

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(Deemed to be University)**

MADANAPALLE

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**School of Management
Course Structure
&**

Detailed Syllabi (R26)

For the students admitted to

Bachelor of Business Administration from the Academic Year 2026 – 27 Batch onwards



BBA Regular Three-Year U.G. Degree Course

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(Deemed to be University)

MADANAPALLE

BBA Three-Year Curriculum Structure

Total Credits	120 Credits from 2026 Admitted Batch onwards
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BBA - I YEAR I SEMESTER

S. No.	Category	Course Code	Course Title	Hours Per Week				Credits
				L	T	P	Total	
1	CC	26BFBBATC01	Management and Organizational Behavior	3	1	0	4	4
2	CC	26BFBBATC02	Financial Accounting	3	1	0	4	4
3	CC	26BFBBATC03	Micro Economics	3	0	0	3	3
4	MDC	26BFCSEHC01	Fundamentals of Artificial Intelligence	2	0	0	2	2
5	VAC		Value-Added Course (Refer ANNEXURE – I)	2	0	0	2	2
6	CC	26BFBBALC01	Financial Accounting Laboratory	0	0	2	2	1
7	AEC	26BFENGJC01	Professional English	1	0	2	3	2
8	AEC	26BFBBAJC01	Business Communication I	1	0	2	3	2
9	EEC		NSDC - Certification Course – I (Refer ANNEXURE – V)	0	0	2	2	0
Total				15	2	8	25	20

BBA - I YEAR II SEMESTER

S. No.	Category	Course Code	Course Title	Hours Per Week				Credits
				L	T	P	Total	
1	CC	26BFBBATC04	Business Statistics	3	0	0	3	3
2	CC	26BFBBATC05	Marketing Management	4	0	0	4	4
3	CC	26BFBBATC06	Macro Economics	4	0	0	4	4
4	MDC	26BFHUMHC01	Media Literacy and Critical Thinking	2	0	0	2	2
5	VAC	26BFHUMVC04	Indian Constitution	2	0	0	2	2
6	CC	26BFBBALC02	Business Statistics Laboratory using SPSS	0	0	2	2	1
7	SEC	26BFBBASC01	Spreadsheets for Business	1	0	2	3	2
8	AEC	26BFBBAJC02	Business Communication II	1	0	2	3	2
9	AEC		Additional Language Course (Refer ANNEXURE – II)	2	0	0	2	0
10	EEC		NSDC - Certification Course – II (Refer ANNEXURE – V)	0	0	2	2	0
Total				19	0	8	27	20

(L = Lecture, T = Tutorial, P = Practical, C = Credit

**R26 Tentative Course Structure
BBA - II YEAR I SEMESTER**

S. No.	Category	Course Code	Course Title	Hours Per Week				Credits
				L	T	P	Total	
1	CC	26BFBBATC07	Financial Management	3	1	0	4	4
2	CC	26BFBBATC08	Human Resource Management	3	1	0	4	4
3	CC	26BFBBATC09	Business Laws and Corporate Governance	3	0	0	3	3
4	CC	26BFBBATC10	Management Information System	2	0	0	2	2
5	MDC	26BFHUMHC02	Indian Knowledge System	2	0	0	2	2
6	VAC	26BFCIVVC02	Environmental Science and Sustainability	2	0	0	2	2
7	SEC	26BFBBASC02	Python Programming	2	0	2	4	3
8	EEC		NSDC - Certification Course – III (Refer ANNEXURE – V)	0	0	2	2	0
Total				18	0	6	24	20

BBA - II YEAR II SEMESTER

S. No.	Category	Course Code	Course Title	Hours Per Week				Credits
				L	T	P	Total	
1	CC	26BFBBATC11	Cost and Management Accounting	3	1	0	4	4
2	CC	26BFBBATC12	Operations Management	3	1	0	4	4
3	CC	26BFBBATC13	Business Research Methodology	3	0	0	3	3
4	CC	26BFBBATC14	Entrepreneurship and Startup Ecosystem	2	0	0	2	2
5	CC	26BFBBATC15	International Business	2	0	0	2	2
6	OE		Open Elective - I (Refer ANNEXURE – III)	2	0	0	2	2
7	CC	26BFBBALC03	Business Research Methodology Laboratory using E Views	0	0	2	2	1
8	SEC	26BFBBASC03	Business Analytics	1	0	2	3	2
9	EEC		NSDC - Certification Course – IV (Refer ANNEXURE – V)	0	0	2	2	0
Total				19	0	4	23	20

(L = Lecture, T = Tutorial, P = Practical, C = Credit)

**R26 Tentative Course Structure
BBA - III YEAR I SEMESTER**

S. No.	Category	Course Code	Course Title	Hours Per Week				Credits
				L	T	P	Total	
1	CC	26BFBBATC16	Strategic Management	3	1	0	4	4
2	CC	26BFBBATC17	Operations Research	3	1	0	4	4
3	CC	26BFBBATC18	Business Taxation	3	0	0	3	3
4	DSE		Discipline Specific Elective – I (ANNEXURE – IV)	3	0	0	3	3
5	DSE		Discipline Specific Elective – II (ANNEXURE – IV)	3	0	0	3	3
6	OE		Open Elective II (Refer ANNEXURE – III)	3	0	0	3	3
7	INT	26BFBBAIC01	Summer Internship	0	0	8	8	4
Total				18	2	8	28	24

BBA - III YEAR II SEMESTER

S. No.	Category	Course Code	Course Title	Hours Per Week				Credits
				L	T	P	Total	
1	CC	26BFBBATC19	Project Management	3	1	0	4	4
2	DSE		Discipline Specific Elective – III (ANNEXURE – IV)	3	0	0	3	3
3	DSE		Discipline Specific Elective – IV (ANNEXURE – IV)	3	0	0	3	3
4	PR	26BFBBAPC01	Capstone Project	0	0	12	12	6
Total				9	1	12	22	16

(L = Lecture, T = Tutorial, P = Practical, C = Credit)

VALUE-ADDED COURSES

Value-Added Course - I						
S. No	Course Code	Course Title	L	T	P	C
1	26BFHUMVC01	Yoga and Physical Fitness	2	0	0	2
2	26BFHUMVC02	Sports and Yoga	2	0	0	2
3	26BFHUMVC03	NCC and NSS	2	0	0	2
4	26BFCIVVC01	Disaster Management	2	0	0	2

ADDITIONAL LANGUAGE COURSE

S. No	Course Code	Course Title
1	26BFENGJC04	German
2	26BFENGJC05	Japanese
3	26BFENGJC06	Hindi
Any other Regional/ Foreign Language may be appended in future.		

OPEN ELECTIVE - I (To be offered under MOOC's Category from SWAYAM – NPTEL) – II Year II Semester			
Sl. No.	Course Code	Course Title	Course Offered by Department of
1	26BFHUMOM01	English Language for Competitive Exams	Humanities and Social Sciences
2	26BFHUMOM02	Public Speaking	Humanities and Social Sciences
3	26BFCSEOM01	Introduction to Internet of Things	CSE
4	26BFCSEOM02	Introduction to Industry 4.0 and Industrial Internet of Things	CSE
5	26BFCOMOM01	Research Methodology	Multidisciplinary
6	26BFCOMOM02	Learning Analytics Tools	Multidisciplinary
Any new Interdisciplinary Course offered by SWAYAM NPTEL can be appended in future.			

LIST OF DISCIPLINE SPECIFIC ELECTIVES

Discipline Specific Elective – I						
FINANCIAL MANAGEMENT						
S. No	Course Code	Course Name	L	T	P	C
1	26BFBBADC01	Security Analysis and Portfolio Management	3	0	0	3
2	26BFBBADC02	Financial Markets and Services	3	0	0	3
3	26BFBBADC03	Banking and Insurance	3	0	0	3
MARKETING MANAGEMENT						
4	26BFBBADC04	Consumer Behavior	3	0	0	3
5	26BFBBADC05	Service Marketing	3	0	0	3
6	26BFBBADC06	Retail Management	3	0	0	3
HUMAN RESOURCE MANAGEMENT						
7	26BFBBADC07	Industrial Relations and Labour Laws	3	0	0	3
8	26BFBBADC08	Knowledge Management	3	0	0	3
9	26BFBBADC09	Organisational Change and Development	3	0	0	3
SUPPLY CHAIN MANAGEMENT						
10	26BFBBADC10	Logistics and Supply Chain Management	3	0	0	3
11	26BFBBADC11	Procurement and Vendor Management	3	0	0	3
12	26BFBBADC12	Materials Management	3	0	0	3
BUSINESS ANALYTICS						
13	26BFBBADC13	Data Management and SQL	3	0	0	3
14	26BFBBADC14	Data Warehousing and Data Mining	3	0	0	3
15	26BFBBADC15	Big Data Analytics	3	0	0	3

Discipline Specific Elective – II						
FINANCIAL MANAGEMENT						
S. No	Course Code	Course Name	L	T	P	C
1	26BFBBADC16	Advance Financial Management	3	0	0	3
2	26BFBBADC17	Project Finance and Appraisal	3	0	0	3
3	26BFBBADC18	Financial Modelling	3	0	0	3
MARKETING MANAGEMENT						
4	26BFBBADC19	Customer Relationship Management	3	0	0	3
5	26BFBBADC20	Advertisement and Sales promotion	3	0	0	3
6	26BFBBADC21	Sales and Distribution Management	3	0	0	3
HUMAN RESOURCE MANAGEMENT						
7	26BFBBADC22	Strategic Human Resource Management	3	0	0	3
8	26BFBBADC23	Performance Management	3	0	0	3
9	26BFBBADC24	Personal Growth and Interpersonal Effectiveness	3	0	0	3
SUPPLY CHAIN MANAGEMENT						
10	26BFBBADC25	Warehousing and Inventory Management	3	0	0	3
11	26BFBBADC26	Transportation and Distribution Management	3	0	0	3
12	26BFBBADC27	Warehousing and Inventory Management	3	0	0	3
BUSINESS ANALYTICS						
13	26BFBBADC28	Python for Data Analytics	3	0	0	3
14	26BFBBADC29	Exploratory Data Analysis using R	3	0	0	3
15	26BFBBADC30	Data Visualization and Business Intelligence	3	0	0	3

Discipline Specific Elective – III						
FINANCIAL MANAGEMENT						
S. No	Course Code	Course Name	L	T	P	C
1	26BFBBADC31	International Finance	3	0	0	3
2	26BFBBADC32	Investment Banking	3	0	0	3
3	26BFBBADC33	Wealth Management	3	0	0	3
MARKETING MANAGEMENT						
4	26BFBBADC34	Brand Management	3	0	0	3
5	26BFBBADC35	Marketing Analytics	3	0	0	3
6	26BFBBADC36	Rural Marketing	3	0	0	3
HUMAN RESOURCE MANAGEMENT						
7	26BFBBADC37	Training and Development	3	0	0	3
8	26BFBBADC38	Social Media and HRM	3	0	0	3
9	26BFBBADC39	Compensation Management	3	0	0	3
SUPPLY CHAIN MANAGEMENT						
10	26BFBBADC40	International Logistics and EXIM Documentation	3	0	0	3
11	26BFBBADC41	Supply Chain Risk and Resilience	3	0	0	3
12	26BFBBADC42	Quality Management and Lean Six Sigma	3	0	0	3
BUSINESS ANALYTICS						
13	26BFBBADC43	Marketing and Retail Analytics	3	0	0	3
14	26BFBBADC44	Financial & Risk Analytics	3	0	0	3
15	26BFBBADC45	People Analytics	3	0	0	3

Discipline Specific Elective – IV						
FINANCIAL MANAGEMENT						
S. No	Course Code	Course Name	L	T	P	C
1	26BFBBADC46	Business Valuation	3	0	0	3
2	26BFBBADC47	Behavioural Finance	3	0	0	3
3	26BFBBADC48	Risk Management	3	0	0	3
MARKETING MANAGEMENT						
4	26BFBBADC49	Integrated Marketing Communication	3	0	0	3
5	26BFBBADC50	International Marketing	3	0	0	3
6	26BFBBADC51	Green Marketing	3	0	0	3
HUMAN RESOURCE MANAGEMENT						
7	26BFBBADC52	HR Analytics	3	0	0	3
8	26BFBBADC53	International Human Resource Management	3	0	0	3
9	26BFBBADC54	Labour Legislation	3	0	0	3
SUPPLY CHAIN MANAGEMENT						
10	26BFBBADC55	Supply Chain Analytics	3	0	0	3
11	26BFBBADC56	Digital Supply Chain Technologies	3	0	0	3
12	26BFBBADC57	Sustainable and Green Supply Chain Management	3	0	0	3
BUSINESS ANALYTICS						
13	26BFBBADC58	Predictive Analytics	3	0	0	3
14	26BFBBADC59	Machine Learning	3	0	0	3
15	26BFBBADC60	Text Analytics in Business	3	0	0	3

I Year I Semester

BBA I Year I Semester

26BFBBATC01 MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

L	T	P	C
3	1	0	4

Pre Requisites: Nil

Course Description:

This course provides students with a basic understanding of management principles and people dynamics in organizations. It covers key management functions such as planning, organizing, staffing, directing, and controlling, along with individual behavior, motivation, leadership, and workplace relationships. The course helps students develop essential skills to manage tasks, understand people, work effectively in teams, and contribute to organizational success.

