

Principles of Management			
Course Code	3BBA101	Scheme	2026
Type of Course	DSC	Semester	I
Teaching Hours/Week (L:T:P)	4: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	56: 0: 0 :64	SEE Marks	50
Credits	4	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	3
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to: 1. Understand the basic concepts and functions of management. 2. Familiarize students with evolution of management thought. 3. Develop managerial and leadership skills. 4. Understand planning, organizing, staffing, directing and controlling functions. 5. Provide knowledge about modern management practices and business ethics.			
Module-1: Introduction to Management			
Meaning, Definitions, Nature and Scope of Management, Management as Science, Art and Profession, Levels of Management and Managerial Skills, Functions of Management, Principles of Management by Henri Fayol, Scientific Management by F.W. Taylor, Contributions of Elton Mayo, Peter Drucker and Henry Mintzberg, Development of Management Thought. Number of Hours: 12			
Module-2: Planning and Decision Making			
Meaning and Importance of Planning, Planning Process, Types of Plans, Objectives, Policies, Procedures, Rules, Programmes and Budgets, Decision Making – Meaning and Process, Types of Decisions, Forecasting – Meaning and Techniques, Management by Objectives (MBO). Number of Hours: 12			
Module-3: Organising and Staffing			
Meaning and Principles of Organising, Organisation Structure – Line, Functional and Line & Staff Organisation, Departmentation – Meaning and Types, Delegation of Authority and Decentralisation, Span of Control, Staffing – Meaning and Importance, Recruitment, Selection, Training and Development, Performance Appraisal Number of Hours: 12			
Module-4: Directing and Leadership			
Meaning and Importance of Directing, Supervision – Meaning and Functions, Motivation – Meaning and Importance, Theories of Motivation: Maslow, Herzberg and McGregor, Leadership – Meaning, Styles and Qualities of a Leader, Communication – Process, Types and Barriers, Coordination – Meaning and Importance. Number of Hours: 10			

Module-5: Controlling and Modern Management Practices
Meaning and Process of Controlling, Techniques of Control, Budgetary and Non-Budgetary Control Techniques, Total Quality Management (TQM), Business Ethics and Corporate Social Responsibility (CSR), Stress Management, Change Management, Contemporary Issues in Management. Number of Hours: 10
Suggested Learning Resources: (Text Book/ Reference Book/ Manuals): <u>Text books:</u> 1. Horold Koontz and Itenz Weibrich, Essential of Management, McGraw Hills International. 2. K. Aswathapa, Essential of Business Administration, Himalaya Publishing House. 3. Dr. L. M. Parasad, Principles & Practice of Management, Sultan Chand & Sons New Delhi. <u>Reference books / Manuals:</u> 1. J. S. Chandan, Management: Concept and Strategies, Vikas Publishing. 2. Tripathi & Reddy, Principles of Management, Tata McGraw Hill.
Web links and Video Lectures (e-Resources): https://nptel.ac.in/courses/110107150
Teaching-Learning Process (Innovative Delivery Methods): Indicative 1. Interactive lectures using PPTs, videos and business examples. 2. Analysis of real-world business case studies. 3. Group discussions and classroom debates. 4. Business simulation games and strategic exercises. 5. Role plays and management activities. 6. Guest lectures by industry experts and entrepreneurs.
Assessment Structure: The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. • To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. • To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. • Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the Continuous Comprehensive Assessment (CCA) to foster the holistic development of students. **These two learning activities must be properly documented.** The activities may include:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	10
2.	Analysis of real-world business case studies	5
3.	Activity-Based Learning: Group discussions, Role play etc.,	10
4	Study Visits / Industrial Visits	15

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	20
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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Fundamentals of Accounting			
Course Code	3BBA102	Scheme	2026
Type of Course	DSC	Semester	I
Teaching Hours/Week (L:T:P)	4: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	56: 0: 0 :64	SEE Marks	50
Credits	4	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	3
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to:			
1. Provide basic knowledge of accounting principles and concepts. 2. Familiarize students with accounting procedures and practices. 3. Develop skills in preparation of financial statements. 4. Understand accounting systems and methods used in business organizations. 5. Enable students to interpret financial information for decision making.			
Module-1: Introduction to Accounting			
Meaning, Definition and Objectives of Accounting, Accounting Concepts and Conventions, Accounting Principles and Standards, Branches of Accounting, Users of Accounting Information Accounting Equation, Double Entry System, Classification of Accounts – Personal, Real and Nominal Accounts, Rules of Debit and Credit. Generally Accepted Accounting Principles (GAAP). (Theory Only)			
			Number of Hours: 12
Module-2: Journal, Ledger and Subsidiary Books			
Journal – Meaning and Journalizing, Ledger – Meaning and Posting, Balancing of Accounts, Trial Balance – Meaning, Objectives and Preparation, Subsidiary Books – Cash Book, Purchase Book, Sales Book, Purchase Returns Book and Sales Returns Book, Petty Cash Book, Bank Reconciliation Statement (BRS). (Theory & Problems)			
			Number of Hours: 12
Module-3: Depreciation and Rectification of Errors			
Meaning and Causes of Depreciation, Methods of Depreciation – Straight Line Method and Written Down Value Method, Provisions and Reserves, Rectification of Errors, Suspense Account, Capital and Revenue Expenditure, Capital and Revenue Receipts. (Theory & Problems)			
			Number of Hours: 12
Module-4: Final Accounts of Sole Traders			
Meaning and Objectives of Final Accounts, Preparation of Trading Account, Profit and Loss Account, Balance Sheet, Adjustments in Final Accounts, Closing Entries, Manufacturing Account – Meaning and Preparation. (Theory & Problems).			
			Number of Hours: 10

Module-5: Introduction to Computerized Accounting and Financial Analysis
Introduction to Computerized Accounting, Features and Advantages of Accounting Software, Introduction to Tally Prime or similar accounting packages, Ratio Analysis – Meaning and Importance, Liquidity Ratios, Profitability Ratios and Solvency Ratios, Cash Flow Statement – Meaning and Importance, Recent Trends in Accounting. (Theory & Problems). Number of Hours: 10
Suggested Learning Resources: (Text Book/ Reference Book/ Manuals): <u>Text books:</u> 1. Jain S. P., & Narang K. L., Basic Financial Accounting 1, Kalyani publishers, New Dehli 2. Maheshwari, S. N., & Maheshwari, S. K., Advanced Accountancy1, Jain Book Agency, New Delhi: <u>Reference books / Manuals:</u> 1. Radhaswamy, M & Gupta, R. L., Advanced Accountancy 2, Sultan Chand & Sons, New Delhi. 2. Reddy, A., Fundamentals of Accounting, Himalaya Publishing House, New Delhi.
Web links and Video Lectures (e-Resources): https://nptel.ac.in/courses/110106368
Teaching-Learning Process (Innovative Delivery Methods): Indicative 1. Classroom Lectures 2. Problem Solving Sessions 3. Practical Accounting Exercises 4. Case Study Analysis 5. Group Discussions and Presentations
Assessment Structure: The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. • To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. • To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. • Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the Continuous Comprehensive Assessment (CCA) to foster the holistic development of students. **These two learning activities must be properly documented.** The activities may include:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	10
2.	Analysis of real-world business case studies	5
3.	Activity-Based Learning: Group discussions, Role play etc.,	10
4.	Study Visits / Industrial Visits	15

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	20
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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Statistics for Business Decisions			
Course Code	3BBA103	Scheme	2026
Type of Course	DSC	Semester	I
Teaching Hours/Week (L:T:P)	4: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	56: 0: 0 :64	SEE Marks	50
Credits	4	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	3
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to: 1. Understand statistical concepts, data collection, classification and tabulation methods. 2. Apply measures of central tendency and partition values in data analysis. 3. Analyze variability and skewness using measures of dispersion. 4. Evaluate time series data and identify secular trends using statistical methods. 5. Apply correlation and regression techniques to study relationships between variables.			
Module-1: Introduction to Statistics			
Meaning, Definition, Features, Importance and limitations of statistics. Meaning and difference between primary and secondary data, Data collection methods. Classification and tabulation of data including tally marks, Methods of classifying data - Quantitative, Qualitative, Geographical, Chronological, Discrete and continuous frequency distribution. Number of Hours: 10			
Module-2: Measures of Central Tendency			
Meaning, measures of Central Tendency - Arithmetic Mean, Median, Mode, Geometric mean and Harmonic mean (only theory) and Partition values - quartiles, deciles, percentiles. Number of Hours: 10			
Module-3: Measures of Dispersion and Skewness			
Meaning, Definitions, Properties of dispersion - Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation. Skewness-meaning, Karl Pearson's measures of skewness. Number of Hours: 12			
Module-4: Time Series			
Meaning, Components of Time Series, Calculation of Secular Trend-Moving Average method - odd and even period moving average, method of Least Squares. Number of Hours: 12			
Module-5: Correlation and Regression			

Meaning, Definition and Use of Correlation, Scatter diagram, Types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation. Regression- Meaning and utility of Regression analysis, Comparison between Correlation and Regression, regression lines –X on Y, Y on X, Regression Equations and Regression Coefficients.

