at All Levels, The Holistic Perception of Harmony in Existence.

(04 Hrs)

Unit V: Holistic Understanding and Professional Ethics: Natural Acceptance of Human Values, Ethical Human Conduct, A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order, Competence in Professional Ethics, Holistic Technologies, Production Systems and Management Models-Typical Case Studies, Strategies for Transition towards Value-based Life and Profession.

(05 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Foundation Course in Human Values and Professional Ethics	R R Gaur, R Asthana, G P Bagaria	Excel Books, New Delhi	2 nd (2019)
2.	Teachers' Manual for A Foundation Course in Human Values and Professional Ethics	R R Gaur, R Asthana, G P Bagaria	Excel Books, New Delhi	2 nd (2019)

Reference Book

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Human Values	A.N. Tripathi	New Age International Publishers	4 th (2006)

Minor Streams

1. Commerce
2. Economics
3. Law
4. Information Technology

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
12.	BBAMI-106 (A)	Goods & Services Act	Minor	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to:	
CO1	Compute tax liabilities namely GST, making to the Government, filing of returns, and maintaining records.
CO2	Fill the form and register under GST and make payment electronically of such amount of tax liability
CO3	Calculate the tax return in the prescribed format with relevant transaction details.
CO4	Maintain records for the audit purpose
CO5	File periodic GST Returns independently

Detailed Syllabus**Section A**

Unit I: Understanding GST concepts: Fundamental Concepts of GST, identify cases where CGST and SGST will work simultaneously, Define the concept of supply, differentiate between taxable and non-taxable supply, Define the taxable event with respect to supply of goods, Identify the place of supply so as to decide the applicability of the tax, define what is meant by the location of supplier of goods.

(10 Hrs)

Unit II: Registration Process: Outline the PAN based Registration Process, its rules, and the Purpose of registration: List down the registration process for single or separate business, note down the details to be furnished during the registration, differentiate between taxable person versus registered person, Understand the benefits of registration, Register an Assesses under GST Independently.

(09 Hrs)

Unit III: Maintenance of Books & Records and Filing of Tax: Maintain different types of ledgers, prepare documents such as Invoice, Credit Note and Debit Note, Identify the different types of returns and their applicability to the business Monthly Returns, Quarterly Returns, Navigate the GST Websites-GSTN, CBEC etc, File periodic returns online.

(10 Hrs)**Section B**

Unit IV: Calculation of Tax: Define Input Credit, Identify Input Tax Credit eligibility using case studies, Explain the concept of reversal of VAT, define tax liability for Goods in Transit, identify instances for eligibility of input credit, identify setoffs under GST wherever applicable, Identify in detail carry over credit, capital goods credit, embedded credits etc., Differentiate between consideration and valuation.

(10 Hrs)

Unit V: Payment under GST: Identify the Types of Payment, Modes of Payment, Rules of Collection of Tax, prepare different Challans, CPIN & CIN, distinguish between TDS and TCS, identify cases for reversal of credit, calculate tax based on various Case studies, Memorize the due dates for payment, List the Penalties for late payments, Demonstrate the process of online payment.

(09 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Taxmann's GST & Allied Laws	A Jatin Christopher	Taxmann	1 st (2023)
2.	Taxman's GST New return's: How to meet your obligations	S.S. Gupta	Taxman	1 st (2020)

Reference Book

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Summary Book of GST	CA Nikhil Singhal	Mukhaksh	1 st (2019)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
13.	BBAMI-106 (B)	Microeconomics	Minor	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to :-	
CO1	Explain the concepts of Macroeconomics and its interrelations
CO2	Articulate the dynamics of demand and supply for economic decisions.
CO3	Analyze business decisions in the context of the Cardinal and ordinal Utility Approach of demand.
CO4	Appreciate the relation between Production, Cost and Revenue
CO5	Evaluate the Laws of Production and costs for designing the optimum level output.

Detailed Syllabus**Section A**

Unit I: Basics of Microeconomics: Meaning, Nature and Scope of Economics, School of thought in Economics and its characteristics, Concept of Macro-economics and Microeconomics, Role of an Economist as scientist, political advisor, Types of Economic Activities, circular Flow of Economic activities, Evolution of Economic system, and Concept of Economic policies.

(10 Hrs)

Unit II: Concept of Demand and Supply: Concept of Demand, Elasticity of Demand, meaning types, Factors affecting elasticity of demand, methods of measuring Price elasticity of demand, Concept of Supply, supply curve and elasticity of supply, methods of measuring price elasticity of supply.

(10 Hrs)

Unit III: Theory of Consumer Demand: Cardinal utility approach; Law of Diminishing marginal utility, Consumer Equilibrium, Derivation of Demand curve, Limitations of Cardinal utility Approach Ordinal Utility Approach; Indifference Curve and consumer's equilibrium, Effect of change in income and price on Consumer's Equilibrium, Consumer's Surplus.

(10 Hrs)**Section B**

Unit IV: Production, Cost and Revenue: Production Function; Meaning and Types, Production cost; Meaning, types and calculation, Concept of cost in short Run and Long Run; Fixed cost, Marginal cost and Average cost, cost curves and their relationship in short run and long run, Revenue; Meaning, concept and types of Isoquants meaning and Properties.

(09 Hrs)

Unit V: Markets: Meaning, Definition and Characteristics, Perfect and Imperfect competition Types of Economic Markets, Characteristics of different types of economic markets Pricing strategy; Meaning and Importance and types, choosing the right Marketing Strategy.

(09 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Managerial Economics: Economic tool for today decision makers	Paul G Keat Philip Young, Stephen Erfle	Pearson	7 th (2013)
2.	Modern Microeconomics	A. Koutsoyiannis	Macmillan Press Ltd.	2 nd (2020)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Microeconomics	Robert Pindyck, Daniel Rubin Feld	Pearson	8 th (2017)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
14.	BBAMI-106 (C)	Jurisprudence	Core	4	4	0	0	20	80	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -

CO1	Interpret the fundamentals & purpose of the law.
CO2	Articulate the Approaches of different schools of law.
CO3	Analyze and illustrate the legal rights and persons.
CO4	Appraise and apply the understanding of possession and ownership.
CO5	Evaluate the different theories of punishments.