Course Objectives:

This course aims to:

1. Understand the basic concepts, functions, roles, and approaches of management.
2. Apply planning, decision-making, and organizing concepts in simple business situations.
3. Apply staffing, directing, communication, and controlling concepts in organizational situations.
4. Analyze individual behavior, personality, perception, attitudes, and learning in the workplace.
5. Evaluate motivation and leadership approaches for effectively managing people in organizations.

UNIT I INTRODUCTION TO MANAGEMENT

12 hours

Meaning, Nature, Scope, and Significance of Management. Management as an Art, Science, and Profession. Functions of Management. Managerial Rolls and Skills Evolution of Management Thought: Classical Approach, Behavioral Approach.

UNIT II PLANNING, DECISION MAKING AND ORGANIZING

12 hours

Planning: Concept, Importance, Limitations, and Process. Types of Plans. Decision Making: Nature, Importance, and Steps in the Decision-Making Process. Types of Decisions. Organizing: Nature, Purpose, and Principles of Organization. Types of Organizational Structures. Authority and Responsibility: Delegation, Centralization vs. Decentralization

UNIT III STAFFING, DIRECTING AND CONTROLLING

12 hours

Staffing: Concept, Importance, and Process. Directing: Meaning, Principles, and Elements. Communication: Process, Types, and Barriers. Controlling: Nature, Scope, Process, and Types of Control.

UNIT IV PEOPLE DYNAMICS AND INDIVIDUAL BEHAVIOR

12 hours

Meaning and Importance of People Dynamics. Meaning of Organizational Behavior, Understanding Individual Behavior. Personality: Determinants and Big Five model. Perception: factors influencing perception and process. Attitudes: Introduction, Sources of attitude formation. Learning: theories of Learning (Classical Conditioning, Operant Conditioning)

UNIT V MOTIVATION, LEADERSHIP AND MANAGING PEOPLE

12 hours

Meaning and Importance of Motivation. Maslow's Need Hierarchy Theory, Herzberg's Two-Factor Theory, Leadership: Nature and Importance. Trait theories and behavioral theories. Transformational and transactional leadership. Managing Workplace Relationships. Contemporary issues in People Management

Course Outcomes:

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

CO1: Explain the basic concepts, functions, roles, and approaches of management.

CO2: Apply planning, decision-making, and organizing concepts in business situations.

CO3: Apply staffing, directing, communication, and controlling concepts in organizations.

CO4: Analyze individual behavior, personality, perception, attitudes, and learning at work.

CO5: Evaluate motivation and leadership approaches for effective people management.

Text Books:

1. Koontz, H., & Weihrich, H., *Essentials of Management: An International, Innovation, and Leadership Perspective*, McGraw-Hill Education, 11th Edition/2020.
2. Robbins, S. P., Coulter, M., & DeCenzo, A. D., *Fundamentals of Management*, Pearson Education, 10th Edition/2019.
3. Robbins, S. P. & Judge, T. A., *Organizational Behavior*, Pearson Education, 18th Edition/2019.
4. Luthans, F., *Organizational Behavior: An Evidence-Based Approach*, McGraw-Hill, 13th Edition/2015.

Reference Books:

1. Prasad, L.M., *Principles and Practice of Management*, Sultan Chand & Sons, 10th Edition/2021.
2. Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R., *Management*, Pearson Education, 6th Edition/2018.
3. Newstrom, J. W., *Organizational Behavior: Human Behavior at Work*, McGraw-Hill, 14th Edition/2015.
4. Pareek, U., *Understanding Organizational Behavior*, Oxford University Press, 3rd Edition/2011.

Mode of Evaluation: Assignments, Mid Term Tests and End Semester Examinations

Pre Requisites: Nil

Course Description:

This course gives students a working knowledge of Business accounting. Students learn to record business transactions, maintain books of accounts, and prepare financial statements of a sole proprietorship. The course also gives a basic introduction to company accounts, GST, and accounting software.

Course Objectives:

This course aims to:

1. Understand accounting concepts, conventions, and standards.
2. Record transactions including GST and maintain books of accounts.
3. Prepare Bank Reconciliation Statements and account for depreciation.
4. Identify, classify, and rectify accounting errors.
5. Prepare final accounts of a sole proprietorship with adjustments and understand company final account formats.

UNIT I ACCOUNTING FUNDAMENTALS

12 hours

Book-keeping and accounting - meaning and distinction. Branches of accounting. Users of accounting information. Accounting concepts and conventions. Capital and revenue expenditure and receipts. Overview of GAAP and Ind-AS.

UNIT II RECORDING OF TRANSACTIONS

12 hours

Double-entry system - rules of debit and credit. Journal entries. Introduction to GST and journal entries with GST. Subsidiary books - Cash Book, Purchases Book, Sales Book, and Returns Book. Ledger posting and balancing. Trial Balance.

UNIT III DEPRECIATION AND BANK RECONCILIATION

12 hours

Depreciation - meaning, need, causes. Methods -SLM, and WDV, Bank Reconciliation Statement – Need- causes- Simple Problems.

UNIT IV RECTIFICATION OF ERRORS

12 hours

Accounting Errors: Meaning- Classification- Detection of errors- Rectification of errors- Suspense Account

UNIT V PREPARATION OF FINAL ACCOUNTS OF SOLE PROPRIETORSHIP AND COMPANY

12 hours

Need- Preparation of Trading Account, Profit and Loss Account, and Balance Sheet -with adjustments-Final accounts of the Company as per the Companies Act 2013 (Only Format)

Course Outcomes:

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

CO1: Explain the fundamental concepts, conventions, principles, and standards (GAAP/Ind-AS) underlying financial accounting.

CO2: Record transactions including GST and prepare books of accounts up to Trial Balance.

CO3: Prepare BRS and calculate depreciation using SLM and WDV.

CO4: Identify, classify, and rectify accounting errors, including the use of a suspense account.

CO5: Prepare final accounts of a sole proprietorship with year-end adjustments and identify the company final account formats prescribed under the Companies Act 2013.

Text Books:

1. Tulsian, P. C. & Tulsian, Bharat. (Latest Edition). *Financial Accounting*. S. Chand Publishing, 2023 Edition
2. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. R. (Latest Edition). *Financial Accounting*. Vikas Publishing House, 6th Edition
3. Grewal, T. S. & Gupta, S. C. (Latest Edition). *Introduction to Accountancy*. Sultan Chand & Sons, 2025 Edition

Reference Books:

1. Narayanaswamy, R. (Latest Edition). *Financial Accounting: A Managerial Perspective*. PHI Learning, 7th Edition
2. Sehgal, Ashok & Sehgal, Deepak. (Latest Edition). *Fundamentals of Financial Accounting*. Taxmann Publications, 6th Edition.
3. Garrison, R. H. & Noreen, E. W. (Latest Edition). *Managerial Accounting*. McGraw Hill Education, 16th Edition.

Mode of Evaluation: Assignments, Mid Term Tests and End Semester Examinations

26BFBBATC03 MICRO ECONOMICS

L T P C
3 0 0 3

Pre Requisites: Nil

Course Description:

This course develops the analytical foundations of microeconomics. It follows the structure of *Microeconomics-I* (Term I) and *Microeconomics-II* (Term III) at IIM Indore and IIM Rohtak, consolidated into five units for a single-semester BBA offering.

The treatment is rigorous but not proof-heavy: students are expected to reason with diagrams, simple calculus and numerical problems, and to apply the theory to Indian markets and firm decisions.

Course Objectives:

This course aims to:

1. Build a precise vocabulary for describing how individuals, firms and markets allocate scarce resources.
2. Equip students to derive and interpret demand, cost and supply relationships analytically.
3. Develop the ability to distinguish market structures and predict pricing and output behaviour in each.
4. Introduce the conditions under which markets succeed and the systematic ways in which they fail.
5. Connect economic theory to managerial decisions on pricing, output, capacity and competitive strategy.

UNIT I FOUNDATIONS, DEMAND AND SUPPLY

9 hours

The economic problem: scarcity, choice and opportunity cost. Positive versus normative economics; microeconomics and macroeconomics distinguished. Production possibility frontier. Demand: individual and market demand, the law of demand. Supply: determinants, the law of supply. Elasticity: price elasticity of demand, Income elasticity and normal, inferior and luxury goods. Cross-price elasticity, substitutes and complements. Price elasticity of supply

UNIT II CONSUMER BEHAVIOUR AND DEMAND THEORY

9 hours

Cardinal utility: total and marginal utility, the law of diminishing marginal utility, the law of equi-marginal utility.

Ordinal utility: indifference curves and their properties, the marginal rate of substitution, and the diminishing MRS. Consumer equilibrium: the tangency condition, corner solutions, Consumer surplus and its measurement. Revealed preference.

Applications: cash transfers versus subsidies in kind, price-based welfare schemes, and consumer response to fuel price changes.

UNIT III PRODUCTION AND COST

9 hours

The firm as a production unit; the production function; Production with two variable inputs: isoquants and their properties, the marginal rate of technical substitution, and the isocost line. **Producer equilibrium** -the least-cost input combination; Returns to scale. **Cost concepts:** accounting versus economic cost, different types of costs. Short-run cost curves. Long-run average and marginal cost.

UNIT IV MARKET STRUCTURES AND PRICE DETERMINATION

9 hours

Market Structures, **Perfect Competition:** Features and price-output determination in the short run and long run. **Monopoly:** Features and price-output determination; price discrimination and regulation.

Monopolistic Competition: Features and price-output determination in the short run and long run.

Oligopoly: Features, interdependence, and price-output determination.

UNIT V Factor Markets and Market Failure

9 Hours

Factor pricing. The marginal productivity theory of distribution. Demand for and supply of a factor; the marginal revenue product and value of marginal product. **General equilibrium and welfare.** Partial versus general equilibrium. **Market failure.** Externalities in production and consumption; divergence of private and social cost; Public goods - non-rivalry and non-excludability. **Asymmetric information.**

Course Outcomes:

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

CO1: Explain the economic problem and use demand–supply analysis to predict market outcomes and evaluate policy interventions such as price ceilings, floors and taxes.

CO2: Derive individual and market demand from utility maximisation and decompose a price change into income and substitution effects.

CO3: Analyse production and cost relationships in the short and long run and identify a firm's optimal input combination.

CO4: Compare price and output determination across perfect competition, monopoly, monopolistic competition and oligopoly.

CO5: Assess efficiency and welfare, and diagnose market failure arising from externalities, public goods and asymmetric information.

Text Books:

1. Pindyck, R. S. and Rubinfeld, D. L. — *Microeconomics*, Pearson.
2. Varian, H. R. — *Intermediate Microeconomics: A Modern Approach*, W. W. Norton.

Reference Books:

1. Salvatore, D. — *Microeconomics: Theory and Applications*, Oxford University Press.
2. Koutsoyiannis, A. — *Modern Microeconomics*, Palgrave Macmillan.
3. Ahuja, H. L. — *Advanced Economic Theory: Microeconomic Analysis*, S. Chand.
4. Mankiw, N. G. — *Principles of Microeconomics*, Cengage.

Mode of Evaluation: Assignments, Mid Term Tests and End Semester Examinations

BBA I Year I Semester

26BFCSEHC01 FUNDAMENTALS OF ARTIFICIAL INTELLIGENCE

L	T	P	C
2	0	0	2

Pre Requisites: Nil

Course Description:

This course introduces first-year BBA students to the fundamentals of Artificial Intelligence and its growing role in business. It covers the basics of AI and data, a non-technical introduction to Machine Learning, and real-world applications in marketing, finance, and customer service, along with the ethical considerations and emerging trends that matter to future business leaders.

