

*Regulations 2025
Curriculum and Syllabi
(Approved as per 24th Academic Council –
August 2025)*

**BBA
(Honours / Honours with Research)**



REGULATIONS 2025

CURRICULUM AND SYLLABI (I & II semesters)

(As approved by 24th Academic Council – August 2025)

BBA

(HONOURS / HONOURS WITH RESEARCH)

Learning Outcomes-based Curriculum Framework (LOCF)

VISION AND MISSION OF THE INSTITUTION

VISION

B.S. Abdur Rahman Crescent Institute of Science and Technology aspires to be a leader in Education, Training and Research in multidisciplinary areas of importance and to play a vital role in the Socio-Economic progress of the Country in a sustainable manner.

MISSION

- To blossom into an internationally renowned Institute.
- To empower the youth through quality and value-based education.
- To promote professional leadership and entrepreneurship.
- To achieve excellence in all its endeavours to face global challenges.
- To provide excellent teaching and research ambience.
- To network with global Institutions of Excellence, Business, Industry and Research Organizations.
- To contribute to the knowledge base through scientific enquiry, Applied Research and Innovation.

VISION AND MISSION OF THE DEPARTMENT OF COMMERCE

VISION

To develop a world class centre of excellence in the fields of Business, Commerce and Economics through value-based education, training and research

MISSION

- To impart holistic education using state of the art technology and to give a global perspective through value based education for social transformation
- To inspire and empower the students to become innovative leaders, contribute to the success of organizations and betterment of communities
- To involve in projects leading to high quality research, enhancing training and development opportunities so as to develop a team of competent and qualified entrepreneurs
- To continuously evaluate our performance against suitable benchmarks, develop new programmes, global tie-ups to meet stakeholder's requirement
- To prepare students for higher education in Business, Commerce and Economics
- To inculcate the use of Information and Communication Technology in the teaching learning process

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**PEO 1 Comprehensive and Applied Business Knowledge**

To enable graduates to acquire robust foundational and advanced knowledge in core areas of management such as marketing, finance, human resources, operations, and strategic management while fostering the ability to critically evaluate and apply this knowledge in dynamic Indian and global business contexts.

PEO 2 Professional and Leadership Development

To prepare students for diverse roles in business be it as responsible managers, visionary entrepreneurs, or proactive leaders who can drive innovation, manage risk, and contribute constructively to national development and global sustainability goals.

PEO 3 Communication, Collaboration, and Emotional Intelligence

To cultivate students' abilities to think critically, communicate effectively, and work collaboratively in diverse teams, while demonstrating empathy, cultural sensitivity, and emotional intelligence in both professional and social environments.

PEO 4 Ethical Responsibility and Social Contribution

To instill a strong foundation of ethical values, corporate governance principles, and social responsibility so that students emerge as morally grounded professionals who are committed to equity, sustainability, and inclusive development.

PEO 5 Lifelong Learning and Research Orientation

To develop the aptitude for lifelong learning and evidence-based decision-making through exposure to research, data analytics, and continuous upskilling opportunities such as MOOCs, industry certifications, and interdisciplinary learning pathways.

PROGRAMME OUTCOMES (POs)**Students will be able to:****PO1 Business Knowledge**

Demonstrate a broad understanding of management concepts, business operations, and contemporary practices across domains.

PO2 Critical Thinking and Problem Solving

Apply analytical reasoning, logical thought, and decision-making techniques to identify, assess, and solve business problems effectively.

PO3 Effective Communication

Present ideas, arguments, and business reports clearly and persuasively using oral, written, and digital communication tools.

PO4 Teamwork and Interpersonal Skills

Function effectively in multidisciplinary teams and diverse cultural contexts by exhibiting collaboration, empathy, and leadership.

PO5 Professionalism and Ethical Conduct

Exhibit ethical behavior, social responsibility, and commitment to professional values in decision-making and organizational behavior.

PO6 Entrepreneurial and Innovative Thinking

Recognize opportunities and generate creative, viable solutions that can lead to business innovations or entrepreneurial ventures.

PO7 Global Perspective and Diversity Management

Understand global business dynamics and demonstrate the ability to adapt and lead in multicultural and international environments.

PO8 Research and Lifelong Learning

Demonstrate inquiry-based thinking and the capacity to engage in independent learning, academic research, and professional development throughout life.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

Graduates will be able to:

PSO1 Application of Functional Business Knowledge

Graduates will be able to apply core concepts and tools from key business domains such as Marketing, Finance, Human Resource Management, Operations, and Strategy to real-world business problems. They will demonstrate practical proficiency in using business frameworks, analytical tools, and industry-relevant practices to support managerial decision-making, optimize organizational performance, and contribute meaningfully to business success.

PSO2 Strategic, Entrepreneurial, and Innovation Capabilities

Graduates will possess the capacity to think strategically, evaluate entrepreneurial opportunities, and lead innovative initiatives. They will demonstrate the skills required to identify market gaps, design sustainable business models, and navigate the challenges of launching and managing startups or scaling existing enterprises. Emphasis will be placed on creative thinking, risk assessment, business planning, and resource mobilization.

PSO3 Ethical Leadership and Sustainable Business Practice

Graduates will internalize the principles of ethical business conduct, corporate governance, and environmental and social responsibility. They will be capable of assessing the impact of business decisions on stakeholders and the ecosystem and will actively promote inclusive, transparent, and sustainable practices. This outcome reflects the learner's readiness to engage with global sustainability challenges, uphold professional integrity, and become a socially responsible leader.

REGULATIONS – 2025
B.A. / BBA/ B.Com. / BCA / B.Sc. DEGREE PROGRAMMES
(Under Choice Based Credit System)

1.0 PRELIMINARY DEFINITIONS & NOMENCLATURE

In these Regulations, unless the context otherwise requires:

- i) **"Programme"** means B.A. / BBA / BCA / B.Com. / B.Sc. Degree Programmes.
- ii) **"Course"** means theory / practical / laboratory integrated theory / seminar / internship / project and any other subject that is normally studied in a semester like English, Mathematics, Environmental Science, etc.,
- iii) **"Institution"** means B.S. Abdur Rahman Crescent Institute of Science and Technology.
- iv) **"Academic Council"** means the Academic Council, which is the apex body on all academic matters of this Institute.
- v) **"Dean (Academic Affairs)"** means the Dean (Academic Affairs) of the Institution who is responsible for the implementation of relevant rules and regulations for all the academic activities.
- vi) **"Dean (Student Affairs)"** means the Dean (Students Affairs) of the Institution who is responsible for activities related to student welfare, conduct of co-curricular, extra-curricular events and discipline in the campus.
- vii) **"Controller of Examinations"** means the Controller of Examination of the Institution who is responsible for the conduct of examinations and declaration of results.
- viii) **"Dean of the School"** means the Dean of the School of the department concerned.
- ix) **"Head of the Department"** means the Head of the Department concerned.

2.0 ADMISSION REQUIREMENTS

- 2.1** Students for admission to the first semester of the undergraduate degree programme must have passed the Higher Secondary Examination of the 10 +2 curriculum (Academic stream) or any other examination of any authority accepted by this Institution as equivalent thereto.
- 2.2** The other conditions for admission such as marks obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by the Institution from time to time.

3.0 BRANCHES OF STUDY

- 3.1** The various programmes and their mode of study are as follows:

| Degree | Mode of Study |
|--------|---------------|
| B.A. | Full Time |
| BBA | |
| B.Com. | |
| BCA | |
| B.Sc. | |

3.2 Programmes offered and Specialisation of study

The following are the details of specialization / streams offered in various programmes:

| S.No. | Program | Streams / Specialisation of Study |
|-------|---------|--|
| 1. | BCA | i. Cloud Technology and Information Security ii. Artificial Intelligence iii. Cyber security iv. Data science |
| 2. | B.Sc. | i. Computer Science ii. Biotechnology iii. Aviation |
| 3. | BBA | i. General |
| 4. | B.Com | i. General ii. Accounts and Finance iii. Professional Accounting iv. International Accounting & Finance |

| | | |
|----|------|---|
| 5. | B.A. | i. English ii. Islamic Studies iii. Public Policy |
|----|------|---|

3.3 Eligible entry qualifications for admission to programmes

| S. No. | Programme | Eligibility Criteria |
|--------|---|--|
| 1 | BCA | 10+2 (Higher Secondary) with Mathematics as one of the subjects of study or equivalent subject |
| 2 | B.Sc. Computer Science | 10+2 (Higher Secondary) with Mathematics as one of the subjects of study or equivalent subject |
| 3 | B.Sc. Biotechnology | 10+2 (Higher Secondary) with Chemistry and Biology as subjects of study |
| 4 | B.Sc. Aviation | 10+2 (Higher Secondary) with Mathematics and physics as the subjects of study |
| 5 | BBA (General) | 10+2 (Higher Secondary) |
| 6 | B.Com. (General) | 10+2 (Higher Secondary) with Commerce / Accountancy / Statistics as subjects of study. |
| 7 | B.Com (Accounts and Finance) | |
| 8 | B.Com. International Accounting & Finance | |
| 9 | B.Com. Professional Accounting | |
| 10 | B.A. English | 10 +2 (Higher Secondary) |
| 11 | B.A. Islamic Studies | |
| 12 | B.A. Public Policy | |

4.0 STRUCTURE OF THE PROGRAMME

4.1 The curriculum of the UG programmes consists of the following

components:

- Core Courses (CC)
- Allied Courses (AC)
- Ability Enhancement Courses (AEC)
- Skill Enhancement Courses (SEC)
- Elective Courses (EC)
- Laboratory Courses (LC)
- Laboratory Integrated Theory Courses (LITC)
- Value added courses
- Mandatory courses (MC)
- Project - PROJ (Project work, seminar, and internship in industry or at appropriate workplace)

4.1.1 Personality and Character Development

All students shall enroll, on admission, in any of the following personality and character development programmes or in departmental societies:

- National Cadet Corps (NCC)
- National Service Scheme (NSS)
- National Sports Organization (NSO)
- Youth Red Cross (YRC)
- Rotaract
- Crescent Indian Society Training Development (ISTD – C)
- Crescent Creative Strokes
- Crescent Technocrats Club

The training activities / events / camp shall normally be organized during the weekends / vacation period.

4.1.2 Online Courses for Credit Transfer

Students are permitted to undergo department approved online courses under SWAYAM up to 40% of credits of courses in a semester excluding project semester (if any) with the recommendation of the Head of the Department / Dean of School and with the prior approval of Dean Academic Affairs during his/ her period of study. The credits earned through online courses ratified by the respective Board of Studies shall be transferred following the due approval procedures. The online courses can be considered in lieu of core courses and elective courses.

4.1.3 Value Added Courses

The students are permitted to pursue department approved online courses (excluding courses registered for credit transfer) or courses offered / approved by the department as value added courses.

The details of the value added course viz., syllabus, schedule of classes and the course faculty shall be sent to the Dean (Academic Affairs) for approval. The students may also undergo the value added courses offered by other departments with the consent of the Head of the Department offering the course.

These value added courses shall be specified in the consolidated mark sheet as additional courses pursued by the student over and above the curriculum during the period of study.

4.1.4 Industry Internship

The students shall undergo training for a period as specified in the curriculum during the summer vacation in any industry relevant to the field study.

The students are also permitted to undergo internship at a research organization / eminent academic institution for the period prescribed in the curriculum during the summer vacation, in lieu of Industrial training. In any case, the student shall obtain necessary approval from the Head of the Department / Dean of School and the training has to be taken up at a stretch.

4.1.5 Industrial Visit

The student shall undergo at least one industrial visit every year. The Heads of Departments / Deans of Schools shall ensure the same.

4.2 Each course is normally assigned certain number of credits:

- One credit per lecture period per week
- One credit per tutorial period per week
- One credit for two to three periods and two credits for four periods of laboratory or practical sessions per week
- One credit for two periods of seminar / project work per week
- One credit for two weeks of industrial training or 80 hours per semester.

4.3 Each semester curriculum shall normally have a blend of lecture

courses, laboratory courses, laboratory integrated theory courses, etc.

4.4 For successful completion of the programme, a student must earn a minimum total credit specified in the curriculum of the respective programme of study.

4.5 The medium of instruction, examinations and project report shall be English, except B.A. Islamic Studies (Arabic medium) and for courses in languages other than English.

5.0 DURATION OF THE PROGRAMME

5.1 A student is expected to complete the programme in 6 semesters but in any case not more than 10 continuous semesters reckoned from the date of first admission.

5.2 Each semester shall consist of a minimum of 90 working days including the days of examinations.

5.3 The maximum duration for completion of the programme as mentioned in clause 5.1 shall also include period of break of study vide clause 7.1 so that the student may be eligible for the award of the degree.

6.0 REGISTRATION AND ENROLLMENT

6.1 The students of first semester shall register and enroll for courses at the time of admission by paying the prescribed fees. For the subsequent semesters registration for the courses shall be done by the student one week before the last working day of the previous semester.

6.2 Change of Elective Course

A student can change an enrolled elective course within 10 working days from the commencement of the course, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department / Dean of School of the student.

6.3 Withdrawal from a Course

A student can withdraw from an enrolled course at any time before the first continuous assessment test for genuine reasons, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department / Dean of School of the student.

7.0 BREAK OF STUDY FROM PROGRAMME

7.1 A student may be allowed / enforced to take a break of study for two semesters from the programme with the approval of Dean (Academic

Affairs) for the following reasons:

7.1.1 Medical or other valid grounds

7.1.2 Award of 'I' grade in all the courses in a semester due to lack of attendance

7.1.3 Debarred due to any act of indiscipline.

7.2 The total duration for completion of the programme shall not exceed the prescribed maximum number of semesters (vide clause 5.1).

7.3 A student who has availed break of study in the current semester (odd/even) can rejoin only in the subsequent corresponding (odd/even) semester in the next academic year on approval from Dean, Academic affairs.

7.4 During the break of study, the student shall not be allowed to attend any regular classes or participate in any activities of the institution. However he / she shall be permitted to enroll for the 'I' grade courses and appear for the arrear examinations.

8.0 CLASS ADVISOR AND FACULTY ADVISOR

8.1 Class Advisor

A faculty member will be nominated by the Head of the Department / Dean of School as class advisor for the class throughout the period of study.

The class advisor shall be responsible for maintaining the academic, curricular and co-curricular records of students of the class.

8.2 Faculty Advisor

To help the students in planning their courses of study and for general counselling, the Head of the Department / Dean of School of the students will attach a maximum of 20 students to a faculty member of the department who shall function as faculty advisor for the students throughout their period of study. Such faculty advisors shall guide the students in taking up the elective courses for registration and enrolment in every semester and also offer advice to the students on academic and related personal matters.

9.0 COURSE COMMITTEE

9.1 Each common theory course offered to more than one group of students shall have a "Course Committee" comprising all the course faculty teaching the common course with one of them nominated as

course coordinator. The nomination of the course coordinator shall be made by the Head of the Department / Dean (Academic Affairs) depending on whether all the course faculty teaching the common course belong to a single department or from several departments. The course committee shall ensure preparation of a common question paper and scheme of evaluation for the tests and semester end examination.

10.0 CLASS COMMITTEE

A class committee is constituted branch wise and semester wise by the Head of the Department / Dean of the School shall normally comprise of faculty members handling the courses, student representatives and a senior faculty member not handling any courses for that class as chairman.

10.1 The composition of the class committee will be as follows:

- One senior faculty member preferably not handling courses for the concerned semester, appointed as chairman by the Head of the Department.
- All the faculty members handling courses of the semester.
- Six student representatives (male and female) of each class nominated by the Head of the Department in consultation with the relevant faculty advisors.
- All faculty advisors and the class advisors
- Head of the Department - Ex-Officio Member

10.2 The class committee shall meet at least three times during the semester. The first meeting shall be held within two weeks from the date of commencement of classes, in which the components of continuous assessment for various courses and the weightages for each component of assessment shall be decided for the first and second assessment. The second meeting shall be held within a week after the date of first assessment report, to review the students' performance and for follow up action.

10.3 During these two meetings the student members shall meaningfully interact and express opinions and suggestions to improve the effectiveness of the teaching-learning process, curriculum, and syllabi, etc.

- 10.4** The third meeting of the class committee, excluding the student members, shall meet after the semester end examinations to analyse the performance of the students in all the components of assessments and decide their grades in each course. The grades for a common course shall be decided by the concerned course committee and shall be presented to the class committee(s) by the course faculty concerned.

11.0 CREDIT LIMIT FOR ENROLLMENT

A student can enroll for a maximum of 38 credits during a semester including Redo / Predo courses.

12.0 ASSESSMENT PROCEDURE AND PERCENTAGE WEIGHTAGE OF MARKS

- 12.1** Every theory course shall normally have a total of three assessments during a semester as given below:

| Assessments | Course Coverage in Weeks | Duration | Weightage of Marks |
|---------------------------------|---------------------------------|-----------------|---------------------------|
| Assessment 1 | 1 to 6 | 1.5 hours | 25% |
| Assessment 2 | 7 to 12 | 1.5 hours | 25% |
| Semester End Examination | Full course | 3 hours | 50% |

12.2 Theory Course

Appearing for semester end theory examination for each course is mandatory and a student shall secure a minimum of 40% marks in each course in semester end examination for the successful completion of the course.

12.3 Laboratory Course

Every practical course shall have 60% weightage for continuous assessments and 40% for semester end examination. However, a student shall have secured a minimum of 50% marks in the semester end practical examination for the award of pass grade.

12.4 Laboratory integrated theory (LIT) courses

For laboratory integrated theory courses, the theory and practical

components shall be assessed separately for 100 marks each and consolidated by assigning a weightage of 75% for theory component and 25% for practical component (for a 4 credit LIT course). Grading shall be done for this consolidated mark. Assessment of theory components shall have a total of three assessments with two continuous assessments carrying 25% weightage each and semester end examination carrying 50% weightage. The student shall secure a separate minimum of 40% in the semester end theory examination. The evaluation of practical components shall be through continuous assessment.

| Component | Maximum Marks | Weightage for Final Grade | Mode of Assessment |
|----------------------------|----------------------|----------------------------------|---|
| Theory Component | 100 | 75% | CAT1 (25%) + CAT2 (25%) + SEE (50%) |
| Practical Component | 100 | 25% | Continuous assessment only |
| Final Grade Basis | Consolidated | 100% | 75% Theory + 25% Practical |
| Pass Requirement | - | - | Minimum 40% in Semester-End Theory Exam (SEE) |

Note:

1. Proportionate weightage shall be assigned to LIT courses based on their credit value, whether 2 or 3 credits.
2. In Lab-Integrated Professional Elective courses, the laboratory component shall be assessed by the course faculty.

12.5 The components of continuous assessment for theory / practical / laboratory integrated theory courses shall be finalized in the first class committee meeting.

12.6 Industry Internship

In the case of industry internship, the student shall submit a report, which shall be evaluated along with an oral examination by a committee of faculty members constituted by the Head of the Department. The student shall also submit an internship completion certificate issued by the industry / research / academic organisation. The weightage of marks for industry internship report and viva voce examination shall be

60% and 40% respectively.

12.7 Project Work

In the case of project work, the project shall be carried out individually or as a group activity, involving a maximum of three or four students.

A committee of faculty members, constituted by the Head of the Department / Dean of the School, shall conduct three periodic reviews during the semester to monitor and assess the progress of the project. At the end of the semester, students shall submit a project report, based on which a semester-end oral examination (viva voce) shall be conducted by an external examiner approved by the Controller of Examinations.

The assessment weightage shall be as follows:

- Periodic Reviews – 50%
 - 25% by the Project Guide
 - 25% by the Review Committee
- Project Report – 20%
- Viva Voce Examination – 30%.

12.8 Assessment of seminars and comprehension shall be carried out by a committee of faculty members constituted by the Head of the Department.

12.9 **For the first attempt of the arrear theory examination**, the internal assessment marks scored for a course during first appearance shall be used for grading along with the marks scored in the arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the semester end examination and the internal assessment marks secured during course of study shall become invalid.

In case of laboratory integrated theory courses, after one regular and one arrear appearance, the internal mark of theory component is invalid and full weightage shall be assigned to the marks scored in the semester end examination for theory component. **There shall be no arrear or improvement examination for lab components.**

13.0 SUBSTITUTE EXAMINATIONS

13.1 A student who is absent, for genuine reasons, may be permitted to write a substitute examination for any one of the two continuous assessment tests of a course by paying the prescribed substitute examination fee.

However, permission to take up a substitute examination will be given under exceptional circumstances, such as accidents, admission to a hospital due to illness, etc. by a committee constituted by the Head of the Department / Dean of the School for that purpose. There is no substitute examination for semester end examination.

- 13.2** A student shall apply for a substitute exam in the prescribed form to the Head of the Department / Dean of the School within a week from the date of assessment test. However, the substitute examination will be conducted only after the last instructional day of the semester.

14.0 ATTENDANCE REQUIREMENT AND SEMESTER / COURSE REPETITION

- 14.1** A student shall earn 100% attendance in the scheduled contact hours (such as lectures, tutorials, labs, etc.) for that course. However, a relaxation of up to 25% in attendance may be granted to account for valid reasons such as medical emergencies, participation in co-curricular or extracurricular activities with prior approval, or other genuine circumstances.

If a student's attendance falls below 75% in a particular course, even after considering the permissible relaxation, they will not be allowed to appear for the semester-end examination in that course. Instead, the student will be awarded an "I" grade (Incomplete) for the course.

- 14.2** The faculty member of each course shall cumulate the attendance details for the semester and furnish the names of the students who have not earned the required attendance in the concerned course to the class advisor. The class advisor shall consolidate and furnish the list of students who have earned less than 75% attendance, in various courses, to the Dean (Academic Affairs) through the Head of the Department/ Dean of the School. Thereupon, the Dean (Academic Affairs) shall officially notify the names of such students prevented from writing the semester end examination in each course.
- 14.3** If a student's attendance in any course falls between 65% and 75% due to medical reasons (e.g., hospitalization, illness) or participation in institution-approved events, they may be granted exemption from the minimum attendance requirement and allowed to appear for the semester-end exam. The student must submit valid documents to the class advisor upon rejoining, with approval from the HoD/Dean. Final

approval for **condonation** will be granted by the Vice Chancellor based on the Dean (Academic Affairs)'s recommendation.

