



Faculty of Haryana School of Business

Scheme of Examination and Syllabus for

Integrated BBA-MBA 5 YEAR Programme

Under Multiple Entry and Exit, Internship and
CBCS-LOCF as per NEP-2020
w.e.f. session 2024-25 (in phased manner)

Subject: Business Administration



**Guru Jambheshwar University of Science
& Technology Hisar-125001, Haryana
(A+ NAAC Accredited State Govt. University)**

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1. About The Department

Haryana School of Business (HSB) has its origins in the year 1994, with the Faculty of Management having a department of Business Management with sixty seats and department of Business Economics with 30 seats as part of the regional center to promote study and research in emerging areas of business education. The regional center grew into a full-fledged University-Guru Jambheshwar University of Science & Technology, Hisar on November 1, 1995. The Haryana School of Business (HSB) is a pioneer in starting super specialized programmes like MBA (Finance), MBA (Marketing), MBA (International Business), MBA (Business Analytics), and MBA (Healthcare) along with MBA (General) with dual specialization. The department is running Ph.D. programme in management. HSB is very active in the organization of seminars, workshops, Faculty development programmes for university and college teachers, and lecture series inviting prominent industrialists, business professionals, and academicians. The corporate sector's positive response to the placement of the department's students has further enhanced its standing. HSB has innovative curricula, a vibrant teaching and research environment, and regular interaction with the corporate world. At present, the HSB boasts an ideal mix of senior, middle, and young academicians. It is further reinforced by visiting professors from diverse academic and professional fields. The majority of the faculty members are engaged in research activities and have attained enough national and international recognition through consultancy to government and corporations, publication of research papers and books, and participation in national and international seminars and conferences.

Vision

The school shall strive to achieve the vision of a globally respected institution engaged in the generation of knowledge and dissemination of the same through teaching, research, and collaboration with leading business schools, the industry, government, and society in the fields of business management studies for the benefit of the economy, nation, and world.

Mission

The Haryana School of Business (HSB) is committed to transforming lives and serving society through excellence in teaching and research on all aspects of management education, innovation, lifelong learning, and professional enrichment.

Objectives

- i) Striving to contribute its best in transforming raw brains into effective business leaders ready to contribute towards the emerging frontiers of economic and societal growth.
- ii) Imparting state-of-the-art knowledge in the field of business and management, keeping with the changing requirements of the industry.
- iii) Ensuring that our students graduate with a sound theoretical basis, wide-ranging practical business cases, and problem-solving experience.

- iv) Fostering linkages between academics, business, and industry.
- v) Promoting ethical research of high quality in the field of business and management.
- vi) Adopting the best pedagogical methods in to maximize knowledge transfer and ensure outcome-based education in business and management.
- vii) Inculcating a culture of free and open discussions in the School thereby engaging students in evolving original business ideas and applying them to solve complex business problems.
- viii) Inspiring enthusiasm in students for lifelong learning thereby infusing scientific temper, enthusiasm, professionalism, team spirit, and business leadership qualities in the students.
- ix) Sensitizing students to look for environmentally sustainable vis-à-vis globally acceptable business solutions.
- x) Upholding democratic values and an environment of equal opportunity for everyone vis-à-vis preparing the students as global humane citizens.

2. Programme Objectives (PO)

The Programme objectives are:

- PO1: To remember the conceptual knowledge with an integrated approach to various functions of management.
- PO2: To develop leadership and communication skills to become successful business leaders and managers.
- PO3: To encourage and develop critical thinking, analysis, and initiative ability skills.
- PO4: To develop problem-solving skills through experiential learning and innovative pedagogy to ensure the utilization of knowledge in professional careers.
- PO5: To apply the various concepts, theories, and models in the areas of HR, Marketing, and Finance.
- PO6: To develop a positive attitude and life skills to become a multi-faceted personality with a sense of environmental consciousness and ethical values.

2.1 Programme Learning Outcomes (PLO)

The expected outcomes after completing the program would be:

- PLO1: Acquire adequate knowledge through principles, theory, and models of business management, Accounting, Marketing, Finance, IT, Operations, and Human Resources.
- PLO2: Demonstrate proficiency in Business Communication for effective and professional business management.

PLO3: Acquire employability skills through practical exposure to IT and its usage in management.

PLO4: Analyze and comprehend the applicability of management principles in solving complex business issues.

PLO5: Develop entrepreneurial skills to become an entrepreneur.

PLO6: To build perspective about the global environment including cultural, social, and sustainability issues.

PLO7: Ability to develop group behavior and lead a team to achieve individual, group, and organizational goals.

PLO8: Ethics: Understand the importance of ethics in business decision-making and inculcate the spirit of social responsibility.

PLO9: Comprehend the applicability of management principles in situations of the global business world.

PLO10: Apply various concepts, theories, and models in the functional areas of business like Marketing, HR, and Finance in the Organizations.

PLO11: Acquire and apply knowledge of economics, mathematics, statistics, and production and operation management and its integration relevant to business decisions.

PLO12: Obtain legal knowledge of various business operations for effective decision-making.

2.2 Program Specific Outcomes (PSO)

PSO1: Acquires practical learning through a summer internship, industrial visits, Business Plan, etc.

PSO2: Demonstrate analytical and problem-solving skills through a core elective area of specialization in Finance, Human Resource, and Marketing to solve business issues.

PSO3: Understand and develop new dimensions of knowledge through open electives to cater to the needs of the industry.

3. About NEP:

Education plays a significant role in the holistic development of the student. A robust, flexible, multidisciplinary education framework with “Learner Centric Pedagogy” could effectively transform a student into a global citizen of tomorrow to catalyze the nation’s growth and development. The National Education Policy 2020 (NEP 2020) outlines the goals, objectives, and policies for the development and improvement of education across all levels. The NEP 2020 is a comprehensive and ambitious policy that aims to transform the Indian education system and make it more student-centric, holistic and aligned with the needs of the 21st century. Some of the key features of the NEP 2020 include:

- i. Multidisciplinary, flexible, and equitable education framework for the holistic development of learners;
- ii. Emphasis on skill-based education, vocational education, and apprenticeship/internship;
- iii. Encourage critical thinking, creativity, and problem-solving skills;
- iv. Increase the Gross Enrollment Ratio (GER) in higher education to 50% by 2035;
- v. Promotion of Indian languages, art, culture and heritage; and
- vi. Emphasis on Multidisciplinary, Interdisciplinary, and Transdisciplinary research to develop innovative solutions to overcome societal issues.

4. Choice Based Credit System (CBCS): The CBCS provides choices for students to select disciplinary, multidisciplinary and interdisciplinary courses to fit into their own requirements and to learn at their own pace within the framework.

Programme: A programme is made up of courses/subjects and leads to the award of a UG certificate or UG Diploma or Bachelor Degree or Bachelor Degree (Hons. /Hons. With Research) or Master Degree after completing requisite courses successfully.

Course/Subject: A course/subject refers to components of a programme. A course/subject may comprise of lectures/tutorials/practicum or laboratory work/field/practice/project work/seminar/community engagement and service/internship/dissertation, etc. or any combination of these.

Credit Based Semester System (CBSS): Under the CBSS, the requirement for awarding a degree is prescribed in terms of the number of credits to be completed by the students

Credit: A unit by which the course work is measured. It determines the number of hours of instructions required per week over the duration of one semester. For calculation of the teaching hours, one credit means one hour of lecture or one hour of tutorial or one hour of seminar or two hours of practicum/laboratory work per week over the duration of a semester.

Cumulative Grade Point Average (CGPA): It is a measure of the overall cumulative performance of a student in a programme over all semesters. The CGPA is the ratio of total credit points secured by a student in all the courses of the programme to the sum of the total credits of all courses in the programme. It shall be expressed up to two digits after decimal place.

Grade Point: It is a numerical value allotted to each letter grade on a 10-point scale.
Letter Grade: It is an index of the performance of students in a course. Grades are denoted by letters O, A+, A, B+, B, C, P, F and Ab depending on the score earned in that course.

Semester Grade Point Average (SGPA): It is a measure of performance of a student in a semester. It is the ratio of total credit points secured by a student in all the courses registered in a semester and the total course of the credits of the courses taken during that semester. It shall be expressed up to two digits after decimal place.

Semester: Each semester will consist of 18 weeks of academic work equivalent to 90 actual teaching days and 3-4 weeks approximately of examination etc. The odd semester may be scheduled from July to December and even semester from January to June.

Detailed-Grade-Certificate: Based on the grades earned, a grade certificate shall be issued to all the registered students after every semester. The Detailed-Grade-Certificate (DGC) will display the course details (code, title, number of credits, grade secured) along with SGPA of that semester.

5. Assessment and Evaluation: Each student shall be examined in the course(s) to check their progression through the programme as laid down in the scheme, syllabus and learning outcomes through a system of Continuous Comprehensive Assessment (CCA) using a mix of Internal and End-Term evaluation.

Internal Assessment: Internal Assessment will be broadly 30% of the total marks and weightage of 70% shall be given to evaluation of End-Term examination(s). Internal Assessment shall be broadly based on the following defined components: Class Participation; Seminar/ Presentation/ Assignment/Quiz/Class Test, etc. in case of Theory examination and Seminar/Demonstration/Viva-Voce/Lab Record, etc. in case of Practical examination; Mid-Term Exam. The students who have failed in Internal Assessment/Minor Test will have to get aggregate forty percent marks (40%) in the End-Semester examination with no option of improvement of internal assessment.