Course Objectives:

This course aims to:

1. Understand the fundamentals, history, and evolution of Artificial Intelligence.
2. Recognize the role of data in business decision-making.
3. Explain the basic concepts and types of Machine Learning in simple, non-technical terms.
4. Explore real-world applications of AI/ML in business functions such as marketing, finance, and customer service.
5. Discuss the ethical implications and emerging trends of AI relevant to organizations.

UNIT I INTRODUCTION TO AI

6 hours

History and evolution of AI; Types of AI – Narrow, General, Super; AI in everyday life – chatbots, virtual assistants, recommendation systems; Ethical and societal implications – jobs, bias, privacy.

UNIT II FOUNDATIONS OF INTELLIGENT SYSTEMS

6 hours

Role of data in AI and business decisions; Data vs Information vs Knowledge; Types of data – structured and unstructured (overview); Importance of data quality for business.

UNIT III BASICS OF MACHINE LEARNING

6 hours

What is ML? Relation between AI, ML, and Data Science; Types of ML – Supervised, Unsupervised, Reinforcement (concept only); How machines learn – training and feedback; Popular no-code AI tools – Teachable Machine.

UNIT IV AI & ML IN THE REAL WORLD

6 hours

Applications in marketing – recommendation systems; Applications in finance – fraud detection, credit scoring, stock market prediction; Applications in customer service – chatbots and NLP; Challenges – bias, fairness, privacy, and responsible AI.

UNIT V EMERGING TRENDS IN AI

6 hours

Future of AI – General AI, Super AI (conceptual only); AI in emerging applications – smart homes, smart cities, healthcare, education; AI for social good – agriculture, disaster prediction, accessibility; Limitations of AI today.

Course Outcomes:

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

CO1: Describe the basics, history, and types of Artificial Intelligence.

CO2: Explain the role of data in business decision-making.

CO3: Describe the fundamental types of Machine Learning and the ML Process

CO4: Identify real-world applications of AI/ML in business functions.

CO5: Discuss emerging trends, applications for social good, and the limitations of AI.

Text Books:

1. Russell, Stuart Jonathan, Norvig, Peter, Davis, Ernest. *Artificial Intelligence: A Modern Approach*. United Kingdom: Pearson, 2010.
2. Deepak Khemani. *A First Course in Artificial Intelligence*. McGraw Hill Education (India), 2013.

Reference Books:

1. Practical Statistics for Data Scientists, 2nd Edition, by Peter Bruce, Andrew Bruce, Peter Gedeck.
2. Denis Rothman. *Artificial Intelligence by Example*. Packt, 2018.

Mode of Evaluation: Assignments, Mid Term Tests, End Semester Examinations.

Pre-Requisites: Basic knowledge of accounting concepts, business transactions.

Course Description:

Financial Accounting using Tally through a series of well-designed experiments, emphasizing both conceptual understanding and hands-on accounting skills.

Course Objectives:

This course aims to:

1. Understand the fundamental concepts and principles of financial accounting.
2. Develop practical skills in recording and processing accounting transactions using Tally.
3. Apply accounting procedures for GST, depreciation, and bank reconciliation.
4. Develop skills in detecting and rectifying accounting errors using Tally.
5. Prepare and analyze final accounts and financial reports using Tally.

List of Experiments:

Any TEN of the listed experiments are to be conducted.

1. Company Creation and Configuration of Accounting Features using Tally.
2. Creation and Classification of Groups and Ledgers using Tally.
3. Recording of Journal Entries and Application of Debit and Credit Rules using Tally.
4. Recording of Purchase and Sales Transactions with GST using Tally.
5. Cash Book and Bank Transactions using Tally.
6. Preparation of Purchase Book, Sales Book and Returns Books using Tally.
7. Ledger Posting, Balancing and Trial Balance using Tally.
8. Calculation and Recording of Depreciation using Straight Line Method (SLM) through Tally.
9. Calculation and Recording of Depreciation using Written Down Value (WDV) Method through Tally.
10. Preparation of Bank Reconciliation Statement using Tally.
11. Identification and Classification of Accounting Errors using Tally Reports.
12. Rectification of Accounting Errors using Tally.
13. Suspense Account and Rectification of Errors using Tally.
14. Preparation of Trading Account, Profit and Loss Account and Balance Sheet with Adjustments using Tally.
15. Preparation and Analysis of Final Accounts and Financial Reports using Tally.

Course Outcomes:

Students will be able to:

- CO1: Apply fundamental concepts and principles of financial accounting to record business transactions.
- CO2: Use Tally to create companies, ledgers, record transactions, and generate accounting reports.
- CO3: Calculate and record GST, depreciation, and bank reconciliation transactions using appropriate accounting procedures.
- CO4: Identify and rectify accounting errors and prepare suspense accounts using Tally.
- CO5: Prepare and analyze final accounts and financial statements using Tally.

Text Books:

1. S.N. Maheshwari & S.K. Maheshwari, *Financial Accounting*, Vikas Publishing House.
2. T.S. Grewal, *Introduction to Accountancy*, Sultan Chand & Sons.
3. R.L. Gupta & M. Radhaswamy, *Advanced Accountancy*, Sultan Chand & Sons.
4. R. Narayanaswamy, *Financial Accounting: A Managerial Perspective*, PHI Learning.
5. Tally Education, *TallyPrime – Computerised Accounting and GST*, Tally Solutions Pvt. Ltd.

Web Resources: Tally Prime

<https://tallysolutions.com/?srsltid=AfmBOoqmJGFd48AiybwRbQotnuCwyDUGqaYYZLp6jpLfs0c0CrjOCJl>

Mode of Evaluation: Continuous Internal Evaluation, Model and End Semester Examination

Pre-Requisites: Nil

Course Description:

This course is designed to develop the English communication competence of BBA students for academic, business, and professional contexts. It focuses on speech clarity, grammatical accuracy, reading and study skills, writing and composition, listening, and oral communication. The course enables students to understand and analyze business and academic texts, produce clear written communication, and express ideas effectively through public speaking, JAM talks, and group discussions. Through a balanced integration of theory and practice, it prepares students for higher education, employability, and professional success.

Course Objectives:

This course aims to

1. Recall the basics of English pronunciation, grammar, reading, writing, listening, and speaking.
2. Explain the principles of effective oral and written communication.
3. Apply appropriate language and communication skills in academic and professional contexts.
4. Analyse spoken and written texts for main ideas and supporting details.
5. Evaluate their own and their peers' communication skills through feedback and self-reflection.

UNIT I SPEECH CLARITY AND PUBLIC SPEAKING SKILLS

9 hours

English vowels, diphthongs, and consonants; word accent; weak forms; rhythmic patterns; intonation patterns and their usage; reading aloud sentences, dialogues, and paragraphs; Public Speaking I: basic structure and topic selection.

Lab Exercises:

1. Practising English vowels, diphthongs, consonants, word accent, weak forms, rhythmic patterns, and intonation patterns.
2. Reading sentences, dialogues, and paragraphs aloud, followed by selecting a suitable topic and delivering a short, well-structured speech.

UNIT II GRAMMAR AND LANGUAGE ACCURACY

9 hours

Parts of speech; content and function words; types of phrases; sentence structures; sentence forms; tenses and their usage: simple present with adverbs of frequency, present continuous, present perfect, present perfect continuous, simple past with time adverbials and connectors, past continuous with *when* and *while*, and future forms; modals and polite expressions; Public Speaking II: generating main ideas.

Lab Exercises:

1. Talking about daily routines and ongoing activities using present tenses.
2. Sharing experiences and narrating past events using appropriate tenses.
3. Discussing future plans and using modals for requests, offers, suggestions, and advice.
4. Selecting a topic, generating main ideas, and delivering a short speech.

UNIT III WRITING AND COMPOSITION SKILLS

9 hours

Writing process: Get ideas, organize ideas, write, revise, edit; paragraph structure: topic sentence, supporting details, and concluding sentence; types of paragraphs: narrative, opinion, compare-and-contrast, and cause-and-effect; types of essays: expository, persuasive, and problem-and-solution; Public Speaking III: developing supporting details.

Lab Exercises:

1. Writing well-structured paragraphs on given topics.
2. Writing short essays using the appropriate structure and writing process.
3. Developing supporting details and using them effectively in public speaking.

UNIT IV READING, VOCABULARY AND STUDY SKILLS

9 hours

Reading strategies: skimming, scanning, inferring, identifying main ideas and supporting details, vocabulary-building strategies, note-making, and summarising; reading for gist and specific details; reading and analysing business texts; reading textbooks and preparing notes; Public Speaking IV: preparing introductions and using transitions.

Lab Exercises:

1. Reading texts for gist and specific details using skimming and scanning; Identifying main ideas, supporting details, contextual meanings, and inferences.
2. Reading business and textbook passages, preparing notes, and writing summaries.
3. Preparing an effective introduction and using appropriate transitions in public speaking.

UNIT V LISTENING AND ORAL COMMUNICATION SKILLS

9 hours

Listening and note-taking; self-evaluation and peer evaluation; self-introduction; public speaking practice; JAM talks using the PREP, PEEL, and 5W1H methods; group discussions.

Lab Exercises:

1. Listening to short audio texts and preparing notes.
2. Preparing and delivering an effective self-introduction.
3. Practising public speaking and JAM talks using the PREP, PEEL, and 5W1H methods, followed by self-evaluation and peer evaluation.

Course Outcomes:

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

1. Identify English speech sounds, basic grammatical structures, and communication features.
2. Explain the key principles of reading, writing, listening, and public speaking.
3. Demonstrate appropriate language and communication skills in academic and professional contexts.
4. Analyse spoken and written texts to identify main ideas and supporting details.
5. Assess their own and their peers' communication performance through feedback and self-reflection.

Text Books:

1. Roach, Peter. *English Phonetics and Phonology: A Practical Course*. 4th ed., Cambridge University Press, 2025.
2. Swan, Michael. *Practical English Usage* (4th Edition). Oxford University Press, 2016.
3. Zemach, Dorothy E., and Lisa A. Rumisek. *Writers at Work: The Paragraph*. Cambridge University Press, 2021.

Reference Books:

1. Glendinning, Eric H. *Study Reading: A Course in Reading Skills for Academic Purposes* (2nd Edition). Cambridge University Press, 2004.
2. Zemach, Dorothy E., and Lisa A. Rumisek. *Writers at Work: From Paragraph to Essay*. Cambridge University Press, 2021.
3. Bovee, Courtland L., and John V. Thill. *Business Communication Today* (16th Edition). Pearson, 2025.
4. Brooks, Margaret, and Kathy Rogers. *Q: Skills for Success: Listening and Speaking* (3rd Edition).

Oxford University Press, 2019.

5. Daise, Debra, Charl Norloff, and Paul Carne. *Q: Skills for Success: Reading and Writing* (3rd Edition). Oxford University Press, 2019.
6. Gershon, Steven. *Present Yourself Level 1: Experiences*. Cambridge University Press, 2017.
7. Gershon, Steven. *Present Yourself Level 2: Experiences*. Cambridge University Press, 2017.
8. Murphy, Raymond. *English Grammar in Use* (5th Edition). Cambridge University Press, 2019.
9. Hancock, Mark. *English Pronunciation in Use: Intermediate* (2nd Edition). Cambridge University Press, 2012.
10. Cottrell, Stella. *The Study Skills Handbook* (5th Edition). Red Globe Press, 2019.
11. Seely, John. *The Oxford Guide to Effective Writing and Speaking*. Oxford University Press, 2013.
12. Reynolds, Garr. *Presentation Zen: Simple Ideas on Presentation Design and Delivery* (3rd Edition). New Riders, 2020.
13. Bowen, José Antonio, and C. Edward Watson. *Teaching with AI: A Practical Guide to a New Era of Human Learning*. Johns Hopkins University Press, 2024.

Mode of Evaluation: Assignments, Mid Term Tests and End Semester Examinations

Pre-Requisites: Nil

Course Description:

This course builds foundational professional communication skills for the workplace. Students learn the principles of business communication, develop written communication skills for professional settings, and build basic digital communication competence. The course is practical throughout and prepares students for everyday workplace communication.

Course Objectives:

This course aims to:

1. Introduce the process, types, and importance of business communication.
2. Develop skills in drafting professional business letters and emails.
3. Prepare resumes, cover letters, and job application documents.
4. Build basic presentation skills for professional settings.
5. Understand digital communication tools and etiquette.

