

School of Management Studies & Liberal Arts

BBA GENERAL Semester- I

SYLLABUS W.E.F: AY 2025 – 26

GSFC University

**School of Management Studies & Liberal Arts (SoM&LA),
Vigyan Bhavan, P.O. Fertilizer Nagar, Vadodara - 391750, Gujarat, India**

BBA (General)

COURSE CODE BBA101	COURSE NAME Principles and Practices of Management	SEMESTER I
-------------------------------------	---	-----------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Students enrolling in this course should have a basic understanding of business concepts and organizational structures. Familiarity with introductory management principles, basic economics, and an interest in understanding how organizations operate will be beneficial. Strong communication skills and a willingness to engage in class discussions and case studies will help students grasp the practical application of management theories.
Course Category	Compulsory
Course focus	This course focuses on the fundamental concepts, principles, and practices of management within organizations. It covers key areas such as planning, organizing, leading, and controlling, as well as decision-making, strategic management, and organizational behavior. The course emphasizes the application of these principles to real-world business challenges, with a focus on developing managerial skills and understanding the dynamic business environment. Through case studies, discussions, and practical exercises, students will gain a comprehensive understanding of effective management practices.
Rationale	1. To understand the basic concepts, principles, and theories of management. 2. To examine the essential functions of managers. 3. To analyze the impact of globalization, diversity, and ethics on management. 4. To develop skills in strategic planning, decision-making, and leadership.
Course Revision/ Approval Date:	12 th BOS

Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering the core concepts, theories, and functions of management, including planning, organizing, leading, and controlling. CO2: Understanding of how management principles are applied in real-world organizational settings to achieve business goals. CO3: Applying management theories to address organizational challenges, improve decision-making, and enhance operational efficiency. CO4: Analyzing business problems and managerial situations to identify root causes and recommend appropriate management strategies. CO5: Evaluating the effectiveness of various management practices, strategies, and organizational structures in achieving desired outcomes. CO6: Creating innovative management solutions and strategies that align with organizational objectives and drive sustainable success.
--	---

Course Content	Weightage	Contact hours
Unit 1 Introduction to Management Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling.	25%	15
Unit 2 Planning, Organizing and Staffing Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision-making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment.	25%	15
Unit 3 Leading, Directing and Controlling Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's	25%	15

theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.		
Unit 4 Strategic Management, Ethics and Social Responsibility Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.	25%	15

Learning Resources	
1.	Textbook: 1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications. 2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston 3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing. 4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education. 5. Robbins, S. P. & Coulter, M. A. Management. Pearson.
2.	Reference Books: 1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business Harvard Business Review Press 5813BC-PDF-ENG https://hbsp.harvard.edu/product/5813BC-PDF-ENG
3.	Journals & Periodicals: Academy of Management Journal Academy of Management Review Harvard Business Review Journal of Management Management Science
4.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks

Course Outcomes	1. Gain the ability to understand and apply the four fundamental functions of management—planning, organizing, leading, and controlling—within a business context. 2. Develop critical thinking and problem-solving skills to effectively analyze and address management challenges in real-world organizational settings. 3. Cultivate the ability to create innovative management strategies that align with organizational goals, improve performance, and foster a positive work culture.
------------------------	---

COURSE CODE BBA102	COURSE NAME Financial Accounting	SEMESTER I
-------------------------------------	---	-----------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Accounting is a critical part of business and financial management, students need basic classes in business, economics, finance, and management
Course Category	Core subject, students will be able to understand how financial data is generated and how it can be converted into useful information for stakeholders in a business.
Course focus	This course presents an introduction to financial statement analysis and its usage when assessing business performance. The first part of the course will focus on understanding the most important financial statements, namely, the balance sheet, the income statement, and the statement of cash flows
Rationale	1. To provide an understanding of application of various principles and practice of Accounting. 2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting. 3. To apply the knowledge of systematic maintenance of books of accounts to real life business. 4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.

Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1: To understand the fundamentals of accounting, including key concepts and processes. CO2: To apply transaction recording and trial balance techniques for accurate financial reporting. CO3: To prepare final accounts for sole proprietorships, including trading and profit and loss accounts. CO4: To analyze and prepare company final accounts and understand sustainable accounting practices.

Course Content	Weightage	Contact hours
Unit 1 Introduction to Accounting, Accounting system and process Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.	25%	15
Unit 2 Recording transactions and Trial balance Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.	25%	15
Unit 3 Final Accounts Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts	25%	15
Unit 4 Company Final Accounts Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical). Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.	25%	15

Learning Resources	
1.	Textbook: 1. Jain S.P.,& Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers.

	2. Kimmel, Financial accounting, Wiley Publications 3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education. 4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi. 5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning. 6. Accounting for sustainability: www.ifac.org 7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications 8. IFRS sustainability standards: www.ifrs.org Model curriculum for UG Degree in BBA 40 Suggested Cases 1. Smokey Valley Café 2. Irrigation Equipment's Limited 3. Monarch Trading Company
2.	Reference Books: Gupta, R.L. & Radhaswamy, M. – <i>Advanced Accountancy</i> (Sultan Chand & Sons) T.S. Grewal – <i>Introduction to Accountancy</i> (S. Chand) Maheshwari, S.N. & Maheshwari, S.K. – <i>Financial Accounting</i> (Vikas Publishing House) Shukla, M.C., Grewal, T.S. & Gupta, S.C. – <i>Advanced Accounts</i> (S. Chand) Narayanaswamy, R. – <i>Financial Accounting: A Managerial Perspective</i> (PHI Learning) Jain, S.P. & Narang, K.L. – <i>Financial Accounting</i> (Kalyani Publishers) Ashok Sehgal & Deepak Sehgal – <i>Advanced Accounting</i> (Taxmann) Hanif, M. & Mukherjee, A. – <i>Financial Accounting</i> (McGraw Hill)
3.	Journals & Periodicals: <i>The Accounting Review</i> – American Accounting Association <i>Journal of Accounting and Economics</i> – Elsevier <i>Indian Journal of Accounting</i> – Indian Accounting Association <i>Journal of Financial Reporting and Accounting</i> – Emerald Publishing <i>Journal of International Accounting Research</i> – American Accounting Association <i>Management Accountant</i> – Institute of Cost Accountants of India (ICAI) <i>Chartered Accountant Journal</i> – Institute of Chartered Accountants of India (ICAI) <i>Economic and Political Weekly (EPW)</i> – Articles on Accounting, Finance & Policy
4.	Other Electronic Resources: ICAI (Institute of Chartered Accountants of India) – https://www.icai.org (Accounting Standards, Company Final Accounts, Sustainability reporting updates) IFRS Foundation – https://www.ifrs.org (International Financial Reporting Standards & Sustainability Standards) Ministry of Corporate Affairs (MCA), Govt. of India – https://www.mca.gov.in (Companies Act 2013, financial statement requirements) Accounting Tools – https://www.accountingtools.com (Practical guides on concepts, conventions, final accounts, adjustments)

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	CO1: Understand and explain accounting concepts, principles, and the accounting process. CO2: Apply transaction recording methods and prepare accurate trial balances. CO3: Prepare and interpret final accounts for sole proprietorships effectively. CO4: Analyze company financial statements and evaluate sustainable accounting practices								

COURSE CODE BBA103	COURSE NAME Business Statistics and Logic	SEMESTER I
-------------------------------------	--	-----------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Prerequisites for Business Statistics and Logic include basic knowledge of mathematics algebra, sets, and functions, foundational understanding of statistics mean, variance, and probability, and logical reasoning skills propositional logic and problem-solving
Course Category	Core subject, specifically focusing on statistical analysis, logical reasoning, and decision-making tools applicable in business and management contexts.
Course focus	The Business Statistics and Logic course focuses on equipping

	students with analytical and statistical tools to interpret data, solve business problems, and make informed decisions. It emphasizes practical applications of statistical methods, logical reasoning, and quantitative analysis in real-world business scenarios.
Rationale	1. To establish importance of logical reasoning in human inquiry. 2. To demonstrate data handling skills and summarize data with clarity. 3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario. 4. To understand business problems and make decisions using appropriate statistical models and explain trends 5. To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.
Course Revision/ Approval Date:	12th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1: To understand central tendency, dispersion, skewness, and kurtosis in data analysis. CO2: To learn and apply correlation and regression techniques. CO3: To understand basic probability concepts and distributions. CO4: To develop logic and reasoning skills for problem-solving

Course Content	Weightage	Contact hours
Unit 1 Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation. Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.	25%	15
Unit 2 Correlation and Regression Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients.	25%	15
Unit 3 Probability and Probability distributions	25%	15

Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.		
Unit 4 Introduction to Logic Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.	25%	15

Learning Resources	
1.	Textbook: 1. Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson. 2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing 3. SP Gupta. Statistical Methods, Sultan Chand and Sons 4. SC Gupta. Fundamentals of Statistics, Himalaya Publishing House 5. Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House. 6. Sharma J.K. Business Statistics, Vikas Publishing House Reference
2.	Reference Books: Gupta, S.C. & Kapoor, V.K. – <i>Fundamentals of Mathematical Statistics</i> (Sultan Chand & Sons) Anderson, D.R., Sweeney, D.J., & Williams, T.A. – <i>Statistics for Business and Economics</i> (Cengage Learning) Sharma, J.K. – <i>Business Statistics</i> (Pearson Education) Levin, R.I. & Rubin, D.S. – <i>Statistics for Management</i> (Pearson Education) Gupta, S.P. – <i>Statistical Methods</i> (Sultan Chand & Sons)
3.	Journals & Periodicals: <i>Journal of Business & Economic Statistics</i> – American Statistical Association <i>Annals of Probability</i> – Institute of Mathematical Statistics <i>Journal of Statistical Planning and Inference</i> – Elsevier <i>Technometrics</i> – Taylor & Francis <i>Logistics Management Journal</i> – Peer-reviewed logistics practices & strategies <i>International Journal of Logistics Management</i> – Emerald Publishing <i>Journal of Supply Chain Management</i> – Wiley <i>Indian Journal of Statistics (Sankhya)</i> – Indian Statistical Institute
4.	Other Electronic Resources: National Digital Library of India (NDLI) – https://ndl.iitkgp.ac.in (Access to business statistics and logistics e-books, lecture notes) MIT OpenCourseWare – https://ocw.mit.edu (Free statistics & probability courses) Khan Academy – https://www.khanacademy.org (Videos on probability, statistics, logic & reasoning)

	Coursera / edX – Courses on <i>Business Statistics, Data Analysis, and Supply Chain Logistics</i>
--	---

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	CO1: Analyze and interpret central tendency, dispersion, skewness, and kurtosis. CO2: Apply correlation and regression techniques to assess variable relationships. CO3: Calculate and evaluate probability concepts and distributions for problem-solving. CO4: Solve logical reasoning problems and enhance critical thinking skills								

COURSE CODE BBA104	COURSE NAME Indian Knowledge System	SEMESTER I
-------------------------------------	--	-----------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
2	0	0	2	2	0	0	2

Course Prerequisites	• Basic understanding of Indian culture, history, and heritage. • Familiarity with social sciences, philosophy, and education systems. • Curiosity to explore interdisciplinary perspectives (science, art, mathematics, medicine, governance, and
-----------------------------	---

	literature).
Course Category	Compulsory
Course focus	● To develop an understanding of the evolution of knowledge traditions in India. ● To connect ancient wisdom with modern education, management, economics, and sciences. ● To highlight contributions of Indian thinkers, texts, and practices in areas like mathematics, astronomy, medicine, yoga, economics, metallurgy, architecture, agriculture, linguistics, and governance. ● To encourage students to integrate IKS concepts into contemporary problem-solving.
Rationale	● To sensitize the students about context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition. ● To help students to understand the knowledge, art and creative practices, skills and values in the ancient Indian system. ● To help to study the enriched scientific Indian heritage. ● To introduce the contribution from Ancient Indian system & tradition to modern science & Technology
Course Revision/ Approval Date:	12th BOS
Course Objectives (As per Blooms' Taxonomy)	1. Remember (Knowledge Level): Recall key texts, scholars, and knowledge traditions from Indian civilization (e.g., Vedas, Arthashastra, Ayurveda, Sulba Sutras). 2. Understand (Comprehension Level): Explain philosophical, scientific, and cultural foundations of the Indian Knowledge System. 3. Apply (Application Level): Demonstrate application of IKS principles (e.g., Ayurveda in health, Panchayati Raj in governance, sustainability concepts). 4. Analyze (Analysis Level): Differentiate between Indian and Western approaches to knowledge, ethics, and education. 5. Evaluate (Evaluation Level):