Number of Hours: 12

Suggested Learning Resources: (Text Book/ Reference Book/ Manuals):

Text books:

1. Sharma J. K., Business Statistics, Vikas Publishing House, Delhi.
2. Levin R. I. & Rubin D. S., Statistics for Management. Pearson Education, Delhi.
3. Pillai & Bagavathi, Statistics -Theory and Practice, S Chand Publishing, New Delhi.

Reference books / Manuals:

4. S. P. Gupta, Statistical Methods, Sultan Chand and Sons, New Delhi.
5. S. C Gupta. Fundamentals of Statistics, Himalaya Publishing House.

Web links and Video Lectures (e-Resources):

<https://nptel.ac.in/courses/110104125>

Teaching-Learning Process (Innovative Delivery Methods): Indicative

1. Interactive Lectures with real business examples.
2. Case Study Analysis using statistical decision-making situations.
3. Problem-solving workshops and numerical exercises.
4. Group discussions on interpretation of statistical data.
5. Activity-based learning through surveys and questionnaires.
6. Quiz-based learning using online platforms.

Assessment Structure:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage.

- To qualify and become eligible to appear for SEE, in the **CIE**, a student must score at least **40% of 50 marks, i.e., 20 marks.**
- To pass the **SEE**, a student must score at least **35% of 50 marks, i.e., 18 marks.**
- Notwithstanding the above, a student is considered to have **passed the course**, provided the combined total of **CIE and SEE** is at least **40 out of 100 marks.**

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the Continuous Comprehensive Assessment (CCA) to foster the holistic development of students. **These two learning activities must be properly documented**. The activities may include:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	10
2.	Analysis of real-world business case studies	5
3.	Activity-Based Learning: Group discussions, Role play etc.,	10
4.	Study Visits / Industrial Visits	15

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	20
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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Indian Business Environment			
Course Code	3BBA184	Scheme	2026
Type of Course	MDEC / OEC	Semester	I
Teaching Hours/Week (L:T:P)	2: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	28: 0: 0 :32	SEE Marks	50
Credits	2	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	1½ Hour
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to:			
1. To understand the concept and components of business environment in India. 2. To analyze the impact of economic, political, legal, social, and technological factors on business. 3. To familiarize students with Indian economic policies and reforms. 4. To understand the role of regulatory institutions in business. 5. To examine globalization and emerging trends in the Indian business environment.			
Module-1: Introduction to Business Environment			
Meaning, Nature of Business Environment, Internal and External Factors influencing business environment. Industrial policy of 1991, Liberalization, Privatization and Globalization- Policy on Foreign Direct Investment in India.			
			Number of Hours: 6
Module-2: Economic Environment of Business			
Significance and Elements of Economic Environment; Economic Systems, India as an Emerging Economy, India as a Mixed Economy, Economic Planning in India.			
			Number of Hours: 6
Module-3: Introduction to Monetary Policy and Fiscal Policy			
Monetary Policy: Demand for and supply of money, Objectives of monetary and credit policy, Recent trends- Role of Finance Commission. Fiscal Policy: Public Revenues, Public Expenditure, Public Debt, Development activities financed by Public Expenditure.			
			Number of Hours: 6
Module-4: Trade Policy			
India's Trade Policy, Bilateral and multilateral trade agreements, EXIM Policy, Role of EXIM Bank. Balance of Payments: Structure, Major components, Causes for dis-equilibrium in Balance of Payments, correction measures, Impact of New Economic Policy on Balance of Payments.			
			Number of Hours: 5
Module-5: WTO			

Nature and scope, structure of WTO, Trading blocks – role and functions of WTO in promoting world trade – Principles - TRIPS, TRIMS and GATS, Disputes settlement mechanism- Dumping and Anti-dumping measures.

Number of Hours: 5

Suggested Learning Resources: (Text Book/ Reference Book/ Manuals):

Text books:

1. Justin Paul, Business Environment Text and Cases, TMH.
2. Fernando, Business Environment, IE, Pearson.

Reference books / Manuals:

1. Misra S. K & Puri V. K, Economic Environment of Business, Himalaya Publishing House.

Web links and Video Lectures (e-Resources):

<https://nptel.ac.in/courses/109103171>

Teaching-Learning Process (Innovative Delivery Methods): Indicative

1. Interactive Lectures
2. Case Study Method
3. Group Discussions and Debates
4. Project-Based Learning
5. Industry Interaction and Guest Lectures
6. Presentations and Seminars

Assessment Structure:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage.

- To qualify and become eligible to appear for SEE, in the **CIE**, a student must score at least **40% of 50 marks, i.e., 20 marks.**
- To pass the **SEE**, a student must score at least **35% of 50 marks, i.e., 18 marks.**
- Notwithstanding the above, a student is considered to have **passed the course**, provided the combined total of **CIE and SEE** is at least **40 out of 100 marks.**

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the CCA to foster the **holistic development of students**. These activities shall be:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	4
2.	Analysis of real-world business case studies	4
3.	Activity-Based Learning: Group discussions, Role play etc.,	4
4	Study Visits / Industrial Visits	10

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	6
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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Business Ethics			
Course Code	3BBA105	Scheme	2026
Type of Course	VAC	Semester	I
Teaching Hours/Week (L:T:P)	2: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	28: 0: 0 :32	SEE Marks	50
Credits	2	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	1½ Hour
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to:			
1. Introduce students to the concepts and importance of ethics in business. 2. Develop ethical awareness and moral reasoning among students. 3. Familiarize students with ethical issues in business organizations. 4. Understand corporate social responsibility and ethical governance practices. 5. Promote ethical decision-making and responsible business conduct.			
Module-1: Introduction to Business Ethics			
Meaning and nature of ethics, Concept and scope of business ethics, Importance of ethics in business, Ethics, values and morality, Objectives and significance of ethical business practices, Ethical dilemmas in business.			
			Number of Hours: 5
Module-2: Ethical Theories and Principles			
Ethical theories: Utilitarianism, Rights Theory, Justice Theory, Principles of ethical decision-making, Personal ethics and professional ethics, Ethical leadership, Code of ethics and code of conduct, Ethics in Indian business context.			
			Number of Hours: 5
Module-3: Ethics in Functional Areas of Business			
Marketing ethics, Financial ethics, Human resource ethics, Ethical issues in production and operations, Ethics in advertising and consumer protection, Ethical issues in information technology and digital business.			
			Number of Hours: 6
Module-4: Corporate Social Responsibility and Corporate Governance			
Meaning and importance of Corporate Social Responsibility (CSR), CSR initiatives in India, Corporate governance: Meaning and significance, Principles of good corporate governance, Role of Board of Directors and stakeholders, Business sustainability and ethical responsibility.			
			Number of Hours: 6
Module-5: Contemporary Ethical Issues in Business			

Environmental ethics, Workplace ethics, Gender equality and diversity ethics, Cyber ethics and social media ethics, Corruption, bribery, and whistleblowing, Ethical challenges in globalization and international business.

Number of Hours: 6

Suggested Learning Resources: (Text Book/ Reference Book/ Manuals):

Text books:

1. C.S.V. Murthy, Business Ethics
2. A. C. Fernando, Business Ethics and Corporate Governance
3. S. A. Sherlekar, Ethics in Management

Reference books / Manuals:

1. Francis Cherunilam, Business Ethics
2. B. N. Ghosh, Corporate Governance and Business Ethics

Web links and Video Lectures (e-Resources):

<https://nptel.ac.in/courses/110105079>

Teaching-Learning Process (Innovative Delivery Methods): Indicative

1. Classroom lectures
2. Case studies and discussions
3. Role plays and ethical dilemma analysis
4. Group presentations
5. Industry examples and seminars

Assessment Structure:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage.