UNIT I Introduction to Business Communication

9 hours

Nature and importance of business communication — process of communication — types and channels — barriers to effective communication — strategies for effective communication — 7Cs of communication

Lab Exercises:

1. Identify and analyze communication barriers in a given workplace scenario
2. Rewrite a poorly written business message applying the 7Cs

UNIT II Written Business Communication

9 hours

Planning and executing business messages — formal business letters — layout and format — emails and informal messages on digital platforms — negative messages, persuasive messages, and request letters — sales letters, complaint and follow-up letters, and promotion letters

Lab Exercises:

1. Draft a formal business letter and a professional email for a given situation
2. Write a persuasive message and a complaint letter for given business scenarios

UNIT III Employment Communication

9 hours

Job application letters -over letters-resumes-types and formats-resignation letters

Lab Exercises:

1. Write a job application letter and cover letter for a given job description
2. Prepare a professional resume using a standard format

UNIT IV Presentation Skills

9 hours

Verbal and non-verbal communication in presentations — PowerPoint presentation skills — designing infographics — introduction to Prezi, Visme, and Microsoft Sway

Lab Exercises:

1. Deliver a short PowerPoint presentation on a given business topic
2. Design an infographic using a digital tool of choice

UNIT V Digital Communication

9 Hours

Social media for individuals and organizations — email, instant messaging, and video conferencing — digital etiquette and responsibilities — digital citizenship

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Lab Exercises:

1. Conduct a mock video conference and evaluate digital etiquette
2. Analyze a social media post from a professional perspective and suggest improvements

Course Outcomes:

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

CO1: Identify barriers to communication and apply the 7Cs in professional communication.

CO2: Draft business letters, emails, and professional messages for workplace situations.

CO3: Prepare resumes, cover letters, and job application documents.

CO4: Design and deliver a basic professional presentation.

CO5: Use digital communication tools and follow digital etiquette.

Text Books:

1. Tiwari, A., Communication Skills in English (with Lab Manual), Khanna Book Publishing, 1st Edition/2021.
2. Lesikar, R. V., & Flatley, M. E., Business Communication: Connecting in a Digital World, McGraw-Hill Education, 13th Edition/2013.

Reference Books:

1. Murphy, H. A., Hildebrandt, H., & Thomas, J. P., Effective Business Communication, McGraw-Hill, 7th Edition/1997.
2. Mukerjee, H. S., Business Communication: Connecting at Work, Oxford University Press, 2nd Edition/2016.

Mode of Evaluation: Continuous Internal Evaluation, Model and End Semester Examination

I Year II Semester

Pre-Requisites: Nil

Course Description:

This course introduces students to the fundamentals of statistics in a simple and intuitive manner, especially designed for learners without prior exposure to statistics. It focuses on understanding data, summarizing it, and applying basic statistical tools for business decision-making.

Course Objectives:

This course aims to:

1. Familiarize students with the fundamental concepts, scope, and importance of statistics in business and management.
2. Develop the ability to collect, organize, classify, and present data using appropriate statistical techniques.
3. Enable students to compute and interpret measures of central tendency for business decision-making.
4. Develop an understanding of measures of dispersion and their use in analysing variability and consistency in data.
5. Introduce correlation and regression techniques for analysing relationships among business variables.

UNIT I INTRODUCTION TO STATISTICS

9 hours

Meaning and definition of statistics. Importance of statistics in business. Types of data (primary and secondary). Methods of data collection. Classification and tabulation of data. Introduction to frequency distributions.

UNIT II PRESENTATION OF DATA

9 hours

Diagrammatic and graphical presentation – Bar charts, Pie charts, Line graphs, Histogram, Frequency polygon, and Ogive. Interpretation of graphs for business insights.

UNIT III MEASURES OF CENTRAL TENDENCY

9 hours

Mean (Arithmetic Mean – simple and weighted), Median, Mode. Computation for grouped and ungrouped data. Practical business applications and comparison of measures.

UNIT IV MEASURES OF DISPERSION

9 hours

Range, Quartile Deviation, Mean Deviation, Standard Deviation. Coefficient of variation. Interpretation and business relevance (risk and consistency).

UNIT V CORRELATION AND REGRESSION

9 hours

Correlation – meaning, types, Karl Pearson's coefficient (simple problems). Regression – meaning and simple linear regression (concept with simple problems).

Course Outcomes:

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

- CO1:** Understand basic statistical concepts and their business relevance.
CO2: Organize and present data using tables, charts, and graphs.
CO3: Calculate and interpret measures of central tendency.
CO4: Analyze variability using measures of dispersion.
CO5: Apply correlation and regression concepts in business contexts.

Text Books:

1. Gupta, S. P. — *Statistical Methods*, Sultan Chand & Sons: 46th Edition (2021)
2. Levin, R. I., & Rubin, D. S— *Statistics for Management*, Pearson: 8th Edition (2017/Latest Indian Reprint)
3. Sharma, J. K. — *Business Statistics*, Vikas Publishing: 5th Edition (2019)

Reference Books:

1. Anderson, Sweeney & Williams — *Statistics for Business and Economics*, Cengage: 15th Edition (2024)
2. Hooda, R. P. — *Statistics for Business and Economics*, Macmillan: 3rd Edition
3. Berenson, Levine & Szabat (along with Stephan) — *Basic Business Statistics*, Pearson: 15th Edition (2023)

Mode of Evaluation: Assignments, Mid Term Tests and End Semester Examinations

Pre-Requisites: Nil

Course Description:

This course provides a comprehensive understanding of marketing concepts, strategies, and practices. Students learn to analyse consumer behaviour, design marketing mix strategies, evaluate market structures, and understand emerging trends in marketing. The course integrates theoretical foundations with practical applications relevant to the Indian and global business environment.

Course Objectives:

This course aims to:

1. Understand the fundamental concepts and philosophies of marketing management.
2. Analyse consumer behaviour and apply segmentation, targeting, and positioning strategies.
3. Evaluate product, pricing, and branding decisions in diverse market contexts.
4. Examine promotion mix elements and distribution channel strategies.
5. Explore emerging trends in marketing including digital, green, and services marketing.

UNIT I INTRODUCTION TO MARKETING 12 hours

Nature, scope, and importance of marketing. Evolution of marketing — production, product, selling, marketing, societal, and holistic marketing concepts. Marketing environment — micro and macro factors. Marketing mix — 4Ps framework.

UNIT II CONSUMER BEHAVIOUR AND MARKET SEGMENTATION 12 hours

Understanding consumer behaviour — cultural, social, personal, and psychological factors. Buyer decision process — stages and influencing factors. Market segmentation — concept and bases. STP framework and its application.

UNIT III PRODUCT AND PRICING DECISIONS 12 hours

Product — concept and classification. Product Life Cycle — stages and marketing strategies. Branding — brand equity, brand positioning, and brand strategies. Pricing — determinants and methods.

UNIT IV PROMOTION AND DISTRIBUTION 12 hours

Promotion mix — advertising, personal selling, sales promotion, and public relations. Integrated Marketing Communication — concept and significance. Distribution channels — types, levels, and functions of intermediaries.

UNIT V EMERGING TRENDS IN MARKETING 12 hours

Services marketing — characteristics of services and the 7Ps framework. Digital marketing and social media marketing — overview and business applications. Green marketing and sustainable marketing practices. Ethics and social responsibility in marketing.

Course Outcomes:

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

- CO1:** Explain core marketing concepts, philosophies, and the role of marketing in organisations.
CO2: Analyse consumer behaviour and apply segmentation, targeting, and positioning strategies.
CO3: Evaluate product, branding, and pricing strategies across different market contexts.
CO4: Design promotion mix and distribution channel strategies for business scenarios.
CO5: Assess emerging marketing trends and their implications for business practice.

Text Books:

1. Kotler, P. & Keller, K. L., Marketing Management, Pearson Education, 16th Edition/2022.
2. Ramaswamy, V. S. & Namakumari, S., Marketing Management: Indian Context, Global Perspective, Sage Publications, 6th Edition/2018.
3. Gupta, C. B. & Nair, N. Rajan, Marketing Management: Text and Cases, Sultan Chand & Sons, 15th Edition/2020.

Reference Books:

1. Kotler, P. & Armstrong, G., Principles of Marketing, Pearson Education, 17th Edition/2018.
2. Saxena, R., Marketing Management, Tata McGraw-Hill, 6th Edition/2019.
3. Panda, T. K., Marketing Management: Text and Cases, Excel Books, 2nd Edition/2009.
4. Chaffey, D. & Ellis-Chadwick, F., Digital Marketing: Strategy, Implementation and Practice, Pearson Education, 7th Edition/2019.

Mode of Evaluation: Assignments, Mid Term Tests and End Semester Examinations

L	T	P	C
4	0	0	4

Pre-Requisites: Nil

Course Description:

This course develops the analytical foundations of macroeconomics as taught in the first-year economics core of the IIM Integrated Programme in Management. It follows the structure of *Macroeconomics-I* (Term II) and *Macroeconomics-II* (Term IV) at IIM Indore and IIM Rohtak, consolidated into five units for a single-semester BBA offering.

The emphasis is on models a manager can actually use: how national output is measured, what determines it in the short run, how money and interest rates enter, why inflation and unemployment move as they do, and what makes economies grow over the long run. Indian data and RBI policy are used throughout as the working illustration.

Course Objectives:

This course aims to:

1. Equip students to read, interpret and critically assess national income and macroeconomic data.
2. Develop competence in the standard short-run models of income determination — the Keynesian cross, IS–LM and AD–AS.
3. Explain the role of money, banking and the central bank in the determination of output, interest rates and prices.
4. Analyse inflation, unemployment and business cycles, and the policy trade-offs among them.
5. Introduce long-run growth theory and the macroeconomics of an open economy.

UNIT I NATURE OF MACROECONOMICS AND NATIONAL INCOME ACCOUNTING 12 hours

Scope and method of macroeconomics; the aggregation problem. Stocks and flows. The circular flow of income two, three and four sector models,

National income aggregates: Gross Domestic Product, Gross National Product, Net National Product, National Income, Personal Income and Personal Disposable Income; market prices versus factor cost; the treatment of net indirect taxes and net factor income from abroad.

Methods of measurement, Nominal versus real income; the GDP deflator; index numbers and base-year revision. Per capita income and purchasing power parity comparisons. .

UNIT II CLASSICAL AND KEYNESIAN DETERMINATION OF INCOME 12 hours

The classical system: Say's law of markets, the classical labour market, wage and price flexibility. The Keynesian framework: effective demand; aggregate demand and aggregate supply in the Keynesian sense. The consumption function average and marginal propensity to consume; the saving function; the psychological law of consumption. Determinants of consumption. Types of Investments.

UNIT III MONEY AND BANKING 12 hours

Money: functions, and the evolution from commodity to fiat to digital money. Measures of money supply in India — M0, M1, M2, M3 and M4; reserve money and broad money. Demand for money: the classical and Cambridge approaches; the Keynesian motives — transactions, precautionary and speculative; the liquidity trap. Central banking: functions of the Reserve Bank of India; instruments of fiscal and monetary policy.

UNIT IV INFLATION, UNEMPLOYMENT AND BUSINESS CYCLES 12 hours

Inflation: meaning, measurement through the WPI and CPI, and the distinction from deflation, disinflation and stagflation. Types of inflation and Causes, Effects of inflation, Measures to control inflation. Unemployment: concepts and measurement; frictional, structural, cyclical, seasonal and

disguised unemployment; The Phillips curve. Business cycles: phases and characteristics; leading, lagging and coincident indicators.

UNIT V ECONOMIC GROWTH AND THE OPEN ECONOMY

12 hours

Growth: Economic growth and economic development distinguished.

Open Economy: Balance of payments, BoP deficits, surpluses and their correction. Foreign exchange: the exchange rate; nominal and real exchange rates; appreciation and depreciation; devaluation and revaluation. Exchange rate determination, International trade and macro policy: the twin-deficit relationship, capital flows and their management, and the macroeconomic effects of trade openness.

Course Outcomes:

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

CO1: Define and compute the principal national income aggregates and evaluate the limitations of GDP as a welfare measure.

CO2: Determine equilibrium income using the Keynesian cross and compute multiplier effects of fiscal changes.

CO3: Use the IS–LM and AD–AS frameworks to trace the effects of fiscal and monetary policy on output, interest rates and the price level.

CO4: Explain the causes and costs of inflation and unemployment and interpret the Phillips curve trade-off.

CO5: Apply the Solow model to questions of long-run growth and use the Mundell–Fleming framework to analyse open-economy policy.

Text Books:

1. Mankiw, N. G. — *Macroeconomics*, Worth Publishers.
2. Dornbusch, R., Fischer, S. and Startz, R. — *Macroeconomics*, McGraw Hill.

