

Dr. MGR - JANAKI COLLEGE



VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University under Section 3 of the UGC Act, 1956)
(ADYAR CAMPUS)

UNDERGRADUATE DEGREE PROGRAMME

Bachelor of Business Administration

Three Years

/

Bachelor of Business Administration (Hons)

Four Years

CURRICULUM & SYLLABUS

REGULATION 2026

Learning Outcomes Based Curriculum Framework (LOCF)

Effective from the Academic Year

2025 -2026

THIRUVANMIYUR & PALLAVARM

Department of Business Administration

SCHOOL OF MANAGEMENT STUDIES

Dr. MGR - JANAKI COLLEGE



VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University under Section 3 of the UGC Act, 1956)
(ADYAR CAMPUS)

DEPARTMENT OF BUSINESS ADMINISTRATION

VISION OF THE DEPARTMENT

To be a centre of excellence in business education by nurturing innovative, ethical, and industry-ready professionals in management for the global business environment

MISSION OF THE DEPARTMENT

- | | |
|-----------|---|
| M1 | Imparting quality business education through innovative teaching, research, and experiential learning practices. |
| M2 | Developing ethical, entrepreneurial, and industry-ready professionals for the dynamic global business environment. |
| M3 | Strengthening industry interaction through internships, training programmes, projects, and collaborative initiatives. |

M4

Encouraging leadership, critical thinking, lifelong learning, and social responsibility for sustainable development.



PROGRAMME EDUCATIONAL OUTCOMES (PEO)

PEO1	Graduates will develop strong managerial, leadership, and decision-making skills to effectively manage business organizations in a dynamic global environment.
PEO2	Graduates will acquire knowledge in finance, marketing, human resource management, entrepreneurship, and business analytics to pursue successful careers and higher education.
PEO3	Graduates will demonstrate entrepreneurial abilities, innovation, and problem-solving skills to create and manage business ventures ethically and sustainably.
PEO4	Graduates will exhibit professional ethics, social responsibility, communication skills, and commitment towards sustainable business practices and community development.

PO1	Apply knowledge of management theories, business principles, accounting, finance, marketing, human resource management, economics, and entrepreneurship to solve business problems effectively.
PO2	Identify, analyze, and solve complex business and managerial problems using logical reasoning, analytical skills, and appropriate decision-making techniques.
PO3	Demonstrate effective oral, written, interpersonal, and presentation skills for professional business communication in diverse organizational settings.
PO4	Exhibit leadership qualities, teamwork, coordination, and the ability to work collaboratively in multicultural and multidisciplinary environments.
PO5	Understand ethical principles, corporate governance, sustainability, and social responsibilities in business practices and decision-making.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1	Apply managerial, accounting, financial, marketing, and human resource management concepts to solve real-world business problems effectively.
PSO2	Demonstrate entrepreneurial, leadership, communication, and decision-making skills for managing organizations and business ventures successfully.

REDIT DISTRIBUTION

Bachelor of Business Administration (Hons)

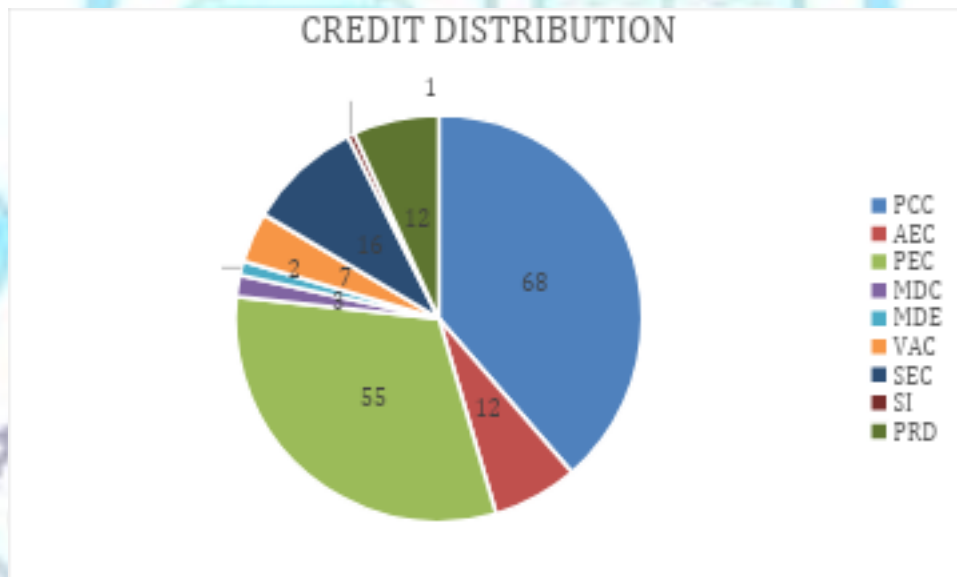
Minimum credits to be earned: 176

Bachelor of Business Administration

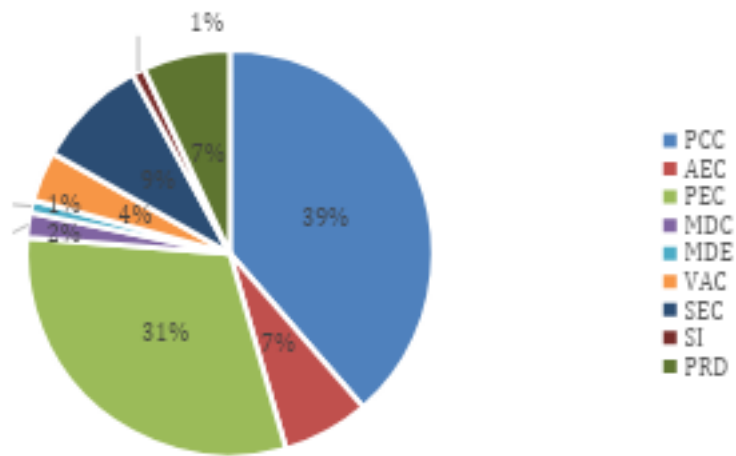
Minimum credits to be earned: 132

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	3 Yrs. Total Credits	VII Sem	VIII Sem	4 Yrs Total Credits
PCC	12	12	12	8	12	8	64	4	-	68
AEC	6	6	-	-	-	-	12	-	-	12
PEC	-	-	4	4	7	12	27	12	16	55
MDC	-	3	-	-	-	-	3	-	-	3
MDE	-	-	2	-	-	-	2	-	-	2
VAC	4	1	2	-	-	-	7	-	-	7
SEC	2	-	2	6	2	2	14	-	-	16
SI	-	-	-	-	1	-	1	-	-	1
PRD	-	-	-	-	-	2	2	6	6	12

Total Credits	24	22	22	18	22	24	132	22	22	176
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CREDIT DISTRIBUTION PERCENTAGE



ABBREVIATIONS

PCC	Programme core core
AEC	Ability enhancement courses
PEC	Professional elective courses
IDC	Interdisciplinary / minor courses
MDC	Multidisciplinary courses
MDE	Multidisciplinary elective
VAC	Value added courses
SEC	Skill Enhancement Courses
SI	Internship
PRD	Project report and dissertation

AEC		Tamil I / Hindi I/ French I/ Indian Sign Language (Basic)	3	0	0	3	3	40	60	100
AEC		English I	3	0	0	3	3	40	60	100
PCC		Principles and Practices of Management	4	0	0	4	4	40	60	100
PCC		Financial accounting	4	0	0	4	4	40	60	100
PCC		Business Statistics and Logic	4	0	0	4	4	40	60	100
MDE		Indian Knowledge System	2	0	0	2	2	40	60	100
VAC		Communication Skills	0	0	4	0	2	40	60	100
VAC		Environmental Studies and Sustainability	2	0	0	2	2	40	60	100
Total			22	-	4	22	24	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *SL self-Learning**

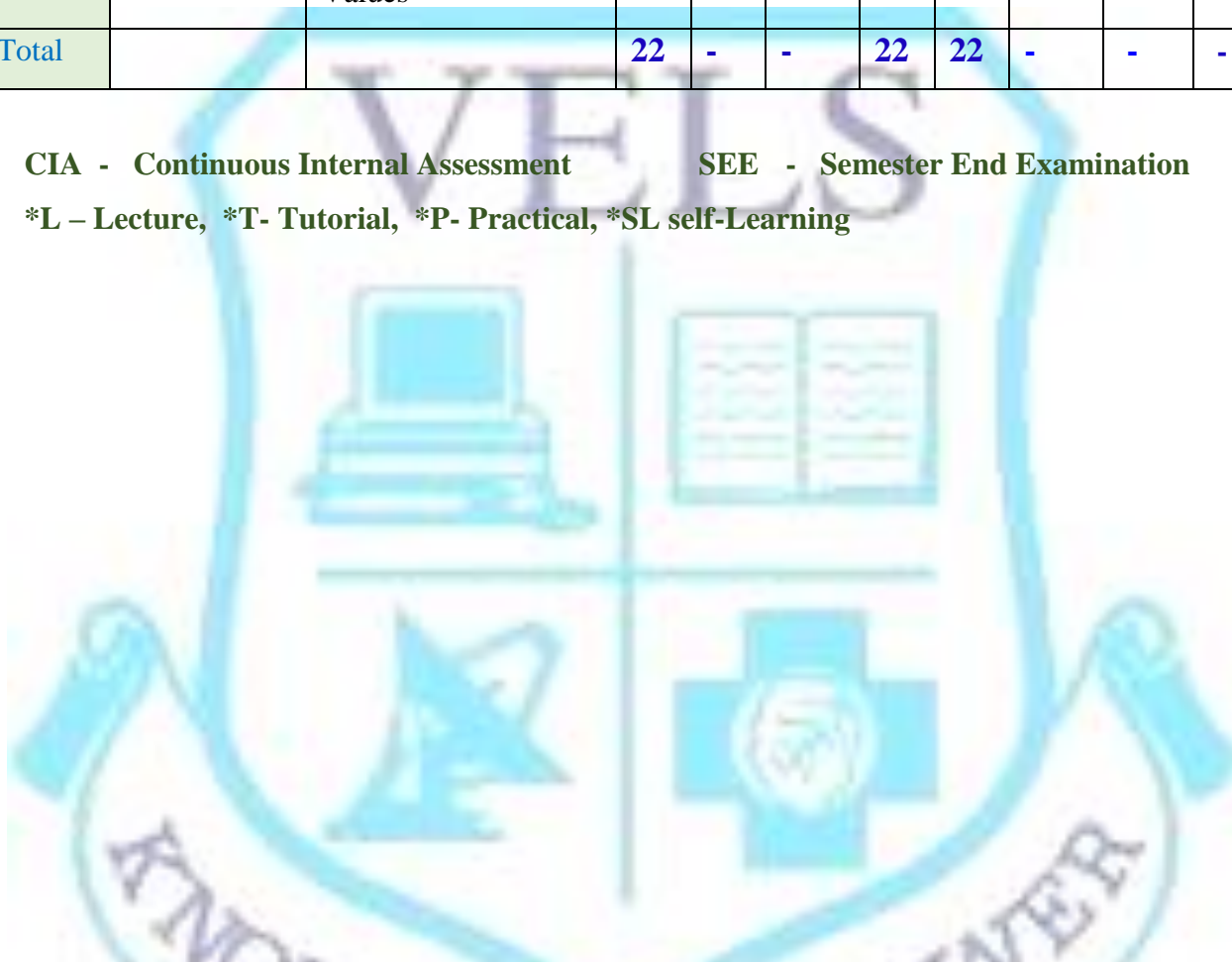
SEMESTER 2										
Category	Code	Course	L	T	P	SL	C	CIA	SEE	Total
AEC		Tamil II / Hindi II / French II/ Indian Sign Language (Advance)	3	0	0	3	3	40	60	100
AEC		English II	3	0	0	3	3	40	60	100
PCC		Human Behaviour and Organization	4	0	0	4	4	40	60	100
PCC		Marketing Management	4	0	0	4	4	40	60	100

PCC		Business Economics	4	0	0	4	4	40	60	100
MDE		Indian System of Health and Wellness	3	0	0	3	3	40	60	100
VAC		Universal Human Values	1	0	0	1	1	-	100	100
Total			22	-	-	22	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *SL self-Learning**



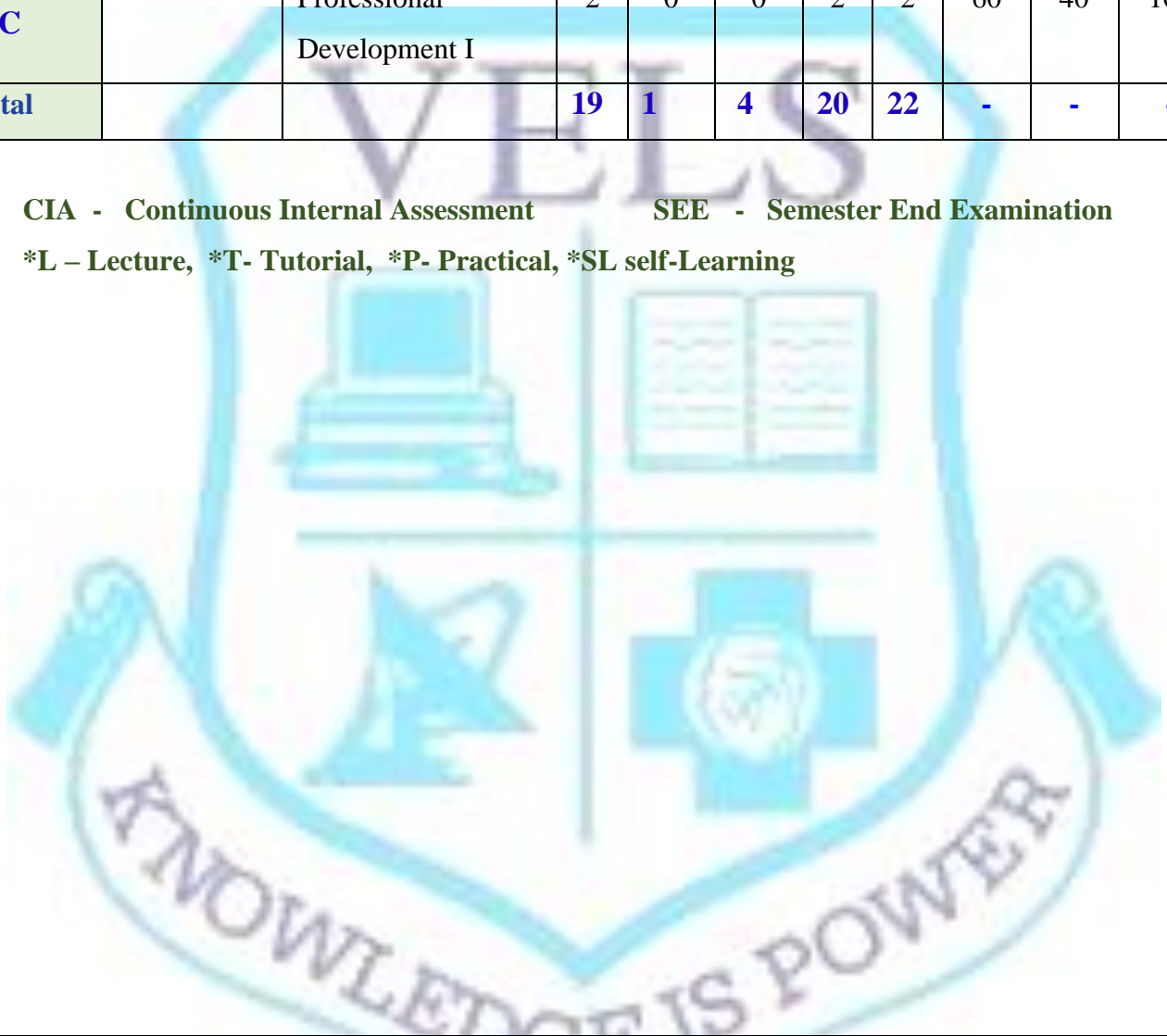
SEMESTER 3

Category	Code	Course	L	T	P	SL	C	CIA	SEE	Total
PCC		Cost and Management Accounting	3	1	0	4	4	40	60	100
PCC		Legal and Ethical Issues in Business	4	0	0	4	4	40	60	100
PCC		Human Resource Management	4	0	0	4	4	40	60	100
MDE		MediaLiteracy and Critical Thinking	2	0	0	2	2	40	60	100

