

Xavier University Patna
School of Management
Department of Business
Administration



*Bachelor in Business Administration,
Bachelor in Business Administration
(Honours) and Bachelor in Business
Administration (Honours with Research)*

**CREDIT DISTRIBUTION,
GENERAL COURSE
STRUCTURE
&
SYLLABUS**

School of Management, Xavier University, Patna

The School of Management at Xavier University, Patna, is a distinguished centre for business education that nurtures future leaders with a strong foundation in management principles, ethical business practices, and innovative thinking. The school offers a Bachelor in Business Administration (BBA) program with various exit and specialization options, catering to the dynamic needs of students aiming for leadership roles in the corporate world.

The curriculum is designed to provide a holistic understanding of Marketing, Finance, Human Resource Management, Business Analytics, and International Business, ensuring that students gain the skills required to thrive in today's competitive global market. With a focus on experiential learning, the program integrates industrial visits, expert lectures, internships, and research projects, allowing students to bridge the gap between academic concepts and real-world applications.

The BBA program follows the National Education Policy (NEP) 2020 framework, offering multiple entry and exit options:

- One-Year Certificate in Business Administration
- Two-Year Diploma in Business Administration
- Three-Year BBA Degree
- Four-Year BBA (Honours) & BBA (Honours with Research)

The school is committed to nurture entrepreneurial skills, leadership qualities, and a global perspective among students, empowering them to become responsible corporate citizens who contribute to the growth of both business and society.

Message from the Dean of the School of Management

Welcome to the School of Management at Xavier University, Patna!

At our university, we believe that education is not just about acquiring knowledge, but about transforming perspectives and shaping the future. The world of business is constantly evolving, and it is our mission to equip our students with the skills, vision, and ethical foundation needed to succeed in today's fast-paced and interconnected global economy.

Our BBA program is designed to provide a strong academic foundation in management, complemented by practical exposure through industry interactions, internships, case studies, and hands-on projects. Our faculty members, industry experts, and mentors work tirelessly to ensure that students receive an education that is innovative, relevant, and aligned with the latest industry trends.

At the School of Management, we emphasize entrepreneurial thinking, critical analysis, leadership, and ethical decision-making, preparing our students not just for jobs, but for careers that make an impact. Whether you aspire to be a corporate leader, an entrepreneur, or a researcher, our program will provide you with the right tools, mindset, and support to achieve your goals.

I invite you to explore the opportunities, experiences, and learning environment at Xavier University's School of Management and join us in our journey of excellence.

Best regards,
Piyush R Sahay
Dean, School of Management
Xavier University, Patna

Programme Objectives

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. Learner to imagine their role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and also to be a responsible global citizen.
3. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
4. To nurture an ability to articulate a business environment with clarity and mindfulness.
5. Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
6. To conduct and demonstrate professional and ethical behaviour.
7. To develop as an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
8. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
9. To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment.

Programme Outcomes

At the end of First Year:

Under Graduate Certificate in Business Administration

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment
4. To identify a problem with the help of data and logical thinking

At the end of Second Year:

Under Graduate Diploma in Business Administration

1. To describe the theoretical domain knowledge along with the managerial skills
2. To develop effective communication skills and logical thinking.
3. To learn and demonstrate professional conduct.
4. To appreciate the importance of group work culture.
5. To develop an ability to innovate and creative thinking.

At the end of Third Year:

Bachelor in Business Administration (BBA)

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyse Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behaviour.

At the fourth Year:

Bachelor in Business Administration with Honors: BBA (Honors) and Bachelor in Business Administration Honors with Research: BBA (Honors with Research)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment

Programme Specific Outcomes (PSOs) – BBA

On completion of the programme, students will be able to:

1. Apply fundamental concepts of management, economics, accounting, and business law to solve real-world business problems.
2. Demonstrate entrepreneurial skills by identifying opportunities, developing business plans, and managing ventures with innovation and calculated risk-taking.
3. Analyse data using quantitative tools and critical thinking for effective decision-making.
4. Integrate digital technologies and information systems into business processes for enhanced efficiency and competitiveness.
5. Evaluate global business trends and adapt to cross-cultural work environments in a globalized economy.
6. Exhibit leadership qualities and work collaboratively in diverse teams to achieve organizational objectives.
7. Practice ethical values and social responsibility in professional and personal decision-making.
8. Apply managerial and service marketing skills in sectors such as banking, ITES, healthcare, and hospitality.
9. Conduct research, surveys, and projects to generate innovative and practical business solutions.
10. Enhance employability through communication, problem-solving, and continuous learning skills to adapt in dynamic business environments.

Programme Structure & Theme

Programme Name:

- Bachelor in Business Administration,
- Bachelor in Business Administration (Honours)
- Bachelor in Business Administration (Honours with Research)

A. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

B. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
C	Core Courses/ (Discipline Specific course (DSC)
A	Ability Enhancement Courses (AEC)
M	Multi-Disciplinary Elective course (MDE)
V	Value added Courses (VAC)
S	Skill Enhancement courses (SEC)
E	Discipline Elective / Minor (DSE)
O	Open Elective (OEC)
I	Internship (INR)
R	Research Project (MPR)
D	Research Project with Dissertation (RPD)

Programme Level/Duration/System

Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining BBA Research Program:

- a. One year: **Under Graduate Certificate in Business Administration**
- b. Two years: **Under Graduate Diploma in Business Administration**
- c. Three years: **Bachelor in Business Administration (BBA)**
- d. Four years
 - **Bachelor in Business Administration with Honours: BBA (Honours)**
 - **Bachelor in Business Administration Honours with Research: BBA (Honours with Research)**

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

1. BBA (Honours with Research): Minimum 75% Marks or equivalent CGPA in BBA Degree up to Sixth Semester.
2. For BBA (Honours): BBA Degree.

The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

SEMESTER-WISE DISTRIBUTION OF CREDITS

BBA

Semester	Discipline Specific courses	Minor courses	Multi-disciplinary courses	Ability Enhancement Courses	Skill enhancement Courses	Value Added courses	Summer Internship/ Research project	Total Credits	Total Marks
1.	4	8	3	2	3	2		22	580
2.	8	4	3	2	3	2		22	580
3.	8	4	3	2	3	2		22	560
4.	16	4		2	3			25	650
5.	12	4					4	20	500
6.	12	4					4	20	500
Total	60	28	9	8	12	6	8	131	3370
BBA (Honours)									
7.	16						4	20	500
8.	12						8	20	500
Total	88	28	9	8	12	6	20	171	4370
BBA (Honours with Research)									
7.	12	4					4	20	500
8.	20							20	300
Total	92	32	9	8	12	6	12	171	4170

Course- wise distribution

Description	Discipline Specific courses	Minor courses	Multi-disciplinary courses	Ability Enhancement Courses	Skill enhancement Courses	Value Added courses	Summer Internship/ Research project	Total Credits
BBA	60	28	9	8	12	6	8	131
BBA (Honours)	88	28	9	8	12	6	20	171
BBA (Honours with Research)	92	32	9	8	12	6	12	171

