

**Guidelines for Program Outcomes, Program Specific Outcomes,  
Course Outcomes, and their Attainment levels**

**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)**

**[BBA (Hons.)]**

(Under Choice Based Credit System)

*(w.e.f. the session 2021-22)*

**Guidelines for Program Outcomes, Program Specific Outcomes,  
Course Outcomes, and their Attainment levels**

- 1. Introduction:** As per NAAC Revised Accreditation Framework (RAF), Program Outcomes (POs), Program Specific Outcomes (PSOs) and Course Outcomes (COs) for all the programs offered by the University are to be stated and displayed on the University website.
- 2. Program Outcomes (POs):**

**Program Outcomes for the Faculty of Commerce and Management:** On successful completion of a program under faculty of Commerce and Management, student will be able to develop:

<b>PO1:</b>	<b>Soft skills and working skills:</b> To comprehend, communicate and execute effectively and efficiently in all of their dealings
<b>PO2:</b>	<b>Leadership:</b> To develop abilities to both lead and respect the views positions and beliefs of others and to plan and manage effectively.
<b>PO3:</b>	<b>Innovativeness and Entrepreneurship:</b> To explore issues and problem that needs solutions with entrepreneurial orientation
<b>PO4:</b>	<b>Ethics and Values:</b> To recognize, appreciate and follow ethical standards in all walks of life
<b>PO5:</b>	<b>Adaptability and Sociability:</b> Ready to understand and adapt the changing environment
<b>PO6:</b>	<b>Research and Analytical abilities:</b> To explore, analyses and provide solutions on emerging issues concerning various fields including public policy.
<b>PO7:</b>	<b>Practical exposure and Employability:</b> Exposure to actual working environment leading to employability
<b>PO8:</b>	<b>Environmental Consciousness:</b> In every action, dealing, service, and manifestation

3. **Program Specific Outcomes (PSOs):** PSOs are what the students of BBA (H) program are expected to learn and be able to do after the successful completion of the program.

**Program Specific Outcomes (PSO):** On successful completion of BBA (H) Program from the Institute of Management Studies, the students would be able to:

PSO1:	manifest executive knowledge to handle varied business situations & tasks effectively to solve business problems
PSO2:	identify & play effectively executive and supervisory roles in organizations
PSO3:	understand & apply ethical principles & make value based decisions as socially responsible citizens
PSO4:	communicate & work in teams towards organizational goals

4. **Course Outcomes (COs):** Course outcomes are the statements that describe what the students are expected to know and be able to do after the successful completion of the course.
5. **Mapping:** Mapping is a process of representing the correlation between COs and POs, COs and PSOs in the scale of 1 to 3 as follows:

**Scale of mapping between COs and POs/PSOs**

Scale

- 1 If the contents of course have low correlation (i.e., in agreement with the particular PO/PSO to a small extent) with the particular Program outcome
- 2 If the contents of course have medium correlation ( i.e., in agreement with the particular PO/PSO to a reasonable extent) with the particular Program outcome
- 3 If the contents of course have strong correlation ( i.e., in agreement with the particular PO/PSO to a large extent) with the particular Program outcome

<b>CC-11: Conceptual Foundations of Management</b>	
COs	After completing this course, the students will be able to:
CC-11.1	understand the concepts of management and the roles of managers in an organization
CC-11.2	understand the managerial functions of planning, decision making and management by objectives
CC-11.3	understand the organizing function of management
CC-11.4	understand and apply the basics of leadership and motivation in an organization
CC-11.5	develop and apply various quantitative and qualitative control techniques in organization

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CC-11.1	2	2	1	1	2	1	1	3	1	2	2	3
CC-11.2	3	2	1	3	2	3	1	2	2	1	2	2
CC-11.3	3	3	3	2	2	1	3	3	1	2	3	1
CC-11.4	3	2	2	2	3	2	2	3	2	2	1	3
CC-11.5	2	3	2	2	3	3	2	2	3	3	3	3
<b>Average</b>	<b>2.6</b>	<b>2.4</b>	<b>1.8</b>	<b>2.0</b>	<b>2.4</b>	<b>2.0</b>	<b>1.8</b>	<b>2.6</b>	<b>1.8</b>	<b>2.0</b>	<b>2.2</b>	<b>2.4</b>

<b>CC-12: Business Economics</b>	
COs	After completing this course, the students will be able to:
CC-12.1	understand the concepts of micro and macroeconomics along with the framework of economic system
CC-12.2	develop an understanding of nature and scope of business economics and also recognise its role and relevance in business decision making
CC-12.3	understand and apply various tools and techniques of business economics
CC-12.4	understand the techniques of cost analysis, and to comprehend various market structures
CC-12.5	understand the concepts of national income, investment analysis and multiplier effect

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CC-12.1	3	2	3	3	2	2	3	3	3	2	2	2
CC-12.2	3	3	2	3	2	2	3	2	3	3	2	2
CC-12.3	3	3	3	3	3	3	3	2	3	3	3	3
CC-12.4	3	3	3	3	3	3	3	3	3	3	3	2
CC-12.5	2	3	3	3	3	3	3	3	3	2	3	3
<b>Average</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>3.0</b>	<b>2.6</b>	<b>2.6</b>	<b>3.0</b>	<b>2.6</b>	<b>3.0</b>	<b>2.6</b>	<b>2.6</b>	<b>2.4</b>

<b>CC-13: Fundamentals of Accounting</b>	
COs	After completing this course, the students will be able to:
CC-13.1	show proficiency in different accounting concepts and conventions and understanding of accounting process
CC-13.2	gain the ability of using accounting information as a tool in applying solutions for managerial problems
CC-13.3	understand the accounting aspects related to assets and liabilities and preparing the financial statements
CC-13.4	understand how to calculate depreciation by applying various methods
CC-13.5	understand and apply basic accounting software in computers

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CC-13.1	3	1	3	3	2	3	2	1	2	3	3	2
CC-13.2	2	3	3	3	3	3	2	3	3	2	2	3
CC-13.3	2	1	3	2	3	2	2	3	3	1	1	2
CC-13.4	3	3	2	3	1	3	2	2	1	3	1	1
CC-13.5	2	1	2	3	3	2	3	2	3	3	3	3
<b>Average</b>	<b>2.4</b>	<b>1.8</b>	<b>2.6</b>	<b>2.8</b>	<b>2.4</b>	<b>2.6</b>	<b>2.2</b>	<b>2.2</b>	<b>2.4</b>	<b>2.4</b>	<b>2.0</b>	<b>2.2</b>