Reference Books

1. :Blanchard, O. — *Macroeconomics*, Pearson.
2. Branson, W. H. — *Macroeconomic Theory and Policy*, East-West Press.
3. Ahuja, H. L. — *Macroeconomics: Theory and Policy*, S. Chand.
4. Jhingan, M. L. — *Macroeconomic Theory*, Vrinda Publications.
5. Government of India — *Economic Survey* (current year); RBI — *Annual Report and Monetary Policy Report*.

Mode of Evaluation: Assignments, Mid Term Tests and End Semester

Pre-Requisites: Nil

Course Description:

This multi-disciplinary course equips students with the skills to critically analyse, evaluate, and engage with media in its various forms. Students learn to identify bias and misinformation, understand media production dynamics, apply critical thinking frameworks to media content, and critically analyse how media shapes culture and society. The course is designed to foster informed and ethical media consumption relevant to personal and professional life.

Course Objectives:

This course aims to:

1. Understand the foundations of media literacy and critical thinking.
2. Analyse media texts, identify biases, and deconstruct media messages.
3. Examine media production, ownership, and consumption patterns.
4. Evaluate ethical, regulatory, and legal dimensions of media.
5. Apply media-literacy frameworks and critical reasoning to analyse media and form evidence-based judgements.

UNIT I FOUNDATIONS OF MEDIA LITERACY AND CRITICAL THINKING

6 Hours

Definition and significance of media literacy. Historical evolution of media — print, broadcast, and digital. Core principles of critical thinking — reasoning, analysis, and evaluation. Common logical fallacies — ad hominem, straw man, hasty generalisation, false dilemma, and circular reasoning.

UNIT II DECONSTRUCTING MEDIA MESSAGES

6 Hours

Forms of media — print, broadcast, digital, and social media. Identifying bias, framing, and propaganda techniques in media. Impact of media representations on individual attitudes and societal perceptions. Case studies on media influence in the Indian context.

UNIT III MEDIA PRODUCTION, OWNERSHIP, AND CONSUMPTION

6 Hours

Dynamics of media production and distribution. Media ownership structures and their influence on content. Audience consumption patterns — selective exposure, echo chambers, and filter bubbles. Social media and its role in shaping public opinion.

UNIT IV ETHICS, REGULATION, AND LEGAL ASPECTS OF MEDIA

6 Hours

Ethical principles in media — truth, accuracy, fairness, and privacy. Regulatory framework for media in India — Press Council of India, NBSA, and IT Act provisions. Ethical challenges in the digital age — deepfakes, algorithmic bias, and data privacy.

UNIT V APPLIED CRITICAL THINKING AND MEDIA ANALYSIS

6 Hours

Applying a media-analysis framework to evaluate media messages. Constructing evidence-based judgements through analysis of real media cases.

Course Outcomes:

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

- CO1:** Explain the principles of media literacy and apply critical thinking frameworks to media content.
- CO2:** Analyse media texts to identify bias, framing, and propaganda techniques.
- CO3:** Evaluate media production dynamics, ownership structures, and consumption patterns.
- CO4:** Assess the ethical and regulatory dimensions of media in the Indian context.
- CO5:** Apply media-literacy frameworks and critical thinking to analyse media messages and construct reasoned, evidence-based judgements.

Text Books:

1. Potter, W. J., Media Literacy, Sage Publications, 9th Edition/2021.
2. Halpern, D. F., Thought and Knowledge: An Introduction to Critical Thinking, Psychology Press, 5th Edition/2014.

Reference Books:

1. Baran, S. J. & Davis, D. K., Mass Communication Theory: Foundations, Ferment, and Future, Cengage Learning, 8th Edition/2020.
2. Hobbs, R., Media Literacy in the Digital Age, Routledge, 1st Edition/2020.

Mode of Evaluation: Assignments, Mid Term Tests and End Semester Examination

BBA I Year II Semester

26BFHUMVC04 INDIAN CONSTITUTION

L	T	P	C
2	0	0	2

Pre-Requisites: Nil

Course Description:

This course introduces students to the structure and working of the Indian Constitution. Students examine the historical background, fundamental rights, and the functioning of the three wings of government. The course also covers federalism, local administration, and constitutional provisions relevant to business and economic justice.

Course Objectives:

This course aims to:

1. To understand the making of the Indian Constitution and the philosophy embedded in the Preamble, Fundamental Rights, and Directive Principles.
2. To explain the structure, powers, and functions of the Union Executive and Legislature.
3. To analyze the State government and the features of Indian federalism.
4. To understand the Indian judicial system and the role of local self-government.
5. To assess constitutional provisions relevant to business, economic justice, and citizen empowerment.

UNIT I INTRODUCTION AND CONSTITUTIONAL PHILOSOPHY 6 hours

Making of the Indian Constitution and the Constituent Assembly-Preamble and its key concepts-Citizenship-Fundamental Rights and Fundamental Duties-Directive Principles of State Policy and their economic implications

UNIT II THE UNION GOVERNMENT 6 hours

President-election, powers, and functions-prime minister and council of ministers-parliament-Lok Sabha and Rajya Sabha-composition, structure, and powers

UNIT III STATE GOVERNMENT AND FEDERALISM 6 hours

Governor-Chief Minister and state council of Ministers-State Legislative Assembly-Federalism in India -Features and center-state relations

UNIT IV JUDICIARY AND LOCAL ADMINISTRATION 6 hours

Structure and jurisdiction of the Supreme Court and High Courts-Judicial review-Panchayati Raj System-73rd Amendment-roles and powers of local self-government

UNIT V EMERGENCY, CITIZEN RIGHTS, AND BUSINESS IMPLICATIONS 6 hours

Emergency provisions-types and proclamation-Right to Information-Fundamental rights relevant to business-Article 19(1)(g)-balance between economic development and social justice

Course Outcomes:

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

- CO1:** Explain the historical background, Preamble, Fundamental Rights, and Directive Principles of the Indian Constitution.
- CO2:** Describe the structure, powers, and functions of the Union Executive and Legislature.
- CO3:** Analyze the features of Indian federalism and Centre-State relations.
- CO4:** Evaluate the Indian judicial system and the significance of local self-government.
- CO5:** Assess constitutional provisions relevant to business, RTI, and PIL.

Text Books:

1. Basu, D.D., *Introduction to the Constitution of India*, LexisNexis, 28th Edition/2026.
2. Pylee, M.V., *India's Constitution*, S. Chand Publishing, 16th Edition/2016

Reference Books:

1. Pandey, J.N., *The Constitutional Law of India*, Central Law Agency, 62nd Edition/2025.
2. Choudhry, S., Khosla, M., & Mehta, P.B. (Eds.), *The Oxford Handbook of the Indian Constitution*, Oxford University Press, 1st Edition/2016.

Mode of Evaluation: Assignments, Mid Term Tests and End Semester Examinations

BBA I Year II Semester

26BFBBALC02 BUSINESS STATISTICS LABORATORY USING SPSS

L	T	P	C
0	0	2	1

Pre-Requisites: Nil

Course Description:

This laboratory course gives students hands-on practice in IBM SPSS to apply the concepts covered in the Business Statistics theory course. Students learn to enter and organize data, generate frequency distributions and charts, compute measures of central tendency and dispersion, and carry out correlation and regression analysis in SPSS, building the practical data-analysis skills needed for business decision-making.

Course Objectives:

This course aims to:

1. Familiarize students with the SPSS interface, data entry, and variable definition.
2. Enable students to classify, tabulate, and present business data using SPSS
3. Enable students to compute and interpret measures of central tendency, dispersion, and index numbers using SPSS.
4. Develop skill in performing correlation and regression analysis using SPSS
5. Build competence in generating and interpreting SPSS output, including elementary probability computations, for business decision-making.

List of Experiments:

Any TEN of the listed experiments are to be conducted.

1. Introduction to SPSS – data entry, defining variables in Variable View, importing/exporting a data file.
2. Classification and tabulation of business data – building a frequency distribution table using the Frequencies procedure
3. Diagrammatic presentation of data – constructing Bar Charts (simple/multiple/subdivided) and Pie Charts using Chart Builder
4. Graphical presentation of data – constructing a Histogram, Frequency Polygon, and Ogive
5. Measures of central tendency I – computing Mean and Median, and locating Quartiles/Deciles/Percentiles, for grouped and ungrouped data
6. Measures of central tendency II – computing Mode and Weighted Mean
7. Index Numbers – constructing simple and weighted (Laspeyres/Paasche) price index numbers using Compute Variable
8. Measures of dispersion – computing Range, Quartile Deviation, Mean Deviation, Standard Deviation, and Coefficient of Variation using Descriptives
9. Measures of dispersion – computing Range, Quartile Deviation, Mean Deviation, Standard Deviation, and Coefficient of Variation using Descriptives
10. Elementary Probability – computing probabilities for simple business events using SPSS probability functions
11. Correlation analysis – computing Karl Pearson's Correlation Coefficient and Spearman's Rank correlation, and interpreting the correlation matrix
12. Regression analysis – performing Simple Linear Regression and interpreting the model output
13. Data cleaning and recoding – handling missing values and recoding variables into categories using Recode into Different Variables
- 14. Data cleaning and recoding – handling missing values and recoding variables into categories using

School of Management

Recode into Different Variables

15. Standard (Z) scores and the normal curve – computing standardized scores via Descriptives and area under the normal curve using the CDF.NORMAL function.

Course Outcomes:

Students will be able to:

CO1: Demonstrate proficiency in using SPSS for data entry and variable definition

CO2: Classify, tabulate, and present business data graphically using SPSS.

CO3: Compute and interpret measures of central tendency, dispersion, and index numbers using SPSS.

CO4: Perform and interpret correlation and regression analysis using SPSS.

CO5: Apply SPSS-based statistical and probability analysis to a business dataset to support decision-making

Text Books:

1. Field, Andy. *Discovering Statistics Using IBM SPSS Statistics*, Sage Publications, Latest Edition **Web Resources: Tally Prime.**
2. George, Darren, & Mallery, Paul. *IBM SPSS Statistics Step by Step*, Routledge, Latest Edition.
3. Levin, R. I., & Rubin, D. S. — *Statistics for Management*, Pearson: 8th Edition (2017/Latest Indian Reprint).

Reference Books:

1. Pallant, Julie. *SPSS Survival Manual* — probably the most widely used practical, step-by-step SPSS guide in business/social-science courses.
2. Coakes, Sheridan J., & Steed, Lyndall. *SPSS: Analysis Without Anguish* — another standard applied SPSS text, John Wiley & sons

Mode of Evaluation: Continuous Internal Evaluation, Model and End Semester Examination

BBA I Year II Semester

26BFBBASC01 SPREADSHEETS FOR BUSINESS

L T P C
1 0 2 2

Pre-Requisites: Nil

Course Description: This course gives students hands-on experience in using Microsoft Excel for business data management and analysis. Students progress from basic spreadsheet skills to advanced functions, data analysis tools, and interactive dashboard creation. The course is practical throughout and focuses on real business applications.

Course Objectives:

This Course aims to

1. Introduce spreadsheet navigation, data entry, and basic cell formatting.
2. Develop data handling skills including sorting, filtering, and data validation.
3. Apply statistical, logical, and lookup functions for business problem-solving.
4. Use What-If analysis and Solver for business decision-making and optimization.
5. Create Pivot Tables, Pivot Charts, and interactive dashboards for reporting.

UNIT I SPREADSHEET BASICS AND FORMATTING

9 hours

Managing the workspace-entering and editing data-cell selection and formatting-number, date, and text formats-creating, renaming, and protecting worksheets-absolute, relative, and mixed cell referencing-basic arithmetic and simple formulas.

Lab Exercises:

1. Navigate the Excel workspace, enter business data, and apply number and date formats
2. Create a worksheet with absolute and relative cell references and simple formulas

UNIT II DATA HANDLING AND ORGANIZATION

9 hours

Sorting and multilayer sorting-filtering and advanced filter-data validation-drop-down lists-conditional formatting-flash fill-hiding and unhiding rows and columns-wrapping text-Creating a Table-Business Report Generation-daily or weekly business report generator.

Lab Exercises:

1. Sort and filter a business dataset using multilayer sorting and advanced filter options
2. Apply data validation, conditional formatting, and flash fill on a given dataset

UNIT III SPREADSHEET FUNCTIONS FOR BUSINESS

9 hours

SUMIFS, COUNTIFS, AVERAGEIFS, standard deviation, and variance-IF, AND, OR, NOT, nested IF, and IFERROR-VLOOKUP, HLOOKUP, INDEX, and MATCH-LEN, UPPER, LOWER, PROPER, CONCATENATE, and TRIM.