Frist year Structure and Curriculum for UG Programme in BBA

SEMESTER - I

S. No.	Course Code	Course Title	Category of Course	L	T	P	Credit	Marks
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)								
1	BBAGN1C01T	Principles and Practices of Management	DSC	4	0	0	4	100
2	BBAGN1E01T	Financial Accounting	DSE	4	0	0	4	100
3	BBAGN1E02T	Business Statistics and Logic	DSE	4	0	0	4	100
4	BBAGN1A01T	General English I	AEC	2	0	0	2	50
5	BBAGN1S01T	Fundamentals of Digital Fluency	SEC	2	0	0	2	50
	BBAGN1S01P	Fundamentals of Digital Fluency	SEC	0	0	2	1	30
6	BBAGN1M01T	Indian Knowledge System (IKS): Culture, Civilization & Vision	MDE	3	0	0	3	100
7	BBAGN1V01T	Environmental Studies	VAC	2	0	0	2	50
TOTAL							22	580

SEMESTER II

Sl. No.	Course Code	Course Title	Category of Course	L	T	P	Credit	Marks
1	BBAGN2C02T	Human Behaviour and Organization	DSC	4	0	0	4	100
2	BBAGN2C03T	Marketing Management	DSC	4	0	0	4	100
3	BBAGN2E03T	Business Economics	DSE	4	0	0	4	100
4	BBAGN2A02T	General English II	AEC	2	0	0	2	50
5	BBAGN2S02T	Emerging Technologies and application	SEC	2	0	2	2	50
6	BBAGN2S02P	Emerging Technologies and application	SEC	0	0	2	1	30
7	BBAGN2M02T	Media Literacy and Critical Thinking/Swayam Course	MDE	3	0	0	3	100
8	BBAGN2V02T	Indian Constitution & Governance	VAC	2	0	0	2	50
TOTAL							22	580

During Year 1, it is compulsory for Students to undertake a 30 hours Social Responsibility & Community Engagement Programme - encompassing Community Engagement with an NGO after their classes.

Exit Criteria after First Year of BBA Programme

The students shall have an option to exit after first year of Business Administration Program and will be awarded with a UG Certificate in Business Administration. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University schedule.

Re-entry Criteria in to Second Year (Third Semester)

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the respective University /Admitting Body schedule after earning requisite credits in the First year.

SEMESTER - I

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
1	BBAGN1C01T	Principles and Practices of Management	4L:0T:0P	4 Credits	60	40+60 =100

Course Description:

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

Course Objectives:

1. To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyse the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership.

Course Outcomes: On having completed this course student should be able to:

1. Demonstrate how management principles are used to solve practical business problems.
2. Compare and contrast different management theories and their effectiveness in various organizational contexts.
3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices.
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

Course Content:**Unit 1: Introduction to Management (15 Hours)**

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioural, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling

Unit 2: Planning, Organizing and Staffing (20 Hours)

Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision- making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment.

Unit 3: Leading, Directing and Controlling (20 Hours)

Meaning and nature of directing, Leadership theories (trait, behavioural, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

Unit 4: Strategic Management, Ethics and Social Responsibility (5 Hours)

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, corporate social responsibility (CSR), Sustainable management practices.

Textbooks

1. Rao, V. S. P. Management Principles and Applications. New Delhi: Taxmann Publications.
2. Bright, D., et al. Principles of Management. Houston: OpenStax Textbooks.
3. Kapoor, P. Principles of Management. New Delhi: Khanna Book Publishing.
4. Jones, G. R., & George, J. M. Essentials of Contemporary Management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P., & Coulter, M. A. Management. Pearson Education.

References

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business—And How It Can Help You Improve Your Business. Harvard Business Review Press.
<https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases

1. McFarlan, F. W., Andersen, E., & Montealegre, R. Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra. Harvard Business School.
<https://hbsp.harvard.edu/product/308079-PDF-ENG>
2. Simons, R., & Packard, J. ATH Technologies. Harvard Business School.
<https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. Application of Ancient Indian Philosophy in Modern Management. IJRDMR, Vol. 5, Issue 4.
http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf
4. Berg, N. Review of Lincoln Electric Co. Harvard Business School.
5. The Hawthorne Case. Harvard Business Review Archives.
6. Cappelli, P., Singh, H., Singh, J. V., & Useem, M. Leadership Lessons from India. Harvard Business Review. <https://hbsp.harvard.edu/product/R1003G-PDF-ENG>
7. Dixit, M., & Verma, S. Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar. IIM Ahmedabad. <https://hbsp.harvard.edu/product/A00135-PDF-ENG>
8. Vohra, V., & Khanvilkar, S. Forest Essentials: Demystifying India's Luxury Ayurveda Brand. Ivey Publishing. <https://hbsp.harvard.edu/product/W28410-PDF-ENG>
9. Sharma, S., & Pandey, S. C. Atijeevan Foundation: Transforming Scars into Strength. Ivey Publishing. <https://hbsp.harvard.edu/product/W36939-PDF-ENG>
10. Mayo, A. (2024). How Do Great Leaders Overcome Adversity? Harvard Business School Working Knowledge. <https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>

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11. Leadership Principles from Hindu Scriptures. Hindu University Blog.
<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>
12. Joly, H. 5 Principles of Purposeful Leadership. Harvard Business Review.
<https://hbsp.harvard.edu/product/H06YSB-PDF-ENG>
13. Prahalad, C. K., Krishnan, M. S., & Mohnot, S. Bharti Airtel (A). WDI Publishing.
<https://hbsp.harvard.edu/product/W88C34-PDF-ENG>

Additional reference:

1. Case on Bharti Airtel. IbsCDC.
http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C%20Organizational%20Change%20and%20CEOs/LDS0028.htm

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
2	BBAGN1E01T	Financial Accounting	4L:0T:0P	4 Credits	60	40+60 =100

Course Description:

This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

Course Objectives:

1. To provide an understanding of application of various principles and practice of accounting.
2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting.
3. To apply the knowledge of systematic maintenance of books of accounts to real life business.
4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.

Course Outcomes: On having completed this course student should be able to:

1. Identify the application of various principles and practice of accounting in preparation of accounting statements.
2. Demonstrate the knowledge on the process of accounting cycle.
3. Apply the knowledge of systematic maintenance of books of accounts to real life business.
4. Estimate Annual Financial statements of Sole proprietorship and Company form of business.

Course Content:**Unit– I: Introduction to Accounting, Accounting system and process (20 Hours)**

Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organizations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit – II: Recording transactions and Trial balance (10 Hours)

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

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Unit – III: Final Accounts (10 Hours)

Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts.