- To qualify and become eligible to appear for SEE, in the **CIE**, a student must score at least **40% of 50 marks, i.e., 20 marks.**
- To pass the **SEE**, a student must score at least **35% of 50 marks, i.e., 18 marks.**
- Notwithstanding the above, a student is considered to have **passed the course**, provided the combined total of **CIE and SEE** is at least **40 out of 100 marks.**

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the CCA to foster the **holistic development of students**. These activities shall be:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	4
2.	Analysis of real-world business case studies	4
3.	Activity-Based Learning: Group discussions, Role play etc.,	4
4.	Study Visits / Industrial Visits	10

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	6
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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Business Communication - I			
Course Code	3BBA156	Scheme	2026
Type of Course	AEC	Semester	I
Teaching Hours/Week (L:T:P)	2: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	28: 0: 0 :32	SEE Marks	50
Credits	2	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	1½ Hour
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to: 1. To develop effective verbal and written communication skills in business contexts. 2. To improve language proficiency and professional etiquette among students. 3. To enhance listening, speaking, reading, and writing skills required in organizations. 4. To familiarize students with various forms of business correspondence. 5. To build confidence in presentations, interviews, and group discussions.			
Module-1: Fundamentals of Business Communication			
Meaning, Nature and Importance of Business Communication, Process and Types of Communication, Barriers to Communication, Principles of Effective Communication, Formal and Informal Communication, Communication Ethics and Professionalism Number of Hours: 5			
Module-2: Verbal and Non-Verbal Communication			
Oral Communication Skills, Listening Skills and Techniques, Public Speaking Basics, Non-Verbal Communication: Body Language, Gestures, Facial Expressions, Posture., Interpersonal Communication Skills, Cross-Cultural Communication Basics Number of Hours: 5			
Module-3: Business Correspondence			
Structure and Layout of Business Letters, Inquiry, Complaint, Adjustment, and Order Letters, mail Writing and Email Etiquette, Notice, Circular, and Memorandum, Resume and Cover Letter Writing Number of Hours: 6			
Module-4: Presentation and Group Communication			
Presentation Skills and Techniques, Use of Visual Aids in Presentations, Group Discussion Skills, Conducting Meetings and Writing Minutes, Team Communication and Workplace Etiquette. Number of Hours: 6			
Module-5: Employability and Professional Communication			
Interview Skills and Mock Interviews, Telephone and Virtual Communication Etiquette, Report Writing Basics, Communication for Customer Relations, Communication in Digital and Social Media Platforms. Number of Hours: 6			

Suggested Learning Resources: (Text Book/ Reference Book/ Manuals):**Text books:**

1. C.S. Rayudu, Business Communication, Himalaya Publishing House.
2. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication, Sultan Chand & Sons.
3. Courtland L. Bovee & John V. Thill Business Communication Today, Pearson Education

Reference books / Manuals:

1. Asha Kaul, Effective Business Communication, PHI Learning.
2. R. C. Sharma & Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw Hill Education

Web links and Video Lectures (e-Resources):

<https://nptel.ac.in/courses/110105052>

Teaching-Learning Process (Innovative Delivery Methods): Indicative

1. Interactive Classroom Teaching
2. Role Plays and Simulations
3. Group Discussions and Debates
4. Case Study Method
5. Business Correspondence Workshops
6. Mock Interviews and GD Sessions
7. Industry Interaction and Guest Lectures

Assessment Structure:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage.

- To qualify and become eligible to appear for SEE, in the **CIE**, a student must score at least **40% of 50 marks, i.e., 20 marks.**
- To pass the **SEE**, a student must score at least **35% of 50 marks, i.e., 18 marks.**
- Notwithstanding the above, a student is considered to have **passed the course**, provided the combined total of **CIE and SEE** is at least **40 out of 100 marks.**

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the CCA to foster the **holistic development of students**. These activities shall be:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	4
2.	Analysis of real-world business case studies	4
3.	Activity-Based Learning: Group discussions, Role play etc.,	4
4	Study Visits / Industrial Visits	10

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	6
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
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- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
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- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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VTU - BBA / BCA Kannada - 1,

ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ - ಕನ್ನಡ ಬಲ್ಲ ಮತ್ತು ಕನ್ನಡ ಮಾತೃಭಾಷೆಯ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ನಿಗದಿಪಡಿಸಿದ ಪಠ್ಯಕ್ರಮ

ಕನ್ನಡ - 1, ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ		ಸೆಮಿಸ್ಟರ್	1 ನೇ
ವಿಷಯ ಸಂಕೇತ		3BBA157A	CIE ಅಂಕಗಳು
ಬೋಧನಾ ಅವಧಿ / ವಾರಕ್ಕೆ (L:T:P:S)		2:1:0:0	SEE ಅಂಕಗಳು
ಒಟ್ಟು ಬೋಧನಾ ಅವಧಿ		25 ಗಂಟೆಗಳು	ಒಟ್ಟು ಅಂಕಗಳು
ಕ್ರೆಡಿಟ್ಸ್		02 Credits)	ಪರೀಕ್ಷಾ ಅವಧಿ
ಪರೀಕ್ಷಾ ವಿಧಾನ (SEE)		Theory (MCQ) type	
Course objectives : ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ ಪಠ್ಯ ಕಲಿಕೆಯ ಉದ್ದೇಶಗಳು: The course will enable the students, 1. ಪದವಿ ವಿದ್ಯಾರ್ಥಿಗಳಾಗಿರುವುದರಿಂದ ಕನ್ನಡ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ಪರಿಚಯ ಮಾಡಿಕೊಡುವುದು. 2. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಪ್ರಧಾನ ಭಾಗವಾದ ಆಧುನಿಕಪೂರ್ವ ಮತ್ತು ಆಧುನಿಕ ಕಾವ್ಯಗಳನ್ನು ಪರಿಚಯಿಸುವುದು. 3. ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯ ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ಬಗ್ಗೆ ಅರಿವು ಹಾಗೂ ಆಸಕ್ತಿಯನ್ನು ಮೂಡಿಸುವುದು. 4. ತಾಂತ್ರಿಕ ವ್ಯಕ್ತಿಗಳ ಪರಿಚಯವನ್ನು ಹಾಗೂ ಅವರುಗಳ ಸಾಧಿಸಿದ ವಿಷಯಗಳನ್ನು ಪರಿಚಯಿಸುವುದು. 5. ಸಾಂಸ್ಕೃತಿಕ, ಜನಪದ ಹಾಗೂ ಪ್ರವಾಸ ಕಥನಗಳ ಪರಿಚಯ ಮಾಡಿಕೊಡುವುದು.			
ಬೋಧನೆ ಮತ್ತು ಕಲಿಕಾ ವ್ಯವಸ್ಥೆ (Teaching-Learning Process - General Instructions) : These are sample Strategies, which teachers can use to accelerate the attainment of the course outcomes. 1. ಈ ಪಠ್ಯವನ್ನು ಬೋಧಿಸಲು ತರಗತಿಯಲ್ಲಿ ಶಿಕ್ಷಕರು ಪ್ರಸ್ತುತ ಪುಸ್ತಕ ಆಧಾರಿಸಿ ಬ್ಲಾಕ್ ಬೋರ್ಡ್ ವಿಧಾನವನ್ನು ಅನುಸರಿಸುವುದು. ಪ್ರಮುಖ ಅಂಶಗಳ ಚಾರ್ಟ್ ಗಳನ್ನು ತಯಾರಿಸಲು ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಪ್ರೇರೇಪಿಸುವುದು ಮತ್ತು ತರಗತಿಯಲ್ಲಿ ಅವುಗಳನ್ನು ಚರ್ಚಿಸಲು ಅವಕಾಶ ಮಾಡಿಕೊಡುವುದು. 2. ಇತ್ತೀಚಿನ ತಂತ್ರಜ್ಞಾನದ ಅನುಕೂಲಗಳನ್ನು ಬಳಸಿಕೊಳ್ಳುವುದು - ಅಂದರೆ ಕವಿ-ಕಾವ್ಯ ಪರಿಚಯದಲ್ಲಿ ಕವಿಗಳ ಚಿತ್ರಣ ಮತ್ತು ಲೇಖನಗಳು ಮತ್ತು ಕಥೆ ಕಾವ್ಯಗಳ ಮೂಲ ಅಂಶಗಳಿಗೆ ಸಂಬಂಧಪಟ್ಟ ಧ್ವನಿ ಚಿತ್ರಗಳು, ಸಂಭಾಷಣೆಗಳು, ಈಗಾಗಲೇ ಇತರ ವಿಮರ್ಶಕರು ಬರೆದಿರುವ ವಿಮರ್ಶಾತ್ಮಕ ವಿಷಯಗಳನ್ನು ಟಿಪಿಟಿ, ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮಗಳ ಮುಖಾಂತರ ವಿಶ್ಲೇಷಿಸುವುದು. 3. ನವೀನ ಮಾದರಿಯ ಸಾಹಿತ್ಯ ಬೋಧನೆಗೆ ಸಂಬಂಧಪಟ್ಟ ವಿಧಾನಗಳನ್ನು ಶಿಕ್ಷಕರು ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಅನುಕೂಲವಾಗುವ ರೀತಿಯಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳಬಹುದು.			
ಘಟಕ -1 ಕನ್ನಡ ಸಂಸ್ಕೃತಿ ಮತ್ತು ಭಾಷೆ ಕುರಿತಾದ ಲೇಖನಗಳು (05 hours of pedagogy)			
1. ಕರ್ನಾಟಕ ಸಂಸ್ಕೃತಿ - ಹಂಪ ನಾಗರಾಜಯ್ಯ 2. ಕರ್ನಾಟಕದ ಏಕೀಕರಣ : ಒಂದು ಅಪೂರ್ವ ಚರಿತ್ರೆ - ಜಿ. ವೆಂಕಟಸುಬ್ಬಯ್ಯ 3. ಆಡಳಿತ ಭಾಷೆಯಾಗಿ ಕನ್ನಡ - ಡಾ. ಎಲ್. ತಿಮ್ಮೇಶ ಮತ್ತು ಪ್ರೊ. ವಿ. ಕೇಶವಮೂರ್ತಿ			
ಘಟಕ - 2 ಆಧುನಿಕ ಪೂರ್ವದ ಕಾವ್ಯ ಭಾಗ		(05 hours of pedagogy)	
1. ವಚನಗಳು : ಬಸವಣ್ಣ, ಅಕ್ಕಮಹಾದೇವಿ, ಅಲ್ಲಮಪ್ರಭು, ಆಯ್ದಕ್ಕಿ ಮಾರಯ್ಯ,			

ಜೇಡರದಾಸಿಮಯ್ಯ, ಆಯ್ದಕ್ಕಿ ಲಕ್ಕಮ್ಮ.