	Assess the relevance of Indian knowledge traditions for addressing current societal, economic, and environmental challenges. 6. Create (Synthesis Level): Develop integrative models combining traditional Indian wisdom and modern knowledge for holistic problem-solving.	
Course Content	Weightage	Contact hours
Unit 1: Introduction to IKS (Any eight of total sessions assigned for Literary activity) Introductory lecture on the any eight topics below: 1. Indian Knowledge System 2. Indian Culture & Civilization 3. Ancient Indian Chemistry 4. Ancient Indian Metallurgy 5. Ancient Indian Mathematics 6. Ancient Indian Astronomy 7. Indian Astronomical Instruments 8. Indian Knowledge System (Upveda: Ayurveda) 9. Indian Knowledge System (Upveda: Gandharveda) 10. Indian Knowledge System (Vedangas: Shiksha, Kalpa, Vyakrana) 11. Indian Knowledge System (Vedangas: Jyotisha, Nirukta, Chandas) 12. Indian Architecture I: Sthapatya-Veda 13. Indian Architecture II: Temples 14. Indian Architecture III: Town & Planning 15. Indian Philosophical System.	50%	15

Unit 2 : Introduction to Creative Practices (Twenty Lectures with at least Five different topics of total session under Creative activity) Introductory lecture on the topics below: 1. Dhatuvada: art of metallurgy 2. Akara jnana: art of mineralogy 3. Vastuvidya: art of engineering 4. Yantramatrika: art of mechanics 5. Takshana: art of carpentry 6. Chalitakayoga: art of practicing as a builder of shrines 7. Raupyaratnapariksha: art of testing silver and jewels 8. Maniraga jnana: art of tinging jewels Model curriculum for UG Degree in BBA 275 9. Sucivayakarma: art of needleworks and weaving 10. Vadya vidya: art of playing on musical instruments 11. Geet vidya : art of singing 12. Nritya vidya: art of dancing 13. Natya vidya: art of theatricals 14. Alekhya vidya: art of painting 15. Viseshakacchedya vidya: art of painting the face and body with color 16. Uadakavadya: art of playing on music in water 17. Manasi kavyakriya: art of composing verse 18. Bhushanayojana: art of applying or setting ornaments 19. Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious food 20. Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body 21. Utsadana: art of healing or cleaning a person with perfumes 22. Vastragopana: art of concealment of cloths 23. Balakakridanaka: art of using children's toys 24. Tandulakusumabalivikara: art of preparing offerings from rice and flowers 25. Pushpastarana: art of making a covering of flowers for a bed	50%	15
--	-------------------	------------------

Learning Resources	
5.	Textbook: . Joshi, Kireet – <i>Education for Character Development</i> Choudhary, R. & Singh, R.K. – <i>Foundations of Indian Knowledge Systems</i> (PHI Learning) Debroy, Bibek, Surjit Bhalla & Ashok Gulati – <i>Indian Tradition in Modern Perspective</i> T.S. Rukmani – <i>Classical Foundations of Indian Knowledge Systems</i>

6.	Reference Books: Debroy, Bibek – <i>The Bhagavad Gita for Millennials</i> Dharampal – <i>Indian Science and Technology in the 18th Century</i> A.L. Basham – <i>The Wonder That Was India</i> S. Radhakrishnan – <i>Indian Philosophy</i> R.C. Majumdar – <i>History and Culture of the Indian People</i> Kapila Vatsyayan – <i>Traditional Indian Art and Aesthetics</i> Balakrishna, P. – <i>Foundations of Indian Culture and Knowledge System</i>
7.	Journals & Periodicals: <i>Journal of Indian Philosophy</i> – Springer <i>Indian Journal of History of Science</i> – Indian National Science Academy <i>Journal of Ayurveda and Integrative Medicine</i> – Elsevier <i>Indian Journal of Traditional Knowledge</i> – CSIR-NIScPR <i>Indian Historical Review</i> – SAGE Publications
8.	Other Electronic Resources: IKS Division (AICTE, MoE): https://iksindia.org Indira Gandhi National Centre for the Arts (IGNCA): http://ignca.gov.in Digital Library of India (DLI): https://www.dli.gov.in National Digital Library of India (NDLI): https://ndl.iitkgp.ac.in Sanskrit Documents Archive: https://sanskritdocuments.org Indian Academy of Sciences: https://www.ias.ac.in

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	● Demonstrate awareness of India’s intellectual and cultural heritage. ● Interpret classical Indian texts and relate them to modern	

	academic and professional contexts. ● Apply IKS principles in areas such as health, management, environment, education, and governance. ● Evaluate sustainability models based on traditional Indian practices. ● Integrate ancient wisdom with modern knowledge for holistic development in society, business, and science.
--	--

COURSE CODE VACC102	COURSE NAME Environmental Science and Sustainability	SEMESTER I
-------------------------------	--	----------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
2	0	0	2	2	0	0	2

Course Prerequisites	● Basic understanding of environmental science and its importance in contemporary issues. ● Familiarity with fundamental business principles and operations (optional). ● Awareness of global sustainability challenges and the UN Sustainable Development Goals (SDGs).
Course Category	Value Added Course
Course focus	● To explore the interconnectedness of the environment, natural resources, and sustainability within the business context. ● To analyze the role of ecosystems, biodiversity, and sustainable practices in promoting ecological balance. ● To understand the impacts of pollution, waste management, and disaster mitigation strategies on sustainable development. ● To examine environmental legislation, ethics, and societal responsibilities toward environmental conservation.

Rationale	1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges. 2. This course will equip students to make decisions that consider environmental consequences. 3. This course will enable future business graduates to become environmentally sensitive and responsible managers.
Course Revision/ Approval Date:	12th BOS
Course Objectives (As per Blooms' Taxonomy)	Remembering ● Identify key environmental concepts, types of ecosystems, and biodiversity conservation methods. ● Recall major environmental legislation in India. Understanding ● Explain the significance of sustainability and its role in natural resource conservation. ● Describe the impact of pollution and waste management on the environment and business operations. Applying ● Apply concepts of environmental conservation to propose sustainable business practices. ● Demonstrate the role of businesses in disaster management and achieving SDGs. Analyzing ● Examine the relationship between ecosystems, biodiversity, and sustainable practices. ● Analyze case studies on environmental legislation and its implementation in India. Evaluating ● Assess the effectiveness of sustainable practices in resource conservation and pollution mitigation. ● Critique the role of businesses in addressing environmental and social issues. Creating

	• Design innovative strategies for sustainable resource management and pollution control. • Propose policies for enhancing environmental justice and ecological economics.
--	---

Course Content	Weightage	Contact hours
Unit 1 Understanding Environment, Natural Resources, and Sustainability: Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.	30%	8
Unit 2 Ecosystems, Biodiversity, and Sustainable Practices Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.	20%	7
Unit 3 Environmental Pollution, Waste Management, and Sustainable Development Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste	30%	8

management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.		
Unit 4 Social Issues, Legislation, and Practical Applications Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.	20%	7

Learning Resources	
•	Textbook: • Poonia, M.P. Environmental Studies , Khanna Book Publishing Co. • Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd. • Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd. • Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press. Model curriculum for UG Degree in BBA 47 • Miller, G.T. & Spoolman S. Living in the Environment. Cengage. • Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press. • Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books. • Pritwani, K. Sustainability of business in the context of environmental management. CRC Press. • Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.
•	Reference Books: References Web links: • https://www.ourplanet.com • https://www.undp.org/content/undp/en/home/sustainable-developmentgoals.html • www.myfootprint.org • https://www.globalchange.umich.edu/globalchange1/current/lectures/klings/eecosystem/ecosystem.html
•	Journals & Periodicals: • <i>Environmental Science & Technology (ACS Publications).</i>

	• <i>Journal of Environmental Management.</i> • <i>Indian Journal of Environmental Protection.</i> • <i>Ecological Economics.</i> • <i>Nature Sustainability.</i>
•	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	CO1: Define and discuss fundamental environmental concepts and their relevance to sustainable business practices. CO2: Analyze ecosystems, biodiversity, and sustainable conservation methods to promote ecological balance. CO3: Evaluate the causes and impacts of pollution and propose sustainable waste management strategies. CO4: Critically assess the role of businesses in achieving SDGs and mitigating disaster impacts. CO5: Apply knowledge of environmental legislation and ethics to advocate for sustainable development and environmental justice.								

COURSE CODE AECC101	COURSE NAME Fundamentals of English	SEMESTER I
-------------------------------	---	----------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
2	0	0	2	2	0	0	2

Course Prerequisites	Students should have basic knowledge of English language and grammar
-----------------------------	--

Course Category	Ability Enhancement
Course focus	● To emphasize the development of listening and reading skills among learners. ● To equip them with writing skills needed for academic as well as work place context. ● To enable learners of Engineering and Technology develop their basic communication skills in English.
Rationale	1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges. 2. This course will equip students to make decisions that consider environmental consequences. 3. This course will enable future business graduates to become environmentally sensitive and responsible managers.
Course Revision/ Approval Date:	12th BOS
Course Objectives (As per Blooms' Taxonomy)	Remember ● Define parts of speech, prefixes/suffixes, synonyms/antonyms, homophones, and abbreviations. ● Recall basic sentence types, punctuation rules, tenses, articles, modals. Understand ● Explain word formation and sentence structure; interpret clauses/phrases. ● Summarize passages; distinguish direct vs. reported speech; active vs. passive voice. Apply ● Use correct grammar in short compositions; apply punctuation and coherence devices. ● Use appropriate greetings/introductions/apologies; participate in JAM tasks. Analyze ● Diagnose errors in subject–verb and noun–pronoun agreement; analyze tone and coherence in paragraphs. ● Compare viewpoints in group discussion/debate; identify logical structure in essays. Evaluate ● Justify punctuation/word choice in peers' writing; evaluate arguments in debates/GDs. ● Assess clarity and register in public speaking tasks. Create

	● Produce cohesive essays/precis; craft creative pieces using varied sentence structures. ● Prepare and deliver original speeches; moderate a short GD effectively
--	---

12	Weightage	Contact hours
Unit 1: Language Basics Parts of speech, word formation, prefix-suffix, synonyms, antonyms, homophones and standard abbreviations.	30%	8
Unit 2: Elementary Reading/Writing Skills Types of the sentences, structures of the sentences, use of phrases and clauses, punctuation, creative writing and coherence, comprehension, essay/paragraph writing, precise writing	20%	7
Unit 3: Elementary Spoken Skills Greetings, farewell and introduction, making an apology, accepting an apology, making an appointment, JAM, group discussion, debate, public speaking.	30%	8
Unit 4: Practicing and Identifying the Common Error Tense, subject-verb agreement, noun -pronoun agreement, articles, prepositions, modal auxiliaries, voice, reported speech	20%	7

Learning Resources	
1.	Textbooks: ● Wren, P. C., & Martin, H. High School English Grammar & Composition (S. Chand). ● Murphy, R. English Grammar in Use (Cambridge). ● Swan, M. Practical English Usage (Oxford). ● Leech, G., & Svartvik, J. A Communicative Grammar of English (Routledge). ● Quirk, R., Greenbaum, S., Leech, G., & Svartvik, J. A Comprehensive Grammar of the English Language (Longman).