Table 1: Course Composition – Theory/(Theory + Tutorial)

Course Composition – Theory/(Theory + Tutorial)			
Course Credit	Internal	End-Term Exam	Total Marks
2	15	35	50
3	25	50	75
4	30	70	100

Table 2: Course Composition – Theory + Practical

Course Composition – Theory + Practical						
Course Credit		Theory		Practical		Total Marks
Theory	Practical	Internal Marks	External Marks	Internal Marks	External Marks	
2	1	15	35	10	15	75
3	1	20	50	10	20	100
2	2	15	35	15	35	100
0	3	-	-	25	50	75
0	4	-	-	30	70	100

Table 3: Composition of Internal Marks (Theory)

Total Internal Marks (Theory)	Class Participation	Seminar/Presentation/Assignment/ Quiz/ Class Test, etc.	Mid-term exam
15	5	-	10
20	5	5	10
25	5	5	15
30	5	10	15

Table 4: Composition of Internal Marks (Practicum)

Total Internal Marks (Practicum)	Class Participation	Seminar/Presentation/Assignment/ Quiz/ Class Test, etc.	Mid-term exam
10	-	10	-
15	5	10	-
25	5	10	10
30	5	10	15

- Co-Curricular Activities: To be announced by the teacher or course coordinator, in light of expected Course outcomes in the concerned course, at the beginning of the semester, which may include Attendance, Home-Assignment, Presentations, Live Assignment, Brainstorming, Role Playing, Book Review, Field-Visit, Industrial Visit, Exhibition, Case-Study, Mock-Test, Surprise Test, Rapid-Round Session, Open-Book Test, Live Assignment, Quiz, Business-Game, Group Discussion, Declamation, Extempore, Viva-Voce, etc. However, a teacher or course coordinator will choose any five components and announce them to the class at the beginning of the semester).
- The internal assessment should be designed with learner attributes in mind. These attributes, which have clear linkages to Programme Education Objectives and Course Outcomes, stem from the taxonomy and should be told to the students at the beginning of the semester.

External Evaluation: An End-Term examination held at the end of each semester.

Rounding off Marks: shall mean, that if part is one-half or more, its value shall be increased to one and if part is less than half then its value shall be ignored for getting the letter grade and grade point.

Minimum Marks for a pass: A student has to obtain minimum 40% marks (Grade ‘P’) in End-Term Examination and in aggregate (sum of the Internal Assessment and End-Term Examination marks) separately to qualify a course. The pass percentage will be 40% marks (Grade ‘P’) both for theory and practicum End-Term Examination.

6. Admission Eligibility

- i. A candidate who has passed Senior Secondary Certificate Examination (Class XII level) of the Board of School Education, Haryana or any other examination recognized as equivalent thereto with minimum passing marks (as prescribed in the University Prospectus from time to time) in aggregate with English as one of the subjects, shall be eligible to join First Semester of the Undergraduate (UG)
- ii. **Note: 1:** The candidate having re-appear in the qualifying examination shall not be considered for admission.
- iii. **Note: 2:** The admission to Integrated BBA (Hons./Hons. with Research) will be made on the basis of academic merit of the qualifying examination.

7. Types of Courses

Discipline Specific Course (DSC): A Major course/subject as discipline specific course is the field in which a student focuses for understanding and skills majority in the chosen field of learning contributing to the core of the programme. This may include Core, Elective and Skill-enhancement courses/Practicum.

Minor Course (MIC): Minor course/subject aims to expand student's knowledge beyond their major field of study. A student will study MIC in a subject preferably other than the subject of Discipline Specific Courses. This will also include **Vocational Course (VOC)** that will assist student in developing workforce-relevant skills through practical work and enhances the employability of students.

Multidisciplinary Course (MDC): These courses are based on introductory knowledge in a subject. A student will study MDC in a subject other than the subject of Discipline Specific and Minor subjects/courses to gain knowledge across the disciplines.

Ability Enhancement Course (AEC): These courses aim at enabling the students to achieve competency in the English language or Modern Indian Languages (MIL) other foreign language with special emphasis on language and communication skills.

Skill Enhancement Course (SEC): These courses aim at imparting practical skills, hands-on training, soft skills, etc. to enhance the employability of students.

Value Added Course (VAC): These courses aim at enabling the students to acquire and demonstrate the acquisition of knowledge and understanding of human Values, Indian Knowledge System (IKS), contemporary India, environmental science and education, digital and technical solutions, health and wellness, yoga education, sports and fitness, etc.

Table 5: Types of Courses

DSC	Discipline Specific Course: Credit of a DSC major could be the combination of lecture credits, tutorial credits, and practical credits. DSC includes core courses, subject elective and subject skill enhancement courses.
MDC	Multidisciplinary Course: All UG students must undergo three introductory level multidisciplinary courses relating to Natural Sciences, Physical Sciences, Humanities, Arts & Social Sciences, Commerce & Management, Interdisciplinary Studies. Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor stream under this category.
AEC	Ability Enhancement Course: Ability Enhancement (Language) courses may be designed to achieve competency in the Modern Indian Language and English, with a special emphasis on language and communication skills.
SEC	Skill Enhancement Course: Skill Enhancement Courses may be primed to impart practical skills, hands-on training, soft skills, etc., to enhance the student's employability.
Summer Internship	Internships will require 120 hours (1 credit: 30 hrs of engagement) of involvement working with local industry, government or private organizations, business organizations, artists, crafts persons, and similar entities during summers. <i>#Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programmes without taking exit option.</i>
Research Project	Research Project/ Dissertation for UG degree (Honours with research) will be completed in the eighth semester under the guidance of a college and university faculty member.
VAC	Value Added Course: All UG students must undergo at least three Value Added Courses
MIC Include VOC	Minor Course (MIC) with minimum 24 Credits including Vocational Course (VOC)
For students who choose to pursue single major after 2nd semester of multidisciplinary Programmes The 16 credits earned during first year in the two subjects, other than the subject which is continued as Single Major, will be counted towards minor	
DSC Major and Minor in I& II Semesters will have Foundation or Introductory level courses. DSC Major and Minor in III & IV semesters will be Intermediate Level Courses. Whereas DSC Major and minor in V & VI shall be of higher level courses and in VII & VIII semesters, advanced level courses will be offered.	

7.1 Major and Minor disciplines

Major discipline is the discipline or subject of main focus and the degree will be awarded in that discipline. Students should secure the prescribed number of credits (about 50% of total credits) through core courses in the major discipline. Minor discipline helps a student to gain a broader understanding beyond the major discipline.

7.2 Awarding UG Certificate, UG Diploma, and Degrees

UG Certificate: Students who opt to exit after completion of the first year and have secured 48 credits (44 credits in case of single major) will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

UG Diploma: Students who opt to exit after completion of the 2nd year and have secured 92 credits will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

3- year UG Degree: Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, securing 132 credits and satisfying the minimum credit requirement as given in Table 1.

4- year UG Degree (Honours): A four-year UG Honours degree in the major discipline will be awarded to those who complete a 4-year degree programme with 180 credits and have satisfied the credit requirements as given in Table 1.

4-year UG Degree (Honours with Research): Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project or dissertation under the guidance of a faculty member of the University/College. The research project/dissertation will be in the major discipline. The students, who secure 180 credits, including 12 credits from a research project/dissertation, are awarded UG Degree (Honours with Research).

7.3. Credit hours for different types of courses

The workload relating to a course is measured in terms of credit hours. A credit is a unit by which the coursework is measured. It determines the number of hours of instruction required per week over the duration of a semester (minimum 15 weeks).

Each course may have only a lecture component or a lecture and tutorial component or a lecture and practicum component or a lecture, tutorial, and practicum component, or only practicum component. For example, a three-credit lecture course in a semester means three one-hour lectures per week with each one-hour lecture counted as one credit. In a semester of 15 weeks duration, a three-credit lecture course is equivalent to 45 hours of teaching. Required contact hours to earn credits will be as follows:

Table 6: Contact hours for different types of courses

Nature of Work	Course Credits	Contact hours per week	Contact hours per semester (15 weeks)
Lecture	01	01	15
Tutorial per paper	01	01	15
Practical, Seminar, internship, field practice/ project, or community engagement, etc.	01	02	30

A course can have a combination of lecture credits, tutorial credits, and practicum credits. For example, a 4-credit course with three credits assigned for lectures and one credit for practicum shall have three 1-hour lectures per week and one 2-hour duration field-based learning/project or lab work, or workshop activities per week. In a semester of 15 weeks duration, a 4-credit course is equivalent to 45 hours of lectures and 30 hours of practicum. Similarly, a 4-credit course with 3-credits assigned for lectures and one credit for tutorial shall have three 1-hour lectures per week and one 1-hour tutorial per week. In a semester of 15 weeks duration, a four-credit course is equivalent to 45 hours of lectures and 15 hours of tutorials.

The courses/activities as part of the programmes of the study will require specific number of hours of teaching/guidance and laboratory/studio/workshop activities, field-based learning/projects, internships, and community engagement and service.