2. ಕೀರ್ತನೆಗಳು : ಅದರಿಂದೇನು ಫಲ ಇದರಿಂದೇನು ಫಲ - ಪುರಂದರದಾಸರು
ತಲ್ಲಣಿಸಿದರು ಕಂಡ್ಯ ತಾಳು ಮನವೇ - ಕನಕದಾಸರು
3. ತತ್ವಪದಗಳು : ಸಾವಿರ ಕೊಡಗಳ ಸುಟ್ಟು - ಶಿಶುನಾಳ ಶರೀಫ

ಘಟಕ -3 ಆಧುನಿಕ ಕಾವ್ಯಭಾಗ

(05 hours of pedagogy)

1. ಡಿವಿಜಿ ರವರ ಮಂಕುತಿಮ್ಮನ ಕಗ್ಗದಿಂದ ಅಯ್ಯ ಕೆಲವು ಭಾಗಗಳು
2. ಕುರುಡು ಕಾಂಚಾಣ : ದಾ.ರಾ. ಬೇಂದ್ರೆ
3. ಹೊಸಬಾಳಿನ ಗೀತೆ : ಕುವೆಂಪು
4. ಮಬ್ಬಿನಿಂದ ಮಬ್ಬಿಗೆ : ಜಿಎಸ್ ಶಿವರುದ್ರಪ್ಪ
5. ಚೋಮನ ಮಕ್ಕಳ ಹಾಡು : ಸಿದ್ದಲಿಂಗಯ್ಯ

ಘಟಕ - 4 ತಾಂತ್ರಿಕ ವ್ಯಕ್ತಿಗಳ ಪರಿಚಯ

(05 hours of pedagogy)

1. ಡಾ. ಸರ್. ಎಂ. ವಿಶ್ವೇಶ್ವರಯ್ಯ : ವ್ಯಕ್ತಿ ಮತ್ತು ಐತಿಹ್ಯ - ಎ. ಎನ್. ಮೂರ್ತಿರಾವ್
2. ಕರಕುಶಲ ಕಲೆಗಳು ಮತ್ತು ಪರಂಪರೆಯ ವಿಜ್ಞಾನ : ಕರೀಗೌಡ ಬೀಚನಹಳ್ಳಿ

ಘಟಕ - 5 ಸಾಂಸ್ಕೃತಿಕ, ಜನಪದ ಕಥೆ ಮತ್ತು ಪ್ರವಾಸ ಕಥನ (05 hours of pedagogy)

1. ಯುಗಾದಿ : ವಸುಧೇಂದ್ರ
2. ಮೆಗಾನೆ ಎಂಬ ಗಿರಿಜನ ಪರ್ವತ : ಹಿ.ಚಿ. ಬೋರಲಿಂಗಯ್ಯ

Course outcome (Course Skill Set)

ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ (22KSK17/27) ಪಠ್ಯ ಕಲಿಕೆಯ ನಂತರ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ :

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

C01	ಕನ್ನಡ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಮತ್ತು ಕನ್ನಡದ ಸಂಸ್ಕೃತಿಯ ಕುರಿತು ಅರಿವು ಮೂಡಿರುತ್ತದೆ.
C02	ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಆಧುನಿಕ ಪೂರ್ವ ಮತ್ತು ಆಧುನಿಕ ಕಾವ್ಯಗಳನ್ನು ಸಾಂಕೇತಿಕವಾಗಿ ಕಲಿತು ಹೆಚ್ಚಿನ ಓದಿಗೆ ಮತ್ತು ಜ್ಞಾನಕ್ಕೆ ಸ್ಪೂರ್ತಿ ಮೂಡುತ್ತದೆ.
C03	ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಹಿತ್ಯ ಮತ್ತು ಸಂಸ್ಕೃತಿಯ ಬಗ್ಗೆ ಅರಿವು ಹಾಗೂ ಅಸಕ್ತಿಯನ್ನು ಹೆಚ್ಚಾಗುತ್ತದೆ.
C04	ತಾಂತ್ರಿಕ ವ್ಯಕ್ತಿಗಳ ಪರಿಚಯ ಹಾಗೂ ಅವರುಗಳ ಸಾಧಿಸಿದ ವಿಷಯಗಳನ್ನು ತಿಳಿದುಕೊಂಡು ನಾಡಿನ ಇನ್ನಿತರ ವ್ಯಕ್ತಿಗಳ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳಲು ಕೌತುಕ ಹೆಚ್ಚಾಗುತ್ತದೆ.
C05	ಸಾಂಸ್ಕೃತಿಕ, ಜನಪದ ಹಾಗೂ ಪ್ರವಾಸ ಕಥನಗಳ ಪರಿಚಯ ಮಾಡಿಕೊಡುವುದು.

Assessment Details (both CIE and SEE):

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing mark for the CIE is 40% of the maximum marks (20 marks out of 50) and for the SEE minimum passing mark is 35% of the maximum marks (18 out of 50 marks). The student is declared as a pass in the course if he/she secures a minimum of 40% (40 marks out of 100) in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken

ಪರೈಪುಸ್ತಕ :

ಸಾಂಸ್ಕೃತಿಕ ಕನ್ನಡ
ಡಾ. ಹಿ.ಚಿ.ಬೋರಲಿಂಗಯ್ಯ ಮತ್ತು ಡಾ. ಎಲ್. ತಿಮ್ಮೇಶ,
ಪ್ರಸಾರಾಂಗ,
ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ,
ಬೆಳಗಾವಿ.

ವಿಶೇಷ ಸೂಚನೆ :

1. ಮೇಲಿನ ಪಠ್ಯಕ್ರಮಕ್ಕೆ ಸೀಮಿತವಾಗಿ ಅಂತಿಮ ಪರೀಕ್ಷೆಯ ಪ್ರಶ್ನೆಪತ್ರಿಕೆ ಇರುತ್ತದೆ.

ಹೆಚ್ಚಿನ ಮಾಹಿತಿ ಮತ್ತು ವಿವರಗಳಿಗಾಗಿ ಇವರನ್ನು ಸಂಪರ್ಕಿಸಿ.:

ಡಾ. ಎಲ್. ತಿಮ್ಮೇಶ

ಪಠ್ಯಕ್ರಮ ಸಂಯೋಜಕರು &

BOS Member, Humanities Board, VTU

Mobile No: 9900832331

Email ID : thimmesh83@gmail.com

VTU - BBA / BCA Kannada - 1,**ಬಳಕೆ ಕನ್ನಡ - baLake Kannada (Kannada for Usage)****ಕನ್ನಡ ಕಲಿಕೆಗಾಗಿ ನಿಗದಿಪಡಿಸಿದ ಪಠ್ಯಪುಸ್ತಕ - (Prescribed Textbook to Learn Kannada)**

ಕನ್ನಡ - 1, ಬಳಕೆ ಕನ್ನಡ		ಸೆಮಿಸ್ಟರ್	1 ನೇ
ವಿಷಯ ಸಂಕೇತ	3BBA157B	CIE ಅಂಕಗಳು	50
ಬೋಧನಾ ಅವಧಿ / ವಾರಕ್ಕೆ (L:T:P:S)	2:1:0:0	SEE ಅಂಕಗಳು	50
ಒಟ್ಟು ಬೋಧನಾ ಅವಧಿ	25 ಗಂಟೆಗಳು	ಒಟ್ಟು ಅಂಕಗಳು	100
ಕ್ರೆಡಿಟ್ಸ್	02 Credits	ಪರೀಕ್ಷಾ ಅವಧಿ	01 Hour)
ಪರೀಕ್ಷಾ ವಿಧಾನ (SEE)	Theory (MCQ) type		

Course objectives : ಬಳಕೆ ಕನ್ನಡ ಪಠ್ಯ ಕಲಿಕೆಯ ಉದ್ದೇಶಗಳು:

The course will enable the students,

1. To Create the awareness regarding the necessity of learning local language for comfortable and healthy life.
2. To enable learners to Listen and understand the Kannada language properly.
3. To speak, read and write Kannada language as per requirement.
4. To train the learners for correct and polite conversation.
5. To know about Karnataka state and its language, literature and General information about this state.