<b>SEC-11: Business Mathematics</b>	
COs	After completing this course, the students will be able to:
SEC-11.1	understand the concept of mathematical progressions and their applications
SEC-11.2	understand the concepts and applications of permutations, combinations, and binomial theorem
SEC-11.3	understand the set theory and appropriately apply the concepts for comprehending relevant situations/problems
SEC-11.4	understand the matrix algebra and its application to business situations/problems
SEC-11.5	understand the concepts related to functions, and applications of derivatives and integrals

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
SEC-11.1	2	1	2	1	1	3	1	1	2	1	1	2
SEC-11.2	2	1	2	1	1	3	2	1	2	1	1	2
SEC-11.3	1	1	1	1	1	2	2	1	2	1	1	1
SEC-11.4	1	1	1	1	1	2	2	1	2	1	1	1
SEC-11.5	2	1	2	1	1	3	1	1	3	2	1	2
<b>Average</b>	<b>1.6</b>	<b>1.0</b>	<b>1.6</b>	<b>1.0</b>	<b>1.0</b>	<b>2.6</b>	<b>1.6</b>	<b>1.0</b>	<b>2.2</b>	<b>1.2</b>	<b>1.0</b>	<b>1.6</b>

<b>SEC-12: Essential Computer Skills</b>	
COs	After completing this course, the students will be able to:
SEC-12.1	understand basics of computer, its components, computer software and hardware
SEC-12.2	understand numerous types of storage devices used in computer, and various types of network connections
SEC-12.3	understand the role of operating system and their types in the working of computer, and understand how word processor works
SEC-12.4	have theoretical and practical knowledge of MS-Word, MS-PowerPoint
SEC-12.5	have theoretical and practical knowledge of MS-Excel, and internet applications

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
SEC-12.1	3	2	2	1	2	1	1	2	2	2	2	2
SEC-12.2	1	2	1	2	1	1	2	2	2	2	2	3
SEC-12.3	3	2	2	3	3	2	1	3	2	2	2	2
SEC-12.4	3	3	2	2	3	2	2	3	3	2	3	3
SEC-12.5	3	3	2	3	3	2	2	2	3	2	3	3
<b>Average</b>	<b>2.6</b>	<b>2.4</b>	<b>1.8</b>	<b>2.2</b>	<b>2.4</b>	<b>1.6</b>	<b>1.6</b>	<b>2.4</b>	<b>2.4</b>	<b>2.0</b>	<b>2.4</b>	<b>2.6</b>

<b>AEC-11: Vyavharik Hindi</b>	
COs	After completing this course, the students will be able to:
AEC-11.1	learn the official Hindi language, president's bill and Hindi shikshan scheme of central government
AEC-11.2	learn different forms of official correspondence including press note, advertisement etc.
AEC-11.3	understand the translation (anuvaad), expansion (pallawan) and condensation (sankshepan)
AEC-11.4	learn the official dictionary used in ministries, corporations, and different departments of government
AEC-11.5	learn the art of writing essays on given latest business related topics

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
AEC-11.1	3	1	2	1	3	3	3	1	2	1	2	1
AEC-11.2	3	1	2	1	3	3	3	1	2	2	2	2
AEC-11.3	2	1	1	1	2	2	3	1	2	2	1	2
AEC-11.4	3	2	2	1	3	3	3	1	2	2	2	2
AEC-11.5	3	2	3	2	2	3	3	2	3	2	2	3
<b>Average</b>	<b>2.8</b>	<b>1.4</b>	<b>2.0</b>	<b>1.2</b>	<b>2.6</b>	<b>2.8</b>	<b>3.0</b>	<b>1.2</b>	<b>2.2</b>	<b>1.8</b>	<b>1.8</b>	<b>2.0</b>



<b>AEC-12: Fundamentals of English</b>	
COs	After completing this course, the students will be able to:
AEC-12.1	understand the basics of grammar to better communicate in the English language
AEC-12.2	learn tenses, transformation of sentences, active and passive voice
AEC-12.3	understand and have a reasonable command over vocabulary in English
AEC-12.4	learn how to write formal letters including business and official letters & writing CVs, punctuation, etc.

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
AEC-12.1	3	2	1	1	2	1	3	1	2	2	2	3
AEC-12.2	3	2	1	1	2	1	3	1	2	2	2	3
AEC-12.3	3	2	1	1	2	1	3	1	2	2	2	3
AEC-12.4	3	2	1	1	2	1	3	1	2	2	2	3
<b>Average</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>

<b>CC-21 : Organisation Behaviour</b>	
COs	After completing this course, the students will be able to:
CC-21.1	understand the need of systematic study of behaviour
CC-21.2	understand the various dimensions of individual behaviour
CC-21.3	understand the perceptual process and its impact on individual decision making, the motivation concepts and their applications
CC-21.4	understand the foundations of group behaviour and teams in work places
CC-21.5	understand power and politics, conflict management, and the concepts of organizational culture, change, and development

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CC-21.1	1	3	1	3	1	1	3	3	1	1	3	1
CC-21.2	3	2	3	1	3	1	3	1	1	2	2	3
CC-21.3	1	3	1	3	3	3	3	2	3	1	2	1
CC-21.4	1	2	3	1	3	1	2	3	1	3	1	2
CC-21.5	3	2	1	3	1	2	1	2	3	1	3	3
<b>Average</b>	<b>1.8</b>	<b>2.4</b>	<b>1.8</b>	<b>2.2</b>	<b>2.2</b>	<b>1.6</b>	<b>2.4</b>	<b>2.2</b>	<b>1.8</b>	<b>1.6</b>	<b>2.2</b>	<b>2.0</b>

<b>CC-22: Principles of Marketing</b>	
COs	After completion of this course, the students will be able to:
CC-22.1	comprehend the concepts of marketing and the marketing environment
CC-22.2	understand the product mix dimensions
CC-22.3	understand the promotion & pricing mix perspective
CC-22.4	comprehend the concepts of logistics and distribution
CC-22.5	comprehend the research, information systems and basic understanding and logic behind internet marketing, green marketing, and network marketing