Detailed Syllabus**Section A**

Unit I: Meaning and Definition of Law: Meaning of the term 'jurisprudence'; Norms and the normative system; Different types of normative systems; Legal system as a normative order - Similarities and differences of the legal system with other normative systems; Nature and definition of law; Meaning and kinds; Justice and law - Approaches of different schools, Power of the Supreme Court of India to do complete justice in a case: Article 142.

(10 Hrs)

Unit II: Schools of Law: Analytical positivism, Analytical School - Austin's Theory of Law, Kelson's Pure Theory of Law, Hart's Concept of Law; Natural law; Historical School - Savigny, Maine, Grotius, Kant; Marxist Theories of Law and State; Sociological school; Realist School; Administration of Justice: Civil and Criminal Justice System.

(10 Hrs)

Unit III: Legal Rights & Duties: Nature of Rights and Duties; Correlation of Rights and Duties; Kinds of Rights and Duties; Essential conditions of legal right; Object of the legal right, Theories Related to Legal Right; Classification of Legal Right; Enforcement of Legal Right.

(09 Hrs)**Section B**

Unit IV: Person, Possession & Ownership: Persons - Who is a person? Nature of personality; Status of the unborn, minor, lunatic, drunken and dead persons; Corporate personality; Dimensions of the modern legal personality; Possession - Concept, Kinds and theories of possession; Importance of Possession; Elements of corporeal possession problems; Theories of possession - Salmond, Savigny etc.; Ownership - Concept, Kinds of ownership, Difference between possession and ownership.

(10 Hrs)

Unit V: Theories of Punishment: Punishment - Retributive Theory of punishment, Deterrent Theory of punishment, Preventive Theory of punishment, Incapacitation Theory of punishment, Compensatory Theory of punishment, Reformatory Theory of punishment, Utilitarian Theory of punishment.

(09 Hrs)**Textbooks**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Jurisprudence & Legal Theory	V.D. Mahajan	Eastern Book Company	6 th (2022)
2.	Jurisprudence & Legal Theory	Dr. S.R. Myneni	Asian Law	3 rd (2020)

Reference Books

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Studies in Jurisprudence & Legal Theory	Dr. V.N. Paranjape	Central Law Publications	11 th (2023)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
15.	BBAMI- 106 (D)	Foundation of IT	Minor	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Examine the concept and importance of Information System in business.
CO2	Appreciate the types of computer networks
CO3	Comprehend the role of Information systems in strategic decision making.
CO4	Analyze the various ethical and security issues in implementation of Information technology.
CO5	Apply the emerging trends and applications of IT in business.

Detailed Syllabus**Section A**

Unit I: IT in Business Environment: Business in the information age, Basic concepts of information systems, IT support at different organization levels, Managing information technology in organizations, IT people and careers, Role of IT in business and society.

(09 Hrs)

Unit II: Computer Systems and Networks: Computer Systems- Hardware -I/O devices, Memory devices, Processors- Software - classification of software- systems software, Application software- Operating Systems- Definition Types of OS, Understanding of GUI- Networks- Definition- Types of Networks- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

(10 Hrs)

Unit III: Strategic Information System and Reorganization: Strategic Advantage and Information Technology, Porter's Competitive force model and IT, Strategic Information systems; Ineffective organizations in the information age; Business Process Reengineering; Virtual Corporations and Information Technologies.

(10 Hrs)**Section B**

Unit-IV: Implementing IT: Ethics, Impact and Security: Ethical Issues, Impacts of IT on Jobs and organization, Impact on Individuals at work; Societal Impacts and internet communities; security Issues and challenges.

(09 Hrs)

Unit-V: Emerging trends and Applications in IT: Internet of Things (IOT); Big Data Analytics; Cloud Computing; Artificial Intelligence; Virtual and Augmented Reality; IT Governance, Operational risk and governance, Governance of internal IT processes, E governance framework, E Commerce, Digital markets, electronic data security.

(10 Hrs)**Textbooks**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Information Technology for Management	B. Muthukumaran	Oxford University Press	4 th (2012)
2.	Introduction to Information Technology	Turban, Rainer & Potter	Wiley Student Edition	2 nd (2008)

Reference Books

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Information Technology for Management	Turban, Volonino, Wood, Wali	Wiley	2 nd (2021)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
16.	UGNCC-107	Induction Training	NCC	0	0	0	0	-	-	S/NS

COURSE OUTCOMES:

At the end of the course the student will be able to:	
CO1	Examine the key initiatives undertaken by the Institute and perceive the benefits of enrolling into the program.
CO2	Develop ICT skills through modern tool usage
CO3	Articulate understanding regarding different career paths and options.
CO4	Explore self-learning opportunities through MOOCs, Digital Library, and online digital resources
CO5	Leverage self-development opportunities available on campus.

List of Activities for Induction Training

S. No.	Activities
1	Orientation Session on Institution.
2	Address by Director of the Institution.
3	Mantra to Success using ICT Tools at MIET: Deep Dive into Official Email Id, Google Drive, Google Classroom and Google Meeting.
4	Introduction to Google CS First.
5	Personality Development workshop.
6	Hands-On session on ERP system.
7	Project Showcasing Session: AI, Computer Vision, and RPA.
8	E-Learning Resources at MIET (MOOC Platforms).
9	PI 360 Training session.
10	Student Club at MIET (Ureka, Literary).
11	Orientation session on the library.
12	Extra-Curricular Activities in College.
13	Orientation session on Other Committees (NSS and Cultural).
14	Familiarization to Dept./Branch.
15	Orientation on Mentor Mentee Program.