ಬೋಧನೆ ಮತ್ತು ಕಲಿಕಾ ವ್ಯವಸ್ಥೆ (Teaching-Learning Process - General Instructions) :**These are sample Strategies, which teachers can use to accelerate the attainment of the course outcomes.**

1. ಈ ಪಠ್ಯವನ್ನು ಬೋಧಿಸಲು ತರಗತಿಯಲ್ಲಿ ಶಿಕ್ಷಕರು ಪ್ರಸ್ತುತ ಪುಸ್ತಕ ಆಧಾರಿಸಿ ಬ್ಲಾಕ್ ಬೋರ್ಡ್ ವಿಧಾನವನ್ನು ಅನುಸರಿಸುವುದು. ಪ್ರಮುಖ ಅಂಶಗಳ ಚಾರ್ಟ್ ಗಳನ್ನು ತಯಾರಿಸಲು ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಪ್ರೇರೇಪಿಸುವುದು ಮತ್ತು ತರಗತಿಯಲ್ಲಿ ಅವುಗಳನ್ನು ಚರ್ಚಿಸಲು ಅವಕಾಶ ಮಾಡಿಕೊಡುವುದು.
2. ಇತ್ತೀಚಿನ ತಂತ್ರಜ್ಞಾನದ ಅನುಕೂಲಗಳನ್ನು ಬಳಸಿಕೊಳ್ಳುವುದು - ಅಂದರೆ ಕವಿ-ಕಾವ್ಯ ಪರಿಚಯದಲ್ಲಿ ಕವಿಗಳ ಚಿತ್ರಣ ಮತ್ತು ಲೇಖನಗಳು ಮತ್ತು ಕಥೆ ಕಾವ್ಯಗಳ ಮೂಲ ಅಂಶಗಳಿಗೆ ಸಂಬಂಧಪಟ್ಟ ಧ್ವನಿ ಚಿತ್ರಗಳು, ಸಂಭಾಷಣೆಗಳು, ಈಗಾಗಲೇ ಇತರ ವಿಮರ್ಶಕರು ಬರೆದಿರುವ ವಿಮರ್ಶಾತ್ಮಕ ವಿಷಯಗಳನ್ನು ಟಿಪಿಟಿ, ಡಿಜಿಟಲ್ ಮಾಧ್ಯಮಗಳ ಮುಖಾಂತರ ವಿಶ್ಲೇಷಿಸುವುದು.
3. ನವೀನ ಮಾದರಿಯ ಸಾಹಿತ್ಯ ಬೋಧನೆಗೆ ಸಂಬಂಧಪಟ್ಟ ವಿಧಾನಗಳನ್ನು ಶಿಕ್ಷಕರು ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಅನುಕೂಲವಾಗುವ ರೀತಿಯಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳಬಹುದು.

Module - 1**(05 hours of pedagogy)**

1. Introduction, Necessity of learning a local language. Methods to learn the Kannada language.
2. Easy learning of a Kannada Language: A few tips. Hints for correct and polite conversation, Listening and Speaking Activities, Key to Transcription
3. ವೈಯಕ್ತಿಕ, ಸ್ವಾಮ್ಯಸೂಚಕ/ಸಂಬಂಧಿತ ಸಾರ್ವನಾಮಗಳು ಮತ್ತು ಪ್ರಶ್ನಾರ್ಥಕ ಪದಗಳು - Personal Pronouns, Possessive Forms, Interrogative words

Module - 2

(05 hours of pedagogy)

1. ನಾಮಪದಗಳ ಸಂಬಂಧಾರ್ಥಕ ರೂಪಗಳು, ಸಂದೇಹಾಸ್ಪದ ಪ್ರಶ್ನೆಗಳು ಮತ್ತು ಸಂಬಂಧವಾಚಕ ನಾಮಪದಗಳು - Possessive forms of nouns, dubitive question and Relative nouns
2. ಗುಣ, ಪರಿಮಾಣ ಮತ್ತು ವರ್ಣಬಣ್ಣ ವಿಶೇಷಣಗಳು, ಸಂಖ್ಯಾವಾಚಕಗಳು Qualitative, Quantitative and Colour Adjectives, Numerals
3. ಕಾರಕ ರೂಪಗಳು ಮತ್ತು ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯಗಳು -ಸಪ್ತಮಿ ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯ - (ಆ, ಅದು, ಅವು, ಅಲ್ಲಿ) -Predictive Forms, Locative Case

Module - 3

(05 hours of pedagogy)

1. ಚತುರ್ಥಿ ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯದ ಬಳಕೆ ಮತ್ತು ಸಂಖ್ಯಾವಾಚಕಗಳು - Dative Cases, and Numerals
2. ಸಂಖ್ಯಾಗುಣವಾಚಕಗಳು ಮತ್ತು ಬಹುವಚನ ನಾಮರೂಪಗಳು -Ordinal numerals and Plural markers
3. ನ್ಯೂನ/ನಿಷೇಧಾರ್ಥಕ ಕ್ರಿಯಾಪದಗಳು & ವರ್ಣ ಗುಣವಾಚಕಗಳು -Defective/Negative Verbs & Colour Adjectives

Module- 4

(05 hours of pedagogy)

1. ಅಪ್ಪಣೆ / ಒಪ್ಪಿಗೆ, ನಿರ್ದೇಶನ, ಪ್ರೋತ್ಸಾಹ ಮತ್ತು ಒತ್ತಾಯ ಆರ್ಥರೂಪ ಪದಗಳು ಮತ್ತು ವಾಕ್ಯಗಳು
Permission, Commands, encouraging and Urging words (Imperative words and sentences)
2. ಸಾಮಾನ್ಯ ಸಂಭಾಷಣೆಗಳಲ್ಲಿ ದ್ವಿತೀಯ ವಿಭಕ್ತಿ ಪ್ರತ್ಯಯಗಳು ಮತ್ತು ಸಂಭವನೀಯ ಪ್ರಕಾರಗಳು
Accusative Cases and Potential Forms used in General Communication
3. "ಇರು ಮತ್ತು ಇರಲ್ಲ" ಸಹಾಯಕ ಕ್ರಿಯಾಪದಗಳು, ಸಂಭಾವ್ಯಸೂಚಕ ಮತ್ತು ನಿಷೇಧಾರ್ಥಕ ಕ್ರಿಯಾ ಪದಗಳು -
Helping Verbs "iru and iralla", Corresponding Future and Negation Verbs
4. ಹೋಲಿಕೆ (ತರತಮ), ಸಂಬಂಧ ಸೂಚಕ, ವಸ್ತು ಸೂಚಕ ಪ್ರತ್ಯಯಗಳು ಮತ್ತು ನಿಷೇಧಾರ್ಥಕ ಪದಗಳ ಬಳಕೆ-
Comparative, Relationship, Identification and Negation Words

Module - 5

(05 hours of pedagogy)

1. ಕಾಲ ಮತ್ತು ಸಮಯದ ಹಾಗೂ ಕ್ರಿಯಾಪದಗಳ ವಿವಿಧ ಪ್ರಕಾರಗಳು -Different types of Tense, Time and Verbs
2. ದ್, -ತ್, -ತು, -ಇತು, -ಆಗಿ, -ಅಲ್ಲ, -ಗ್, -ಕ್, ಇದೆ, ಕ್ರಿಯಾ ಪ್ರತ್ಯಯಗಳೊಂದಿಗೆ ಭೂತ, ಭವಿಷ್ಯತ್ ಮತ್ತು
ವರ್ತಮಾನ ಕಾಲ ವಾಕ್ಯ ರಚನೆ - Formation of Past, Future and Present Tense Sentences with Verb Forms
3. Kannada Vocabulary List :ಸಂಭಾಷಣೆಯಲ್ಲಿ ದಿನೋಪಯೋಗಿ ಕನ್ನಡ ಪದಗಳು -Kannada Words in Conversation

Course outcome (Course Skill Set)

ಬಳಕೆ ಕನ್ನಡ ಪಠ್ಯ ಕಲಿಕೆಯಿಂದ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಆಗುವ ಅನುಕೂಲಗಳು ಮತ್ತು ಫಲಿತಾಂಶಗಳು:

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

C01	To understand the necessity of learning of local language for comfortable life.
C02	To speak, read and write Kannada language as per requirement.
C03	To communicate (converse) in Kannada language in their daily life with kannada speakers.
C04	To Listen and understand the Kannada language properly.
C05	To speak in polite conversation.

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Textbook :

ಬಳಕೆ ಕನ್ನಡ

ಡಾ. ಎಲ್. ತಿಮ್ಮೇಶ

ಪ್ರಸಾರಾಂಗ,

**ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ,
ಬೆಳಗಾವಿ.**

ವಿಶೇಷ ಸೂಚನೆ :

1. ಮೇಲಿನ ಪಠ್ಯಕ್ರಮಕ್ಕೆ ಸೀಮಿತವಾಗಿ ಅಂತಿಮ ಪರೀಕ್ಷೆಯ ಪ್ರಶ್ನೆಪತ್ರಿಕೆ ಇರುತ್ತದೆ.