- 14.4** A student who has obtained an “I” grade in all the courses in a semester is not permitted to move to the next higher semester. Such students shall **repeat** all the courses of the semester in the subsequent academic year.
- 14.5** The student awarded “I” grade, shall enroll and repeat the course when it is offered next. In case of “I” grade in an elective course either the same elective course may be repeated, or a new elective course may be taken with the approval of Head of the Department / Dean of the School.
- 14.6** A student who is awarded “U” grade in a course shall have the option to either write the semester end arrear examination at the end of the subsequent semesters, or to **redo** the course in the evening when the course is offered by the department. Marks scored in the continuous assessment in the redo course shall be considered for grading along with the marks scored in the semester end (redo) examination. If any student obtains “U” grade in the redo course, the marks scored in the continuous assessment test (redo) for that course shall be considered as internal mark for further appearance of arrear examination.
- 14.7** If a student with “U” grade, who **prefers to redo** any particular course, fails to earn the minimum 75% attendance while doing that course, then he / she is not permitted to write the semester end examination and his / her earlier “U” grade and continuous assessment marks shall continue.

15.0 REDO / PRE-DO COURSES

- 15.1** A student can register for a maximum of three redo courses per semester without affecting the regular semester classes, whenever such courses are offered by the concerned department, based on the availability of faculty members and subject to a specified minimum number of students registering for each of such courses.
- 15.2** The number of contact hours and the assessment procedure for any redo course shall be the same as regular courses, except there is **no provision for any substitute examination and withdrawal from a redo course.**

15.3 A student shall be permitted to pre-do a course offered by the concerned department, provided it does not affect the regular semester class schedule. Such permission shall be granted based on the availability of faculty members, the maximum permissible credit limit of the semester, and the student's fulfillment of the necessary prerequisites for the course. The proposal shall be recommended by the Dean of the School and the Head of the Department, and shall require final approval from the Dean (Academic Affairs).

16.0 PASSING AND DECLARATION OF RESULTS AND GRADE SHEET

16.1 All assessments of a course shall be made on absolute marks basis.

The class committee without the student members shall meet to analyse the performance of students in all assessments of a course and award letter grades following the relative grading system. The letter grades and the corresponding grade points are as follows:

| Letter Grade | Grade Points |
|---------------------|---------------------|
| S | 10 |
| A | 9 |
| B | 8 |
| C | 7 |
| D | 6 |
| E | 5 |
| U | 0 |
| W | - |
| I | - |
| PA | - |
| FA | - |

"W"- denotes withdrawal from the course

"I" - denotes "Incomplete" ie. inadequate attendance in the course and prevention from appearance of semester end examination

"U" - denotes unsuccessful performance in the course.

"PA" - denotes the 'Pass' of the zero credit courses.

“**FA**” - denotes the ‘Fail’ of the zero credit courses.

16.2 A student who earns a minimum of five grade points (‘E’ grade) in a course is declared to have successfully completed the course. Such a course cannot be **repeated by the student for improvement of grade.**

16.3 Upon awarding grades, the results shall be endorsed by the chairman of the class committee and Head of the Department / Dean of the School. The Controller of Examinations shall further approve and declare the results.

16.4 Within one week from the date of declaration of result, a student can apply for revaluation of his / her semester end theory examination answer scripts of one or more courses, on payment of prescribed fee, through proper application to the Controller of Examinations. Subsequently, the Head of the Department / Dean of the School offered the course shall constitute a revaluation committee consisting of chairman of the class committee as convener, the faculty member of the course and a senior faculty member having expertise in that course as members. The committee shall meet within a week to revalue the answer scripts and submit its report to the Controller of Examinations for consideration and decision.

16.5 After results are declared, grade sheets shall be issued to each student, which contains the following details: a) list of courses enrolled during the semester including redo courses / arrear courses, if any; b) grades scored; c) Grade Point Average (GPA) for the semester and d) Cumulative Grade Point Average (CGPA) of all courses enrolled from the first semester onwards.

GPA is the ratio of the sum of the products of the number of credits of courses registered and the grade points corresponding to the grades scored in those courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester.

If C_i is the number of credits assigned for the i^{th} course and GP_i is the Grade Point in the i^{th} course,

$$GPA = \frac{\sum_{i=1}^n (C_i)(GP_i)}{\sum_{i=1}^n C_i}$$

Where n = number of courses

The Cumulative Grade Point Average (CGPA) is calculated in a similar manner, considering all the courses enrolled from first semester.

“I”, “W”, “PA” and “FA” grades are excluded for calculating GPA.

“U”, “I”, “W”, “PA” and “FA” grades are excluded for calculating CGPA.

The formula for the conversion of CGPA to equivalent percentage of marks shall be as follows:

Percentage equivalent of marks = CGPA X 10

16.6 After successful completion of the programme, the degree shall be awarded to the students with the following classifications based on CGPA.

| Classification | CGPA |
|------------------------------|--|
| First Class with Distinction | 8.50 and above and passing all the courses in first appearance and completing the programme within the prescribed period of six semesters. |
| First Class | 6.50 and above, having completed within a period of eight semesters. |
| Second Class | Others |

16.6.1 Eligibility for First Class with Distinction

- A student should not have obtained ‘U’ or ‘I’ grade in any course during his/her study
- A student should have completed the UG programme within the minimum prescribed period of study (except clause 7.1.1)

16.6.2 Eligibility for First Class

- A student should have passed the examination in all the courses not more than two semesters beyond the minimum prescribed period of study (except clause 7.1.1)

16.6.3 The students who do not satisfy clause 16.6.1 and clause 16.6.2 shall be classified as second class.

16.6.4 The CGPA shall be rounded to two decimal places for the purpose of classification. The CGPA shall be considered up to three decimal places for the purpose of comparison of performance of students and

ranking.

717.0 SUPPLEMENTARY EXAMINATION

Final year students and passed out students can apply for supplementary examination for a maximum of three courses thus providing an opportunity to complete their degree programme. The students can apply for supplementary examination within three weeks of the declaration of results in the even semester.

18.0 DISCIPLINE

18.1 Every student is expected to observe discipline and decorum both inside and outside the campus and not to indulge in any activity which tends to affect the reputation of the Institution.

18.2 Any act of indiscipline of a student, reported to the Dean (Student Affairs), through the Head of the Department / Dean of the School concerned shall be referred to a Discipline and Welfare Committee constituted by the Registrar for taking appropriate action.

19.0 MULTI ENTRY – MULTI EXIT (MEME) FRAMEWORK *

In accordance with the provisions of the National Education Policy (NEP) 2020, the programme shall support a Multi Entry – Multi Exit (ME-ME) framework to provide flexibility in the academic pathway of students.

*** At present (AY 2025-26), it is applicable only for BBA (General), B.Com. (General), B. Com (Accounts and Finance), B.Com. International Accounting & Finance, BA (Public Policy) and B.Sc. (Biotechnology)**

19.1 Exit Option:

19.1.1 Credit Requirement for Award of B.A. / BBA/ B.Com. / B.Sc. Degree

To qualify for the award of a B.A. / BBA/ B.Com. / B.Sc. degree (applicable for NEP adopted programmes) from the Institute, a student must successfully complete the total credit requirements as prescribed in the approved curriculum of the respective programme. The specific credit requirements are determined by the programme curriculum.

19.1.2 Provision for Multiple Exit

In alignment with NEP 2020 guidelines, the Institute provides students enrolled in undergraduate programmes with the option of multiple exits,

as per the credit requirements and qualifications at different levels which is given in **section 19.3**.

a. Application for Exit

A student intending to exit must submit a formal written application in the prescribed format at least **eight weeks prior to the scheduled end of the academic year**.

b. Departmental Recommendation

1. Upon receipt of the application, the concerned Department shall evaluate the academic record of the student and recommend the award of a **Certificate, Diploma, Degree, or Honours/Honours with Research** as applicable, based on the credits earned.
2. In the case of arrear courses, the Certificate/Diploma will be conferred only after successful clearance of all pending arrears.

c. Notification of Completion

Once a student has fulfilled the requirements for the award of Certificate/Diploma/Degree/Honours or Honours with Research, the Department shall notify the same to Controller of Examinations for further processing and issuance.

19.1.3 Conditions Governing Exit

1. The multiple exit facility is intended strictly for **genuine and exceptional circumstances**, such as prolonged illness, or securing an employment opportunity necessitating a temporary withdrawal from the programme.
2. Students opting for a temporary exit after the first, second or third year must obtain **prior approval from the Registrar through Dean (Academics)**, based on the recommendation of the respective Head of the Department.

19.1.4 Expectation of Programme Continuity

While the option for multiple exits exists, it is generally expected that students admitted to a B.A. / BBA/ B.Com. / B.Sc. programme shall pursue their studies continuously until completion of the final degree requirements.

19.2. Entry Option:

Students seeking re-entry into the programme (multi-entry) must submit an application through the proper channel at the beginning of

the odd semester. Admission shall be subject to fulfilment of Institutional guidelines, credit mapping, and availability of seats.

19.3. Credit Requirements and Qualifications at Different Levels:

The level of the four years B.A. / BBA/ B.Com. / B.Sc. Programme shall be as per the NEP 2020. As per the guidelines, the number of credits to be earned at each level are as under:

| Level | Nomenclature (qualifications within each level) | Credit earned without exit option | Credit earned with exit option |
|-------------|--|-----------------------------------|--------------------------------|
| Level – 4.5 | Undergraduate Certificate for those who exit after successful completion of first year (two semesters) of the undergraduate programme | 40* | 44 |
| Level – 5 | Undergraduate Diploma for those who exit after successful completion of second year (four semesters) of the undergraduate programme | 80* | 84 |
| Level – 5.5 | Bachelor's Degree for those who exit after successful completion of three years (six semesters) of the four year undergraduate programme | 120* | - |
| Level – 6 | Bachelor's Degree with Honours for those who have successfully completed four years (eight semesters) of the undergraduate programme | 160* | - |
| Level – 6 | Bachelor's Degree with Research* for those who have successfully completed four years (eight semesters) of the undergraduate programme | 160* | - |

* The minimum number of credits that a student must earn (as per the respective curriculum) in order to get the above Certification/ Diploma/ Degree program as per the above levels.

Candidates who meet the minimum CGPA (Cumulative Grade Point Average) of 7.5 till Level 5.5 will be allowed to continue studies in the 4th year of B.A. / BBA/ B.Com. / B.Sc. Programme leading to B.A. / BBA/ B.Com. / B.Sc. (Bachelors' Degree – Research) – Level 6. Others can either exit after Level 5.5 acquiring the B.A. / BBA/ B.Com. / B.Sc. Degree or can pursue B.A. / BBA/ B.Com. / B.Sc. (Honours / Honours with Research) – Level 6.

20.0 ELIGIBILITY FOR THE AWARD OF DEGREE

20.1 A student shall be declared to be eligible for the award of B.A. / BBA / BCA / B.Com. / B.Sc. degree provided the student has:

- i) Successfully earned the required number of total credits as specified in the curriculum of the programme of study within a maximum period of 10 semesters from the date of admission, including break of study.
- ii) Successfully completed the requirements of the enrolled professional development activity through various institute level clubs or department level membership in societies.
- iii) No dues to the Institution, Library, Hostel, etc.
- iv) No disciplinary action pending against him/her.

20.2 The award of the degree must have been approved by the Institution.

21.0 POWER TO MODIFY

Notwithstanding all that has been stated above, the Academic Council has the right to modify the above regulations from time to time.

B. S. ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE AND TECHNOLOGY

**BBA (HONOURS / HONOURS WITH RESEARCH)
CURRICULUM & SYLLABI, REGULATIONS 2025**

SEMESTER I

| S. No. | Course Category | Course Code | Course Name | L | T | P | C |
|--------------|-----------------|-------------|--------------------------------------|---|---|---|-----------|
| 1 | AEC | ENE 1183 | General English - I | 3 | 0 | 0 | 3 |
| | | LNE 1181 | General Tamil – I | 3 | 0 | 0 | 3 |
| 2 | AEC | LNE 1182 | German- I | 3 | 0 | 0 | 3 |
| | | LNE 1183 | Arabic Language | 3 | 0 | 0 | 3 |
| | | LNE 1185 | General Hindi - I | 3 | 0 | 0 | 3 |
| 3 | CC | COE 1101 | Financial Accounting | 3 | 1 | 0 | 4 |
| 4 | CC | COE 1102 | Business Organization and Management | 3 | 1 | 0 | 4 |
| 5 | MDC | | Multi-Disciplinary Course - I | 2 | 1 | 0 | 3 |
| 6 | SEC | | Skill Enhancement Course - I | 0 | 0 | 4 | 2 |
| 7 | VAC | | Value Added Course - I | 2 | 0 | 0 | 2 |
| Total | | | | | | | 21 |

SEMESTER II

| S. No. | Course Category | Course Code | Course Name | L | T | P | C |
|--------------|-----------------|-------------|--------------------------------|---|---|---|-----------|
| 1 | AEC | ENE 1283 | General English - II | 3 | 0 | 0 | 3 |
| | | LNE 1281 | General Tamil – II | 3 | 0 | 0 | 3 |
| 2 | AEC | LNE 1282 | German- II | 3 | 0 | 0 | 3 |
| | | LNE 1283 | Modern Communicative Arabic | 3 | 0 | 0 | 3 |
| | | LNE 1285 | General Hindi - II | 3 | 0 | 0 | 3 |
| 3 | CC | COE 1231 | Economics for Decision Making | 3 | 1 | 0 | 4 |
| | CC | COE 1222 | Corporate Legal Framework | 4 | 0 | 0 | 4 |
| 4 | MDC | | Multi-Disciplinary Course - II | 3 | 1 | 0 | 4 |
| 5 | SEC | | Skill Enhancement Course - II | 0 | 0 | 4 | 2 |
| Total | | | | | | | 20 |

| | | |
|------|-----------------------------------|------------------|
| BBA. | (Honours / Honours with Research) | Regulations 2025 |
|------|-----------------------------------|------------------|

SEMESTER III

| S. No. | Course Category | Course Code | Course Name | L | T | P | C |
|--------------|-----------------|-------------|--------------------------------|---|---|---|-----------|
| 1 | CC | COE 2102 | Cost Accounting | 3 | 1 | 0 | 4 |
| 2 | CC | COE 2131 | Human Resource Management | 3 | 1 | 0 | 4 |
| 3 | DSE | | Discipline Specific Course- I | 3 | 1 | 0 | 4 |
| 4 | MDC | | Multi-Disciplinary Course- III | 3 | 1 | 0 | 4 |
| 5 | SEC | | Skill Enhancement Course- III | 0 | 0 | 4 | 2 |
| 6 | VAC | | Value Added Course-II | 0 | 0 | 2 | 1 |
| 7 | VAC | | Value Added Course-III | 1 | 0 | 0 | 1 |
| Total | | | | | | | 20 |

SEMESTER IV

| S. No. | Course Category | Course Code | Course Name | L | T | P | C |
|--------------|-----------------|-------------|--------------------------------|---|---|---|-----------|
| 1 | CC | COE 2231 | Operations Research | 3 | 1 | 0 | 4 |
| 2 | CC | COE 2232 | Marketing Management | 3 | 1 | 0 | 4 |
| 3 | CC | COE 2202 | Financial Management | 3 | 1 | 0 | 4 |
| 4 | DSE | | Discipline Specific Course- II | 3 | 1 | 0 | 4 |
| 5 | SEC | | Skill Enhancement Course- IV | 0 | 0 | 4 | 2 |
| 6 | SEC | | Value Added Courses IV | 0 | 0 | 2 | 1 |
| 7 | VAC | | Value Added Course- V | 1 | 0 | 0 | 1 |
| Total | | | | | | | 20 |

SEMESTER V

| S. No. | Course Category | Course Code | Course Name | L | T | P | C |
|--------------|-----------------|-------------|----------------------------------|---|---|---|-----------|
| 1 | CC | COE 3102 | Management Accounting | 3 | 1 | 0 | 4 |
| 2 | CC | COE 3131 | Business Ethics and Human Values | 3 | 1 | 0 | 4 |
| 3 | CC | COE 3132 | Operation Management | 3 | 1 | 0 | 4 |
| 4 | DSE | | Discipline Specific Elective III | 3 | 1 | 0 | 4 |
| 5 | DSE | | Discipline Specific Elective IV | 3 | 1 | 0 | 4 |
| 6 | SEC | COE 3104 | Summer Internship** | 0 | 0 | 0 | 2 |
| Total | | | | | | | 22 |

SEMESTER VI

| S. No. | Course Category | Course Code | Course Name | L | T | P | C |
|--------------|-----------------|-------------|---------------------------------|---|---|---|-----------|
| 1 | CC | COE 3231 | Financial Services | 3 | 1 | 0 | 4 |
| 2 | CC | COE 3232 | Supply Chain Management | 3 | 1 | 0 | 4 |
| 3 | CC | COE 3233 | Corporate Social Responsibility | 3 | 1 | 0 | 4 |
| 4 | DSE | | Discipline Specific Elective V | 3 | 1 | 0 | 4 |
| 5 | DSE | | Discipline Specific Elective VI | 3 | 1 | 0 | 4 |
| 6 | PROJ | COE 3205 | Mini Project | 0 | 0 | 4 | 2 |
| Total | | | | | | | 22 |

| | | |
|------|-----------------------------------|------------------|
| BBA. | (Honours / Honours with Research) | Regulations 2025 |
|------|-----------------------------------|------------------|

SEMESTER VII

| S. No. | Course Category | Course Code | Course Name | L | T | P | C |
|--------------|-----------------|-------------|-----------------------------------|---|---|---|-----------|
| 1 | CC | COE 4131 | Research Methodology | 3 | 1 | 0 | 4 |
| 2 | CC | COE 4132 | Strategic Management | 3 | 1 | 0 | 4 |
| 3 | CC | COE 4132 | Financial Derivatives | 3 | 1 | 0 | 4 |
| 4 | DSE | | Discipline Specific Elective VII | 3 | 1 | 0 | 4 |
| 5 | DSE | | Discipline Specific Elective VIII | 3 | 1 | 0 | 4 |
| Total | | | | | | | 20 |

SEMESTER VIII

| S. No. | Course Category | Course Code | Course Name | L | T | P | C |
|--------------|-----------------|-------------|---------------------------------------|---|---|----|-----------|
| 1 | CC | COE 4231 | Fintech Innovation | 3 | 1 | 0 | 4 |
| 2 | CC | COE 4232 | Project Management | 3 | 1 | 0 | 4 |
| 3 | PROJ | COE 4233 | Project Work | 0 | 0 | 12 | 12 |
| 4 | OC | COE 4234 | Global Business Strategy | 3 | 1 | 0 | 4 |
| 5 | OC | COE 4235 | International Trade Law and Practices | 3 | 1 | 0 | 4 |
| 6 | OC | COE 4206 | Capstone Project | 0 | 0 | 4 | 4 |
| Total | | | | | | | 20 |

Total Credits: 165

Note:

** Students have to undertake the Summer Internship during the end of fourth semester for 30 days. Summer Internship viva will be held during fifth semester and the credit will be awarded in the fifth semester itself.

| | | |
|------|-----------------------------------|------------------|
| BBA. | (Honours / Honours with Research) | Regulations 2025 |
|------|-----------------------------------|------------------|

LIST OF DISCIPLINE SPECIFIC ELECTIVE (DSE)

| Course Group | Course Code | Course Name | L | T | P | C |
|--------------|-------------|-------------|---|---|---|---|
|--------------|-------------|-------------|---|---|---|---|

DISCIPLINE SPECIFIC ELECTIVE I (SEMESTER III)

| | | | | | | |
|-----|----------|-------------------------|---|---|---|---|
| DSE | COEX 901 | Indian Financial System | 3 | 1 | 0 | 4 |
| DSE | COEX 902 | Principles of Insurance | 3 | 1 | 0 | 4 |
| DSE | COEX 903 | Financial Literacy | 3 | 1 | 0 | 4 |

DISCIPLINE SPECIFIC ELECTIVE II (SEMESTER IV)

| | | | | | | |
|-----|----------|---------------------------------|---|---|---|---|
| DSE | COEX 911 | Sales & Distribution Management | 3 | 1 | 0 | 4 |
| DSE | COEX 912 | Entrepreneurial Leadership | 3 | 1 | 0 | 4 |
| DSE | COEX 913 | Goods and Service Tax | 3 | 1 | 0 | 4 |

DISCIPLINE SPECIFIC ELECTIVE III (SEMESTER V)

| | | | | | | |
|-----|----------|------------------------|---|---|---|---|
| DSE | COEX 921 | Services Marketing | 3 | 1 | 0 | 4 |
| DSE | COEX 922 | Advertising Management | 3 | 1 | 0 | 4 |
| DSE | COEX 923 | Performance Management | 3 | 1 | 0 | 4 |

DISCIPLINE SPECIFIC ELECTIVE IV (SEMESTER VI)

| | | | | | | |
|-----|----------|----------------------------------|---|---|---|---|
| DSE | COEX 931 | Consumer Behaviour (NPTEL) | 3 | 1 | 0 | 4 |
| DSE | COEX 932 | Total Quality Management | 3 | 1 | 0 | 4 |
| DSE | COEX 933 | Customer Relationship Management | 3 | 1 | 0 | 4 |

DISCIPLINE SPECIFIC ELECTIVE V (SEMESTER VI)

| | | | | | | |
|-----|----------|---------------------------------|---|---|---|---|
| DSE | COEX 941 | Organisational Behaviour | 3 | 1 | 0 | 4 |
| DSE | COEX 942 | Cultural Diversity at Workplace | 3 | 1 | 0 | 4 |
| DSE | COEX 943 | Banking Law and Practices | 3 | 1 | 0 | 4 |

| | | |
|------|-----------------------------------|------------------|
| BBA. | (Honours / Honours with Research) | Regulations 2025 |
|------|-----------------------------------|------------------|

**DISCIPLINE SPECIFIC ELECTIVE VI
(SEMESTER VI)**

| | | | | | |
|-----|------------------------------|---|---|---|---|
| DSE | COEX 951 Behavioural Finance | 3 | 1 | 0 | 4 |
| DSE | COEX 952 HR Analytics | 3 | 1 | 0 | 4 |
| DSE | COEX 953 Rural Marketing | 3 | 1 | 0 | 4 |

**DISCIPLINE SPECIFIC ELECTIVE VII
(SEMESTER VII)**

| | | | | | |
|-----|--|---|---|---|---|
| DSE | COEX 961 Research and Publication Ethics | 3 | 1 | 0 | 4 |
| DSE | COEX 962 Strategic Corporate Finance | 3 | 1 | 0 | 4 |
| DSE | COEX 963 International Marketing | 3 | 1 | 0 | 4 |