Lab Exercises:

1. Solve a business problem using statistical and logical function
2. Use VLOOKUP, INDEX, and MATCH to retrieve data from a large business dataset

UNIT IV ADVANCED DATA ANALYSIS

9 hours

What-If analysis-Goal Seek-Scenario Manager-one-way and two-way data tables-Solver add-in for business optimization.

Lab Exercises:

1. Use Goal Seek and Scenario Manager to perform best-case and worst-case analysis
2. Solve a business optimization problem using Solver

UNIT V DATA VISUALIZATION AND DASHBOARDS

9 hours

Bar, pie, and line charts-advanced charting-Pivot Tables-wq lgrouping, sorting, and calculated fields-Pivot Charts-sparklines-slicers-building interactive business dashboards.

Lab Exercises:

1. Create a Pivot Table and Pivot Chart from a given business dataset
2. Build a complete interactive dashboard using slicers, sparklines, and Pivot Charts

Course Outcomes:

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

CO1: Navigate spreadsheets, enter data, and apply cell referencing techniques.

CO2: Organize, clean, and validate business data using sorting, filtering, and conditional formatting.

CO3: Use mathematical, statistical, logical, and lookup functions to solve business problems.

CO4: Analyze data and perform optimization using What-If analysis and Solver.

CO5: Build Pivot Tables, Pivot Charts, and interactive dashboards to present business insights.

Text Books:

1. Winston, W. L., *Microsoft Excel Data Analysis and Business Modeling*, Microsoft Press, 7th Edition/2021.
2. Alexander, M., *Microsoft Excel 365 Bible*, John Wiley & Sons, Latest Edition/2022.

Reference Books:

1. Alexander, M., & Kusleika, R., *Microsoft 365 Excel All-in-One For Dummies*, John Wiley & Sons, Latest Edition/2022.
2. Held, B., *Excel Functions and Formulas*, BPB Publications, 6th Edition/2022.

Mode of Evaluation: Continuous Internal Evaluation, Assignments, Mid Term Tests and End Semester Examinations

BBA I Year II Semester

26BFBAJC02 BUSINESS COMMUNICATION II

L T P C
1 0 2 2

Pre-Requisites: Nil

Course Description: Building on the foundations of Business Communication I, this course develops advanced communication competencies for professional and organizational contexts. Students learn report and proposal writing, meeting and group communication protocols, persuasive and crisis communication, cross-cultural communication, and interview skills. The course emphasizes applied practice through exercises and simulations.

Course Objectives:

This Course aims to

1. Develop skills in writing business reports, proposals, and formal documentation.
2. Understand meeting communication, minutes, and group discussion techniques.
3. Apply persuasive communication strategies and handle crisis communication.
4. Build cross-cultural and global communication competence.
5. Prepare for professional interviews and group discussions.

UNIT I REPORT AND PROPOSAL WRITING

9 hours

Types of business reports — informational and analytical. Report structure — title page, executive summary, body, findings, recommendations, and appendices. Report writing process — planning, drafting, and editing. Business proposals — solicited and unsolicited. Proposal structure and persuasive writing techniques.

Lab Exercises:

1. Draft a short analytical report on a given business problem.
2. Write a business proposal for a given scenario.

UNIT II MEETING COMMUNICATION AND GROUP DISCUSSION

9 hours

Types of meetings — formal, informal, virtual, and hybrid. Meeting planning — agenda preparation, notice, and logistics. Conducting and participating in meetings effectively. Writing minutes of meetings. Group discussion — techniques, roles, and evaluation criteria.

Lab Exercises:

1. Conduct a mock meeting and prepare minutes.
2. Participate in a group discussion on a given business topic and evaluate performance.

UNIT III PERSUASIVE AND CRISIS COMMUNICATION

9 hours

Principles of persuasion in business contexts. Persuasive writing — AIDA model and appeals. Negotiation communication — language and tone. Crisis communication — principles, strategies, and media handling. Writing press releases and public statements.

Lab Exercises:

1. Write a persuasive business message using the AIDA model.
2. Draft a crisis communication response for a given scenario.

UNIT IV CROSS-CULTURAL AND GLOBAL COMMUNICATION

9 hours

Culture and communication — Hofstede's cultural dimensions. High-context and low-context communication. Barriers to cross-cultural communication and strategies to overcome them. Business etiquette across cultures. Communication in multinational and virtual teams.

Lab Exercises:

1. Analyse a cross-cultural communication scenario and suggest improvements.
2. Role-play a virtual team meeting with participants from different cultural backgrounds.

UNIT V INTERVIEW SKILLS AND PROFESSIONAL SPEAKING

9 hours

Types of interviews-selection, exit, appraisal, and panel interviews. Interview preparation-research, STAR technique, and common questions. Body language and confidence building for interviews. Professional speaking-impromptu speaking, extempore, and public speaking basics. Listening skills-active listening and empathetic listening in professional settings.

Lab Exercises:

1. Participate in a mock interview and receive feedback.
2. Deliver an impromptu speech on a given business topic.

Course Outcomes:

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

CO1: Draft structured business reports and proposals for professional use.

CO2: Conduct and participate in meetings and group discussions effectively.

CO3: Apply persuasive communication techniques and manage crisis communication.

CO4: Demonstrate cross-cultural communication competence in global business settings.

CO5: Perform confidently in professional interviews and public speaking situations.

Text Books:

1. Lesikar, R. V. & Flatley, M. E., Business Communication: Connecting in a Digital World, McGraw-Hill Education, 13th Edition/2013.
2. Bovee, C. L. & Thill, J. V., Business Communication Today, Pearson Education, 15th Edition/2021.

Reference Books:

1. Locker, K. O. & Kienzler, D. S., Business and Administrative Communication, McGraw-Hill, 12th Edition/2019.
2. Mukerjee, H. S., Business Communication: Connecting at Work, Oxford University Press, 2nd Edition/2016.

Mode of Evaluation: Continuous Internal Evaluation, Assignments, Mid Term Tests and End Semester Examinations

VALUE-ADDED COURSES

Value Added Course – I

26BFHUMVC01 YOGA AND PHYSICAL FITNESS

L	T	P	C
2	0	0	2

Pre-requisite:

Course Description:

Yoga course is designed to provide students with a comprehensive understanding of physical fitness, wellness, and nutrition. This course explores the meaning and importance of yoga in the modern era, the role of sports in maintaining physical fitness, and the various components of physical wellness. Students will also learn about the significance of nutrition and weight management, equipping them with the knowledge to promote a healthy and balanced lifestyle. Through this course, students will gain insights into the holistic approach to health and well-being.

Course Objectives:

This course enables the student to –

1. Understand yoga's significance and its practical applications for holistic well-being.
2. Explore subtle energy systems and their role in enhancing health through yogic practices.
3. Examine various paths of yoga to foster self-realization and spiritual growth.
4. Master the Eight Limbs of Yoga for physical, mental, and spiritual harmony.
5. Apply yogic principles to manage psycho-somatic ailments and promote resilience.

UNIT I

6 hours

- Yoga: Meaning and definition
- Importance of yoga in 21st century
- Introduction to Yogic Anatomy and Physiology
- Yoga & sports, Yoga for healthy lifestyle
- Types of Yoga: - Hatha yoga, laya yoga, mantra yoga,
- Bhakti yoga, karma yoga, jnana yoga, raj yoga
- Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices.
- Ashtanga Yoga: - Yama, niyama, asana, pranayama, Pratyahara, dharna, Dhyana, Samadhi: Benefits, Utilities & their psychological impact on body and mind. According to yoga concept of normality in modern psychology, concept of personality & its development, yogic management of psycho-somatic ailments: frustration, anxiety, depression

UNIT II

6 hours

- Sports for Physical Fitness: Meaning and definition
- Physical Activity – Concept, Benefits of Participation in Physical Activities
- Components and Significance of Physical Fitness -Health, Skill and Cosmetic Fitness
- Types of Physical Activities – Walking, Jogging, Running, Calisthenics, Rope Skipping, Cycling, Swimming, Circuit Training, Weight training, Adventure Sports
- Principles of Physical Fitness, Warming Up, Conditioning, Cooling Down, Methods to Develop and Measure Health and Skill related components of Physical Fitness
- Measurement of Health-Related Physical Fitness (HRPF)

UNIT III

6 hours

Nutrition and Weight Management

- Concept of Nutrients, Nutrition, Balanced Diet, Dietary Aids and Gimmicks
- Energy and Activity- Calorie Intake, Energy Balance Equation
- Obesity - Concept, Causes, Obesity Related Health Problems
- Weight Management through Behavioral Modifications

UNIT IV

6 hours

Introduction to Sports Management

- Definition and scope of sports management
- Significance of sports management in society and its evolution over time
- Organizational structure of sports: amateur, professional, and non-profit entities
- Roles and responsibilities of key personnel: managers, coaches, and agents
- Governance bodies in sports: FIFA, IOC, and NCAA
- Legal issues: contracts, negotiations, intellectual property rights
- Ethical considerations: fair play and doping

UNIT V

6 hours

Sports Analytics and Technology

- Introduction to sports analytics
- Evaluating player performance
- Devising game strategies
- Fan engagement through technology
- Analytical techniques: statistical analysis, data visualization, predictive modeling
- Key performance indicators (KPIs) in sports
- Applications of analytics: talent scouting, injury prevention, performance optimization.

Course Outcomes:

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

CO1: Demonstrate a comprehensive understanding of sports management principles, including organizational structures, legal issues, and ethical considerations.

CO2: Evaluate marketing strategies and sponsorship opportunities in the sports industry, devising effective branding and promotional campaigns.

CO3: Apply financial management techniques to analyze revenue streams, control costs, and make informed investment decisions in sports organizations.

CO4: Utilize sports analytics tools and technology to enhance performance evaluation, strategic planning, and fan engagement initiatives.

CO5: Synthesize course concepts through practical applications, demonstrating the ability to address real-world challenges in sports management scenarios.

Text Books:

1. Anand O P. Yog Dawra Kaya Kalp. Sewasth Sahitya Perkashan. Kanpur.
2. Brown, J.E. Nutrition Now Thomson-Wadsworth.
3. Corbin et.al. Fitness & Wellness-Concepts. McGraw Hill. Publishers. New York.U.S.A
4. Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, Concepts of Physical Fitness: Active Lifestyle for Wellness. McGraw Hill, New York, USA.
5. Hoeger, W W K and S.A. Hoeger. Principles and Labs for Fitness and Wellness, Thomson Wadsworth, California, USA.
6. Hoeger, W.W. & S. Hoeger Fitness and Wellness. 7th Ed. Thomson Wadsworth, Boston, USA.
7. Kamlesh, M. L. & Singh, M. K.) Physical Education (Naveen Publications).
Kansal, D.K. Text book of Applied Measurement, Evaluation & Sports Selection. Sports & Spiritual Science Publications, New Delhi.

Mode of Evaluation: Assignments, Mid Term Tests, End Semester Examination

Value Added Course – I

26BFHUMVC02 SPORTS AND YOGA

L	T	P	C
2	0	0	2

Pre-requisite: Nil

Course Description:

Yoga course is designed to provide students with a comprehensive understanding of physical fitness, wellness, and nutrition. This course explores the meaning and importance of yoga in the modern era, the role of sports in maintaining physical fitness, and the various components of physical wellness. Students will also learn about the significance of nutrition and weight management, equipping them with the knowledge to promote a healthy and balanced lifestyle. Through this course, students will gain insights into the holistic approach to health and well-being.

Course Objectives:

This course enables the student to –

1. Understand yoga's significance and its practical applications for holistic well-being.
2. Explore subtle energy systems and their role in enhancing health through yogic practices.
3. Examine various paths of yoga to foster self-realization and spiritual growth.
4. Master the Eight Limbs of Yoga for physical, mental, and spiritual harmony.
5. Apply yogic principles to manage psycho-somatic ailments and promote resilience.