Semester-2

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1.	BBAMJ-201	Business Mathematics & Statistics	Major	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to:	
CO1	Examine the concept of business math and statistics.
CO2	Apply Mean, Median and Mode as the measures of central tendency.
CO3	Articulate the measures of dispersion and its applicability in research.
CO4	Explore correlation and regression and their applicability in decision-making.
CO5	Compute time series and Index numbers.

Detailed Syllabus**Section A****Business Mathematics**

Unit I: Matrices: Definition of a matrix. Types of matrices; Algebra of matrices. Calculation of values of determinants up to third order; Ad joint of a matrix; Finding inverse of a matrix through ad joint; Applications of matrices to solution of simple business and economic problems.

(10 Hrs)

Unit II: Basic Mathematics of Finance: Simple and compound interest Rates of interest – nominal, effective and continuous – their interrelationships; Compounding and discounting of a sum using different types of rates.

(09 Hrs)**Section B****Statistics**

Unit III: Uni Variate Analysis: Measures of Central Tendency including arithmetic mean, geometric mean and harmonic mean: properties and applications; mode and median. Partition values - quartiles, deciles, and percentiles. Measures of Variation: Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties.

(10 Hrs)

Unit IV: Bi Variate Analysis: Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearson's coefficient and Spearman's rank correlation, Simple Linear Regression Analysis: Regression equations and estimation. Relationship between correlation and regression coefficients.

(10 Hrs)

Unit V: Time-based Data: Index Numbers and Time-Series Analysis:- Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Construction of consumer price indices. Components of time series; additive and multiplicative models; Trend analysis: Finding trend by moving average method and fitting of linear trend line using principle of least squares.

(09 Hrs)**Textbooks:**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Mathematics for Business and Social Sciences Perspective	Mizrahi and John Sullivan	Wiley and Sons.	4th (2012)
2	Business Statistics- A First Course	David M. Levine	Pearson Education	7th (2017)

Reference Books:

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Business Statistics: Communicating with Numbers	Sanjiv Jaggia and Alison Kelly	McGraw Hill	3rd (2021)

Multidisciplinary Courses

1. Social Innovation and Entrepreneurship
2. Introduction to Behavioral Economics
3. Ethics and Social Responsibility in Business

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
2.	UGMDC- 202 (A)	Social Innovation and Entrepreneurship	MDC	3	3	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to:-	
CO1	Examine the concept of Social Innovation.
CO2	Develop a Systems Thinking Approach.
CO3	Demonstrate strategic planning for business.
CO4	Comprehend the entrepreneurial process.
CO5	Evaluate the Role of Social Entrepreneurs.

Detailed Syllabus**Section A**

Unit I: Social Innovation: Definition of social innovation, Perspectives on Social Innovation, Social Innovation Theory, Human-Centred Design Approach, Inspiration, Ideation.

(08 Hrs)

Unit II: Systems Thinking Approach: Systems Theories, Looking at Solutions from a Systems Perspective, building a Foundation for Change, Designing an Innovation, The Social Enterprise Approach: Steps in Designing a Solution.

(08 Hrs)

Unit III: Entrepreneurship. John Kao's Model on Entrepreneurship, Entrepreneurship: Meaning and objective, Idea Generation, identifying opportunities and Evaluation, Building the Team, Strategic planning for business.

(08 Hrs)**Section B**

Unit IV: Entrepreneurial Process: Introduction to the entrepreneurial process, opportunity recognition, entrepreneurial decision making and teamwork in the entrepreneurial process, Different forms of business models, Ideate, develop, iterate and test business models, Social Entrepreneurs.

(06 Hrs)

Unit V: Social Entrepreneurship: Characteristics and Role of Social Entrepreneurs, Innovation and Entrepreneurship in a Social Context, Start-Up and Early-Stage Ventures, Business Strategies and Scaling Up.

(06 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Entrepreneurship	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabvasachi Sinha	Tata McGraw Hills	11 th (2020)
2.	Innovation for Social Change – How Wildly Successful Nonprofits Inspire and Deliver Results	L. Kral	John Wiley & Sons Inc	1 st (2022)

Reference Books

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Frontiers in Social Innovation: The Essential Handbook for Creating, Deploying, and Sustaining Creative Solutions to Systemic Problems	Neil Malhotra	Harvard Business Review Press	1 st (2022)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
3.	UGMDC- 202 (B)	Introduction to Behavioral Economics	MDC	3	3	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Examine the concept and scope of Behavioural Economics.
CO2	Apply Prospect Theory to decision-making under risk and uncertainty.
CO3	Identify common biases that affect decision-making.
CO4	Design effective public policies that nudge desired behaviours through behavioural science principles.
CO5	Analyze how behavioural interventions can promote healthy choices and improve well-being.

Detailed Syllabus**Section A**

Unit I: Introduction to Behavioural Economics: Definition and Scope of Behavioural Economics, Historical Background and Key Developments, Methodological Approach - Origins of Behavioural Economics-Neo-Classical and Behavioural Approaches to Studying Economics, Differences between Traditional Economics and Behavioural Economics.

(08Hrs)

Unit II: Rationality and Utility Theory: Traditional Utility Theory, Decision Making Under Risk and Uncertainty: Prospect Theory - Reference Points - Risk Concept and Understanding - Loss Aversion - Shape of Utility Function - Decision Weighting - Probabilistic Judgment, Behavioural Model of Decision-Making-Regret Theory, Rank-dependent utility.

(08 Hrs)

Unit III: Beliefs, Heuristics and Biases: The Standard Model: Probability Estimation - Self-Evaluation Bias - Projection Bias - Causes of Irrationality - Behavioural Law and Economics – Selection Among Multiple Strict Equilibria Via Structure, Framing, Fairness, Complexity - Revealed Preference - Belief - Game Theory.

(08 Hrs)**Section B**

Unit IV: Behavioural insights for Public Policy: Role of government in shaping behaviour, Designing good institutions: the tragedy of the commons, matching markets, behavioural economics and institution design, Behavioural insights for public policy, Ethical considerations in behavioural public policy.