**DISCIPLINE SPECIFIC ELECTIVE VIII
(SEMESTER VII)**

| | | | | | |
|-----|--|---|---|---|---|
| DSE | COEX 971 Leadership and Change Management | 3 | 1 | 0 | 4 |
| DSE | COEX 972 Brand Management | 3 | 1 | 0 | 4 |
| DSE | COEX 973 Statistical Package for Data Analysis (optional) | 2 | 0 | 2 | 4 |

LIST OF MULTIDISCIPLINARY ELECTIVE COURSES

| Course Group | Course Code | Course Name | L | T | P | C |
|---------------------|--------------------|--------------------|----------|----------|----------|----------|
|---------------------|--------------------|--------------------|----------|----------|----------|----------|

**MULTIDISCIPLINARY COURSE
(SEMESTER I)**

| | | | | | | |
|-----|----------|---|---|---|---|---|
| MDC | COEX 981 | Environmental Science | 2 | 1 | 0 | 3 |
| MDC | COEX 982 | Industrial Relations and Employment Law | 2 | 1 | 0 | 3 |
| MDC | COEX 983 | Knowledge Management | 2 | 1 | 0 | 3 |

**MULTIDISCIPLINARY COURSE
(SEMESTER II)**

| | | | | | | |
|-----|----------|--|---|---|---|---|
| MDC | COEX 91 | Business Mathematics and Statistics | 3 | 1 | 0 | 4 |
| MDC | COEX 991 | Financial Planning and Budgeting | 3 | 1 | 0 | 4 |
| MDC | COEX 992 | Personality Development and Leadership | 3 | 1 | 0 | 4 |

**MULTIDISCIPLINARY COURSE
(SEMESTER III)**

| | | | | | | |
|-----|-----------|---------------------------|---|---|---|---|
| MDC | COEX 1001 | Investment Banking | 3 | 1 | 0 | 4 |
| MDC | COEX 1002 | Cyber Security Management | 3 | 1 | 0 | 4 |
| MDC | COEX 1003 | Consumer Psychology | 3 | 1 | 0 | 4 |

LIST OF SKILL ENHANCEMENT COURSES

| Course Group | Course Code | Course Name | L | T | P | C |
|--------------|-------------|-------------|---|---|---|---|
|--------------|-------------|-------------|---|---|---|---|

SEMESTER I

(SKILL ENHANCEMENT COURSES I)

| | | | | | | |
|-----|-----------|------------------------------------|---|---|---|---|
| SEC | COEX 1011 | Excel and Spreadsheet for business | 0 | 0 | 4 | 2 |
| SEC | COEX 1012 | Data Analytics in Decision Making | 0 | 0 | 4 | 2 |
| SEC | COEX 1013 | Digital Literacy for Business | 0 | 0 | 4 | 2 |

SEMESTER II

(SKILL ENHANCEMENT COURSES II)

| | | | | | | |
|-----|-----------|--|---|---|---|---|
| SEC | COEX 1021 | Stock Market Operations | 0 | 0 | 4 | 2 |
| SEC | COEX 1022 | Critical Thinking and Business Problem Solving | 0 | 0 | 4 | 2 |
| SEC | COEX 1023 | Business Environment and Public Policy | 0 | 0 | 4 | 2 |

SEMESTER III

(SKILL ENHANCEMENT COURSES III)

| | | | | | | |
|-----|-----------|--|---|---|---|---|
| SEC | COEX 1031 | Design Thinking and Innovation | 0 | 0 | 4 | 2 |
| SEC | COEX 1032 | Personal Finance and Tax Planning | 0 | 0 | 4 | 2 |
| SEC | COEX 1033 | Conflict Management and Negotiation Skills | 0 | 0 | 4 | 2 |

SEMESTER IV

(SKILL ENHANCEMENT COURSES IV)

| | | | | | | |
|-----|-----------|---|---|---|---|---|
| SEC | COEX 1041 | Management Information System (MIS) | 0 | 0 | 4 | 2 |
| SEC | COEX 1042 | Python Programme for Business Analytics | 0 | 0 | 4 | 2 |
| SEC | COEX 1043 | Emerging Technologies and Applications | 0 | 0 | 4 | 2 |

| | | |
|------|-----------------------------------|------------------|
| BBA. | (Honours / Honours with Research) | Regulations 2025 |
|------|-----------------------------------|------------------|

LIST OF VALUE ADDED COURSES^{\$}

| Course Group | Course Code | VALUE ADDED COURSE I (SEMESTER I) | L | T | P | C |
|--|--------------------|--|----------|----------|----------|----------|
| VAC | COEX 431 | Indian Constitution | 2 | 0 | 0 | 2 |
| VAC | COEX 1052 | Export and Import Procedures and Documentation | 2 | 0 | 0 | 2 |
| VAC | COEX 1053 | AI in Business Decision Making | 2 | 0 | 0 | 2 |
| VALUE ADDED COURSE II (SEMESTER III) | | | | | | |
| VAC | COEX 1061 | Wellness and Mental Health | 1 | 0 | 0 | 1 |
| VAC | COEX 1062 | Yoga for Stress Management | 1 | 0 | 0 | 1 |
| VAC | COEX 1063 | Emotional Intelligence for Managers | 1 | 0 | 0 | 1 |
| VALUE ADDED COURSE III (SEMESTER III) | | | | | | |
| VAC | COEX 1071 | E-Commerce and Website Development | 1 | 0 | 0 | 1 |
| VAC | COEX 1072 | Canva& Graphic Tools for Business Creators | 1 | 0 | 0 | 1 |
| VAC | COEX 1073 | Aptitude and Reasoning Ability Skills | 1 | 0 | 0 | 1 |
| VALUE ADDED COURSE IV (SEMESTER IV) | | | | | | |
| VAC | COEX 1081 | Cross-Cultural Business Etiquette | 1 | 0 | 0 | 1 |
| VAC | COEX 1082 | Content Marketing and Personal Branding | 1 | 0 | 0 | 1 |
| VAC | COEX 1083 | Communication Skills | 1 | 0 | 0 | 1 |
| VALUE ADDED COURSE V (SEMESTER IV) | | | | | | |
| VAC | COEX 1091 | Retail Management Essentials | 1 | 0 | 0 | 1 |
| VAC | COEX 1092 | Sales & Negotiation Skills | 1 | 0 | 0 | 1 |
| VAC | COEX 1093 | Influencer & Affiliate Marketing | 1 | 0 | 0 | 1 |

^{\$} All the value added courses shall have two components of evaluation: a) Continuous Assessment of 60 marks, comprising of assignments/class activities/ field trip etc., b) Semester end examination of 40 marks.

SEMESTER – I

| | | | | | |
|-----------------|----------------------------|----------|----------|----------|----------|
| ENE 1183 | GENERAL ENGLISH - I | L | T | P | C |
| SDG: 4 | | 3 | 0 | 0 | 3 |

COURSE OBJECTIVES:

- COB1:** To introduce students to literary texts that foster appreciation of language and culture.
- COB2:** To develop the ability to read and comprehend a variety of genres including poetry, short stories, prose, and drama.
- COB3:** To enhance listening and speaking skills through structured activities and role plays.
- COB4:** To enable learners to write coherent descriptive, narrative, and formal paragraphs and letters.
- COB5:** To build foundational grammar and vocabulary for effective communication.

MODULE I

L: 9

Poetry: Sarojini Naidu – “Street Cries”

Short story: R.K. Narayan – “Fellow Feeling”

Listening: Sundar Pitchai – “You will prevail”- Listening for Comprehension

Writing: Descriptive Paragraph

Grammar & Vocabulary: i) Articles ii) Adjectives (Degrees of Comparison) iii) Synonyms & Antonyms

MODULE II

L: 10

Poetry: Thomas Hardy – “Ah, Are You Digging My Grave?”

Prose: I.A.R. Wylie – “The Key to Courage”

Speaking: Introducing oneself and others

Writing: Letter seeking permission to attend conferences

Grammar & Vocabulary: i) Conjunctions ii) Prefixes & Suffixes iii) Synonyms & Antonyms

MODULE III

L: 8

Short story: Oscar Wilde – “The Model Millionaire”

Prose: Edward de Bono – “Six Thinking Hats” (Excerpt)

Reading: Skimming and Scanning

Writing: Letter of Invitation

Grammar & Vocabulary: i) Tenses ii) Synonyms & Antonyms

MODULE IV

L: 8

Novella: Ruskin Bond – *A Flight of Pigeons*

Listening: TED Talk: Julian Treasure “How to Speak So That People Want to Listen” –
Guided Note taking

Writing: Hints Development

Grammar & Vocabulary: i) Homonyms ii) Question tags iii) Synonyms & Antonyms

MODULE V

L: 10

One-act play: Fritz Karinthy - *Refund*

Speaking: Role play

Writing: Creative Writing - Story writing

Grammar & Vocabulary: i) Active and Passive Voice ii) Synonyms & Antonyms

L – 45; Total Hours: 45

TEXT BOOKS:

1. Course material by the Department of English

REFERENCES:

1. “Street Cries by Sarojini Naidu.” *Allpoetry.com*, 2023, allpoetry.com/poem/8496447-Street-Cries-by-Sarojini-Naidu. <https://allpoetry.com/poem/8496447-Street-Cries-by-Sarojini-Naidu>
2. <https://eruditesdps.wordpress.com/wp-content/uploads/2017/01/malgudi-days-narayan-r-k.pdf>
3. <https://www.youtube.com/watch?v=UUheH1seQuE>
4. ““Ah, Are You Digging on My Grave.”” *Victorianweb.org*, <https://victorianweb.org/authors/hardy/poems/digging.html>
5. Palanivel, R. (Ed.), *Textures of English*, Foundation Books, New Delhi, 2010.
6. https://www.ama.ac.in/wp-content/uploads/2023/10/ModelMillionLESSON_11.pdf
7. Bond, Ruskin. *A Flight of Pigeons*. Penguin Books, 2002.
8. <https://www.youtube.com/watch?v=elho2S0Zahl>
9. Ansari, Rafeeqe. “The Refund - a Hilarious Literary Play.” *Blogspot.com*, 2015. <https://rafiq-lis.blogspot.com/2013/02/the-refund-hilarious-literary-play.html>

COURSE OUTCOMES:

On completion of the course, the students will be able to

- CO1:** Interpret and critically appreciate diverse literary works that reflect cultural and social values.
- CO2:** Demonstrate reading strategies like skimming and scanning to extract general and specific information.

- CO3:** Apply listening & speaking strategies to comprehend and respond to spoken English in academic settings.
- CO4:** Compose structured written documents in academic context.
- CO5:** Demonstrate the use of accurate grammar and context-appropriate vocabulary in both spoken and written communication.

Board of Studies (BoS):

18th BoS of the Department of English
held on 04.06.2025

Academic Council:

24th AC held on 26th August 2025

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PSO 1 | PSO 2 |
|-----|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| CO1 | | | | | | | | | | | | | | |
| CO2 | | | | | | | | | | | | | | |
| CO3 | | | | | | | | | | | | | | |
| CO4 | | | | | | | | | | | | | | |
| CO5 | | | | | | | | | | | | | | |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Statement: The acquisition of LSRW skills of English language could help students in promoting lifelong learning opportunities.

| LNE 1181 | பொதுத் தமிழ் - I | L | T | P | C |
|---|------------------------------------|---|---|---|---|
| நோக்கங்கள் | GENERAL TAMIL -I | 2 | 1 | 0 | 3 |
| <ul style="list-style-type: none"> சமூக மாற்றச்சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியங்களை அறிமுகம் செய்தல் இருபதாம் நூற்றாண்டு மரபுக்கவிதைகளை அறிமுகம் செய்தல் புதுக்கவிதை, சிறுகதை, உரைநடை ஆகிய இலக்கியங்களை நயம் பாராட்டுதல் புதுக்கவிதை மற்றும் சிறுகதையின் தோற்றம் வளர்ச்சி குறித்து எடுத்துரைத்தல் சந்திப் பிழையின்றி எழுத மாணவர்களைப் பயிற்றுவித்தல் கவிதை மற்றும் சிறுகதை எழுத மாணவர்களை ஊக்கப்படுத்துதல் | | | | | |
| அலகு I | இருபதாம் நூற்றாண்டு மரபுக்கவிதைகள் | 8 | | | |
| கவிமணி தேசிய விநாயகம் பிள்ளை - புத்தரும் ஏழைச்சிறுவனும், பாரதியார் - ஊருக்கு உழைத்திடல் யோகம், பாரதிதாசன் - பெண் கல்வி, கண்ணதாசன் - மனிதரைப் பாட மாட்டேன். | | | | | |
| அலகு II | புதுக்கவிதைகள் | 8 | | | |
| முடியரசன்-உலகை மாற்றுவோம், அப்துல்ரகுமான் -வீட்டுக்கொரு மரம் வளர்ப்போம், வைரமுத்து-கால வித்தியாசம், நா.காமராசன் -வானவில், மாலதி மைத்ரேயி-ஓணான் கொடி , மு.மேத்தா-செருப்புடன் ஒரு பேட்டி, வெ. இறையன்பு-சருகுகள் சலசலக்கின்றன, ஹைக்கூ | | | | | |
| அலகு III | சிறுகதைகள் | 8 | | | |
| ஜெயகாந்தன் - வாய்ச்சொற்கள் , கல்கி - கேதாரியின் தாயார், புதுமைப்பித்தன் - காலனும் கிழவியும், மௌனி - அழியாச்சுடர், திலகவதி - வதம் | | | | | |
| அலகு IV | மொழிப்பயிற்சி | 7 | | | |
| கலைச்சொல்லாக்கம், பிழைத்திருத்தம் (ஒருமை, ல-ள-ழகர, ர-ற-கர, ண-ந-னகர வேறுபாடுகள்), அயற்சொற்களைதல். | | | | | |
| அலகு V | இலக்கிய வரலாறு | 7 | | | |
| பாடந்தழுவியது (இருபதாம் நூற்றாண்டு மரபுக் கவிதைகள், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், சிறுகதையின் தோற்றமும் வளர்ச்சியும் நாவலின் தோற்றமும் வளர்ச்சியும்) | | | | | |
| அலகு VI | படைப்பிலக்கியம் | 7 | | | |
| கவிதை எழுதுதல், சிறுகதை வரைதல் | | | | | |
| L – 45 ; T – 15 ; TOTAL HOURS – 45 | | | | | |
| குறிப்புகள் | | | | | |
| <ol style="list-style-type: none"> 1. பொதுத் தமிழ் - செய்யுள் திரட்டு - தமிழ்த் துறை வெளியீடு 2. தமிழ் இலக்கிய வரலாறு - சோம. இளவரசு 3. சிறுகதைத் தொகுப்பு (கட்டுரைக் களஞ்சியம்) | | | | | |
| வெளிப்பாடு | | | | | |
| <ul style="list-style-type: none"> மாணவர்கள் சமூக மாற்றச்சிந்தனைகளை அறிந்து கொள்வர் | | | | | |

- இருபதாம் நூற்றாண்டு மரபுக்கவிதைகள் குறித்த அறிவினைப் பெறுவர்.
- சந்திப்பிழைகளை நீக்கி எழுதும் திறன் பெறுவர்
- இருபதாம் நூற்றாண்டு தமிழ் இலக்கியத்தின் வரலாறு, வளர்ச்சி, பாடுபொருள் ஆகியவற்றை உணர்ந்து கொள்வர்.
- இருபதாம் நூற்றாண்டு தமிழ் இலக்கியப் படைப்பாளர்களைப் பற்றி அறிந்து கொள்வர்.
- புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வு செய்யும் திறனையும் பெறுவர்

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
| CO1 | | | | | | | M | M | M | M | | M | | | | |
| CO2 | | | | | | | L | L | L | M | | M | | | | |
| CO3 | | | | | | | L | M | L | L | | L | | | | |
| CO4 | | | | | | | L | L | M | L | | L | | | | |
| CO5 | | | | | | | L | L | L | L | | L | | | | |
| CO6 | | | | | | | M | M | M | M | | L | | | | |

Note: L – Low Correlation

M – Medium Correlation

H – High Correlation

SDG 16 Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

This Course make the students to understand the importance of Strengthening relevant national Institutions, including through international co-operation, for building capacity at all levels, particularly in developing countries, to prevent violence and combat terrorism and crime through the Quranic, Vedic and Biblical literature.

Preise sprechen, Akkusative Bestimmter Artikel *den, die, das*, Unbestimmter Artikel *einen, eine, ein*, Negation *keinen, keine, kein*, Verben mit Akkusativ, Die Uhrzeit verstehen und anwenden können- Singular und Plural, Texte verstehen und antworten.

MODULE V**Meine Familie****L:9**

Modal Verben – müssen, können, wollen, sollen, möchten, dürfen, mögen, Modal Verb im Satz, Kurze

Alltagsgespräche führen und verstehen, Trennbare Verben, Possessivepronomen im Nominativ – mein, dein, sein

. . ., Über die Familie schreiben und sprechen, Andere vorstellen, Präteritum – sein und haben, Texte verstehen und antworten, Negation- nicht, Einfache Übersetzung -Deutscher Satz/die Textstelle auf Englisch

L – 45; Total Hours: 45**TEXT BOOKS:**

1. Netzwerk Neu Deutsch als Fremdsprache A1
German Edition 2023 by Helen Schmitz Stefanie Dengler, Paul Rusch (Author).
2. Basic German: A Grammar and Workbook (Routledge Grammar Workbooks)
by Heiner Schenke , Anna Miell

PRACTICE BOOK:

1. Menschen: Kursbuch A1
German Edition by Sandra Evans (Author), Angela Pude (Author),

REFERENCES:

1. Tangram aktuell: Kurs- und Arbeitsbuch 1.
1 January 2004 German Edition by Seelmann Kurt (Author).
2. Prima aktiv A1.1 Deutsch für Jugendliche Textbook + Workbook.
by Sabine Jentges (Author), Friederike Jin (Author),

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: Show their proficiency in German Language.

CO2: Use appropriate vocabulary in real life contexts.

CO3: Use appropriate grammatical forms while communicating with people.

CO4: Effectively use the language in social and academic contexts.

CO5: Comprehend matters which are of daily usage

CO6: Communicate as per people's need and requirement.

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | H | H | M | H | | H | H | H | M | H | M | H | | | | |
| CO2 | | | | H | | H | H | H | H | H | | H | | | | |
| CO3 | | | | H | | H | H | H | H | H | | H | | | | |
| CO4 | | | | H | | H | H | H | | H | | H | | | | |
| CO5 | | | | H | | H | H | H | | H | | H | | | | |
| CO6 | | | | H | | H | H | H | | H | | H | | | | |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : Quality Education

The substantially improve the relevant skills which develop the confidence in young people, including technical and vocational skills, help for employment, decent work and entrepreneurship.

| | | | | | |
|-----------------|------------------------|----------|----------|----------|----------|
| LNE 1183 | ARABIC LANGUAGE | L | T | P | C |
| SDG 4 | | 3 | 0 | 0 | 3 |

COURSE OBJECTIVES:

The course aims to teach :

COB1: Arabic alphabets, reading and writing and pronunciation.

COB2: Listening and writing of words related to market, doctor, parts of body, dining.

COB3: Arabic simple sentences using names of animals, birds, singular and plural.

COB4: Listening and writing of Countries' names, singular, dual and plural.

COB5: Arabic sentences using verbs, tenses, numbers and basic grammar

MODULE I INTRODUCTION TO ARABIC READING AND WRITING 9

Introduction to Arabic alphabets - reading from right to left - Listening to audio & video – practice correct pronunciation – Writing join letters from right to left – Introduction to Sun letters and Moon letters – Reading words with harakath (lessons: 1 and 2): (حجرة الدراسة ، حجرة (2) الدراسة - introduction to Arabic words in and around the classroom – Writing practice of words

MODULE II INTRODUCTION TO BASIC ARABIC GRAMMAR 9

Reading skill: Vocabulary related to Traffic (الممرور) – Preposition in Arabic (حروف الجر) - Definite and Indefinite words (المعرفة والنكرة) - Vocabulary related to market (Lesson 3) – Adverb of place and time – Gender variation (المذكر والمؤنث) - Demonstrative pronoun (أسماء الإشارة)

MODULE III VOCABULARIES AND SIMPLE SENTENCES 9

Introduction of verbs (lessons: 4 – 6) – Changing the pronouns (الضمائر) - Sentence pattern - Words related to doctor, parts of the body (أعضاء الجسم) – Verbal Sentence (جملة الفعلية) - object in a verbal sentence (المفعول به) - dining, fruits, vegetables and food items (الغذاء) - Airport vocabularies (المطار) - family members, household objects (البيت) - Vocabulary related to names of animals, birds (الحيوانات و الطيور) - والأسرة

MODULE IV GRAMMATICAL SENTENCE FORMATION 9

(lessons: 7 – 12) Home – singular, dual and plural (مفرد مثنى والجمع) - introduction to gender: first person, second person and third person (الضمائر المنفصلة) – interrogatory sentences - arabic

simple sentences – nominal sentence and verbal sentence (الجملة الاسمية والفعلية) - subject and predicate (المبتدأ والخبر) – Congregation of pronouns – Attached pronouns (الضمائر المتصلة)

MODULE V TENSE AND BASIC CONVERSATIONS

9

(lessons: 13 & 14) Words related to kitchen utensils – cooking (أسماء المطبخ والطبخ) – Introduction to gender in verbs: first person, second person and third person (التذكُّر والتأنث) – singular and plural in verbs – present tense conjugation (تصريف الفعل المضارع) - past tense conjugation (تصريف الفعل الماضي) – possession (الإضافة) - (المحادثة العربيَّة) - verbs and tenses – communication on dining

L - 45; TOTAL HOURS – 45

TEXT BOOK:

1. Al Qirathul Arabiyya Lil Muftadiyeen (UmmulQura University, Makkah), Bukhari Aalim Arabic College, 2005.

REFERENCES:

1. Al Arabiya Lin Nashiyeen (Education Ministry, K.S.A.), Bukhari Aalim Arabic College, 2005.
2. Dr. V. Abdur Raheem, Durus Al Lugathil Arabiyya Li Ghairin NatiqeenBiha, Islamic Foundation Trust, Chennai, 2002.

COURSE OUTCOMES:

At the end of the course, the student is expected to

CO1: vocabulary related to the market, doctor, parts of body, dining.