UNIT I

6 hours

- Yoga: Meaning and definition
- Importance of yoga in 21st century
- Introduction to Yogic Anatomy and Physiology
- Yoga & sports, Yoga for healthy lifestyle
- Types of Yoga: - Hatha yoga, laya yoga, mantra yoga,
- Bhakti yoga, karma yoga, jnana yoga, raj yoga
- Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices.
- Ashtanga Yoga: - Yama, niyama, asana, pranayama, Pratyahara, dharna, Dhyana, Samadhi: Benefits, Utilities & their psychological impact on body and mind. According to yoga concept of normality in modern psychology, concept of personality & its development, yogic management of psycho-somatic ailments: frustration, anxiety, depression

UNIT II

6 hours

- Sports for Physical Fitness: Meaning and definition
- Physical Activity – Concept, Benefits of Participation in Physical Activities
- Components and Significance of Physical Fitness -Health, Skill and Cosmetic Fitness
- Types of Physical Activities – Walking, Jogging, Running, Calisthenics, Rope Skipping, Cycling, Swimming, Circuit Training, Weight training, Adventure Sports
- Principles of Physical Fitness, Warming Up, Conditioning, Cooling Down, Methods to Develop and Measure Health and Skill related components of Physical Fitness
- Measurement of Health-Related Physical Fitness (HRPF)

UNIT III

6 hours

Nutrition and Weight Management

- Concept of Nutrients, Nutrition, Balanced Diet, Dietary Aids and Gimmicks
- Energy and Activity- Calorie Intake, Energy Balance Equation
- Obesity - Concept, Causes, Obesity Related Health Problems
- Weight Management through Behavioral Modifications

UNIT IV

6 hours

Media and Careers in Physical Education

- Organize an event / intramural / tournament in your college.
- Prepare a News Report of an observed Sports competition.
- Create a presentation on any topic from Physical Education using an audio-visual aid.
Demonstrate Warming-up
- Conditioning
- Cooling-down exercises.

UNIT V

6 hours

Management of Aerobics & Group Training

Measurement of Fitness Components – Leg-raise for Minimal Strength (Muscular Strength); Sit-ups (Muscular Endurance); Harvard Step Test or Run and Walk Test (Cardiovascular Endurance); Sit and Reach Test (Flexibility) Measurement of Pulse Rate / Heart Rate at Radial Artery and Carotid Artery, Calculation of Target Heart Rate Developing a 5-10-minute routine of aerobics with appropriate music for each component of health-related physical fitness

Course Outcomes:

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

CO1: Demonstrate a comprehensive understanding of sports management principles, including organizational structures, legal issues, and ethical considerations.

CO2: Evaluate marketing strategies and sponsorship opportunities in the sports industry, devising effective branding and promotional campaigns.

CO3: Synthesize course concepts through practical applications, demonstrating the ability to address

real-world challenges in sports management scenarios and Integrate yoga principles into sports

and physical fitness activities to enhance performance and prevent injuries.

CO4: Utilize sports analytics tools and technology to enhance performance evaluation, strategic

planning, and fan engagement initiatives and develop skills in wellness management

CO5: Apply financial management techniques to analyze revenue streams, control costs, and make informed investment decisions in sports organizations.

Text Books:

1. Anand O P. Yog Dawra Kaya Kalp. Sewasth Sahitya Perakashan. Kanpur.
2. Brown, J.E. Nutrition Now Thomson-Wadsworth.

3. Corbin et.al. Fitness & Wellness-Concepts. McGraw Hill. Publishers. New York.U.S.A
4. Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, Concepts of Physical Fitness: Active Lifestyle for Wellness. McGraw Hill, New York, USA.
5. Hoeger, W W K and S.A. Hoeger. Principles and Labs for Fitness and Wellness, Thomson Wadsworth, California, USA.
6. Hoeger, W.W. & S. Hoeger Fitness and Wellness. 7th Ed. Thomson Wadsworth, Boston, USA.
7. Kamlesh, M. L. & Singh, M. K.) Physical Education (Naveen Publications).
Kansal, D.K. Text book of Applied Measurement, Evaluation & Sports Selection. Sports & Spiritual Science Publications, New Delhi.

Mode of Evaluation: Assignments, Mid Term Tests, End Semester Examination

Value Added Course – I

26BFHUMVC03 NCC AND NSS

L T P C
2 0 0 2

Pre-requisite: NCC B-Certificate

Course Description:

The main aim of this course is to mould the youth into responsible citizens of the nation. It helps to improve character and leadership qualities towards nation building. This course also motivates the youth to offer Selfless service to the society and nation. The course comprises Common subjects, Service subjects of NCC, societal aspects and basic organization of Indian Armed Forces.

Course Objectives:

This course enables the student to –

6. Get aware of NCC organization and general structure of Defence Forces.
7. Learn leadership and national integration.
8. Motivate towards to maintain Health and hygiene, personality development.
9. Learn elementary characteristics of disaster management, Field craft and Battle craft.
10. Acknowledge the Social activities, Communication and Military History.

UNIT I INTRODUCTION TO NCC

6 hours

Introduction, History of NCC , NCC Motto, NCC Flag, Aims of NCC, Cardinal points of NCC, Organization of defence forces in general, Organizational structure of Indian Army(Armed forces), Organizational structure of NCC, NCC Song, Incentives of NCC, Ranks in Army, Navy and Air Force, current representatives – Certificate Examination in NCC– Honours and Awards.

UNIT II LEADERSHIP & NATIONAL INTEGRATION

6 hours

Meaning, Leadership Traits, Types of Leadership, Discipline & Duty of an Indian Citizen, Motivation, Code of Ethics, Perception, Communication, Customs of Services, Importance of Team Work, leaders(swami Vivekananda).

Meaning and Importance, Unity in Diversity, Indian History and Culture, Religion and Customs of India, India and its Neighbours, Contribution of Youth in Nation Building, Contribution of leaders in nation unification .

UNIT III PERSONALITY DEVELOPMENT & DEFENCE AND DISASTER MANAGEMENT

6 hours

Introduction to personality development, Physical and social factors influencing / shaping personality, psychological and philosophical factors influencing / shaping personality, Self-awareness, SWOT analysis, mindset, interpersonal relationship and communication, effective communication, barriers of communication.

Civil Defence: Meaning, Organization and its Duties, Civil Defence Services, Fire Fighting : Meaning, Mode of Fire, Fire Fighting Parties, Fire Fighting Equipment. Introduction, Classification of Disaster: Natural Disaster & Man Made Disaster, Disaster Management During Flood, Cyclone and Earth Quake, Assistance in Removal of Debris, Collection and Distribution of Aid Material, Message Services.

UNIT IV INTRODUCTION TO NSS

6 hours

Meaning, concept and philosophy of National Service Scheme, Need and significance of NSS in higher education, History and evolution of NSS in India, Motto of NSS: “Not Me But You”, NSS as a voluntary student-community service programme, Concept of “Education through Service”

SOCIAL SERVICE ACTIVITIES (Social Service And Community Development)

Basics of Social Service, Weaker Sections in the Society and its Identification, Contribution of Youth towards Social Welfare, NGOs and their Role and Contribution, Social Evils, Drug Abuse, Family Planning, Corruption, Counter Terrorism, Eradication of Illiteracy – Aids Awareness programme – Cancer Awareness Programme.

UNIT V HEALTH AND HYGIENE & ENVIRONMENT AND ECOLOGY

6 hours

Structure and Function of Human Body, Hygiene and Sanitation, Preventable Diseases, First Aid, Yoga: Introduction and Exercises, Physical and Mental Health, Fractures: Types and Treatment..

Environment: Meaning, Global Warming, Acid Rain, Depletion of Ozone Layer, Conservation of Environment. Ecology: Introduction, Component of Ecological System, Forest Ecology, Wild Life, Pollution Control.

Course Outcomes:

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

CO1: Analyse the NCC structure and different ranks in Indian Armed Forces along with foot drill.

CO2: Notify the leadership traits and the need of national integrity towards nation building.

CO3: Instill respect and responsibility towards personal health and hygiene, develop dynamic personality with adequate qualities.

CO4: Identify different disasters and judging measurements on the ground.

CO5: Recognise various communication devices, analyse the Military Organization.

Text Books:

1. HAND BOOK OF NCC – “SANJAY KUMAR MISHRA, MAJOR RC MISHRA”, published by Kanti prakashan-2020.
2. NCC HAND BOOK - “SHASHI RANJAN & ASHISH KUMAR”, published by Goodwin Publications-2021.

Reference Books:

1. NCC Hand book – “R.Gupta’s”, Ramesh Publishing House-2021.
2. NCC (ARMY WING)- “R.Guptas’s”, RPH Editorial Board-2021
3. Hand Book Of N.C.C. – “Ashok Pandey”, Kanti Publications-2017

Mode of Evaluation: Assignments, Mid Term Tests, End Semester Examination

Pre-requisite: Nil

Course Description:

This course provides a comprehensive understanding of natural and human-induced disasters, their causes, characteristics, and consequences. It examines the social, economic, environmental, and life-safety impacts of disasters with emphasis on disaster-prone regions in India. The course introduces disaster preparedness and management through monitoring, risk evaluation, remote sensing, meteorological information, and community participation. It develops knowledge of disaster risk assessment, disaster risk reduction, early warning, and national and global cooperation. The course also focuses on structural and non-structural mitigation strategies and emerging approaches for reducing disaster vulnerability and impacts.

Course Objectives:

Upon the completion of subject student will be able to-

1. Develop fundamental knowledge of different natural and man-made disasters, their characteristics, causes, and associated hazards.
2. Examine the economic, environmental, ecological, and human consequences of disasters and identify disaster-prone regions in India.
3. Develop an understanding of disaster preparedness and management using monitoring systems, remote sensing, meteorological information, and community-based approaches.
4. Introduce the concepts, elements, and techniques of disaster risk assessment, risk reduction, early warning, and national and global cooperation.
5. Develop knowledge of structural and non-structural disaster mitigation strategies, emerging mitigation practices, and disaster mitigation programmes in India.

UNIT I DISASTER CLASSIFICATION

6 hours

Disaster: definition, factors and significance; difference between hazard and Disaster; natural disaster: earthquakes, volcanisms, cyclones, tsunamis, floods, droughts and famines, landslides and avalanches; man-made disasters: nuclear reactor meltdown, industrial accidents, oil slicks and spills, outbreaks of disease and epidemics, war and conflicts

UNIT II REPERCUSSIONS OF DISASTERS

6 hours

Economic damage, loss of human and animal life, destruction of ecosystem. Disaster Prone Areas in India: Study of seismic zones; areas prone to floods and droughts, landslides and Avalanches; areas prone to cyclonic and coastal hazards with special reference to tsunami.

UNIT III DISASTER PREPAREDNESS AND MANAGEMENT

6 hours

Preparedness: monitoring of phenomena triggering a disaster or hazard; Evaluation of risk: application of remote sensing, data from meteorological and Other agencies, media reports: governmental and community preparedness.

UNIT IV RISK ASSESSMENT

6 hours

Disaster risk: concept and elements, disaster risk reduction, global and national disaster risk situation. Techniques of risk assessment, global co-operation in risk assessment and warning.

UNIT V DISASTER MITIGATION

6 hours

Meaning, concept and strategies of disaster mitigation, emerging trends in Mitigation. Structural mitigation and non-structural mitigation, programs of Disaster mitigation in India.

Course outcomes:

After the completion of the subject following outcomes can be achieved-

- CO1:** Classify natural and man-made disasters and explain their causes, characteristics, and associated hazards.
- CO2:** Assess the major economic, environmental, ecological, and human impacts of disasters and identify disaster-prone regions in India.
- CO3:** Explain disaster preparedness and management practices using hazard monitoring, remote sensing, meteorological data, and community preparedness mechanisms.
- CO4:** Apply appropriate techniques for disaster risk assessment and explain disaster risk reduction, early warning systems, and national and global cooperation mechanisms.
- CO5:** Evaluate and recommend suitable structural and non-structural mitigation measures for reducing disaster risk and impacts.

Reference Books:

1. Ghosh G.K., 2006, Disaster Management, APH Publishing Corporation
2. R. Nishith, Singh AK, “Disaster Management in India: Perspectives, issues and strategies “New Royal book Company.
3. Sahni, PardeepEt.Al. (Eds.),” Disaster Mitigation Experiences and Reflections”, Prentice Hall Of India, New Delhi.
4. Goel S. L., Disaster Administration And Management Text and Case Studies” ,Deep&Deep Publication Pvt. Ltd., New Delhi

Mode of Evaluation: Assignments, Mid Term Tests

ADDITIONAL LANGUAGE COURSES

Additional Language Courses

26BFENGJC04 GERMAN

L	T	P	C
2	0	0	0

Pre-requisite	Nil
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Course Description:

This course introduces students to basic German language skills for everyday communication. It develops fundamental listening, speaking, reading, and writing skills through essential vocabulary, pronunciation, grammar, and simple conversations, while also providing an introduction to German culture and everyday life.

Course Objectives:

This course enables students to

1. Introduce basic German greetings, alphabet, numbers, and self-introduction.
2. Familiarize students with personal pronouns and basic verb conjugation.
3. Introduce basic vocabulary related to family, professions, places, and directions.
4. Develop simple communication skills related to food, shopping, time, and daily activities.
5. Enable students to use basic German expressions in simple everyday conversations.