Unit - IV: Company Final Accounts (20 Hours)

Introduction to company – kinds, share capital, issue of shares, schedules to accounts, financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical). Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

Textbooks (Latest Editions)

1. Jain, S. P., & Narang, K. L. Basic Financial Accounting I. New Delhi: Kalyani Publishers.
2. Kimmel. Financial Accounting. Wiley Publications.
3. Gupta, A. Financial Accounting for Management: An Analytical Perspective. Noida: Pearson Education.
4. Maheshwari, S. N., & Maheshwari, S. K. Financial Accounting. New Delhi: Vikas Publishing House.
5. Bhattacharya, A. K. Essentials of Financial Accounting for Business Managers. 6th ed. New Delhi: PHI Learning.
6. Accounting for Sustainability. Available at: www.ifac.org
7. Bartelmus, P., & Seifert, E. K. Green Accounting. London: Routledge Publications.
8. IFRS Sustainability Standards. Available at: www.ifrs.org

Suggested Cases

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

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
3	BBAGN1E02T	Business Statistics and Logic	4L:0T:0P	4 Credits	60	40+60 =100

Course Description:

Quantitative Aptitude is a key component of competitive exams worldwide, testing arithmetic precision, numerical ability, analytical thinking, and rational decision-making. To develop these skills, the course Business Statistics and Logic have been introduced in BBA programs. Business Statistics enables objective, data-driven decision-making in uncertain environments. With organizations increasingly relying on data, understanding statistical tools and techniques is essential for making informed and unbiased business decisions.

Course Objectives:

1. To establish importance of logical reasoning in human inquiry.
2. To demonstrate data handling skills and summarize data with clarity.
3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario.
4. To understand business problems and make decisions using appropriate statistical models and explain trends
5. To demonstrate the knowledge on the process of organizing a data and conduct Statistical treatment.

Course Learning Outcomes: On having completed this course student should be able to:

1. Demonstrate data handling skills with clarity and logical reasoning.
2. Outline the relevant concepts of Statistics to a given context/business scenario
3. Organize business data and conduct statistical treatment.
4. Evaluate and interpret data using appropriate statistical techniques.
5. Explain data trends using appropriate statistical models

Course Content:

Unit – I: Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis (20 Hours)

Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation.

Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.

Unit – II: Correlation and Regression (15 Hours)

Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. Regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients. Meaning,

Unit – III: Probability and Probability distributions (10 Hours)

Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, Poisson and normal distributions, expected value.

Unit–IV: Introduction to Logic (15 Hours)

Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.

Practical Component:

Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air quality index in various months in various cities, stock prices etc. using EXCEL and make their interpretations. Students may make short presentations of their analysis to add to the learning experience.

Readings:

Textbooks (Latest Editions):

1. Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson.
2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing
3. SP Gupta. Statistical Methods, Sultan Chand and Sons
4. SC Gupta. Fundamentals of Statistics, Himalaya Publishing House
5. Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House.
6. Sharma J.K. Business Statistics, Vikas Publishing House

Reference Research Paper:

1. Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. Interfaces, 37(6), 570-576.
2. Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? Behavioural and Brain Sciences, 23(5), 645-665.

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
4	BBAGN1A01T	General English I	2L:0T:0P	2 Credits	30	20+30 =50

Course Description:

This course aims to develop essential English communication skills for academic and professional settings. It focuses on grammar, vocabulary, pronunciation, and the four core language skills—listening, speaking, reading, and writing—through interactive tasks and real-life applications.

Course Objectives:

1. To develop the foundational communication skills necessary for academic and workplace environments.
2. To enable participants to practice listening, speaking, reading, and writing through guided and real-life tasks.
3. To build vocabulary and grammatical accuracy for effective written and oral expression.
4. To instil confidence in the participants through presentations, language lab activities, and interactive sessions.

Course Learning Outcomes: On having completed this course student should be able to:

1. Understand and apply basic vocabulary, sentence structures, and paragraph organization.
2. Identify and correct grammatical errors in common usage.
3. Demonstrate the ability to engage in everyday spoken conversations effectively.
4. Develop listening comprehension skills through guided listening tasks.
5. Deliver structured oral presentations using appropriate pronunciation and intonation.

Course Content:**Unit- I: Functional Grammar and Vocabulary Building (10 Hours)**

Grammar: Subject-verb agreement, article and preposition usage, Tense, Active and Passive, Narration; Common Errors: Misplaced modifiers, pronoun errors, redundancies and Vocabulary Building: Word Formation: Root Words Prefixes Suffixes; Synonyms, Antonyms, and Standard Abbreviations; Business Vocabulary: Corporate Terms Finance & Accounting ,Marketing & Sales , Human Resources Operations & Strategy , Startup/Innovation; Academic Vocabulary: Research & Writing , Critical Thinking, Essay/Report Writing, Presentation, Study Skills, Quantitative Terms ,General Academic Use Pronunciation Practice: Word and sentence stress ,Connected speech (linking, elision, assimilation) Common pronunciation errors , Listening to Different English Accents: Exposure to various accents (British, American, Indian, Australian)

Unit-II: Basic Writing Skills (10 Hours)

Sentence Construction: Basic sentence structure: Subject + Verb + Object (SVO) ,Compound and complex sentences , Sentence fragments vs. run-on sentences; Paragraph Coherence: Topic sentence and supporting details , Coherence through logical flow , Unity in a paragraph: relevance of supporting idea; Punctuation: End punctuation: period, question mark, exclamation mark , Comma rules ,Semicolons and colons ,Quotation marks, parentheses, ellipses; Linking Devices: Coordinating conjunctions (for, and, nor, but, or, yet, so) ,Subordinating conjunctions (although, because, unless, while) .Transitional phrases: in addition, however, consequently, etc.

Unit-III: Reading Tips, Analysis and Practices (10 Hours)

Comprehension strategies: skimming, scanning, inference; Reading short articles, essays, and fiction excerpts; Composition and its Types: Descriptive writing | Narrative writing | Argumentative writing | Expository writing

Class Activity:

1. Participants may work in pairs or small groups to identify and correct grammar errors in sentences related to subject-verb agreement, tense usage, and active/passive voice.
2. The instructor may provide root words and ask participants to form new words using prefixes and suffixes. Then, introduce business terms from areas like marketing, finance, and human resources and have participants use them in sentences.
3. The course instructor may distribute paragraphs with common grammar errors (e.g., misplaced modifiers, redundancy, pronoun mistakes). Let the participants identify the errors and rewrite the sentences correctly.
4. Participants can be given newspaper articles, blog excerpts, or literary texts to discuss in small groups.
5. The course instructor can ask participants to identify the thesis and supporting points.
6. The instructor can ask participants to select one composition type and write a short piece inspired by the text they read.
7. We can pair participants for a mock job interview or interview simulation. We need to focus on verbal responses and non-verbal cues like eye contact and tone. We can switch roles and provide feedback on interview performance.

Text for Reading (Any One)

1. N. R. Narayan Murthy (Church, P. (2010). *Added value: The life story of Indian business leaders*. Lotus Roli.)
2. Uday Kotak (Church, P. (2010). *Added value: The life story of Indian business leaders*. Lotus Roli.)

Suggested Readings:

1. Kumar, K. B. (2021). *Effective communication skills*. Khanna Book Publishing.
2. Swan, M. (2016). *Practical English usage* (4th ed.). Oxford University Press.
3. Zinsser, W. (2006). *On writing well: The classic guide to writing nonfiction*. Harper Perennial.
4. Hamp-Lyons, L., & Heasley, B. (2006). *Study writing: A course in written English for academic purposes*. Cambridge University Press.
5. Tiwari, A. (2021). *Communication skills in English with lab manual* (AICTE prescribed). Khanna Book Publishing.
6. Central Institute of English and Foreign Languages. (2006). *Exercises in spoken English* (Parts I–III). Oxford University Press.