CO2: Identify Arabic names of animals, birds, singular and plural, interrogatory sentences.

CO3: recognize Arabic alphabets, reading and writing and pronunciation.

CO4: use basic grammar rules, singular, dual and plural.

CO5: form Arabic sentences using verbs, tenses and numbers.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| CO1 | | | | | | L | | | | | | | | | |
| CO2 | | | | | | | M | | | | | | | | |
| CO3 | | | | | | | M | | | | | | | | |
| CO4 | | | | | | L | | | | | | | | | |
| CO5 | | | | | | | M | | | | | | | | |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

This course enables the learners to enhance effective communication in the workplace.

| LNE 1185 | सामान्य हिन्दी - I | L | T | P | C |
|--|--------------------|--------|---|------------|---|
| | GENERAL HINDI - I | 3 | 0 | 0 | 3 |
| उद्देश्य(Objectives): <ul style="list-style-type: none">छात्रों को हिन्दी भाषा और लिपि का इतिहास की जानकारी देनाहिन्दी साहित्य का ज्ञान को समृद्ध करनाअनुवाद ज्ञान को बढ़ाना और राज भाषा में प्रशिक्षण देनाऔपचारिक/अनौपचारिक पत्राचार द्वारा संचार कौशल को समृद्ध करना अच्छे नागरिक बनाना और मानवीय मूल्यों को समझाना | | | | | |
| Module - I | | 9 hrs | | | |
| <ul style="list-style-type: none">हिन्दी भाषा, लिपि का परिचयप्रयोजनमूलक हिन्दी शब्द अनुवाद (Functional Words Hindi Translation) (तकनीकी शब्द, वाक्यांश, पद एवं विभागीय नाम) – 50 शब्दसमरूपी भिन्नार्थक शब्द - 20 शब्दछुट्टी पत्र (Leave Letter) | | | | | |
| Module - II | | 9 hrs | | | |
| <ul style="list-style-type: none">हिन्दी साहित्य इतिहास का परिचयवाक्य अनुवाद (Hindi Sentence Translation) – 20 वाक्यअपठित गद्यांश (Unseen Passage)जन्मदिन मनाने के लिए मित्रों को निमंत्रण पत्र | | | | | |
| Module - III | | 9 hrs | | | |
| <ul style="list-style-type: none">आधुनिक हिन्दी साहित्य का परिचयवाच्य (Speech) (कर्तृवाच्य – कर्मवाच्य) - 5 (कर्मवाच्य – कर्तृवाच्य) – 5नौकरी के लिए आवेदन पत्र (Application Letter)उल्लास यात्रा पर जाने के लिए पिताजी से अनुमति पत्र | | | | | |
| Module - IV | | 9 hrs | | | |
| <ul style="list-style-type: none">कबीर के दोहे - 5 और रहीम के दोहे – 5वाक्य में प्रयोग (Sentence Making) – 20संपादक के नाम पर पत्र (Letter to the Editor), कार्यालय आदेश (Office Order)अनुच्छेद अनुवाद (Paragraph Translation) | | | | | |
| Module - V | | 9 hrs | | | |
| <ul style="list-style-type: none">हिन्दी भाषा का कंप्यूटरीय अनुकूलता एवं टंकण (पाठ)संवाद लेखन (Conversation) – 4, निबंध लेखन (Essay Writing)अपने भाई/बहन के विवाह में अपने मित्रों को आमंत्रण पत्र | | | | | |
| L = 30 | | P = 15 | | Total = 45 | |

| निर्धारित पाठ्य पुस्तकें: (Book Prescribed / Web link) |
|---|
| <ul style="list-style-type: none"> भाषा विज्ञान, डॉ. भोलानाथ तिवारी, किताब महाल प्रकाशन, नई दिल्ली, 2012 हिन्दी साहित्य का इतिहास, प्रभात प्रकाशन, नई दिल्ली, 2017 <p>Prescribed book * सामान्य हिन्दी – ललित वत्स / रेशमा सुल्तान (Latest)</p> <ul style="list-style-type: none"> कबीर और रहीम के दोहे - (http://kavitakosh.org) MOOC: भाषा प्रद्योगिकी का सामान्य परिचय |
| परिणाम: (Out Come) |
| <ul style="list-style-type: none"> छात्र हिन्दी भाषा और लिपि का इतिहास की जानकारी प्राप्त करेंगे। हिन्दी साहित्य का ज्ञान अर्जित करेंगे। अनुवाद एवं राज भाषा में प्रशिक्षित होंगे और तकनीकी व वैज्ञानिक शब्दों के लिए समकक्ष हिंदी शब्द जानेंगे। औपचारिक/अनौपचारिक पत्राचार द्वारा संचार कौशल को समृद्ध करेंगे। अच्छे नागरिक बनेंगे और वे मानवीय मूल्यों को समझेंगे। |

Board of Studies (BoS):

5th BoS of the Department of Public
Policy held on 14.08.2025

Academic Council:

24th AC held on 26th August 2025

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 |
|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|
| CO 1 | M | M | - | M | M | - | - | L | L | - | M | M | - | - | M | - | - |
| CO 2 | - | - | - | H | - | - | H | L | - | M | - | M | - | - | M | - | - |
| CO 3 | - | M | - | M | H | - | M | L | - | M | - | M | - | - | M | - | - |
| CO 4 | - | M | - | - | H | - | M | L | - | L | - | M | - | - | M | - | - |
| CO 5 | M | M | - | - | - | - | - | - | - | M | - | M | - | - | M | - | - |

Note: L – Low Correlation M- Medium Correlation H – High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

This course enables the learners to enhance effective communication in the workplace.

| | | | | | |
|-----------------|-----------------------------|----------|----------|----------|----------|
| COE 1101 | FINANCIAL ACCOUNTING | L | T | P | C |
| SDG: 8 | | 3 | 1 | 0 | 4 |

COURSE OBJECTIVES:

This course aims to enable the learners,

- COB1:** To introduce the basic concepts, principles, and conventions of accounting and the double-entry system.
- COB2:** To enable students to prepare journal, ledger, and trial balance, and understand accounting standards including Ind AS and IFRS.
- COB3:** To train students in preparing various subsidiary books and final accounts of sole proprietors.
- COB4:** To provide knowledge on different methods of depreciation and their application in business scenarios.
- COB5:** To familiarize students with the preparation of Bank Reconciliation Statements and identify reasons for mismatch.

| | | | | |
|-----------------|------------------------|------------|-------------|-------------|
| MODULE I | INTRODUCTION TO | L:9 | T: 3 | P: 0 |
| | ACCOUNTING | | | |

Financial Accounting – Meaning, Definition, Objectives, Methods, Basic Accounting Concepts and Conventions - Double Entry System of Accounting - Introduction to Accounting Standards (AS), Indian Accounting Standards (Ind AS) and International Financial Reporting Standards (IFRS) - Journal - Ledger- Trial balance.

| | | | | |
|------------------|-------------------------|------------|-------------|-------------|
| MODULE II | SUBSIDIARY BOOKS | L:9 | T: 3 | P: 0 |
|------------------|-------------------------|------------|-------------|-------------|

Meaning – Advantages – Preparation of Purchases book, Sales book, Purchases returns book, Sales returns book- Cash book – Single column, Double column and Three column cash book– Petty cash book –Imprest system.

| | | | | |
|-------------------|-------------------------------|------------|-------------|-------------|
| MODULE III | FINAL ACCOUNTS OF SOLE | L:9 | T: 3 | P: 0 |
| | TRADERS | | | |

Meaning of Final Accounts–Utility of Final Accounts–Components of Final Accounts – Manufacturing Account - Trading Account – Profit and Loss account–Balance Sheet with adjustments

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|------------------|--------------------------------|------------|-------------|-------------|
| MODULE IV | DEPRECIATION ACCOUNTING | L:9 | T: 3 | P: 0 |
|------------------|--------------------------------|------------|-------------|-------------|

Meaning – Causes of depreciation - Objectives of providing depreciation - Factors affecting Depreciation – methods of providing depreciation - Straight Line Method– Diminishing Balance Method–Annuity Method–Sinking Fund

Method - Insurance Policy Method.

MODULE V BANK RECONCILIATION L:9 T: 3 P: 0
STATEMENT

Meaning - Need - Reasons for differences between Cash Book and Pass Book balances – Favorable and Overdraft balances – Ascertainment of correct Cash Book balance (Amended Cash Book) - Preparation of Bank Reconciliation Statement (Including Problems).

L – 45; T – 15; P – 0; Total Hours: 60

TEXT BOOKS:

1. Gupta, R. L., & Gupta, V. K. (2019). Principles and Practice of Accounting (14th Revised Ed.). Sultan Chand & Sons.
2. Jain, S. P., & Narang, K. L. (2021). Advanced Accountancy Principles of Accounting – Vol. I (20th Ed.). Kalyani Publishers.
3. Maheshwari, S. N., & Maheshwari, V. L. (2023). Advanced Accountancy–I (12th Ed.). Vikas Publishing House.

REFERENCES:

1. Tulsian, P. C., Tushar Tulsian, & Bharat Tulsian (2025). Financial Accounting (2nd Ed., including GST & Tally). S. Chand Publishing.
2. Anthony, R. N., Hawkins, D., & Merchant, K. A. (2010). Accounting: Text and Cases (Latest Ed.). McGraw-Hill Education India.
3. Horngren, C. T., & Philbrick, D. (2017). Introduction to Financial Accounting (Latest Ed.). Pearson Education.
4. Lal, J., & Srivastava, S. (Latest Ed.). Financial Accounting: Text and Problems. Himalaya Publishing House.
5. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). Advanced Accounts, Vol. I (Latest Ed.). Sultan Chand Publishing.

COURSE OUTCOMES: On successful completion of this course, the students will be able to:

- CO1:** Explain the fundamental accounting principles, conventions, and standards and apply the double-entry system in journalizing and ledger posting.
- CO2:** Prepare and analyze various subsidiary books including cash book and petty cash book.
- CO3:** Prepare final accounts of sole proprietors with adjustments including trading, profit & loss account, and balance sheet.
- CO4:** Apply various methods of depreciation accounting and assess their

impact on financial statements.

CO5: Construct accurate bank reconciliation statements and amend cash books to find correct balances.

Board of Studies (BoS):

21st BOS of the Department of
Commerce held on 01.07.2025

Academic Council:

24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | L | M | H | L | L | L | H | H | L | H |
| CO2 | H | L | M | M | L | L | L | H | L | L | H |
| CO3 | H | L | H | H | M | L | M | H | H | M | H |
| CO4 | H | L | H | H | M | L | L | H | M | L | H |
| CO5 | M | L | H | H | L | L | L | M | L | L | M |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Decent Work and Economic Growth

This course promotes ethical accounting practices and financial transparency essential for sustainable business growth. It equips students with employable skills, supporting inclusive economic development and decent work opportunities

| | | |
|-----------------|---|----------------|
| COE 1102 | BUSINESS ORGANISATION AND MANAGEMENT | L T P C |
| SDG: 08 | | 3 1 0 4 |

COURSE OBJECTIVES:

This course aims to enable the learners,

- COB1:** To comprehend the fundamental concepts of business, trade, and commerce.
- COB2:** To identify and compare various forms of business ownership and their characteristics.
- COB3:** To learn core principles and functions of management.
- COB4:** To apply managerial concepts to organizational structures and decision-making.
- COB5:** To develop skills in leadership and control techniques.

| | | |
|-----------------|---------------------|----------------------|
| MODULE I | INTRODUCTION | L:9 T: 3 P: 0 |
|-----------------|---------------------|----------------------|

Nature and Scope of Business: Meaning, characteristics, objectives, classification, role of business in economic development. Business, Trade, Industry & Commerce: Definitions, interrelationship, role in economic activity. Forms of Businesses. Classical, behavioral, and modern management theories with contributions from Taylor, Fayol, Mayo, Mintzberg, and Drucker.

| | | |
|------------------|-----------------|----------------------|
| MODULE II | PLANNING | L:9 T: 3 P: 0 |
|------------------|-----------------|----------------------|

Planning: Meaning, nature, importance, types, steps in planning process, planning premises, limitations. Management by Objectives (MBO): Concept and its role in aligning organizational and individual goals. Decision Making: Types, steps, individual vs group decision-making, centralization vs decentralization.

| | | |
|-------------------|-------------------|----------------------|
| MODULE III | ORGANIZING | L:9 T: 3 P: 0 |
|-------------------|-------------------|----------------------|

Concept, nature, and significance of organizing in management; principles of organizing such as unity of command, span of control, delegation, and authority-responsibility balance. Types of organizational structures: Line, Functional, Line and Staff, and Committee; Formal and Informal Organization.

MODULE IV DIRECTING**L:9 T: 3 P: 0**

Staffing: Importance, recruitment process, sources of recruitment, selection procedure, placement, induction, training and development methods.
Directing: Elements of directing.

MODULE V CONTROLLING AND CONTEMPORARY ISSUES IN BUSINESS**L:9 T: 3 P: 0**

Controlling: Meaning, nature, importance, steps in control process, techniques of managerial control, requirements of effective control. Coordination: Concept, significance, techniques. Globalization and Business: Opportunities, and challenges of globalization; impact of globalization on Indian businesses.

L – 45; T – 15; P – 0; Total Hours: 60**TEXT BOOKS:**

1. Gupta, C. B. (2023). Business organisation and management (18th Edition). Sultan Chand & Sons.
2. Prasad, L. M. (2025). Principles and practice of management (11th Edition). Sultan Chand & Sons.

REFERENCES:

1. Tripathi, P. C., & Reddy, P. N. (2021). Principles of management (7th Edition). McGraw Hill Education.
2. Koontz, H., Weihrich, H., & Cannice, M. V. (2021). Essentials of management (11th Edition). McGraw-Hill Education.
3. Stoner, J. A. F. (2012). Management (6th Edition). Pearson Education.
4. Robbins, S. P., & Coulter, M. (2018). Management (13th Edition). Prentice Hall.
5. Ramasamy, T. (2010). Principles of management (2nd Edition). Himalaya Publishing House.
6. Pagare, D. (2016). Business management (7th Edition). Sultan Chand & Sons.

7. Rao, V. S. P. (2005). Management concepts and thoughts (2nd Edition). Excel Books.

COURSE OUTCOMES:

On successful completion of this course learners would be able to:

- CO1:** Identify and differentiate the fundamentals of business and trade, and distinguish among various forms of business ownership.
- CO2:** Apply the functions of planning effectively to align organisational goals.
- CO3:** Apply the principles of organizing effectively.
- CO4:** Analyse staffing and direction processes in organisations.
- CO5:** Evaluate leadership and control techniques in business.

Board of Studies (BoS):

21st BOS of the Department of
Commerce held on 01.07.2025

Academic Council:

24th AC held on 26th August 2025

| | PO 1 | PO 2 | PO3 | PO4 | PO5 | PO 6 | PO 7 | PO8 | PSO 1 | PSO 2 | PSO 3 |
|-----|------|------|-----|-----|-----|------|------|-----|-------|-------|-------|
| CO1 | H | M | M | L | – | – | – | M | H | M | – |
| CO2 | H | M | H | H | M | L | M | M | H | H | M |
| CO3 | H | L | H | H | L | M | – | – | H | H | M |
| CO4 | H | H | H | M | L | M | M | M | H | H | H |
| CO5 | H | H | H | H | M | M | M | H | H | H | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Decent Work and Economic Growth

The course help creates productive employment opportunities. Students learn to apply ethical and responsible management practices that ensure decent work conditions. By understanding various forms of business and leadership, students are prepared to foster economic growth inclusively.

SEMESTER - II

| | | | | | |
|-----------------|-----------------------------|----------|----------|----------|----------|
| ENE 1283 | GENERAL ENGLISH - II | L | T | P | C |
| SDG: 4 | | 3 | 0 | 0 | 3 |

COURSE OBJECTIVES:

- COB1:** To introduce students to literary texts that foster appreciation of language and culture.
- COB2:** To develop the ability to read and comprehend a variety of genres including poetry, short stories, prose, and drama.
- COB3:** To enhance listening and speaking skills through structured activities and role plays.
- COB4:** To enable learners to write coherent descriptive, narrative, and formal paragraphs and letters.
- COB5:** To build foundational grammar and vocabulary for effective communication.

MODULE I

L: 8

Poetry: Nissim Ezekiel – “The Patriot”

Short story: Sudha Murthy – “How I Taught My Grandmother to Read”

Listening: Indra Nooyi – “Be Consistent” - Listening for Comprehension

Writing: Letter of Enquiry

Grammar & Vocabulary: i) Prepositions ii) ‘Wh’ and Yes/No questions iii) Synonyms & Antonyms

MODULE II

L: 10

Poetry: Wilfred Owen – “Strange Meeting”

Prose: Sam Horn – “How to Avoid an Argument”

Speaking: Conversation – Expressing opinions – Agreeing and Disagreeing

Writing: Letter placing an order

Grammar & Vocabulary: i) Subject-Verb Agreement ii) Relative pronouns iii) Synonyms & Antonyms

MODULE III

L: 9

Short story: Guy de Maupassant – “The Necklace”

Prose: A. P. J. Abdul Kalam – “My Early Days”

Reading: Reading for Comprehension – unseen passages

Writing: Letter of Complaint

Grammar & Vocabulary:i) Modals ii) 'If' clauseiii) Synonyms & Antonyms

MODULE IV

L: 8

Novella: Ian McEwan – *The Cockroach*

Listening:TED Talks: Dr. Justin Moseley– “How I Overcame My Fear of Public Speaking” – Unguided Note taking

Writing:Paragraph writing – argumentative / opinion

Grammar & Vocabulary:i) Reported speech ii) Synonyms & Antonyms

MODULE V

L: 10

One-act play:Hugh Chesterman - *The Pie and The Tart*

Speaking:Debate

Writing:Book / movie review

Grammar & Vocabulary:i) Idioms & phrases ii) Phrasal Verbs iii) Synonyms & Antonyms

L – 45; Total Hours:45

TEXT BOOKS:

1. Course material by the Department of English

REFERENCES:

1. Patriot, The. “The Patriot by Nissim Ezekiel.” *Allpoetry.com*,
<https://allpoetry.com/poem/8592073-The-Patriot-by-Nissim-Ezekiel>
2. SudhaMurty. *How I Taught My Grandmother to Read - and Other Stories*. Motilal Penguin India, 2014.
3. <https://www.youtube.com/watch?v=5KOycTWpCHY>
4. “Strange Meeting by Wilfred Owen - Poems | Academy of American Poets.”
Poets.org, <https://poets.org/poem/strange-meeting>
5. Palanivel, R. (Ed.), *Textures of English*, Foundation Books, New Delhi, 2010.
6. Guy de Maupassant. *The Diamond Necklace*. CreateSpace, 5 Sept. 2014.
https://faculty.ksu.edu.sa/sites/default/files/the_diamond_necklace.pdf
7. McEwan, Ian. *The Cockroach*. Knopf Canada, 1 Oct. 2019.
8. <https://www.youtube.com/watch?v=almrjNPrh30>
9. Characters, Hugh. *The Pie and the Tart*. https://files.cdn-files-a.com/uploads/3433317/normal_6784b06cc2485.pdf

COURSE OUTCOMES:

On completion of the course, the students will be able to

CO1: Interpret and critically appreciate diverse literary works that reflect cultural

and social values.

- CO2:** Demonstrate reading strategies like skimming and scanning to extract general and specific information.
- CO3:** Apply listening & speaking strategies to comprehend and respond to spoken English in academic settings.
- CO4:** Compose structured written documents in academic context.
- CO5:** Demonstrate the use of accurate grammar and context-appropriate vocabulary in both spoken and written communication.