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CC-22.1	3	2	2	3	2	2	2	2	3	2	2	3
CC-22.2	3	2	3	3	2	3	3	3	3	3	2	3
CC-22.3	3	2	2	3	3	3	3	3	3	2	2	3
CC-22.4	3	3	2	3	3	3	3	3	3	3	2	3
CC-22.5	3	2	2	3	3	3	3	2	3	3	2	3
<b>Average</b>	<b>3.0</b>	<b>2.2</b>	<b>2.2</b>	<b>3.0</b>	<b>2.6</b>	<b>2.8</b>	<b>2.8</b>	<b>2.6</b>	<b>3.0</b>	<b>2.6</b>	<b>2.0</b>	<b>3.0</b>

<b>CC-23: Entrepreneurial Development</b>	
COs	After completion of this course, the students will be able to:
CC-23.1	become aware of entrepreneurship opportunities available in the society for the entrepreneur
CC-23.2	develop a business plan and carry out feasibility study
CC-23.3	understand importance of innovation and creativity in entrepreneurial ventures
CC-23.4	understand governmental framework for entrepreneurial development
CC-23.5	comprehend the role of SIDBI, MSME, SHGs in entrepreneurial development

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CC-23.1	3	3	2	3	3	3	2	2	2	2	3	2
CC-23.2	3	3	2	3	2	2	2	2	3	3	3	3
CC-23.3	2	2	2	2	3	3	2	3	2	2	2	3
CC-23.4	3	3	2	3	2	2	2	2	2	2	3	2
CC-23.5	2	2	3	3	2	2	3	3	3	3	2	3
<b>Average</b>	<b>2.6</b>	<b>2.6</b>	<b>2.2</b>	<b>2.8</b>	<b>2.4</b>	<b>2.4</b>	<b>2.2</b>	<b>2.4</b>	<b>2.4</b>	<b>2.4</b>	<b>2.6</b>	<b>2.6</b>

<b>SEC-21: Soft Skills &amp; Personality Development</b>	
COs	After completion of this course, the students will be able to:
SEC-21.1	apply techniques of effective goal setting, follow basic business etiquettes in corporate setting and enhance their self-esteem and confidence
SEC-21.2	apply effective time management skills and enhance their reading, writing, speaking and listening skills
SEC-21.3	apply techniques of self-motivation and motivation of others and adapt to changes in a better manner
SEC-21.4	enhance their EQ and develop creative thinking
SEC-21.5	enhance their personality for focused behaviour

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
SEC-21.1	3	2	3	3	3	3	1	3	3	3	3	2
SEC-21.2	3	3	2	1	2	3	2	3	3	3	2	3
SEC-21.3	3	3	2	3	2	2	3	2	1	2	3	1
SEC-21.4	1	2	3	3	2	3	3	3	3	3	3	3
SEC-21.5	2	2	2	3	3	2	3	3	2	2	2	3
<b>Average</b>	<b>2.4</b>	<b>2.4</b>	<b>2.4</b>	<b>2.6</b>	<b>2.4</b>	<b>2.6</b>	<b>2.4</b>	<b>2.8</b>	<b>2.4</b>	<b>2.6</b>	<b>2.6</b>	<b>2.4</b>

<b>AEC-21: Proficiency in English</b>	
COs	After completion of this course, the students will be able to:
AEC-21.1	understand the basics of grammar to better communicate in the English language
AEC-21.2	read and write in English effectively with gaining experience through practice
AEC-21.3	understand and have a reasonable command over vocabulary in English and intonations
AEC-21.4	speak effective English and then to command through regular practice
AEC-21.5	develop proficiency through use of various media of English, e.g. magazine, audio visual aids, books etc.

### Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
AEC-21.1	3	3	1	2	2	1	3	1	3	1	2	3
AEC-21.2	3	3	1	2	2	1	3	2	3	1	1	3
AEC-21.3	3	3	1	2	2	1	3	2	2	1	1	3
AEC-21.4	3	3	1	2	2	1	3	2	1	1	1	3
AEC-21.5	3	3	1	2	2	1	3	2	2	1	1	3
<b>Average</b>	<b>3.0</b>	<b>3.0</b>	<b>1.0</b>	<b>2.0</b>	<b>2.0</b>	<b>1.0</b>	<b>3.0</b>	<b>1.8</b>	<b>2.2</b>	<b>1.0</b>	<b>1.2</b>	<b>3.0</b>

<b>AEC-22: Environment Studies</b>	
COs	After completion of this course, the students will be able to:
AEC-22.1	understand the definition of environmental studies, its scope and importance in the conservation of environment
AEC-22.2	understand the concept of ecosystem and different types of natural and artificial ecosystems in the world, the biogeochemical cycling and energy flow in an ecosystem
AEC-22.3	describe the various renewable and non-renewable natural resources and their over-exploitation due to increasing demands of rising population
AEC-22.4	become aware about our biodiversity, its importance and the various threats that are a problem for the biodiversity. they will understand the endangered species and their conservation measures that are needed to be adopted at different levels.
AEC-22.5	have understanding about the types of pollution and how to reduce those pollution levels in air, soil, water, land and from marine bodies as well. they will develop interest in reducing the solid waste generation as well as its management at household level
AEC-22.6	gain knowledge of various global environmental issues like climate change, global warming and ozone depletion and also about different environmental laws implemented to conserve the environment
AEC-22.7	explain the concept of population growth and drug abuse
AEC-22.8	understand the econ-system and environment

## Mapping Matrix

CO#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
AEC-22.1	1	2	3	2	3	2	2	3	1	1	2	1
AEC-22.2	1	2	3	3	3	2	3	3	1	2	3	1
AEC-22.3	1	2	3	2	3	2	2	3	1	3	3	2
AEC-22.4	1	2	3	3	3	2	3	3	2	2	3	2
AEC-22.5	1	2	3	3	3	3	3	3	2	2	3	2
AEC-22.6	1	2	3	3	3	3	3	3	2	3	3	3
AEC-22.7	1	2	3	3	3	3	3	3	2	3	3	2
AEC-22.8	1	2	3	3	3	3	3	3	2	3	3	3
<b>Average</b>	<b>1.0</b>	<b>2.0</b>	<b>3.0</b>	<b>2.8</b>	<b>3.0</b>	<b>2.5</b>	<b>2.8</b>	<b>3.0</b>	<b>1.6</b>	<b>2.4</b>	<b>2.9</b>	<b>2.0</b>

**Bachelor of Business Administration (Honours)**  
**Scheme of Examination (w.e.f. the Session 2021-22)**

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Notes regarding paper code:

- (a). CC = Core Course; SEC = Skill Enhancement Course; AEC = Ability Enhancement Course; DSE = Discipline Specific Elective  
 (b). The first digit represents the Semester; the second digit differentiates among the Subjects in a semester

**Semester I (Marks: 600; Credits: 27)**

| Code   | Nomenclature                         | Credits | Maximum Marks<br>(Internal + End-Term) | Minimum Pass Marks<br>(Internal + End-Term) | Time for End-Term<br>Examination |
|--------|--------------------------------------|---------|----------------------------------------|---------------------------------------------|----------------------------------|
| CC-11  | Conceptual Foundations of Management | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-12  | Business Economics                   | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-13  | Fundamentals of Accounting           | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| SEC-11 | Business Mathematics                 | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| SEC-12 | Essential Computer Skills            | 4       | 100 (30+30 <sup>Practical</sup> +40)   | 40 (12+12 <sup>Practical</sup> +16)         | 2 Hours                          |
| AEC-11 | Vyavharik Hindi                      | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
|        | OR                                   |         |                                        |                                             |                                  |
| AEC-12 | Fundamentals of English*             | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |

\*for foreign students only.