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
4	BBAGN1S01T	Fundamentals of Digital Fluency	2L:0T:0P	2 Credits	30	20+30 =50
5	BBAGN1S01P	Fundamentals of Digital Fluency	0L:0T:2P	1 Credits	30	12+18=30

Course Description:

This course is designed to equip students with fundamental digital skills essential for effective communication and operational efficiency in a technology-driven business environment. It covers basic computer operations, word processing, internet usage, and email management, enabling students to enhance their digital fluency and professional productivity.

Course Objectives

1. To introduce the fundamentals of computers, hardware, and software.
2. To train students in MS Office tools (Word, Excel, PowerPoint) for academic and professional use.
3. To provide knowledge of Internet, computer networks, and web technologies.
4. To develop effective communication skills using email and digital platforms.
5. To enhance employability through hands-on digital fluency skills.

Course Learning Outcomes: On having completed this course student should be able to:

1. Demonstrate understanding of computer fundamentals, memory systems, and number systems.
2. Apply word processing, spreadsheet, and presentation tools for business applications.
3. Use the Internet, browsers, and networking concepts effectively.
4. Draft and manage professional emails with proper protocols and etiquette.
5. Gain practical digital skills applicable to academics and workplace needs.

Course Content**Unit I: Fundamentals of Computer (8 hours Theory + 8 hours Practical)**

Introduction to Computers: Objectives, Applications (PC, Mobile, Tablet), Digital vs Analog Computers; Characteristics, History, Generations, Classification, Input–Process–Output Concept; Components of Computer Hardware, CPU: ALU, Registers, CU; Memory Unit – Cache, Primary, Secondary, Instruction Format, Instruction Set, Instruction Cycle, Microprocessor, Interconnection of Units: System, Expansion & External Bus, Inside Computer Cabinet: Motherboard, Ports, Expansion Slots, Ribbon Cables, Storage Devices, Processor, Computer Memory: Representation, Hierarchy, Cache, RAM, ROM, Registers, Storage Devices: Sequential & Direct Access, Magnetic Tape, Magnetic Disks (Floppy, Hard, ZIP), Optical Disks (CD, DVD), Magneto-Optical, Input Devices: Keyboard, Mouse, Trackball, Joystick, Digitizing Tablet, Light Pen, Touch Screen, Scanner, OCR, MICR, OMR, Barcode Reader, Output Devices: Printers, Plotters, Computer Output Microfilm, Monitors, Audio-Visual Output Devices, I/O Ports, Working of I/O System, Data Representation and Number Systems: Decimal, Binary, Octal, Hexadecimal; Conversions

Unit II: Word Processing, Power Point Presentation & Office Tools (8 hours Theory + 8 hours Practical)

Software: System Software (OS, Device Drivers, Utilities), Application Software, Memory Management: Allocation, Virtual Memory, File Management Basics. Operating Systems: MS-DOS, Windows Family (History, Uses), Linux OS, MS Word: Starting MS Word, Interface, Office Button, Ribbon, Document Creation, Formatting, Mail Merge, PDF Export, MS Excel: Basics, Interface, Data Handling, Formulas, Functions, Sorting, Filtering, Charts, MS PowerPoint: Basics, Interface, Creating Slides, Animations, Transitions, Presentations

Unit III: Internet & Networking (7 hours Theory + 7 hours Practical)

Internet & Protocols: HTTP, HTTPS, FTP, Concepts: WWW, Website, URL, Applications of Internet. Modes of Internet Connectivity: Hotspot, Wi-Fi, LAN Cable, Broadband, USB Tethering, Web Browsers: Internet Explorer/Edge, Chrome, Firefox, Exploring Internet: Surfing, Search Engines (Google, Bing, Yahoo), Search Techniques, Computer Networking: Transmission Media (Twisted Pair, Coaxial Cable, Optical Fiber, Radio, Microwave, Satellite), Types of Networks: LAN, MAN, WAN; Topologies (Bus, Ring, Star), Communication Protocols, Networking Devices: NIC, Repeater, Bridge, Hub, Switch, Router, Gateway, Wireless Networking: Bluetooth, WLAN, WWAN

Unit IV: Email & Digital Communication (7 hours Theory + 7 hours Practical)

Introduction to Email: Objectives, Structure, Email Protocols: SMTP, POP3, IMAP, Creating & Managing Accounts, Mailbox Features: Inbox, Outbox, CC, BCC, Reply, Forward, Delete, Attachments, Mail Merge, Scheduling, Password Protection, Drafting Professional Emails: Resume, Cover Letter, Internship Application, Email Security & Safe Practices

Skill Development Activities

1. Resume Preparation in MS Word
2. Drafting Cover Letters & Business Letters
3. Preparing Internship Requisition Letters via Email
4. Systematically Drafting & Sending Professional Emails
5. Installing/Uninstalling Web Browsers (Recording Steps)
6. Business Data Analysis in Excel (with Charts & Graphs)
7. Preparing a Business Presentation in PowerPoint

Suggested References

1. Computer Fundamental- Anita Goel
2. Microsoft Office Tutorials (Word, Excel, PowerPoint)
3. Online Resources: Google Workspace, Microsoft Support.

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
6	BBAGN1M01T	Indian Knowledge System (IKS): Culture, Civilization & Vision	3L:0T:0P	3 Credits	45	40+60 =100

Course Description:

This course explores the foundations and relevance of Indian Knowledge Systems (IKS), covering philosophy, culture, governance, and ethics. It highlights traditional texts, epistemology, and methods of knowledge transmission, while connecting IKS to contemporary issues like sustainability, education, and global contributions such as Yoga, Ayurveda, and India's scientific heritage.

Course Objectives:

1. To introduce students to the foundational concepts, texts, and philosophies of Indian civilization.
2. To explore the Indian vision of human life through Purusharthas and the harmony between nature, society, and cosmos.
3. To understand Indian epistemology and traditional methods of knowledge creation and transmission.
4. To examine the role of Indian Knowledge Systems in sustainable development, cultural resilience, and ethical living.
5. To appreciate India's global contributions and explore ways to revive IKS through education, policy, and media.

Course Learning Outcomes (COs): Upon successful completion, students will be able to:

1. To explain the origin, meaning, and scope of the Indian Knowledge System and recognise its diverse traditions.
2. To describe classical and folk-art forms, sports, martial arts, cuisine and clothing of ancient and medieval India.
3. To analyse the achievement of the Indian Knowledge System in science, technology, mathematics, astronomy, and Indian medicine.

Course Content:

Unit 1: Indian Knowledge Tradition and its Promotion (15 Hours)

Indian Knowledge System: Origin Meaning and Scope. 'Knowledge' in Hinduism, Buddhism, Jainism, Islam and Christianity. Yoga: Meaning and types of yoga. Initiatives to, preserve and promote traditional knowledge. Ethical foundations: Truth, Non-Violence, Karma.

Unit 2: Cultural Dimension of Indian Knowledge Systems (15 Hours)

Classical and folk-dance forms. Classical and vocal music and sangeet gharana. Painting, sculpture and architecture in ancient and mediaeval times. Sports and martial arts of India. Indian cuisine and clothes.