PEC		Professional Elective Course	4	0	0	4	4	40	60	100
VAC		Yoga/ Sports/ NCC/NSS/ Disaster Management	0	0	4		2	40	60	100
SEC		Professional Development I	2	0	0	2	2	60	40	100
Total			19	1	4	20	22	-	-	-

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *SL self-Learning**



SEMESTER 4										
Category	Code	Course	L	T	P	SL	C	CIA	SEE	Total
PCC		Financial Management	4	0	0	4	4	40	60	100
PCC		Business Environment and Public Policy	4	0	0	4	4	40	60	100
PEC		Professional	4	0	0	4	4	40	60	100

		Elective Course								
SEC		Design Thinking and Innovation	2	0	0	2	2	-	100	100
SEC		Entrepreneurship Startup Eco System	2	0	0	2	2	-	100	100
SEC		Professional Development II	2	0	0	2	2	-	-	-
Total			18	-	-	18	18	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *SL self-Learning**



SEMESTER 5

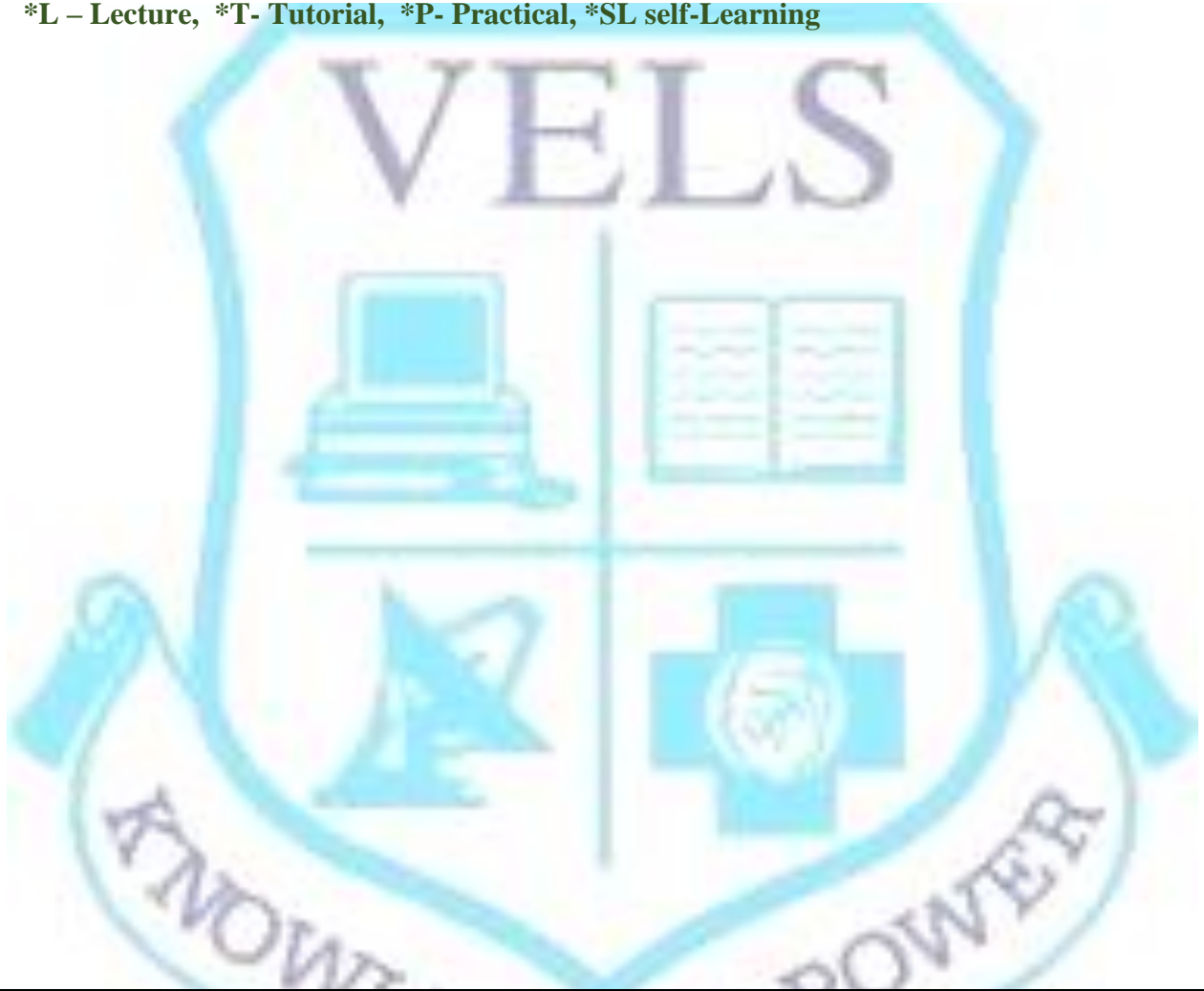
Category	Code	Course	L	T	P	SL	C	CIA	SEE	Total
PCC		Business Research Methodology	4	0	0	4	4	40	60	100
PCC		AI in Business Management	4	0	0	4	4	40	60	100
PCC		Business Taxation	4	0	0	4	4	40	60	100
PEC		Professional Elective Course	4	0	0	4	4	40	60	100
PEC		Cyber Security	3	0	0	3	3	40	60	100

SI		Internship	0	0	2	0	1	40	60	100
SEC		Professional Development III	2	0	0	2	2	40	60	100
Total			21	-	2	21	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *SL self-Learning**



SEMESTER 6

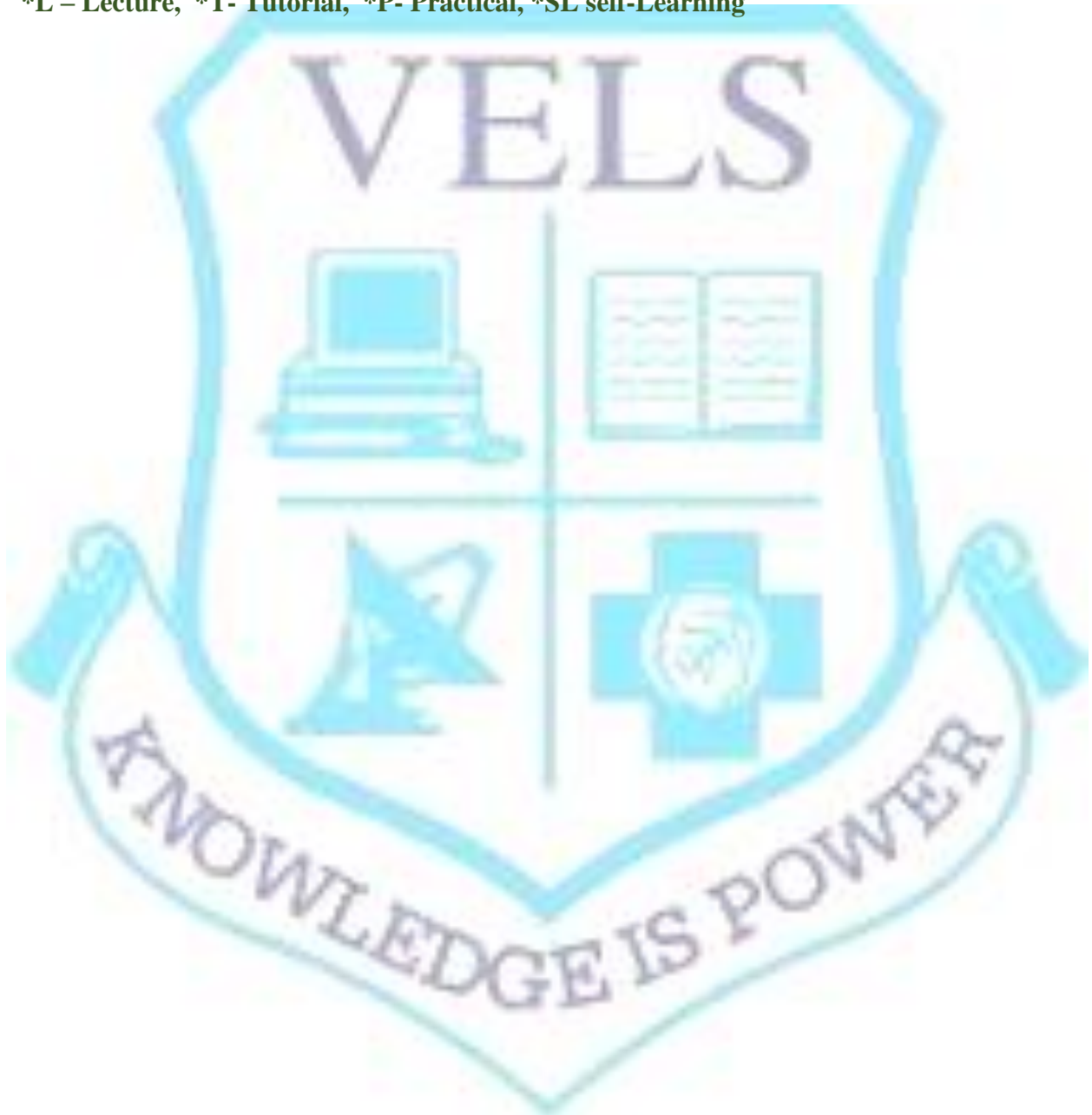
Category	Code	Course	L	T	P	SL	C	CIA	SEE	Total
PCC		Digital Marketing	4	0	0	4	4	40	60	100
PCC		Strategic Management	4	0	0	4	4	40	60	100
PEC		Professional Elective Course	4	0	0	4	4	40	60	100
PEC		Professional Elective Course	4	0	0	4	4	40	60	100
PEC		Professional Elective Course	4	0	0	4	4	40	60	100

PRD		Project Work	0	0	4	0	2	40	60	100
SEC		Professional Development IV	2	0	0	2	2	40	60	100
Total			22	-	4	22	24	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

*L – Lecture, *T- Tutorial, *P- Practical, *SL self-Learning



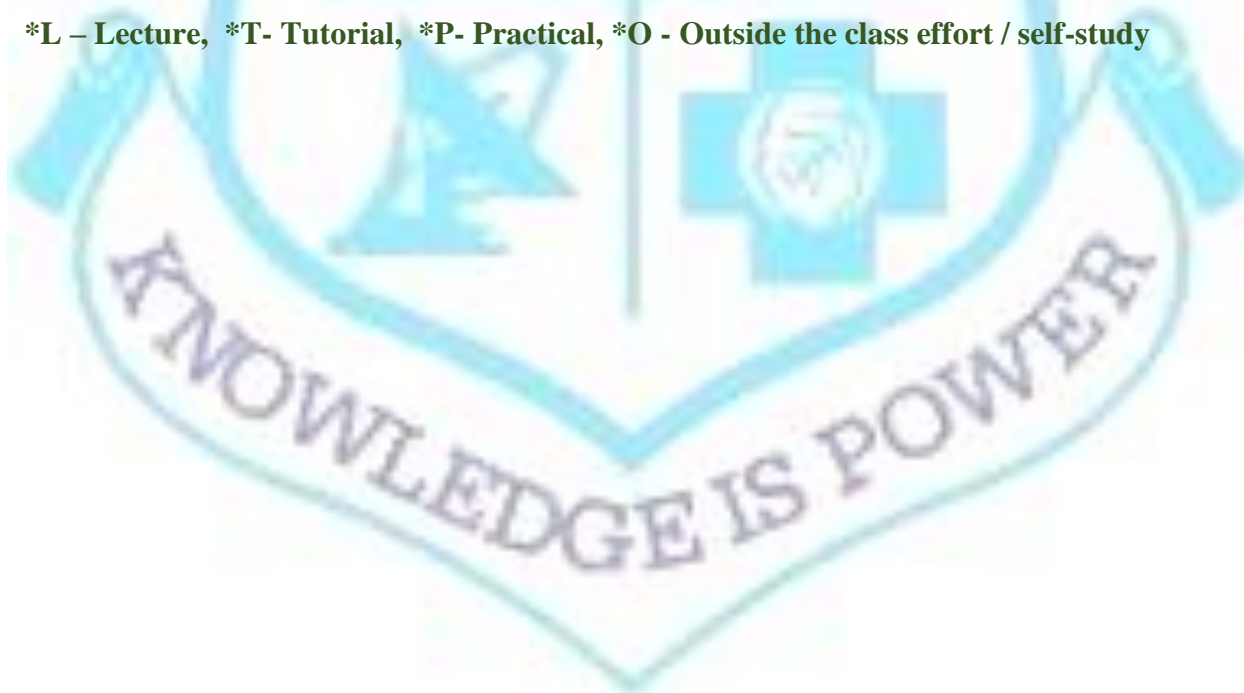
SEMESTER 7

Category	Code	Course	L	T	P	S L	C	CI A	SEE	Total
PCC		Entrepreneurial Leadership	4	0	0	4	4	40	60	100
PEC		Professional Elective Course	4	0	0	4	4	40	60	100
PEC		Professional Elective Course	4	0	0	4	4	40	60	100
PEC		Professional Elective Course	4	0	0	4	4	40	60	100
PRD		Research Project I	0	0	12	0	6	40	60	100
			16	-	12	16	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