**Semester II (Marks: 600; Credits: 27)**

| Code   | Nomenclature                          | Credits | Maximum Marks<br>(Internal + End-Term) | Minimum Pass Marks<br>(Internal + End-Term) | Time for End-Term<br>Examination |
|--------|---------------------------------------|---------|----------------------------------------|---------------------------------------------|----------------------------------|
| CC-21  | Organization Behavior                 | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-22  | Principles of Marketing               | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-23  | Entrepreneurial Development           | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| SEC-21 | Soft Skills & Personality Development | 4       | 100 <sup>Internal</sup>                | 40                                          | -NA-                             |
| AEC-21 | Proficiency in English                | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| AEC-22 | Environmental Studies                 | 2       | 50 (10+40)                             | 20 (4+16)                                   | 2 Hours                          |
| AEC-23 | Viva-Voce <sup>a</sup>                | 2       | 50                                     | 20                                          | -NA-                             |

<sup>a</sup> based on the learning in the first two semesters.



**Semester III (Marks: 600; Credits: 27)**

| <b>Code</b> | <b>Nomenclature</b>               | <b>Credits</b> | <b>Maximum Marks<br/>(Internal + End-Term)</b> | <b>Minimum Pass Marks<br/>(Internal + End-Term)</b> | <b>Time for End-Term<br/>Examination</b> |
|-------------|-----------------------------------|----------------|------------------------------------------------|-----------------------------------------------------|------------------------------------------|
| CC-31       | Business Laws                     | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-32       | Financial Accounting and Auditing | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-33       | Human Resource Management         | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-34       | Digital & Social Media Marketing  | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| SEC-35      | Business Communication            | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| SEC-36      | Statistics for Managers           | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |

**Semester IV (Marks: 650; Credits: 29)**

| <b>Code</b> | <b>Nomenclature</b>                    | <b>Credits</b> | <b>Maximum Marks<br/>(Internal + End-Term)</b> | <b>Minimum Pass Marks<br/>(Internal + End-Term)</b> | <b>Time for End-Term<br/>Examination</b> |
|-------------|----------------------------------------|----------------|------------------------------------------------|-----------------------------------------------------|------------------------------------------|
| CC-41       | Financial Management                   | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-42       | Production & Operations Management     | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-43       | E-Commerce                             | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-44       | Business Ethics                        | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-45       | Quantitative Techniques for Management | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| SEC-41      | Employability Skills                   | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| AEC-41      | Viva-Voce <sup>b</sup>                 | 2              | 50                                             | 20                                                  | -NA-                                     |

<sup>b</sup> based on the learning in the first two semesters.

**Semester V (Marks: 600; Credits: 25)**

| Code                                            | Nomenclature              | Credits | Maximum Marks<br>(Internal + End-Term) | Minimum Pass Marks<br>(Internal + End-Term) | Time for End-Term<br>Examination |
|-------------------------------------------------|---------------------------|---------|----------------------------------------|---------------------------------------------|----------------------------------|
| CC-51                                           | Cost Accounting           | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-52                                           | International Business    | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-53                                           | Taxation Laws             | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-54                                           | Labor Laws                | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| SEC-51                                          | Business Research Methods | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| The students will opt any one of the following: |                           |         |                                        |                                             |                                  |
| DSE-51                                          | Principles of Insurance   | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| DSE-52                                          | Sales Management          | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| DSE-53                                          | Business Analytics-I      | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |

**Semester VI (Marks: 450; Credits: 22)**

| Code                                                                                                                                           | Nomenclature            | Credits | Maximum Marks<br>(Internal + End-Term) | Minimum Pass Marks<br>(Internal + End-Term) | Time for End-Term<br>Examination |
|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------|----------------------------------------|---------------------------------------------|----------------------------------|
| CC-61                                                                                                                                          | Internship <sup>†</sup> | 15      | 300 (150+150)                          | 120 (60+60)                                 | -NA-                             |
| AEC-61                                                                                                                                         | Viva-Voce <sup>c</sup>  | 2       | 50                                     | 20                                          | -NA-                             |
| The students will (based on his/her choice in Semester V; e.g., a student who opt DSE-51, will opt DSE-61, and so on)opt one of the following: |                         |         |                                        |                                             |                                  |
| DSE-61                                                                                                                                         | Principles of Banking   | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| DSE-62                                                                                                                                         | Retail Management       | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| DSE-63                                                                                                                                         | Business Analytics-II   | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |

<sup>c</sup> based on the learning in the whole program.

<sup>†</sup>**Note:** During the 6<sup>th</sup> Semester, every student shall be required to undergo 14-16 weeks internship (during the months from January to April) in an Industrial/Commercial/Service Organization in Private/Public/Co-operative/Joint Sector as approved by the Director. After completion of the training, every student shall be required to prepare and submit a report, and present the same before a panel of two experts as approved by the Director. The report and its presentation will carry 150 marks, in total. Besides, the supervisor/ mentor of the apprentice student will make evaluation out of 150 marks.