Unit 3: Education and Technology in Indian Knowledge Systems (15 Hours)

Science and Technology in Ancient India. Mathematics and Astronomy in Ancient India. Traditional knowledge of Indian medicine. Ancient universities: and their functioning. India's Global Contributions: Yoga, Ayurveda, Numerals, Astronomy

Reference Books:

1. Bajaj, J. K., & Srinivas, M. D. (2001). Timeless India, Resurgent India. Centre for Policy Studies.
2. Bose, D. M., Sen, S. N., & Subbarayappa, B. V. (Eds.). (2010). A Concise History of Science in India (2nd ed.). Universities Press.
3. Dharampal. (2021). Indian Science and Technology in the Eighteenth Century: Some Contemporary European Accounts. Rashtrarthana Sahitya.
4. Dharampal. (2021). The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century. Rashtrarthana Sahitya.

Text Books

1. Murthy, K. R. S. (Trans.). (1991). Aṣṭāṅgahṛdaya of Vāgbhaṭa (Vol. 1). Krishnadas Academy.
2. Ramasubramanian, K., Sule, A., & Vahia, M. (2016). History of Astronomy: A Handbook. IIT Bombay & TIFR.
3. Sriram, M. S. (1993). Man, and the Universe: An Elementary Account of Indian Astronomy [Unpublished manuscript].
4. Upadhyaya, B. (2010). Saṃskṛta Śāstron kā Itihās. Chowkhamba.

Bibliography

1. International Council for Science (March 2002). Science and traditional knowledge: Report from the ICSU study group on science and traditional knowledge
2. Nirmal Sengupta (2019). Traditional knowledge in Modern India: Preservation, promotion, ethical access and benefit sharing mechanisms. Springer
3. Saikat Sen, Raja Chakraborty (2020). Herbal medicine in India, indigenous knowledge, practice, innovation and its value. Springer Singapore
4. Vandana Shiva (2020). Reclaiming the commons: Biodiversity, traditional knowledge, and the rights of Mother Earth. Synergetic Press.
5. World Bank, Status of indigenous knowledge in India.
6. Gopal Bhargava. Encyclopaedia in art and culture. Disha Books, Volume IX.
7. S. Baliyan (2020): A Compendium of Indian art and culture. Oxford Publications.
8. Sahana Singh (2017). The educational heritage of ancient India. Notion Press.
9. Alok Kumar (2019). Ancient Hindu science. Jaico Publishing House.
10. Sujata Menon (2021). A history of mediaeval India. Pearson Publishing House.
11. Upinder Singh (2009). Ancient India. Pearson Education India.

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
7	BBAGN1V01T	Environmental Studies	2L:0T:0P	2 Credits	30	20+30 =50

Course Description:

This course introduces students to environmental studies, emphasizing human environment interactions, natural resources, biodiversity, pollution, and climate change. It explores historical and contemporary environmental issues, sustainable development, conservation methods, and global efforts toward climate mitigation, equipping students with the knowledge and ethical understanding to address environmental challenges responsibly.

Course Objectives:

1. To provide foundational knowledge of environmental studies, its scope, and significance.
2. To analyse the impact of historical events and population growth on environmental degradation.
3. To examine natural resources, their classification, and strategies for sustainable utilization.
4. To understand biodiversity, its conservation, and the threats ecosystems face globally and in India.

Course Learning Outcomes (COs): Upon successful completion, students will be able to:

1. Understand Historical Human-Environment Interactions, recognize the historical evolution of human relationships with the environment across time and regions.
2. Identify types, distribution, and uses of natural resources, with a focus on their status and management in India.
3. Analyse resource availability and conservation, examine the factors affecting resource availability and evaluate methods for their conservation and sustainable management.
4. Explain the principles, challenges, and global strategies associated with sustainable development.
5. Gain foundational knowledge of ecosystems, biodiversity, and the importance of conservation practices.
6. Identify major ecosystem types and understand biodiversity distribution in India and globally.
7. Analyse the causes and consequences of biodiversity loss and ecosystem degradation at national and international levels.
8. Acquire comprehensive knowledge of climate change, its scientific basis, and the global and national measures for adaptation and mitigation.

Course Content

Unit I - Humans and the Environment (5 Hrs.)

Introduction to Environmental Studies: Definition, Concept & Importance; Historical significance: Middle Ages and Renaissance; Industrial revolution and its impact on the environment; Population growth and natural resource exploitation; Global warming; Environmental Ethics and emergence of

environmentalism: UN Conference on Human Environment 1972; Concept of sustainable development; Rio Summit and subsequent international efforts.

Unit II - Natural Resources and Sustainable Development (8 Hrs.)

Overview and definition of natural resources; Classification of natural resources- biotic and abiotic, renewable and non-renewable; Water resources: Types of water resources- fresh water and marine resources; Availability and use of water resources; Environmental impact of over-exploitation, issues and challenges; Water scarcity and stress; Energy resources: Sources of energy and their classification, renewable and non-renewable sources of energy; Conventional energy sources- coal, oil, natural gas, nuclear energy; Non-conventional energy sources, Green Energy, Alternative Sources of Energy.

Unit III - Conservation of Biodiversity and Ecosystems (6 Hrs.)

Biodiversity and its distribution: Levels and types of biodiversity; Biodiversity in India and the world; Biodiversity hotspots; Threats to biodiversity and ecosystems; Commercial exploitation of species; Invasive species; Fire, disasters and climate change; Major conservation policies: in-situ and ex-situ conservation approaches.

Unit IV - Environmental Pollution, Health, and Climate Change (11 Hrs.)

Understanding Pollution: Point sources and non-point sources of pollution; Air pollution: National Ambient Air Quality Standards; Water pollution: Soil pollution and solid waste; Noise pollution; Thermal and Radioactive pollution; Understanding climate change: Importance of 1.5 °C and 2.0 °C limits to global warming; Climate change projections for the Indian sub-continent; Mitigation of climate change; Green House Gas (GHG) reduction vs. sink enhancement.

Text Books:

1. Adenle, A., Azadi, H., & Arbiol, J. (2015). Global assessment of technological innovation for climate change adaptation and mitigation in developing world. *Journal of Environmental Management*, 161(15), 261–275.
2. Ahluwalia, V. K. (2015). *Environmental pollution and health*. The Energy and Resources Institute (TERI).
3. Barnett, J., & O'Neill, S. (2010). Maladaptation. *Global Environmental Change—Human and Policy Dimensions*, 20, 211–213.
4. Bawa, K. S., Oomen, M. A., & Primack, R. (2011). *Conservation biology: A primer for South Asia*. Universities Press.
5. Berrang-Ford, L., Ford, J. D., & Paterson, J. (2011). Are we adapting to climate change? *Global Environmental Change—Human and Policy Dimensions*, 21, 25–33.
6. Bhagwat, S. (Ed.). (2018). *Conservation and development in India: Reimagining wilderness*. Earthscan Conservation and Development, Routledge.
7. Chiras, D. D., & Reganold, J. P. (2010). *Natural resource conservation: Management for a sustainable future* (10th ed.). Upper Saddle River, N.J.: Benjamin/Cummins/Pearson.
8. Cunningham, W. P., & Cunningham, M. A. (2015). *Environmental science: A global concern*. McGraw Hill.
9. Fisher, M. H. (2018). *An environmental history of India: From earliest times to the twenty-first century*. Cambridge University Press.
10. Gilbert, M. M., & Ela, W. P. (2008). *An introduction to environmental engineering and science*. Pearson.
11. Headrick, D. R. (2020). *Humans versus nature: A global environmental history*. Oxford University Press.
12. Hughes, J. D. (2009). *An environmental history of the world: Humankind's changing role in the community of life* (2nd ed.). Routledge.