*L - Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study

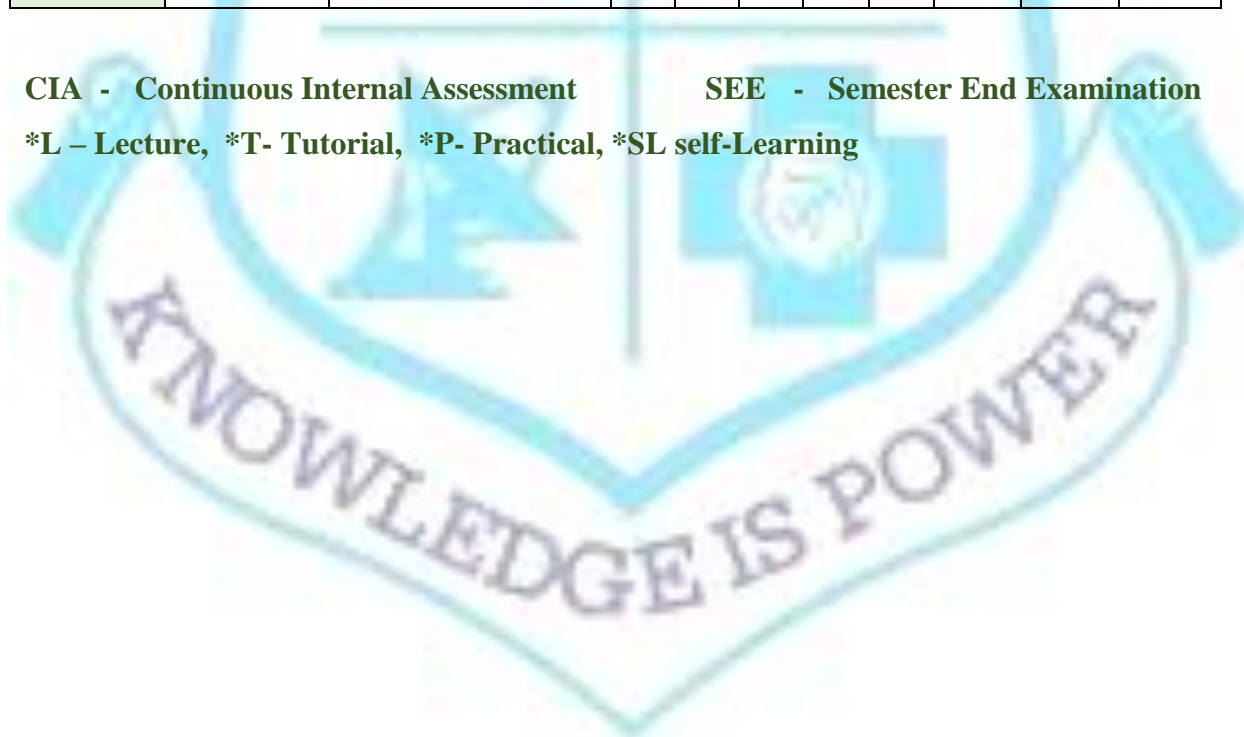


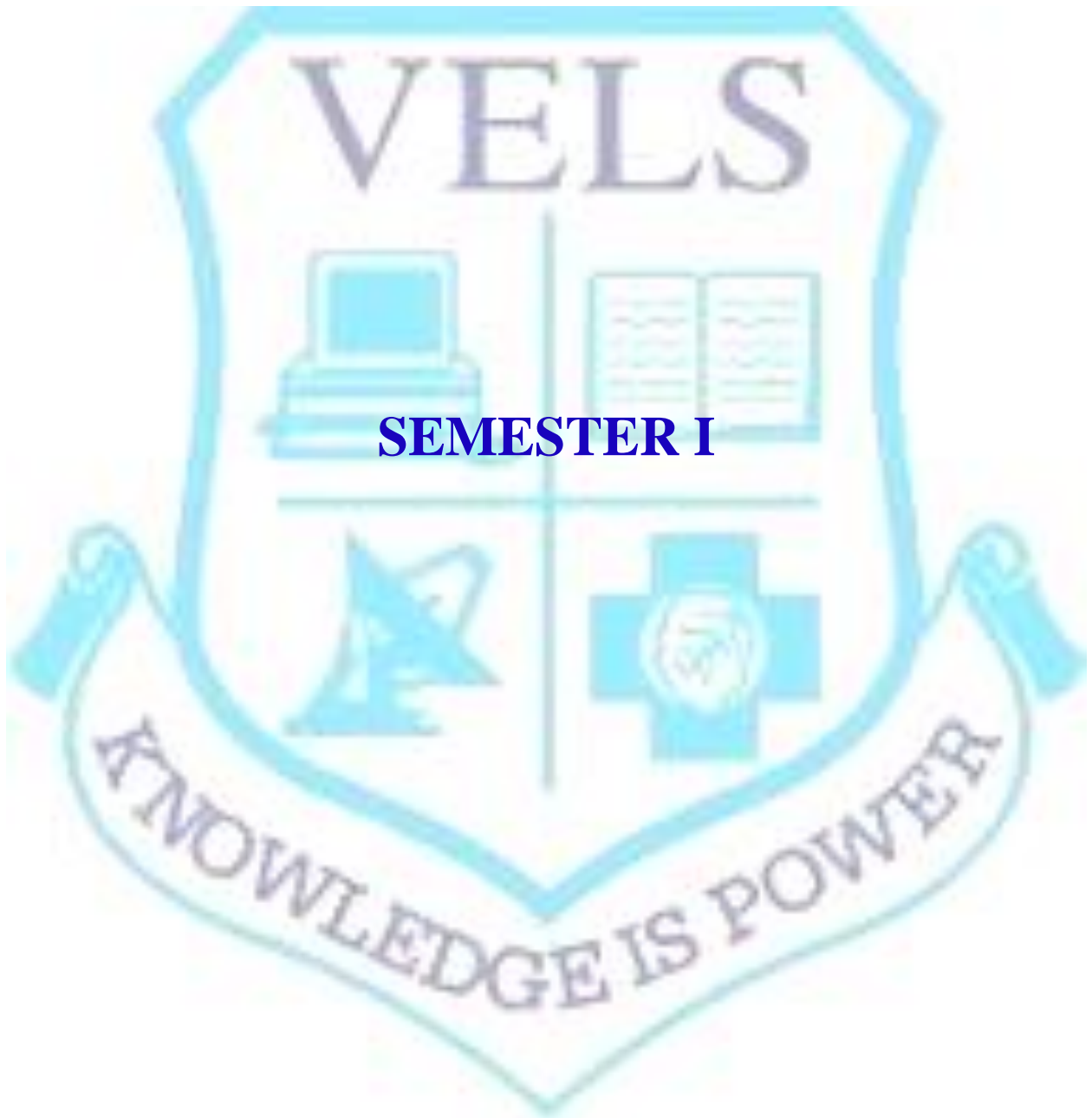
SEMESTER 8										
Category	Code	Course	L	T	P	SL	C	CIA	SEE	Total
PEC		Professional Elective Course	4	0	0	4	4	40	60	100
PEC		Professional Elective Course	4	0	0	4	4	40	60	100
PEC		Professional Elective Course	4	0	0	4	4	40	60	100
PEC		Professional Elective Course	4	0	0	4	4	40	60	100
PRD		Research Project II	0	0	12	0	6	40	60	100
Total			16	-	12	16	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

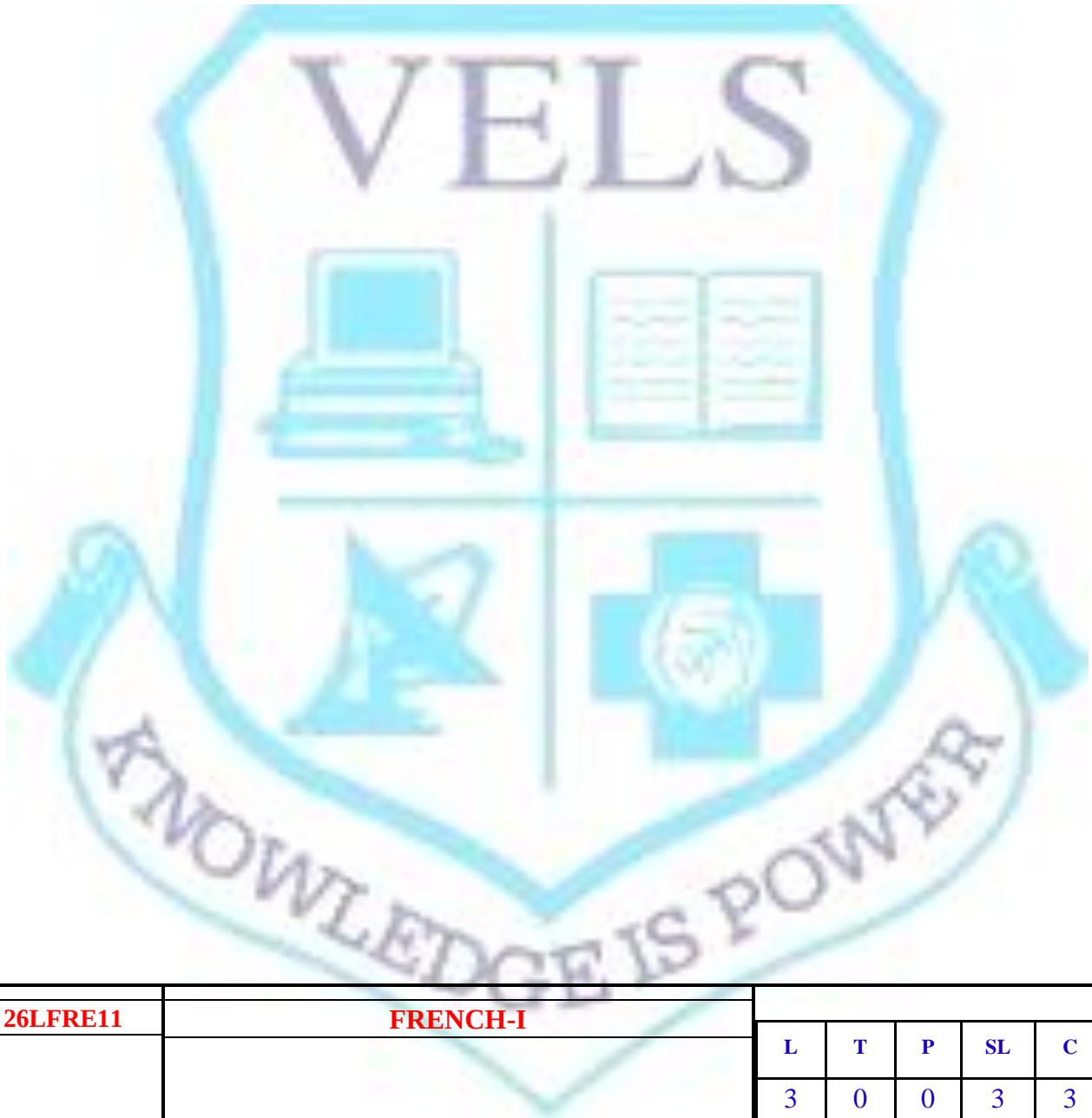
*L – Lecture, *T- Tutorial, *P- Practical, *SL self-Learning





SEMESTER I

4. https://home.unicode.org/?utm_source=chatgpt.com
5. https://home.unicode.org?utm_source=chatgpt.com



26LFRE11	FRENCH-I					
		L	T	P	SL	C
		3	0	0	3	3
COURSE OBJECTIVES:						

The lessons are being chosen:

- 1) to greet, to express excuse and to introduce oneself
- 2) to introduce another person
- 3) to express his/her ideas, opinions and weekend projects
- 4) to request someone to do something, polite manners
- 5) to accept, refuse, enquire and indicate the time and date
- 6) to express himself / herself in positive and negative manner

UNIT I

SALUT

6 HOURS

les nombres, Les jours de la semaine et du mois, La nationalité

UNIT II

ENCHANTÉ

8 HOURS

Les verbes Etre, Avoir, Aller, Regular ER verbes, Present tense

UNIT III

J'ADORE

8 HOURS

La negation, l'adjectif possessif, le futur proche

UNIT IV

TU VEUX BIEN

10 HOURS

Les articles de finis/indéfinis, Les pronoms après une préposition (avec lui, chez moi),

Le passé composé

UNIT V

ON SE VOIT QUAND

6 HOURS

Les pronoms compléments directs me, te, nous, vous, L'interrogation avec est-ce que, L'heure et la date.

UNIT VI

BONNE IDÉE

7 HOURS

Les articles partitifs, Le masculin et le féminin des adjectifs, Les pronoms compléments directs le, la, les,

La négation : ne... pas de.

TOTAL HOURS 45 SELF LEARNING HOURS 45

COURSE OUTCOMES:

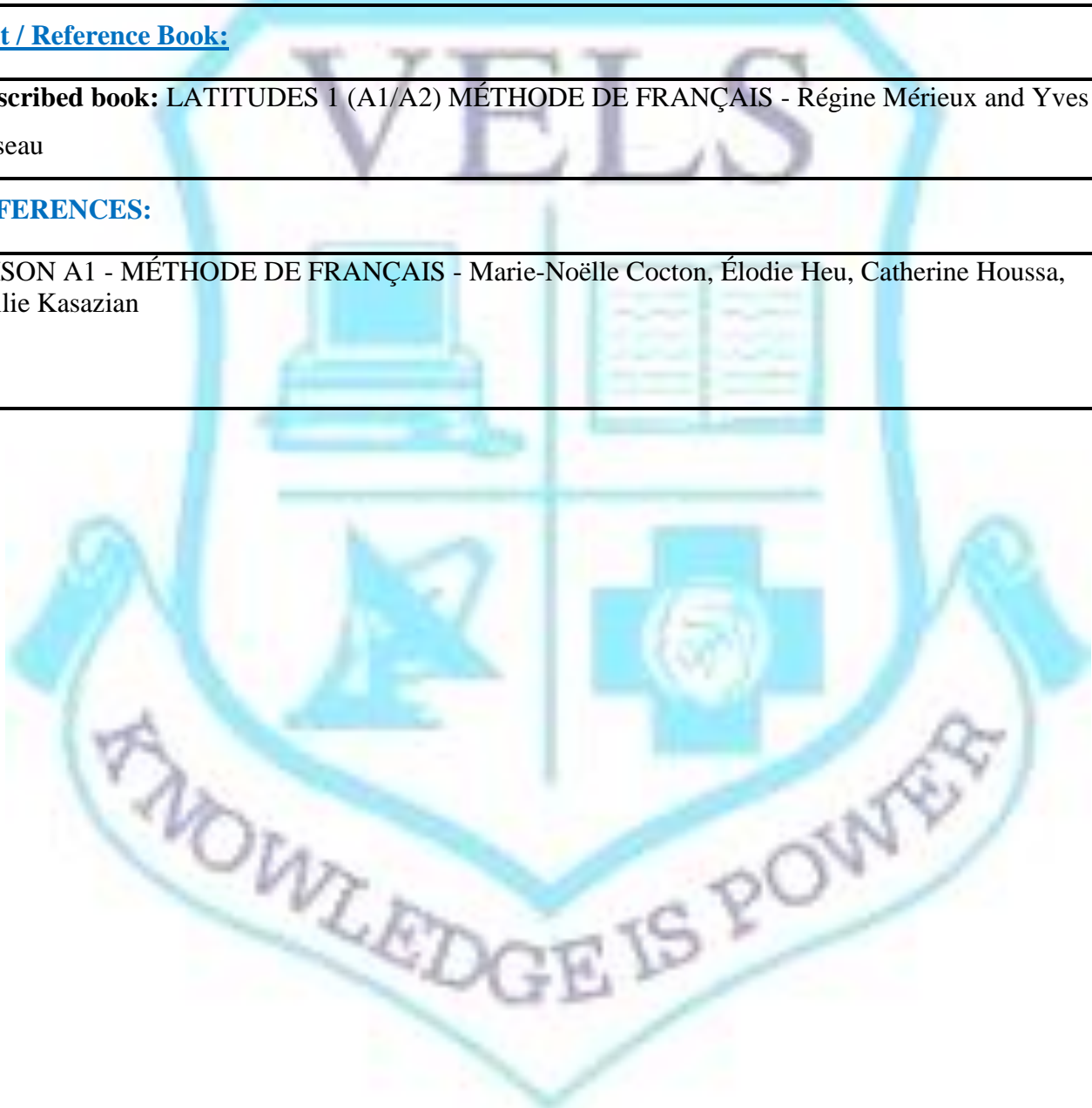
- 1) The students would be able to greet, to excuse and to introduce himself
- 2) The students would be able to introduce someone
- 3) The students would be able to express his ideas, opinions and weekend projects
- 4) The students would be able to ask someone to do something, polite manner
- 5) The students would be able to accept, refuse enquire and indicate the time and date
- 6) The students would be able to express himself in positive and negative manner

Text / Reference Book:

Prescribed book: LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau

REFERENCES:

SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian



26LENG11

ENGLISH-I

L	T	P	SL	C
3	0	0	3	3

COURSE OBJECTIVES:

- To develop an understanding of prose, poetry, and short stories.
- To enhance reading comprehension and critical thinking skills.
- To improve accuracy and clarity in language use.
- To build a rich and adequate vocabulary.
- To promote the use of digital tools for communication and presentation skills.