8. Programme Structure

BBA - an eight-semester undergraduate programme consisting of Discipline Specific Courses (DSC), Skill Enhancement Courses (SEC), Multidisciplinary Courses (OEC) and Value Added Courses (VAC)

Table 7: Courses and Credits Scheme for UG/UG (Hons)/ UG (Hons with Research)

Level	Semester	Discipline Specific Courses (DSC)		Minor/Vocational Courses (VOC)		Skill Enhancement Courses (SEC)/ Internship		Ability Enhancement Courses (AEC)		Multidisciplinary Courses (MDC)/ Practicum Courses		Value Added Courses (VAC)		Total Credits	Minimum credits Required
		No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits		
I	I	3	12	1	2	1	3	1	2	1	3	1	2	24	48+4* =52
	II	3	12	1	2	1	3	1	2	1	3	1	2	24	
II	III	3	12	1	4	1	3	1	2	1	3			24	92+4* =96
	IV	3	12	1	4			1	2			1	2	20	
III	V	3	12	1	4	1	4*							20	132
	VI	3	12	2	8									20	
IV	VII	5	20	1	4									24	180
	VIII	5	20	1	4									24	
Total		28	112	9	32	4	13	4	8	3	9	3	6	180	
OR															
IV**	VII	5	20	1	4									24	180
	VIII	2	8	1	4	1	12							24	
Fifth Year															
	Semester	Core			Elective			Practicum		Seminar/ VAC					
V	IX	DSC-M1 4 Credits DSC-M2 4 Credits DSC-M3 4 Credits		12	DSC-M4 4 Credits		04	DSC-M5 4 Credits	04	2 Credits					22

V	X	DSC-M6 4 Credits DSC-M7 4 Credits DSC-M8 4 Credits	12	DSC-M9 4 Credits	04	DSC-M10 4 Credits	04	2 Credits							22	224
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OR

V	IX	DSC-M1 4 Credits DSC-M2 4 Credits DSC-M3 4 Credits	12	DSC-M4 4 Credits	04	DSC-M5 4 Credits	04	2 Credits							22	224
V	X	DSC-M6 4 Credits DSC-M7 4 Credits	08	Projects/Dissertation 12 Credits		12	2 Credits								22	

*Exit option:

- Students exiting the programme after second semester and securing 52 credits including 4 credits of summer internship of 4-6 weeks will be awarded UG Certificate in Business Administration.
- Students exiting the programme after fourth semester and securing 96 credits including 4 credits of summer internship of 4-6 weeks will be awarded UG Diploma in the Business Administration.

NSQF Level	Name of Programme	Credits
I	Under Graduate Certificate in Business Administration	with 52 Credits
II	Under Graduate Diploma in Business Administration	with 96 credits
III	Bachelor of Business Administration	with 132 credits
IV	Bachelor of Business Administration (Honours)	with 180 credits
IV**	Bachelor of Business Administration (Honours with Research)	with 180 credits
V	MBA	With 224 credits

Table 8: Credit Point Table for UG/5-Year Integrated UG-PG Programme (Interdisciplinary): Scheme D

Sr. No.	Courses	Credits earned after						
		First year	Second year	Third year	Fourth year	Fourth year (Hons with research)	Fifth year	
1	Discipline Specific Course (DSC)	24	48	72	112	100	152	140
2	Minor Course (MIC) including Vocational Courses	4	12	24	32	32	32	32

3	Multidisciplinary Courses (MDC)	6	9	9	9	9	9	9
4	Ability Enhancement Courses (AEC)	4	8	8	8	8	8	8
5	Skill Enhancement Courses (SEC)	6	9	9	9	9	9	9
6	Value Added Courses (VAC)	4	6	6	6	6	6	6
7	Internship	4*	4*	4	4	4	4	4
8	Research					12		12
9	Seminar/Value Added Course/Open Elective/ Employability & Entrepreneurship Skills Course						4	4
	Total	52	96	132	180	180	224	224

*added in case of exit from programme

Note for Table:

- i. Discipline Specific Courses (DSC), Minor courses (MIC) including vocational (VOC), Ability Enhancement Courses (AEC), Value Added Courses (VAC), Multidisciplinary Courses (MDC), Core courses, Elective courses and Practicum Course of this programme.
- ii. A student will study AEC, VAC, MDC and Minor (Vocational) Courses from the respective pools of the courses offered by the Department duly approved by the University.
- iii. A student will opt for MDC from the course/subject which is different from the discipline of major and minor subjects and should also be different from the courses undergone at the senior secondary level (Class XII).
- iv. A student of UG/UG-PG programme (Interdisciplinary) will be offered UG Hons. Programme in the fourth year offered by the Department. However, if the student gets 7.5 CGPA then the student may opt UG Hons. With Research programme in the fourth year offered by the Department.
- v. The fifth year is a PG programme (one-year) in that discipline offered by the Department.

Table 9: Curriculum and Credit Framework for Integrated MBA Programme Scheme: D

Semester	Discipline- Specific Courses (DSC)	Minor(MIC)/Vocational (VOC)	Multidisciplinarycourses (MDC)	Ability Enhancement courses(AEC)	Skill Enhancement Courses(SEC)/ Internship /Dissertation	Value-AddedCourses (VAC)	Total Credits
I	DSC - A1 @ 4 credits	MIC1 @ 2 credits	MDC1 @ 3 credits	AEC1 @ 2 credits	SEC1@ 3 credits	VAC1 @ 2 credits	24
	DSC - B1 @ 4 credits						
	DSC - C1 @ 4 credits						
II	DSC - A2 @ 4 credits	MIC2 @ 2 credits	MDC2 @ 3 credits	AEC2 @ 2 credits	SEC2 @ 3 credits	VAC2 @ 2 credits	24
	DSC - B2 @ 4 credits						
	DSC - C2 @ 4 credits						
Students exiting the programme after second semester and securing 52 credits including 4 credits of summer internship will be awarded UG Certificate in the relevant Discipline /Subject							
III	DSC – A3 @ 4 credits	MIC3 @ 4 credits	MDC3 @ 3 credits	AEC3 @ 2 credits	SEC3@ 3 credits	-----	24
	DSC – B3 @ 4 credits						
	DSC – C3 @ 4 credits						
IV	DSC – A4 @ 4 credits	MIC4(VOC)@ 4 credits	-----	AEC4 @ 2 credits	-----	VAC3 @ 2 credits	20
	DSC – B4 @ 4 credits						
	DSC – C4 @ 4 credits						
Students exiting the programme after fourth semester and securing 96 credits including 4 credits of summer internship will be awarded UG Diploma in the relevant Discipline /Subject							
V	DSC – A5 @ 4 credits	MIC5(VOC)@ 4 credits	-----	-----	Internship @4 credits#	-----	20
	DSC – B5 @ 4 credits						
	DSC – C5 @ 4 credits						
VI	DSC – A6 @ 4 credits	MIC6 @ 4 credits MIC7(VOC)@ 4 credits	-----	-----	-----	-----	20
	DSC – B6 @ 4 credits						
	DSC – C6 @ 4 credits						
Students will be awarded 3-year UG Degree with major in the relevant Discipline /Subject upon securing 132 credits.							
VII *	DSC – H1 @ 4 credits	MIC8 @ 4 credits	-----	-----	-----	-----	24
	DSC – H2 @ 4 credits						
	DSC – H3 @ 4 credits						
	DSC – H4 @ 4 credits						
	DSC – H5 @ 4 credits						
VIII* (4yr UG Hon.)	DSC – H6 @ 4 credits	MIC9 @ 4 credits	-----	-----	-----	-----	24
	DSC – H7 @ 4 credits						
	DSC – H8 @ 4 credits						
	DSC – H9 @ 4 credits						
	DSC – H10 @ 4 Credits						
VIII* (4yr UG Hon. with Research)	DSC – H6@ 4 credits	MIC9 @ 4 credits	-----	-----	Research project/ Dissertation@ 12 credits	-----	24
	DSC – H7@ 4 credits						

						Total	180

IX (PG)	DSC – H11 @ 4 credits					Seminar @ 2credits	22
	DSC – H12 @ 4 credits						
	DSC – H13 @ 4 credits						
	DSC – H14 @ 4 credits						
	DSC – H15 @ 4 Credits						
X (PG.)	DSC – H16 @ 4 credits					Seminar @ 2credits	22
	DSC – H17 @ 4 credits						
	DSC – H18 @ 4 credits						
	DSC – H19 @ 4 credits						
	DSC – H20 @ 4 Credits					Total	224

Or

IX (PG)	DSC – H8 @ 4 credits					Seminar @ 2 credits	22
	DSC – H9 @ 4 credits						
	DSC – H10 @ 4 credits						
	DSC – H11 @ 4 credits						
	DSC – H12 @ 4 Credits						
X (PG)	DSC – H13 @ 4 credits	Projects/Dissertation 12 Credits				Seminar @ 2 credits	22
	DSC – H14 @ 4 credits						
						Total	224

*Student should select one major discipline (Out of A, B, or C studied during first three years of UG Programmes) in which he/she wishes to pursue Honors. This framework is subject to modification as per UGC guidelines at the University level. The universities may decide to offer the Honors degree Programmes subject to the fulfillment of credit point table. #Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programmes without taking exit option.

9. Curricular components of the undergraduate programmes

The curriculum includes courses in language, skill, environmental education, digital and technological solutions, health and wellness, yoga education, sports and fitness, and more. It also includes courses from major streams, minor streams, and other disciplines.

- i. ***Disciplinary/ Interdisciplinary Major:*** A student's major would give them the opportunity to study a specific subject or field in depth. The major would provide the opportunity for a student to pursue in-depth study of a particular subject or discipline. Students may be allowed to change major within the broad discipline at the end of the second semester by giving her/him sufficient time to explore interdisciplinary courses during the first year. Advanced-level disciplinary/interdisciplinary courses, a course in research methodology, and a project/dissertation will be conducted in the seventh semester. The final semester may comprise seminar presentation, preparation, and submission of project report/dissertation. The project work/dissertation will be on a topic in the disciplinary programme of study or an interdisciplinary topic.
- ii. ***Disciplinary/ Interdisciplinary Minor:*** Courses from disciplinary or interdisciplinary minors, as well as skill-based courses related to a chosen vocational education programme, will be available to students. Students who complete a sufficient number of courses outside of their intended major can pursue a minor in that field or in the selected interdisciplinary field. After completing a variety of courses in the second semester, students can declare their preferred minor and vocational stream.
- iii. ***Vocational Education and Training:*** In addition to imparting theoretical and practical knowledge, the undergraduate programme will incorporate vocational education and training to impart skills. A minimum of 12 credits will be awarded to students in the "Minor" stream of vocational education and training. These credits may be related to the student's preferred major or minor or choice of the student. These classes will be helpful in locating employment for students who drop out before finishing the programme.
- iv. ***Multidisciplinary courses:*** All UG students are required to undergo 3 introductory-level courses relating to any of the broad disciplines given below. These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor stream under this category.
 - I. ***Life Sciences:*** Biochemistry, Biotechnology, Botany, Bioinformatics, Medical Biotechnology, Environmental Sciences, Food Technology, Forensic Sciences, Genetics, Microbiology, Zoology, Chemistry and other Life & Natural Sciences and other Natural Science disciplines are among the foundational courses that students can choose from.
 - II. ***Physical Sciences:*** Chemistry, Physics, Mathematics, Computer Sciences, Statistics, Energy and Environmental Sciences and other Physical Science

disciplines are among the foundational courses that students can choose from. The courses in this category will assist students in utilizing and putting techniques and tools into use in both their major and minor fields. Training in applications languages like STATA, SPSS, Tally, and other programming languages like Python could be a part of the class. When it comes to data analysis and the use of quantitative tools, the fundamental courses in this category will be beneficial to science and social science.