2.	Reference Books: • Murphy, Raymond “Murphy’s English Grammar with CD” Cambridge University Press, 2004. • Thorpe, Edgar and Showick Thorpe “Basic Vocabulary ” Pearson Education India, 2012. • Green, David. “Contemporary English Grammar Structures and Composition ” MacMillan Publishers, New Delhi, 2010. • Wren & Martin (2001), English Grammar & Composition, New York
3.	Journals & Periodicals: ELT Journal (Oxford University Press) TESOL Quarterly (Wiley) Applied Linguistics (Oxford University Press) System (Elsevier) Language Teaching Research (Sage)
4.	Other Electronic Resources: Dictionaries & Usage • Cambridge Dictionary / Cambridge Grammar resources • Oxford Learner’s Dictionaries

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	30 marks								
End Semester Marks	50 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>5 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities / Case Study / Research Paper</td><td>5 marks</td></tr> <tr> <td>Presentation</td><td>5 marks</td></tr> </table>	Class Participation	5 marks	Quiz	5 marks	Skill Enhancement activities / Case Study / Research Paper	5 marks	Presentation	5 marks
Class Participation	5 marks								
Quiz	5 marks								
Skill Enhancement activities / Case Study / Research Paper	5 marks								
Presentation	5 marks								
Course Outcomes	CO1: Students will be able to learn Intellectual skills in that students will understand concepts, rules or procedures. CO2: Students will be able to learn cognitive strategy in that students will uses personal strategies to think, organize, learn and behave. CO3: Students will be able to learn about verbal information. CO4: Students will interpret texts with attention to ambiguity, complexity, and aesthetic value. CO5: Student will be able to develop the Oral Communication.								

COURSE CODE VACC103	COURSE NAME Communicative English & Employability Skills-I (Everyday Vocabulary and Communicative English)	SEMESTER 1
--------------------------------------	---	--------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
2	0	0	2	2	0	0	2

Course Pre-requisites	Basic Communication Knowledge and Skills
Course Category	Skill Enhancement / Employability Development
Course focus	Basic Vocabulary, Grammar Foundations, Everyday Communication
Rationale	To build foundational English skills through vocabulary development and basic grammar, enabling students to use English effectively in routine conversations and social settings.
Course Revision / Approval Date:	12 th BOS
Course Objectives (As per Bloom's Taxonomy)	CO1: Define basic vocabulary categories and grammatical elements. CO2: Understand sentence structures and apply them in everyday dialogues. CO3: Construct grammatically correct sentences for basic interactions. CO4: Evaluate appropriateness of vocabulary in different social situations. CO5: Analyze communication breakdowns in informal conversations.

Course Content	Weightage	Contact hours
-----------------------	------------------	----------------------

UNIT 1: The Basics of Vocabulary: Understanding word categories: Communicative English practice exercises on nouns, verbs, adjectives, adverbs. Basic word formation: prefixes, suffixes, and roots.	20%	10
UNIT 2: Communicative English practice on sentence Construction, Parts of speech, tenses, sentence patterns. Basic Reading Comprehension. Letter-writing.	20%	10
UNIT 3: Essential Vocabulary and Situational Dialogues required for inter-personal relationships and at the work-place; Vocabulary for greetings, requests, invitations and daily expressions.	20%	10

Learning Resources	
1.	Textbook: <i>English Grammar in Use</i> by Raymond Murphy (Cambridge University Press)
2.	Reference Books: · Word Power Made Easy by Norman Lewis · Oxford Basic English Dictionary · Practice Makes Perfect: English Conversation by Jean Yates
3.	Journals & Periodicals: · Journal of Business Communication · Harvard Business Review (Communication section)
4.	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100	
End Semester Marks	40 marks	
Continuous Evaluation 60 marks	Class Participation	20 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Report Writing	25 marks
	Presentation	10 marks

Course Outcomes	· Use English confidently in professional and academic settings · Communicate clearly in interviews, presentations, and discussions · Write professional documents such as resumes, reports, and emails · Understand and use industry-specific vocabulary · Be well-prepared for workplace communication and digital platforms
------------------------	--

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

School of Management Studies & Liberal Arts

BBA GENERAL Semester - III

SYLLABUS W.E.F: AY 2025 – 26 Approved in the 12th BOS

**GSFC University
School of Management Studies & Liberal Arts (SoM&LA),
Vigyan Bhavan, P.O. Fertilizer Nagar, Vadodara - 391750,
Gujarat, India**

COURSE CODE BBA 301	COURSE NAME Cost and Management Accounting	SEMESTER III
------------------------------------	---	-------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Basic Information about Finance and Account Terminology
Course Category	Compulsory
Course focus	Skills
Rationale	1. To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead costs. 2. To enrich the knowledge of the learners in knowing and applying various tools like ratio analysis, cash flow statement, marginal costing for analyzing the financial statements for managerial information. 3. To provide with the basic understanding of budgetary control 4. To develop the knowledge of the learners to understand and prepare a management report.
Course Revision/ Approval Date:	12 th BoS
Course Objectives (As per Blooms' Taxonomy)	1. To Apply the financial tools in the evaluation of the various targets achievable in future 2. To make the students employable as Finance Managers in the field of Accounting and Finance 3. To learn about various methods of costing 4. To decision techniques of marginal costing. 5. To prepare a fixed and flexible budget.

Course Content	Weightage	Contact Hours
Unit 1: Introduction to Cost and Management Accounting Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting. Cost Concepts- Cost classification – Elements of cost - Preparation of cost sheet and quotation. Material cost- direct and indirect material cost, Inventory control techniques levels, EOQ, ABC analysis. Issue of materials to production methods, LIFO and Average methods. Labour cost: direct and indirect labour cost methods of payment of wages including incentive plans - Halsey and Rowan plan, Tailors Piece Rate method. Overheads: features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions.	25%	15
Unit 2: Marginal Costing and Budgetary Control Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing - Break Even Analysis and Importance - Break even chart- P/V ratio - Cost Volume Profit Analysis- Margin of Safety-Angle of Incidence- Problems in Marginal costing. Budgets - Meaning and importance - Budgetary Control-Meaning and Importance-Types of Budgets, practical problems - Flexible Budget and cash Budget,	25%	15
Unit 3: Financial Statement Analysis Comparative Income Statements and Balance Sheets- Common Size Income Statements and Balance Sheet Analysis- Trend Analysis. Ratio Analysis – Introduction, Classification & Interpretation of Ratios- Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios.	25%	15

Unit 4:Cash Flow Statement and Management Reporting Introduction- Concept of Cash- Sources of cash flow Cash from operation- cash from Financing and cash from investment- Inflow and outflow of cash- Preparation of cash flow statements with adjustments. Management Reporting – Meaning and Definitions of reports- Objectives and Purpose Reports to top-level management – Reports to lower-level management- Sample Reports	25%	15
---	------------	-----------

Learning Resources	
1.	Textbook: (Latest Edition): ● Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya Publishing House. ● Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers.
2.	Reference Books: ● Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman Allied Services. ● Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand. ● Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House ● Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education
3.	Journals & Periodicals: 1. Journal of Accounting Research 2. Contemporary Accounting Research 3. Accounting, Organisations and Society
4.	Other Electronic Resources: ther Electronic Resources: www.onlinelibrary.wiley.com ● https://accountinginfocus.com/managerial-accounting-2/introduction-managerial-accounting-2/what-is-managerial-accounting/ ● https://www.coursera.org/lecture/accounting-for-managers/learning-objectives-and-what-is-managerial-accounting-CIrg0 ● https://www.edx.org/course/management-accounting ● https://courses.lumenlearning.com/wm-accountingformanagers/chapter/key-components-of-

	managerial-accounting/
--	------------------------

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement Activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement Activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	● Apply the financial tools in the evaluation of the various targets achievable in future. ● Create the students employable as Finance Managers in the field of Accounting and Finance ● Learn about various methods of costing ● Decide techniques of marginal costing. ● Prepare a fixed and flexible budget.								

COURSE CODE BBA 302	COURSE NAME Legal and Ethical Issues in Business	SEMESTER III
--------------------------------------	---	-------------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Basic knowledge of business concepts and management principles: Familiarity with general law and ethics, along with an understanding of organizational structures and business operations, will be beneficial for grasping the legal and ethical issues discussed in the course.
Course Category	Basic Core Course
Course focus	Law and ethics in business, legal principles governing contracts, sales, leases, and employment law, decision-making processes, corporate governance, and social responsibility, with a focus on global ethical dilemmas and frameworks.
Rationale	1. The course aims to provide students with an understanding of key legal and ethical issues in the business context of India 2. The course will help students analyze ethical dilemmas in business decisions 3. The course will help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisations. 4. The course will help the students gain knowledge about the ways in which organizational and individual factors impact business ethics
Course Revision/ Approval Date:	12 th BoS

Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering the key concepts of business law, including the elements of a contract, types of contracts, and the role of business ethics in organizations. CO2: Understanding the importance of business law and ethics in managing business operations, including the ethical challenges faced by organizations and their stakeholders. CO3: Applying business law principles to real-world scenarios, such as contract formation, sales, leases, and liability issues in business transactions. CO4: Analyzing ethical dilemmas in business situations, considering legal and moral perspectives to propose effective solutions. CO5: Evaluating the impact of ethical decision-making frameworks, corporate governance, and social responsibility on business practices. CO6: Creating ethical decision-making processes for organizations, incorporating legal considerations, ethical frameworks, and corporate social responsibility practices to resolve conflicts and ensure compliance.
--	---

Course Content	Weightage (%)	Contact hours
Unit 1: Introduction to Business Law Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law	25%	15
Unit 2: Sales and Leases Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability; Introduction to Negotiable Instruments, Negotiability, Negotiation and	25%	15

Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers.		
Unit 3: Introduction to Business Ethics The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business; Model curriculum for UG Degree in BBA 76 Issues related to Business Ethics in marketing, finance & human resource functions. Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.	25%	15
Unit 4: The Ethical Decision-making Process Philosophical approaches to ethical decision making; Ethics & Religious approaches; Moral & Legal aspects of ethical decision making: Ethical aspects in Bhagvat Gita; Kautiliya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Karma, Indian philosophy of work ethics; Kautilya's Arthshastra; Introduction to Integral Humanism; Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution.	25%	15

Learning Resources	
5.	Textbook: (Latest Edition): 1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing. 2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson 3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521. 4. Vivekanand, S. To the Youth of India. Advaita Ashrama

6.	Reference Books: 1. Avtar Singh – <i>Business Law</i> (Eastern Book Company) 2. N.D. Kapoor – <i>Elements of Mercantile Law</i> (Sultan Chand & Sons) 3. Andrew Crane & Dirk Matten – <i>Business Ethics</i> (Oxford University Press) 4. Manuel G. Velasquez – <i>Business Ethics: Concepts and Cases</i> (Pearson Education) 5. A.C. Fernando – <i>Business Ethics and Corporate Governance</i> (Pearson Education) 6. L.N. Rangarajan – <i>Kautilya: The Arthashastra</i> (Penguin Classics)
7.	Journals & Periodicals: <i>Journal of Business Law</i> (Sweet & Maxwell) <i>Journal of Business Ethics</i> (Springer)
8.	Other Electronic Resources: India Code – Government Bare Acts & Statutes NPTEL / SWAYAM – Business Law & Ethics Course

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement Activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement Activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	1. Understand basic principles of business law and contracts. 2. Analyze legal and ethical issues in business practices. 3. Apply Indian and global ethical frameworks in decision-making. 4. Demonstrate awareness of CSR, governance, and sustainability. 5. Develop ethical decision-making and critical thinking skills.								