UNIT I

Grammar & Vocabulary

9 HOURS

- Parts of Speech
- Subject – Verb Agreement
- Tenses
- Prefix and Suffix
- Spot the errors

UNIT II

Prose

9 HOURS

- A.G. Gardiner – *On the Rule of the Road*
- Helen Keller – Excerpt from *The Story of My Life – Chapter IV*

Listening: Audio summary comprehension

Speaking: Discussion on freedom & learning

Reading: Passage comprehension

Writing: Reflective paragraph writing

UNIT III

Poetry

9 HOURS

- William Wordsworth – *The Solitary Reaper*
- Rabindranath Tagore – *Where the Mind is Without Fear*

Listening: Infer the central idea of the poem.

Speaking: Sharing personal interpretation of the poem

Reading: Read aloud exercise

Writing: Critical Appreciation

UNIT IV	Short Stories	9 HOURS
<ul style="list-style-type: none"> • O. Henry – <i>The Gift of the Magi</i> • R.K. Narayan – <i>An Astrologer's Day</i> <p>Listening: Story narration Speaking: Retell the story Reading: Silent reading and reflective reading Writing: Summary & Character analysis</p>		
UNIT V	One – Act – Play	9 HOURS
<ul style="list-style-type: none"> • Douglas Turner Ward-<i>The Shirt</i> • J. M. Synge-<i>Riders to the Sea</i> <p>Listening: Listening to dialogue delivery Speaking: Role play and enactment Reading: Character mapping and identification of key ideas Writing: Dialogue writing & Short critical commentary</p>		
HOURS	TOTAL 45 HOURS SELF LEARNING 45	
<p>COURSE OUTCOMES: After completing the course, students will be able to:</p> <ul style="list-style-type: none"> • CO1: interpret and analyze prose, poetry, and short stories. • CO2: demonstrate improved reading, writing, and comprehension skills. • CO3: apply grammar accurately in communication. • CO4: use vocabulary effectively in academic and real-life contexts. • CO5: utilize AI tools to enhance language, speaking, and presentation skills. 		
<p>Text Books:</p> <ul style="list-style-type: none"> • Naik, M. K., ed <i>Indian Prose in English: An Anthology</i>. Oxford University Press, 2001. • Greenblatt, Stephen, ed. <i>The Norton Anthology of English Literature</i>. 9th ed., W. W. Norton & 		

26CBBA11	PRINCIPLES AND PRACTICES OF MANAGEMENT					
		L	T	P	SL	C
		4	0	0	4	4
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> ✓ Understand the basic concepts, principles, and theories of management. ✓ To examine the essential functions of managers. ✓ To analyze the impact of globalization, diversity, and ethics on management. ✓ To develop skills in strategic planning, decision-making, and leadership. 						
UNIT I	INTRODUCTION TO MANAGEMENT				12 HOURS	
<p>Concept, nature, and importance of management; principles and distinction between management and administration; levels of management; managerial roles and essential skills. Evolution of management thought: classical, behavioral, quantitative, systems, contingency, and modern approaches. Management as both science and art. Core functions: planning, organizing, leading, and controlling.</p>						
UNIT II	PLANNING AND DECISION MAKING				12 HOURS	
<p>Planning: meaning, significance, objectives, types (strategic, tactical, operational), process and techniques. Decision-making: significance, steps, models, and tools.</p>						
UNIT III	ORGANIZING AND STAFFING				12 HOURS	
<p>Organizational design and structure: functional, divisional, and matrix forms. Authority, responsibility, delegation; centralization vs decentralization; span of control. Coordination, integration, MBO and MBE. Staffing: concept, importance, and recruitment and selection process.</p>						
UNIT IV	LEADING & DIRECTING				12 HOURS	
<p>Directing: meaning and characteristics. Leadership theories: trait, behavioral, contingency, participative, charismatic, transformational, and Level-5 leadership. Motivation: concepts and key theories (Maslow, Herzberg, McGregor). Hawthorne effect. Communication in management: meaning and role. Team building and group dynamics.</p>						

UNIT V	CONTROLLING	12 HOURS
<p>Controlling: concept, importance, and process. Control systems and their features; essentials of effective control systems. Techniques and types of control. Performance measurement and performance management systems</p>		
<p>TOTAL 60 HOURS SELF LEARNING 60 HOURS</p>		
<p>COURSE OUTCOMES:</p>		
<p>CO1: Explain the fundamental concepts, principles, functions, and evolution of management along with managerial roles and skills.</p> <p>CO2: Apply planning techniques and decision-making models for solving organizational and managerial problems.</p> <p>CO3: Analyze organizational structures, delegation practices, coordination mechanisms, and staffing processes in business organizations.</p> <p>CO4: Evaluate leadership styles, motivation theories, communication systems, and team dynamics for effective organizational performance.</p> <p>CO5: Examine controlling processes, performance measurement techniques, and management control systems for achieving organizational objectives.</p>		
<p>TEXT BOOKS (LATEST EDITION) :</p>		
<ol style="list-style-type: none"> 1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications. 2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston 3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing. 4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education. 5. Robbins, S. P. & Coulter, M. A. Management. Pearson. 		
<p>REFERENCES BOOKS:</p>		
<ol style="list-style-type: none"> 1. Koontz, H., & Weihrich, H. <i>Principles of Management</i>. McGraw Hill Education. 2. Robbins, S. P., & Coulter, M. <i>Management</i>. Pearson Education. 3. Prasad, L. M. <i>Principles and Practice of Management</i>. Sultan Chand & Sons. 		
<p>WEB REFERENCES:</p>		
<ol style="list-style-type: none"> 1. OpenStax. <i>Principles of Management</i>. Retrieved from https://openstax.org/details/books/principles-management 		

2. Management Study Guide. *Principles of Management*. Retrieved from <https://www.managementstudyguide.com/principles-of-management.htm>
3. TutorialsPoint. *Principles of Management*. Retrieved from https://www.tutorialspoint.com/principles_of_management/index.htm

S. No.	Course Objectives	K-Level
1	Understand the basic concepts, principles, and theories of management.	K2
2	Examine the essential functions of managers.	K3
3	Analyze the impact of globalization, diversity, and ethics on management.	K4
4	Evaluate strategic planning approaches, decision-making processes, and leadership practices in organizational contexts..	K5

CO PO Mapping

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PEO1	PEO2	PEO3	PEO4
CO1:	3	2	-	3	3	2	2	3	3	2	-
CO2:	3	3	2	3	3	3	3	3	2	3	2
CO3:	3	3	3	2	3	3	2	3	2	2	3
CO4:	2	3	3	3	3	2	3	3	3	3	2
CO5:	3	3	2	2	2	2	-	3	2	2	3
AVERAGE	2.8	2.8	2.5	2.6	2.8	2.4	2.5	3	2.4	2.4	2.5

26CBBA12	FINANCIAL ACCOUNTING	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>SL</td> <td>C</td> </tr> <tr> <td>4</td> <td>0</td> <td>0</td> <td>4</td> <td>4</td> </tr> </table>	L	T	P	SL	C	4	0	0	4	4
L	T	P	SL	C								
4	0	0	4	4								
COURSE OBJECTIVES:												
<ul style="list-style-type: none"> ✓ To provide an understanding of application of various principles and practice of Accounting. ✓ To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting. ✓ To apply the knowledge of systematic maintenance of books of accounts to real life business. ✓ To estimate Annual Financial statements of Sole proprietorship and Company form of business. 												
UNIT I	INTRODUCTION TO ACCOUNTING	12 HOURS										
Meaning, objectives, and need for accounting; Accounting information systems; Stakeholders and qualitative characteristics; Indian & international standards; Branches of accounting; Business organizations; Concepts, conventions; Capital vs revenue; Accounting equation & process; Contingent & fictitious assets.												
UNIT II	RECORDING TRANSACTIONS & TRIAL BALANCE	12 HOURS										
Journal entries (purchases, sales, returns, receivables, payables, inventory); Depreciation, amortization, reserves, intangibles, GST; Ledger posting; Trial balance; Error correction.												
UNIT III	FINAL ACCOUNTS	12 HOURS										
Trading, P&L account, Balance Sheet for sole traders; Cash book; Classification & disclosure in financial statements.												
UNIT IV	SINGLE ENTRY	12 HOURS										
Single vs double entry; Profit calculation & financial position from incomplete records; Income statements.												

UNIT V	SUSTAINABLE REPORTING	12 HOURS
Green accounting; Sustainability reporting (need, methods, data analysis); IFRS sustainability standards.		
TOTAL 60 HOURS SELF LEARNING 60 HOURS		
COURSE OUTCOMES:		
<p>On having completed this course student should be able to:</p> <p>CO1: Identify the application of various principles and practice of Accounting in preparation of accounting statements.</p> <p>CO2: Demonstrate the knowledge on the process of accounting cycle.</p> <p>CO3 :Apply the knowledge of systematic maintenance of books of accounts to real life business.</p> <p>CO4: Estimate Annual Financial statements of Sole proprietorship and Company form of business.</p> <p>CO5: To demonstrate sustainable reporting.</p>		
TEXT BOOKS (LATEST EDITION):		
<ol style="list-style-type: none"> 1. Jain S.P., & Narang K L. . Basic Financial Accounting I, New Delhi, Kalyani publishers. 2. Kimmel, Financial accounting, Wiley Publications 3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education. 4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi. 		
REFERENCE BOOKS (LATEST EDITION):		
<ul style="list-style-type: none"> ● Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning. ● Accounting for sustainability: www.ifac.org ● Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications ● IFRS sustainability standards: www.ifrs.org 		
WEB LINKS:		
https://asb.icai.org/?utm_source=chatgpt.com		
https://www.icai.org/post/17757?utm_source=chatgpt.com		
https://www.caalley.com/?utm_source=chatgpt.com		

SUGGESTED CASES:

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company

S. No	Course Objective	K-Level
1	To provide an understanding of application of various principles and practice of Accounting.	K2
2	To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.	K2
3	To apply the knowledge of systematic maintenance of books of accounts to real life business.	K3
4	To estimate Annual Financial statements of Sole proprietorship and Company form of business.	K4

CO PO MAPPING

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PEO1	PEO2	PEO3	PEO4
CO1:	3	2	-	2	3	3	2	3	2	-	-
CO2:	3	2	-	2	-	-	2	3	-	2	2
CO3:	3	3	-	3	-	2	3	3	2	2	2
CO4:	3	3	-	3	-	3	3	3	3	3	3
CO5:	-	2	3	2	3	-	2	2	3	3	3
AVERAGE	3	2.4	3	2.4	3	2.7	2.4	2.8	2.5	2.5	2.5

26CBBA13	BUSINESS STATISTICS AND LOGIC	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>SL</td> <td>C</td> </tr> <tr> <td>4</td> <td>0</td> <td>0</td> <td>4</td> <td>4</td> </tr> </table>	L	T	P	SL	C	4	0	0	4	4
L	T	P	SL	C								
4	0	0	4	4								
COURSE OBJECTIVES:												
<p>To learn various concept in matrix. To apply the concept of sets to promote critical thinking, problem-solving techniques and interdisciplinary connections. To analyze the relationships, decisions making and modeling the various kinds of problems. To solve various logical problems.</p>												
UNIT I	SETS THEORY	12 HOURS										
Definitions – Operations on Sets – Laws of Sets –Properties of Sets–Simple application using Venn diagram.												
UNIT II	MATRICES	12 HOURS										
Definitions – Operations on Matrices – Determinants–Minors– Cofactors– Properties of Determinants– Inverse of matrix – Solution of Linear Equations–Matrix method– Cramer’s rule.												
UNIT III	STATISTICAL METHODS	12 HOURS										
Definition– Importance, uses and limitations of Statistical methods–Diagrammatic and Graphical Representation of Data–Measures of Central tendency: Mean, Median, Mode.												
UNIT IV	CORRELATION AND REGRESSION ANALYSIS	12 HOURS										
Definition - Types of Correlation-Methods of Correlation–Karl Pearson’s Coefficient of Correlation– Spearman’s Rank Correlation Coefficient– Regression Lines and Regression equations.												
UNIT V	LOGICSTICS	12 HOURS										
Conditional, bi-conditional or double implication, converse, inverse and contra												

Positive, tautology and contradiction (Simple proofs and Problems)

TOTAL 60 HOURS SELF LEARNING

60 HOURS

COURSE OUTCOMES:

On having completed this course student should be able to:

CO1	Identify and explain the application of various accounting principles and practices in the preparation of accounting statements.
CO2	Demonstrate the stages and procedures involved in the accounting cycle for recording and processing business transactions..
CO3	Apply the principles of systematic maintenance of books of accounts in real-life business situations.
CO4	Prepare and estimate annual financial statements for sole proprietorships and companies using appropriate accounting methods
CO5	Analyze and demonstrate sustainable reporting practices in accounting for responsible business decision-making.

REFERENCE BOOKS (LATEST EDITION):

1. Beri G, Business Statistics, Tata McGraw Hill Publishing Company Limited, 2009.
2. P.R.Vittal , Businesss Statistics -Margham Publications,2021
3. Pillai R.S.N, Mrs.Bhagavathi, Statistics ,S. Chand and Company Ltd., New Delhi,1997.
4. S.C. Gupta and V. K. Kapoor, Fundamentals of Mathematical Statistics. Sultan Chand & Sons, New Delhi,2020.

TEXT BOOKS:

1. P.R.Vittal , Businesss Mathematics and Statistics- Margham Publications,2021
2. R.S.Agarwal, Quantitative Aptitude for Competitive Examinations –S.Chand Publications, 2022

WEB LINKS

1. <http://mathworld.wolfram.com>
- 2.

https://web.gccaz.edu/~johwd63181/MAT142/chapter_1/problems/section%201.7.pdf
 3 <https://wpforms.com/the-ultimate-list-of-online-business-statistics/>
 4. <https://www.coursera.org/courses?query=business%20statistics>
 5 <https://www.geeksforgeeks.org/quantitative-aptitude/>

S. No	Course Objectives	K
1	To learn various concepts in matrix.	K1
2	To apply the concept of sets to promote critical thinking and problem-solving techniques.	K3
3	To develop interdisciplinary connections using set theory concepts and analytical techniques.	K4
4	To analyze relationships, decision-making, and modeling of various kinds of problems.	K4
5	To solve various logical problems.	K3

CO PO MAPPING

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PEO1	PEO2	PEO3	PEO4
CO1	3	2	2	2	2	2	-	3	-	2	2
CO2	3	3	2	2	3	2	2	3	3	3	3
CO3	2	3	3	3	3	-	3	2	2	2	3
CO4	2	3	3	2	2	2	3	3	3	2	-
CO5	2	3	-	3	2	2	-	3	-	3	-
Average	2.4	2.8	2.5	2.4	2.4	2	2.7	2.8	2.7	2.4	2.7