Board of Studies (BoS):

18th BoS of the Department of English held on 04.06.2025

Academic Council:

24th AC held on 26th August 2025

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PSO 1 | PSO 2 |
|-----|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| CO1 | | | | | | | | | | | | | | |
| CO2 | | | | | | | | | | | | | | |
| CO3 | | | | | | | | | | | | | | |
| CO4 | | | | | | | | | | | | | | |
| CO5 | | | | | | | | | | | | | | |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Statement: The acquisition of LSRW skills of English language could help students in promoting lifelong learning opportunities.

| | | | | | | | |
|--|--|--|--|---|---|---|---|
| LNE 1281 | பொதுத் தமிழ் -II GENERAL TAMIL - II | | | L | T | P | C |
| | | | | 2 | 1 | 0 | 3 |
| நோக்கங்கள் | | | | | | | |
| <ul style="list-style-type: none"> சங்க இலக்கியங்களையும் சங்கப்புலவர்களையும் அறிமுகம் செய்தல். பழந்தமிழர்களின் அகப்புற வாழ்வினையும் பண்பாட்டினையும் எடுத்துரைத்தல். அற இலக்கியங்கள், பக்தி இலக்கியங்கள், காப்பியங்களை அறிமுகம் செய்தல் பல்வேறு சமயக்கோட்பாடுகளையும் உண்மைகளையும் உணர்த்துதல் கட்டுரைகளை எழுத மாணவர்களைப் பயிற்றுவித்தல் சந்திப் பிழையின்றி எழுத மாணவர்களைப் பயிற்றுவித்தல் | | | | | | | |
| அலகு I | சங்க/அற இலக்கியங்கள் | | | | | 8 | |
| புறநானூறு - முதல் பாடல், நற்றிணை - முதல் பாடல், திருக்குறள் - வாய்மை, நூல்நயம் . நாலடியார் - ஊழ் இயல் (தெரிவு செய்யப்பட்ட 5 பாடல்கள்), முதுமொழிக்காஞ்சி (தெரிவு செய்யப்பட்ட 5 பாடல்கள்), ஏலாதி - முதல் ஐந்து பாடல்கள் | | | | | | | |
| அலகு II | பக்தி இலக்கியங்கள் | | | | | 8 | |
| ஆண்டாள் - (தெரிவு செய்யப்பட்டப் பாடல்கள்), சிவவாக்கியர் பாடல்கள் (தெரிவு செய்யப்பட்ட 5 பாடல்கள்), திருவருட்பா - (தெரிவு செய்யப்பட்டப் பாடல்கள்) . | | | | | | | |
| அலகு III | காப்பியங்கள் | | | | | 8 | |
| சிலப்பதிகாரம் - ஊர்காண் காதை (கவுந்தி அடிகள் அற உரை மட்டும் '), கம்பராமாயணம் - கும்பகர்ணன் வதைப்படலம் (10 பாடல்கள்), சீராப்புராணம் - புலி வசனித்தப் படலம் (தெரிவு செய்யப்பட்ட 5 பாடல்கள்) இரட்சண்பயாத்திரிகம் - குமாரப்பருவம் (10 பாடல்கள்), | | | | | | | |
| அலகு IV | கட்டுரைகள் | | | | | 7 | |
| பாரதிதாசன் - பொதுவுடைமைத் தத்துவம், மு.வ. - நானூகிறான் தமிழன் க. பஞ்சாங்கம் பொருளாதாரப் பின்னணியில் பெண், எஸ். ராமகிருஷ்ணன் - நதியில் ஒருகூழாங்கல் . | | | | | | | |
| அலகு V | இலக்கிய வரலாறு | | | | | 7 | |
| எட்டுத் தொகை, பத்துப்பாட்டு | | | | | | | |
| அலகு VI | மொழிப்பயிற்சி | | | | | 7 | |
| இலக்கணக்குறிப்புத் தருதல், வல்லினம் மிகுவிடங்களும் மிகாவிடங்களும், மொழிபெயர்ப்பு (ஆங்கிலத்திலிருந்து தமிழில் மொழிபெயர்த்தல்) கடிதங்களும் வகைகளும் | | | | | | | |
| L – 30; T – 15; TOTAL HOURS-45 | | | | | | | |

குறிப்புகள்

1. பொதுத்தமிழ் - செய்யுள்திரட்டு - தமிழ்த்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - சோம.இளவரசு
3. சிறுகதைத் தொகுப்பு (கட்டுரைக் களஞ்சியம்)

வெளிப்பாடு

- சங்க இலக்கியங்கள் குறித்தும் சங்ககால மக்களின் வாழ்வு குறித்தும் உணர்ந்து கொள்வர்.
- சங்கப்புலவர்கள் பற்றிய தகவல்களையும் அவர்தம் படைப்பாளுமை பற்றியும் அறிந்து கொள்வர்.
- தமிழர்களின் ஆன்மீகச் சிந்தனைகளைப் பற்றியும் அறச்சிந்தனைகள் பற்றியும் அறிந்து கொள்வர்.
- மாணவர்கள் பல்வேறு சமயச்சிந்தனைகள் குறித்து தெரிந்து கொள்வர்.
- தமிழ் இலக்கணங்கள் பற்றி அறிந்து கொள்ளவும் மொழிபெயர்ப்பு செய்யும் திறனும்பெறுவர்.
- புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வு செய்யும் திறனையும்பெறுவர்

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PS01 | PS02 | PS03 | PS04 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
| C01 | | | | | | | M | M | M | M | | M | | | | |
| C02 | | | | | | | L | L | L | M | | M | | | | |
| C03 | | | | | | | L | M | L | L | | L | | | | |
| C04 | | | | | | | L | L | M | L | | L | | | | |
| C05 | | | | | | | L | L | L | L | | L | | | | |
| C06 | | | | | | | M | M | M | M | | L | | | | |

Note: L – Low Correlation

M – Medium Correlation

H – High Correlation

SDG 16 Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

This Course make the students to understand the importance of Strengthening relevant national Institutions, including through international co-operation, for building capacity at all levels, particularly in developing countries, to prevent violence and combat terrorism and crime through the Quranic, Vedic and Biblical literature.

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|------|-----------------------------------|------------------|
| BBA. | (Honours / Honours with Research) | Regulations 2025 |
|------|-----------------------------------|------------------|

| | | | | | |
|-----------------|--------------------|----------|----------|----------|----------|
| LNE 1282 | GERMAN – II | L | T | P | C |
| SDG: 8 | | 3 | 0 | 0 | 3 |

COURSE OBJECTIVES:

The objectives of this course are:

COB1: To improve the proficiency of students in German language.

COB2: To create awareness of using vocabulary among students.

COB3: To expose them to correct grammatical forms of the language.

COB4: To empower them for successful communication in the society.

COB5: To understand matters which are of daily usage

COB6: To understand them for describe the people need and their requirements.

MODULE I Zeit mit Freunden. L:9

Untrennbare Verben, ADUSO Konnektoren, Akkusativ Possessivpronomen, Freizeitaktivitäten, Veranstaltungen, Über den Geburtstag sprechen, eine Einladung verstehen und schreiben, über ein Ereignis sprechen, Büro Alltag, Small Talk im Büro, Briefe und Email schreiben. Einfache Übersetzung - Deutscher Satz/die Textstelle auf Englisch

MODULE II Fit und Gesund. L:9

Akkusativ Personal Pronomen, Akkusativ Präpositionen, Imperativ Satz(informell), Körperteile, Krankheiten und Medikamente, Farben, Aufforderungen verstehen und ausdrücken, Gespräch beim Arzt führen, Anweisungen und Gesundheitstipps verstehen und geben, Hausmittel gegen Krankheiten.

MODULE III Meine Wohnung. L:9

Dativ Verben, Possessivpronomen im Dativ, Dativ Personalpronomen, Dativ Präpositionen, Wechsel Präpositionen, Zimmer, Wohnformen, eine Wohnung beschreiben, einen Text über eine Wohnung schreiben, Gefallen und Missfallen ausdrücken, Futur I.

MODULE IV Studium und Berufe. L:9

Perfekt mit haben und sein, Partizip II: regelmäßige Verben, unregelmäßige Verben, trennbar und nicht trennbar Verben, Berufe und Jobs, Arbeitsorte,

Studium, Kleidung, im Kaufhaus, über Vergangenes sprechen und berichten, Gespräche beim Kleiderkauf führen , Aussagen über Jobsuche verstehen, Jobs rund ums Jahr.

MODULE V Ab in den Urlaub!**L:9**

Welcher? Welches? Welche? , Wer? Wen? Wem? , Pronomen man, Satz Verbinden: denn, Urlaubsarten und Reiseziele, Sehenswürdigkeiten, Wetter, Vorschläge für eine Stadttour machen, das Wetter beschreiben, Bildungssystem in Deutschland, österreich und in der Schweiz. Einfache Übersetzung -Englischer Satz/die Textstelle auf Deutsch.

L – 45; Total Hours: 45**TEXT BOOKS:**

1. Netzwerk Neu Deutsch als Fremdsprache A1
German Edition 2023 by Helen Schmitz Stefanie Dengler,Paul Rusch (Author).

PRACTICE BOOK:

1. Menschen: Kursbuch A1
German Edition by Sandra Evans (Author), Angela Pude (Author),

REFERENCES:

1. Tangram Aktuell Arbeit und Kurs Buch II.
Author: Von , Rosa-Maria Dallapiazza ,Eduard von Jan,Till Schonherr
2. Prima aktiv A1.1 and A1.2 Deutsch für Jugendliche Textbook + Workbook.
by Sabine Jentges (Author), Friederike Jin (Author),

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: Show their proficiency in German Language.

CO2: Use appropriate vocabulary in real life contexts.

CO3: Use appropriate grammatical forms while communicating with people.

CO4: Effectively use the language in social and academic contexts.

CO5: Comprehend matters which are of daily usage

CO6: Communicate as per people's need and requirement.

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | H | H | M | H | | H | H | H | M | H | M | H | | | | |
| CO2 | | | | H | | H | H | H | H | H | | H | | | | |
| CO3 | | | | H | | H | H | H | H | H | | H | | | | |
| CO4 | | | | H | | H | H | H | | H | | H | | | | |
| CO5 | | | | H | | H | H | H | | H | | H | | | | |
| CO6 | | | | H | | H | H | H | | H | | H | | | | |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : Quality Education

The substantially improve the relevant skills which develop the confidence in young people, including technical and vocational skills, help for employment, decent work and entrepreneurship.

| | | | | | |
|-----------------|------------------------------------|----------|----------|----------|----------|
| LNE 1283 | MODERN COMMUNICATIVE ARABIC | L | T | P | C |
| SDG 4 | | 3 | 0 | 0 | 3 |

COURSE OBJECTIVES:

The course aims to teach:

COB1: Communication in the situations of marketing clothes, food, etc.

COB2: Vocabulary about the climates, seasons and hold telephonic conversations

COB3: Vocabulary related to various games, students" associations.

COB4: Communication in Work place like ticketing, booking, confirmation & passport procedures

COB5: Vocabulary related to illness, numbers and communication with doctors.

MODULE I BUSINESS PLACE COMMUNICATION 9

Reading and listening - emphasis on interrogation - Lesson 9: marketing (التسوّق) –vocabulary related to marketing clothes, food - communication on dining - dining – gender - singular and dual – numbers – discussion of evening – dining manners - المفرد والتثنية والجمع والعدد - different types of contracts- conversation in business place - price, marketing, subject and predicate (المبتدأ (بكم - أي) using interrogating form of (والخبر

MODULE II USAGE OF TENSES 9

Situational conversation - Lesson 10: climate (الطقس) – vocabulary related to climate, places& seasons, discussion question and answers – telephonic conversations –order (فعل الأمر) – interrogative form – Self introduction in Arabic - negative form of المضارع

Lesson 11: people and places (الناس والأماكن) – vocabulary related to people and places, colours, feminine gender – place of work – transportation – question and answer – past tense – usage of articles (من - مع - إلى) استخدام الحروف: فت - إلى (من - مع -)

MODULE III SENTENCES IN COMMUNICATION 9

Lesson12 : hobby (الهوايات) - vocabulary related to various games, students" associations – adjectives and synonyms – (الفعل المضارع المسند إلى"المخاطبة -) - Countries names – world map - performing ablution – vocabulary related to prayer - Sentence construction

MODULE IV APPLIED GRAMMATICAL SENTENCES**9**

Lesson:13 travel (السفر) - vocabulary related to ticket booking – confirmation – passport procedures – resident permits (الحج والتأكد والجوازات والإقامة) – lost luggages – four directions – conversation about services – seeking information of luggage lost.

Lesson:14 haj and umrah (الحج والعمرة) - vocabulary related to haj and umrah – expression of arabic numbers – procedures of umrah and haj – (–) متى الاستفهام: كيف – بم – أين

MODULE V SITUATIONAL CONVERSATION**9**

Lesson 15: health (الصحة) - vocabulary related to illness – numbers 100 and 1000 – doctor's visit – communication with doctor – (لماذا) الاستفهام:

Lesson 16: vacation (العطلة) - vocabulary related to holidays – festivals – travel – spending holidays – Arabic months – interrogative form كم الاستفهام:

L – 45; TOTAL HOURS – 45**TEXT BOOK:**

1. Al Lughathul Arabiya (اللغة العربیَّة ، الصف الأول ، الجزء الأول) , Part I, Bukhari Aalim Arabic College, 2004.

REFERENCES:

1. Dr. F. Abdur Raheem, Durus Al LugathilArabiyya, Islamic Foundation Trust, Chennai, 2002.
2. Al QirathulArabiyya Lil Muftadiyeen (UmmulQura University, Makkah), Bukhari Aalim Arabic College, 2005.

COURSE OUTCOMES:

At the end of the course, the student is expected to

CO1: communicate in the situation of marketing clothes, food, etc.

CO2: discuss about the climates, seasons and hold telephonic conversations

CO3: discuss in the playground, students' gatherings

CO4: communicate in certain work places

CO5: recognize proper usage of sentences in communication.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| CO1 | | | | | | L | | | | | | | | | |
| CO2 | | | | | | | M | | | | | | | | |
| CO3 | | | | | | | M | | | | | | | | |
| CO4 | | | | | | L | | | | | | | | | |
| CO5 | | | | | | | H | | | | | | | | |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Arabic language enhances effective communication in the workplace.

| LNE 1285 | सामान्य हिन्दी - II | L | T | P | C |
|--|---------------------|---|---|---|---|
| | GENERAL HINDI - II | 3 | 0 | 0 | 3 |
| उद्देश्य (Objectives) : <ul style="list-style-type: none">➤ छात्रों को नारी सशक्तिकरण का पाठ पढ़ाना➤ विभिन्न प्रकार के साहित्य पढ़ने के प्रति रुचि पैदा करना➤ औपचारिक/अनौपचारिक पत्राचार द्वारा संचार कौशल को समृद्ध करना➤ नई कविता एवं भारतीय ज्ञान प्रणाली का ज्ञान देना➤ सामाजिक मूल्य व जिम्मेदारी समझाना | | | | | |
| Module - I | | | | | 9 |
| <ul style="list-style-type: none">❖ भोलाराम का जीव - हरिशंकर परसाई (व्यंग्य कहानी)❖ झाँसी की रानी - सुभद्राकुमारी चौहान (कविता)❖ विलोम शब्द (Opposite) - 25 शब्द❖ पिताजी से छात्रावास के शुल्क मांगने का पत्र | | | | | |
| Module - II | | | | | 9 |
| <ul style="list-style-type: none">❖ अथातो घुमक्कड़ जिज्ञासा - राहुल सांकृत्यायन (यात्रा वृत्तान्त)❖ पर्यायवाची शब्द (Synonyms) - 20 शब्द❖ शिक्षा/कसरत का महत्व बताते हुए मित्र/भाई के नाम पर पत्र❖ पुस्तक क्रय करने के लिए प्रकाशक को पत्र (Enquiry Letter) | | | | | |
| Module - III | | | | | 9 |
| <ul style="list-style-type: none">❖ मातृभूमि - सोहनलाल द्विवेदी (कविता)❖ अण्डे के छिलके - मोहन राकेश (एकांकी)❖ वाक्यांश के लिए एक शब्द (A word for Phrase) - 20 वाक्यांश❖ खाता खोलना/खाता स्थानांतरण/चेकबुक गुम होने का पत्र (Application Letter) | | | | | |
| Module - IV | | | | | 9 |
| <ul style="list-style-type: none">❖ भारत में विज्ञान और प्रौद्योगिकी परिचय (पाठ)❖ मुहावरे (Idioms) - 20 शब्द❖ सरकारी पत्र (Official Letter), गैर-सरकारी पत्र (Demi-Official), | | | | | |
| Module - V | | | | | 9 |
| <ul style="list-style-type: none">❖ मनुष्यता - मैथिलीशरण गुप्त (कविता)❖ पेड़ों की हड़ताल - अनुपमा श्रीवास्तव अनुश्री (कहानी)❖ सार या संक्षिप्त लेखन (Abstract Writing)❖ सूचना लेखन (Notification), शिकायत-पत्र (Complaint Letter), | | | | | |

| | | | |
|---|-----------|--------|---------------|
| | L = 30 | P = 15 | Total = 45 |
| निर्धारित पाठ्य पुस्तकें : (Book Prescribed and Web link) | | | |
| <ul style="list-style-type: none"> • मैथिलीशरण गुप्त की कविता (http://kavitakosh.org) • घुमक्कड़-शास्त्र, राहुल सांकृत्यायन, राजकमल प्रकाशन, दिल्ली, 1949 • सोहनलाल द्विवेदी की कविता (http://kavitakosh.org) • झाँसी की रानी, सुभद्राकुमारी चौहान, Sanage Publishing House LLP, 2020 • 360 डिग्री नन्ही उड़ान - प्रकाशन विभाग, सूचना एवं प्रसारण मंत्रालय, भारत सरकार, 2023 • कहानी संग्रह, हरिशंकर परसाई, संपादक - भीष्म साहनी, साहित्य अकादमी प्रकाशन, नई दिल्ली, 2015 • शीलवंत सिंह (सिविल सेवा प्रशिक्षक), Tata McGraw Hill Education Private Limited, New Delhi, | | | |
| Prescribed book * सामान्य हिन्दी - ललित वत्स / रेशमा सुल्तान (Latest) | | | |
| परिणाम: (Out Come) | | | |
| <ul style="list-style-type: none"> ➤ नारी सशक्तिकरण का पाठ पढ़ेंगे। ➤ विभिन्न प्रकार के साहित्य पढ़ने के प्रति रुचि अर्जित करेंगे। ➤ औपचारिक/अनौपचारिक पत्राचार द्वारा संचार कौशल को समृद्ध करेंगे। ➤ नई कविता एवं भारतीय ज्ञान प्रणाली का ज्ञान अर्जित करेंगे। ➤ सामाजिक मूल्य व जिम्मेदारी को समझेँगे। | | | |

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PS O1 | PS O2 | PS O3 | PS O4 | PS O5 |
|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|
| CO 1 | - | - | - | - | M | - | - | - | - | - | - | - | - | - | M | - | - |
| CO 2 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | M | - | - |
| CO 3 | - | - | - | H | - | - | H | L | - | M | - | M | - | - | M | - | - |
| CO 4 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | M | - | - |
| CO 5 | - | - | - | - | H | - | M | - | - | - | - | M | - | - | M | - | - |

Note: L – Low Correlation M- Medium Correlation H - High Correlation

SDG 5: Focuses on achieving gender equality and empowering all women and girls.

Language serves as a medium of communication learners will be able to improve their confidence level which will promote the quality of education.

| | | |
|------|-----------------------------------|------------------|
| BBA. | (Honours / Honours with Research) | Regulations 2025 |
|------|-----------------------------------|------------------|

| | | | | | |
|-----------------|--------------------------------------|----------|----------|----------|----------|
| COE 1231 | ECONOMICS FOR DECISION MAKING | L | T | P | C |
| SDG 8 | | 3 | 1 | 0 | 4 |

COURSE OBJECTIVES: This course aims to enable the learners;

| | |
|--------------|--|
| COB1: | To introduce the foundational concepts of microeconomics and macroeconomics relevant to business and management. |
| COB2: | To outline the role of economic principles in business problem-solving. |
| COB3: | To enhance decision-making skills using economic theories and analytical tools. |
| COB4: | To interpret economic indicators for effective business planning and strategy. |
| COB5 | To evaluate the influence of economic policies and global trends on the business environment. |

| | | | | |
|-----------------|---|------------|------------|------------|
| MODULE I | INTRODUCTION TO BUSINESS ECONOMICS | L:9 | T:3 | P:0 |
|-----------------|---|------------|------------|------------|

Meaning, Nature, and Scope of Business Economics - Microeconomics vs. Macroeconomics- Basic economic problems: Scarcity, choice, and opportunity cost; Production Possibility Frontier (PPF); Application of Economic Principles in Decision Making;

| | | | | |
|------------------|-----------------------------------|------------|------------|------------|
| MODULE II | DEMAND AND SUPPLY ANALYSIS | L:9 | T:3 | P:0 |
|------------------|-----------------------------------|------------|------------|------------|

Law of Demand and Determinants of Demand; Elasticity of Demand: Price, Income, and Cross Elasticity; Law of Supply and Determinants of Supply; Elasticity of Supply; Market equilibrium: Determination and effects of shifts in demand and supply; Demand forecasting: Meaning, Need and Importance; Methods of demand forecasting.

| | | | | |
|-------------------|-------------------------------------|------------|------------|------------|
| MODULE III | PRODUCTION AND COST ANALYSIS | L:9 | T:3 | P:0 |
|-------------------|-------------------------------------|------------|------------|------------|

Production function: Concept and Definition; Short-run and long-run Production Function; Law of Variable Proportions and Law of Returns to Scale; Concepts of Cost: Fixed, Variable, Total, Average, and Marginal Costs; Short-run and Long-run Cost Curves; Economies and Diseconomies of Scale; Cost control and managerial decision-making.

MODULE IV MARKET STRUCTURES AND PRICING L:9 T:3 P:0

Meaning and concept of market; classification and characteristics of different market structures – Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly; pricing strategies under various market forms; price discrimination under monopoly; kinked demand curve theory and cartel formation in oligopolistic markets; government intervention through price control measures and regulatory policies.

MODULE V INTRODUCTION TO MACROECONOMIC L:9 T:3 P:0

National Income Concepts and Measurement; Inflation: Types, Causes, Effects, and Control- Business Cycles: Phases and Impact; Fiscal and Monetary Policy Overview; Economic Indicators and their Business Relevance. Practical Applications through Case Studies.

L – 45; T – 15; P – 00; Total Hours:60

TEXT BOOKS:

1. Mithani, D. M. (2024). *Managerial Economics: Theory and Applications* (9th ed.). Himalaya Publishing House.
2. Sharma, M. L., Kejriwal, B. K., & Agarwal, A. (2023). *Managerial Economics*. SahityaBhawan Publications.
3. Geetika, Ghosh, P., & Roy Chowdhury, P. (2017). *Managerial Economics* (3rd ed.). McGraw Hill Education.
4. Dwivedi, D. N. (2024). *Managerial Economics* (10th ed.). Vikas Publishing House.
5. Rani, L. (2022). *Managerial Economics: An Indian Adaptation* (8th ed.). Wiley India.

REFERENCES:

1. Dwivedi, D. N. (2024). *Managerial economics* (10th ed.). Vikas Publishing.
2. Sloman, J., Garratt, D., Guest, J., & Jones, E. (2024). *Economics for business* (9th ed.). Pearson.
3. Sundharam, K. P. M., & Sundharam, E. N. (2022). *Business economics* (5th ed.). Sultan Chand & Sons.
4. Salwan, P. M., & Jindal, P. (2023). *Business economics* (4th ed.). Taxmann.
5. Samuelson, W. F., & Marks, S. G. (2025). *Managerial economics* (Latest ed.). Wiley.

COURSE OUTCOMES: On successful completion of this course learners would be able to;

- CO1:** Describe the foundational concepts of microeconomics and macroeconomics relevant to business and management.
- CO2:** Analyze the behaviour of demand, supply, production, and cost under various market conditions.
- CO3:** Apply economic theories and tools to solve real-world business decision-making problems.
- CO4:** Interpret key economic indicators and assess their implications for business planning and strategy.
- CO5:** Evaluate the impact of economic policies and global trends on the business environment.

Board of Studies (BoS):

Academic Council:

21st BOS of the Department of
Commerce held on 01.07.2025

24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | | | | | | M | M | M | |
| CO2 | H | H | M | | | | | M | H | M | M |
| CO3 | H | H | H | M | M | | | M | H | H | M |
| CO4 | M | H | H | H | | M | | H | H | H | H |
| CO5 | M | M | M | M | M | H | M | H | H | H | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8 – Decent Work and Economic Growth

This course equips learners with critical knowledge of economic principles and indicators that influence employment, fiscal policies, and sustainable business development, aligning with goals to promote inclusive and sustainable economic growth.

Negotiable Instruments Act, 1881: Promissory notes – Bills of exchange – Cheques – Dishonour and legal consequences – Legal provisions relating to negotiable instruments.

Contract of Agency: Essentials of agency – Creation and types of agents – Authority and liability – Rights and duties of agents and principals – Delegation and sub-agents – Termination of agency.