Reference Books:

1. Intergovernmental Panel on Climate Change. (n.d.). Sixth Assessment Report. <https://www.ipcc.ch/report/sixth-assessment-report-cycle/>
2. Jackson, A. R., & Jackson, J. M. (2000). Environmental science: The natural environment and human impact. Pearson Education.
3. Krishnamurthy, K. V. (2003). Textbook of biodiversity. Science Publishers.
4. Masters, G. M., & Ela, W. P. (2008). Introduction to environmental engineering and science (No. 60457). Englewood Cliffs, NJ: Prentice Hall.
5. Miller, G. T., & Spoolman, S. (2015). Environmental science. Cengage Learning.
6. Perman, R., Ma, Y., McGilvray, J., & Common, M. (2003). Natural resource and environmental economics. Pearson Education.
7. Pittock, B. (2009). Climate change: The science, impacts and solutions (2nd ed.). Routledge.
8. Simmons, I. G. (2008). Global environmental history: 10,000 BC to AD 2000. Edinburgh University Press.
9. Singh, J. S., Singh, S. P., & Gupta, S. R. (2006). Ecology, environment and resource conservation. Anamaya Publications.
10. Sinha, N. (2020). Wild and wilful. Harper Collins India.
11. Twidell, J. W., & Weir, A. D. (2015). Renewable energy sources (3rd ed.). ELBS.
12. Varghese, A., Oommen, M. A., Paul, M. M., & Nath, S. (Eds.). (2022). Conservation through sustainable use: Lessons from India. Routledge.

Web Resources:

1. Central Pollution Control Board. (n.d.). Pollution standards. <https://cpcb.nic.in/standards/>
2. Intergovernmental Panel on Climate Change (IPCC). (n.d.). <https://www.ipcc.org>

SEMESTER II

Sl. No	Course Code	Course Title	Category of Course	L	T	P	Credit	Marks
1	BBAGN2C02T	Human Behaviour and Organization	CC	4	0	0	4	100
2	BBAGN2C03T	Marketing Management	CC	4	0	0	4	100
3	BBAGN2E03T	Business Economics	DE	4	0	0	4	100
4	BBAGN2A02T	General English II	AEC	2	0	0	2	50
5	BBAGN2S02T	Emerging Technologies and application	SEC	2	0	2	2	50
6	BBAGN2S02P	Emerging Technologies and application	SEC	0	0	2	1	30
7	BBAGN2M02T	Media Literacy and Critical Thinking	MDE	3	0	0	3	100
8	BBAGN2V02T	Indian Constitution & Governance	VAC	2	0	0	2	50
TOTAL							22	580

During Year 1, it is compulsory for Students to undertake a 30 hours Social Responsibility & Community Engagement Programme - encompassing Community Engagement with an NGO after their classes

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
1	BBAGN2C02T	Human Behaviour and Organization	4L:0T:0P	4 Credits	60	40+60 =100

Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications

Course Objectives:

1. To develop basic understanding of the concept of human behaviour and organization.
2. To highlight the importance of OB in modern organizations.
3. To understand individual and group behaviour in the workplace to improve the effectiveness of an organization.
4. To critically evaluate leadership styles and strategies.

Course Outcomes: Upon successful completion, students will be able to:

1. Describe individual and group behaviour in organizational settings.
2. Demonstrate theoretical knowledge of human behaviour in human life setting in management.
3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.
4. Formulate a more productive system and high-performance work culture operating on the principles of OB.

Course Content:

Unit I: Introduction to Human Behaviour and Organization (5 Hours)

Meaning, importance, and historical development of organizational behaviour; Factors influencing organizational behaviour; Contributing disciplines of OB; OB models

Unit II: Individual Behaviour (25 Hours)

Foundations of Individual Behaviour; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values. Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).

Unit III: Group & Team Behaviour (15 Hours)

Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.

Unit IV: Leadership & Power (15 Hours)

Leadership: Concept; Trait theories; Behavioural theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.

Organizational Culture: Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.

Readings:

Text Books (Latest Editions):

1. Robbins, Stephen - Organizational Behaviour Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behaviour: An Evidence-Based Approach - McGraw Hil Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behaviour-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behaviour –Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behaviour–Himalaya Publishing House, Mumbai, 18th Edition.

Reflective Exercises and supplementary readings:

Unit I

1. Personality assessment through a questionnaire (MBTI/16PF etc.)
2. Personality assessment through Indian scriptures.
3. Review Literature of the book “Personality Development” by Swami Vivekananda by Exotic India Art.
4. Translating Swami Vivekananda into Management Practice
5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Unit II

1. Assess the ways of self-directed Learning.

Unit III

1. Watch the movie “Ruka hua Faisla”/12 Angry Men on group decision- making.
2. Reflective essay on group behaviour on “Draupadi Cheer Haran”
3. Identify a firm and analyse how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.
4. Understanding Belbin Individual Team Roles
<https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report-Sample.pdf>.

Unit IV

1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana.
2. HBR, 2022: *How Great Leaders Communicate*.
3. (<https://hbr.org/2022/11/how-great-leaders-communicate>)
[https://www.researchgate.net/publication/340607402 LEADERSHIP AND INNOVATION AT APPLE INC](https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC)

Unit 5

1. Practice stress management techniques
2. *Leading strategic and organizational change at Tata Steel: the role of culture* <https://www.cambridge.org/core/books/abs/leading-strategic-change/leading-strategic-and-organizational-change-at-tata-steel-the-role-of-culture/AEBA5AF709A6E343>

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
2	BBAGN2C02T	Marketing Management	4L:0T:0P	4 Credits	60	40+60 =100

Course Description:

Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

Course Objective(s):

1. To develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
2. To Develop skills to analyse and synthesize information and derive insights related to marketing management, from several perspectives
3. To explore best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

Course Outcome(s): After completing this Course Students will be able to:

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

Course Content:

Unit I: (15 Hours)

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. Types of marketing (B2C, B2G, B2B, C2C)

Unit II: (15 Hours)

Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behaviour, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behaviour, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer

Unit III: (20 Hours)

Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non- mathematical treatment), and Adapting Price. Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.

Unit IV: (10 Hours)

Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Readings:

Text Books (Latest Editions):

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., Strategic Market Management: Global Perspectives. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | Marketing Management. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Biswas A. K. Strategic Market Management: Managing Markets for profit and growth Notion Press.
6. Schmitt, B. Experiential marketing. Bilbao: Deusto.
7. Kumar, N. Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation. Harvard Business Review Press.
8. Treacy, M., and Wiersema, F. The discipline of market leaders: Choose your

customers, narrow your focus, and dominate your market. Basic Books.