COURSE CODE BBA303	COURSE NAME Human Resource Management	SEMESTER III
-------------------------------------	--	-------------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Students enrolling in this course should have a basic understanding of management principles and organizational structures. Familiarity with fundamental business concepts, communication skills, and an interest in understanding employee behavior and workplace dynamics will help students effectively engage with the course material.
Course Category	Compulsory
Course focus	This course focuses on the strategic and operational aspects of managing people within organizations. It covers key topics such as recruitment, training and development, performance management, employee relations, and compensation. The course emphasizes aligning HR practices with organizational goals, fostering a productive work environment, and ensuring compliance with labor laws. Through case studies, role-plays, and practical exercises, students will gain the skills to address real-world HR challenges effectively.
Rationale	1. The course will enable students to understand how HR plays a functional role, needed for organizational effectiveness and management. 2. Understand the difference between the functional and strategic roles of HR 3. Students will analyse the need for HR planning, Innovation, use of technology, and sector-specific HR needs 4. Understand the innovation in HRM and best practices
Course Revision/ Approval Date:	12 th BoS

Course Objectives (As per Blooms' Taxonomy)	CO1: Remembering key concepts, terms, and principles of Human Resource Management, including staffing, training, and employee development. CO2: Understanding of the role of HRM in achieving organizational objectives, managing talent, and fostering employee engagement. CO3: Applying HRM concepts and practices to real-world situations, such as recruitment, performance management, and conflict resolution within organizations. CO4: Analyzing HR data and practices to identify organizational needs, assess employee performance, and evaluate the effectiveness of HR policies. CO5: Evaluating the impact of HR strategies on organizational performance, employee satisfaction, and overall business success. CO6: Creating HR strategies, policies, and programs to address specific organizational challenges, enhance workforce productivity, and ensure legal compliance.
--	---

Course Content	Weightage	Contact hours
Unit 1: The Nature of HRM Human Resource Management—An Introduction; Human Resource Business Partnership HRM; HRM policies, HRM in a globally competitive environment; Functional HRM; strategic human resource management	25%	15
Unit 2: Plan, Acquire, Develop, Career Management Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management; Career Management Talent Management, Managing the GIG employees and Virtual employees and team	25%	15
Unit 3: Engagement, Performance, compensation management, Industrial Relations, Compliance, Employment relations	25%	15

Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations; Employment Relations		
Unit 4: Technology, HR Analytics, Innovation Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector, Organization Transformation and the Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM, Green HRM and challenges.	25%	15

Learning Resources		
1.	Textbook: (Latest Editions): 1. DeNisi, A.S.,Griffin, R.W and Sarkar, Anita Human Resource Management, Cengage Learning 2. Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms 3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi 4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi 5. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi	
2.	Reference Books: Dessler, G. (2020). Human Resource Management. Pearson Education. Armstrong, M. (2021). Armstrong’s Handbook of Human Resource Management Practice. Kogan Page. Rao, V. S. P. (2020). Human Resource Management: Text and Cases. Excel Books. Aswathappa, K. (2022). Human Resource Management. McGraw-Hill Education. Mathis, R. L., Jackson, J. H., & Valentine, S. R. (2019). Human Resource Management. Cengage Learning. Ulrich, D., Brockbank, W., Johnson, D., & Younger, J. (2012). HR Competencies: Mastery at the Intersection of People and Business. SHRM	
3.	Journals & Periodicals:	

	Human Resource Management Journal (Wiley) The International Journal of Human Resource Management (Taylor & Francis) Academy of Management Journal Journal of Organizational Behavior Industrial Relations Journal Personnel Review
4.	Other Electronic Resources: SHRM Knowledge Center – https://www.shrm.org Harvard Business Review (HBR) – HRM Section ILO (International Labour Organization) – Labour and HRM-related reports McKinsey Insights (HR Trends & Future of Work) NHRD Network Journal (India) ResearchGate & Google Scholar (for HRM-related research articles)

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	1. Gain the ability to design and implement effective HR strategies that align with organizational goals and improve employee performance and engagement. 2. Acquire hands-on experience in HR functions such as recruitment, training, performance management, and employee relations through real-world case studies and practical exercises. 3. Develop the skills to critically assess and evaluate HR practices and their impact on organizational success, employee satisfaction, and retention.	

COURSE CODE BBA304	COURSE NAME Management Information System (MIS)	SEMESTER III
-------------------------------------	--	-------------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lectures	Tutorial	Practical	Total Hours	Lectures	Tutorial	Practical	Total Credit
03	01	0	04	3	1	00	04

Course Prerequisites	Basic understanding of business operations and management. Familiarity with basic concepts of information technology and systems.
Course Category	Compulsory
Course focus	● Fundamentals of Management Information Systems (MIS). ● Database management systems and their applications. ● Information system applications such as DSS, knowledge management, and e-business. ● Project management and its role in information systems. ● Emerging business trends such as outsourcing, e-commerce, and digital economy.
Rationale	The course aims to provide students with comprehensive knowledge and practical skills in managing information systems (MIS), database management, information system applications, and project management using modern tools and methodologies. Students will learn to analyze, design, and implement effective MIS solutions in various business contexts.
Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering: Define the basic concepts of MIS, DBMS, and emerging business trends. CO2: Understanding: Explain the components of IT infrastructure and the role of MIS in decision-making and business processes. CO3: Applying: Apply project management methodologies and agile techniques (e.g., SCRUM) to information systems. CO4: Analyzing: Analyze the structure of database management systems and evaluate their role in data processing and information

	management. CO5: Evaluating: Assess the advantages and limitations of new technologies and business models such as e-commerce, BPO, and KPO. CO6: Creating: Design and implement a project management information system using agile methodologies, focusing on risk control and ethical considerations
--	--

Course Content	Weightage	Contact hours
Unit 1: Fundamentals concepts of MIS Basics concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS, IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era	25%	15
Unit 2: Database management system: Objectives of database approach- Characters of database Management systems data processing system- Components of DBMS packages - Database administration- Entity – Relationship (conceptual)	25%	15
Unit 3: Information system applications: MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge-Based Expert System - Enterprise Model System and E-Business, E-Commerce, E-communication, Business Process Reengineering.	25%	15
Unit 4: Managing Projects Objectives of project management, Fundamentals of project management information systems with agile methodologies - Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era.	25%	15

Learning Resources	
1.	Textbook: (Latest Editions): 1. Laudon, K. C., & Laudon, J. P.. Management information systems: managing the digital firm. Fifteenth Edition. Pearson. 2. Coronel, C., & Morris, S.. Database systems: design, implementation, & management. Cengage Learning. 3. Olson, D. . Information systems project management (First;1; ed.). US: Business Expert Press. 4. Schiel, J. The ScrumMaster Study Guide. Auerbach Publications. 5. The Scrum Master Guidebook: A Reference for Obtaining Mastery" , CHANDAN LAL PATARY 6. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland, J.J. Sutherland 7. Stair, R., & Reynolds, G. Fundamentals of information systems. Cengage Learning
2.	Reference Books: Management Information Systems: Managing the Digital Firm by Kenneth C. Laudon & Jane P. Laudon Database Management Systems by Raghu Ramakrishnan and Johannes Gehrke Information Systems for Managers: Texts and Cases by G. Shainesh, V. G. Narayan Modern Project Management: Providing the Skills to Lead Projects to Success by James P. Lewis E-Commerce 2020: Business, Technology, Society by Kenneth C. Laudon & Carol Guercio Traver
3.	Journals & Periodicals: Journal of Management Information Systems https://www.jmis-web.org/ Information Systems Research https://pubsonline.informs.org/journal/isre MIS Quarterly https://misq.aisnet.org/ Journal of Database Management https://www.igi-global.com/journal/journal-database-management/1134 International Journal of Project Management https://www.journals.elsevier.com/international-journal-of-project-management
4.	Other Electronic Resources: Google Scholar https://scholar.google.com/ ScienceDirect https://www.sciencedirect.com/ IEEE Xplore Digital Library https://ieeexplore.ieee.org/ JSTOR https://www.jstor.org/ ResearchGate https://www.researchgate.net/

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement Activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement Activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	Understand the core concepts of Management Information Systems (MIS), database management, and emerging business trends. Apply knowledge of MIS and database systems to enhance decision-making and streamline business operations. Analyze the role of information systems in project management, including the use of agile methodologies and risk control strategies. Evaluate the impact of technological advancements like e-commerce, BPO, and KPO on modern business practices and management strategies.								

COURSE CODE BBA305	COURSE NAME Indian Systems of Health and Wellness	SEMESTER III
-------------------------------------	--	-------------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lectures	Tutorial	Practical	Total Hours	Lectures	Tutorial	Practical	Total Credit
1	1	0	2	1	1	0	2

Course Prerequisites	Basic understanding of health, wellness, and cultural studies. Familiarity with the concepts of traditional medicine and holistic health approaches
Course Category	Compulsory
Course focus	Exploring ancient Indian health systems, including Ayurveda, yoga, naturopathy, and traditional wellness practices for maintaining physical, mental, and spiritual well-being.
Rationale	1. To understand the importance of a healthy lifestyle 2. To familiarize students with physical and mental health 3. To create an awareness of various lifestyle-related diseases 4. To provide an understanding of stress management
Course Revision/ Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering Recall the historical foundations and key principles of various Indian systems of health and wellness, such as Ayurveda, Yoga, Unani, and Siddha. CO2: Understanding Explain the relationship between mind, body, and spirit in the context of Indian wellness traditions. CO3: Applying Apply Ayurvedic principles to daily lifestyle and nutrition choices for optimal health and wellness. CO4: Analyzing Analyze the role of Indian systems of health in promoting wellness in modern society.

	CO5: Evaluating Evaluate the effectiveness of Indian wellness practices in addressing modern health challenges. CO6: Creating Design a wellness plan integrating practices from Ayurveda, Yoga, Unani, or Siddha for personal or community health.
--	--

Course Content	Weightage	Contact hours
Unit 1: Introduction to Health & Wellness • Definition of Health • Importance of health in everyday life • Components of health – physical, social, mental, spiritual and its relevance • Concept of wellness • Mental health and wellness • Determinants of health behaviour	25%	7
Unit 2: Mind Body and Well-Being • Mind-body connection in health – concept and relation • Implications of mind-body connection • Wellbeing – why it matters? • Digital wellbeing	25%	8
Unit 3: Deficiency & Diseases • Malnutrition, undernutrition and overnutrition • Body system and common diseases • Sedentary lifestyle and risk of disease • Modern lifestyle and associated health risks	25%	7
Unit 4: Indian system of well being • Health beliefs of India • Health systems in India – AYUSH. • Perspective of Indigenous people towards health • Happiness and well-being in India	25%	8

Learning Resources	
1.	Textbook: (Latest Editions): Indian Systems of Health and Wellness by Dr. Chandan Raj SM, Rashmin MG Prakash Publication
2.	Reference Books: Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge C. Nyambichu & Jeff Lumiri, Lifestyle Disease: Lifestyle Disease management
3.	Journals & Periodicals: Indian Journal of Health and Wellbeing (IJHW) Journal of Ayurveda and Holistic Medicine (JAHM) Journal of Indian System of Medicine
4.	Other Electronic Resources: Traditional Knowledge Digital Library (TKDL): AYUSH Digital Initiatives eBooks - NML-ERMED Consortium

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	After Completion of the Course the students will be able to: ● Gain an in-depth understanding of the historical and philosophical foundations of Indian systems of health and wellness, such as Ayurveda, Yoga, Naturopathy, and Siddha, and how these systems promote holistic well-being. ● Apply Ayurvedic concepts to contemporary health and wellness practices, including personalized diet plans, lifestyle modifications, and the use of herbs and natural remedies for preventive healthcare. ● Develop the ability to incorporate yoga and meditation techniques for physical and mental health, understanding their therapeutic benefits for stress management, mental clarity, and overall wellness. ● Gain insights into how Indian systems of health and wellness advocate for sustainable, natural practices that emphasize balance in diet, physical activity, and mental health, and learn how to integrate these principles into modern healthcare and wellness initiatives.	