UNIT I Guten Tag!

6 hours

Begrüßungen und Verabschiedungen; sich vorstellen; Alphabet und Buchstabieren; Zahlen bis 100; Länder und Sprachen; Wohnort; Berufe und Hobbys; Telefonnummer und E-Mail-Adresse; W-Fragen: Wer? Wie? Was? Wo? Woher?; grundlegende Redewendungen.

UNIT II Freunde, Kollegen und ich

6 hours

Personalpronomen im Nominativ; sein und haben; regelmäßige und wichtige unregelmäßige Verben; Verbkonjugation; Aussagesatz; W-Frage; Ja-/Nein-Frage; Wochentage, Monate und Jahreszeiten; einfache Gespräche.

UNIT III In der Stadt

6 hours

Plätze und Gebäude; Verkehrsmittel; bestimmter Artikel der, die, das; unbestimmter Artikel ein, eine; Negationsartikel kein, keine; Nominativ; nach dem Weg fragen; Wegbeschreibung: links, rechts, geradeaus; einfache Texte verstehen.

UNIT IV Guten Appetit! / Tag für Tag

6 hours

Lebensmittel und Getränke; Mahlzeiten; Einkaufen; Preise; Akkusativ; den, einen, keinen; Verben mit Akkusativ; Uhrzeiten; Tagesablauf; Zeitangaben mit am, um, von ... bis; einfache Gespräche im Restaurant und beim Einkaufen.

UNIT V Familie, Freizeit und Alltag

6 hours

Familie; Possessivartikel mein, dein, sein, ihr; Modalverben können, müssen, wollen, möchten, dürfen; trennbare Verben; Freizeitaktivitäten; Einladungen; kurze Alltagsgespräche; Wiederholung; schriftliche und mündliche Übungen.

Course Outcomes:

After completing this unit students will be able to

CO1: Recall basic German greetings, alphabet, numbers, and vocabulary.

CO2: Explain basic personal pronouns, verbs, and simple sentence structures.

CO3: Use simple German expressions related to family, professions, places, and directions.

CO4: Apply basic vocabulary and grammar in situations related to food, shopping, time, and daily activities.

CO5: Demonstrate simple spoken and written communication in everyday situations.

Text Book(s)

1. Dengler, Stefanie, et al. *Netzwerk: Deutsch als Fremdsprache A1. Kursbuch A1*. Goyal Publishers. Langenscheidt Verlag, 2015.
2. Dengler, Stefanie, Paul Rusch, Helen Schmitz, and Tanja Sieber. *Netzwerk: Deutsch als Fremdsprache A1. Arbeitsbuch A1*. Langenscheidt Verlag, 2015.

Reference Books

1. Kalender, Susanne, Daniela Niebisch, Sabine Pohlmann, and Monika Reimann. *Menschen: Deutsch als Fremdsprache A1.2 Kursbuch*. Hueber Verlag GmbH & Co. KG, 2012.
2. Schulz-Griesbach: Deutsch als Fremdsprache. Grundstufe in einem Band (for Grammar)

Web Resources:

1. Facts About Germany <https://Www.Tatsachen-Ueber-Deutschland.De/En>
2. Online German-English Dictionary Www.Leo.Org

Practice Material:

1. <https://www.goethe.de/en/spr/kup/prf/prf/sd1/ueb.html>
2. http://www.deutschkurse-passau.de/IM/images/stories/SKRIPTEN/a1_skript_gr.pdf
3. https://www.schubert-verlag.de/aufgaben/arbeitsblaetter_a1_z/a1_arbeitsblaetter_index_z.htm

Mode of Evaluation: Assignments and Mid Term Tests.

Additional Language Courses

26BFENGJC05 JAPANESE

L T P C
2 0 0 0

Pre-requisite Nil

Course Description:

This course is an introductory-level Japanese language and culture course designed for absolute beginners. It equips students with foundational communicative competence in Japanese through a structured progression from script literacy and basic grammar to real-world language use. Cultural insights into Japanese values of cleanliness, punctuality, and social etiquette are woven throughout, enabling students to engage respectfully and effectively in Japanese-speaking environments.

Course Objectives:

This course enables students

1. To familiarize students with Japanese cultural values and enable them to read Hiragana and Katakana scripts along with basic greetings and social expressions.
2. To develop students' ability to give a simple introduction about themselves, construct simple sentences using '*desu*', Japanese numerals, pointing and spatial words, and grammatical particles.
3. To enable students to form affirmative and negative sentences in non-past and past tenses, use existence verbs, and describe nouns using *i*- and *na*-adjectives.
4. To build students' vocabulary in time expressions, family terms, food, objects, locations, kanji, nationalities, and calendar reading for everyday communication.
5. To equip students with practical communication skills using *-tai* and *-te* verb forms for real-life contexts including travel and shopping.

UNIT I FOUNDATIONS OF JAPANESE WRITING

6 hours

Introduction to Japanese Culture: cleanliness, punctuality, and discipline; Japanese writing system - Hiragana characters; Writing one's name in Katakana script and frequently used Katakana words; Romaji script; Classroom and everyday greetings and social expressions - Introductory phrases and polite conversational responses.

UNIT II BASIC VOCABULARY AND GRAMMAR

6 hours

Basic sentences using the subject-predicate pattern with *desu*; Construction of negative sentence construction (*ja arimasen*); Basic self-introduction (*jiko shoukai*); Japanese numerals up to 100; Pointing words for objects — (this, that, that over there); Spatial reference words — here, there, over there; Grammatical particles and their role in sentences (*wa, mo, no, ka, kara, and made*).

UNIT III VERBS, ADJECTIVES, AND EXPANDED SENTENCE PATTERNS

6 hours

Affirmative and negative sentences in non-past (*-masu, -masen*) and past tense (*mashita, masen deshita*); Existence (be) verbs for animate (*imasu*) and inanimate subjects (*arimasu*); Describing nouns using *i*-adjectives and *na*-adjectives; Connecting nouns in a list using conjunctions; Polite phrases to express incomprehension and requesting repetition or asking the speaker to talk slowly.

UNIT IV VOCABULARY FOR EVERYDAY CONTEXTS

6 hours

Days of the week and months of the year; Family relationship terms; Nouns related to food, household objects, and public places; Japanese question words and their usage; Basic kanji characters (30 kanjis); Vocabulary for countries, nationalities, and languages; Expressing time — hours, minutes, and duration.

UNIT V SURVIVAL PHRASES FOR TRAVEL

6 hours

-tai and *-te* forms of verbs for polite requests; Expressing desires; Describing a past event; Japanese values of social and business etiquette (e.g. bowing (*o-jigi*), exchange of business cards, tea ceremony, *matsuri*-s (festivals) etc.); Language for travelling - shopping-asking item prices (____ *wa ikura desu ka* and numbers up to 100 million), train stations, taxis, and restaurants (e.g. *mizu o kudasai*).

Course Outcomes:

After completing this unit students will be able to

- CO1:** Recognize Japanese characters and use appropriate greetings and polite expressions in basic social interactions
- CO2:** Introduce themselves and construct simple Japanese sentences using the subject-predicate pattern with *desu*, form negative statements, count to one hundred, and apply demonstrative and spatial reference words correctly
- CO3:** Produce affirmative and negative sentences in non-past and past tenses, use animate and inanimate existence verbs and describe people and objects using *i-* and *na-*adjectives.
- CO4:** Use vocabulary for days, months, family, food, household objects, locations, nationalities, and time expressions to read a calendar and discuss daily schedules.
- CO5:** Apply practical conversation skills in the context of travel, restaurant visits, medical appointments, university navigation, and shopping.

Text Book(s)

1. Banno, E., Ohno, Y., Sakane, Y., & Shinagawa, C. (2011). *Genki I: An Integrated Course in Elementary Japanese* (2nd ed.). The Japan Times.

Reference Books

1. Banno, E., Ohno, Y., Sakane, Y., & Shinagawa, C. (2011). *Genki I Workbook* (2nd ed.). The Japan Times. (Practice exercises complementing the primary textbook.)
2. Takamizawa, H. (Ed.). (2004). *Japanese for Busy People I* (Revised 3rd ed.). Kodansha International. (Practical, communicative approach suitable for everyday language use covered in Units 4 and 5.)
3. Hormuth, S. (2008). *Hiragana and Katakana: Workbook and Flash Cards*. Tuttle Publishing. (Focused script acquisition resource for Unit 1.)

Mode of Evaluation: Assignments and Mid Term Tests.

Additional Language Courses

26BFENGJC06 हिंदी

L T P C
2 0 0 0

Pre-requisite Nil

Course Description:

यह पाठ्यक्रम छात्रों के हिंदी भाषा कौशल को विकसित करता है। इसमें चयनित हिंदी कहानियों और व्याकरण का अध्ययन शामिल है। यह छात्रों को सही शब्दावली और व्याकरण का प्रयोग करने में सहायता करता है। साथ ही, यह साहित्यिक, सामाजिक और सांस्कृतिक समझ को बढ़ाता है।

Course Objectives:

1. हिंदी में सुनने, बोलने, पढ़ने और लिखने के कौशल विकसित करने में सक्षम बनाना।
2. दैनिक जीवन, शैक्षणिक और व्यावसायिक परिस्थितियों में हिंदी भाषा के प्रभावी प्रयोग से परिचित कराना।
3. हिंदी कहानियों के माध्यम से साहित्य, संस्कृति, सामाजिक मूल्यों और मानवीय संवेदनाओं की समझ विकसित करना।
4. हिंदी व्याकरण, शब्दावली और वाक्य संरचना का बुनियादी ज्ञान प्रदान करना।
5. विभिन्न परिस्थितियों में सही, सरल और प्रभावी हिंदी संचार के लिए विद्यार्थियों को तैयार करना।

UNIT I

6 hours

कफ़न - मुंशी प्रेमचंद

व्याकरण: विकारी और अविकारी शब्द, संज्ञा और उसके भेद, विलोम शब्द, हिंदी से अंग्रेज़ी में अनुवाद

UNIT II

6 hours

गिल्लू - महादेवी वर्मा

व्याकरण: सर्वनाम और उसके भेद, क्रिया और उसके भेद, पद-परिचय

UNIT III

6 hours

चीफ़ की दावत - भीष्म साहनी

व्याकरण: विशेषण और उसके भेद, क्रिया-विशेषण और उसके भेद, वाक्य-शुद्धि, मुहावरे

UNIT IV

6 hours

उसने कहा था - चंद्रधर शर्मा गुलेरी

व्याकरण: संबंधबोधक अव्यय, समुच्चयबोधक अव्यय, विस्मयादिबोधक अव्यय

UNIT V

6 hours

पुरस्कार - जयशंकर प्रसाद

व्याकरण: लिंग, वचन, काल और उसके भेद, वाच्य और उसके, भेद 'ने' का प्रयोग

Course Outcomes:

CO1: सामान्य हिंदी को समझ सकेंगे तथा दैनिक विषयों पर सरल बातचीत कर सकेंगे।

CO2: विभिन्न सामाजिक और व्यावसायिक परिस्थितियों में हिंदी भाषा का प्रयोग कर सकेंगे।

CO3: चयनित हिंदी कहानियों के विषय, पात्र, सामाजिक मूल्यों और संदेशों का विश्लेषण कर सकेंगे।

CO4: हिंदी व्याकरण की मूल अवधारणाओं को समझकर उनका सही प्रयोग कर सकेंगे।

CO5: उपयुक्त शब्दावली और व्याकरण का प्रयोग करते हुए सरल मौखिक एवं लिखित हिंदी में अभिव्यक्त कर सकेंगे।

Text Book(s)

1. कहानी संग्रह: *मानसरोवर* — मुंशी प्रेमचंद, विभिन्न संस्करण।
2. हिंदी कहानी संग्रह: चयनित कहानियाँ — महादेवी वर्मा, भीष्म साहनी, चंद्रधर शर्मा गुलेरी एवं जयशंकर प्रसाद।
3. व्याकरण: *सरल हिंदी व्याकरण और पत्र लेखन* — डॉ. मंजुनाथ, वाणी प्रकाशन, नई दिल्ली।

Reference Books

1. मानक हिंदी व्याकरण — हिंदी व्याकरण एवं भाषा-प्रयोग के लिए।
2. आधुनिक हिंदी कहानी संग्रह — चयनित हिंदी कहानियों के अध्ययन के लिए।

Mode of Evaluation: Assignments and Mid Term Tests.