- III. **Commerce and Management:** The courses cover topics like Accounting, Commerce, Business Studies, Human Resource Management, Finance, Production & operations International Business, Business Economics, E – Business, Travel & Tourism Management Financial institutions, Financial Technology, Data Science, English, Sociology, Psychology and other areas.
- IV. **Arts, Humanities and Social Sciences:** Through courses in the social sciences like Economics, History, Geography, Sanskrit, Music, Visual Arts, Political science, Psychology, Sociology, Defence Studies, English, Hindi, Public Administration, Library Sciences, Journalism, Mass Media and Communication among others, students will be able to comprehend people and their social behavior, society, and country. Survey methods and India-specific large-scale databases will be taught to students. History, archaeology, comparative literature, the arts and creative expressions, creative writing and literature, language(s), philosophy, and other related fields are just a few examples of courses that fall under the heading "humanities," as well as courses that are related to the humanities that are taught across disciplines.
- V. **Interdisciplinary Studies:** Taking courses in interdisciplinary fields like Environmental Sciences, Yoga Sciences, Gender Studies, Political Economy and Development, Global Environment & Health, Cognitive Science, International Relations, Political Economy and Development, Sustainable Development, and so on will help the learners to understand society.
- v. **Language Enhancement Courses:** Students must demonstrate proficiency in English and a Modern Indian Language (MIL), with an emphasis on their language and communication skills, in order to graduate. The primary objective of the classes is to assist students in developing and demonstrating fundamental linguistic skills like critical reading, expository writing, and academic writing. These skills help students understand the significance of language as a medium for knowledge and identity, as well as how to express their ideas in a clear and coherent manner. They would enable students to become familiar with the cultural and intellectual heritage of the chosen MIL and English languages, in addition to providing students with a reflective understanding of the complexity and structure of the language and literature related to both languages. The courses will also place an emphasis on the development and enhancement of skills like communication and the capacity for discussion and debate.
- vi. **Skills Enhancement Courses (SEC):** By giving students practical knowledge,

hands-on experience, soft skills, etc., these courses aim to improve students' employability. The universities may design courses based on the needs of the students and the resources at its disposal.

vii. **Value-Added Courses (VAC) Common to All UG Students**

I. *Understanding India:* The course aims at enabling the students to acquire and demonstrate the knowledge and understanding of contemporary India with its historical perspective, the basic framework of the goals and policies of national development, and the constitutional obligations with special emphasis on constitutional values and fundamental rights and duties. The course would also focus on developing an understanding among student- teachers of the Indian knowledge systems, the Indian education system, and the roles and obligations of teachers to the nation in general and to the school/community/society. The course will attempt to deepen knowledge about and understanding of India's freedom struggle and of the values and ideals that it represented to develop an appreciation of the contributions made by people of all sections and regions of the country, and help learners understand and cherish the values enshrined in the Indian Constitution and to prepare them for their roles and responsibilities as effective citizens of a democratic society.

II. *Environmental science/education:* The course seeks to equip students with the ability to apply the acquired knowledge, skills, attitudes, and values required to take appropriate actions for mitigating the effects of environmental degradation, climate change, and pollution, effective waste management, conservation of biological diversity, management of biological resources, forest and wildlife conservation, and sustainable development and living. The course will also deepen the knowledge and understanding of India's environment in its totality, its interactive processes, and its effects on the future quality of people's lives.

III. *Digital and technological solutions:* Courses in cutting-edge areas that are fast gaining prominences, such as Artificial Intelligence (AI), 3-D machining, big data analysis, machine learning, drone technologies, and Deep learning with important applications to health, environment, and sustainable living that will be woven into undergraduate education for enhancing the employability of the youth.

IV. *Health & Wellness, Yoga Education, Sports, and Fitness:* Course components relating to health and wellness seek to promote an optimal state of physical, emotional, intellectual, social, spiritual, and environmental well-being of a person. Sports and fitness activities will be organized outside the regular institutional working hours. Yoga education would focus on preparing the students physically and mentally for the integration of their physical, mental, and spiritual faculties, and equipping them with basic knowledge about one's personality, maintaining self-discipline and self-control, to learn to handle oneself well in all life situations. The focus of sports and fitness components of the courses will be on the improvement of physical fitness including the improvement of various components of physical and skills-related fitness like strength, speed, coordination, endurance, and flexibility; acquisition of sports skills including motor skills as well as basic movement skills relevant to a particular sport; improvement of tactical abilities; and improvement of

mental abilities. The Universities may introduce other innovative value-added courses relevant to the discipline or common to all UG programmes.

- viii. **Summer Internship/Apprenticeship:** key aspect of the new UG programme is induction into actual work situations. All students will also undergo internships/Apprenticeships in a firm, industry, or organization or Training in labs with faculty and researchers in their own or other HEIs/research institutions during the summer term. Students will be provided with opportunities for internships with local industry, business organizations, health and allied areas, local governments (such as panchayats, municipalities), Parliament or elected representatives, media organizations, artists, crafts persons, and a wide variety of organizations so that students may actively engage with the practical side of their learning and, as a by-product, further improve their employability. Students who wish to exit after the first two semesters will undergo a 4-credit work-based learning/internship during the summer term in order to get a UG Certificate.
- ix. **Community engagement and service:** The curricular component of 'community engagement and service' seeks to expose students to the socio-economic issues in society so that the theoretical learnings can be supplemented by actual life experiences to generate solutions to real-life problems. This can be part of summer term activity or part of a major or minor course depending upon the major discipline.
- x. **Field-based learning/minor project:** The field-based learning/minor project will attempt to provide opportunities for students to understand the different socio-economic contexts. It will aim at giving students exposure to development-related issues in rural and urban settings. It will provide opportunities for students to observe situations in rural and urban contexts, and to observe and study actual field situations regarding issues related to socioeconomic development. Students will be given opportunities to gain a first-hand understanding of the policies, regulations, organizational structures, processes, and programmes that guide the development process. They would have the opportunity to gain an understanding of the complex socio-economic problems in the community, and innovative practices required to generate solutions to the identified problems. This may be a summer term project or part of a major or minor course depending on the subject of study.
- xi. **Research Project/Dissertation:** Students choosing a 4-Year Bachelor's degree (Honours with Research) are required to take up research projects under the guidance of a faculty member. The students are expected to complete the Research Project in the eighth semester. The research outcomes of their project work may be published in peer-reviewed journals or may be presented in conferences /seminars or may be patented.

Other Activities: This component will include participation in activities related to National Service Scheme (NCC), National Cadet Corps (NCC), adult education/literacy initiatives, mentoring school students, and other similar activities.

Additional Seats: The HEIs may create 10% additional seats over and above the sanctioned strength to accommodate the request for a change of major. Any unfilled or vacant seats may be filled with those seeking a change of Major. Preference will be given to those who have got highest CGPA with no reappear in the first year.

xii. Levels of Courses

- I. **Foundation or introductory courses (First Year):** These courses will focus on foundational theories, concepts, perspectives, principles, methods, and procedures for deciding the subject or discipline of interest. These courses will impart general education required for the advanced studies. These courses will expose students to the different fields of study will lay the foundation for higher-level course work.
- II. **Intermediate-level courses (Second Year):** These courses will include subject-specific courses to fulfill the credit requirements for minor or major areas of learning.
- III. **Higher-level courses (Third Year):** These courses will be of disciplinary/interdisciplinary area of study are required for majoring for the award of a degree.
- IV. **Advanced courses (Fourth Year):** These courses will include lecture courses with practicum, research methodology, advanced laboratory experiments / software training, research projects, hands-on-training, internship/apprenticeship projects at the undergraduate level.

10. Programme and course learning outcomes: Individual programmes of study will have defined learning outcomes which must be attained for the award of a specific certificate/diploma/degree. Course learning outcomes are specific to the learning for a given course of study related to a disciplinary or interdisciplinary/multi-disciplinary area. Course-level learning outcomes must be aligned to programme learning outcomes. The achievement by students of course-level learning outcomes leads to the attainment of the programme learning outcomes.

11. Learning Assessment

A variety of assessment methods that are appropriate to a given disciplinary/subject area and a programme of study will be used to assess progress toward the course/programme learning outcomes. Priority will be accorded to formative assessment. Evaluation will be based on continuous assessment, in which sessional work and the terminal examination will contribute to the final grade. Sessional work will consist of class tests, mid-semester examination(s), homework assignments, etc., as determined by the faculty in charge of the courses of study. Progress towards achievement of learning outcomes will be assessed using the following: time-constrained examinations; closed-book and open-book tests; problem-based assignments; practical assignment laboratory reports; observation of practical skills; individual project reports (case-study reports); team project reports; oral presentations, including seminar presentation; viva voce interviews; computerized adaptive assessment, examination on demand, modular certifications, etc.