COURSE CODE AECC301	COURSE NAME Entrepreneurship Development	SEMESTER III
--------------------------------------	---	-------------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
2	0	0	2	2	0	0	2

Course Prerequisites	Domain Knowledge business and new startup
Course Category	AECC
Course focus	This course introduces students to the fundamentals of entrepreneurship, covering the entrepreneurial mindset, venture creation, feasibility analysis, and business plan development. It emphasizes creativity, innovation, and problem-solving, while also equipping learners with practical knowledge of financial and non-financial feasibility, project report preparation, and investor pitching.
Rationale	Entrepreneurship is a key driver of economic growth, job creation, and innovation. This course is designed to help students: • Understand the role of entrepreneurs in fostering economic development. • Develop entrepreneurial skills such as creativity, risk-taking, and opportunity recognition. • Apply tools and techniques for feasibility analysis and venture creation. • Gain practical experience in preparing business plans and detailed project reports. • Explore financing opportunities including venture capital, angel investment, and government schemes, with special emphasis on women entrepreneurs.
Course Revision/ Approval Date:	12 th BOS

Course Objectives (As per Blooms' Taxonomy)	1. Introduce students to the concept, process, and importance of entrepreneurship in economic and social development. 2. Develop entrepreneurial knowledge, skills, and motivation required to initiate and sustain a venture. 3. Encourage creativity and innovation in generating business ideas and identifying viable opportunities. 4. Equip students with tools to conduct comprehensive feasibility studies covering market, technical, operational, legal, human resource, and financial aspects. 5. Familiarize students with financing options including government schemes, venture capital, and angel investment, with special focus on women entrepreneurs. 6. Enable students to prepare, structure, and pitch a Detailed Project Report (DPR) and Business Plan to potential investors.
--	--

Course Content	Weightage	Contact hours
Unit 1: Entrepreneurship Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship. Entrepreneurial Motivation.	20%	07
Unit 2: Starting the Venture Creativity and Entrepreneurship, Steps in Creativity; Product Design & Influencing Factors (Legal, Ethical & Environmental); Generating business idea– sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis;	20%	05
Unit 3: Feasibility Study (Non-Financial Aspects) Market feasibility, Technical feasibility, operational feasibility, Legal feasibility, Human Resource Feasibility, Supply Feasibility	20%	05
Unit 4: Feasibility Study (Financial Aspects) Cost classification- Fixed vs. Variable; Cost Determination- Material, Labour, Overheads; Product Profitability- Concepts of Break-even, Margin of Safety, Angle of Incidence, Key-factor, Profit-Volume ratio; Balance Sheet & Profit & Loss Account- Concepts & Structure; Budgeting; Financing Schemes from Government, specially schemes	20%	05

for women; Venture Capital & Angel Investing.		
Unit 5: Detailed Project Report and Business Plan: Project Report- components ; Preparation of Business Plan; Pitching the Business Plan, Attracting Angel Investors. (A group of THREE students will prepare a DPR, and Business Plan on selected product or service in the course as a Project/Assignment)	20%	08

Learning Resources	
5.	Textbook: (Latest Editions): 1. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). <i>Entrepreneurship</i> . McGraw-Hill Education. 2. Barringer, B. R., & Ireland, R. D. (2019). <i>Entrepreneurship: Successfully Launching New Ventures</i> . Pearson Education. 3. S. S. Khanka (2012). <i>Entrepreneurial Development</i> . S. Chand Publishing.
6.	Reference Books: 1. Kuratko, D. F. (2016). <i>Entrepreneurship: Theory, Process and Practice</i> . Cengage Learning. 2. Bessant, J., & Tidd, J. (2015). <i>Innovation and Entrepreneurship</i> . Wiley. 3. Dollinger, M. J. (2008). <i>Entrepreneurship: Strategies and Resources</i> . Prentice Hall. 4. Vasant Desai (2011). <i>Dynamics of Entrepreneurial Development and Management</i> . Himalaya Publishing.
7.	Journals & Periodicals: Journal of Business Venturing (Elsevier) Entrepreneurship Theory and Practice (SAGE) Small Business Economics (Springer) International Journal of Entrepreneurial Behavior & Research Indian Journal of Entrepreneurship (Indian Academy of Entrepreneurship Development)
8.	Other Electronic Resources: NITI Aayog – Atal Innovation Mission (https://aim.gov.in) Startup India Portal (https://www.startupindia.gov.in) MSME Schemes and Policies (https://msme.gov.in) Harvard Business Review – Entrepreneurship Articles (https://hbr.org) MIT OpenCourseWare – Entrepreneurship Courses (https://ocw.mit.edu)

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table border="1"> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement Activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement Activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	1. Understand Entrepreneurship. 2. Understand Business Models and Planning for Business.								

3. Understand Operations and Management in business.

COURSE CODE VACC-301	COURSE NAME Communicative English & Employability Skills (Intermediate Communication & Presentation Skills-III)	SEMESTER III
---------------------------------------	--	-----------------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	2	2	0	0	2

Course Pre-requisites	Basic Communication skills and knowledge
Course Category	Skill Enhancement / Employability Development
Course focus	Public Speaking, Group Discussions, Writing Basics
Rationale	To develop oral communication and presentation skills essential for professional and group settings.
Course Revision / Approval Date:	12 th BOS
Course Objectives (As per Blooms' Taxonomy)	· CO1: Define elements of effective public speaking. · CO2: Understand the dynamics of group discussions and debates. · CO3: Design structured and coherent short speeches. · CO4: Evaluate presentation content and body language. · CO5: Analyze the use of tone, pace, and vocabulary in verbal communication.

Course Content	Weightage	Contact hours
UNIT 1: Communicative English practice exercises on nouns, verbs, adjectives, adverbs; Public Speaking & Body Language , Presentation techniques, posture, tone and eye contact, Language for Presentations.		
UNIT 2: Vocabulary for Group Discussions and Meetings, Polite disagreement, suggestions, turn-taking. Reading at Intermediate level. Group discussions and debates		
UNIT 3: Basic business Communication Writings, Format, Email, Report, Short Messages and Proposal writings. Employability skills including Resilience, handling criticism, problem-solving skills.		

Learning Resources	
1	Textbook: <i>Presentation Skills for Students</i> by Joan van Emden & Lucinda Becker
2	Reference Books: · <i>Public Speaking for Success</i> by Dale Carnegie · <i>Developing Communication Skills</i> by Krishna Mohan & Meera Banerji · <i>English for Presentations</i> by Marion Grussendorf (Oxford Business English)
3	Journals & Periodicals: · Journal of Business Communication · Harvard Business Review (Communication section)
4	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100		
End Semester Marks	40 marks		
Continuous Evaluation 60 marks	Class Participation	20 marks	
	Quiz	5 marks	
	Skill Enhancement activities/ Case Study/ Report Writing	25 marks	
	Presentation	10 marks	
Course Outcomes	- Students will be able to deliver clear and structured public speeches with effective body language. - Students will participate confidently in group discussions and collaborative tasks. - Students will write basic professional emails, reports, and proposals. - Students will assess communication effectiveness using appropriate vocabulary and tone. - Students will enhance verbal fluency and articulation for academic and professional settings.		

School of Management Studies & Liberal Arts

BBA GENERAL

Semester - V

SYLLABUS

W.E.F: AY 2025 – 26

GSFC University

**School of Management Studies & Liberal Arts (SoM&LA),
Vigyan Bhavan, P.O. Fertilizer Nagar, Vadodara - 391750, Gujarat, India**

BBA (General)

COURSE CODE	COURSE NAME	SEMESTER
BBA501	Strategic Management	V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Basic understanding of business and management principles. Familiarity with organizational structures, decision-making processes, and corporate governance.
Course Category	Core
Course focus	Fundamentals of strategy and strategic management. Strategic analysis using tools like SWOT, BCG, and industry analysis. Formulating strategies for growth, expansion, and diversification. Implementing and controlling strategies for effective business performance.
Rationale	1. To enhance the ability to do the job of a general manager responsible for strategic performance. Specifically, to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) into a cohesive whole. 2. Analyse the competitive situation and evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering: Define key concepts related to strategic management, including strategy, corporate governance, and social responsibility. CO2: Understanding: Explain the strategic management process and different levels of strategy in an organization. CO3: Applying: Apply industry analysis tools such as SWOT, BCG Matrix, and value chain analysis to assess strategic capabilities.

	CO4: Analyzing: Analyze internal and external environments to forecast industry trends and formulate strategies. CO5: Evaluating: Evaluate the effectiveness of different corporate strategies including diversification, growth, and mergers & acquisitions. CO6: Creating: Develop and implement strategies based on business goals, sustainability, and innovation for competitive advantage.

Course Content	Weightage	Contact hours
Unit 1: Introduction to Strategy The objectives of this topic is to understand concept of "strategy", and discuss the most common elements of strategy; the topic also undertakes the evolution of strategic management thinking over the decades; the topic covers the importance of strategic thinking and gives insight into how the firms build and sustain competitive advantage. Strategy – concept, relevance, role and benefits; Importance of Strategic Management; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance, Social Responsibility and Ethics in Strategic Management	25%	15
Unit 2: Strategic Analysis The objective of the unit are to evaluate the value-capturing ability of incumbents in an industry using the industry analysis tools, to forecast industry profitability from shifts in underlying conditions and forces; to understand the industry for strategy formulation. Environmental appraisal- Scanning the Environment ,Technological, Social, Cultural, Demographic, Political, Legal; Evaluating Company's External Environment: Components of External Environment; Analysis of the general environment; Nature, Characteristics, Types and Approaches of External environment, Key External Forces, Industry Analysis – Analysis of the competitive environment ; Analysis of the Internal environment: Strategic capability, Nature, Characteristics, Types and Approaches to internal environment; Value chain analysis , Experience Curve, SWOT analysis, BCG Matrix, GE- Cell Matrix	25%	15
Unit 3 Strategy Formulation The objectives of the Unit are to review corporate strategy for a diversified firm and identify the sources of corporate advantage; to understand the mechanism of diversification leading to value creation. It also helps to	25%	15

develop understanding about the different corporate strategies which are crucial for the survival, growth and expansion of the business. Business Strategy Formulation: Generic strategies; Functional areas and link between business strategy and functional strategy; Corporate Strategy Formulation: Creating value and diversification; Strategic alliances; International expansion strategies; Introduction to strategies of growth, stability and renewal, types of growth strategies concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures); Types of renewal strategies retrenchment and turnaround. Strategic fundamentals of merger & acquisitions		
Unit 4: Strategy Implementation and Control The objectives of this topic are to understand the importance of internal alignment and learn to leverage temporary opportunities into sustainable advantages; the topic also dwells in Value Innovation, Business Delivery System Innovation and Eco System Innovation for sustainable business performances. Structural Implementation; Functional and Operational Implementation; Behavioral Implementation; Strategy Evaluation and Control; Strategic leadership; Strategic control and corporate governance; Issues in Strategy Implementation; Creating effective organizational designs; Strategy and society; Managing innovation and fostering corporate entrepreneurship; Integration of Functional Plans and Policies Strategy Evaluation and Control - Operational Control - Overview of Management Control.	25%	15

Learning Resources	
	Textbook: (Latest Edition): Thomas L Wheelen, J David Hunger, Alan N Hoffman, Charles E Bamford and Purva Kansal . Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition, Pearson. Frank T Rothaermel . Strategic Management – 5th Edition (Indian), McGraw Hill
2	Reference Books: Strategic Management: Concepts and Cases by Fred R. David Crafting and Executing Strategy: The Quest for Competitive Advantage by Arthur A. Thompson, A.J. Strickland, and John E. Gamble Strategic Management: Text and Cases by Gregory G. Dess, Gerry McNamara, Alan E. Eisner Exploring Corporate Strategy by Gerry Johnson, Kevan Scholes, Richard Whittington Competitive Strategy: Techniques for Analyzing Industries and Competitors by Michael E. Porter

3	Journals & Periodicals: Strategic Management Journal https://onlinelibrary.wiley.com/journal/10970266 Harvard Business Review https://hbr.org/ Journal of Business Strategy https://www.emerald.com/insight/publication/issn/0275-6668 Journal of Strategic and International Studies https://www.jstor.org/journal/jsis Academy of Management Journal https://journals.aom.org/journal/amj
4	Other Electronic Resources: 1. Google Scholar https://scholar.google.com/ 2. ScienceDirect https://www.sciencedirect.com/ 3. JSTOR https://www.jstor.org/ 4. SSRN (Social Science Research Network) https://www.ssrn.com/ 5. ResearchGate https://www.researchgate.net/