**Semesters I to VI (Total Marks: 3500; Total Credits: 157)**

## CC-11: Conceptual Foundations of Management

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks:40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

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

### Course Content:

- Unit-I: Nature, Scope and Significance of Management; Process of Management; Role of Managers; Principles of Management; Levels of Management; Evolution of Management Thought: Classical, Neoclassical and Contingency
- Unit-II: Planning: Meaning, Importance, and Process; Effective Planning; Types of Plans;Decision Making: Concept, Nature, Types of Decision, Process, and Techniques; Management by Objectives: Concept & Applications
- Unit-III: Organizing: Nature, Importance, Principles and Process; Departmentalization; Decentralization; Centralization; Delegation; Authority and Responsibility Relationship: Line, Staff and Functional; Formal vs. Informal Organizations
- Unit-IV: Leadership: Meaning and Nature; Motivation: Meaning and Nature; Process and Content Theory of Motivation
- Unit-V: Control: Nature, Process and Significance; Control Methods: Pre-action Control, Steering Control and Post-action Control; Control Techniques

**Note:**The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

### Suggested Readings:

1. Koontz, H. & Weihrich, H. (2012). *Essentials of Management: An International Perspective* (8th ed.). McGraw Hill.
2. Robbins S. P., &Coulter, M. (2020). *Management* (15th ed.). Pearson.
3. Kreitner, R., & Mohapatra, M. (2008).*Management*. Dreamtech Press.
4. Stoner, J. A. F., Gilbert, D. R., & Freeman, R. E. (2003). *Management* (6th ed.). Pearson.
5. Rao, V. S. P. (2006). *Human Resource Management: Text and Cases*. Excel Books.

**CC-12: Business Economics**

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks:40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:**To familiarize the students about basic concepts and theories of business economics.

**Course Content:**

- Unit-I: Economics: Meaning, Nature and Scope; Micro & Macro Economics; Central Problems of an Economy, Economic Systems: Types and Features
- Unit-II: Business Economics: Nature and Scope; Basic Tools in Economic Analysis; Objectives of a Firm; Theory of Demand: Meaning, Types of Demand, Law of Demand, Factors Affecting Demand; Marginal Utility Analysis and Consumer Behaviour Analysis: Cardinal and Ordinal Utility Approach
- Unit-III: Elasticity of Demand; Measurement, Implications for Decision Making; Demand Forecasting: Meaning, Types, and Methods; Production and Cost Analysis: Production Function, Least Cost Combination of Inputs; Factor Productivity and Returns to Scale.
- Unit-IV: Cost Concepts; Traditional and Modern Theory of Cost; Economies of Scale, Market Structures and Firm's Equilibrium.
- Unit-V: Concepts of Revenue; National Income, Consumption Function, Multiplier & Investment Analysis; Keynesian Approach

**Note:**The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

**Suggested Readings:**

1. Jole, D: *Managerial Economics*, PrenticeHall.
2. V. Mote, Paul, S., & G. Gupta (2017): *Managerial Economics: Concepts and Cases*. McGraw Hill.
3. Truett, C. J., & D. B. Truett (1984): *Managerial Economics* (2nd ed.). Cincinnati, South Western Publication.
4. Dwivedi, D. N. (2015): *Managerial Economics* (8th ed.). Vikas Publication
5. Koutsoyiannis, A. (2003): *Modern Microeconomics* (Indian 2nd ed.). Palgrave Macmillan

**CC-13: Fundamentals of Accounting**

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks:40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:**To develop conceptual understanding of the fundamentals of financial accounting process and software.

**Course Content:**

- Unit-I: Accounting: Nature, Scope, Functions and Limitations; Types of Accounting and Accounting System; Accounting Concepts and Conventions; Accounting Equation
- Unit-II: Accounting Process: Journal and Ledger, Trial Balance, Subsidiary Books
- Unit-III: Capital and Revenue; Classification of Income, Expenditure, and Receipts; Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet (with adjustments)
- Unit-IV: Depreciation: Concept, Causes, Features, Objectives, and Methods; Valuation of Stock, Bank Reconciliation Statement; Introduction of IASB & IFRS
- Unit-V: Role of Computer in Accounting; Flow Chart, Software Packages for Accounting, Accounting for Non-Profit Organizations

**Note:**The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

**Suggested Readings:**

1. Bhattacharya, K., & Dearden J.: *Accounting for Management - Text and Cases*. Vikas Publishing House
2. Gupta, A. (2004): *Financial Accounting for Management*. Pearson, Delhi, 2004.
3. Hingorani, N. L., & Ramanathan, A. R. (1992): *Management Accounting* (5th ed.). Sultan Chand and Sons.
4. Jelsy Joseph Kuppapally, J. J. (2010): *Accounting for Managers*. Prentice Hall.
5. Narayanaswamy R. (2011): *Financial Accounting*. Prentice Hall.
6. Paresh Shah, P. (2007): *Basic Accounting for Managers*. Oxford.

**SEC-11: Business Mathematics**

Credits: 4; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks:40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To familiarize the students with basic mathematical concepts and their business applications

**Course Content:**

- Unit-I: Arithmetic Progression; Geometric Progression; Harmonic Progression; Permutations and Combinations; Binomial Theorem
- Unit-II: Set Theory: Introduction, Types, and Set Operations (Compliment, Union, Intersection, and Difference); Cartesian Product of Two Sets
- Unit-III: Matrices: Concept, Types, and Operations (Addition, Multiplication, Transpose, and Inverse); Determinants; Solution of Simultaneous Linear Equations
- Unit-IV: Functions: Concept, Types, and Graphical Representation; Basics of Differential Calculus: Rules, Maxima and Minima; Point of Inflexion; Higher Order Derivatives; Integral Calculus: Rules, Definite Integral

**Note:** The external (end-term) question paper will be comprised of two parts. In Part-A, there will be *two* questions from each unit (total *eight* questions, carrying five marks each).

In Part-B, the questions will relate to business and economic applications of the mathematical concepts; there will be *one* question from each unit (total *four* questions, carrying fifteen marks each).

The students will be required to attempt *eight* questions in all, by selecting *five* questions from Part-A, and *three* questions from Part-B.

**Suggested Readings:**

1. Khan, S.M. (2012). *A Textbook of Business Mathematics*. Viva Books.
2. Raghavachari, M. (2008). *Mathematics for Management: An Introduction* (33rd reprint). Tata McGraw Hills.
3. Rangaraj, G., Mallieswari, R., & Rema, V. (2020). *Business Mathematics*. Cengage.
4. Sancheti, D.C., & Kapoor, V.K. (2015). *Business Mathematics* (11th ed.). Sultan Chand & Sons.
5. Soper, J. (2004). *Mathematics for Economics and Business: An Interactive Introduction* (2nd ed.). Wiley-Blackwell.