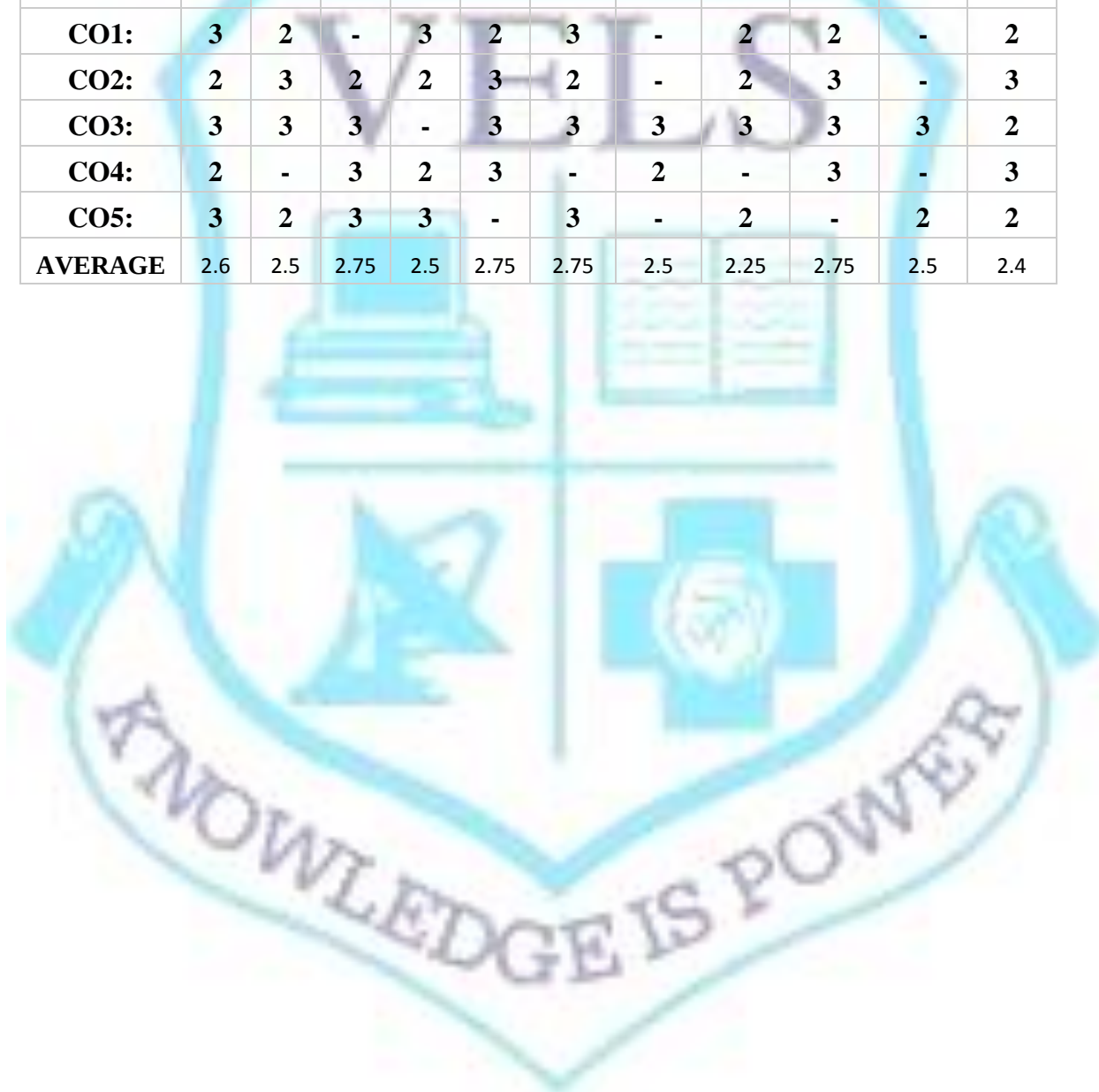
26MBBA31	INDIAN KNOWLEDGE SYSTEM	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>SL</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>2</td> <td>2</td> </tr> </table>	L	T	P	SL	C	2	0	0	2	2
L	T	P	SL	C								
2	0	0	2	2								
COURSE OBJECTIVES:												
<ul style="list-style-type: none"> To Gain an understanding of Indian Knowledge System. To Develop an ability to apply the Indian Knowledge System to societal challenges faced today in areas such as holistic health, governance, public administration and sustainable living. To Promote the youths to do research in the various fields of Indian knowledge system. 												
UNIT I	AN OVERVIEW OF INDIAN KNOWLEDGE SYSTEM	6 HOURS										
Introduction- Organization of Indian Knowledge System- The IKS corpus- A Classification framework- Historicity of Indian Knowledge System -Some salient aspects of Indian Knowledge System												
UNIT II	PHILOSOPHICAL SYSTEM	6 HOURS										
Introduction to Philosophy- Development of Indian Philosophical system - Unique features of Indian Philosophical system- Introduction to Yoga.												
UNIT III	GOVERNANCE AND PUBLIC ADMINISTRATION	6 HOURS										
Introduction - Understanding Governance from ancient to modern times- Relevance of Arthashastra- Glimpses of Nitishastra- Vidura Niti												
UNIT IV	WISDOM THROUGH THE AGES	6 HOURS										
Gateways of ancestral wisdoms-Introduction to Purāṇa- The Purāṇic repository- Issues of interest in Purāṇas- Introduction to Itihāsas- Key messages in Itihāsa-Wisdom through Nīti-śāstra.												

UNIT V	MATHEMATICS	6 HOURS
Introduction to Indian Mathematics- Unique aspects of Indian Mathematics- Indian Mathematicians and their Contributions.		
TOTAL 30 HOURS SELF LEARNING 30 HOURS		
COURSE OUTCOMES:		
<p>CO1 Understand the components of health such as physical, social, mental, and spiritual well-being and explain their relevance in daily life.</p> <p>CO2 Identify the rich heritage of governance in Indian Knowledge System.</p> <p>CO3 Recognize the relevance of Arthashastra in public administration.</p> <p>CO4 Identify the Wisdom through Ages through Ithihasas.</p> <p>CO5 Knowledge of Indian Mathematicians and their contributions.</p>		
TEXT BOOKS (LATEST EDITION):		
<ol style="list-style-type: none"> 1. Mahadevan B., Bhat V R, Nagendra Pavana R.N., Indian Knowledge System Concepts and Application, PHI Learning Pvt. Ltd., 2022. 2. Kapoor Kapil, and Singh Avadesh Kumar, Indian Knowledge System Vol.1, DK Print World, Ltd., 2005. 		
REFERENCES:		
<ol style="list-style-type: none"> 1. Textbook on The Knowledge System of Bhārata by Bhag Chand Chauhan. 2. History of Science in India Volume-1, Part-I, Part-II, Volume VIII, by Sibaji Raha, et al. National Academy of Sciences, India and The Ramkrishan Mission Institute of Culture, Kolkata 3. https://onlinecourses.swayam2.ac.in/imb23_mg54/preview 4. https://digest.iimb.ac.in/2022/04/book-indian-knowledge-systems-co-authored-dr-b-mahadevan/ 5. https://www.summarize.tech/www.youtube.com/watch?v=jcV0LIp570A 		
S. No.	Course Objective	K-Level
1	To gain an understanding of Indian Knowledge System.	K2
2	To develop an ability to apply the Indian Knowledge System to societal challenges faced today in areas such as holistic health, governance, public administration and sustainable living.	K3

3	To promote the youths to do research in the various fields of Indian Knowledge System.	K4
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CO PO MAPPING

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PEO1	PEO2	PEO3	PEO4
CO1:	3	2	-	3	2	3	-	2	2	-	2
CO2:	2	3	2	2	3	2	-	2	3	-	3
CO3:	3	3	3	-	3	3	3	3	3	3	2
CO4:	2	-	3	2	3	-	2	-	3	-	3
CO5:	3	2	3	3	-	3	-	2	-	2	2
AVERAGE	2.6	2.5	2.75	2.5	2.75	2.75	2.5	2.25	2.75	2.5	2.4



26DVAC11	COMMUNICATION SKILLS	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>SL</td> <td>C</td> </tr> <tr> <td>0</td> <td>0</td> <td>4</td> <td>0</td> <td>2</td> </tr> </table>	L	T	P	SL	C	0	0	4	0	2
L	T	P	SL	C								
0	0	4	0	2								
COURSE OBJECTIVES:												
<ul style="list-style-type: none"> To improve speaking and presentation skills. To build reading and writing skills for academic and professional use. To prepare students for job communication (resume, GD, interview) 												
UNIT I	Fundamentals of Communication & Basic LSRW Skills	9 HOURS										
<ul style="list-style-type: none"> Listening: Listening for specific information (MCQs) Speaking: Self-introduction; talking about likes and dislikes; greetings Reading: Skimming, scanning, and detailed comprehension Writing: Formal letters (job application), resume basics, problem–solution writing <p>Language Lab / Practical:</p> <ul style="list-style-type: none"> Digital literacy: E- resources Practice: Self-introduction, JAM (Just a Minute) 												
UNIT II	Listening & Speaking Strategies in Context	9 HOURS										
<ul style="list-style-type: none"> Listening: Conversations, advertisements, small talks, TED talks, summarizing, Speaking: Impromptu talks, speech writing, mini-presentations, AI-based speaking and Pronunciation tools Reading: Identifying arguments and main ideas in texts Writing: Writing Instruction, Checklist Preparation, Paragraph writing, <p>Language Lab / Practical:</p> <ul style="list-style-type: none"> Blog creation, online quizzes, and Kahoot activities 												

<ul style="list-style-type: none"> Practice: Conversation Drills, Prompting Conversation 		
UNIT III	Reading, Technical Writing & Analytical Skills	9 HOURS
<ul style="list-style-type: none"> Listening: Listening to debates/Academic discussions and extracting key points Speaking: Participating in group discussions, AI for Presentation using prompts Reading: Extracting specific information; note-making Writing: Framing open-ended /closed ended questions, sequencing sentences, Report writing, and précis writing <p>Language Lab / Practical:</p> <ul style="list-style-type: none"> PowerPoint presentations, Slide Share tools Practice: Reading comprehension, report writing, statement of purpose 		
UNIT IV	Critical Thinking & Presentation	9 HOURS
<ul style="list-style-type: none"> Listening: Understanding instructions, interpretations & recommendations Speaking: Formal presentations, public speaking Reading: Classification and interpretation of information Writing: Instructions, recommendations, user manuals <p>Language Lab / Practical:</p> <ul style="list-style-type: none"> Online discussion forums and collaborative tools Practice: Book/film review, presentation delivery. 		
UNIT V	Professional & Workplace Communication	9 HOURS
<ul style="list-style-type: none"> Listening: Workplace communication. Speaking: Group discussions, interviews, persuasive communication, negotiation Reading: Professional documents and job-related texts Writing: Cover letters, resumes, formal emails, Process Descriptions 		

Language Lab / Practical:

- Digital tools for communication and presentations
- Practice: Mock interviews, GDs

TOTAL 30**HOURS SELF LEARNING 30 HOURS****COURSE OUTCOMES:****After completing the course, students will be able to:**

- **CO1:** demonstrate effective listening and comprehension skills.
- **CO2:** communicate confidently in speaking situations, such as presentations and discussions.
- **CO3:** apply appropriate reading strategies for academic and professional texts.
- **CO4:** produce clear and structured written communication (letters, emails, reports, resumes).
- **CO5:** exhibit employability skills in interviews, group discussions, and workplace communication.

TEXT BOOKS (LATEST EDITION):

- Kumar, Sanjay, and Pushp Lata. *Communication Skills*. Pearson Education, 2018.
- Bovée, Courtland L., and John V. Thill. *Business Communication Today*. 14th ed., Pearson, 2020.
- Raman, Meenakshi, and Sangeeta Sharma. *Technical Communication: Principles and Practice*. 3rd ed., Oxford University Press, 2015.
- Kumar, Kulbhushan. *Effective Communication Skills*. Khanna Publishing House, 2018.
- Mohan, Krishna, and Meera Banerji. *Developing Communication Skills*. 2nd ed., Macmillan Education, 2018.
- Kumar, Sanjay, and Pushp Lata. *Communication Skills*. Pearson Education, 2018.
- Bovée, Courtland L., and John V. Thill. *Business Communication Today*. 14th ed., Pearson, 2020.
- Raman, Meenakshi, and Sangeeta Sharma. *Technical Communication: Principles and Practice*. 3rd ed., Oxford University Press, 2015.
- Kumar, Kulbhushan. *Effective Communication Skills*. Khanna Publishing House, 2018.

- Mohan, Krishna, and Meera Banerji. *Developing Communication Skills*. 2nd ed., Macmillan Education, 2018.

REFERENCES:

- Sharma, R. C., and Krishna Mohan. *Business Correspondence and Report Writing: A Practical Approach to Business and Technical Communication*. 5th ed., McGraw-Hill Education, 2017.
- Mitra, Barun K. *Personality Development and Soft Skills*. 2nd ed., Oxford University Press, 2016.
- Sasikumar, V., P. Kiranmai Dutt, and Geetha Rajeevan. *A Course in Listening and Speaking I*. Cambridge University Press, 2005.
- Murphy, Raymond. *English Grammar in Use*. 5th ed., Cambridge University Press, 2019.
- Lewis, Norman. *Word Power Made Easy*. Revised ed., Goyal Publishers & Distributors, 2014.

Websites

- Purdue Online Writing Lab. "OWL." *Purdue University*, <https://owl.purdue.edu/>.
- TED. "TED Talks." *TED Conferences*, <https://www.ted.com/talks>.
- British Council. *Learn English*. British Council, <https://learnenglish.britishcouncil.org/>

CO PO Mapping

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO1	1	1	3	1	2	1	1	0	1	1	0	0	3	1
CO2	1	1	2	3	1	2	2	1	2	3	0	0	3	1
CO3	1	2	2	1	3	1	1	1	1	1	0	0	3	2
CO4	2	1	1	2	2	3	2	1	1	2	0	0	3	1
CO5	1	1	1	3	1	2	2	2	3	3	0	0	3	1
Average	1.2	1.2	1.8	2	1.8	1.8	1.6	1	1.6	2	0	0	3	1.2

26BEVS21	ENVIRONMENTAL STUDIES AND SUSTAINABILITY	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>SL</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>2</td> <td>2</td> </tr> </table>	L	T	P	SL	C	2	0	0	2	2
L	T	P	SL	C								
2	0	0	2	2								
COURSE OBJECTIVES:												
<ol style="list-style-type: none"> 1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges. 2. This course will equip students to make decisions that consider environmental consequences. 3. This course will enable future business graduates to become environmentally sensitive and responsible managers. 												
UNIT I	UNDERSTANDING ENVIRONMENT, NATURAL RESOURCES, AND SUSTAINABILITY	6 HOURS										
<p>Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.</p>												
UNIT II	ECOSYSTEMS, BIODIVERSITY, AND SUSTAINABLE PRACTICES	6 HOURS										
<p>Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.</p>												
UNIT III	ENVIRONMENTAL POLLUTION, WASTE MANAGEMENT, AND SUSTAINABLE DEVELOPMENT	6 HOURS										
<p>Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural</p>												

and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

UNIT IV

SOCIAL ISSUES

6 HOURS

Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption.

UNIT V

**LEGISLATION
AND PRACTICAL APPLICATIONS**

6 HOURS

Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

**TOTAL 30 HOURS
SELF LEARNING 30 HOURS**

COURSE OUTCOMES:

CO 1: Explore the basic environmental concepts and issues relevant to the business and management field.

CO 2: Recognize the interdependence between environmental processes and socio-economic dynamics.

CO 3: Determine the role of business decisions, policies, and actions in minimizing environmental degradation.

CO 4: Identify possible solutions to curb environmental problems caused by managerial actions.

CO 5: Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

TEXT BOOKS (LATEST EDITION):

1. Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.
2. Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
3. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
4. Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press.

5. Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
6. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
7. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
8. Pritwani, KS. sustainability of business in the context of environmental management. CRC Press.
9. Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.