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks		
	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks

Course Outcomes	Understand the fundamental concepts and processes of strategic management, including the role of strategy in achieving competitive advantage. Apply strategic analysis tools to assess business environments and evaluate external and internal factors affecting strategy formulation. Analyze various strategies such as diversification, growth, and corporate alliances to determine their impact on business performance. Create actionable strategic plans for business expansion, sustainability, and innovation by leveraging organizational resources and capabilities.
------------------------	--

COURSE CODE	COURSE NAME	SEMESTER
BBA502	Logistics and Supply Chain Management	V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	A basic understanding of business operations, logistics, and e-commerce concepts is recommended. Familiarity with management principles and operational strategies will aid in comprehending supply chain management topics.
Course Category	Core Course
Course focus	Supply chain management, network design, sourcing, pricing strategies, and demand-supply coordination. Aligning supply chains with business strategies, optimizing costs, and understanding global market dynamics.
Rationale	1. To understand the strategic role of supply chain management in enhancing organizational competitiveness. 2. To explore the design and optimization of supply chain networks, particularly for e-commerce 3. To examine the impact of sourcing and pricing decisions on supply chain efficiency and effectiveness. 4. To develop skills in coordinating and managing supply and demand in a globalized market environment.
Course Revision/ Approval Date:	

BBA (General)

Course Objectives (As per Blooms' Taxonomy)	CO1 : Remembering the key components of supply chain management, including drivers, metrics, and the role of strategic fit. CO2: Understanding how to align supply chain strategies with business objectives and operational capabilities to enhance organizational performance. CO3: Applying supply chain design principles and sourcing strategies to real-world scenarios, considering e-commerce dynamics and global supply networks. CO4: Analyzing supply chain performance using metrics, identify areas for improvement, and evaluate the impact of design choices on operational efficiency. CO5: Evaluating sourcing, pricing, and demand-supply coordination strategies to optimize cost-efficiency and align with business goals. CO6: Creating supply chain networks and strategies that align with business objectives, leveraging e-business applications and global market considerations for enhanced responsiveness and competitiveness.
--	---

Course Content	Weightage(%)	Contact hours
Unit 1:Introduction to Supply Chain Management This unit explores the role of supply chain management in organizations, achieving strategic fit, and understanding supply chain drivers and metrics. Students will learn about the integral nature of supply chains in aligning business strategies with operational capabilities to enhance performance and competitiveness.	25%	15
Unit 2: Supply Chain Network Design Students will learn to design distribution networks with a focus on e-business applications and global supply chain networks. This unit covers the strategies and challenges of creating efficient and responsive supply chain networks that align with business objectives and the dynamic nature of global markets.	25%	15
Unit 3 Sourcing and Pricing Strategies This unit addresses sourcing decisions and pricing management within supply chains. Students will explore various sourcing strategies and pricing models that can be employed to optimize revenue management and cost-efficiency in supply chains, with a particular focus on e-commerce dynamics.	25%	15
Unit 4: Demand and Supply Coordination Focusing on the synchronization of demand forecasting, aggregate planning, and sales operations planning, this unit teaches students how to coordinate supply chain activities to balance demand and supply efficiently. Key topics include	25%	15

demand forecasting techniques, aggregate planning strategies, and the importance of coordination across the supply chain.		
---	--	--

Learning Resources	
1.	Textbook: (Latest Edition): 1. Supply Chain Management: Strategy, Planning, and Operation, 7th ed., by Sunil Chopra & Peter Meindl, Pearson. 2. Logistics & Supply Chain Management, 5th ed., by Martin Christopher, Pearson. Suggested Case Topics: ● Dell's direct model in PC manufacturing: Integration of supply chain and ebusiness. Model curriculum for UG Degree in BBA 128 ● Starbucks' sustainable sourcing practices: A supply chain perspective. ● Walmart's supply chain management strategies for global dominance.
2.	Reference Books: Chandra, P. – <i>Supply Chain Management: Concepts and Cases</i> (Tata McGraw Hill) Hugos, Michael H. – <i>Essentials of Supply Chain Management</i> (Wiley)
3.	Journals & Periodicals: Supply Chain Management: An International Journal (Emerald Insight) Economic Times – Supply Chain & Logistics (India)
4.	Other Electronic Resources: Emerald Insight: <i>Supply Chain Management: An International Journal and International Journal of Physical Distribution & Logistics Management.</i> EBSCO Business Source Complete

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks

Continuous Evaluation 40 marks		
	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	CO1: Explain the role of supply chain management in organizations and evaluate how strategic fit, supply chain drivers, and metrics influence organizational performance. CO2: Analyze and design efficient supply chain network structures, including distribution networks, e-business applications, and global supply chain challenges. CO3: Apply appropriate sourcing strategies and pricing models to optimize cost-efficiency and revenue management in dynamic e-commerce supply chains. CO4: Develop demand forecasting and aggregate planning strategies to achieve effective demand–supply coordination in supply chains& Integrate supply chain design, sourcing, pricing, and demand–supply coordination to enhance competitiveness and strategic alignment in business operations.	

Marketing Specialization (Elective)

COURSE CODE	COURSE NAME	SEMESTER
BBAMM501	B2B Marketing	V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Basic understanding of the Principles of Marketing.
Course Category	Elective/Specialization
Course focus	The course focuses on bridging theoretical knowledge with practical B2B marketing skills through real-world industry exposure.
Rationale	This course is designed to equip students with specialized knowledge of B2B marketing practices, helping them apply concepts to industrial markets, understand organizational buying, and develop skills relevant to modern business-to-business contexts.
Course Revision/ Approval Date:	

Course Objectives (As per Blooms' Taxonomy)	Co1.Remember: Define B2B marketing concepts and scope. Co2.Understand: Differentiate B2B from B2C markets. Co3.Apply: Use buying behaviour and segmentation concepts. Co4.Analyze: Evaluate marketing mix in a B2B context. Co5.Evaluate: Compare strategies for B2B promotion and distribution & develop a simple B2B plan for a local business.
--	--

Course Content	Weightage	Contact hours
Unit 1: Introduction to B2B Marketing - Meaning and scope of B2B marketing - Key differences: B2B vs B2C - Types of industrial customers and markets - Current trends and B2B market environment	25%	15
Unit 2: Organisational Buying Behaviour - Key characteristics of organisational buyers - Buying roles and the buying centre - Buying situations: new task, modified rebuy, straight rebuy - Steps in the buying decision process	25%	15
Unit 3: Segmentation, Targeting & Positioning - Need for segmentation in industrial markets - Bases for segmenting B2B markets (industry type, size, usage) - Approaches to targeting industrial segments - Positioning strategies and practical examples	25%	15
Unit 4: B2B Marketing Mix Product strategies: customisation, technical support, warranties	25%	15

• Pricing approaches: negotiation, tenders, discounts • Distribution methods: direct selling, industrial channels, logistics partners • Promotion mix: personal selling, trade fairs, technical demos • Relationship selling: trust building and long-term customer management		
Unit 5: Digital & Practical Applications • E-commerce basics and B2B portals • LinkedIn and email marketing for B2B • Sustainability and ethics in B2B contexts • Guest talk, field visit, mini B2B marketing plan project		

Learning Resources	
1.	Textbook: (Latest Edition): Berman, Evan, Chatterjee: Retail Management, A Strategic Approach (2018), Pearson Education (Chapter 9, 10) Levy, Weitz and Pandit; Retailing Management, McGraw Hill Education, (Chapter 3, 11, 13, 18)
2.	Textbook: • Havaladar, K. K. (2010). Industrial Marketing. McGraw-Hill Education.
3.	Reference Books: • Mukerjee, K. (2009). Business-to-Business Marketing: Concepts and Cases. PHI Learning Pvt. Ltd. • Fill, C., & Fill, K. E. (2005). Business-to-Business Marketing: Relationships, Systems and Communications. Pearson Education. • Jobber, D., & Ellis-Chadwick, F. (2019). Principles and Practice of Marketing. McGraw-Hill Education.
4.	Journals & Periodicals: • Industrial Marketing Management (Elsevier) • Journal of Business & Industrial Marketing (Emerald) • Journal of Business-to-Business Marketing (Taylor & Francis) • B2B Marketing Magazine • Marketing Week • Harvard Business Review (relevant B2B articles)
	Other Electronic Resources: • Websites of industry associations (e.g., B2B International, Confederation of Indian Industry - CII) • Trade portals like Alibaba B2B, India MART, TradeIndia

	• Practical tools: LinkedIn Sales Navigator, HubSpot B2B blogs • Selected LinkedIn Learning B2B marketing tutorials and webinars • Online whitepapers and practical reports from McKinsey, Deloitte, and Gartner
--	--

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	CO1: Define B2B marketing concepts. CO2: Understand differences between B2B and B2C markets. CO3:Design simple B2B frameworks. CO4:Evaluate marketing mix and strategies. CO5: Analyze real B2B market cases.	

COURSE CODE	COURSE NAME	SEMESTER
BBAMM502	Sales Marketing / Management	V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Basic understanding of Marketing
Course Category	Elective
Course focus	This course focuses on understanding the fundamentals of sales management,

Rationale	To impart knowledge and skills to develop an understanding of concepts, which will help in designing sound programs for organizing and managing the sales force. The course will use the Indian environment as the backdrop though it will also draw from international experiences whenever needed.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: To understand the key concepts and importance of sales management in modern businesses. CO2: To learn the processes of recruiting, training, and evaluating sales personnel. CO3: To explore strategies for motivating the sales team, designing compensation plans, and managing sales events. CO4: To gain insights into evaluating and controlling sales performance through budgeting and analysis. CO5: To apply sales management principles to online and internet-based sales operations.

Course Content	Weightage	Contact hours
Unit 1: Introduction to Sales Management Meaning, nature, and importance of sales management in modern businesses; roles and responsibilities of sales manager, personal selling and salesmanship, selling process.	25%	15
Unit 2: Organization of Sales Force Recruiting sales personnel - planning; sources, selecting sales personnel, executing and evaluating sales training programs, sales information system & planning: sales skills	25%	15

Unit 3 Directing Sales Force Operations Motivating sales personnel, designing and administering compensation plans for the sales force – financial and non-financial compensation methods, sales meetings and sales contests, sales quotas, and sales territories	25%	15
Unit 4: : Evaluating and Controlling Sales Force The sales budget; analysis of sales volume & profitability; and evaluating salesperson's performance; selling agents for internet trading..	25%	15

Learning Resources	
1.	Textbook: (Latest Edition): 1. Jobber, D., Lancaster, G. Selling and Sales Management. Pearson Education. 2. Johnston, M. W., Marshal, G. W. Sales Force Management. New Delhi: Tata McGraw-Hill Education. 3. Spiro, R., Rich, G., & Stanton, W. Management of a Sales Force. New Delhi: Tata McGraw-Hill Education. 4. Panda T, Sachdev S. Sales and Distribution Management. Oxford University Press 5. Havaladar, Krishna K. Sales and Distribution Management. Tata McGraw Hill 6. Gupta S. L. Sales & Distribution Management: Text & Cases in Indian Perspectives. Excel Books 7. Still, Kundiff, Govoni. Sales and Distribution Management. PHI
2.	Reference Books: Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni – Sales and Distribution Management (Pearson Education). J.P. Mahajan & Anupama Mahajan – Sales Management (McGraw Hill India)
3.	Journals & Periodicals: Journal of Marketing – American Marketing Association. Journal of Business & Industrial Marketing – Emerald Insight Sales & Marketing Management Magazine – smmmagazine.com Harvard Business Review (HBR) – hbr.org
4.	Other Electronic Resources: ProQuest / ABI-Inform Global → Articles on sales force management & performance evaluation. EBSCO Business Source Complete → Full-text journals in sales & marketing.