MODULE IV COMPANY LAW & LLP L: 12 T: 0 P: 0

Companies Act, 2013: Introduction and types of companies – Formation – Memorandum and Articles of Association – Prospectus – Shares and debentures – Directors: appointment, powers, and duties – Company meetings and proceedings – Management – Accounts and audit – Oppression and mismanagement – Winding up.

LLP Act, 2008: Meaning and features – Incorporation process – Rights and duties of partners – Distinction between LLP and partnership firms.

MODULE V CONSUMER PROTECTION & CYBER L:12 T: 0 P:0 LAW

Consumer Protection Act, 2019: Rights of consumers – Key definitions – Complaint mechanisms – Redressal forums: District, State, and National – Powers of the Central Consumer Protection Authority (CCPA).

Information Technology Act, 2000: Scope and applicability – Cybercrime: types and examples – Data protection and penalties – Ethical responsibilities of businesses in digital transactions.

L – 60; T – 0; P – 0 ; Total Hours: 60

TEXT BOOKS:

1. Kapoor N.D., "Elements of Mercantile Law", Sultan Chand & Sons, 2024
2. Avtar Singh, "Business Law", Eastern Book Company, 2024
3. S.S. Gulshan, "Business Law", New Age International Publishers, 2023

REFERENCES:

1. M.C. Kuchhal, "Business Law", Vikas Publishing, 2018
2. S.N. Maheshwari, "Business Law", Himalaya Publishing, 2018

COURSE OUTCOMES:

By the end of Course, learners will be able to

- CO1:** Explain the formation, types, and remedies related to contracts
- CO2:** Describe the rights and duties of partners and apply the Sale of Goods Act provisions.
- CO3:** Explain negotiable instruments and the roles and responsibilities of agents and principals.
- CO4:** Describe company structures, director duties, and LLP features.
- CO5:** Identify consumer protection mechanisms and basic cyber law concepts.

Board of Studies (BoS):

21st BOS of the Department of
Commerce held on 01.07.2025

Academic Council:

24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO 1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|----------|------|------|
| CO1 | H | M | M | | | M | M | M | | | M |
| CO2 | M | | M | | M | | M | | | M | |
| CO3 | H | | | M | M | M | H | M | M | | |
| CO4 | | H | | M | H | | | L | | | H |
| CO5 | | M | | | H | M | M | | | L | |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 16: Peace, Justice, and Strong Institutions

This course equips students with the knowledge of contracts, business laws, and ethical governance to promote fairness, accountability, and transparent legal systems in both business and society.

MULTIDISCIPLINARY COURSE- I

| | | | | | |
|-----------------|------------------------------|----------|----------|----------|----------|
| COEX 981 | ENVIRONMENTAL SCIENCE | L | T | P | C |
| SDG: 13 | | 2 | 1 | 0 | 3 |

COURSE OBJECTIVES: This course aims to enable the learners;

COB1: To describe key concepts of environmental science, ecological systems, and biological diversity with a focus on India's unique ecosystems.

COB2: To analyze various types of pollution, evaluate their impacts, and outline applicable control measures, waste management practices, and environmental regulations.

COB3: To apply concepts of energy classification and sustainability to explore alternative energy sources and conservation techniques.

COB4: To evaluate global environmental challenges, development-sustainability dynamics, and tools like carbon credits and EMS for sustainable development.

COB5: To develop solutions through zero-waste principles, circular economy, and green technologies while integrating ethics and environmental standards.

MODULE I INTRODUCTION TO ENVIRONMENT SCIENCE L: 7 T: 2 P: 0

Definition, scope and importance of environment – need for public awareness. Understanding Ecology- concepts, Levels of Organisation of Ecology. Functions and types of Eco-system -Energy flow– Food chain, food web, ecological pyramid, ecological succession and biogeochemical cycles.

MODULE II BIODIVERSITY L: 7 T: 2 P: 0

Biodiversity: Types- genetic, species and ecosystem diversity– values of biodiversity, India as a mega-diversity nation –Biogeographic zones of India - 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.

MODULE III ENVIRONMENTAL POLLUTION L: 7 T: 2 P: 0

Pollution-Types of Pollution, Causes, and its effects. Preventive measures of Water, Soil, Air and Noise Pollutions. Solid, Hazardous and E-Waste management. Environmental protection- features of Environmental protection Acts 1986, Wildlife Protection Act, 1972 and Biodiversity Act, 2002. National Green Tribunal (NGT) - Structure, Powers and functions.

MODULE IV RENEWABLE SOURCE OF ENERGY L: 7 T: 2 P: 0

Energy management and conservation, New Energy Sources: Need of new sources. Different types new energy sources. Applications of-Hydrogen energy, Ocean energy resources, Tidal energy conversion. Concept, origin and power plants of geothermal energy.

MODULE V SUSTAINABILITY PRACTICES L: 7 T: 2 P: 0

Zero waste and R concept, Circular economy, ISO 14000 Series, Material Life cycle assessment, Environmental Impact Assessment (EIA). Environment Social Governance (ESG). Sustainable habitat: Green buildings, Green materials, Energy efficiency, Sustainable transports. Green Engineering: Sustainable urbanization- Socio- economic and technological change. Environmental Ethics.

L – 35; T – 10; P – 0; Total Hours:45

TEXT BOOKS:

1. Masten, S., & Davis, M. (2024). Principles of Environmental Engineering & Science (5th ed.). McGraw-Hill Publishers.
2. Sinha, S., Kamal, M., & Grover, V. (2024). A Textbook of Environmental Studies and Sustainability (2nd ed.). AITBS Publishers.
3. Rajagopalan, R. (2023). Environmental Studies: From Crisis to Cure (4th ed.). Oxford University Press.
4. Singh, V. (2024). Textbook of Environment and Ecology (1st ed., Kindle). Springer.

REFERENCES:

1. Kumar, H. D. (2020). Modern concepts of ecology (10th ed.). Vikas Publishing House.

2. Khopkar, S. M. (2018). Environmental pollution analysis (3rd ed.). New Age International Publishers.
3. Masters, G. M., & Ela, W. P. (2017). Introduction to environmental engineering and science (3rd ed.). Pearson Education.
4. Singh, M. P., & Bhatia, B. D. (2021). Environmental studies (4th ed.). Galgotia Publishing Company.
5. Odum, E. P., & Barrett, G. W. (2020). Fundamentals of ecology (5th ed.). Brooks/Cole (Cengage Learning).

COURSE OUTCOMES: On successful completion of this course learners would be able to:

- | | |
|-------------|---|
| CO1: | Describe the scope of environmental science and explain ecological concepts like energy flow, food webs, and biogeochemical cycles. |
| CO2: | Classify biodiversity types and assess biodiversity threats, conservation strategies, and India's mega-diversity significance. |
| CO3: | Examine various forms of environmental pollution and evaluate legislative frameworks and waste management solutions. |
| CO4: | Apply knowledge of renewable energy systems, their applications, and conservation techniques for sustainable energy use. |
| CO5: | Design sustainability practices using green technologies, circular economy models, and environmental impact assessments. |

Board of Studies (BoS):

21st BOS of the Department of Commerce
held on 01.07.2025

Academic Council:

24th AC held on 26th August
2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | L | | | | M | | L | | L |
| CO2 | M | H | | | | | H | | M | L | M |
| CO3 | M | | H | M | | H | H | | M | M | H |
| CO4 | | M | H | | M | | M | | L | H | H |
| CO5 | | L | | H | H | H | H | M | H | H | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 13: Climate Action

This course promotes climate action by equipping students with the knowledge to analyze pollution, adopt renewable energy sources, and implement sustainability practices. These competencies directly support actions aimed at combating climate change and its impacts through education and informed decision-making.

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| BBA. | (Honours / Honours with Research) | Regulations 2025 |
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|-----------------|---------------------------------|----------|----------|----------|----------|
| COEX 982 | INDUSTRIAL RELATIONS AND | L | T | P | C |
| SDG: 8 | EMPLOYMENT LAWS | 2 | 1 | 0 | 3 |

COURSE OBJECTIVES: This course aims to enable the learners;

- COB1:** To describe the structure and changing dynamics of industrial relations and trade union movements in India.
- COB2:** To examine the causes of industrial conflicts and explore effective resolution mechanisms.
- COB3:** To evaluate key welfare and social security measures that enhance workplace well-being.
- COB4:** To identify legal provisions related to industrial safety, health, and environment.
- COB5:** To compare major Indian labour laws and interpret their practical implications.

MODULE I INTRODUCTION TO LABOUR CODE L :7 T : 2 P : 0

History and evolution of labour code in India; Complexities in labour legislation; Standing Orders Act, 1946; Contract Labour Act, 1970; Payment of Wages Act, 1936; Child Labour Act, 1986; Equal Remuneration Act, 1976; Migrant Workmen Act, 1979.

MODULE II INDUSTRIAL RELATIONS AND TRADE UNION MOVEMENT IN INDIA L :7 T : 2 P : 0

Issues in maintaining cordial industrial relations; Changing roles of management, unions, and employees; Trade Union Act, 1926 – scope and need for improvement.

MODULE III INDUSTRIAL DISPUTES AND RESOLUTION L :7 T : 2 P : 0

Causes of industrial disputes; Importance of dispute management; Grievance redressal mechanisms; Collective bargaining; Industrial Disputes Act, 1947; Strikes, lockouts, go-slow, work stoppages – impacts and resolution.

MODULE IV SOCIAL SECURITY AND WELFARE MEASURES L : 7 T : 2 P : 0

Statutory and non-statutory welfare benefits; Recent trends in employee welfare; EPF Act, 1952; ESI Act, 1948; Gratuity Act, 1972; Minimum Wages Act, 1948; Maternity Benefit Act, 1961; Sexual Harassment Act, 2013; Code on Wages, 2019; Code on Social Security, 2020.

MODULE V INDUSTRIAL SAFETY, HEALTH AND ENVIRONMENT L : 7 T : 2 P : 0

Accident prevention through education and enforcement; Provisions of Factories Act, 1948; Workmen's Compensation Act, 1923; Occupational Safety Code, 2020.

L – 35; T – 10; P – 0; Total Hours:45

TEXT BOOKS:

1. Gupta, P. (2023). Industrial relations & labour law for managers (2nd ed.). Taxmann Publications.
2. Srivastava, S. C. (2022). *Industrial relations and labour laws* (8th ed.). Vikas Publishing House.
3. Ghuge, S. (2024). Labour law and industrial relations - I. Himalaya Publishing House.

REFERENCES:

1. Taxmann Editorial Board. (2024). Taxmann's new labour & industrial laws: Edition July 2024. Taxmann Publications. Chhabra, T. N., & Suri, R. K. (n.d.). *Industrial relations: Concept and issues*.
2. Deshpande, B. A. (2022). Textbook on new labour and industrial laws (1st ed.). Central Law Publications.
3. Myneni, S. R. (2024). Labour law - I. Asia Law House.
4. Misra, S. N. (2024). *Labour and industrial laws* (30th ed.). Central Law Publications.
5. Padhi, P. K. (2019). *Labour and industrial laws* (5th ed.). PHI Learning Pvt. Ltd.

COURSE OUTCOMES: On successful completion of this course learners would be able to:

- CO1:** Describe the issues in maintaining industrial relations and the changing roles of management, unions, and employees.
- CO2:** Analyze the causes of industrial disputes and assess disputes resolution tools including collective bargaining.
- CO3:** Evaluate key welfare legislations and analyze their role in ensuring employee well-being and workplace equity.
- CO4:** Identify workplace safety provisions and legal measures to prevent accidents and occupational risks.
- CO5:** Interpret the scope and importance of core labour laws in regulating employment relations.

Board of Studies (BoS):

21st BOS of the Department of Commerce
held on 01.07.2025

Academic Council:

24th AC held on 26th August
2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | | | | M | H | L | L | | |
| CO2 | M | H | | M | | | M | | M | M | M |
| CO3 | M | M | H | | L | M | | | M | M | H |
| CO4 | | | M | | M | H | H | | M | M | H |
| CO5 | M | | H | M | | M | H | | H | H | H |

SDG 8 – Decent Work and Economic Growth

This course supports by fostering an understanding of industrial laws, conflict resolution, and employee welfare, which are crucial for creating safe, inclusive, and equitable workplaces that enable sustainable economic development.

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| BBA. | (Honours / Honours with Research) | Regulations 2025 |
|------|-----------------------------------|------------------|

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|-----------------|-----------------------------|----------|----------|----------|----------|
| COEX 983 | KNOWLEDGE MANAGEMENT | L | T | P | C |
| SDG: 16 | | 2 | 1 | 0 | 3 |

COURSE OBJECTIVES: This course aims to enable the learners;

- COB1:** To understand the fundamentals of Knowledge Management and its link to business strategies.
- COB2:** To examine the impact of culture and structure on knowledge creation.
- COB3:** To assess the role of social and intellectual capital in effective knowledge systems.
- COB4:** To apply tools and metrics for evaluating Knowledge Management outcomes.
- COB5:** To evaluate ethical, legal, and strategic challenges and trends in Knowledge Management.

MODULE I INTRODUCTION TO KNOWLEDGE MANAGEMENT L: 8 T: 1 P: 0

Foundations of Knowledge Management – Definition and importance of Knowledge Management – Historical development and evolution of Knowledge Management – Key concepts and components of Knowledge Management – Basic principles and theories underlying KM practices – Indian Knowledge system and Knowledge management.

MODULE II KNOWLEDGE CREATION L: 8 T: 1 P: 0

Knowledge creation – Knowledge toolbox – Communities of Practice (COP) – knowledge centres - the role of culture and structure - Analysis design and development - Knowledge infrastructure - Knowledge audit and knowledge team.

MODULE III SOCIAL AND INTELLECTUAL CAPITAL IN KNOWLEDGE MANAGEMENT L: 8 T: 1 P: 0

Definition and importance of social capital in Knowledge Management – Measurement of social capital and its impact on organizational performance – Intellectual capital – Components (human, structural, relational), measurement,

and evaluation – Key performance indicators (KPIs) for intellectual capital.

MODULE IV KNOWLEDGE MANAGEMENT L: 8 T: 1 P: 0
METRICS

KM Portals: inferences from data - data mining and knowledge portals -
Evaluation of KM effectiveness: Tools and metrics - Knowledge Management
Strategy.

MODULE V TRENDS IN KNOWLEDGE L: 8 T: 1 P: 0
MANAGEMENT

Knowledge Management experiences from Indian companies - Knowledge
Management innovation and Learning organization Knowledge audit - GAP
Analysis, Road Map - Knowledge Management Metrics - Balance Scorecard -
Ethical, legal and managerial issues.

L – 40; T – 5; P – 0; Total Hours:45

TEXT BOOKS:

1. Gupta, P. (2023). Industrial relations & labour law for managers (2nd ed.). Taxmann Publications.
2. Srivastava, S. C. (2022). *Industrial relations and labour laws* (8th ed.). Vikas Publishing House.
3. Ghuge, S. (2024). Labour law and industrial relations - I. Himalaya Publishing House

REFERENCES:

1. Taxmann Editorial Board. (2024). Taxmann's new labour & industrial laws: Edition July 2024. TaxmannPublications.Chhabra, T. N., & Suri, R. K. (n.d.). *Industrial relations: Concept and issues*.
2. Deshpande, B. A. (2022). Textbook on new labour and industrial laws (1st ed.). Central Law Publications.
3. Myneni, S. R. (2024). Labour law - I. Asia Law House.
4. Misra, S. N. (2024). *Labour and industrial laws* (30th ed.). Central Law Publications.
5. Padhi, P. K. (2019). *Labour and industrial laws* (5th ed.). PHI Learning Pvt. Ltd.

COURSE OUTCOMES: On successful completion of this course learners would

be able to:

- CO1:** Describe the concepts, principles, and evolution of Knowledge Management.
- CO2:** Analyze how organizations create and structure knowledge assets.
- CO3:** Assess the impact of social and intellectual capital in knowledge-driven systems.
- CO4:** Apply appropriate tools to measure Knowledge Management effectiveness.
- CO5:** Evaluate trends, audits, and ethical considerations in Knowledge Management.

Board of Studies (BoS):

21st BOS of the Department of Commerce held on 01.07.2025

Academic Council:

24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | M | | M | | | M | H | M | M |
| CO2 | H | H | M | M | M | M | | H | H | H | M |
| CO3 | M | H | M | M | M | | M | M | M | M | H |
| CO4 | H | H | M | | M | M | | H | H | H | M |
| CO5 | M | M | H | M | H | M | M | H | M | H | H |

SDG 16 – Peace, Justice and Strong Institutions

This course fosters transparent, ethical, and accountable institutional practices through effective knowledge management. Students explore how Knowledge Management enhances governance, supports ethical decision-making, and builds inclusive, knowledge-driven organizations for societal benefit.

MULTIDISCIPLINARY COURSE- II

| | | | | | |
|----------------|--|----------|----------|----------|----------|
| COEX 91 | BUSINESS MATHEMATICS AND STATISTICS | L | T | P | C |
| SDG: 8 | | 3 | 1 | 0 | 4 |

COURSE OBJECTIVES:

- COB1:** To learn foundational mathematical skills for business applications
- COB2:** To learn how functions and differentiation apply to business problems.
- COB3:** To learn how to collect, organize, and summarize business data.
- COB4:** To understand basic probability concepts and their use in business decisions.
- COB5:** To explore relationships between variables and test business assumptions.

MODULE I INTRODUCTION TO BUSINESS MATHEMATICS L:8 T:3 P: 0

Definition and types; Algebra of matrices; Applications of matrix operations to simple business and economic problems; Calculation of values of determinants up to third order; Finding inverse of a matrix through determinant method; Solution of system of linear equations up to three variables - Simple and Compound interest (including continuous compounding); and Rate of interest

MODULE II CALCULUS FOR BUSINESS L: 10 T:3 P: 0

Mathematical functions and their types – linear, quadratic, polynomial; Concepts of limits and continuity of a function; Concept and rules of differentiation; applications of differentiation - elasticity of demand and supply, Maxima and Minima of functions relating to cost, revenue and profit.

MODULE III DESCRIPTIVE STATISTICS L: 9 T:3 P: 0

Data Collection & Frequency Distribution - Graphical Representation - Measures of Central Tendency: Arithmetic mean, Geometric mean, Harmonic mean - Measures of Dispersion: Standard Deviation, Variance.

MODULE IV PROBABILITY DISTRIBUTION L: 8 T:3 P: 0

Probability and Distribution: Introduction, Addition, and multiplication law of probability, Conditional probability, Baye's theorem.

MODULE V INFERENCE STATISTICS L: 10 T:3 P: 0

Correlation: Karl Pearson's and Spearman's methods - Regression: Regression equations, estimation, and properties of regression coefficients - Introduction to hypothesis testing – t-test and Chi-square test with simple applications.

L – 45 ; T –15 ; P – 0 ; Total Hours: 60

TEXT BOOKS:

1. Bhardwaj, R. S. "Business Mathematics and Statistics", Scholar Tech Press, New Delhi, 2019
2. Richard, I. L., Masood, H. S., David, S. R., & Rastogi, S. "Statistics for Management", Pearson Education, New Jersey, 2017.
3. Thukral, J. K. "Business Mathematics and Statistics", Maximax Publications, New Delhi, 2017.
4. Vohra, N. D. "Business Mathematics and Statistics", New Delhi, Tata McGraw Hill Education India, 2014.

REFERENCES:

1. Khan Academy – Math & Statistics - <https://www.khanacademy.org>
2. OpenStax – Introductory Business Statistics & Mathematics for Business <https://openstax.org/subjects/business>
3. Coursera – Statistics, Mathematics & Business Calculus Courses <https://www.coursera.org>

COURSE OUTCOMES:

By the end of Course, learners will be able to

- COB1:** Solve equations using matrices and to compute simple, compound, and continuous interest.
- COB2:** Apply calculus to analyze cost, demand, and profit-related functions.

COB3: Calculate averages and dispersion measures and present data visually.

COB4: Apply probability laws and Bayes' theorem for analyzing uncertainty.

COB5: Use correlation, regression, and hypothesis testing to support decision-making.

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24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | M | | M | | H | | M | M | |
| CO2 | H | M | M | | L | | M | | H | H | |
| CO3 | | | H | | H | | M | | | M | L |
| CO4 | L | L | H | | M | | | | M | M | |
| CO5 | | M | M | H | H | | L | | | H | |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8 – Decent Work and Economic Growth

This course supports by equipping students with analytical and quantitative skills essential for informed business decision-making and enhanced economic productivity.

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|-----------------|---|----------|----------|----------|----------|
| COEX 991 | FINANCIAL PLANNING AND BUDGETING | L | T | P | C |
| SDG: 8 | | 3 | 1 | 0 | 4 |

COURSE OBJECTIVES: This course aims to enable the learners;

- COB1:** To introduce the concepts and components of financial planning in business settings.
- COB2:** To apply budgeting techniques across functional departments of an organization
- COB3:** To evaluate strategic planning approaches in financial decision-making.
- COB4:** To prepare operating, cash, and capital budgets aligned with business objectives.
- COB5:** To analyze budget performance using control tools and variance analysis.

| | | | | |
|-----------------|---|------------|------------|------------|
| MODULE I | FUNDAMENTALS OF FINANCIAL PLANNING | L:9 | T:3 | P:0 |
|-----------------|---|------------|------------|------------|

Concept and scope of financial planning in business; Short-term and long-term planning; Strategic vs operational planning; Steps in financial planning; Link between financial planning and performance.

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|------------------|--|------------|------------|------------|
| MODULE II | TYPES OF BUDGETS IN ORGANISATIONS | L:9 | T:3 | P:0 |
|------------------|--|------------|------------|------------|

Overview of business budgets; Sales budget; Production budget; Purchasing budget; Overhead and HR budgets; Cash budget; Master budget and interdependencies.

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|-------------------|-----------------------------------|------------|------------|------------|
| MODULE III | BUDGET PREPARATION PROCESS | L:9 | T:3 | P:0 |
|-------------------|-----------------------------------|------------|------------|------------|

Data requirements for budgeting; Timeframes and assumptions; Coordination across departments; Budget formats and documentation; Responsibility centres and accountability.

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| MODULE IV | BUDGETARY CONTROL AND VARIANCE ANALYSIS | L:9 | T:3 | P:0 |
|------------------|--|------------|------------|------------|

Need for budgetary control; Budget vs actual comparison; Types of variances – material, labour, overhead, sales; Causes and impact of variances; Corrective actions and reporting.