### SEC-12: Essential Computer Skills

Credits: 4; Maximum Marks: 100 (30/Int. + 30/Practical + 40/End-Term);  
Minimum Pass Marks:40 (12/Int. +12/Practical +16/End-Term);  
Time for End-Term Exam: 2 Hours

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

#### Course Content:

- Unit-I: Introduction to Computer, Characteristics of Computers; Evolution of Computers; Basic Components of a Computer, Their Functions, and Inter-relation; Computer Languages; Types of Computer Systems: Personal-Micro, Mini, Mainframe, and Super Computer.
- Unit-II: Data Storage: Primary Storage, Secondary Storage; Input and Output Devices; Concept of Data Communication and Network Topology
- Unit-III: Operating System: Introduction to Operating System; Types of Operating Systems; Word Processor: Meaning and Applications
- Unit-IV: Windows: Basic Functionality; MS Office: Basic functions and Commands in MS Word and MS PowerPoint
- Unit-V: MS Office: MS Excel-Working with Excel, Basic Functions and Formulae; Internet: Usage and Applications,

**Note:**The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

**Practical:** The practical will be based on the applications of MS Office: MS Word, MS Excel & MS PowerPoint

#### Suggested Readings:

1. Sinha, P. K.: *Computer Fundamentals* (3rd ed.). BPB Publications.
2. Raja, R. (2007): *Fundamentals of Computer*, Prentice Hall.
3. Dhunna, M., & Dixit J.B. (2010): *Information Technology in Business Management*, University Science Press New Delhi (An imprint of Laxmi Publications, New Delhi).  
Gill N.S.: *Computer Network*, Krishna Publishing House, New Delhi
4. Douglas, E. Comer: *Computer Network and Internet*. Pearson.

**AEC-11: Vyavharik Hindi**

Credits: 4; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks:40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**उद्देश्य:** इस विषयका उद्देश्य वाणिज्य एवं प्रबंधनसे जुड़े विद्यार्थियोंको राजभाषा राष्ट्रभाषाहिंदीका व्यावहारिक ज्ञान प्रदान करना है, ताकि वे जनसामान्य तक अपनी बात, उनकी अपनी भाषामें, पहुंचा सकें।

**Course Content:**

- खंड – क राजभाषा अधिनियम, राष्ट्रपतिके अध्यादेश तथा केंद्रीय सरकारकी हिंदी शिक्षण-योजना
- खंड – ख पत्राचारके विधिरूप (मूलपत्र, पत्रोत्तर, पावती, अनुस्मारक, अर्द्धसरकारीपत्र, ज्ञापन, परिपत्र, आदेश, पृष्ठांकन, अंतःविभागीय टिप्पण, निविदा सूचना, विज्ञापन, प्रैसविज्ञप्ति, प्रैसनोट, प्रतिवेदन)
- खंड – ग (1). अनुवाद: स्वरूप, प्रकृति, प्रक्रिया, वर्गीकरण, व्यावहारिक अनुवाद (प्रदत्त अंग्रेजी/हिंदी अनुच्छेदका अनुवाद), अनुभाषण (आशु अनुवाद)  
(2). पल्लवन: परिभाषा, प्रक्रिया, और गुण  
(3). संक्षेपण: परिभाषा, विधि, और गुण
- खंड – घ पारिभाषिक शब्दावली (मंत्रालयों, उपकर्मा, निगमों, बैंकों, रेलवे-क्षेत्रों, रेडियो तथा दूरदर्शनमें प्रयुक्त पारिभाषिक शब्दों और वाक्यांशोंका अध्ययन)  
**नोट:** इस खंडके अंतर्गत विकल्प रहित 14 पारिभाषिक शब्द अथवा 07 पारिभाषिक वाक्यांश दिए जाएंगे जिनमेंसे सभिक आस्वीकृत पारिभाषिक अर्थ लिखना होगा।
- खंड – ङ निबंध-लेखन (निम्नलिखित विषयोंमेंसे चार-पांच विषय दिए जाएंगे जिनमेंसे किसी एक विषय पर लगभग 300 शब्दोंमें निबंध लिखना होगा)  
(1) वाणिज्य अध्ययनमें हिंदीकी उपयोगिता, (2) उपभोक्ता, बाजार, और वाणिज्य, (3) बैंक और वाणिज्य, (4) कुशल प्रबंधन और वाणिज्य, (5) विज्ञापन और वाणिज्य, (6) वाणिज्य विकासमें कंप्यूटरकी भूमिका, (7) श्रमिक असंतोषका उद्योगजगतपर प्रभाव, (8) जनसंख्यावृद्धिकारणों पर प्रभाव, (9) अंतर्राष्ट्रीय व्यापार और अंतर्राष्ट्रीय मुद्राकोष, (10) निजीकरणका भारतीय अर्थव्यवस्थापर प्रभाव, (11) वैश्वीकरण और भारतीय उद्योग, (12) कोविड-19 का उद्योगजगतपर प्रभाव, (13) लघु उद्योगोंका भविष्य, (14) महंगाई, (15) कालाधन, (16) ऊर्जा संकट

**Note:** The examiner is required to set *ten* questions in all, two questions of *fourteen* marks each from each unit. The students will be required to attempt *five* questions in all, selecting one question from each unit.

**संदर्भग्रंथ**

1. राजनाथभट्ट (2004): प्रयोजनमूलक हिंदी, हरियाणा साहित्य अकादमी पंचकूला
2. राजमणिशर्मा (2004): अनुवाद विज्ञान हरियाणा साहित्य अकादमी, पंचकूला
3. विराज (2005): प्रमाणिक आलेखन और टिप्पण, राजपाल एंडसंस जूदिल्ली
4. दर्शन कुमार जैन (1996): प्रयोजनमूलक हिंदीके छह अध्याय, लिपि प्रकाशन, अंबाला छावनी



**AEC-12: Fundamentals of English**

Credits: 4; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks:40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:**The objective of the course is make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

**Course Content:****Unit-I: Grammar and Usage**

A Detailed Study of Nouns, Pronouns, Adjectives, Articles, Verbs, Adverbs, Prepositions, Conjunctions, and their Correct Usage

**Unit-II: Grammar and Usage**

Tenses: Active and Passive Voice; Transformation of Sentences from Simple to Compound/Complex Sentences; Narration/Reported Speech

**Unit-III: Vocabulary**

Antonyms and Synonyms; Words Often Confused; Important Latin and English Prefixes and Affixes; Common Legal Terms (Their Meaning and Usage)

**Unit-IV: Composition Skills**

Formal Letter Writing; Writing of Business Letters; Official Letters and CVs; Paragraph Writing; Punctuation

**Note:** The examiner is required to set *nine* questions in all. The question number one will be compulsory, and would contain *four* parts from the whole syllabus. Further, two questions are to be set from each unit of the syllabus. The students will be required to attempt *five* questions—the compulsory question, and one question from each of the four units. Each question shall carry *fourteen* Marks.