Evaluation Scheme		Total Marks: 100	
Mid Marks	Semester	20 marks	
End Marks	Semester	40 marks	
Continuous Evaluation 40 marks			
	Class Participation		10 marks
	Quiz		5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper		15 marks
	Presentation		10 marks
Course Outcomes		CO1: Explain the sales manager's role, sales process, and the importance of personal selling. CO2: Apply recruitment, training, and evaluation techniques to improve sales performance. CO3: Create strategies for motivating sales personnel, including compensation and incentive plans. CO4: Analyze and control sales force performance using sales budget and performance metrics. CO5: Evaluate and implement sales management practices in e-commerce and online sales environments.	

Financial Specialization (Elective)

COURSE CODE BBAFM501	COURSE NAME Investment Analysis and Portfolio Management	SEMESTER V
---------------------------------------	---	-----------------------------

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

BBA (General)

Course Prerequisites	Fundamental knowledge of Investment and Portfolio Management
Course Category	Financial Specialization Elective
Course focus	The course will provide the detailed insight for the various tools and techniques for the evaluation of portfolio of the investor's with the proper evaluation of the Risk and Return parameters that have been involved in the investment decision making for the investors.
Rationale	1. Knowledge about investments, their importance, and difference from speculation 2. Exposure about the financial markets, utility and securities 3. Understanding about Fundamental and Technical analysis 4. Knowledge about importance of investing in a portfolio and its management
Course Revision/ Approval Date:	This course will focus on basics fundamentals of investment, financial markets and technical and fundamental analysis for the evaluation of portfolio and the valuation.
Course Objectives (As per Blooms' Taxonomy)	CO1: To Understand the foundational concepts of investment by defining key terms, differentiating investment from speculation, and explaining the objectives, characteristics, and processes involved in making investment decisions. CO2: To Analyze the structure and functioning of various financial markets by identifying their types, participants, instruments, and regulatory bodies, and assessing their economic utility. CO3: To Evaluate investment opportunities through the application of fundamental and technical analysis by interpreting macroeconomic indicators, industry trends, company financials, and technical tools to make informed investment decisions. CO4: To Create an optimized portfolio by applying portfolio management theories, diversification principles, and risk-return measurement tools to achieve efficient asset allocation and maximize returns.

Course Content	Weightage	Contact hours
Unit 1 Conceptual Framework of Investments Defining Investment, Describing Investments – Objectives, Characteristics, Process, Difference from speculation	25%	15
Unit 2: Financial Markets	25%	15

What are Financial Markets, Economic Utility, Different types of Financial Markets, Exchange vs OTC, Participants; Instruments in Debt Markets – Money Market, Bond Market; Instruments in Equity Markets – Shares, IPOs; Other Markets – Foreign Exchange, Commodities, Gold, Derivatives; Investment Avenues – Debt, Equity, Deposits, Mutual Funds; Regulatory Bodies – RBI and SEBI – Roles and Responsibilities		
Unit 3 Fundamental and Technical Analysis What is Fundamental Analysis? Investor mindset; Challenges in execution; Macroeconomic analysis – Domestic vs Global; Valuation impact of GDP, Inflation, Interest rate, Money supply; Industry analysis - Industry life cycle, Business cycle; Company analysis – Financial Statement Analysis, Valuation of equity and debt; What is Technical Analysis – Difference from Fundamental Analysis; Investor mindset; Challenges in execution; Chart types: line charts, candle stick, point and chart figures; Tools - Dow's Theory, Elliot wave, patterns - Trends, flags, cup and handle, triangles, Model curriculum for UG Degree in BBA 196 head& shoulders, Bollinger bands, technical indicators - Simple Moving Averages, MACD, RSI, ROC	25%	15
Unit 4: Portfolio Management Efficient Market Hypothesis, Concept of portfolio and portfolio management, concept of risk-return using CAPM, Diversification, types of portfolio management – active vs passive, Asset allocation decision, Markowitz Portfolio Theory; Measurement of portfolio risk and return - Sharpe, Treynor's and Jensen Ratios	25%	15

Learning Resources	
1	Textbook: (Latest Edition): 1. Elton, J. E., Gruber, M. J., Brown, S. J., Modern Portfolio Theory and Investment Analysis, Wiley 2. Reilly, F.K., Brown, K. C., Analysis of Investments and Management of Portfolios, Cengage Learning 3. Chandra, P., Investment Analysis and Portfolio Management, McGraw Hill 4. Kevin, S., Security Analysis and Portfolio Management, PHI Learning
2	Reference Books: Prasanna Chandra – <i>Investment Analysis and Portfolio Management</i> (McGraw Hill) Donald E. Fischer & Ronald J. Jordan – <i>Security Analysis and Portfolio Management</i> (Pearson Education)
3	Journals & Periodicals: Journal of Finance – American Finance Association (Wiley) Journal of Portfolio Management (JPM) – Institutional Investor Journals Strong foReview of Financial Studies (RFS) – Oxford University Press

	Journal of Financial Economics (JFE) – Elsevier Economic Times – Markets & Investing Section (India) Business Standard – Markets (India) Financial Express – Investments & Mutual Funds (India)
4	Other Electronic Resources: ProQuest / ABI-Inform Global – Research papers & market studies. EBSCO Business Source Complete – Full-text articles on investment & financial markets.

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table border="1"> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement Activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement Activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	Co1.Students will be able to Understand the foundational principles of investment, distinguish between investment and speculation, and articulate the objectives, characteristics, and processes of effective investment decisions. Co2.Students will be able to Analyze a comprehensive understanding of financial markets by classifying their types, identifying key participants and instruments, and evaluating the role of regulatory bodies like RBI and SEBI in ensuring economic utility. Co3.Students will be able to evaluate fundamental and technical analysis methods to evaluate macroeconomic indicators, industry and company performance, and technical chart patterns to make informed investment decisions. Co4.Students will be able to create an efficient investment portfolio by leveraging portfolio theories, risk-return optimization techniques, and performance measurement tools to achieve strategic financial goals.								

COURSE	CODE	COURSE NAME	SEMESTER
BBAFM502		Financial Derivatives	V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Fundamental knowledge of financial markets and institutions, including how capital markets function and the role of different market participants. Basic competency in business mathematics and statistics, especially in areas like probability, regression, and data interpretation for pricing models and risk evaluation.
Course Category	Elective
Course focus	Derivative Instruments, Risk Management, Financial Modeling, Trading Strategies, Employability
Rationale	Financial Derivatives is a specialized course aimed at equipping students with a deep understanding of derivative instruments like forwards, futures, options, swaps, and more complex products such as interest rate and credit derivatives. The course explains how these instruments derive value from their underlying assets and how they can be used effectively for hedging, speculation, and arbitrage. It also covers pricing models and introduces analytical tools used in derivative valuation. With financial risk becoming a central concern in business strategy, this course empowers students with the necessary skills for roles in trading, treasury, and risk management.
Course Revision/ Approval Date:	

Course Objectives (As per Blooms' Taxonomy)	CO1: To understand the basic concepts and terminologies of financial derivatives, including forwards, futures, options, and swaps, along with their features and market participants. CO2: To apply pricing models and valuation techniques for various derivative instruments, including the Black-Scholes model, binomial models, and cost-of-carry models. CO3: To analyze hedging, speculation, and arbitrage strategies using derivative instruments in different market scenarios. CO4: To gain insights into evaluating and controlling sales performance through budgeting and analysis. CO5: To Evaluate the effectiveness and risks of derivative-based strategies in portfolio and risk management.
--	---

Course Content	Weightage	Contact hours
Unit 1: Introduction to Derivatives What are Derivatives; Structure of common derivatives – Forwards, Futures, Options; Use of derivatives; Challenges in using derivatives; Exposure to equity, currency, agricultural and non-agricultural commodity derivatives; Derivatives available to retail customers and corporates; Derivative exchanges and OTC derivatives	25%	15
Unit 2: Derivative Pricing Pricing of Forwards and Futures; Cost of carry; Convergence of forwards, futures and underlying asset price; Contango and Backwardation; Differences between forwards and futures; Binomial Option Pricing Model; Concept of hedging using underlying asset; Delta; CRR model; Black Scholes Option Pricing Model - application	25%	15
Unit 3 Interest Rate and Credit Derivatives Fixed rate vs Floating rate borrowing and investments; Forward Rate Agreements; Interest rate swaps; Currency Swaps; Credit Default Swap; Collateralized Debt Obligation; Role of credit derivatives in 2008-09 Global Financial Crisis	25%	15
Unit 4: Derivatives in Risk Management	25%	15

Business risk from volatility in revenues and expenses; Risk in agriculture and commodity businesses; Risk in global businesses; Goal of Risk Management; Utilisation of vanilla derivatives for risk management using Case studies		
---	--	--

Learning Resources	
1	Textbook: (Latest Edition): Jobber, D., Lancaster, G. Selling and Sales Management. Pearson Education. Johnston, M. W., Marshal, G. W. Sales Force Management. New Delhi: Tata McGraw-Hill Education. Spiro, R., Rich, G., & Stanton, W. Management of a Sales Force. New Delhi: Tata McGraw-Hill Education. Panda T, Sachdev S. Sales and Distribution Management. Oxford University Press Havaladar, Krishna K. Sales and Distribution Management. Tata McGraw Hill Gupta S. L. Sales & Distribution Management: Text & Cases in Indian Perspectives. Excel Books 7. Still, Kundiff, Govoni. Sales and Distribution Management. PHI
2	Journals and Periodicals - Options, Futures, and Other Derivatives by John C. Hull - Derivatives Markets by Robert L. McDonald - Financial Derivatives: Theory, Concepts and Problems by S.L. Gupta - Introduction to Derivatives and Risk Management by Don M. Chance and Robert Brooks - Fundamentals of Futures and Options Markets by John C. Hull
3	Journals & Periodicals: - Journal of Derivatives - Review of Derivatives Research - Journal of Financial Engineering - Harvard Business Review (Finance Section) - The Economic Times – Markets Section
4	Other Electronic Resources: - NSE Academy & NISM Certifications (www.nseindia.com) - Coursera: “Financial Engineering and Risk Management” – Columbia University - TedX: “Introduction to Derivatives” – IIMBx - Investopedia – Derivatives Tutorials - YouTube: CFA Institute, Bionic Turtle (FRM prep), NSE Live Classes

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks

End Semester Marks	40 marks	
Continuous Evaluation 40 marks		
	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes		

HR Specialization (Elective)

COURSE CODE	COURSE NAME	SEMESTER
BBAHR501	Change Management and Organizational Development	

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Basic understanding of HR and organization
Course Category	HR Elective
Course focus	HR Skills
Rationale	This course will equip students with the knowledge and skills to manage and navigate organizational change in a dynamic business environment. This course will help students understand the various approaches, models, and interventions used in organization change and development, and enable them to become effective change agents who can lead organizations to success.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1 : Define the concept of change and organizational development (Remembering) CO2: Understand the need for change and types of change. (Understanding) CO3: Apply change management frameworks and tools to real-world scenarios. (Applying) CO4: To analyze organizational diagnosis and OD interventions design (Analyzing) CO5: Evaluate the effectiveness of organizational development interventions (Evaluating) CO6: Design innovative organizational development programs to foster adaptability and growth.(Creating)

BBA (General)

Course Content	Weightage	Contact hours
Unit 1: Why Change, contemporary issues in change; The Substance and Process of Change What Changes? Purpose and Vision; Change Communication Strategies; Resistance to Change.	25%	15
Unit 2: Strategic Change Interventions. Transformational Change, Continuous Change; Trans organizational Change; Organization Development for Economic, Ecological, and Social Outcomes; Future Directions in Organization Development	25%	15
Unit 3 Introduction to Organizational Development and Change Introduction to OD, Difference between OD and Change; The Nature of Planned Change, Models of OD; Roots and History of Doing OD; When should organizations use OD?	25%	15
Unit 4: The Process of Organization Development Entering and Contracting; Diagnosing; Collecting Data, Analysing, and Feeding Back Diagnostic Information; Designing Interventions; Managing Change Evaluating and Reinforcing Organization Development Interventions. Interpersonal and Group Process Approaches; Organization Process Approaches; Employee Involvement; structural design, Downsizing, Reengineering, Parallel structures, TQM, High involvement organization, Work Design.	25%	15

Learning Resources	
	Textbook: (Latest Edition): 1. Palmer, I., Dunford, R., & Buchanan .A.,. 2009 ,(2nd Ed.) Managing organizational change: A multiple perspectives approach. Boston: McGraw-Hill Irwin 2. Organization Development and Change with MindTap, 11e Author(s): Thomas G. Cummings Christopher G. Worley, Cengage Learning 3. Organization Development, Principles, Processes, Performance 6. Author : Gary N. McLean, 2018, Pearson
	Reference Books:

	1. Wendell French and Cecil Bell Organization Development: Behavioral Science Interventions for organization PHI latest edition 2. Deepak kumar Organisational System, Design, Himalaya latest edition 3. Kavita Singh Organization Change & development Excel Books latest edition
	Journals & Periodicals: 1. Journal of Organizational Change Management 2. The Journal Of applied Behavioral Science 3. Journal of Change Management 4. Harvard Business Review
	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement Activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement Activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	Co1.Get acquainted with the need for change, Sensitize towards the Change; process of change; resistance to change etc. Co2.Know the types of change and contemporary issues and future in the field of organization development. Co3.Gain an understanding about the nature and management of organization development, OD models and history etc. Co4.Study and analyze the OD process and various interventions.								