REFERENCES:

- <https://www.ourplanet.com>
- <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
- www.myfootprint.org
- <https://www.globalchange.umich.edu/globalchange1/current/lectures/klings/ecosystem/ecosystem.html>

S. No	Course Objectives	K-Level
1	This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.	K2
2	This course will equip students to make decisions that consider environmental consequences.	K3
3	This course will enable future business graduates to become environmentally sensitive and responsible managers.	K4

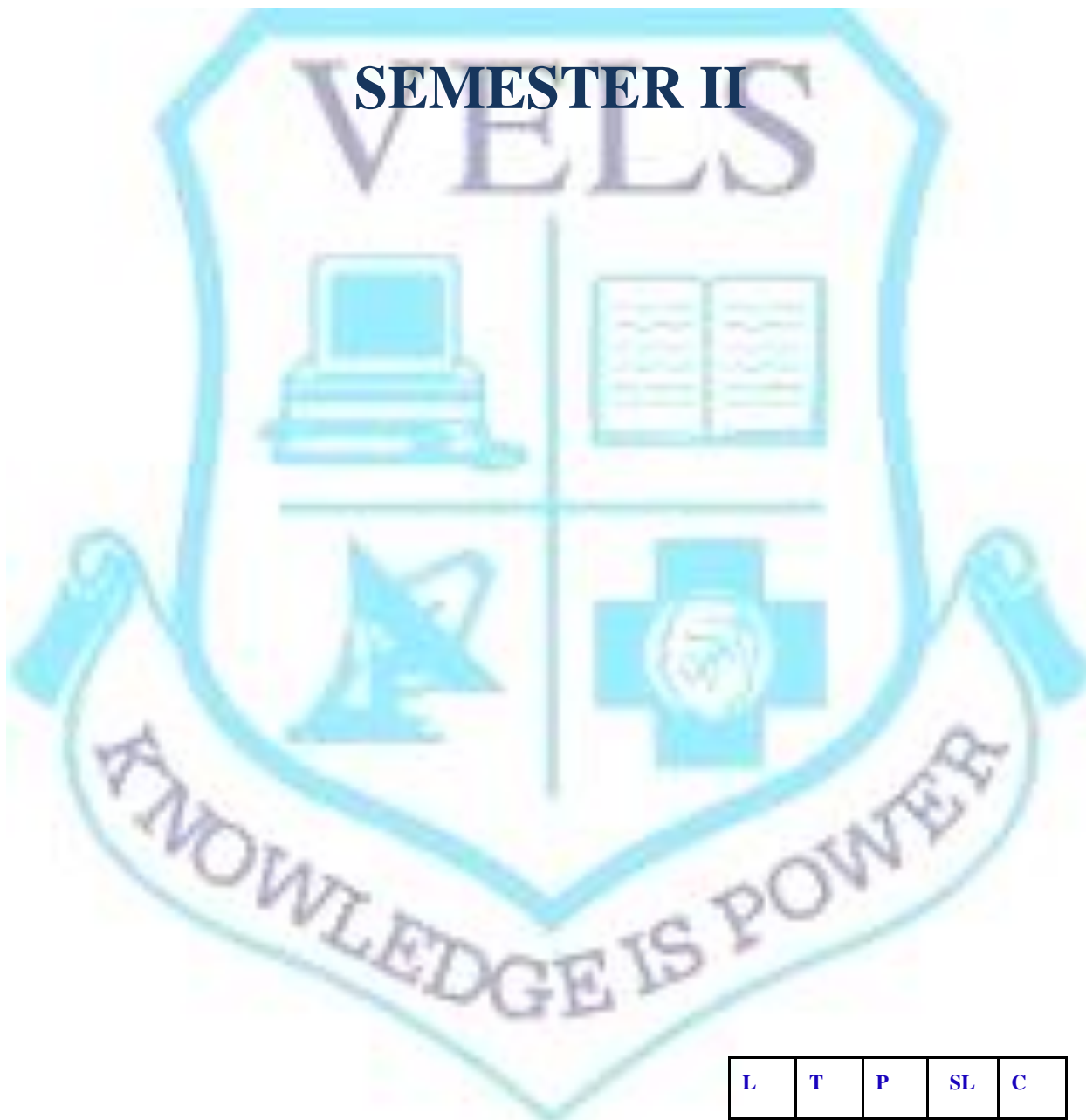
CO PO MAPPING

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PEO1	PEO2	PEO3	PEO4
CO1:	3	2	-	2	3	3	2	3	2	-	-
CO2:	3	2	-	2	-	-	2	3	-	2	2
CO3:	3	3	-	3	-	2	3	3	2	2	2
CO4:	3	3	-	3	-	2	3	3	2	3	3

CO5:	-	2	2	2	3	-	-	2	3	3	3
AVERAGE	2.4	2.8	2.4	2.4	3	2.4	2.4	2.6	2.4	3	2.5



SEMESTER II



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26LTAM21

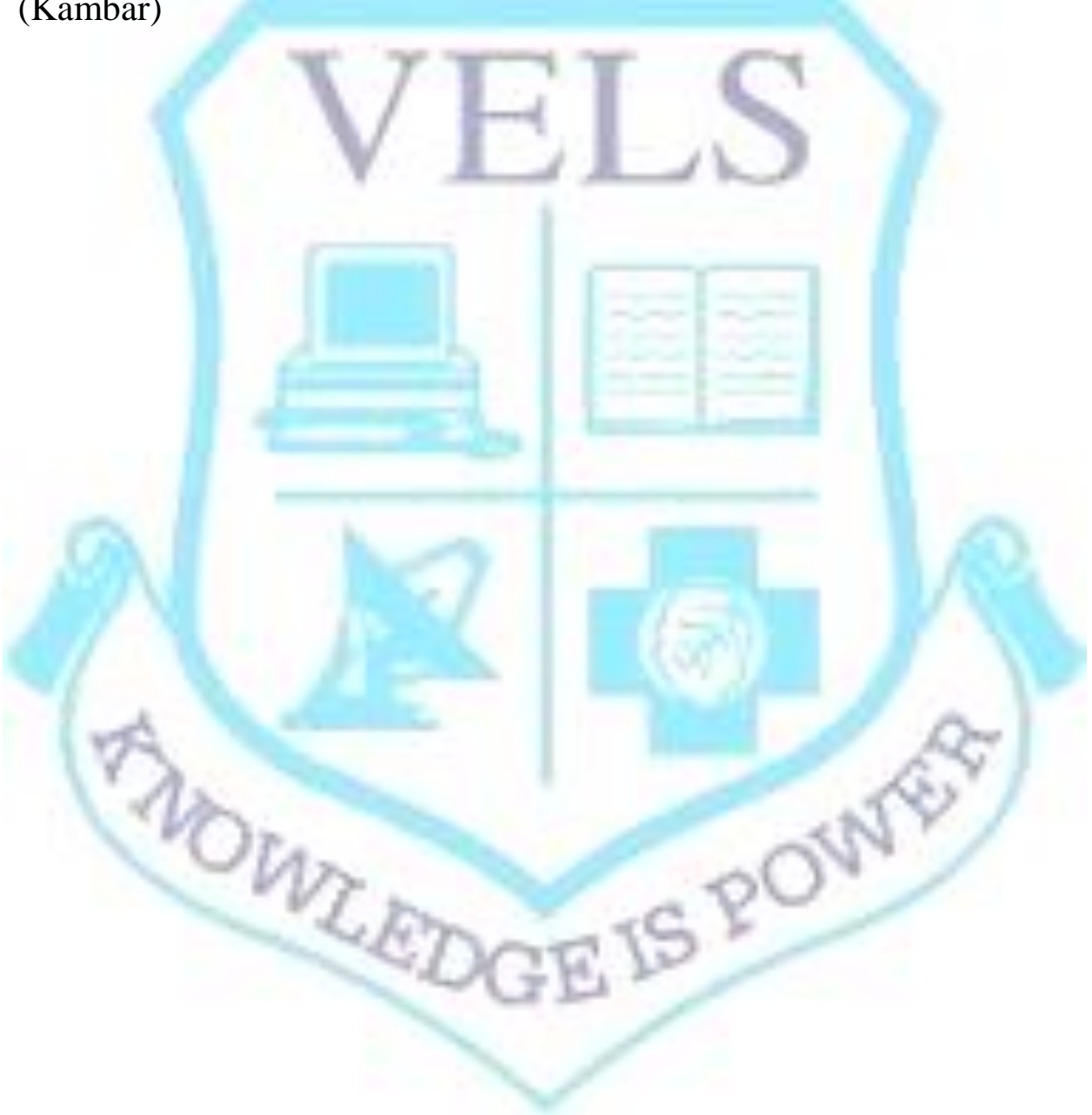
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3	0	0	3	3

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Unit / □□□□ 39 hrs/ □□□□

Bhakti Kal - Vinay ke Pad - 1(Tulsidas), Kambaramayan ke Pad - 2
(Kambar)



□□□□□ □□□ - विनय □□ पद - 1 (□□□□□□□□□), □□□□

□□□□□□ □□ पद -2 (□□□□□)

Unit / □□□□ 49 hrs/ □□□□

Modern Era - Pushpa ki Abhilasha (Makhanlal Chaturvedi), Skill Development -

Translation: Meaning, Definition, Exercise

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Unit / □□□□ 59 hrs/ □□□□

Modern Era - Beej Vyatha (Gyanendrapathi), Skill Development -
Advertisement :

Meaning, Definition, Exercise

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Total: 45 Hours/ □□□□: 45 □□□□

Reference Books/ □□□□ □□□□□□□:

1. Hindi Sahitya Ka Itihas, Ramchandra Shukla, Nagari Pracharini Sabha, Varanasi

2. Thirukkural, Hindi Translator: M. Govindarajan, Central Institute of Classical Tamil, Chennai

https://www.cict.in/?utm_source=chatgpt.com

3. Vemana ki vaani, Hindi Translator: Dr. Suryanarayan Bhanu, Potti Sriramulu Telugu University

4. Kabir Granthavali Kabir, Rajkamal Prakashan
5. Sursagar, Surdas, Lokbharti Prakashan
6. Vinay Patrika, Tulsidas, Gita Press, Gorakhpur
7. Kambaramayan, Bhuvan Vani Trust, Lucknow
8. Him Tarangini, Makhanlal Chaturvedi, Bharati Bhandar
9. Anuvaad Vigyan, Dr. Bholanath Tiwari, Kitab Mahal
10. Gyanendra Pati Ki Kavitaayein, Gyanendra Pati, Rajkamal Prakashan
11. Prayojanmoolak Hindi, Dr. Kailash Chandra Bhatia, Vani Prakashan
12. Vyavaharik Hindi – Dr. Hardev Bahri – Rajpal & Sons

Weblinks:

1. https://www.cict.in?utm_source=chatgpt.com
2. https://vaniprakashan.com?utm_source=chatgpt.com
3. https://www.rajkamalprakashan.com?utm_source=chatgpt.com
4. https://www.gitapress.org?utm_source=chatgpt.com
5. https://www.tamiluniversity.ac.in?utm_source=chatgpt.com

26LFRE21	FRENCH-II	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>S</td> <td>C</td> </tr> <tr> <td>3</td> <td>0</td> <td>0</td> <td>3</td> <td>3</td> </tr> </table>	L	T	P	S	C	3	0	0	3	3
L	T	P	S	C								
3	0	0	3	3								
COURSE OBJECTIVES:												
<p>The lessons are being chosen:</p> <ol style="list-style-type: none"> 1) To express his / her where abouts and to ask seek direction 2) To express obligation and restriction 3) To describe a place 4) To narrate and to question 5) To describe someone 6) To express his desire and to speak about the future 												
UNIT I	C'est où	10 HOURS										
L'impératif, Les articles contractés au, à la..., Le passé composé et l'accord du participe passé avec être.												
UNIT II	N'oubliez pas	6 HOURS										
Le pronom relatif Qui, que, où, Les pronoms compléments indirects (me, te, lui, leur...)												
UNIT III	Belle vue sur la mer --	6 HOURS										
Les adjectifs démonstratifs, Y- pronom complément.												
UNIT IV	Quel beau voyage!	8 HOURS										
Les verbes pronominaux, En- pronom complément.												
UNIT V	Oh ! joli	10 HOURS										
L'imparfait, L'imparfait ou le passé composé.												
UNIT VI	Et après ?	5 HOURS										
Le futur simple, Le subjonctif present												
HOURS 45		TOTAL 45 HOURS SELF LEARNING										
COURSE OUTCOMES:												
<ol style="list-style-type: none"> 1) The students would be able to express his/her where about and to ask direction 2) The students would be able to express obligation and restriction 												

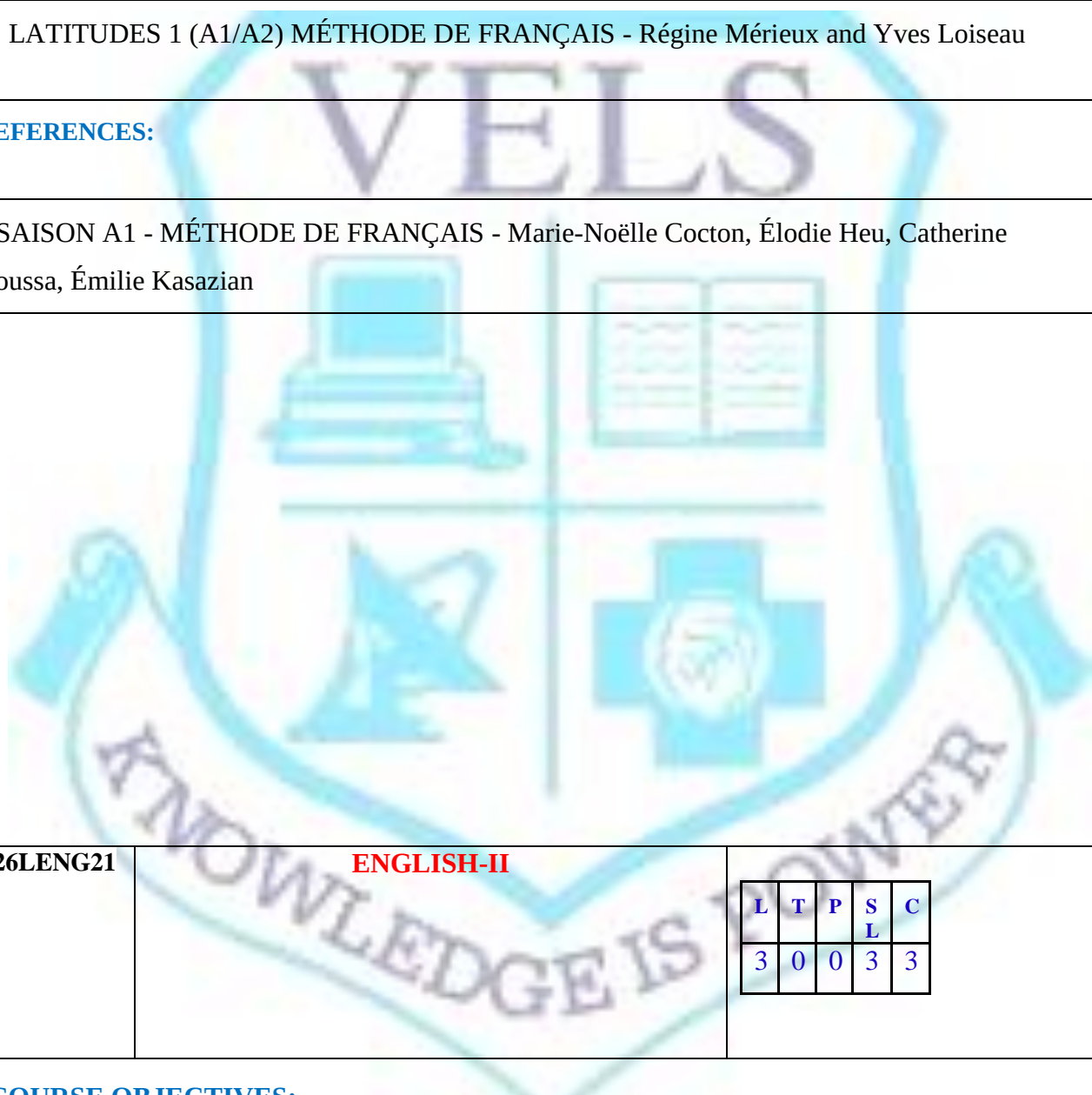
- 3) The students would be able to describe a place
- 4) The students would be able to narrate and to question
- 5) The students would be able to describe someone
- 6) The students would be able to express his desire and to speak about the futur

Text / Reference Book:

1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau

REFERENCES:

1.SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian



26LENG21	ENGLISH-II	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>S</td> <td>C</td> </tr> <tr> <td>3</td> <td>0</td> <td>0</td> <td>3</td> <td>3</td> </tr> </table>	L	T	P	S	C	3	0	0	3	3
L	T	P	S	C								
3	0	0	3	3								

COURSE OBJECTIVES:

- To appreciate prose, poetry, drama, and short fiction.
- To enhance reading and interpretative skills.
- To express ideas clearly in speech and writing.
- To use appropriate language structures in communication.