**Suggested Readings:**

1. Wren & Martin: *High School English Grammar and Composition*
2. Tickoo & Subramaniam: *A Functional Grammar with Usage and Composition*
3. Murphy, Raymond: *Essential English Grammar*. Cambridge University Press
4. Maison, Margaret M.: *Examine Your English*
5. Allen W.S.: *Living English Structure*
6. Hewings, Hartin: *Advanced English Grammar*. Cambridge University Press

**CC-21: Organization Behavior**

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks:40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:**To make the understand behavior at individual, group and organizational levels.

**Course Content:**

- Unit-I: Organizational Behavior (OB): Meaning, Need, and Scope; Contributing Disciplines to the OB field; Challenges and Opportunities for OB
- Unit-II: Understanding Individual Behavior: Attitudes and Job Satisfaction, Emotions and Moods, Emotional Labor, Emotional Intelligence, Personality and Values
- Unit-III: Perception and Individual Decision-making, Motivation Concepts and Applications
- Unit-IV: Foundations of Group Behavior: Meaning and Nature, Stages of Group Development, Types of Groups, Group properties; Work Teams
- Unit-V: Power and Politics; Conflict and Negotiation; Organizational Culture; Organizational Change and Development

**Note:**The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

**Suggested Readings:**

1. Ivancevich, J. M., Konopaske, R., & Matteson, M. T. (2008). *Organizational Behavior and Management*(1st reprint). Tata McGraw-Hill.
2. Kreitner, R, & Kinicki, A. (2008). *Organizational Behavior* (8th ed.). McGraw Hill
3. Luthans, F. (2011). *Organizational Behavior: An Evidence-Based Approach* (12th ed.) McGraw-Hill/Irwin.
4. Newstrom, J. W. (2017), *Organizational Behavior: Human Behavior at Work* (12th ed.). McGraw Hill.
5. Parikh, M., & Gupta, R. (2010). *Organizational Behaviour*. McGraw Hill.
6. Robbins, S. P., & Judge, T. A. (2013). *Organizational Behavior*(15th ed.). Pearson.

**CC-22:Principles of Marketing**

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks:40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:**The objective of this course is to familiarize the students with the basic concepts, functions, and processes of marketing.

**Course Content:**

- Unit-I: Marketing: Definition, Nature & Scope, Core Marketing Concepts; Evolution of Marketing; Marketing Mix; STP (Segmenting, Targeting & Positioning); Approach to Marketing; Marketing Environment; Recent Trends in Marketing Management
- Unit-II: Product: Meaning, Levels, Product Mix; New Product Development Process; Product Life Cycle: Concept & Applications; Branding & Packaging
- Unit-III: Promotion Mix: Advertising, Sales Promotion, Personal Selling, Direct Marketing & Public Relations; Pricing: Objectives, Methods & Policies
- Unit-IV: Distribution Channels: Planning & Management; Retailing; Wholesaling; Physical Distribution & Logistics Decisions
- Unit-V: Selected Applications: Marketing Research & Information System; Internet Marketing; Social Media Marketing; Content Marketing; Green Marketing; Network Marketing

**Note:**The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

**Suggested Readings:**

1. Kotler, P., & Keller, K. L. (2006). *Marketing Management* (12th ed.). Prentice Hall.
2. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). *Marketing Management: A South Asian Perspective*. (14th ed.). Pearson Education.
3. Ramaswamy, V.S., & Kumari, S. Nama (2009). *Marketing Management-Global Perspective Indian Context* (4th ed.). Macmillan India.
4. Kumar, A., & Meenakshi, N. *Marketing Management*. Vikas Publishing House.
5. Stanton, W.J., & Pandit, Ajay. (2008). *Marketing Concept & Cases* (3rd ed.). Tata McGraw.

### CC-23:Entrepreneurial Development

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks:40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** The objective of this course is to acquaint the students with concepts of small businesses & entrepreneurship, focus areas in the development of an entrepreneur.

#### Course Content:

- Unit-I: Entrepreneurship: Meaning and Significance; Relationship between Entrepreneurship Development and Economic Development; Types of Entrepreneurs; Entrepreneurial Competencies; Influences on Entrepreneurial Development: Socio-Cultural, Political, Economic, and Psychological; Problems Associated with Entrepreneurship in India
- Unit-II: New Venture Development: Methods, Procedures & Problems; Feasibility study: Preparation of Feasibility Reports, Selection of Factory Location, Market Potential, Demand Analysis; Working Capital Requirement & Financing
- Unit-III: Role of Innovation and Creativity in Entrepreneurship; Grass Root Innovation; Frugal Innovation; Entrepreneurship Ecosystem
- Unit-IV: Role of Government, Promotional Agencies and Institutions in Entrepreneurship Development; Incentives and Various Financial Schemes Available for Entrepreneurs
- Unit-V: MSME: Definition, Role, and Problems; Govt. schemes for MSME; Industrial Sickness: Causes, Consequences and Remedial Measures; Role of Women SHG's in Micro Enterprises, SIDBI and its functions.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

#### Suggested Readings:

1. Desai, Vasant: Dynamics of Entrepreneurship Development; Himalaya Publications.
2. Drucker, Peter: Innovation & Entrepreneurship; Heinemann, London.
3. Dollinger, Marc J.: Entrepreneurship: Strategies & Resources, Pearson.
4. McClelland, D. C. & Winter, W. G.: Motivating economic achievement, Free Press, New York.
5. Monk, Ellen & Bert: Concept in Enterprise Resource Planning, Thompson, UK

## SEC-21: Soft Skills and Personality Development

Credits: 4; Maximum Marks: 100; Minimum Pass Marks:40

**Course Objectives:**The objective of this course is to develop budding managers with idealistic, practical, and moral values and soft skills to enhance holistic development of students and improve their employability skills.