The proportion of external and internal assessment in any course shall be preferably 70%:30%. However, this proportion may slightly vary depending upon the credits of course concerned.

12. Letter Grades and Grade Points: The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a

given semester. The SGPA is based on the grades of the current term, while the Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the programme of study.

The HEIs may also mention marks obtained in each course and a weighted average of marks based on marks obtained in all the semesters taken together for the benefit of students.

Table 10: Marks, Letter Grade and Grade Points

Marks (%)	Letter Grade	Grade Point
> 85	O(outstanding)	10
> 75 to 85	A+(Excellent)	9
> 65 to 75	A(Very good)	8
> 55 to 65	B+(Good)	7
> 50 to 55	B(Above average)	6
> 40 to 50	C(Average)	5
40	P (Pass)	4
Less than 40	F(Fail)	0
	Ab(Absent)	0

Computation of SGPA and CGPA

The following shall be the procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- i. The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by the student in a semester to the sum of the number of credits of all the courses undertaken by the student, i.e.,

$$SGPA (S_i) = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

where C_i is the number of credits of the i^{th} course and G_i is the grade point.

Table 11: Example for Computation of SGPA

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	Course 1	3	A	8	3X8= 24
I	Course 2	4	B+	7	4X7= 28
I	Course 3	3	B	6	3X6= 18
I	Course 4	3	O	10	3X 10 =30
I	Course 5	3	C	5	3X5= 15
I	Course 6	4	B	6	4X6= 24
		20			139
	SGPA				139/20= 6.95

- ii. The Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

Table 12: Example for Computation of CGPA

Semester1	Semester2	Semester3	Semester4	Semester5	Semester6
Credit:21 SGPA:6.9	Credit:22 SGPA:7.8	Credit:25 SGPA:5.6	Credit:26 SGPA:6.0	Credit:26 SGPA:6.3	Credit:25 SGPA:8.0
$CGPA = \frac{21 \times 6.9 + 22 \times 7.8 + 25 \times 5.6 + 26 \times 6.0 + 26 \times 6.3 + 25 \times 8.0}{145} = 6.73$					

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Transcript: University will issue a transcript for each semester as well as a cumulative transcript that reflects performance across all semesters based on the recommendations made above regarding letter grades, grade points, and SGPA and CCPA.

13. Course structure for Semester-I & II

Guru Jambhewhar University of Science & Technology, Hisar-125001, Haryana
 ('A+' NAAC Accredited State Govt. University)
Integrated MBA Programme

Table 13: Course structure for Semester-I

Semester I												
Domain		Course Title		Course Code	Credits	Lecture	Tutorials*	Practical	Internal Marks	External marks	Practical marks	Total Marks
Discipline Specific Courses (DSC)	DSC-1	Management Concepts and Principles		24BBA0101T	4	3	1	0	30	70	0	100
	DSC-2	Psychology and Sociology in the Business Context		24BBA0102T	4	3	1	0	30	70	0	100
	DSC-3	Fundamentals of Accounting		24BBA0103T	4	3	1	0	30	70	0	100
Minor/ Vocational Courses (MIC)	MIC-1	Computer Applications in Management		24MIC0102T	2	2	0	0	15	35	0	50
Multidisciplinary Courses (MDC)	MDC-I	Choose from pool of MDC**	If only Theory		3	2	1	0	25	50	0	75
			If Practical		3	2	0	2	15	35	25	
Ability Enhancement Courses (AEC)	AEC-I	English for Effective Communication-I		24AEC0101T	2	2	0	0	15	35	0	50
Skill Enhancement Courses (SEC)	SEC-I	Choose from pool of SEC			3	2	0	2	25	25	25	75
Value Added Courses (VAC)	VAC-I	Choose from pool of VAC			2	2	0	0	15	35	0	50
Total					24							600

Note- student have to choose one subject (Theory/Theory + Practical) subject from the pool of the University Multidisciplinary Courses offered by UTD

**A student will opt for multidisciplinary course from the subject which is different from the discipline. Student are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor discipline under this category provided further that if a multidisciplinary course across. The discipline cannot be offered by the department/institute/college, due to its constraints and available resources, then

- i) MDC can be opted out of MOOCs through SWAYAM
- ii) MDC can be completed out of online courses offered by Guru Jambheshwar University of Science and Technology, Hisar

Table 14: Course structure for Semester-II

Semester II											
Domain		Course Title	Course Code	Credits	Lecture	Tutorials	Practical	Internal Marks	External marks	Practical/ External Evaluation Marks	Total Marks
Discipline Specific Courses (DSC)	DSC-4	Indian Economy	24BBA0201T	4	3	1	0	30	70	0	100
	DSC-5	Fundamentals of Marketing	24BBA0202T	4	3	1	0	30	70	0	100
	DSC-6	Fundamentals of Financial Management	24BBA0203T	4	3	1	0	30	70	0	100
Minor/ Vocational Courses (MIC)	MIC-2	Basic Statistics	24MIC0202T	2	1	1	0	15	35	0	50
Multidisciplinary Courses (MDC)	MDC-2	Choose from pool of MDC for Scheme D**	If only Theory	3	2	1	0	25	50	0	75
			If Practical	3	2	0	2	15	35	25	
Ability Enhancement Courses (AEC)	AEC-2	हिन्दी भाषा का व्याकरणिक ज्ञान	24AEC0102T	2	1	1	0	15	35	0	50
Skill Enhancement Courses (SEC)	SEC-2	Choose from pool of SEC for Scheme D		3	2	0	2	15	35	25	75
Value Added Courses (VAC)	VAC-2	Choose from pool of VAC (Table 1)		2	1	1	0	15	35	0	50
Total				24							600

Note- student have to choose one subject (Theory/Theory + Practical) subject from the pool of the University Multidisciplinary Courses offered by UTD

**A student will opt for multidisciplinary course from the subject which is different from the discipline. Student are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class) or opted as major and minor discipline under this category provided further that if a multidisciplinary course across. The discipline cannot be offered by the department/institute/college, due to its constraints and available resources, then

- i) MDC can be opted out of MOOCs through SWAYAM
- ii) MDC can be completed out of online courses offered by GJUS&T, Hisar

Exit Option: Any student opting for exit option after first year will get **Undergraduate Certificate in Business Administration** provided he/she completes 48 Credits of first two semesters and additional 4 credits of summer training report (100 External Marks) based on summer training of 4-6 weeks undertaken in a business organization. Thus, he/she will be eligible to exit the course with the said 52 Credits. In addition, the summer internship report would be evaluated by external expert from panel approved by UGBOS of Haryana School of Business (HSB), GJUS&T, Hisar. Furthermore, the credits of summer internship report would be included/mention in the **Undergraduate Certificate in Business Administration** as follow:

Course code	Nomenclature of the course	Category	InternalMarks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
24BBA0205I	Summer Internship Report	Internship	-	100*	-	100	4

*The summer internship report would be evaluated by external expert from panel approved by UGBOS of Haryana School of Business (HSB), GJUS&T, Hisar.

Table 15: Business Administration: The Pools of MDC, MIC, SEC, VAC and AEC

(MDC)					
Course Code	Nomenclature	1 st Semester	Course Code	Nomenclature	2 nd Semester
24MDC0106T	E-Commerce	Credits -03	24MDC0206T	Negotiation and Conflicts Management Skills	Credits -03
(MIC)					
Course Code	Nomenclature	1 st Semester	Course Code	Nomenclature	2 nd Semester
24MIC0102T	Computers Applications in Management	Credits -02	24MIC0202T	Basics Statistics	Credits -02
(SEC)					
24SEC0106T	Business Communication	Credits -03	24SEC0206T	Startup & Entrepreneurship	Credits -03
(VAC) (refer Table 2)					
24VAC0119T/ 24VAC0101T	Human Values and Professional Ethics Environmental Studies - I	Credits -02	24VAC0119T/ 24VAC0101T	Human Values and Professional Ethics Environmental Studies-I	Credits -02
(AEC)					
24AEC0101T	English for Effective Communication-I	Credits -02	24AEC0102T	हिन्दी भाषा का व्याकरणिक ज्ञान	Credits -02

**Table 16: Pool of Value Enhancement Courses
(VAC)**

Semester I		Semester II	
VAC-1		VAC -2	
Course Code	Nomenclature of Course	Course Code	Nomenclature of Course
24VAC0119T	Human Values and Professional Ethics	24VAC0101T	Environmental Studies-I
24VAC0101T	Environmental Studies-I	24VAC0119T	Human Values and Professional Ethics
50% of students of 1st semester of Department/College/Institute will be offered a course on Human Values and Ethics and the remaining 50% will be offered course on Environmental Studies		The students, who have taken Human Values and Ethics course in the Ist Semester, will study a course on Environmental Studies and Vice-Versa.	

Detailed Syllabus

Integrated BBA-MBA 5 Year Programme
Course Title: Management Concepts and Principles

Course Code: 24BBA0101T

60 Hrs (4 Hrs /week)

Credits: 4

Exam Time: 3 Hrs

External Marks : 70

Internal Marks : 30

Total Marks: 100

Note: The examiner is required to set **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus consisting of 2 marks each. In addition to this, eight more questions (each question may be of 2-3 parts) will be set consisting of two questions from each unit. The student is required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions will carry equal marks.

Objectives: To make the students understand of basic concepts, principles, functions and processes of management.

Unit-I

15 Hrs

Introduction: Nature, Scope and Significance of Management; Process of Management; Role of Managers; Principles of Management; Levels of Management; Evolution of Management Thought: Classical, Neoclassical and Contingency.

Unit -II

15 Hrs

Planning: Meaning, Importance, and Process; Effective Planning; Types of Plans; Decision Making: Concept, Nature, Types of Decision, Process, and Techniques; Management by Objectives: Concept & Applications.