ಹೆಚ್ಚಿನ ಮಾಹಿತಿ ಮತ್ತು ವಿವರಗಳಿಗಾಗಿ ಇವರನ್ನು ಸಂಪರ್ಕಿಸಿ.:

ಡಾ. ಎಲ್. ತಿಮ್ಮೇಶ

ಪಠ್ಯಕ್ರಮ ಸಂಯೋಜಕರು &

BOS Member, Humanities Board, VTU

Mobile No: 9900832331

Email ID : thimmesh83@gmail.com

Organizational Behaviour			
Course Code	3BBA201	Scheme	2026
Type of Course	DSC	Semester	II
Teaching Hours/Week (L:T:P)	4: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	56: 0: 0 :64	SEE Marks	50
Credits	4	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	3
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to: 1. Understand the fundamentals, nature, scope and importance of Organizational Behaviour. 2. Analyze individual behaviour, personality, perception, learning and motivation in organizations. 3. Examine group dynamics, leadership styles, communication and team behaviour. 4. Evaluate organizational structure, culture, conflict and change management practices. 5. Apply behavioural concepts to improve organizational effectiveness and employee performance.			
Module-1: Introduction to Organizational Behaviour			
Meaning, Nature and Scope of Organizational Behaviour, Importance and Challenges of Organizational Behaviour, Disciplines Contributing to OB, Models of Organizational Behaviour, Emerging Trends in Organizational Behaviour, Organizational Behaviour in Indian Business Environment Number of Hours: 10			
Module-2: Individual Behaviour in Organizations			
Personality: Meaning, Determinants and Theories, Perception and Attribution, Attitudes and Values, Learning: Meaning and Theories of Learning, Emotional Intelligence, Motivation: Concept and Theories, Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, McGregor's Theory X and Theory Y, Vroom's Expectancy Theory. Number of Hours: 10			
Module-3: Group Behaviour and Leadership			
Meaning and Types of Groups, Stages of Group Development, Team Building and Team Effectiveness Leadership: Meaning and Importance, Leadership Theories: Trait Theory, Behavioral Theory, Situational Theory, Communication Process and Barriers, Transactional Analysis Number of Hours: 12			
Module-4: Organizational Structure, Culture and Conflict			
Organizational Structure: Meaning and Types, Organizational Climate and Culture, Power and Politics, Conflict: Meaning, Sources and Types, Conflict Resolution Techniques, Stress Management, Work-Life Balance.			

Number of Hours: 12
Module-5: Organizational Change and Development
Organizational Change: Meaning and Need, Resistance to Change, Managing Change in Organizations, Organizational Development: Meaning and Techniques, Employee Engagement, Quality of Work Life, Organizational Effectiveness, Contemporary Issues in Organizational Behaviour
Number of Hours: 12
Suggested Learning Resources: (Text Book/ Reference Book/ Manuals): <u>Text books:</u> 1. Stephen P. Robbins & Timothy A. Judge, Organizational Behaviour, Pearson Education. 2. K. Aswathappa, Organizational Behaviour, Himalaya Publishing House. 3. Fred Luthans, Organizational Behaviour, McGraw Hill Education. <u>Reference books / Manuals:</u> 1. Uma Sekaran, Organizational Behaviour, Tata McGraw Hill. 2. L.M. Prasad, Organizational Behaviour, Sultan Chand & Sons. 3. P. Subba Rao, Organizational Behaviour, Himalaya Publishing House.
Web links and Video Lectures (e-Resources): https://nptel.ac.in/courses/109107740
Teaching-Learning Process (Innovative Delivery Methods): Indicative 1. Interactive Lectures with real business examples. 2. Case Study Analysis. 3. Group discussions. 4. Role Plays and Presentations. 5. Experiential Learning Activities.
Assessment Structure: The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. • To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. • To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. • Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the CCA to foster the **holistic development of students**. These activities shall be:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	10
2.	Analysis of real-world business case studies	5
3.	Activity-Based Learning: Group discussions, Role play etc.,	10
4.	Study Visits / Industrial Visits	15

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	20
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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Financial Management			
Course Code	3BBA202	Scheme	2026
Type of Course	DSC	Semester	II
Teaching Hours/Week (L:T:P)	4: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	56: 0: 0 :64	SEE Marks	50
Credits	4	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	3
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to:			
1. Understand the concepts, objectives and scope of financial management. 2. Analyze financial statements and apply financial planning techniques. 3. Evaluate investment decisions using capital budgeting techniques. 4. Examine financing decisions and cost of capital concepts. 5. Apply working capital management techniques for efficient financial operations.			
Module-1: Introduction to Financial Management			
Meaning, Nature and Scope of Financial Management, Objectives of Financial Management, Functions of Finance Manager, Financial Goals: Profit Maximization vs Wealth Maximization, Time Value of Money, Financial Environment and Financial System, Role of Financial Institutions and Markets			
Number of Hours: 10			
Module-2: Financial Planning and Analysis			
Financial Planning Process, Capitalization: Over Capitalization and Under Capitalization, Sources of Finance: Short-Term and Long-Term Sources, Financial Statement Analysis, Ratio Analysis, Funds Flow and Cash Flow Analysis			
Number of Hours: 10			
Module-3: Capital Budgeting Decisions			
Meaning and Importance of Capital Budgeting, Capital Budgeting Process, Techniques of Capital Budgeting: Payback Period Method, Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Risk Analysis in Capital Budgeting			
Number of Hours: 12			
Module-4: Financing Decisions and Cost of Capital			
Capital Structure: Meaning and Factors Affecting Capital Structure, Leverage Analysis: Operating Leverage, Financial Leverage, Combined Leverage, Cost of Capital, Cost of Equity, Cost of Debt, Cost of Preference Shares, Weighted Average Cost of Capital (WACC), Dividend Decisions and Dividend Theories			
Number of Hours: 12			
Module-5: Working Capital Management			

Meaning and Importance of Working Capital, Types of Working Capital, Determinants of Working Capital, Management of Cash, Receivables and Inventory, Working Capital Financing, Cash Management Techniques, Contemporary Issues in Financial Management.

Number of Hours: 12

Suggested Learning Resources: (Text Book/ Reference Book/ Manuals):

Text books:

1. I.M. Pandey, Financial Management, Vikas Publishing House.
2. Prasanna Chandra, Financial Management, McGraw Hill Education.
3. M.Y. Khan & P.K. Jain, Financial Management, McGraw Hill Education.

Reference books / Manuals:

1. Eugene F. Brigham & Joel F. Houston, Fundamentals of Financial Management, Cengage Learning.
2. S.N. Maheshwari, Financial Management, Sultan Chand & Sons.
3. P.V. Kulkarni & B.G. Satyaprasad, Financial Management, Himalaya Publishing House.

Web links and Video Lectures (e-Resources):

<https://nptel.ac.in/courses/110107144>

Teaching-Learning Process (Innovative Delivery Methods): Indicative

1. Classroom Lectures.
2. Case Study Analysis.
3. Numerical Problem Solving.
4. Group discussions on interpretation of data.
5. Practical Exercises using Financial Data
6. Quiz-based learning using online platforms.

Assessment Structure:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage.

- To qualify and become eligible to appear for SEE, in the **CIE**, a student must score at least **40% of 50 marks, i.e., 20 marks.**
- To pass the **SEE**, a student must score at least **35% of 50 marks, i.e., 18 marks.**
- Notwithstanding the above, a student is considered to have **passed the course**, provided the combined total of **CIE and SEE** is at least **40 out of 100 marks.**

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the CCA to foster the **holistic development of students**. These activities shall be:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	10
2.	Analysis of real-world business case studies	5
3.	Activity-Based Learning: Group discussions, Role play etc.,	10
4.	Study Visits / Industrial Visits	15

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	20
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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Managerial Economics			
Course Code	3BBA203	Scheme	2026
Type of Course	DSC	Semester	II
Teaching Hours/Week (L:T:P)	4: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	56: 0: 0 :64	SEE Marks	50
Credits	4	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	3
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to: 1. Understand the concepts, nature and scope of managerial economics in business decision-making. 2. Analyze demand, elasticity and consumer behaviour for managerial decisions. 3. Examine production and cost theories for efficient resource utilization. 4. Evaluate pricing decisions under different market structures. 5. Assess the impact of macroeconomic variables on business and managerial decisions.			
Module-1: Introduction to Managerial Economics			
Meaning, Nature and Scope of Managerial Economics, Relationship between Economics and Management, Objectives of Business Firms, Role of Managerial Economist, Basic Economic Concepts: Opportunity Cost, Incremental Principle, Time Perspective, Discounting Principle., Circular Flow of Economic Activity Number of Hours: 10			
Module-2: Demand Analysis			
Meaning and Determinants of Demand, Demand Function, Law of Demand and Exceptions, Elasticity of Demand: Price Elasticity, Income Elasticity, Cross Elasticity., Demand Forecasting: Meaning and Methods Number of Hours: 10			
Module-3: Production and Cost Analysis			
Production Function: Meaning and Types, Law of Variable Proportions, Laws of Returns to Scale Economies and Diseconomies of Scale, Cost Concepts, Short-Run and Long-Run Cost Curves, Break-Even Analysis. Number of Hours: 12			
Module-4: Market Structure and Pricing Decisions			
Meaning and Types of Market Structures, Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Pricing Methods and Strategies, Price Discrimination, Product Pricing Policies. Number of Hours: 12			
Module-5: Macroeconomic Environment and Business Decisions			

Meaning and Scope of Macroeconomics, National Income Concepts, Inflation: Causes and Effects, Business Cycles, Monetary Policy and Fiscal Policy, Economic Reforms in India, Globalization and Liberalization, Contemporary Economic Issues Affecting Business

Number of Hours: 12

Suggested Learning Resources: (Text Book/ Reference Book/ Manuals):

Text books:

1. D.N. Dwivedi, Managerial Economics, Vikas Publishing House.
2. Dominick Salvatore, Managerial Economics, Oxford University Press.
3. S. Sankaran, Managerial Economics, Margham Publications.