### Course Content:

- Unit1: Self-Analysis and Assessment: Perception, Attitude and Attributes; Importance of Self Confidence, Self Esteem; Goal-Setting: Wish List, Smart Goals, Blue Print for Success, Short Term, Long Term, Life Time Goals; Vision; Etiquette: Social Etiquette, Business Etiquette, Civic Sense and Social Norms
- Unit2: Communication Skills: Reading, Writing, Speaking and Listening Skills, Time Management: Value of Time, Diagnosing Time Management, Weekly Planner To-Do list, Prioritizing Work
- Unit3: Motivation: Intrinsic and Extrinsic Motivators; Change: Coping Skills: Critical and Adaptive Mind-Sets; Changes in Career / Life / People
- Unit 4: Creative Thinking: Out of Box Thinking, Lateral Thinking; Problem Solving Skills; Purpose-Driven Decisions; Stress Management; Emotional Intelligence: Coping With Emotions; Interpersonal Conflicts; Emotional Rational Balance
- Unit 5: Personality Development: Its Various Techniques, Role and Importance of 'Ancient Indian Wisdom' in Shaping Personality; Mnemonics, Mediation, and Concentration Techniques, Self-Hypnotism, Self-Acceptance, and Internal Growth

**Note:** Continuous evaluation criteria would be followed to evaluate the performance of the students. The same would be based on practical activities assigned by the teacher concerned.

### Suggested Readings:

1. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications.
2. Personality Development by Rajiv K. Mishra. Rupa& Co.
3. Youngster's Guide to Personality Development Paperback – 2011, S.P. Sharma
4. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998.
5. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
6. Thomas A Harris, I am ok, You are ok , New York-Harper and Row, 1972
7. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006
8. Desire2will: Dr Dinesh Kumar.
9. Lateral Thinking : Bono Edward De
10. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006

**AEC-21: Proficiency in English**

Credits: 4; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks:40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**CourseObjective:**The objective of the course is make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

**Course Content:**

- Unit-I: Basic Grammar: Spotting the errors pertaining to Articles, Nouns, Pronouns, Adjectives, Adverbs, Subject Verb Concord, Active & Passive voice, Reporting Speech
- Unit-II: Reading and Writing Skills: Paragraph Writing, Outline Development, Slogan Writing, Dialogue Writing, Comprehension Passage
- Unit-III: Vocabulary, Antonyms, Synonyms, Idioms and Phrases, Words often Confused, One Word Substitution, Homonyms and Formation of words (Suffixes, Prefixes and Derivatives)
- Unit-IV: Introduction to Principal Components of Spoken English: Transcription, Word Accent and Intonations
- Unit-V: Techniques of Developing Proficiency in English Language: Newspaper, Magazine Reading, Reviewing, and Rewriting; Audio Visual Aids for Language Skill Enhancement; Book Review Writing; Writing for Media and Advertising; Group Discussion; Problem Solving Exercise & Visual Interpretation

**Note:** The examiner is required to set *ten* questions in all, two questions of *fourteen* marks each from each unit. The students will be required to attempt *five* questions in all, selecting one question from each unit.

**Suggested Readings:**

1. Wren and Martin: High School Grammar & Composition: Sultan Chand & Sons, New Delhi
2. S.D.Sharma, Communication Skill in English:, Natraj Publishing House
3. AnjanaNeira Dev, AnuradhaMarwah& Swati Pal, Creative writing – A Beginner’sManual, Pearson Publishing India. 2009.
4. T Balasubramanian, A Textbook of English Phonetics: For Indian Students, MacmillanPublishers India.
5. Balasubramanian, English Phonetics for Indian Students: A Workbook by, MacmillanIndia Pvt. Ltd.

### **AEC-22: Environmental Studies**

Credits: 2; Maximum Marks: 50 (10/Int. + 40/End-Term);  
Minimum Pass Marks:20 (4/Int. + 16/End-Term); Time for End-Term Exam: 2 Hours

**Course Objectives:**to familiarize and sensitize the students regarding environmental issues and role of human beings in theecosystem.

#### **Course Content:**

- Unit-I: The multidisciplinary nature of environmental studies. Definition, Scope and Importance. Need for public awareness.
- Unit-II: Natural Resources: Renewable and non-renewable resources, Natural resources, and associated problems.
- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams, and their effects on forests and tribal people.
  - (b) Water resources: Use and over-utilization of surface and ground water, floods, Drought, conflicts over water, dams-benefits and problems.
  - (c) Mineral resources: Use and exploitation, environ- mental effects of extracting and using mineral resources, case studies.
  - (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
  - (e) Energy resources: Growing energy needs, renew- able and non-renewable energy sources, use of alternate energy sources. Case studies.
  - (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion, and desertification.
- Role of an individual in conservation of natural resources.
  - Equitable use of resources for sustainable lifestyle.
- Unit-3: Ecosystems
- Concept of an ecosystem.
  - Structure and function of an ecosystem.
  - Producers, consumers and decomposers.
  - Energy flow in the ecosystem.
  - Ecological succession.
  - Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure, and function of the following ecosystem: (a) Forest ecosystem, (b) Grassland ecosystem, (c) Desert ecosystem, and Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-4: Biodiversity and its conservation

Introduction –Definition; genetic, species and eco- system diversity.

Biogeographical classification of India.

Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.

Biodiversity of global, National and local levels, India as a mega-diversity nation.

Hot-spots of biodiversity.

Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.

Endangered and endemic species of India.

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit-5: Environmental Pollution Definition Cause, effects and control measures of :

- a) Air Pollution
- b) Water Pollution
- c) Soil Pollution
- d) Marine Pollution
- e) Noise Pollution.
- f) Thermal Pollution.
- g) Nuclear hazards.
  - Solid waste management: Causes, effects and control measures of urban and industrial wastes.
  - Role of an individual in prevention of pollution.
  - Pollution case studies
- h) Disaster management: floods, earthquake, cyclone, and landslides.

Unit-6: Social Issues and the Environment

- From unsustainable to sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people: Its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.



- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.

Unit-7: Human Population and the Environment

Population growth, variation among nations.

Population explosion- Family Welfare Programme.

Environment and human health.

Human Rights.

Value Education.

MV/AIDS.

Women and Child Welfare.

Role of information Technology in Environment and Human health.

Case Studies.

‘Drug Abuse’

Unit-8: Field work

Visit to a local area to document Environment assets- river/ forest/ grassland/ hill/ mountain.

Visit to Local polluted site-Urban/Rural Industrial/Agricultural.

Study of common plant, insects, birds.

Study of simple ecosystems-pond, river, hill slopes, etc. (Field work equal to 5 lectures hours)

**Note:** The question paper will be consisting of two parts. **Part-A** will consist of four short answer pattern questions of two marks each. **Part-B** will consist of eight essay type questions of eight marks each. Students will be required to attempt *five* questions in all, including the *compulsory* question in Part-A.