Unit -III

15 Hrs

Organizing: Nature, Importance, Principles and Process; Departmentalization; Decentralization; Centralization; Delegation; Authority and Responsibility Relationship: Line, Staff, and Functional; Formal vs. Informal Organizations.

Unit -IV

15 Hrs

Leadership: Meaning and Nature, Theory of Leadership; Motivation: Meaning and Nature; Process and Content Theory of Motivation. Control: Nature, Process, and Significance; Control Methods: Pre-action Control, Steering Control and Post-action Control.

Books Suggested:

1. Koontz, H. & Wehrich, H., Essentials of Management: An International Perspective, McGraw Hill Publication.
2. Robbins, S. P. & Coulter, M., Management. Pearson Publication.
3. Stoner, J. A. F., Gilbert, D. R., & Freeman, Management, Pearson Publication.

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Understand the role of managers in an organization.

CO2: Summarize the elementary concepts, principles, and theories of management.

CO3: Examine the managerial functions having an impact on the organizational effectiveness.

CO4: Compose and measure the impact of the contemporary issues and challenges in management

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Integrated BBA-MBA 5 Year Programme
Course Title: Psychology and Sociology in the Business Context

Course Code: 24BBA0102T

60 Hrs (4 Hrs /week)

Credits: 4

Exam Time: 3 Hrs

External Marks : 70

Internal Marks : 30

Total Marks: 100

Note: The examiner is required to set **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus consisting of 2 marks each. In addition to this, eight more questions (each question may be of 2-3 parts) will be set consisting of two questions from each unit. The student is required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions will carry equal marks.

Objectives: This course aims to understand the basic psychological and sociological concepts in business contexts, fostering analytical skills and effective decision-making.

Unit-I

15 Hrs

Psychological Foundations of Management-I: Key perspectives in Psychology: The many facets of behavior; The Bases of Human Behavior; Sensory, Attentional and Perceptual Processes- Making contact with the world around us; Learning- How we are changed by experience.

Unit -II

15 Hrs

Psychological Foundations of Management-II: Thinking, deciding, communicating; Personality- uniqueness and consistency in the behavior of individual.

Unit -III

15 Hrs

Sociological Foundations of Management-I: Attribution: Understanding the causes of others' behavior; Beliefs and attributions in everyday life; Attitudes and social cognition: Evaluating the social world.

Unit -IV

15 Hrs

Sociological Foundations of Management-II: Understanding Social Institutions; The market as a Social Institution.

Books Suggested:

1. Passer, M. W., & Smith, R. E., Psychology: The science of mind and behavior. McGraw-Hill (for key perspectives in psychology and the bases of human behavior).
2. Morgan, C. T., King, R. A., & Weizz, J. R., Schopler, J, Introduction of Psychology, Tata McGraw-Hill Edition.
3. Daniel, K., Thinking, fast and slow, Penguin Books (for insights into thinking processes and decision-making),
4. Cervone, Daniel, and Lawrence A. Pervin. Personality: Theory and research. John Wiley & Sons, (for a comprehensive understanding of personality and individual behavior).
5. Myers, D. G., & Twenge, J. M., Social Psychology. McGraw-Hill. (for attribution, beliefs, attitudes, and social cognition)
6. Berger, P., & Luckmann, T., The social construction of reality. In Social theory re-wired (pp. 92-101). Routledge (for social institutions and the market as a social institution).

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Recall key psychological concepts and how they explain human behavior.

CO2: Describe the factors influencing behavior and the impact of personality traits in managing personnel.

CO3: Outline how learning processes affect behavior and personal development.

CO4: Assess and integrate the importance of critical thinking, decision-making, and communication skills in effective management.CO6.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Integrated BBA-MBA 5 Year Programme

Course Title: Fundamentals of Accounting

Course Code: 24BBA0103T

60 Hrs (4 Hrs /week)

Credits: 4

Exam Time: 3 Hrs

External Marks : 70

Internal Marks : 30

Total Marks: 100

Note: The examiner is required to set **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus consisting of 2 marks each. In addition to this, eight more questions (each question may be of 2-3 parts) will be set consisting of two questions from each unit. The student is required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions will carry equal marks.

Objectives: To develop a conceptual understanding of the fundamentals of accounting process and software.

Unit-I

15 Hrs

Accounting: Nature, Scope, Functions and Limitations; Types of Accounting and Accounting System; Accounting Concepts and Conventions; Accounting Equation

Unit -II

15 Hrs

Accounting Process: Journal and Ledger, Trial Balance, Subsidiary Books, Capital and Revenue; Classification of Income, Expenditure, and Receipts; Preparation of Final Accounts:

Unit -III

15 Hrs

Trading Account, Profit and Loss Account, Balance Sheet (with adjustments)

Depreciation: Concept, Causes, Features, Objectives, and Methods; Valuation of Stock, Bank Reconciliation Statement; Introduction of IASB & IFRS

Unit -IV

15 Hrs

Role of Computer in Accounting; Flow Chart, Software Packages for Accounting, Accounting for Non-Profit Organizations

Books Suggested:

1. Bhattacharya, K., & Dearden J.: Accounting for Management - Text and Cases. Vikas Publishing House.
2. Gupta, A., Financial Accounting for Management. Pearson Publication, Delhi.
3. Jelsy Joseph Kuppapally, J. J., Accounting for Managers. Prentice Hall.
4. Narayanaswamy R., Financial Accounting. Prentice Hall.
5. Maheshwari, S.N., Maheshwari, S.K., Maheshwari, S.K. Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Understand the generally accepted accounting principles in recording financial transactions and preparing financial statements.

CO2: Demonstrate the accounting process under a computerized accounting system.

CO3: Calculate the importance of depreciation in financial statements.

CO4: Compose and prepare financial statements of corporate business entities and be able to develop accounting practices.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Integrated BBA-MBA 5 Year Programme

Course Title: Indian Economy

Course Code: 24BBA0201T

60 Hrs (4 Hrs /week)

Credits: 4

Exam Time: 3 Hrs

External Marks : 70

Internal Marks : 30

Total Marks: 100

Note: The examiner is required to set **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus consisting of 2 marks each. In addition to this, eight more questions (each question may be of 2-3 parts) will be set consisting of two questions from each unit. The student is required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions will carry equal marks.

Objectives: To provide the students an understanding of the foundational concepts of Economy, Economic Growth and Economic Development.

Unit-I

15 Hrs

concepts of Economics: Definition of Economics: Adam Smith, Alfred Marshall, Lionel Robbins, Samuelson; Types of economies: developed and developing; Economic systems: capitalism, socialism and mixed economy; mechanism used to solve the basic problems faced by each economy, Concept of Economic Growth, Economic Development.

Unit -II

15 Hrs

An overview of Indian Economy: Evolution of Indian Economy, Basic Characteristics of Indian Economy, Structure of Indian Economy: Primary Sector, Secondary Sector & Tertiary Sector, Trends in National Income, Occupational Distribution, Work Force Participation and Changes in Occupational Structure, GDP & GNP.

Unit -III

15 Hrs

Economic Planning in India: Definition of Economic Planning, History of Economic Planning, Objectives of Economic Planning, Types of Planning, Achievements of Planning, Financial resources for 5-year plans.

Unit -IV

15 Hrs

Basic Economic Development in India: Parameters of Development, Indian Economy in Pre-British period, Economy till 2008 & after 2008, Structural changes in Indian Economy, Structural Changes in the Indian Economy after liberalization, Current challenges facing Indian Economy, Sustainable Development.

Books Suggested:

1. "Indian Economy" by Ramesh Singh
2. "Indian Economy" by Nitin Singhania
3. "Indian Economy Since Independence" by Uma Kapila
4. "India's Economic Development: Strategies for the New Millennium" by S. K. Ray
5. "India Development Report" by Oxford University Press

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Recognize the characteristics of developed and developing economies based on key indicators such as per capita income, infrastructure, and industrialization levels.

CO2: Understand the difference between capitalist, socialist, and mixed economic systems, highlighting their distinctive features and the role of government intervention.

CO3: Summarize the historical evolution of the Indian Economy from ancient times to the present day and the structural changes in the Indian Economy post-liberalization.

CO4: Evaluate the impact of economic systems on key socio-economic indicators and formulate arguments and recommendations for policy reforms for achieving sustainable economic growth and development in India.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Integrated BBA-MBA 5 Year Programme

Course Title: Fundamentals of Marketing

Course Code: 24BBA0202T

60 Hrs (4 Hrs /week)

Credits: 4

Exam Time: 3 Hrs

External Marks : 70

Internal Marks : 30

Total Marks: 100

Note: The examiner is required to set **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus consisting of 2 marks each. In addition to this, eight more questions (each question may be of 2-3 parts) will be set consisting of two questions from each unit. The student is required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions will carry equal marks.

Objectives: This course aims to familiarize students with the fundamental concepts of marketing function in organizations. It will equip the students with an understanding of the marketing environment and identifying market segments, targets, and positioning.

Unit-I

15 Hrs

Introduction: Nature, Scope and Importance of Marketing, Marketing versus selling; Core marketing concepts; Company orientations – Production concept, Product concept, Selling concept, Marketing concept, Societal marketing concept, Holistic marketing concept.

Unit -II

15 Hrs

Marketing Environment at macro level - Demographic, Economic, Political, Legal, Socio-cultural, Technological environment. Marketing Environment at the micro level - Market/ demand, consumer, industry and competition, supplier-related factors

Unit -III

15 Hrs

Market Segmentation: Concept, need, levels of Market Segmentation; Basis for Segmenting Consumer Markets - Geographic, Demographic, Psychographic, and Behavioural.