(06 Hrs)

Unit V: Behavioural Development Economics and Economics of Happiness: Behavioural determinants of health and healthcare: Information asymmetry, Behavioural interventions for promoting healthy behaviours, Health and happiness.

(06 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Behavioral Economics: Toward a New Economics by Integration with Traditional Economics	Masao Ogaki, Saori C. Tanaka, and Toshiaki Watanabe	Springer	1 st (2021)
2.	Behavioral Economics: The Basics	Philip Corr and Anke Plagnol	Routledge	1 st (2022)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Behavioral Economics and Its Applications	Peter Diamond and Hannu Vartiainen	Princeton University Press	2 nd (2019)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
4.	UGMDC-202 (C)	Ethics and Social Responsibility in Business	MDC	3	3	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Examine the business ethics and issues involved in maintaining ethics.
CO2	Appreciate various studies in the field of ethics and ethical decision-making.
CO3	Comprehend various regulatory processes essential for ethical standards.
CO4	Assess the scope and impact of CSR on corporate culture.
CO5	Evaluate the scope and complexity of Corporate Social responsibility in the global and Indian context

Detailed Syllabus**Section A**

Unit I: Introduction: Morality and Ethics, Business Values and Ethics, Approaches and Practices of Business Ethics, Code of Ethics, Ethical Behaviour: Concepts and Advantages, importance of ethics in business, myths about business ethics.

(08 Hrs)

Unit II: Ethical Theories in business: Theories- Normative theories, Utilitarianism theory, Virtue- ethics, Kantian theory; Importance of Ethical Theories in Business, Ethical Decision making: Ethical dilemma, considerations in ethical decisions making process.

(08 Hrs)

Unit III: Ethics in business discipline: Consumerism and Ethics- Consumer Rights and Protection, guidelines for Consumer Protection, Ethical implications of Technology, Ethics in Advertising- Responsibilities of Advertising Agencies.

(08 Hrs)**Section B**

Unit IV: Introduction to Social Responsibility in business: Corporate Governance and Social Responsibility, Competitive Advantage and Corporate Social Responsibility, Factors influencing CSR Policy, identifying key stakeholders of CSR & their roles- Role of NGO's and International Agencies in CSR, Integrating CSR into Business.

(06 Hrs)

Unit V: Global Perspectives on CSR: CSR in Different Cultural Contexts, Global Standards and Frameworks (e.g., UN Global Compact, ISO 26000), Challenges of Implementing CSR Globally, Key features of Corporate Governance in the Companies Act 2013.

(06 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Business Ethics	A.C. Fernando	Pearson Education India.	3 rd (2019)
2.	Business Ethics and Social Responsibility.	Roa, Floriano C.	Quezon City: Rex Book Store	2 nd (2010)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Business Ethics; a Global and Managerial Perspective	David J.Fritsch	McGraw-Hill Irwin, Singapore	1 st (2004)

Ability Enhancement Courses

1. Negotiation and Conflict Resolution
2. Personal Branding and Image Management
3. Emotional Intelligence in Business

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
5.	UGAEC - 203 (A)	Negotiation and Conflict Resolution	AEC	3	3	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to :-	
CO1	Identify various types and phases of Negotiation.
CO2	Develop effective Negotiation Skills for constructing robust Negotiation Frameworks.
CO3	Demonstrate good Bargaining techniques to reach a consensus.
CO4	Analyse the various Conflict resolution strategies and its application in different situations.
CO5	Evaluate the power of persuasion using effective listening and body language.

Detailed Syllabus**Section A**

Unit I: Understanding Negotiation: Types of Negotiation, the three phases of Negotiation, Skills for Successful Negotiation, establishing your WATNA and BATNA, identifying your WAP, and identifying your ZOPA.

(06 Hrs)

Unit II: Laying the Groundwork for negotiations: Setting the time and place, establishing common ground Creating a negotiation framework, Exchanging Information, getting off on the right foot, what to share and what to keep to yourself, Guidelines for developing negotiation skills, and the role of communication in negotiation.

(08Hrs)

Unit III: Bargaining: What to expect, Techniques of bargaining, how to break an impasse, creating a mutual gain solution, closing: Reaching a consensus, building an agreement, Setting the terms of the agreement, Dealing with Difficult Issues and personal attacks, Controlling your emotions.

(08 Hrs)**Section B**

Unit IV: Conflict Resolution: What is Conflict, Conflict Resolution, Understanding the Conflict Resolution Process, Creating an Effective Atmosphere, Evaluating the Situation, Creating an Action Plan.

(06 Hrs)

Unit V: The power of persuasion: How empathy and sincerity work wonders for you, being a good listener, keeping attention where you want it, Body Language: How to read non-verbal signals from others and send out the right ones, The impact of good recall and simple tips to improve your memory, the power of psycholinguistics, learn to use the telephone to your best advantage.

(08 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Negotiation	Lewicki, R.	Tata McGraw Hill.	8 th (2019)
2.	Persuasion The Art of Influencing People	Borg, J.,	Pearson	3 rd (2010)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Conflict Survival Kit, The Tools for Resolving Conflict at Work	Goodwin C., and Griffith, D.	Pearson	2 nd (2021)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
6.	UGAEC- 203 (B)	Personal Branding and Image Management	AEC	3	3	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Describe the concept of Personal Branding and Image Management.
CO2	Create a Personal Brand Strategy with a focus on visual identity and target audience analysis.
CO3	Implement a comprehensive social media strategy.
CO4	Analyse ethical self-promotion, brand authenticity, and social responsibility in personal branding.
CO5	Evaluate the Current Trends and Future Challenges in Personal Branding and Image Management.

Detailed Syllabus**Section A**

Unit I: Introduction to Personal Branding and Image Management: Definition and significance of personal branding, Historical context and evolution of personal branding, brand identity vs. brand image, role of image management in career development, Self-assessment techniques: Identifying strengths, weaknesses, values, and goals.