<ul style="list-style-type: none"> To develop effective writing skills across formats. 		
UNIT I	Grammar & Composition	9 HOURS
<ul style="list-style-type: none"> Active & Passive Voice Direct & Indirect Speech Letter Writing (Formal & Informal) Creative Writing – Writing stories Hints Developing 		
UNIT II	Prose	9 HOURS
<ul style="list-style-type: none"> Nadine Gordimer – <i>Once upon a Time</i> E. V. Lucas – <i>Bores</i> <p>Listening: Note-taking from audio/text recitation</p> <p>Speaking: Discussion on fear, society, and behaviour</p> <p>Reading: Skimming, scanning, and interpretation of textual features</p> <p>Writing: Reflective paragraph writing</p>		
UNIT III	Poetry	9 HOURS
<ul style="list-style-type: none"> Robert Frost – <i>Stopping by Woods on a Snowy Evening</i> Maya Angelou – <i>Still I Rise</i> <p>Listening: Listening and summarizing the poem</p> <p>Speaking: Explaining poetic lines orally</p> <p>Reading: Reading and inferring contextual meaning</p> <p>Writing: Paraphrase of poems</p>		
UNIT IV	Short Stories	9 HOURS
<ul style="list-style-type: none"> Anton Chekhov – <i>The Bet</i> O. Henry – <i>After Twenty Years</i> <p>Listening: Story narration and summarizing</p> <p>Speaking: Character discussion and debate</p> <p>Reading: Contextual vocabulary identification</p> <p>Writing: Summary and character sketch</p>		

UNIT V	One Act Play	9 HOURS
<ul style="list-style-type: none"> • Langston Hughes - <i>Soul Gone Home</i> • Lucille Fletcher-<i>Sorry, Wrong Number</i> <p>Listening: Dramatic reading and dialogue comprehension Speaking: Role play and dramatization Reading: Character and conflict analysis Writing: Character sketch/dialogue writing</p>		
TOTAL 45 HOURS SELF LEARNING 45 HOURS		
COURSE OUTCOMES:		
<p>After completing the course, students will be able to:</p> <ul style="list-style-type: none"> • CO1: analyze and interpret literary texts across genres. • CO2: demonstrate effective reading comprehension and information organization. • CO3: apply accurate language structures in communication. • CO4: produce clear and well-structured written content. • CO5: exhibit improved overall communication skills. 		
Text Books:		
<ul style="list-style-type: none"> • Gordimer, Nadine. "Once upon a Time." <i>Jump and Other Stories</i>. Penguin Books, 1991. • Lucas, E. V. "Bores." <i>The Best Loved Essays of E. V. Lucas</i>. Methuen & Co., 1923. • Frost, Robert. "Stopping by Woods on a Snowy Evening." <i>New Hampshire</i>. Henry Holt and Company, 1923. • Angelou, Maya. "Still I Rise." <i>And Still I Rise</i>. Random House, 1978. • Hughes, Langston. <i>Soul Gone Home</i>. In <i>Five Plays by Langston Hughes</i>. Indiana University Press, 1963. 		

References:

- Murphy, Raymond. *English Grammar in Use*. Cambridge University Press, 2019.
- Wren, P. C., and H. Martin. *High School English Grammar and Composition*. Revised ed., S. Chand & Company, 2009.

Websites

- *British Council LearnEnglish*. British Council, <https://learnenglish.britishcouncil.org/>.
- *Poetry Foundation*. Poetry Foundation, <https://www.poetryfoundation.org/>.

CO PO Mapping

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO1	1	3	1	1	2	1	1	0	1	0	0	0	2	3
CO2	2	2	3	1	3	2	1	0	1	0	0	0	3	2
CO3	3	1	1	2	1	2	2	1	1	1	0	0	3	1
CO4	2	1	1	2	2	3	2	1	1	1	0	0	3	1
CO5	2	1	2	3	2	2	2	2	2	2	0	0	3	1
Average	2	1.6	1.6	1.8	2	2	1.6	0.8	1.2	0.8	0	0	2.8	1.6

26CBBA21	HUMAN BEHAVIOUR AND ORGANIZATION	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>SL</td> <td>C</td> </tr> <tr> <td>4</td> <td>0</td> <td>0</td> <td>4</td> <td>4</td> </tr> </table>	L	T	P	SL	C	4	0	0	4	4
L	T	P	SL	C								
4	0	0	4	4								
<ul style="list-style-type: none"> To develop basic understanding of the concept of human behavior and organization. To highlight the importance of OB in modern organizations. To understand individual and group behavior in the workplace to improve the effectiveness of an organization. To critically evaluate leadership styles and strategies. 												
Course Content:												
Unit 1:	INTRODUCTION TO HUMAN BEHAVIOR AND ORGANIZATION	12 hours										
<p>This unit introduces the meaning, importance, and evolution of organizational behavior (OB), highlighting its relevance in improving organizational effectiveness. It examines key factors influencing behavior in organizations and the major contributing disciplines such as psychology, sociology, and anthropology. Various OB models are discussed to understand different approaches to managing human behavior in organizations.</p>												
Unit 2:	INDIVIDUAL BEHAVIOUR	12 hours										
<p>This unit focuses on the foundations of individual behavior, including personality, attitudes, perception, learning, values, and motivation. It covers determinants of personality, Type A and B traits, Big Five personality dimensions, and stages of personality development. Attitudes and job-related attitudes are explained, along with learning theories and reinforcement. The concept and process of perception and factors affecting it are discussed. Values, including terminal and instrumental types, are introduced. Motivation is examined through early theories (Maslow, McGregor, Herzberg) and contemporary theories such as self-determination, goal-setting, reinforcement, and self-efficacy.</p>												
Unit 3:	GROUP & TEAM BEHAVIOUR	12 hours										
<p>This unit explains the concept of groups and teams, including the five-stage model of group development, groupthink, and group shift. It highlights differences between groups and teams, types of teams, and the importance of teamwork in organizations, including virtual or e-teams. The unit also covers group norms, the Indian perspective on teamwork, and managing individual and group conflicts while building effective team players.</p>												
Unit 4:	LEADERSHIP & POWER	12 hours										
<p>This unit focuses on leadership concepts and theories, including trait, behavioral (Ohio and Michigan studies), and contingency approaches. It introduces modern perspectives such as authentic leadership, mentoring, and self-leadership. Inspirational leadership styles like transformational and charismatic leadership are discussed, along with a comparison of Indian leadership styles with global practices. The concept and bases of power in organizations are also examined.</p>												

Unit 5:	ORGANIZATIONAL CULTURE	12 hours
<p>This unit covers the concept and significance of organizational culture, including its functions and potential limitations. It discusses how culture is created, maintained, and influenced by employees. The importance of building positive and ethical cultures is emphasized, along with cross-cultural management in a global context. The unit also introduces workplace stress, its causes, and basic stress management techniques.</p>		
<p>TOTAL 60 HOURS SELF LEARNING 60 HOURS</p>		
<p>Learning Outcomes:</p> <p>After completing this Course Students will be able to:</p> <p>CO 1. Describe individual and group behavior in organizational settings.</p> <p>CO 2. Demonstrate theoretical knowledge of human behavior in human life setting in management.</p> <p>CO 3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.</p> <p>CO 4. Formulate a more productive system and high-performance work culture operating on the principles of OB.</p> <p>CO 5. Describe the cross cultural management .</p>		
<p>Readings:</p>		
<p>Text Books (Latest Editions):</p> <ol style="list-style-type: none"> 1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi. 2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hil Publishers Co. Ltd., New Delhi. 3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi. 4. Rao, VS P-Organization Behavior –Himalaya Publishing House. 5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition. 		
<p>Reflective Exercises and supplementary readings:</p>		
<p>Unit 1</p> <ol style="list-style-type: none"> 1. Personality assessment through a questionnaire (MBTI/16PF etc.) 2. Personality assessment through Indian scriptures. 3. Review Literature of the book “Personality Development” by Swami Vivekananda by Exotic India Art. 4. Translating Swami Vivekananda into Management Practice 		

5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Unit 2

1. Assess the ways of self-directed Learning.

Unit 3

1. Watch the movie “Ruka hua Faisla”/12 Angry Men on group decision- making. 2. Reflective essay on group behaviour on “Draupadi Cheer Haran”

3. Identify a firm and analyze how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.

4. Understanding Belbin Individual Team Roles

<https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report-Sample.pdf>. **Unit 4**

1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana. 2. HBR, 2022: *How Great Leaders Communicate*.

3. (<https://hbr.org/2022/11/how-great-leaders-communicate>)

https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC

Unit 5

1. Practice stress management techniques

2. *Leading strategic and organizational change at Tata Steel: the role of culture*

<https://www.cambridge.org/core/books/abs/leading-strategic-change/leading-strategic-and-organizational-change-at-tata-steel-the-role-of-culture/AEBA5AF709A6E343>

COURSE OBJECTIVES

S. No	Course Objective	K-Level
1	Describe individual and group behavior in organizational settings	K2
2	Demonstrate theoretical knowledge of human behavior in human life setting in management.	K2
3	Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.	K3
4	Formulate a more productive system and high-performance work culture operating on the principles of OB.	K4

S. No	Course Objective	K-Level
5	Describe the cross cultural management .	

CO PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PEO1	PEO2	PEO3	PEO4
CO1	3	2	2	2	3	3	2	3	2	3	3
CO2	3	2	3	2	3	2	2	3	3	2	2
CO3	3	3	3	3	2	2	3	3	2	2	2
CO4	3	3	2	3	2	2	3	3	2	3	3
CO5	2	2	2	2	2	3	2	2	3	3	3
AVEA GE	2.8	2.4	2.4	2.4	2.4	2.4	2.4	2.8	2.4	2.6	2.6

26CBBA22	MARKETING MANAGEMENT	L	T	P	SL	C
		4	0	0	4	4

<ul style="list-style-type: none"> ● Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business. ● Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives ● It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing. 		
Unit 1:	INTRODUCTION TO MARKETING MANAGEMENT	12 hours
<p>This unit introduces the nature, scope, and importance of marketing, along with its evolution and core concepts such as needs, wants, value, and exchange. It explains different company orientations including production, product, selling, marketing, and holistic marketing concepts. The marketing environment is analyzed in the Indian context, covering demographic, economic, political, legal, socio-cultural, and technological factors. The unit also includes basics of market and competition analysis, value creation and delivery, and types of marketing such as B2C, B2B, B2G, and C2C.</p>		
Unit 2:	MARKET SEGMENTATION	12 hours
<p>This unit focuses on segmentation, targeting, and positioning (STP) as key marketing strategies. It covers levels of segmentation and bases for segmenting consumer markets. Consumer behavior is examined through cultural, social, personal, and psychological factors, especially in the Indian context. The stimulus-response model and consumer decision-making process are discussed, along with business buying behavior. The unit also highlights the shift from traditional to experiential marketing.</p>		
Unit 3:	PRODUCT LIFE CYCLE	12 hours
<p>This unit covers product-related decisions including the concept and stages of the Product Life Cycle (PLC) and corresponding strategies. It explains product classification, product line and mix decisions, branding, packaging, and labeling. The Boston Consulting Group (BCG) matrix is introduced as a portfolio tool. Basics of brand management, innovation, and new product development are also included. Pricing decisions cover determinants of price, common pricing methods, and strategies for adapting prices in different market conditions.</p>		
Unit 4:	PROMOTION	12 hours
<p>This unit focuses on promotion decisions and the elements of the promotion mix, including advertising, sales promotion, public relations, and personal selling. It explains factors influencing promotional strategies. Marketing channel decisions are discussed, including channel functions, levels, and types of intermediaries such as wholesalers and retailers. An introduction to retail management is also provided.</p>		
Unit 5:	E-MARKETING	12 hours
<p>This unit introduces marketing of services, highlighting their unique characteristics and the 7Ps of service marketing. It covers contemporary marketing trends such as e-commerce, digital marketing, and integrated marketing. The unit also discusses ethical and social responsibility in marketing, online payment systems, and emerging areas like rural marketing, social marketing, and green marketing.</p>		

TOTAL 60 HOURS SELF LEARNING 60 HOURS

Learning Outcomes:

- CO 1. Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
- CO 2. Recognize various elements marketing mix for effective functioning of an organization.
- CO 3. Critically analyze an organization's marketing strategies.
- CO 4. Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.
5. Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.

Readings:

Text Books (Latest Editions):

- 1 Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | *Marketing Management*. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6th edition). Sage Publications India Pvt. Ltd.
6. Sheth, J. N., & Sisodia, R. S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.
7. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.
8. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7th edition). Pearson Higher Education.
9. Biswas A. K. *Strategic Market Management: Managing Markets for profit and growth* Notion Press.
10. Schmitt, B. *Experiential marketing*. Bilbao: Deusto.
11. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation*. Harvard Business Review Press.
12. Treacy, M., and Wiersema, F. *The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market*. Basic Books.
13. Treacy, M. *Double-digit Growth: How Great Companies Achieve It--No Matter what?* Penguin.
14. Capon, N. *The marketing mavens*. Crown Business.
15. Levitt T. *Marketing Myopia*.