COURSE CODE	COURSE NAME	SEMESTER
BBAHR502	Talent Acquisition and Management	V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Tutorial	Practical	Total Hours	Lecture	Tutorial	Practical	Total Credit
3	1	0	4	3	1	0	4

Course Prerequisites	Basic Knowledge of Human Resource Management
Course Category	HR Elective
Course focus	Skill & Employability
Rationale	This course focuses on developing an understanding of the talent management process. It also explores different strategies and techniques to identify and manage talented employees and align their skills with the organization's goals and objectives. Talent Management is a critical discipline for organizations aiming to attract, develop, and retain top talent to gain a competitive advantage in today's dynamic and globalized business environment.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1 : Identify the fundamental concepts, theories, and practices in talent management and talent acquisition. (Remembering) CO2: Understand the methods of talent acquisition and relation with competency mapping. (Understanding) CO3: (Applying) CO4: Analyze the effectiveness of various talent management practices in achieving organizational success. (Analyzing) CO5: Assess the outcomes of talent management initiatives (Evaluating)

	CO6: Develop comprehensive talent management strategies that integrate workforce planning, employee development, and succession planning.(Creating)
--	---

Course Content	Weightage	Contact hours
Unit 1:Introduction to Talent Management and Talent Acquisition strategies Overview of Talent Management and Factors affecting Talent Management context globally; Need and Type of Talent, Four components of Talent Management; Creating a culture for Talent Management. Difference between Recruitment and Talent Acquisition; Definition and role in Talent Management; Contemporary strategies in acquiring talent; Competing value Proposition and role of Employer Branding in Talent Acquisition; Onboarding new Hires and socializing challenges..	25%	15
Unit 2: : Talent acquisition and role of Assessment centers Concept of Assessment centers; Definition and meaning of assessment centers; Use and Benefit of Assessment centers; Outsourcing and use of technology in Assessment centers; Training Assessors, Resources required, Validity and reliability of Assessment centers, Disadvantages of Assessment center; When to use and not to use Assessment centers. through Assessment Centres. Definition of Competencies, Types of competencies; Assessing and developing competencies; Role of training in Competency development; Competency Mapping, at Individual and task level; Use of Competency Framework for developing Talent.	25%	15
Unit 3 Career Management and Succession Planning, Managing Potential of Key talent Fundamentals of Career Planning, trends and Best Practices; Models of career Planning; Succession Planning Process and Issues; Challenges pertaining to Succession Planning;. Managing Performance and Potential of Key talent, Managing Potential of Key talent.	25%	15
Unit 4: Mentoring Talent, Rewarding talent and Future trends in Talent Acquisition and Management Mentoring High Potential talent; Process of effective Mentoring; Gender Differences in Mentoring Process; Managing the Reward and Benefits for Talent, building in customized talent reward strategy for retaining talent, War for talent; Ethics of Managing Talent; Talent and technology trends.	25%	15

Learning Resources	
	Textbook: (Latest Edition): 1. Talent Management, Author(s): Gowri Joshi Veena Vohra, Cengage Learning 2. Hurconomics for Talent Management Latest Edition Edition: First Publisher: Pearson Education Editor: -- T. V Rao ISBN: 13-978- 8131759677 3. The Talent Management Handbook, Third Edition: Making Culture a Competitive Advantage by Acquiring, Identifying, Developing, and Promoting the Best People, 3rd Edition By Lance A. Berger, Dorothy Berger© 2018 Latest Edition available
2	Reference Books: 1. Talent Management Handbook: Creating a Sustainable Competitive Advantage by Lance A. Berger and Dorothy Berger 2. Talent Management: Cases and Commentary by David G. Collings, Kamel Mellahi, and Wayne F. Cascio 3. The Talent Management Handbook: Creating a Dynamic and Sustainable Organisation by David Clutterbuck and Elaine Heslop
4	Journals & Periodicals: 1. Journal of Talent Management 2. Harvard Business Review 3. Talent Management Institute 4. Society for Human Resource Management 5. Human Resource Executive Online
6	Other Electronic Resources: https://www.talentmanagementinstitute.com/ https://talentculture.com/ https://www.talentmanagementalliance.com/

Evaluation Scheme		Total Marks: 100
Mid Marks	Semester	20 marks
End Marks	Semester	40 marks

Continuous Evaluation 40 marks		
	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement Activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	Co1.Understand the concept, types and need of talent management Co2.Know the use of assessment centres and competency mapping in talent management Co3.Getting acquainted to challenges of succession planning and best practices of career planning. Co4.Gaining insights into Mentoring Talent, Rewarding talent and Future trends in Talent Acquisition and Management.	

COURSE CODE				COURSE NAME			SEMESTER
AECC601				Indian Constitution			V
Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Prerequisites	• Basic understanding of Indian polity and governance (recommended completion of an introductory course on the Indian Constitution or Political Science). • Familiarity with key economic concepts such as fiscal policy, federalism, and economic justice. • Proficiency in legal terminology and interpretation is beneficial but not mandatory.
Course Category	Value Added Course
Course focus	• To explore the intersection of economic policies and constitutional provisions in India. • To analyze the historical, legal, and economic implications of landmark constitutional cases. • To understand the dynamic balance between economic liberty and regulation within the framework of the Indian Constitution.
Rationale	1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students. 2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices. 3. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.

	4. Explore the legal history of competing claims between economic development and principles of equity and justice in India. 5. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts. 6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	1. Remembering - Recall key articles of the Constitution related to economic and business rights (e.g., Articles 19, 280, 301-307). - List significant case studies influencing the economic interpretation of the Constitution. 2. Understanding - Explain the historical evolution of the Indian Constitution as an economic document. - Describe the principles of fiscal federalism and their implementation challenges. 3. Applying - Apply constitutional principles to analyze current business regulations and economic policies. - Relate historical judgments to contemporary economic scenarios. 4. Analyzing - Examine the overlap between constitutional law and economic justice through case studies. - Critically analyze the balance between fundamental rights and reasonable restrictions. 5. Evaluating - Assess the impact of constitutional amendments and judgments on India's economic landscape. - Judge the effectiveness of fiscal policies within the framework of fiscal federalism. 6. Creating

	- Develop case-based strategies for resolving modern constitutional and economic dilemmas. - Propose frameworks for enhancing fiscal federalism and economic justice through constitutional amendments.
--	--

Course Content	Weightage	Contact hours
Unit 1 An Economic History of the Constitution of India Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice	20%	7
Unit 2 Fundamental Rights and Business in India Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.	30%	8
Unit 3 Fiscal Federalism Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.	20%	7
Unit 4 Constitutional battles that shaped the economy This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies	30%	8

Learning Resources

BBA (General)

	Textbook: References: ● The Oxford Handbook of the Indian Constitution, Oxford university press. Cases ● Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248 ● State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right) ● Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised) ● Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation) ● Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality) ● T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79 ● Harman Singh v. RTA, Calcutta, AIR 1954 SC 190 ● Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224 ● State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699 ● Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801 Model curriculum for UG Degree in BBA 67 ● State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874, ● G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375 ● Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406
	Reference Books: Granville Austin – <i>The Indian Constitution: Cornerstone of a Nation.</i> Saurabh Kirpal – <i>Fifteen Judgments: Cases that Shaped India's Financial Landscape.</i> M.P. Jain – <i>Indian Constitutional Law.</i> H.M. Seervai – <i>Constitutional Law of India.</i> D.D. Basu – <i>Introduction to the Constitution of India.</i>
	Journals & Periodicals: Economic and Political Weekly (EPW) Indian Journal of Constitutional Law. National Law School of India Review.

	Journal of Indian Law and Society. The Indian Journal of Economics.
	Other Electronic Resources: Websites of the Supreme Court of India and High Courts (for judgments and case laws). National Informatics Centre (NIC) - <i>Online Constitution Repository</i> . Blogs: <i>Indian Constitutional Law and Philosophy</i> and <i>SpicyIP</i> . Online courses and resources from platforms like Coursera, edX, and SWAYAM.

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table border="1"> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	CO1: Describe the historical evolution of the Constitution as an economic document and its foundational principles. CO2: Analyze the implications of Articles 19, 280, and 301-307 on India's business and fiscal policies. CO3: Evaluate the outcomes of landmark constitutional cases shaping India's economic landscape. CO4: Apply the concepts of fiscal federalism and economic justice to contemporary issues. CO5: Synthesize knowledge to propose reforms for addressing economic challenges through constitutional mechanisms.								

COURSE CODE	COURSE NAME	SEMESTER
VACC-103	Communicative English & Employability Skills (Everyday Vocabulary and Communicative English)	V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	2		0	0	2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Basic Vocabulary, Grammar Foundations, Everyday Communication
Rationale	To build foundational English skills through vocabulary development and basic grammar, enabling students to use English effectively in routine conversations and social settings.
Course Revision/ Approval Date:	

Course Objectives (As per Blooms' Taxonomy)	CO1: Define basic vocabulary categories and grammatical elements. CO2: Understand sentence structures and apply them in everyday dialogues. CO3: Construct grammatically correct sentences for basic interactions. CO4: Evaluate appropriateness of vocabulary in different social situations. CO5: Analyze communication breakdowns in informal conversations.
--	---

Course Content	Weightage	Contact hours
UNIT 1: The Basics of Vocabulary: Understanding word categories: Communicative English practice exercises on nouns, verbs, adjectives, adverbs. Basic word formation: prefixes, suffixes, and roots.	20%	10
UNIT 2: Communicative English practice on sentence Construction, Parts of speech, tenses, sentence patterns. Basic Reading Comprehension. Letter-writing.	20%	10
UNIT 3: Essential Vocabulary and Situational Dialogues required for inter-personal relationships and at the work-place; Vocabulary for greetings, requests, invitations and daily expressions.	20%	10

Learning Resources	
1.	Textbook: <i>English Grammar in Use</i> by Raymond Murphy (Cambridge University Press)
2.	Reference Books: Word Power Made Easy by Norman Lewis Oxford Basic English Dictionary Practice Makes Perfect: English Conversation by Jean Yates
3.	Journals & Periodicals: ☐ Journal of Business Communication ☐ Harvard Business Review (Communication section)
4.	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100	
End Semester Marks	40 marks	
Continuous Evaluation 60 marks	Class Participation	20 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Report Writing	25 marks
	Presentation	10 marks
Course Outcomes	- Co1 Use English confidently in professional and academic settings - Co2.Communicate clearly in interviews, presentations, and discussions - Co3.Write professional documents such as resumes, reports, and emails - Co4.Understand and use industry-specific vocabulary - Co5.Be well-prepared for workplace communication and digital platforms	