(08 Hrs)

Unit II: Elements of Personal Branding and Creating a Brand Strategy: Visual identity: Appearance, grooming, and attire, Digital presence: Social media management, online profiles, Communication style: Verbal and non-verbal communication, Target audience identification and analysis, Differentiation: USP (Unique Selling Proposition), Setting SMART goals for personal branding.

(08 Hrs)**Section B**

Unit III: Digital Presence and Social Media Management: Significance of digital footprint in personal branding, Content creation and curation strategies for online platforms, online reputation and brand image, Ethical considerations in self-promotion and online interactions.

(08 Hrs)

Unit IV: Ethics and Authenticity in Personal Branding: Ethical considerations in self-promotion and branding, authenticity with strategic personal branding, Social Responsibility and Personal Branding, Case Studies and Ethical Role Models.

(06 Hrs)

Unit V: Future Trends and Challenges: Emerging trends in personal branding, adapting to changes in technology and society, Challenges in maintaining and evolving personal brand, and developing a personal code of ethics in branding.

(06 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Reinventing You: Define Your Brand, Imagine Your Future	Dorie Clark	Harvard Business Review Press	2 nd (2019)
2.	Personal Branding and Career Self-Management	Rita Campos e Cunha, Cláudia Frias, and Leonor Pais	Springer	1 st (2021)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Personal Branding: A Focus on Me	Sandra Swanson	Kendall Hunt Publishing	1 st (2021)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
7.	UGAEC- 203 (C)	Emotional Intelligence in Business	AEC	3	3	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Describe the basic concepts of emotional intelligence.
CO2	Appraise the various components related to Emotional intelligence.
CO3	Articulate the various models of emotional intelligence to manage emotions.
CO4	Develop self-awareness and self-regulation techniques.
CO5	Assessing the impact of Emotional Intelligence on business performance.

Detailed Syllabus**Section A**

Unit I: Introduction to Emotional Intelligence: Meaning, Characteristics and Components of Emotion, Emotional Intelligence (EI) - Concept, Components, Goleman Model, Benefits, Myths and Historical Development; Know your EQ (Emotional Quotient Test), Relationship between EQ and IQ.

(08 Hrs)

Unit II: Emotional competencies: Self-awareness, Self-regulation, Self-motivation, Social Awareness and Social Skills, Empathy, Recognition and Understanding of Emotions in Oneself and Others; Emotional Awareness in Oneself and Others.

(06 Hrs)

Unit III: Managing Emotions and Models of Emotional Intelligence: The relationship between emotions, thought and behaviour, Techniques to manage emotions; Self-Management- Managing emotions, anxiety, fear, and anger; Models- Ability Model, Trait Model and Mixed Model of Emotional Intelligence.

(06 Hrs)**Section B**

Unit IV: Self-Awareness and Self-Regulation: Understanding Self-Awareness, the importance of self-awareness in personal and professional growth, Techniques for developing self-awareness, the importance of managing emotions in the workplace, Strategies for self-regulation, Mindfulness and stress management techniques, Cognitive restructuring and reframing.

(08 Hrs)

Unit V: Empathy and Applying EI in Professional Settings: The significance of empathy in building professional relationships, differentiating between Apathy, sympathy, empathy and compassion; Examples of empathy in leadership and team dynamics, Conflict resolution and negotiation, Assessing the impact of EI on business performance.

(08 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Emotional intelligence Steven	Steven J. Stein	Willey	1 st (2009)
2.	An Introduction to Emotional Intelligence	Lorraine Dacre Pool, Pamela	Willey	1 st (2018)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Emotional Intelligence	Liz Wilson, Stephen Neale & Lisa Spencer-Arnell	Kogan Page India Private Limited	2 nd (2012)

Skill Enhancement Courses

1. Excel for Business Analysis
2. E-commerce
3. Business Ethics and Corporate Social Responsibility

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
8.	UGSEC-204 (A)	Excel for Business Analysis	SEC	2	0	0	4	50	-	50

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Examine the basics of the workbook and worksheet.
CO2	Apply custom data formats and layouts to create and manage tables.
CO3	Asses various formulas and functions in Excel.
CO4	Analyze data by using charts and graphs in Excel.
CO5	Create advanced formulas.

Detailed Syllabus**Section A**

Unit I: Manage Workbook Options and Settings: Create Worksheets and Workbooks, Format Worksheets and Workbooks, Customize Options and Views for Worksheets and Workbooks.

(04 Hrs)

Unit II: Apply Custom Data Formats and Layouts: Create custom number formats, Advanced Fill Series options, configure data validation, Advanced Conditional Formatting and Filtering, Conditional formatting rules using formulas, Create and manage tables.

(05 Hrs)

Unit III: Perform Operations with Formulas and Functions: Summarize Data by using Functions, perform calculations by using functions, Format and Modify Text by using Functions.

(05 Hrs)**Section B**

Unit IV: Create Charts and Objects: Create Charts, add additional data series, Format Charts, Add and modify chart elements, Insert and Format Objects, create custom number formats, Create custom conditional formatting rules.

(05 Hrs)

Unit V: Create Advanced Formulas: Apply Functions in Formulas, perform logical operations by using nested functions, look up data by using Functions, Perform Data Analysis and Business Intelligence, consolidate data, Perform what-if analysis, Using financial functions, Troubleshoot Formulas, Trace precedence and dependence, Monitor cells and formulas by using the Watch Window.