Reference books / Manuals:

1. R.L. Varshney & K.L. Maheshwari, Managerial Economics, Sultan Chand & Sons.
2. V.L. Mote, S. Paul & G.S. Gupta, Managerial Economics, Tata McGraw Hill.
3. H.L. Ahuja, Managerial Economics, S. Chand Publications.
4. P.L. Mehta, Managerial Economics, Sultan Chand & Sons.

Web links and Video Lectures (e-Resources):

<https://nptel.ac.in/courses/110101005>

Teaching-Learning Process (Innovative Delivery Methods): Indicative

1. Interactive Lectures with real business examples.
2. Case Study Analysis.
3. Group discussions and Presentations.
4. Economic Data Analysis
5. Activity-based learning.

Assessment Structure:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage.

- To qualify and become eligible to appear for SEE, in the **CIE**, a student must score at least **40% of 50 marks, i.e., 20 marks.**
- To pass the **SEE**, a student must score at least **35% of 50 marks, i.e., 18 marks.**
- Notwithstanding the above, a student is considered to have **passed the course**, provided the combined total of **CIE and SEE** is at least **40 out of 100 marks.**

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the CCA to foster the **holistic development of students**. These activities shall be:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	10
2.	Analysis of real-world business case studies	5
3.	Activity-Based Learning: Group discussions, Role play etc.,	10
4.	Study Visits / Industrial Visits	15

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	20
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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Global Business Environment			
Course Code	3BBA284	Scheme	2026
Type of Course	MDEC / OEC	Semester	II
Teaching Hours/Week (L:T:P)	2: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	28: 0: 0 :32	SEE Marks	50
Credits	2	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	1½ Hour
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to: 1. Understand the concepts and significance of global business environment. 2. Analyze economic, political and legal factors affecting international business. 3. Examine cultural and technological influences on global business operations. 4. Evaluate international trade policies, institutions and global business strategies. 5. Assess contemporary trends and challenges in global business environment.			
Module-1: Introduction to Global Business Environment			
Meaning and Scope of Global Business Environment, Nature and Importance of International Business, Drivers of Globalization, Globalization and Liberalization, Multinational Corporations (MNCs), Global Business Environment in India. Number of Hours: 5			
Module-2: Economic and Political Environment			
International Economic Environment, Global Economic Systems, Foreign Trade Policy, Balance of Payments, Exchange Rate Mechanism, Political Environment and Political Risk, Role of Government in International Business. Number of Hours: 5			
Module-3: Cultural and Technological Environment			
Cultural Environment and International Business, Cross-Cultural Communication, Social and Ethical Issues in Global Business, Technological Environment and Innovation, Digital Economy and E-Business, Impact of Technology on Global Trade. Number of Hours: 6			
Module-4: International Institutions and Trade Agreements			
World Trade Organization (WTO), International Monetary Fund (IMF), World Bank, Regional Economic Integrations: European Union (EU), ASEAN, SAARC., International Trade Agreements and Policies. Number of Hours: 6			
Module-5: Contemporary Trends and Challenges in Global Business			
Foreign Direct Investment (FDI), Global Supply Chain Management, Sustainability and Green Business, International Business Ethics, Emerging Global Markets, Challenges in Global Business Environment, Future Trends in International Business.			

Number of Hours: 6
Suggested Learning Resources: (Text Book/ Reference Book/ Manuals): <u>Text books:</u> 1. Francis Cherunilam, International Business Environment, Himalaya Publishing House. 2. Charles W.L. Hill & Arun Kumar Jain, International Business, McGraw Hill Education. 3. Justin Paul, International Business, Prentice Hall India. <u>Reference books / Manuals:</u> 1. International Business Environment, Prentice Hall. 2. Global Business Today, McGraw Hill Education. 3. International Economics, Wiley Publications.
Web links and Video Lectures (e-Resources): https://nptel.ac.in/courses/110107145
Teaching-Learning Process (Innovative Delivery Methods): Indicative 1. Classroom Lectures 2. Case Studies 3. Group Discussions 4. Seminar Presentations 5. Industry-Based Assignments 6. Experiential Learning Activities
Assessment Structure: The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. • To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. • To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. • Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the CCA to foster the **holistic development of students**. These activities shall be:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	4
2.	Analysis of real-world business case studies	4
3.	Activity-Based Learning: Group discussions, Role play etc.,	4
4.	Study Visits / Industrial Visits	10

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	6
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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Corporate Governance			
Course Code	3BBA205	Scheme	2026
Type of Course	VAC	Semester	II
Teaching Hours/Week (L:T:P)	2: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	28: 0: 0 :32	SEE Marks	50
Credits	2	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	1½ Hour
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to: 1. Understand the concepts, principles and importance of corporate governance. 2. Examine the roles and responsibilities of the board of directors and stakeholders. 3. Analyze corporate ethics, social responsibility and accountability practices. 4. Evaluate regulatory frameworks and governance mechanisms in corporations. 5. Assess contemporary issues and best practices in corporate governance.			
Module-1: Introduction to Corporate Governance			
Meaning and Importance of Corporate Governance, Objectives and Principles of Corporate Governance, Evolution of Corporate Governance, Need for Corporate Governance in Modern Business, Corporate Governance Models, Corporate Governance in India Number of Hours: 5			
Module-2: Board of Directors and Stakeholders			
Role and Responsibilities of Board of Directors, Composition of Board and Board Committees, Independent Directors, Rights and Responsibilities of Shareholders, Stakeholder Theory, Role of Auditors and Institutional Investors Number of Hours: 5			
Module-3: Corporate Ethics and Social Responsibility			
Business Ethics and Ethical Practices, Corporate Social Responsibility (CSR), Ethical Leadership, Corporate Accountability and Transparency, Whistle Blowing Mechanism, Corporate Scandals and Lessons Learned Number of Hours: 6			
Module-4: Regulatory Framework of Corporate Governance			
Corporate Governance Provisions under Companies Act, SEBI Guidelines and Listing Obligations, Role of Regulatory Authorities, Corporate Disclosure and Reporting Practices, Risk Management and Internal Control Systems, Governance Standards and Compliance Number of Hours: 6			
Module-5: Contemporary Issues and Best Practices in Corporate Governance			

Corporate Governance and Sustainability, Governance in Family Business and Startups, Digital Governance and Cyber Ethics, Environmental, Social and Governance (ESG) Practices, Global Trends in Corporate Governance, Best Governance Practices and Case Studies.

Number of Hours: 6

Suggested Learning Resources: (Text Book/ Reference Book/ Manuals):

Text books:

1. A. C. Fernando, Corporate Governance, Pearson Education.
2. N. Balasubramanian, Corporate Governance, Wiley India.
3. C. S. V. Murthy, Corporate Governance, Himalaya Publishing House.

Reference books / Manuals:

1. Christine Mallin, Corporate Governance, Oxford University Press.
2. Robert A.G. Monks & Nell Minow, Corporate Governance, Wiley Publications.

Web links and Video Lectures (e-Resources):

<https://nptel.ac.in/courses/110105079>

Teaching-Learning Process (Innovative Delivery Methods): Indicative

1. Interactive Lectures with real business examples.
2. Case Study Analysis.
3. Group discussions.
4. Activity-based learning.
5. Experiential Learning Activities.

Assessment Structure:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage.