9. Treacy, M. Double-digit Growth: How Great Companies Achieve It--No Matter what? Penguin.
10. Capon, N. The marketing mavens. Crown Business.
11. Levitt T. Marketing Myopia.
12. Hamel & Prahalad Competing for the Future
13. Peter Doyle: Value-Based Marketing
14. Forsyth, Gupta, Haldar: A Segmentation You Can Act on.
15. Daniel Yankelovich and David Meer (HBS): Rediscovering Market Segmentation
16. C. K. Prahalad: The Fortune at the Bottom of the Pyramid
17. Al Ries & Jack Trout: Positioning: The battle for your mind

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
3	BBAGN2E03T	Business Economics	4L:0T:0P	4 Credits	60	40+60 =100

Course Description

This course on Business Economics introduces students to the foundational principles of microeconomics and macroeconomics, with an emphasis on market analysis, production, cost theories, and economic challenges. Students will explore key economic concepts such as demand and supply, producer and consumer behaviour, and market structures, alongside macroeconomic indicators like national income, GDP, and economic development. Through this course, students will gain a deeper understanding of how economic factors influence business decisions, market dynamics, and overall economic stability.

Course Objective:

1. To understand the fundamental concepts of microeconomics, including scarcity, demand, supply, and market equilibrium.
2. To analyse producer and consumer behaviour through production and utility theories, and comprehend cost analysis.
3. To evaluate various market structures such as perfect competition, monopoly, monopolistic competition, and oligopoly.
4. To examine macroeconomic indicators including national income, GDP, and GNP, and assess their implications for economic policy.
5. To assess the current economic challenges faced by the Indian economy and understand the impact of trade, human capital, and sustainable development.
6. To apply economic concepts to real-world business scenarios, enhancing decision-making skills in competitive markets.

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

1. Understand basic concepts of microeconomics and solve the problem of reallocation and distribution of the scarce resources.
2. To analyse the form and nature of the market and their pricing strategies.
3. Understand the calculation of national income and true measure for increasing economic welfare.
4. Understand various challenges associated with the Indian economy and help to balance the economy.

Course Content:

Unit-I: Fundamentals and Basic elements of Microeconomics (20 Hours)

The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics. Scope of Study and Central Problems of Micro and Macroeconomics
Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.

Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.

Unit-II: Producer and Consumer Behaviour (15 Hours)

Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium. Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves. Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi- Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.

Unit-III: Analysis of Market (10 Hours)

Concept of Market and Main Forms of Market. Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.

Unit-IV: National Income and Various Indian Economy Challenges (15 Hours)

Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income. A Brief Introduction of Indian Economy - Pre-and Post-Independence. Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic Business Environment, Trade with Various Nations, Sustainable Economic Development.

Readings:

Text Books (Latest Editions):

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory
4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economics
6. J. Shapiro: Macro Economic Theory and Policy
7. W.H. Bransin: Macro-Economic Analysis
8. M.L. Jhingan: Macro-Economic Theory and Policy
9. M.C. Vaishya: Macro-Economic Theory
10. Sunil Bhaduri: Macro Economic Analysis
11. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
12. Samuelson & William D. Nordhaus: Economics; McGraw Hills.
13. A.N. Agarwal: Indian Economy.
14. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi.
15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.
16. D.M. Mithani: Macro Economics; Himalaya Publishing House.
17. Macroeconomics" by N. Gregory Mankiw
18. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez
19. Macroeconomics" by Olivier Blanchard

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
4	BBAGN2A02T	General English II	2L:0T:0P	2 Credits	30	20+30 =50

Course Description:

This course is designed to enhance students' proficiency in both written and oral communication within academic and professional contexts. It focuses on the development of critical reading, structured writing, and effective speaking skills. Through interactive sessions and practical exercises, students will learn to analyse and interpret complex texts, compose well-organized written documents, and communicate ideas clearly and confidently. Additionally, the course introduces foundational research and referencing skills necessary for academic integrity and professional documentation. By the end of the course, students will be equipped with essential communication competencies that are critical for success in diverse professional environments.

Course Objective:

1. To refine advanced communication skills in English, focusing on industry-specific requirements.
2. To develop soft skills essential for professional success, such as teamwork, leadership, and time management.
3. To develop effective communication strategies for specific industries and in complex and real-world contexts.

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

1. Analyse and interpret academic and professional texts.
2. Compose structured written communication.
3. Engage effectively in oral and coherent written communication.
4. Demonstrate basic research and referencing skills in oral and written communication

Course Content:

Unit-I: Advanced Writing (9 Hours)

Communication for Employment (Written), Articles, Essay, Paragraph Writing, Composition and Composition Types, Summary, Report Writing, E-Mails, Circular and Memos, Reports of Survey, Professional Brochure Writing, Writing a Proposal, Letter Writing – Formal & Informal Report Writing – Official and Business Reports, Cover Letter, Resume, CV, Job Application and Follow-up Letter, Business Letters and Its Types effective, Business emails, Proposals.

Class Activity: (Any One)

1. The Course Teacher may give participants a case (e.g., "Decline in customer satisfaction at a Shopping Malls "). Participants' Groups can generate and

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circulate google forms to gather data and survey results. With the help of the datasets, the participants would draft an official business report including: Executive summary Findings (with charts or bullet points) and Recommendations.

2. The participants can be asked to prepare a tailored resume and cover letter for a specific job. In class, they exchange drafts with a peer and use a guided rubric to critique: Relevance and clarity of content Format and structure Tone and professionalism.
3. The Course teacher can give participants different business scenarios (e.g., replying to a customer complaint, requesting leave, responding to a promotion announcement, negotiating a deadline). Each student or pair must write a short, professionally formatted email.

Unit-II: Effective Reading and Critical Analysis (9 Hours)

Effective Reading: Techniques of Critical Reading, Extensive and Intensive Reading,

Comprehension Case Study: Analysing complex business cases or media cases, identifying problems, and proposing solutions.

Selected Reading: (Any One)

1. "Machine Learning" (Pages-61 page -69) in John Joseph Adams Machine Learning: New and Collected Stories
2. "June 2001: Reality TV" (An excerpt from Rushdie, Salman: Step Across This Line)
3. Industry-specific texts and resources suggested and recommended by the Course Teacher

Class Activity: (Any One)

1. Pick a character (e.g., from "Who Moved My Cheese?" or the ML story) and ask students to perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of their choices in the story.
2. Provide a brief media/business case (or let students select from recent events). Assign roles (reporter, CEO, stakeholder, analyst). Each group must analyse the problem, identify biases (if media), and propose actionable solutions.
3. Use a layered passage from "Machine Learning" or Rushdie's essay. Ask students to:
 - a) Infer what's implied but not said.
 - b) Highlight ambiguity or irony.
 - c) Predict author intent or outcome.