(05 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Exploring Microsoft Excel Comprehensive 2019	Mary Anne Poatsy, Keith Mulbery & Jason Davidson	Pearson	1st (2020)
2.	Microsoft Office Specialist Associate 365 – 2019 Preparation Excel Exam	Daniel John Stine	SDC Publications	1st (2020)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Excel 2019 Bible	Michael Alexander, Richard Kusleika, John Walkenbach	WILEY	1st (2018)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
9.	UGSEC-204 (B)	E-Commerce	SEC	2	2	0	0	50	-	50

COURSE OUTCOMES

At the end of the course the student will be able to: -	
CO1	Describe the basic concepts of E-Commerce and E-Business.
CO2	Interpret the core characteristics of the major E-Commerce business models.
CO3	Analyze various E-marketing strategies for customer acquisition.
CO4	Evaluate secure e-commerce transaction process and security measures.
CO5	Create a plan for launching and managing an online business.

Detailed Syllabus**Section A**

Unit I: Introduction to E-Commerce: Meaning, Nature and Importance of E-Commerce; Evolution of E-Commerce; Benefits and Challenges of E-Commerce, Applications of E-commerce.

(05 Hrs)

Unit II: E-Commerce Business Models: Business to Consumer (B2C) business model, Business to Business (B2B) business model, Consumer-to-Consumer (C2C) business model, Business-to-Government (B2G) business model.

(05 Hrs)

Unit III: E-Marketing and Customer Acquisition: Meaning and Strategies of Digital Marketing- Exploring Search Engine Optimization (SEO), Social Media Marketing, and other online advertising techniques; Building an Online Brand- Understanding brand identity and development in the e-commerce space; Customer Relationship Management (CRM) in E-Commerce- Strategies for attracting, retaining, and satisfying customers online.

(05 Hrs)**Section B**

Unit IV: Payment Systems and Security in E-Commerce: Online Payment Gateway Options- Understanding different payment methods and transaction processing systems; E-Commerce Security Fundamentals- Exploring data encryption, secure protocols, and fraud prevention measures; Consumer Protection in E-Commerce- Analyzing legal frameworks and regulations governing online transactions.

(05 Hrs)

Unit V: Launching and Managing an Online Business: E-Commerce Platforms and Website Development- Exploring popular platforms like Shopify and building an e-commerce website; Supply Chain Management and Logistics in E-Commerce- Understanding order fulfillment, inventory management, and delivery options; E-Commerce Analytics and Performance Measurement- Analyzing website traffic, customer behavior, and key performance indicators (KPIs).

(04 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	E-Commerce - An Indian Perspective	P.T Joseph and S.J	PHI	4 th (2012)
2.	E-Commerce - Business, Technology, Society	Kenneth C. Laudon and Carol Guercio Traver	Pearson	4 th (2008)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	E-Commerce Strategy, Technologies and Applications	David Whiteley	Tata McGraw Hill	1 st (2017)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
9.	UGSEC-204 (C)	Entrepreneurship Development and Small Business Management	SEC	2	2	0	0	50	-	50

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Examine the foundational concepts of entrepreneurship.
CO2	Apply analytical skills to foster an entrepreneurial mindset.
CO3	Analyze integrated skills in planning and managing small business operations.
CO4	Assess the impact of entrepreneurship development programs and government initiatives.
CO5	Evaluate digital entrepreneurship's transformative role in the digital era.

Detailed Syllabus**Section -A**

Unit I: Introduction: Meaning & Definition of Entrepreneur and Entrepreneurship, Functions of Entrepreneur, Characteristics & Types of entrepreneurs; Factors influencing entrepreneurship; Barriers to entrepreneurship, Entrepreneur vs. manager; Entrepreneurship competencies; Entrepreneurship as a catalyst to economic development.

(05 Hrs)

Unit II: Developing Entrepreneurial Mind-set: Entrepreneurial process: Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis, Economic, Marketing, Financial and Technical; Project Planning, Evaluation, Monitoring and Control segmentation; Project Feasibility and Project Appraisal; Challenges of New Venture Start-Up, Reasons for failure of New Venture.

(05 Hrs)

Unit III: Small Business Setup and Management: Steps, Factors Influencing the Establishment of Small-Scale Industries; Planning and Management Techniques: Business planning essentials (vision, mission, goals), Financial planning and budgeting, Human resource management and team building, Operations management.

(05 Hrs)**Section B**

Unit IV: Entrepreneurship Development Programs and Support Systems: Entrepreneurship development programs (EDPs): objectives, types and benefits; Government initiatives and policies supporting entrepreneurship (Key provisions): Start-up India, Stand-up India, MUDRA scheme, Atal Innovation Mission, National Entrepreneurship Awards (NEA); Institutional support: role of universities, incubators, accelerators.

(05 Hrs)

Unit V: Entrepreneurship in the Digital Age: Digital entrepreneurship: meaning, characteristics and challenges; Reasons for entrepreneurs to turn into Digital Entrepreneurs; Entrepreneurship and Digital entrepreneurship – Difference and pillars of Digital Entrepreneurship; Reducing Barriers to Entrepreneurship in the digital era and the New entrepreneurial challenges in the digital era.

(04 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Entrepreneurship: Theory, Process, and Practice	Donald F. Kuratko and Richard M. Hodgetts	Cengage Learning	10 th (2020)
2.	New Venture Creation: Entrepreneurship for the 21st Century	Jeffrey A. Timmons and Stephen Spinelli Jr.	McGraw-Hill	10 th (2019)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Entrepreneurship and Small Business Management	Steve Mariotti and Caroline Glackin	Pearson	3rd (2021)

S.No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
10.	UGVAC-205	Sports & Fitness	VAC	2	0	0	2	50	-	50

COURSE OUTCOMES:

At the end of the course the student will be able to: -

CO1	Describe the necessity and importance of health and fitness.
CO2	Articulate the various techniques to be fit and healthy.
CO3	Analyze the various types and methods to be healthy and fit.
CO4	Articulate the correlation between nutrition, weight management and health.
CO5	Appreciate the role of lifestyle in health and well-being.

Detailed Syllabus**Section A**

Unit-I: Components of physical fitness: Physical fitness components - Speed, Strength, Endurance, Flexibility and Coordinative Abilities, Types of Physical Fitness, Health-related Physical Fitness, Performance Related Physical Fitness, Fitness Balance.