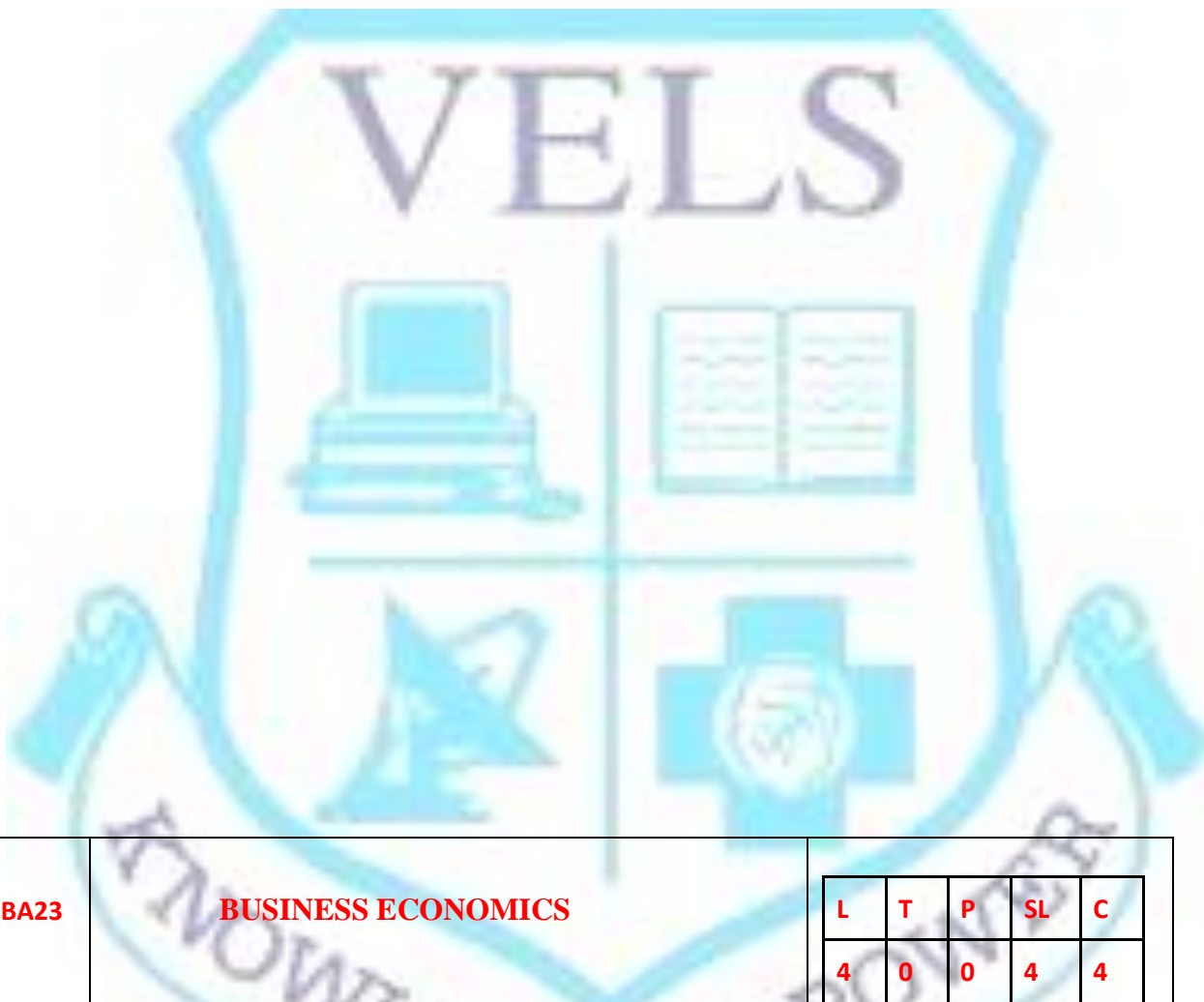
16. Hamel & Prahalad Competing for the Future
17. Peter Doyle : Value-Based Marketing
18. Forsyth, Gupta, Haldar : A Segmentation You Can Act on.
19. Daniel Yankelovich and David Meer (HBS) : Rediscovering Market Segmentation 20. C. K. Prahalad : The Fortune at the Bottom of the Pyramid
21. Al Ries & Jack Trout : Positioning: The battle for your mind

S. No	Course Objective	K-Level
1	Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.	K2
2	Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives	K2
3	Explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.	K3

CO PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PEO1	PEO2	PEO3	PEO4
CO1	3	2	3	-	3	3	2	3	-	-	-
CO2	3	3	3	2	3	3	2	3	3	2	3
CO3	3	3	2	3	-	3	3	3	3	3	3
CO4	2	3	-	2	2	2	3	3	2	2	2
CO5	2	3	2	3	3	2	2	2	3	3	3

Average	2.6	2.8	2.5	2.5	2.75	2.6	2.4	2.8	2.75	2.5	2.75
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26CBBA23	BUSINESS ECONOMICS	L	T	P	SL	C
		4	0	0	4	4

COURSE OBJECTIVE:

Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

- It equips students with fundamental concepts of microeconomics.
- Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.
- It fosters critical thinking by analyzing real-world case studies, enabling students to propose innovative

<p>solutions to business problems.</p> <ul style="list-style-type: none"> ▪ A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape. 		
UNIT 1:	FUNDAMENTALS AND BASIC ELEMENTS OF MICROECONOMICS	12 hours
<ul style="list-style-type: none"> ● The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics. ● Scope of Study and Central Problems of Micro and Macroeconomics ● Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand. ● Supply Schedule: individual and market supply, determinants of supply, law of supply. 		
UNIT 2:	PRODUCER AND CONSUMER BEHAVIOR	12 hours
<ul style="list-style-type: none"> ● Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium. ● Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves. ● Theory of Revenue – Short Run and Long Run Average , Marginal and Total Revenue Curves ● Break-even Analysis – Linear Break-even analysis – Graphic method – Non-linear Break even analysis – numerical example of break even analysis 		
UNIT 3:	ANALYSIS OF MARKET	12 hours
<ul style="list-style-type: none"> ● Concept of Market and Main Forms of Market. ● Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly. 		
UNIT 4:	NATIONAL INCOME	12 hours
<ul style="list-style-type: none"> ● Market Failure – Meaning – Causes of Market failure – Externalities and Market Failure ● Public goods and market failure – Positive Externalities – Negative Externalities ● Asymmetric Information and the market failure – Government Intervention and Economic efficiency 		
UNIT 5:	VARIOUS INDIAN ECONOMY CHALLENGES	12 hours
<ul style="list-style-type: none"> ● Capital Budgeting: Need for capital budgeting. ● Different steps in Capital Budgeting - Payback Method, Net Present Value method, Internal Rate of Return Method, Cost-Benefit Method. 		

Total 60 HOURS SELF LEARNING 60 HOURS

Learning Outcomes:

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

CO1. Understand basic concepts of microeconomics and solve the problem of reallocation and

CO 2. distribution of the scarce resources.

CO 3. To analyze the form and nature of the market and their pricing strategies.

CO 4. Understand the calculation of national income and true measure for increasing economic welfare.

CO 5. Understand various challenges associated with the Indian economy and help to balance the economy

Readings:

Text Books (Latest Editions):

- Varian, H. R. (2014). Microeconomics: A modern approach. W. W. Norton & Company.
- McConnell, C. R., & Brue, S. L. (2008). Microeconomics: Principles, problems, and policies. McGraw-Hill.
- Ahuja, H. L. (2017). Advanced economic theory. S. Chand Publishing.
- Jain, K. P. (2010). Advanced economic theory. Atlantic Publishers.
- Jhingan, M. L. (2016). Modern microeconomics. Vrinda Publications.
- Shapiro, E. (2003). Macroeconomic theory and policy. Galgotia Publications.
- Branson, W. H. (2002). Macroeconomic analysis. Harper & Row.

References

- Vaish, M. C. (2010). Macroeconomic theory. Vikas Publishing House.
- Bhaduri, S. (2005). Macroeconomic analysis. Himalaya Publishing House.
- Ahuja, H. L. (2019). Microeconomic theory. S. Chand Publishing.
- Samuelson, P. A., & Nordhaus, W. D. (2010). Economics. McGraw-Hill Education.
- Agarwal, A. N. (2018). Indian economy. New Age International Publishers.
- Kennedy, M. M. J. (2012). Advanced microeconomic theory. Himalaya Publishing House.
- Dhingra, I. C., & Garg, V. K. (2014). Economic development and planning in India. Sultan Chand &

Sons.

Pedagogy and Teachings Method (Teacher should use the following strategies to achieve various outcomes of the course):

Different methods of teaching and media to be used to attain classroom attention. • Massive open online courses (MOOCs) may be used to teach various topics/sub topics.

- 15-20% of the topics which are relatively simpler or descriptive in nature should be given to the students for self-learning and assess the development of competency through classroom presentations.
- Micro-projects may be given to group of students for hand-on experiences.
- Encouraging students to visit to sites such as local or seasonal markets and research establishment around the institution.

COURSE OUTCOME MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PEO1	PEO2	PEO3	PEO4
CO1	3	2	-	2	3	3	2	2	-	-	3
CO2	3	2	-	2	-	-	2	-	2	2	3
CO3	3	3	-	3	-	3	3	3	2	2	3
CO4	3	3	-	3	-	2	3	2	3	3	3
CO5	-	2	2	2	3	-	2	3	3	3	-
Average	3	2.4	2	2.4	3	2.6	2.4	2.5	2.5	2.5	3

26MBBA21	INDIAN SYSTEM OF HEALTH AND WELLNESS	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>SL</td> <td>C</td> </tr> <tr> <td>3</td> <td>0</td> <td>0</td> <td>3</td> <td>4</td> </tr> </table>	L	T	P	SL	C	3	0	0	3	4
L	T	P	SL	C								
3	0	0	3	4								

COURSE OBJECTIVES:

- To apply the emerging concepts in health and wellness, and its relevance in daily life.
- To understand the relation between the mind body and its relevance.
- To design the hygiene promotion and education programmes for development.
- To understand about the stress management in day to day life.

UNIT I	INTRODUCTION TO HEALTH & WELLNESS	09HOURS
Definition of health and wellness - Importance of health and wellness in everyday life, - Components of health- physical, social, mental, spiritual and its relevance - Determinants of health behaviors.		
UNIT II	INDIAN HEALTH CARE SYSTEM	09HOURS
Traditional Health care System: Indigenous healthcare traditions include Ayurveda, Siddha, Unani, Homeopathy, Naturopathy, and Yoga - Modern (Allopathic) Healthcare Systems in India		
UNIT III	NUTRITION FOR HEALTH AND WELLNESS	09HOURS
Essential components of balanced diet for healthy life style - Malnutrition, under nutrition and over nutrition - Processed foods and unhealthy eating habits.		
UNIT IV	MANAGEMENT OF HEALTH AND WELLNESS	09HOURS
Modern lifestyle and hypo-kinetic diseases; prevention and management through exercise - Postural deformities and corrective measures - Spirituality and mental health - Role of Yoga, asana and meditation in maintaining health and wellness - Role of sleep in maintenance of physical and mental health - Body systems and common diseases - Sedentary lifestyle and its risk of disease.- Stress, anxiety, and depression. Factors affecting mental health - Substance abuse (Drugs, Cigarette, Alcohol), de-addiction, counselling and rehabilitation.		
UNIT V	HEALTH HYGIENE PROMOTION & EDUCATION	09HOURS
Hygiene Behavior promotion & education- concept and its importance - Hygiene promotion & education in children & adolescence - Government initiatives & policies in rural & urban area		

TOTAL 45 HOURS SELF LEARNING 45 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

Co – 1: Learn the Components of health- physical, social, mental, spiritual and its relevance

Co – 2: Explain the Traditional Health care System

Co – 3: Evaluate the components of balanced diet for healthy life style

Co – 4: To analyse the Modern lifestyle and hypo. Role of sleep in maintenance of physical and mental health

Co – 5: To develop a plan Hygiene Behavior promotion & education

TEXT BOOKS:

1. Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell.
2. Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
3. Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve WellBeing by Nashay Lorick, 2022

REFERENCES:

1. Health Care System in India. Brijesh C. Purohit, 2009, Gayathri Publications.
2. Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018.
3. Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.
4. Snyder, C.R., & Lopez, S.J. (2007). Positive psychology: The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage.

WEB SITE LINKS:

1. <https://testbook.com/ias-preparation/health-care-delivery-system-in-india>
2. <https://egyankosh.ac.in/bitstream/123456789/17268/1/Unit-4.pdf>
3. <https://ncert.nic.in/textbook/pdf/kehe103.pdf>
4. <https://egyankosh.ac.in/bitstream/123456789/17262/1/Unit-1.pdf>
5. https://wedc-knowledge.lboro.ac.uk/resources/pubs/Hygiene_promotion_evidence_and_practice.pdf

S. No	Course Objectives	K-Level
1	To apply the emerging concepts in health and wellness, and its relevance in daily life.	K3
2	To understand the relation between the mind and body and its relevance.	K2
3	To design hygiene promotion and education programmes for development.	K6
4	To understand stress management in day-to-day life.	K2

CO PO MAPPING

Cos	PO1	PO2	PO3	PO4	PO5	PSO	PSO	PEO	PEO	PEO	PEO
						1	2	1	2	3	4
CO1	3	2	2	2	2	2	2	2	3	2	3
CO2	2	3	2	2	3	3	2	2	3	3	3
CO3	3	2	3	3	3	3	3	3	2	2	3
CO4	2	3	3	2	2	3	3	3	2	3	3
CO5	2	2	2	3	3	3	2	2	3	2	3
AVEA GE	2.4	2.4	2.4	2.4	3	2.8	2.4	2.4	2.6	2.4	3

24DVAC21	UNIVERSAL HUMAN VALUES	<table border="1"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>SL</td> <td>C</td> </tr> <tr> <td>1</td> <td>0</td> <td>0</td> <td>1</td> <td>1</td> </tr> </table>	L	T	P	SL	C	1	0	0	1	1
L	T	P	SL	C								
1	0	0	1	1								
COURSE OBJECTIVES:												
<p>The candidates will be able to appreciate the complementarity between the values and skills for sustained happiness and prosperity.</p> <p>To influence the students to approach the life and profession with a holistic perspective towards a value-based living in a natural way.</p> <p>To highlight plausible implications of holistic understanding of ethical human conduct.</p>												
UNIT I	INTRODUCTION TO VALUE EDUCATION	5 HOURS										
<p>Living a fulfilling life. Value education. Skill education. Complementarity of Values and Skills. Development of a holistic perspective. Right understanding, relationship and physical facility. Understanding the happiness and prosperity.</p>												
UNIT II	HARMONY IN THE HUMAN BEING	5 HOURS										
<p>Human being as co-existence of the self and the human body. Understanding harmony in the self. Harmony in the family and understanding values in human-human relationships. Harmony in the society and understanding universal human order. Harmony in nature and understanding the interconnectedness, self-regulation and mutual fulfillment. Harmony in existence and understanding co-existence at various levels.</p>												
UNIT III	IMPLICATIONS OF THE RIGHT UNDERSTANDING	5 HOURS										
<p>Ethical human conduct. Implications of value-based living. Right understanding of professional ethics. Humanistic education. Holistic technologies, production systems and management models. Strategies for transition towards value-based life and profession.</p>												
TOTAL: 15 HOURS SELF LEARNING 15 HOURS												

COURSE OUTCOMES:

CO1: Develop qualities like responsibility and the ability to handle problems with sustainable solutions.

CO2: Evaluate human values and analyze harmony at the individual, family, society, and environmental levels.

CO3: Demonstrate enhanced critical thinking and analytical abilities.

CO4: Develop qualities pertaining to value-based living.

CO5: Apply what they have learnt to their own self in real life settings.

TEXT BOOKS:

1. R.R. Gaur, R. Asthana, G.P. Bagaria. (2023). A Foundation Course in Human Values and Professional Ethics. 3rd Revised Edition. Excel Books, New Delhi.

REFERENCES:

1. A. Nagaraj, Jeevan Vidya Prakashan, Amar Kantak. Jeevan Vidya (1999), Ek Parichaya

2. Rakesh Gupta. Jeevan Vidya (2008), An Introduction (Introductory Book to Madhyasth

Darshan-Coexistentialism). English Version.

3. A. N. Tripathi (2004), Human Values. First Edition. New Age International Publishers, New Delhi.

S. No	Course Outcomes / Objectives	K-Level
1	To understand the complementarity between values and skills for sustained happiness and prosperity.	K2
2	To explain the importance of value-based living in personal and professional life.	K2
3	To apply holistic perspectives in approaching life and professional practices.	K3
4	To analyze the implications of ethical human conduct in society and the workplace.	K4
5	To develop ethical and value-oriented decision-making for harmonious living.	K6

COURSE OUTCOME MAPPING

COs / Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PEO1	PEO2	PEO3	PEO4
CO1:	3	3	2	3	3	3	2	2	3	2	3
CO2:	3	2	3	3	3	2	3	3	3	3	3
CO3:	2	3	2	2	2	3	2	2	2	2	2
CO4:	2	2	3	-	3	3	3	3	3	3	3
CO5:	2	3	2	2	3	2	2	3	3	2	3
AVERAGE	2.4	2.6	2.4	2.5	2.8	2.6	2.4	2.6	2.8	2.4	2.8