Unit -IV

15 Hrs

Market Targeting: Effective segmentation criteria and target market selection strategies; Brand Positioning- Developing and communicating a positioning strategy; Differentiation strategies - product differentiation, channel differentiation, personnel differentiation, and image differentiation.

Books Suggested:

1. Philip Kotler, Gray Armstrong, Prafulla Agnihotri, Principles of Marketing, Pearson Education.
2. Rosalind Masterson, Nichola Phillips, David Pickton, Marketing an Introduction, SAGE South Asia Edition.
3. Ramaswamy Namakumari, Marketing Management-Indian Context, Global Perspective, Sage Texts Publication.
4. K.S. Chandrashekar, Market Management-Text & Cases, Tata Mc Graw Hill Publication.
5. Paul Baines, Chris Fill, Sara Rosengren, and Paolo Antonetti, Marketing Oxford University Press Publication.

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Recall and understand key concepts of marketing management and its importance in business spheres.

CO2: Understand the role of marketing function for a business organization.

CO3: Appraise and design the concept of marketing and related concepts.

CO4: Apply the techniques to identify, classify, and position in relevant markets.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Integrated BBA-MBA 5 Year Programme
Fundamentals of Financial Management

Course Code: 24BBA0203T

60 Hrs (4 Hrs /week)

Credits: 4

Exam Time: 3 Hrs

External Marks : 70

Internal Marks : 30

Total Marks: 100

Note: The examiner is required to set **nine** questions in all. The first question will be compulsory consisting of **seven** short questions covering the entire syllabus consisting of 2 marks each. In addition to this, eight more questions (each question may be of 2-3 parts) will be set consisting of two questions from each unit. The student is required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions will carry equal marks.

Objectives: This course aims to enable students to understand the basic concepts of financial Management and make them aware of major decisional areas of financial management.

Unit-I

15 Hrs

Financial Management: meaning, objectives, and scope; types of financial decisions, risk-return framework for financial decision-making, time value of money. Capital Budgeting Decisions: nature, importance, and types of investment decisions; techniques of evaluating capital budgeting decisions, risk analysis in capital budgeting.

Unit -II

15 Hrs

Capital Structure Decisions: optimum capital structure; theories of capital structure; factors determining capital structure. Sources of long-term and short-term finance. Cost of Capital: concept and importance; computations of cost of various sources of finance; weighted average cost of capital.

Unit -III

15 Hrs

Working Capital Management: Concept and types of working capital; operating cycle, determinants of working capital, estimation of working capital requirement; working capital policy; Management of cash, accounts receivables, and inventories; financing working capital.

Unit -IV

15 Hrs

Dividend Policy: Dividend and its forms, theories of dividend policy and their impact on the value of a firm; types of dividend policy. An overview of Corporate Restructuring.

Books Suggested:

1. Van Horne, James C., Financial Management and Policy, Prentice Hall of India. 2
2. Pandey I. M., Financial Management, Vikas Publishing.
3. Damodaran, A, Corporate Finance: Theory and Practice, John Wiley & Sons.
4. Hampton, John. Financial Decision Making, Englewood Cliffs, Prentice Hall Inc.
5. Khan, M.Y. & Jain, P.K., Financial Management, McGraw Hill.

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Students will be able to outline the basic framework of financial management.

CO2: Students will be able to explain the role of financial management in financial decision-making in business.

CO3: Students will be able to apply various theories of capital structure and dividend policy.

CO4: Students will be able to examine risk in capital budgeting decisions.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

E-Commerce

Course Code: 24MDC0106T

45 Hrs (3 Hrs /week)

Credits: 3

Exam Time: 2.5 Hrs

External Marks : 50

Internal Marks : 25

Total Marks: 75

Note: The examiner is required to set **seven** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 2.5 marks each. In addition to this, **six** more questions (each questions may be of 2-3 parts) will be set consisting of 2 questions from each unit. The student is required to attempt **four** questions in all selecting one question from each unit in addition to compulsory Question No. 1. All question will carry equal marks.

Objectives: The purpose of this course is to familiarize the students with the fundamentals of E-commerce and applications.

Unit-I

15 Hrs

Introduction – meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise.

Unit -II

15 Hrs

Technology for online business – internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways, visitors to website, tools for promoting website; plastic money: debit card, credit card; laws relating to online transactions.

Unit -III

15 Hrs

Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector. Virtual existence – concepts, working, advantages and pitfalls of virtual organizations, workforce, work zone and workspace and staff less organization;

Books Suggested:

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.
4. Kalakota, Whinston , Frontiers of Electronic Commerce, Addison Wesley.

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Students will be able to learn the basic concepts of E-commerce.

CO2: Students will be able to explain different technologies for running online business.

CO3: Students will be able to know about the online payment gateways.

CO4: Students will be able to know the applications of e commerce in various sector of businesses.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Negotiations and Conflicts Management Skills

Course Code: 24MDC0206T

45 Hrs (3 Hrs /week)

Credits: 3

Exam Time: 2.5 Hrs

External Marks : 50

Internal Marks : 25

Total Marks: 75

Note: The examiner is required to set **seven** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 2.5 marks each. In addition to this, **six** more questions (each questions may be of 2-3 parts) will be set consisting of 2 questions from each unit. The student is required to attempt **four** questions in all selecting one question from each unit in addition to compulsory Question No. 1.

Objectives: The course aims to familiarize the students with the fundamental concepts of business negotiation, negotiation skills, and practices.

Unit-I

15 Hrs

Negotiation Theory and Practice: What is Conflict and Negotiation?, Nature, Types and elements of negotiation, negotiation process

Unit -II

15 Hrs

Importance of Communication in Negotiation: Communication in the negotiation process: Active Listening, Open-ended Questions, Use of Silence and Body Language
Distributive Negotiation: Negotiation Tactics in distributive negotiations, Gaining leverage through the Best Alternative to a Negotiated Agreement (BATNA), Bargaining tactics, Power, Persuasion, Barriers to agreement

Unit -III

15 Hrs

Integrative Negotiation: Key elements of Integrative Negotiation, Principled negotiation, Salary Negotiations

Books Suggested:

1. Fisher, R., & Ury, W. (1981). Getting to Yes: negotiating agreement without giving in. Random House Business Books
2. Rai, H., Negotiation, McGraw Hill Education
3. Cialdini, R. B., & Cialdini, R. B., Influence: The psychology of persuasion. Collins, New York.
4. Korobkin, R., Negotiation theory and strategy, Aspen Publishing.

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Understand the concepts used in business negotiation and conflict management.

CO2: Understand the application of the fundamental concepts in a real-world negotiation situation

CO3: Discover and practice negotiation and conflict management techniques to arrive at win-win agreements in business negotiations.

CO4: Apply learned skills during a simulated business negotiation.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Computer Applications in Management

Course Code: 24MIC0102T

30 Hrs (2 Hrs /week)

Credits: 2

Exam Time: 2 Hrs

External Marks : 35

Internal Marks : 15

Total Marks: 50

Note: The examiner is required to set **five** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 3 marks each. In addition to this, **four** more questions (each question may be of 2 parts) will be set consisting of two questions from each unit. The student/candidate is required to attempt **three** questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Objectives: To make the students understand the basics of computers and its applications and inculcate essential computer skills particularly related to MS Office.

Unit-I

15 Hrs

Introduction to Computer, Characteristics of Computers; Evolution of Computers; Basic Components of a Computer, Their Functions, and Inter- relation; Computer Languages; Types of Computer Systems: Personal-Micro, Mini, Mainframe, and Super Computer. Data Storage: Primary Storage, Secondary Storage; Input and Output Devices.

Unit -II

15 Hrs

Operating System: Introduction to Operating System; Types of Operating, Systems; Word Processor: Meaning and Applications., Communication: Concept of Data Communication and Network Topology, Basics of MS Office: MS Word, MS Excel, MS PowerPoint, Usage and Applications

Books Suggested:

1. Sinha, P. K.: Computer Fundamentals, BPB Publications.
2. Raja, R.: Fundamentals of Computer, Prentice Hall Publication.
3. Dhunna, M., &Dixit J.B.: Information Technology in Business Management,University Science Press New Delhi.
4. Gill N.S.: Computer Network, Krishna Publishing House, New Delhi
5. Douglas, E. Comer: Computer Network and Internet. Pearson Publication.

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Familiarize with Computer and application of computer.

CO2: Learn the operating system and basic functions, and commands in MS Word and MS PowerPoint useful in business houses.

CO3: Improve presentation skills, communicative skills, and language-based skills.

CO4: Handle big data and be able to utilize the different computer applications in management.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Basic Statistics

Course Code: 24MIC0202T

30 Hrs (2 Hrs /week)

Credits: 2

Exam Time: 2 Hrs

External Marks : 35

Internal Marks : 15

Total Marks: 50

Note: The examiner is required to set **five** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 3 marks each. In addition to this, **four** more questions (each question may be of 2 parts) will be set consisting of two questions from each unit. The student/candidate is required to attempt **three** questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Objectives: The course aims to familiarize the learners with the basic statistical tools used to summarize and analyse quantitative information for business decision-making.

Unit-I

15 Hrs

Meaning and Scope: Origin and development of Statistics, Importance, scope, and limitation of statistics, Concept of Statistical population and sample. Data Classification and Presentation: Classification- rules of classification, bases of classification, frequency distribution, Presentation: Tabular, Diagrammatic, and Graphical Difference between diagrams and graphs.

Unit -II

15 Hrs

Measures of Central Tendency: Concept and objectives of an average, requisites of a measure of central tendency; types of averages, mathematical averages, and positional averages applications and limitations. Measures of Dispersion, Skewness: Concept and objectives and significance of measuring dispersion, Requisites of a measure of dispersion, absolute and relative measures of dispersion, Types of measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, and their coefficients. Skewness- Meaning and absolute and relative measures of skewness. Concept of Kurtosis.