(05 Hrs)

Unit-II: Principles and techniques of sports training: Introduction to warm up and cool down, Goals and benefits of a warmup, Definition, aims & objectives of Sports training b) Importance of Sports training c) Principles of Sports Training Drug abuse & its effects.

(05 Hrs)

Unit-III: Health Screening and Evaluation: Types and Purpose of Screening, Body composition test, Height and weight Ideal body weight, BMI, Waist to Hip ratio, Skinfold Field tests (AAPHER) 600m run, 50 m standing dash, Partial curl up, push up /modified push-ups, Standing Broad jump, Shuttle run, Chin-ups, Flexibility Assessment, Sit and Reach.

(05 Hrs)**Section B**

Unit-IV: Nutrition and Weight Management: Classification of food, calories and its daily requirement, Balanced diet, Food pyramid and Caloric value of Indian foods. Weight Management-Science of weight loss.

(04 Hrs)

Unit V: Wellness's Lifestyle: Importance of wellness and lifestyle, Role of Physical Activity Maintaining Healthy Lifestyle, Stress Management, Obesity and Weight Management, Body Mass Index Calculation and its implication on health and wellbeing, prevention of disease through lifestyle Modifications.

(05 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Health Related Physical Fitness Test Manual	AAPHERD	Association Drive Reston Virginia	6 th (1980)
2.	Health Related Physical Fitness Assessment Manual	ACSM Fitness Book	Leisure Press Campaign, Illinois	5 th (2017)

Reference Books:

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	A Textbook of Applied Measurement Evaluation and	Kansal, D.K.	DVS Publication	3 rd (2012)

Minor Streams

1. Commerce
2. Economics
3. Law
4. Information Technology

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
12.	BBAMI- 206 (A)	Fundamentals of Banking Ecosystem	Minor	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to:-	
CO1	Describe the history of banking in India and various types of banks in India.
CO2	Articulate the various fund based and fee-based banking services.
CO3	Analyze the role of RBI in governance, its Organization and NPA recovery.
CO4	Evaluate the e-banking structure and other payment systems.
CO5	Appraise the core banking system and related issues.

Detailed Syllabus**Section A**

Unit I: Introduction to Indian Banking System: Brief history of banking in India; Laws affecting banking- Types of Banks and Functions: Commercial Banks, Development Banks, Cooperative Banks; Nationalized and Private Banks, RRBs, NBFCs.

(10 Hrs)

Unit II: Fund Based Banking: Bank Deposits and Lending: Different types of deposits accepted by banks: current-savings recurring-reinvestment, etc., long term bank lending: Term loans, project financing, Short term lending: determination of MPBF, Overdraft and Cash credits, General lending aspects-securities for a loan, External rating and pricing of loans, Fee-Based Banking, Guarantees and letter of credits, remittance and fund transfers, franking services etc.

(10Hrs)

Unit III: Bank Governance: RBI – Role, Organization, Management, Functions of Central Bank of India, Organizational and Functional developments over time, Recent Developments, Demand and Time Liabilities and Reserve Rati, Tier system of Capital- Basel Committee norms, Non- performing Assets & their recovery.

(09 Hrs)**Section B**

Unit IV: E-Banking in India: Introduction to e-Banking in India; Difference between traditional and e-banking; Internet Banking, Mobile Banking, ATMs, Credit and Debit Cards, POS Terminals, Payment and settlement systems – IMPS, National Automated Clearing House, Cheque truncation system, National Financial Switch, RTGS, NEFT, IFSC • Security challenges and threats in e-banking.

(10 Hrs)

Unit V: Core Banking Systems: Components and Architecture of CBS and related risks and controls, Core modules of banking and business process flow and its related risks and controls, Reporting systems and MIS, Data Analytics and Business Intelligence, Applicable regulatory and compliance requirements.

(09 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Principles & Practices of Banking	Indian Institute of Banking and Finance	Macmillan, New Delhi.	1st (2023)
2.	Modern Commercial Banking,	Machiraju, H. R	New Age International Publishers, New Delhi.	2nd (2019)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Banking in India	Shetty, M. S.	Atlantic Publishers and Distributors Pvt Ltd, New Delhi.	1 st (2013)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
13.	BBAMI-206 (B)	Macroeconomics	Minor	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to:	
CO1	Describe the concept of National Income.
CO2	Analysis of the theory of output and employment.
CO3	Evaluate Inflation and Business Cycles.
CO4	Articulate the factors which determine change in the supply of money.
CO5	Interpret Theory of Interest.

Detailed Syllabus**Section A**

Unit I: Introduction: Meaning, Scope and Limitations of Macro Economics. National Income: Concepts, Methods of Measurement and Difficulties in Estimation of National Income and Limitations National Income as a Measure of Welfare. Social Accounting.

(10 Hrs)

Unit II: Theories of Output and Employment: The Classical Theory of Employment (Say's Law and Pigou's Wage cut Policy) and Criticism, Keynesian Theory: Effective Demand, Aggregate Demand and Aggregate Supply Function, Consumption Function: Factors influencing consumption function, Investment Multiplier its relevance in emerging economies. Concept of Accelerator.

(10 Hrs)

Unit III: Investment & Theories of Interest Rate Capital and Investment: Types of Investment, Determinants of level of Investment, MEC Ex-Post and Ex- Ante Investment and Savings- Classical, Neo-classical. And Keynesian Theories of Interest. Liquidity Trap, Simultaneous Determination of Interest and Real Income through IS-LM Framework in a closed economy.

(10 Hrs)**Section B**

Unit IV: Supply of Money & Demand for Money Definition of Money: Money Supply: Measures of Money Supply (M1, M2, M3 & M4) - RBI approach to money supply; High powered money and money multiplier; Control of money supply. Variations in money supply in India. Theories of demand for money - Classical and Neo-Classical approaches, Keynes liquidity preference approach. Derivation of LM curve.