MODULE V INTEGRATING BUDGETING WITH L:9 T:3 P:0
BUSINESS DECISIONS

Using budgets in planning and forecasting; Rolling budgets and zero-based budgeting; Linking KPIs with budget performance; Decision-making based on budget analysis; Role of budgeting in sustainability and growth.

L – 45; T – 15; P – 0; Total Hours:60

TEXT BOOKS:

1. Sharma, R. (2024). *Financial planning and budgeting for business managers*. Taxmann Publications.
2. Bhattacharya, A. (2023). *Corporate budgeting and performance planning*. Himalaya Publishing House.
3. Jain, P., & Arora, R. (2022). *Budgeting techniques and financial control*. Kalyani Publishers.

REFERENCES:

1. Horngren, C. T., Sundem, G. L., & Stratton, W. O. (2023). *Introduction to management accounting* (17th ed.). Pearson Education.
2. Pandey, I. M. (2022). *Financial management* (12th ed.). Vikas Publishing House.
3. Kishore, R. M. (2023). *Cost and management accounting*. Taxmann Publications.
4. Mittal, S. (2024). *Corporate budgeting systems and strategy*. PHI Learning

COURSE OUTCOMES: On successful completion of this course learners would be able to;

CO1: Describe the components and relevance of financial planning in business.

CO2: Prepare different types of business budgets for functional areas.

- CO3:** Organize budget preparation processes aligned with departmental goals.
- CO4:** Analyze budget variances using control tools and interpret results.
- CO5:** Apply budgeting insights to support business decision-making and strategy.

Board of Studies (BoS):

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| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | | | | L | | | M | L | L |
| CO2 | M | H | M | | | | | | M | M | M |
| CO3 | M | H | H | | | | | | M | M | M |
| CO4 | M | M | H | | M | H | M | M | H | H | M |
| CO5 | H | M | M | M | H | M | H | H | H | H | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8 : Decent Work and Economic Growth

This course empowers students with the tools and techniques required to plan, allocate, and monitor financial resources effectively in organizational contexts. It supports better governance, accountability, and productivity, aligning with sustainable economic growth goals.

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| COEX 992 | PERSONALITY DEVELOPMENT AND | L | T | P | C |
| SDG 9 | LEADERSHIP | 3 | 1 | 0 | 4 |

COURSE OBJECTIVES: This course aims to enable the learners;

COB1: To understand the significance and dimensions of personality development.

COB2: To identify the traits and competencies expected in the corporate environment.

COB3: To develop self-confidence and self-respect through structured personal growth.

COB4: To demonstrate effective leadership behaviour in various settings.

COB5 To apply leadership attributes appropriately in social and professional contexts.

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|-----------------|--|------------|------------|------------|
| MODULE I | INTRODUCTION TO PERSONALITY DEVELOPMENT | L:9 | T:3 | P:0 |
|-----------------|--|------------|------------|------------|

Basic concepts of personality; Dimensions and significance of personality development; Theories of Freud and Erikson; Concept of success and failure; Obstacles to success and strategies to overcome them; Factors responsible for success; Reasons for failure.

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|------------------|----------------------------------|------------|------------|------------|
| MODULE II | ATTITUDE & MOTIVATION | L:9 | T:3 | P:0 |
|------------------|----------------------------------|------------|------------|------------|

Attitude – meaning, concept and importance; Factors influencing attitude; Positive and negative attitudes – merits and demerits; Strategies for developing positive attitude; Concept of motivation – internal and external motives; Self-motivation and causes of demotivation.

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|-------------------|-------------------------------------|------------|------------|------------|
| MODULE III | SELF ESTEEM & LEADERSHIP | L:9 | T:3 | P:0 |
|-------------------|-------------------------------------|------------|------------|------------|

Self-esteem - concept and symptoms; Positive and negative self-esteem – characteristics and differences; Do's and Don'ts for building self-esteem; Low self-esteem – symptoms and effects; Interpersonal relationships and behavioural styles – aggressive, submissive, assertive; Lateral thinking and leadership.

MODULE IV DIMENSIONS OF PERSONALITY DEVELOPMENT L:9 T:3 P:0

Body language and non-verbal cues; Problem-solving and conflict management; Stress and time management; Decision-making skills; Leadership traits and character building; Teamwork, work ethics, manners and etiquette.

MODULE V EMPLOYABILITY SKILLS L:9 T:3 P:0

Resume writing and job application skills; Group discussion participation; Facing personal and technical interviews; Psychometric testing and mock interviews; Listening, speaking, reading, and writing skills; Communication strategies for professional success.

L – 45; T – 15; P – 00; Total Hours:60

TEXT BOOKS:

1. Reddy, S., & Singh, P. (2024). Communication skills and personality development. Thakur Publications Pvt. Ltd.
2. Jain, T. R., & Kohri, V. (2024). Personality development. VK Global Publications Pvt. Ltd.
3. Sharma, R. (2023). Developing the leader within you. Sage India.
4. Bhatia, P. (2023). Soft skills and personality development. Vikas Publishing.
5. Mehra, R. (2022). Employability skills and personal effectiveness. Pearson Education.

REFERENCES:

1. Singh, M. (2024). Skills of personality development. Paradise Publishers.
2. Sabharwal, D. P. (2021). Personality development handbook. Prakash Publishers & Books.
3. Kaur, S. (2023). 21st century skills: Leadership and personality building. Himalaya Publishing House.
4. Rao, M. S. (2022). Soft skills for students: A practical guide to personality development. I.K. International.
5. Kapoor, R. (2023). Mastering interviews and group discussions. Dreamtech Press.

COURSE OUTCOMES: On successful completion of this course learners would be able to;

- CO1:** Identify personality traits and factors influencing success and failure.
- CO2:** Interpret the role of attitude and motivation in shaping personal and professional behaviour.
- CO3:** Develop self-esteem and interpersonal behaviour for effective relationships.
- CO4:** Apply personality development strategies for leadership and teamwork.
- CO5:** Demonstrate employability skills through practical exercises and communication tasks.

Board of Studies (BoS):

21st BOS of the Department of
Commerce held on 01.07.2025

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24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PO1 | PO2 | PO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|-----|-----|-----|
| CO1 | M | H | | | | M | | | M | M | | M | H | |
| CO2 | M | H | M | | | M | | H | M | H | | M | H | M |
| CO3 | H | M | M | | | M | M | M | H | H | M | H | M | M |
| CO4 | H | M | H | M | H | H | H | M | H | H | H | H | M | H |
| CO5 | M | H | H | M | H | M | H | M | H | H | H | M | H | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 9 – Industry, Innovation, and Infrastructure

This course supports sustainable human capital development by enhancing individual leadership, personality, and communication — essential soft infrastructure for innovation and inclusive industrial growth.

SKILL ENHANCEMENT COURSE - I

| | | | | | |
|------------------|----------------------------------|----------|----------|----------|----------|
| COEX 1011 | EXCEL AND SPREADSHEET FOR | L | T | P | C |
| SDG: 4, 8 | BUSINESS | 0 | 0 | 4 | 2 |

COURSE OBJECTIVES: This course aims to enable the learners;

- COB1:** To familiarize students with the fundamentals of Microsoft Excel and its interface components for basic spreadsheet operations.
- COB2:** To develop the ability to create and use formulas and functions for business data analysis.
- COB3:** To enhance students' skills in creating and customizing charts and using data analysis tools within Excel.
- COB4:** To enable the use of PivotTables and spreadsheet tools for advanced data manipulation and reporting.
- COB5:** To develop student proficiency in advanced spreadsheet tools.

MODULE I INTRODUCTION TO MS EXCEL L: 0 T: 0 P: 12

Basic of Microsoft Excel - Features and Objectives of Excel - Basic Functions - Workbook and Worksheets , Uses of Excel, Excel software, Spreadsheet window pane, Title Bar, Menu Bar, Standard Toolbar, Formatting Toolbar, the Ribbon, File Tab and Backstage View, Formula Bar, Workbook Window, Status Bar, Task Pane, Workbook & sheets - Columns & Rows-Functionality Using Ranges

MODULE II FORMULAS AND FUNCTIONS L: 0 T: 0 P: 12

Using Formulas, Formula Functions – Sum, Average, if, Count, max, min, Proper, Upper, Lower, Using AutoSum- Concatenate, Vlookup, Hlookup, Match, Countif, Text, Trim

MODULE III CHARTS AND DATA ANALYSIS IN EXCEL L: 0 T: 0 P: 12

Spreadsheet Charts :Creating Charts, Different types of chart, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table; Data Analysis : Sorting, Filter, Text to Column, Data Validation.

MODULE IV PIVOTTABLES AND ADVANCED L: 0 T: 0 P: 12
SPREADSHEET TOOLS

PivotTables : Creating PivotTables, Manipulating a PivotTable, Using the PivotTable Toolbar, Changing Data Field, Properties, Displaying a PivotChart, Setting PivotTable Options, . Adding Subtotals to PivotTables

MODULE V SPREADSHEET TOOLS AND L: 0 T: 0 P: 12
INTRODUCTION TO MACROS

Spreadsheet Tools : Moving Between Spreadsheets, Selecting Multiple Spreadsheets, Inserting And Deleting Spreadsheets Renaming Spreadsheets, Splitting The Screen, Freezing Panes, Copying And Pasting Data Between Spreadsheets, Hiding , Protecting Worksheets; Making Macros: Recording Macros, Running Macros, Deleting Macros.

L – 0; T – 0; P – 60; Total Hours:60

TEXT BOOKS:

1. Dangi, H. K., & Kaur, G. (2024). Business analytics using MS Excel, Tableau & R (1st ed.). Taxmann Publications.
2. Panneerselvam, R. (2023). Business statistics using Excel: A complete course in data analytics. Routledge India.
3. Gupta, C. P. (2023). Managing accounting and analytics using Excel. Taxmann Publications.
4. Rajaraman, V. (2022). Introduction to computers. PHI Learning Pvt. Ltd.
5. Alexander, M., & Kusleika, R. (2023). Excel Bible (2nd ed.). Wiley.

REFERENCES:

1. Winston, W. L. (2024). Microsoft Excel data analysis and business modeling (8th ed.). Microsoft Press.
2. McFedries, P. (2022). Excel data analysis for dummies (2nd ed.). Wiley.
3. Harvey, G. (2023). Excel all-in-one for dummies (2nd ed.). Wiley.
4. Mehta, A. (2024). Mastering Excel tools for business analytics. Vision Books.
5. Jain, S. (2023). Applied Excel for business solutions. BPB Publications.

COURSE OUTCOMES: On successful completion of this course learners would be able to:

- CO1:** Demonstrate understanding of Excel's interface, components, and basic spreadsheet functionalities.
- CO2:** Apply built-in formulas and functions to solve real-world business problems efficiently.
- CO3:** Create and format charts, and perform data sorting, filtering, and validation for business insights.
- CO4:** Design and manipulate PivotTables and use spreadsheet tools for managing and presenting business data.
- CO5:** Prepare multiple spreadsheets and basic macros to streamline business tasks and enhance data handling efficiency.

Board of Studies (BoS):

Academic Council:

21st BOS of the Department of 24th AC held on 26th August 2025
Commerce held on 01.07.2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | | | | | | | H | | |
| CO2 | H | H | M | | | | | | H | M | |
| CO3 | M | H | M | M | | | | | H | H | |
| CO4 | M | H | H | H | M | | | | H | H | H |
| CO5 | M | M | | M | H | M | H | M | M | H | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 – Quality Education

This course promotes inclusive and practical learning by equipping students with essential spreadsheet and Excel skills. Learners gain hands-on experience with data

functions, visualization tools, and automation features that strengthen analytical and technical competencies.

SDG 8 – Decent Work and Economic Growth

The course empowers students with employable digital capabilities, preparing them for data-centric roles in diverse business sectors. By training learners to handle business information efficiently using Excel and spreadsheet tools, it contributes to workplace readiness.

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| BBA. | (Honours / Honours with Research) | Regulations 2025 |
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| COEX 1012 | DATA ANALYTICS IN DECISION MAKING | L | T | P | C |
| SDG: 9 | | 0 | 0 | 4 | 2 |

COURSE OBJECTIVES:

This course aims to enable the learners;

- COB1:** To understand business data types and explain the data lifecycle across functions.
- COB2:** To compute descriptive statistics and use Excel functions for summarizing data.
- COB3:** To design interactive dashboards and communicate insights effectively using visualization tools.
- COB4:** To apply forecasting and what-if techniques for business planning.
- COB5:** To analyze real-world business scenarios using ethical and data-driven approaches.

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| MODULE I | INTRODUCTION TO DATA ANALYTICS & BUSINESS DECISIONS | L: 0 | T: 0 | P: 12 |
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Importance of data in commerce and decision making – Types of data: structured vs unstructured – Sources of business data: internal and external – Basics of databases and spreadsheets – Data lifecycle: collection, cleaning, analysis, interpretation – Role of analytics in accounting, marketing, HR, and operations

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| MODULE II | DESCRIPTIVE ANALYTICS USING EXCEL | L: 0 | T: 0 | P: 12 |
|------------------|--|-------------|-------------|--------------|

Organizing and summarizing data – Measures of central tendency and dispersion – Data sorting, filtering, grouping – Frequency distribution and cross-tabulations – Pivot tables and charts – Introduction to Excel functions: SUM, AVERAGE, COUNT, IF, VLOOKUP, etc.

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| MODULE III | DATA VISUALIZATION & INTERPRETATION | L: 0 | T: 0 | P: 12 |
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Introduction to business dashboards – Types of charts: column, bar, line, pie, scatter, combo – Choosing the right chart for the data – Storytelling through visuals – Introduction to Power BI or Tableau – Building simple dashboards with slicers and

visuals

MODULE IV INTRODUCTION TO PREDICTIVE TOOLS & WHAT-IF ANALYSIS L: 0 T: 0 P: 12

Introduction to forecasting – Creating linear trendlines in Excel – What-if analysis tools: Goal Seek, Scenario Manager, Data Tables – Business applications: budgeting, sales projections, break-even analysis – Practical use cases of prediction in commerce

MODULE V APPLIED BUSINESS DECISION CASES L: 0 T: 0 P: 12

Case studies in business functions: sales, HR, marketing, finance – Creating a dashboard and presenting insights – Ethical use of data: privacy, bias, and transparency – Interpreting data insights for decision making

L – 0; T – 0; P – 60; Total Hours:60

TEXT BOOK:

1. Winston, Wayne L., 2019, Microsoft Excel Data Analysis and Business Modeling, Microsoft Press, 6th Edition, Redmond.

REFERENCES:

1. Provost, F., & Fawcett, T. (2013). Data science for business: What you need to know about data mining and data-analytic thinking (1st ed.). O'Reilly Media.
2. Knaflitz, C. N. (2015). Storytelling with data: A data visualization guide for business professionals. Wiley.
3. Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., & Anderson, D. R. (2020). Business analytics (4th ed.). Cengage Learning.
4. Deckler, G. (2022). Learning Microsoft Power BI: Transforming data into insights (2nd ed.). Packt Publishing.
5. Milligan, J. N. (2020). Learning Tableau 2020: Create effective data visualizations, build interactive visual analytics, and transform your organization (4th ed.). Packt Publishing.

COURSE OUTCOMES: On successful completion of this course learners would be able to:

CO1: Classify types of business data and outline the data lifecycle across business functions.

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| BBA. | (Honours / Honours with Research) | Regulations 2025 |
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- CO2:** Use Excel functions and statistics to summarize and interpret datasets.
- CO3:** Create business dashboards using charts and visualization tools for performance insights.
- CO4:** Apply forecasting and scenario tools like Goal Seek and Scenario Manager for planning.
- CO5:** Analyze business cases and present ethical, data-driven decisions using Excel-based reports.

Board of Studies (BoS):

21st BOS of the Department of
Commerce held on 01.07.2025

Academic Council:

24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | | | | | | | H | M | L |
| CO2 | M | H | M | | | | | | M | H | M |
| CO3 | M | H | | H | M | | | | H | H | H |
| CO4 | M | | H | M | M | | | | M | H | H |
| CO5 | H | M | H | M | H | H | M | M | H | H | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 9 – Industry, Innovation, and Infrastructure

This syllabus supports building resilient infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation by equipping students with data analytics skills for informed business decision-making, forecasting, and ethical use of data.

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| BBA. | (Honours / Honours with Research) | Regulations 2025 |
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| COEX 1013 | DIGITAL LITERACY FOR | L | T | P | C |
| SDG: 04 | BUSINESS | 0 | 0 | 4 | 2 |

COURSE OBJECTIVES: This course aims to enable the learners;

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|--------------|---|
| COB1: | To impart the fundamental knowledge to perform operations on the computer. |
| COB2: | To demonstrate equip students with essential digital competencies for business environments. |
| COB3: | To identify the use of digital tools to enhance productivity, collaboration and communication. |
| COB4: | To interpret the awareness of digital ethics, cyber security, and responsible online behaviour. |
| COB5: | To create foster data-driven decision-making using digital technologies. |

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| MODULE I | INTRODUCTION TO DIGITAL LITERACY AND BUSINESS | L:0 | T: 0 | P:12 |
|-----------------|--|------------|-------------|-------------|

Meaning and importance of digital literacy in business; Role of digital tools in shaping modern business; Developing a digital mindset at work; Impact of digital technologies across industries like finance, retail, healthcare, and manufacturing.

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| MODULE II | DIGITAL PRODUCTIVITY AND OFFICE TOOLS FOR BUSINESS | L: 0 | T: 0 | P:12 |
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Document creation using Word, Excel, and PowerPoint; Managing files on cloud platforms like OneDrive; Use of digital calendars; Overview of task management tools for business.

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|-------------------|---|-------------|-------------|-------------|
| MODULE III | DIGITAL COMMUNICATION WITH MODERN TECHNOLOGY | L: 0 | T: 0 | P:12 |
|-------------------|---|-------------|-------------|-------------|

Business Email and messaging etiquette; Tools for video conferencing and virtual meetings; Use of professional social media for networking; Basics of digital storytelling and branding.

MODULE IV BUSINESS ANALYTICS L: 0 T: 0 P:12

Significance of KYC and E-KYC, Roles of banking in business and personal account, EBITS and E-Actions, Types of payment gateways, Advantages and disadvantages of payment portals, Analysis of reviews and ratings in business.

MODULE V CYBER SECURITY L: 0 T: 0 P:12

Cyber threats in business; Passwords, encryption, and identity protection; Overview of data protection laws like GDPR; Ethical behaviour in digital business environments.

L – 00; T – 00; P – 60; TOTAL HOURS:60

TEXT BOOKS:

1. Sharma, R. (2024). *Digital skills for business*. Taxmann Publications.
2. Agarwal, R. (2023). *Computer fundamentals and digital applications*. Himalaya Publishing House.
3. Sarathi, P., &Kalyan, N. B. (2022). *Digital financial literacy in India: Digital commerce*. LAP Lambert Academic Publishing.
4. Sangwan, R. (2020). *Digital education: A complete book for creating digital literacy in India*. Ascent Publications.

REFERENCES:

1. Susan Wiesinger and Ralph Beliveau (2023). *Digital Literacy*. New York, Bern, Berlin, Bruxelles, Oxford, Wien.
2. Wiesinger, S., &Beliveau, R. (2023). *Digital literacy*. Peter Lang Publishing.
3. Gupta, A. (2023). *Cyber safety and digital ethics*. BPB Publications.
4. Locker &Kaczmarek(2022) , , McGraw-Hill, "Business Communication: Building Critical Skills"

COURSE OUTCOMES:

On successful completion of this course learners would be able to;

CO1: Familiarized with common business digital tools and platforms.

CO2: Describe the productivity and collaboration tools effectively.

- CO3:** Demonstrate effective digital communication in business.
- CO4:** Describe data skills to make informed business decisions.
- CO5:** Recognize and respond to cyber security risks and ethical issues.

Board of Studies (BoS):

21st BOS of the Department of
Commerce held on 01.07.2025

Academic Council:

24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | | | | M | | H | H | M | |
| CO2 | H | M | | M | | M | | H | H | H | |
| CO3 | M | M | H | H | M | | M | M | M | M | M |
| CO4 | H | H | | | M | H | | H | H | H | M |
| CO5 | M | H | M | | H | | | H | M | | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Quality Education

This course empowers students with foundational digital knowledge and applied technology skills to function confidently and ethically in modern business environments, promoting inclusive and accessible digital education for all.

SKILL ENHANCEMENT COURSE - II

MODULE V**DEMAT TRADING****L: 0 T: 0 P: 12**

Concept and Significance; Role of Depositories and Custodian of Securities in Demat Trading; SEBI Guidelines and other Regulations Relating to Demat Trading; Procedure of Demat Trading

L – 0; T – 0; P – 60; Total Hours:60**TEXT BOOKS:**

1. Singh, S. K., & Sharma, S. (2023). *Stock market operations*. Orange Books Publication.
2. Balaram, P. S., & Sri Lakshmi, T. S. (2017). *Stock market operations*. Himalaya Publishing House.
3. Zebra Learn Pvt. Ltd. (2022). *Stock investing mastermind: Beginners handbook to winning the stock market*. Zebra Learn Pvt. Ltd.
4. Ladha, A., & Ladha, P. (2025). *The Indian stock market simplified: A beginner's guide to investing and trading*. Penguin Business Publishers.

REFERENCES:

1. Ramesh, M. (2023). *Capital markets and securities laws* (Latest ed.). Taxmann Publications.
2. Bhalla, V. K. (2022). *Investment management: Security analysis and portfolio management* (20th ed.). S. Chand Publishing.
3. Chandra, P. (2021). *Investment analysis and portfolio management* (6th ed.). McGraw-Hill Education.
4. Sethi, A. (2024). *Equity research and stock market analysis*. Pearson Education.
5. Gupta, L. C. (2022). *The Indian stock market: A guide for beginners*. Himalaya Publishing House.

E-learning: NISM guidelines

1. <https://www.nism.ac.in/what-is-trading-account-and-demat-account/>
2. e-Guide for DEMAT account holders, NSDL
3. SEBI Regulations from SEBI Website.

COURSE OUTCOMES:

On successful completion of this course learners would be able to;

CO1: Describe the basic concept of securities market.

CO2: Examine the functions and procedure of IPO and FPO.

CO3: Analyze the legal and regulatory framework of the securities market.

CO4: Interpret the trading on stock market.