Books Suggested:

1. Anderson, D. R., Statistics for learners of Economics and Business. Boston: Cengage Learning.
2. Gupta, S. P., & Gupta, A., Business Statistics: Statistical Methods. New Delhi: S. Chand Publishing.
3. Gupta, S.C., Fundamental of Statistics. Himalaya publishing House
4. Levin, R., Rubin, D. S., Rastogi, S., & Siddqui, M. H.,. Statistics for Management. London: Pearson Education.
5. Sharma, J. K., Business Statistics, New Delhi: Vikas Publishing House Pvt. Ltd.

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Demonstrate comprehension of key statistical concepts and their relevance to business disciplines.

CO2: Utilize basic statistical tools to describe various datasets effectively.

CO3: Critically examine data sets to extract and present meaningful insights that inform business decisions.

CO4: Assess summarized data critically to support strategic planning and decision-making processes in business contexts

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Business Communication

Course Code: 24SEC0106T

45 Hrs (3 Hrs /week)

Credits: 3

Exam Time: 2.5 Hrs

External Marks : 50

Internal Marks : 25

Total Marks: 75

Note: The examiner is required to set **seven** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 2.5 marks each. In addition to this, **six** more questions (each questions may be of 2-3 parts) will be set consisting of 2 questions from each unit. The student is required to attempt **four** questions in all selecting one question from each unit in addition to compulsory Question No. 1. All question will carry equal marks.

Course Objectives: The course aims to familiarize the learners with the routine communication scenarios of a business organization and equip them to deliver effectively on listening, writing, and speaking components of communication.

Unit-I

15 Hrs

Basics of Communication: Definition, objectives and importance for business organization; Process of communication, Types of communication, Communication Model, Principles of effective communication, Dimensions of communication, Barriers to effective communication and strategies to overcome communication barriers

Unit -II

15 Hrs

Verbal Communication: Delivering Effective Oral presentation, Debates, Speeches, Interview, Group Discussion, Meetings; Vocabulary building

Application of communication in daily life: Developing Listening Skills, Application of Kinesics, Proxemics, Paralanguage; Impact of culture on communication

Unit -III

15 Hrs

Fundamentals of Business writing: Business letter and its types, Business Proposal Writing, Report Writing, Notice, Memo, Office order; Employment application, Resume writing, Preparing Effective Presentation Slides

Books Suggested:

1. Raymond V. Lesikar & Marie E. Flatley, Basic Business Communication, TMH
2. Murphy H. A. and Hildebrandt H. W. , Effective Business Communications, TMH
3. Sinha, K.K. Business Communication, Galgotia Publishing Co
4. Courtland L. Bovee, John V. Thill & Barbara E. Schatzman, Business Communication Today, Pearson Education.
5. Krishna Mohan & Meera Banerji, Developing Communication Skills, Macmillan India Ltd.
6. Taylor, S., Communication for Business, Pearson Education.
7. Any leading National English Daily

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Develop an understanding of common communication scenarios in a business

CO2: Aware about verbal and non-verbal components of communication.

CO3: Appraise appropriate method for effective communication

CO4: Prepare and deliver effective presentations

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Startup and Entrepreneurship

Course Code: 24SEC0206T

45 Hrs (3 Hrs /week)

Credits: 3

Exam Time: 2.5 Hrs

External Marks : 50

Internal Marks : 25

Total Marks: 75

Note: The examiner is required to set **seven** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 2.5 marks each. In addition to this, **six** more questions (each questions may be of 2-3 parts) will be set consisting of 2 questions from each unit. The student is required to attempt **four** questions in all selecting one question from each unit in addition to compulsory Question No. 1. All question will carry equal marks.

Course Objectives: The course aims to familiarize the students to the concept of new venture creation ideation, its resources, and requirements for Startup.

Unit-I

15 Hrs

Entrepreneurial Thoughts and Action: Concept of Entrepreneur and Entrepreneurship, Factors Influencing Entrepreneurship, Characteristics of Entrepreneurship, Types of Entrepreneurships, Objectives of Entrepreneurship Development, Role of Entrepreneurship in Economic Development.

Unit -II

15 Hrs

Startups: Definition, Types, Pre-Feasibility Study, Idea Validation and finalization: Introduction and Ideation, Problem Identification, Idea Finalization, Product Building: Design Thinking, Product Development and Market Fit.

Unit -III

15 Hrs

Startup Ecosystem and Research: Market Research, Startup Ecosystem, Branding and Marketing, Breakdown of Pitch Deck: Problem and solution identification, Market sizing, Competitor Mapping. Launch and Growth: MVP Creation and Product Prototyping, Kick-start and Launch, Sustainable Growth for Startups, Analyzing Growth Potentials.

Books Suggested:

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning.
2. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International.
3. S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International.
4. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, Routledge.

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Understand the concept of entrepreneurship and its types.

CO2: Gain knowledge about the launch and growth of a startup.

CO3: Generate the idea creation and product development for the startup.

CO4: Develop an understanding of the startup ecosystem.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Human Values and Professional Ethics

Course Code: 24VAC0109T

30 Hrs (2 Hrs /week)

Credits: 2

External Marks : 35

Internal Marks : 15

Exam Time: 2 Hrs

Total Marks: 50

Note: The examiner is required to set **five** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 3 marks each. In addition to this, **four** more questions (each question may be of 2 parts) will be set consisting of two questions from each unit. The student/candidate is required to attempt **three** questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives: The course aims to explore moral and ethical issues and responsibilities in various professional fields to make them understand the implications of ethics and values in professional practice.

Unit-I

15 Hrs

Introduction to Human Ethics and Values: Definitions and scope of human ethics and values; historical overview of ethical thoughts. Major ethical theories, Ethical Principles: Virtue ethics: character and moral virtues; Ethics of care,

Moral Reasoning and Ethical Issues in Society: Study of cognitive and psychological factors that influence moral judgment, Application of formal and informal logic to moral arguments and ethical reasoning, Exploration of ethical frameworks for addressing societal problems and promoting social change.

Unit -II

15 Hrs

Professional Ethics and Personal Values: Ethical codes and guidelines specific to various professions, such as medicine, law, engineering, and journalism, ethical dilemmas encountered in professional practice, ethical responsibilities of professionals to clients, colleagues, and society, Personal Values: Reflective exercises to help students identify their own values and beliefs.

Code of Conduct and Professional Customer Relations: The ethical responsibilities and expectations of professionals and practitioners, Professional Customer Relations, Ethical Issues in Society Growth Potentials.

Books Suggested:

1. Ethics for the Real World: Creating a Personal Code to Guide Decisions in Work and Life" by Ronald A. Howard and Clinton D. Korver (Harvard Business Review Press)
2. The Ethical Life: Fundamental Readings in Ethics and Moral Problems" Edited by Russ Shafer-Landau (Oxford University Press).
3. Ethics and the Conduct of Business by John R. Boatright (Pearson Publication)
4. The Elements of Moral Philosophy by James Rachels and Stuart Rachels (McGraw-Hill Education)
5. Ethics in Information Technology by George Reynolds (Cengage Learning)

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Developing Ethical Awareness: To cultivate an understanding of ethical principles, theories, and concepts, and their application to personal, professional, and societal contexts.

CO2: Values Clarification: To facilitate reflection on personal values, beliefs, and ethical priorities, and to promote self-awareness and ethical integrity.

CO3: Ethical Reasoning: To develop the ability to apply ethical theories and frameworks to real-world situations, and to recognize and resolve moral conflicts.

CO4: Critical Thinking: To enhance critical thinking skills in evaluating moral arguments, analyzing ethical dilemmas, and making well-reasoned ethical decisions.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak

Environmental Studies-I

Paper Code: 24VAC0101T

30 Hrs (2 Hrs /week)

Credits: 2

Exam Time: 2 Hrs

External Marks : 35

Internal Marks : 15

Total Marks: 50

Note: The examiner is required to set **five** questions in all. The first question will be compulsory consisting of **five** short questions covering the entire syllabus consisting of 3 marks each. In addition to this, **four** more questions (each question may be of 2 parts) will be set consisting of two questions from each unit. The student/candidate is required to attempt **three** questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Objectives: The course aims to familiarize the students to the issues and problems related to environment and sustainable environmental practices.

Unit-I

15 Hrs

Environmental studies: Multidisciplinary nature of environmental studies, Definition Nature, scope and importance, need for public awareness; Natural resources – renewable and non-renewable resources, use and over-exploitation/over-utilization of various resources and consequences; Role of an individual in conservation of natural resources. Ecosystems: Concept, structure and function of an ecosystem; Ecological succession: food chains, food webs and ecological pyramids; Types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems; Environmental Pollution– Definition, cause, effects and control measures of different types of pollutions.

Unit -II

15 Hrs

Social issues and the environment: Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Environmental Legislation: Environment Protection Act, 1986; Air (Prevention and control of pollution) Act, 1981; Water (prevention and control of pollution) Act, 1974; Wildlife Protection Act, 1972; Forest Conservation Act, 1980.

Books Suggested:

1. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi.
3. Uberoi, N. K., Environment Management, Excel Books, New Delhi.
4. Kaushik Anubha, C.P. Kaushik, Perspectives in Environmental Studies, New Age International (P) Ltd. Publishers.

Course Outcomes:

At the end of the course, the students would be able to:

CO1: Define the multidisciplinary terms of environmental studies.

CO2: Explain types of ecosystem and environmental pollution.

CO3: Apply the knowledge of sustainable development in the addressing of social issues and urbanization.

CO4: Examine the scope and applicability of different environmental legislation.

Mapping of CO with PO

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

S= strong M= medium W= weak