(09 Hrs)

Unit V: Inflation & Business Cycles Definition of Inflation: Causes, consequences and control of inflation -Deflation and stagflation. Nature, Characteristics and Phases of Business Cycles. Samuelson's Business Cycle Theory. Stock market- meaning, functions; Insurance-Life insurance and General Insurance.

(09 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Macro-economic theory	MC Vaish	Vikas Publishing House	14 th (2010)
2.	Principles of Economics	PremJ. Bhutani	Taxman's	4 th (2021)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Managerial Economics: Economic Tool for today decision makers	Paul G Keat Philip Young, Stephen Erfle	Pearson, Prentice Hall	7 th (2013)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
14.	BBAMI-206 (C)	Indian Legal System	Minor	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to :-	
CO1	Interpret the fundamentals of law and its classifications.
CO2	Articulate the sources of law in the legal & business organizations.
CO3	Analyze the various types of legal research.
CO4	Appraise the process of legal writing & research for organizations.
CO5	Apply the concepts of the Indian legal system.

Detailed Syllabus**Section A**

Unit I: Introduction to Legal Methods and Law: Legal Methods, Meaning of Law - Concept of Law, Justice and Morality Definitions of Law, Functions of Law, Classification of Law, Civil Law and Criminal Law, Public and Private Law, Substantive and Procedural Law, Municipal and International Law, Advantages and Disadvantages of Law.

(10 Hrs)

Unit II: Sources of Law: Meaning of Source, Definition of Sources, Classification - Primary and Secondary Resources, Customs, Precedents, Legislations, Juristic Writings - Origin and Types, Comparison - Concept of *Stare Decisis*, *Res Judicata* – *Ratio Decidendi* and *Obiter Dicta*, Juristic Writings, Justice, Equity and Good Conscience.

(10 Hrs)

Unit III: Legal Research Methodology: Research - Meaning and Objectives, Research methods vis a vis Research Methodology, Legal Research - Meaning, Scope and Purpose, Types of Legal Research, Descriptive and Analytical Legal Research, Applied and Pure Legal Research, Quantitative and Qualitative Legal Research, Conceptual and Empirical Legal Research, Doctrinal and Non-Doctrinal, Comparative Legal Research, Socio-Legal Research, Process of Legal Research.

(10Hrs)**Section B**

Unit IV: Use of Law Library in Legal Research and Writing : Introduction to Legal Materials – Primary and Secondary Sources, Statutes, Bills, Case Laws, Journals, Commentaries, Digests, Manuals, Dictionaries, How to find legal material, Legislation, Article, Case law, New Dimensions in Legal Research, Online Research Tools, Understand and Navigate Electronic Databases, Case Analysis, Essentials of Good Legal Writing, Organization of Research Work, Research Ethics Citation Patterns, Footnotes, Endnotes and Bibliography, Research Publication.

(09 Hrs)

Unit V: Basic Concepts of Indian Legal System: Constitution as the Basic Law, Rule of Law, Separation of Powers, Judicial System in India, Hierarchy of Courts in India, Jurisdiction of Courts, Territorial, Pecuniary and Subject Matter, Tribunals, Alternative Dispute Resolution, Arbitration, Negotiation, Mediation and Conciliation, Lok Adalat.

(09 Hrs)**Textbooks**

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Jurisprudence and Legal Theory	V.D. Mahajan	Eastern Book Company	6 th (2022)
2.	Legal Research and Methodology	S.K. Verma et al.	Indian Law Institute	2 nd (2001)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Indian Legal System	Ashok Jain	Ascent Publication	1 st (2019)

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
15.	BBAMI-206 (D)	Business Analysis for RPA	Minor	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to	
CO1	Examine RPA and automation with their impact on digital transformation.
CO2	Describe the role of a Business Analyst throughout each of the stages of an RPA implementation.
CO3	Choose processes that are suitable for discovery with UiPath Process Mining.
CO4	Apply the Build Diagram and Capture Process methods to map a process and edit the output.
CO5	Identify suitable processes and user groups for task-mining projects.

Detailed Syllabus**Section-A**

Unit I: Introduction to RPA and Business analysis fundamentals: Introduction to RPA and Automation, Automation driving the digital transformation, Automation in business, Introduction to RPA business analyst-Role, skills and Challenges, Prepare RPA and solution design, Build RPA and test RPA, Stabilize RPA and constant improvement.

(10 Hrs)

Unit II: RPA Process Mining: Introduction to Process discovery, Manual versus technology-led process discovery, Discovery with UI-Path, Introduction to UI-Path Process Mining, Uses and working of UI-path process mining, Process mining stages, tasks and Roles.

(10 Hrs)

Unit III: UI-Path Task Capture: Introduction to task capture, Get started with task Capture, Task capture interface and full preview, identifying process, using build diagram and capture processes, saving and exporting, Customizing task capture.

(09 Hrs)**Section B**

Unit IV: UI-Path Task Mining: Introduction to UI-Path task mining, Task mining users, Stages of task mining project, selecting user group to analyze, collecting, and analyzing the data, visualizing the result, exporting the result, developing the automation.

(09 Hrs)

Unit V: UI-Path Automation Hub Overview: Introduction and need of Automation Hub, Getting started with Automation Hub, Personas and User Roles in Automation Hub, Automation Ideas in Automation Hub, Submitting and Employee-driven Automation Idea, Preview of the Automation Idea Lifecycle, Preview of the Automation Lifecycle, The Idea Approval and the Detailed Assessment, Making the Most of Automation Hub as a Business User, The integration with Task Capture and Process Mining, The Automation Store.

(10 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	The Robotic Process Automation Handbook	Tom Taulli	Kindle	1 st (2020)
2.	Robotic Process and Cognitive Automation	Mary C Lacity & Leslie P Willcocks	SB publishing	1 st (2018)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	The Care and Feeding of Bots	Christopher Surdak	Kindle	1 st (2020)