CO5: Demonstrate how to operate a Demat account for trading.

Board of Studies (BoS):

21st BOS of the Department of
Commerce held on 01.07.2025

Academic Council:

24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | | | M | | | | H | M | |
| CO2 | H | H | | | | M | | | H | H | |
| CO3 | H | H | | | H | | | M | M | M | H |
| CO4 | M | H | | | | H | | | H | H | |
| CO5 | H | M | L | | M | | | M | H | M | M |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8 : Decent Work and Economic Growth

Enhances financial literacy, promotes informed participation in capital markets, and equips students with skills related to stock trading and regulatory compliance.

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| BBA. | (Honours / Honours with Research) | Regulations 2025 |
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| COEX 1022 | CRITICAL THINKING AND BUSINESS PROBLEM SOLVING | L | T | P | C |
| SDG: 9 | | 0 | 0 | 4 | 2 |

COURSE OBJECTIVES: This course aims to enable the learners;

COB1: To describe the core principles of critical thinking and their relevance in business decision-making.

COB2: To apply design thinking frameworks for developing and prototyping innovative solutions.

COB3: To implement creative thinking strategies to enhance innovation in business practices.

COB4: To evaluate product feasibility, pricing, branding, and commercialization strategies.

COB5: To solve business problems using structured analytical frameworks and business development strategies.

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| MODULE I | INTRODUCTION TO CRITICAL THINKING | L: 0 | T: 0 | P: 12 |
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Critical thinking: Meaning and benefits of critical thinking - Characteristics of critical thinker - Barriers to Critical Thinking - Critical Thinking: Knowledge, skills and attitudes - Importance of Critical thinking in Business Decision-Making.

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| MODULE II | DESIGN THINKING AND PROTOTYPING | L: 0 | T: 0 | P: 12 |
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Introduction to Design Thinking in Business - Design Thinking process: Empathize, Define, Ideate, Prototype, Test - Techniques for Rapid Prototyping - Innovation Extension Prototype: Concepts, Importance and its application in business - Intellectual Property Rights (IPR) and its Role in Innovation - Legal and Ethical Considerations in Innovation Protection.

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| MODULE III | CREATIVE THINKING AND INNOVATION | L: 0 | T: 0 | P: 12 |
|-------------------|---|-------------|-------------|--------------|

Understanding creativity in business - Techniques for enhancing creativity: Brainstorming, SCAMPER, Mind Mapping - Introduction to Innovation Extension and Creativity in Real Business - Innovation types: Product, Process, Marketing.

**MODULE IV FEASIBILITY, COMMERCIALIZATION
AND LAUNCHING STRATEGIES L: 0 T: 0 P: 12**

Feasibility Analysis: Market, Technical, Financial, Operational - Business Model Canvas: From Idea to Execution - Commercialization of Innovation: Pathways and Challenges - Product Launch Plans and its steps - Pricing Strategies: Cost-based, Value-based, Competition-based - Branding and Positioning in a Competitive Market - Catchy Business Pitch

**MODULE V BUSINESS DEVELOPMENT AND
PROBLEM SOLVING L: 0 T: 0 P: 12**

Business development: Meaning, Scope, and Process - Strategic thinking in identifying new business opportunities - Business Problem: Identifying and defining business problems - Business Problem Solving Frameworks: Root Cause Analysis, 5 Whys, PDCA, SWOT.

L – 0; T – 0; P – 60; Total Hours:60

TEXT BOOKS:

1. Gupta, R. K. (2023). *Critical thinking and business decision making* (2nd ed.). Himalayan Publishing House.
2. Sharma, P. K. (2022). *Design thinking and innovation management* (1st ed.). Kalyani Publishers.
3. Kumar, A., & Jain, S. K. (2024). *Creativity and innovation in business* (3rd ed.). Sultan Chand & Sons.
4. Reddy, M. S. (2023). *Business development and branding strategies* (2nd ed.). Kalyani Publishers.

REFERENCES:

1. Agarwal, A. (2023). *Design Thinking: A Framework for Applying Design Thinking in Problem Solving* (1st ed.). Cengage Learning India Pvt. Ltd.
2. Soni, P. (2020). *Design Your Thinking: The Mindsets, Toolsets and Skill Sets for Creative Problem-solving* (1st ed.). India Portfolio (Penguin Random House India).
3. Bassham, G., Irwin, W., Nardone, H., & Wallace, J. (2023). *Critical Thinking: A Student's Introduction* (7th ed.). McGraw Hill Education.

4. Patterson, C. (2020). *Critical Thinking and Problem Solving: Advanced Strategies and Reasoning Skills to Increase Your Decision Making* (1st ed.). Independently published.

COURSE OUTCOMES: On successful completion of this course learners would be able to;

- CO1:** Describe the characteristics, benefits, and relevance of critical thinking in business decision-making.
- CO2:** Apply the design thinking process and prototyping tools to generate innovative business solutions.
- CO3:** Demonstrate creative thinking tools such as SCAMPER and Mind Mapping to spark business innovation.
- CO4:** Evaluate feasibility, branding, and pricing strategies for successful product launch and market positioning.
- CO5:** Formulate business solutions by applying strategic thinking and problem-solving frameworks like 5 Whys and SWOT.

Board of Studies (BoS):

21st BOS of the Department of
Commerce held on 01.07.2025

Academic Council:

24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | L | | | | M | | M | L | L |
| CO2 | M | H | M | L | M | L | H | | M | M | M |
| CO3 | M | H | H | L | M | M | M | | M | M | M |
| CO4 | H | H | H | M | M | L | M | M | H | H | M |
| CO5 | H | M | H | H | H | M | H | M | H | H | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 9: Industry, Innovation and Infrastructure

This course nurtures innovative thinking and structured problem-solving which are crucial to sustainable industrial development and entrepreneurship. By applying design thinking, prototyping, and feasibility analysis, students are empowered to contribute to innovation-driven business models.

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| BBA. | (Honours / Honours with Research) | Regulations 2025 |
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| COEX 1023 | BUSINESS ENVIRONMENT AND | L | T | P | C |
| SDG: 9 | PUBLIC POLICY | 0 | 0 | 4 | 2 |

COURSE OBJECTIVES: This course aims to enable the learners;

COB1: To understand the business environments, analyze the components of the external business environment including economic, political, legal, socio-cultural, technological, and global factors.

COB2: To assess public policy, evaluate the impact of government policies on business operations and decision-making processes.

COB3: To understand the strategic importance of technology in enhancing business productivity and competitiveness.

COB4: To Use strategic tools to assess environmental risks and opportunities arising from changes in public policy.

COB5: To study the interaction between business organizations and government, including lobbying, advocacy, and corporate political activity.

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| MODULE I | INTRODUCTION TO BUSINESS ENVIRONMENT | L: 0 | T: 0 | P: 12 |
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Business Environment: Meaning – various environments affecting business – Social, Economic; Political and Legal; Cultural; Competitive Demographic; Technological and International environments.

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| MODULE II | ECONOMIC ENVIRONMENT OF BUSINESS | L: 0 | T: 0 | P: 12 |
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Economic systems: capitalism, socialism, and mixed economy -Economic planning in emerging markets- Fiscal and monetary policy and their impact on business- Inflation, unemployment-interest rates, and business cycles.

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| MODULE III | BUSINESS AND GOVERNMENT | L: 0 | T: 0 | P: 12 |
|-------------------|--------------------------------|-------------|-------------|--------------|

State Regulations on Business – Industrial Licensing Policy – Technology – Indigenous Technology – Import of Technology – Impact of Technological changes of business.

MODULE IV PUBLIC POLICY AND BUSINESS L: 0 T: P: 12
DECISION-MAKING 0

Interaction between public policy and strategic business planning- Impact of industrial, trade, and investment policies - Case studies of public-private partnerships and state intervention- Tools for policy analysis and forecasting.

MODULE V CONTEMPORARY ISSUES IN PUBLIC L: 0 T: P: 12
POLICY AND BUSINESS 0

Digital economy and data privacy- Climate change and environmental regulations-Startup ecosystem and innovation policy- Emerging public policy challenges.

L –0; T –0; P –60; Total Hours:60

TEXT BOOKS:

1. Gupta, C. B. (2022). *Business environment* (12th ed.). Sultan Chand & Sons.
2. Saleem, S. (2024). *Business environment* (4th ed.). Pearson India.
3. Gopal, N. (2023). *Business environment*. Tata McGraw Hill Education.
4. Ghosh, B. N. (2024). *Business environment*. Oxford University Press.
5. Shikha, N., Yadav, G., & Sharma, G. (2025). *Public policy in India: Concepts, ideals, and realities*. Cengage India Publishers.

REFERENCES:

1. Cherunilam, F. (2023). *Business environment: Text and cases* (4th ed.). Himalaya Publishing House.
2. Paul, J. (2024). *Business environment: Text and cases* (5th ed.). McGraw Hill Education.
3. Saleem, S. (2024). *Business environment*. Pearson Education.
4. Verma, S. (2024). *Indian business environment* (2nd ed.). S. Chand Publishing.
5. Banerjee, P., & Richter, F.-J. (Eds.). (2023). *Innovation, technology and knowledge management*. Springer India.

COURSE OUTCOMES: On successful completion of this course learners would be able to;

- CO1:** Analyze the structure and components of the business environment, both internal and external.
- CO2:** Evaluate the influence of public policy on business decision-making and strategic planning.
- CO3:** Analyze real-world examples of how businesses respond to technological disruptions and digital transformation.
- CO4:** Understand the political and economic systems and their implications on business practices.
- CO5:** Describe the ethical issues and the role of corporate social responsibility in public policy.

Board of Studies (BoS):

Academic Council:

21st BOS of the Department of
Commerce held on 01.07.2025

24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | H | M | | | | M | M | H | H | M |
| CO2 | M | H | H | M | M | H | M | M | H | H | H |
| CO3 | M | M | H | M | H | M | | M | H | M | H |
| CO4 | H | H | M | | M | M | M | M | H | H | M |
| CO5 | M | M | | | | H | H | H | M | M | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 9: Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation.

This goal has significant implications for businesses that are focusing on sustainability, as it requires them to adopt practices that support long-term economic, social, and environmental development.

VALUE ADDED COURSE- I

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| BBA. | (Honours / Honours with Research) | Regulations 2025 |
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| COEX 431 | INDIAN CONSTITUTION | L | T | P | C |
| SDG: 16 | | 2 | 0 | 0 | 2 |

COURSE OBJECTIVES: This course aims to enable the learners;

- COB1:** To explicate the emergence and evolution of the Indian Constitution.
- COB2:** To have an insight into the philosophy of fundamental rights and duties, and Directive Principles.
- COB3:** To demonstrate the structure of union legislature powers & functions.
- COB4:** To understand the structure of union Executive Leadership and collective responsibility.
- COB5:** To know the electoral process and judicial system.

MODULE I INTRODUCTION TO INDIAN CONSTITUTION L: 6 T:0 P: 0

Meaning of the constitution law and constitutionalism - Historical Background of the Constituent Assembly - Government of India Act of 1935 and Indian Independence Act of 1947 - The Constituent Assembly of India - Enforcement of the Constitution - Indian Constitution and its Salient Features - The Preamble of the Constitution. Citizenship.

MODULE II RIGHTS AND DUTIES L: 6 T: 0 P: 0

Fundamental Rights and their Classification: Right to equality, Right to Freedom, Protection against arrest and detention, Right to Life & Personal Liberty, Right against Exploitation, Right to Religion, Cultural and Educational Rights; Fundamental duties.

MODULE III UNION LEGISLATURE L: 6 T: 0 P:0

The Union legislature: Parliament; Lok Sabha -Composition, powers, functions, Rajya Sabha – Composition, powers, functions.

MODULE IV UNION EXECUTIVE**L: 6 T: 0 P:0**

The Union Executive – President, Vice – President, Prime Minister, Union Council of Ministry, powers and functions, Leadership and collective responsibility.

MODULE V INDIAN ELECTORAL SYSTEM**L: 6 T: 0 P:0**

Electoral system powers and functions – Government of the State - The Governor – the Council of Ministers and the Chief Minister – Powers and Functions- Elections-Electoral Process and Election Commission of India - Indian judicial system and Panchayat Raj.

L – 30; T – 0; P – 0; Total Hours: 30**TEXT BOOKS:**

1. Sharma, B. K. (2022). Introduction to the Constitution of India (6th ed.). PHI Learning Private Limited.
2. Basu, D. D. (2022). Introduction to the Constitution of India (Student's ed., 19th/20th ed.). Prentice-Hall of India.
3. Jain, M. P. (2021). Indian constitutional law (7th ed.). LexisNexis.

REFERENCES:

1. Nariman, F. S. (2023). You must know your Constitution. Metamorphosis Publishing.
2. Sengupta, A. (2023). The colonial Constitution: A 21st-century perspective. Juggernaut Books.
3. Rai, U. R. (2024). Constitutional law: Governance structure. Eastern Book Company.
4. Dasgupta, S. (2024). Legalizing the revolution: India and the Constitution of the postcolony. Cambridge University Press.

COURSE OUTCOMES: On successful completion of this course learners would be able to;

CO1: Describe the scope and key concepts of export-import trade and regulatory bodies.

CO2: Interpret trade terms and evaluate payment methods.

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| BBA. | (Honours / Honours with Research) | Regulations 2025 |
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CO3: Apply import documentation and compliance procedures.

CO4: Prepare standard documents for export transactions.

CO5: Demonstrate use of digital platforms in trade documentation.

Board of Studies (BoS):

21st BOS of the Department of
Commerce held on 01.07.2025

Academic Council:

24th AC held on 26th August 2025

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | M | | M | | H | H | M | | H |
| CO2 | M | H | M | | H | | H | H | M | | H |
| CO3 | H | H | M | | M | | M | M | M | | M |
| CO4 | M | H | M | | H | M | M | H | M | M | H |
| CO5 | M | H | H | | H | | H | H | M | | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 16 : Peace, Justice and Strong Institutions

This course directly supports SDG 16 – Peace, Justice and Strong Institutions by promoting constitutional literacy, civic awareness, and respect for democratic values. It empowers students to understand legal structures and their roles in upholding justice, equality, and responsible citizenship in a democratic society.

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| BBA. | (Honours / Honours with Research) | Regulations 2025 |
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| | | | | | |
|------------------|-------------------------------------|----------|----------|----------|----------|
| COEX 1052 | EXPORT AND IMPORT PROCEDURES | L | T | P | C |
| SDG: 9 | AND DOCUMENTATION | 2 | 0 | 0 | 2 |

COURSE OBJECTIVES: This course aims to enable the learners;

COB1: To recognize the fundamentals and significance of export and import in international trade.

COB2: To identify and classify key documents used in export and import transactions.

COB3: To apply procedural knowledge for compliant export and import operations.

COB4: To analyze trade-related risks and evaluate appropriate credit and insurance mechanisms.

COB5: To demonstrate ethical awareness and advocate sustainable practices in trade documentation.

MODULE I INTRODUCTION TO EXPORT AND IMPORT L: 6 T:0 P: 0

Meaning and significance of export and import in global trade; Types and methods of exporting; Basic regulatory requirements – IEC, RCMC; Overview of EOU, EPEZ, SEZ.

MODULE II INCOTERMS, PAYMENT METHODS, AND RISK MANAGEMENT L: 6 T: 0 P: 0

INCOTERMS 2020 – definitions and applications; Risk and cost analysis; International payment methods – LC, Advance, Collection, Open Account; UCP 600, SWIFT, and related banking procedures; Trade risks and ECGC support.

MODULE III CUSTOMS COMPLIANCE AND IMPORT DOCUMENTATION L: 6 T: 0 P:0

Import cycle – from purchase order to customs clearance; Key import documents – Bill of Entry, Insurance Certificate, Import License; Customs process – ICEGATE portal and duty structure; HS codes, inspection methods; Role of Import Executives and CHA.

MODULE IV EXPORT DOCUMENTATION L: 6 T: 0 P:0

Export documents - commercial invoice, packing list, certificate of origin, shipping bill; Bill of Lading, Mate's Receipt, Consular Invoice – purpose and formats; Role of Letter of Credit and Bill of Exchange in documentation.

MODULE V DIGITAL TRADE DOCUMENTATION AND EXIM BANKING L: 6 T: 0 P:0

Use of DGFT and customs portals; Digital EXIM documentation cycle; NEP-based approach – experiential and ICT-integrated learning; Role and functions of EXIM Bank; Real-world applications in trade financing and documentation.

L – 30; T – 0; P – 0; Total Hours: 30

TEXT BOOKS:

1. Mahajan, M. I. (2023). Import procedures and documents (20th ed.). Snow White Publications.
2. Francis. (2022). International marketing (17th ed.). Himalaya Publishing House.
3. Paul, J., &Aserkar, R. (2023). Export import management (3rd ed.). Oxford University Press.
4. Balagopal, T. A. S. (2022). Export management (Rev. ed.). Himalaya Publishing House.
5. Varshney, N. K. (2022). A handbook on export. Sultan Chand & Sons.

REFERENCES:

1. Government of India. (2023, March 31). Handbook of import-export procedures. Ministry of Commerce.
2. Khurana, P. K. (2014). Export management (8th ed.). Galgotia Publishing Company
3. Paul, J. (2013). International business. PHI Learning.
4. Bhalla, V. K., &Ramu, S. (2005). International business environment and management. Anmol Publications.
5. Kapoor, D. C. (2003). Export management. Vikas Publishing.

COURSE OUTCOMES: On successful completion of this course learners would be able to;

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- CO1:** Describe the scope and key concepts of export-import trade and regulatory bodies.
- CO2:** Interpret trade terms and evaluate payment methods.
- CO3:** Apply import documentation and compliance procedures.
- CO4:** Prepare standard documents for export transactions.
- CO5:** Demonstrate use of digital platforms in trade documentation.

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| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | | L | | | M | | H | L | |
| CO2 | H | H | L | | L | | | | H | M | |
| CO3 | H | H | | M | M | | | | H | M | |
| CO4 | H | M | M | L | M | | | | H | L | |
| CO5 | M | M | | M | H | L | H | M | M | L | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG-9: Industry, Innovation and Infrastructure

The course enables students to understand and implement efficient export-import documentation and procedures, thereby contributing to the development of resilient trade infrastructure and sustainable industrialization in a globally connected economy.

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|-----------|--------------------------------|---|---|---|---|
| COEX 1053 | AI IN BUSINESS DECISION MAKING | L | T | P | C |
| SDG: 9 | | 2 | 0 | 0 | 2 |

COURSE OBJECTIVES: This course aims to enable the learners;

- | | |
|--------------|---|
| COB1: | To introduce the fundamentals of Artificial Intelligence relevant to business. |
| COB2: | To explore AI-driven strategies for marketing decision-making. |
| COB3: | To understand the applications of AI in financial planning and analysis. |
| COB4: | To examine how AI enhances decision-making in HRM functions. |
| COB5: | To analyze the economic and governance impacts of AI-driven transformation in business. |

MODULE I INTRODUCTION TO ARTIFICIAL L: 6 T: 0 P: 0
INTELLIGENCE

Definition and scope of AI; Types and evolution of AI; Applications of AI in business; Benefits and challenges of AI adoption; Ethical considerations in AI; Key AI technologies – Machine Learning, Deep Learning, NLP; Role of AI in business decision making.

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|------------------|------------------------|-------------|-------------|-------------|
| MODULE II | AI IN MARKETING | L: 6 | T: 0 | P: 0 |
|------------------|------------------------|-------------|-------------|-------------|

AI applications in marketing; Traditional vs AI-powered marketing approaches; AI for customer segmentation and targeting; Predictive analytics in campaign management; Personalization through recommendation systems; Chatbots and customer service automation.

MODULE III AI IN FINANCE **L: 6 T: 0 P: 0**

AI for fraud detection and risk analysis; Algorithmic trading and portfolio optimization; Forecasting and financial automation; AI in credit scoring; Applications of AI in fintech.

MODULE IV AI IN HUMAN RESOURCE MANAGEMENT L: 6 T: 0 P: 0

AI in recruitment and talent acquisition; Workforce analytics and attrition prediction; Performance monitoring using AI tools; Bias and fairness in AI-based HR decisions; Ethical challenges in HR automation.

MODULE V**AI-DRIVEN TRANSFORMATION:
ECONOMICS AND GOVERNANCE****L: 6 T: 0 P: 0**

Economic impact of AI on business models; AI and productivity trends; Employment disruption and upskilling; Governance frameworks for ethical AI; Case studies on AI-led transformation in Indian and global businesses.

L – 30; T – ; P – ; Total Hours:30**TEXT BOOKS:**

1. Shetty, V., & Rao, P. S. (2022). *Artificial intelligence and analytics in business decision-making*. Himalaya Publishing House.
2. Russell, S., & Norvig, P. (2020). *Artificial intelligence: A modern approach* (4th ed.). Pearson.
3. Manyika, J., Chui, M., Bughin, J., Dobbs, R., Bisson, P., & Marrs, A. (2017). *Artificial intelligence: The next digital frontier?* McKinsey Global Institute.

REFERENCES:

1. Agrawal, A., Gans, J., & Goldfarb, A. (2018). *Prediction machines: The simple economics of artificial intelligence*. Harvard Business Review Press.
2. Kelly, K. (2016). *The inevitable: Understanding the 12 technological forces that will shape our future*. Viking Press.
3. Davenport, T. H., & Ronanki, R. (2018). *Artificial intelligence for the real world*. Harvard Business Review Press.
4. Finlay, S. (2021). *Artificial intelligence and machine learning for business: A no-nonsense guide* (2nd ed.). Relativistic Publishing.

COURSE OUTCOMES: On successful completion of this course learners would be able to;

- CO1:** Describe core concepts and technologies of AI relevant to business decision making.
- CO2:** Apply AI tools for informed marketing decisions.
- CO3:** Utilize AI techniques to improve financial and risk-related decisions.

- CO4:** Analyze the effectiveness and ethical implications of AI in human resource practices.
- CO5:** Evaluate the strategic implications of AI on business transformation, economics, and policy.

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| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | H | M | | | L | | | | H | | |
| CO2 | H | H | M | M | | | | | H | M | |
| CO3 | H | H | | | M | | | M | H | M | |
| CO4 | M | H | | M | H | | L | | M | M | M |
| CO5 | M | M | | L | H | | H | M | M | M | H |

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 9 – Industry, Innovation, and Infrastructure

This course directly supports innovation in business systems through AI applications, promoting sustainable industrial growth and responsible governance structures for technology.