- To qualify and become eligible to appear for SEE, in the **CIE**, a student must score at least **40% of 50 marks, i.e., 20 marks.**
- To pass the **SEE**, a student must score at least **35% of 50 marks, i.e., 18 marks.**
- Notwithstanding the above, a student is considered to have **passed the course**, provided the combined total of **CIE and SEE** is at least **40 out of 100 marks.**

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the CCA to foster the **holistic development of students**. These activities shall be:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	4
2.	Analysis of real-world business case studies	4
3.	Activity-Based Learning: Group discussions, Role play etc.,	4
4.	Study Visits / Industrial Visits	10

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	6
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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IT in Business			
Course Code	3BBA256	Scheme	2026
Type of Course	SEC	Semester	II
Teaching Hours/Week (L:T:P)	2: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	28: 0: 0 :32	SEE Marks	50
Credits	2	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	1½ Hour
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to: 1. Understand the concepts, components and significance of Information Technology in business. 2. Analyze the applications of computer systems and software in business operations. 3. Examine the role of internet technologies, e-commerce and digital communication in organizations. 4. Evaluate information systems and database management applications in business decision-making. 5. Assess emerging technologies and digital transformation trends in business organizations.			
Module-1: Introduction to Information Technology			
Meaning and Importance of Information Technology, Components of Computer Systems, Types of Computers and Business Applications, Hardware and Software Concepts, Operating Systems and Utility Software, Information Technology and Business Environment. Number of Hours: 6			
Module-2: Business Applications of IT			
Word Processing Applications, Spreadsheet Applications and Data Analysis, Presentation Software, Office Automation Systems, Management Information Systems (MIS), IT Applications in Functional Areas of Business: Marketing, Finance, Human Resource Management, Operations. Number of Hours: 6			
Module-3: Internet and E-Commerce			
Internet: Concepts and Applications, Intranet and Extranet, E-Commerce: Meaning and Types, E-Business Models, Electronic Payment Systems, Digital Marketing Concepts, Cyber Security and Online Safety. Number of Hours: 5			
Module-4: Database and Information Systems			
Database Management System (DBMS): Meaning and Importance, Data, Information and Knowledge, Types of Information Systems: Transaction Processing System (TPS), Decision Support System (DSS), Executive Information System (EIS), Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Cloud Computing in Business.			

Number of Hours: 6
Module-5: Emerging Technologies and Digital Transformation
Artificial Intelligence in Business, Big Data and Business Analytics, Internet of Things (IoT), Blockchain Technology, Social Media and Business Communication, Digital Transformation Strategies, Ethical and Legal Issues in IT. Number of Hours: 5
Suggested Learning Resources: (Text Book/ Reference Book/ Manuals): <u>Text books:</u> 1. Efraim Turban, Linda Volonino & Gregory Wood, Information Technology for Management, Wiley India. 2. Kenneth C. Laudon & Jane P. Laudon, Management Information Systems, Pearson Education. 3. R. Parameswaran, Information Technology and Systems, Tata McGraw Hill. <u>Reference books / Manuals:</u> 1. W.S. Jawadekar, Management Information Systems, Tata McGraw Hill. 2. Pradeep K. Sinha & Priti Sinha, Information Technology for Business, BPB Publications. 3. David Whiteley, E-Commerce, McGraw Hill Education.
Web links and Video Lectures (e-Resources): https://nptel.ac.in/courses/110105756
Teaching-Learning Process (Innovative Delivery Methods): Indicative 1. Interactive Lectures. 2. Case Study Analysis. 3. Demonstrations and Practical Sessions. 4. Hands-on Exercises.
Assessment Structure: The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. • To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. • To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. • Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the CCA to foster the **holistic development of students**. These activities shall be:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	4
2.	Analysis of real-world business case studies	4
3.	Activity-Based Learning: Group discussions, Role play etc.,	4
4.	Study Visits / Industrial Visits	10

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	6
2.	Reading case studies, journals and business magazines	4

Continuous Internal Evaluation (CIE)

- i. The CIE marks shall be decided based on internal tests and other outcome-based activities. The continuous internal evaluation shall be carried out by the teacher handling the course.
- ii. Out of 50 marks earmarked for CIE, 25 marks shall be assigned for internal tests. The first test shall be conducted after completing two modules of the syllabus and the second one after completing the remaining three modules.
- iii. The remaining 25 marks shall be assigned for Continuous Course Assessment (CCA), conducted as per the rubrics listed in the assessment section of the respective syllabus.
- iv. A student shall obtain a minimum of 40% marks or 20 out of 50 marks allotted to CIE to become eligible to appear for the SEE.

Passing requirement in SEE

- i. For a pass in the Semester End Examination (SEE), a student shall secure a minimum of 35 marks out of 100.
- ii. For the declaration of a pass grade, the sum of the Continuous Internal Evaluation (CIE) marks (out of 50) marks and the SEE marks scaled down to 50 shall be greater than or equal to 40 marks.
- iii. If the total (CIE + SEE) is less than 40 marks, the student shall be awarded the grade 'F' (Fail).

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Soft Skills and Personality Development			
Course Code	3BBA257	Scheme	2026
Type of Course	AEC	Semester	II
Teaching Hours/Week (L:T:P)	2: 0: 0	CIE Marks	50
Total Hours of Pedagogy per semester L /T/P/SL&TW:	28: 0: 0 :32	SEE Marks	50
Credits	2	Total Marks	100
Examination type (SEE)	Theory	Exam Hours	1½ Hour
Course outcome (Course Skill Set)			
At the end of the course, the student will be able to: 1. Understand the importance of soft skills and personality development in professional life. 2. Develop effective communication and interpersonal skills. 3. Enhance leadership, teamwork and emotional intelligence abilities. 4. Apply professional etiquette, time management and problem-solving skills. 5. Build self-confidence, employability skills and overall personality for career success.			
Module-1: Introduction to Soft Skills and Personality Development			
Meaning and Importance of Soft Skills, Personality: Meaning and Determinants, Types of Personality, Self-Assessment and SWOT Analysis, Attitude and Behaviour, Goal Setting and Self-Motivation Number of Hours: 5			
Module-2: Communication and Interpersonal Skills			
Communication Process and Types, Verbal and Non-Verbal Communication, Listening Skills, Public Speaking and Presentation Skills, Group Discussion Techniques, Interpersonal Relationship Skills. Number of Hours: 5			
Module-3: Leadership and Team Building			
Leadership Skills and Qualities, Teamwork and Collaboration, Emotional Intelligence, Conflict Management, Negotiation Skills, Decision-Making and Problem-Solving Skills. Number of Hours: 6			
Module-4: Professional Etiquette and Employability Skills			
Business Etiquette and Corporate Behaviour, Grooming and Professional Appearance, Time Management and Stress Management, Resume Writing and Cover Letter Preparation, Interview Skills and Mock Interviews, Workplace Ethics. Number of Hours: 6			
Module-5: Career Development and Life Skills			

Career Planning and Goal Management, Creativity and Critical Thinking, Adaptability and Lifelong Learning, Networking Skills, Digital Communication Skills, Work-Life Balance and Personal Effectiveness

Number of Hours: 6

Suggested Learning Resources: (Text Book/ Reference Book/ Manuals):

Text books:

1. S. P. Dhanavel, Soft Skills, Orient BlackSwan.
2. Personality Development and Soft Skills, Oxford University Press.
3. Soft Skills for Everyone, Cengage Learning.

Reference books / Manuals:

1. Business Communication, S. Chand Publications.
2. Professional Communication, Tata McGraw Hill.
3. The 7 Habits of Highly Effective People, Free Press.
4. Emotional Intelligence, Bantam Books.

Web links and Video Lectures (e-Resources):

<https://nptel.ac.in/courses/109104107>

Teaching-Learning Process (Innovative Delivery Methods): Indicative

1. Interactive Lectures
2. Role Plays
3. Group Discussions
4. Presentations
5. Mock Interviews
6. Case Studies
7. Experiential Learning Activities

Assessment Structure:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage.

- To qualify and become eligible to appear for SEE, in the **CIE**, a student must score at least **40% of 50 marks, i.e., 20 marks.**
- To pass the **SEE**, a student must score at least **35% of 50 marks, i.e., 18 marks.**
- Notwithstanding the above, a student is considered to have **passed the course**, provided the combined total of **CIE and SEE** is at least **40 out of 100 marks.**

- **Continuous Comprehensive Assessments (CCA) + Internal Assessment Test (IA) = Continuous Internal Evaluation CIE [25+25=50 Marks]**
- A minimum of **Two Internal Assessment Tests (IA)** shall be conducted, carrying a total of **25 marks**.
- In addition, **Continuous Comprehensive Assessment (CCA)** shall be conducted for a total of **25 marks**.
- It is recommended to include a **maximum of two learning activities** as part of the CCA to foster the **holistic development of students**. These activities shall be:

Sl. No.	Name of the Learning activity	Maximum Marks
1.	Home Assignment	10
2.	Presentations and Seminars	15

Rubrics for Learning Activity (Based on the nature of learning activity, design the rubrics for each activity):

	Superior	Good	Fair	Needs Improvement	Unacceptable
Performance Indicator- 1 (CO/PO Mapping)					
Performance Indicator-2 (CO/PO Mapping)					
...					
Performance Indicator-n (CO/PO Mapping)					

Term Work (TW) and Self Learning (SL) components in Number of Hours per Semester

Term work (includes assignments, seminars, micro projects, industrial visits, any other student activities etc.)

Sl. No.	Term Work (TW) Activity	Number of Hours / Semester
1.	Assignment	4
2.	Analysis of real-world business case studies	4
3.	Activity-Based Learning: Group discussions, Role play etc.,	4
4.	Study Visits / Industrial Visits	10

SL: Self Learning, MOOCs, spoken tutorials, online educational resources etc.

Sl. No.	Self-Learning (SL) Activity	Number of Hours / Semester
1.	Video Lectures	6
2.	Reading case studies, journals and business magazines	4

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