Unit-III: Industry-Specific Communication and Soft Skills (12 Hours)

Industry-Specific Communication

Communication as a Medium of Transference , Process of Communication , General business language and industry-specific language, Functions of Effective Communication, Effective Communication and its Function , Theories of Communication and Communication Models , Types of Communication , Miscommunication and Barriers in Communication , Principles of Communication , Organizational Communication and Its Types/ Hierarchical vs. flat organizational communication, Verbal Communication: Intrapersonal Communication, Interpersonal Communication , Small Group Communication , Public Speaking or Mass Communication

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,Nonverbal Communication: Paralanguage , Kinesics , Haptic , Proxemics , Sign and Symbols , Body Language and Behaviour , Appearance , Posture , Gesture , Eye Contact , Artifacts , Voice Modulation ,Types of Corporate Communication | Internal vs. External

Soft Skills - Emotional Intelligence at Workplace, Professional Etiquette, Interpersonal Skills |, Time Management and Prioritization, Adaptability.

Note: The course Instructor need to talk on the following aspects of Professional skills while discussing this unit:

1. Emotional Intelligence (self-control, empathy, social awareness)
2. Professional Etiquette (tone, behaviour, dressing, punctuality)
3. Interpersonal Skills (teamwork, conflict resolution)
4. Time Management & Prioritization
5. Adaptability (handling change and ambiguity)

Class Activity: The course Instructor may assign students to small groups representing different departments in a company (e.g., Marketing, HR, IT). S/he may present a scenario (e.g., launching a product or resolving a customer complaint). Each group prepares and performs a role-play simulating, using industry-specific language, voice modulation, eye contact, gestures, and other nonverbal cues.

Suggested Readings:

1. Carnegie, D. (2010). How to Win Friends and Influence People. Simon & Schuster.
2. Chaturvedi, P. D., & Chaturvedi, M. (n.d.). Business Communication. Pearson Education.
3. Cialdini, R. B. (2006). Influence: The Psychology of Persuasion (Rev. ed.). Harper Business.
4. Covey, S. R. (2004). The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change. Free Press.
5. Goleman, D. (2006). Emotional Intelligence: Why it Can Matter More than IQ (10th anniversary ed.). Bantam Books.
6. Levinson, J. C., & Perry, J. (2005). Guerrilla Etiquette: Advance Praise for the New Rules of Business Etiquette. Houghton Mifflin.
7. Robbins, S. P., & Judge, T. A. (2019). Organizational Behaviour (18th ed.). Pearson.
8. Stein, S. J., & Book, H. E. (2011). The EQ edge: Emotional Intelligence and Your Success (3rd ed.). Wiley.
9. Strunk, W., Jr., & White, E. B. (2000). The Elements of Style (4th ed.). Longman.
10. Suri, G. K., & Suri, R. K. (2017). Soft Skills. S. Chand Publishing.
11. Tracy, B. (2007). Eat that frog! 21 Great Ways to Stop Procrastinating and Get More Done in Less Time. Berrett-Koehler Publishers.

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
5	BBAGN2S02T	Emerging Technologies and application	2L:0T:0P	2 Credits	30	20+30 =50
6	BBAGN2S02P	Emerging Technologies and application	0L:0T:2P	1 Credits	30	12+18=30

Course Description:

This course provides a comprehensive exploration of emerging technologies that are reshaping the business landscape. It covers critical technological advancements such as Cloud Computing, Internet of Things (IoT), Blockchain Technology, and Augmented Reality/Virtual Reality (AR/VR), emphasizing their principles, functionalities, and business applications. Students will learn how these technologies drive innovation, enhance decision-making, and transform business models for competitive advantage. The course also addresses the strategic implications, security challenges, and regulatory considerations associated with deploying these technologies in modern organizations. Through practical sessions and case studies, students will gain hands-on experience and insights into real-world applications, preparing them to navigate the evolving technological environment effectively.

Course Objective:

1. To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
2. To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

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

1. Understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.
2. Analyse the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
3. Evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
4. Develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.

Course Contents:

Unit-1: Cloud Computing (8 Hours Theory /8 Hours Practical)

Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid) – Cloud-based -enterprise solutions – Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks

Unit-2: Internet of Things (IoT) & Industry 4.0 (8 Hours Theory /8 Hours Practical)

Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making – Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization

Unit-3: Block chain Technology (7 Hours Theory /7 Hours Practical)

Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations

Unit-4: Augmented Reality (AR) and Virtual Reality (VR) (7 Hours Theory /7 Hours Practical)

Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.

Practical (Suggestive List):

1. Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.
2. Hands on sessions on block chain technologies, focusing on the basic's development and deployment of decentralized applications.

Readings:

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices,

and Applications by Edited by Shivani Bali, Sugandha Aggarwal, Sunil Sharma.

10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.
11. Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17–26. <https://doi.org/10.1080/10400435.2021.1945704>
12. Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019, 103834, <https://doi.org/10.1016/j.respol.2019.103834>.
13. Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behaviour", *Organization Management Journal*, Vol. 19 No. 3, pp. 88-98. <https://doi.org/10.1108/OMJ-10-2020-1063>

Case Studies

1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, <https://hbsp.harvard.edu/product/IMB889-PDF-ENG?Ntt=emerging%20technologies>
2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, <https://hbsp.harvard.edu/product/W14007-PDF-ENG?Ntt=emerging%20technologies>

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
7	BBAGN2M02T	Media Literacy and Critical Thinking / SWAYAM Course	3L:0T:0P	3 Credits	45	40+60 =100

Course Description:

This course equips students with essential media literacy and critical thinking skills to analyse and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

Course Objective(s):

1. To Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
2. To Foster media literacy principles for navigating digital media landscapes and evaluating credibility.
3. To explore media production dynamics and ownership structures in the Indian context.
4. To address ethical and regulatory considerations in media practices.
5. To enhance digital media literacy for responsible online engagement and combating misinformation.

Course Outcome(s):

1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.
2. Apply media literacy principles to make informed decisions about media consumption and production.
3. Understand the complexities of media production, distribution, and audience behaviour.
4. Adhere to ethical standards in media content creation and consumption.
5. Promote responsible digital citizenship by navigating online information critically and combating misinformation.

Course Content:

Unit 1: Foundations of Media Literacy and Critical Thinking (10 Hours)

Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviours.

Unit 2: Deconstructing Media Texts (10 Hours)

Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

Unit 3: Media Consumption and Production Dynamics (10 Hours)

Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns

Unit 4: Ethics, Regulation, and Digital Media Literacy (15 Hours)

Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

Text Books (Latest Editions):

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.
11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change (30th anniversary ed.) Simon & Schuster.

Sl. No	Course Code	Course Title	No. of Hours per week	Course Credits	Total No. of Teaching Hours	Total Marks
8	BBAGN2V02T	Indian Constitution & Governance	2L:0T:0P	2 Credits	30	20+30 =60

Course Description:

This course explores the economic dimensions of the Indian Constitution and its impact on business. It examines key issues such as land reforms, economic liberalization, and fiscal federalism through historical, legal, and ideological lenses. Students gain insights into how constitutional provisions influence economic policies and business practices, preparing them for roles in business management and policy advocacy.

Course Outcomes (COs): Upon the successful completion, students will be able to:

1. Understand the meaning, historical background, and the salient features of the Indian Constitution, including the philosophy behind its making.
2. Explain the structure, functions, and powers of the Union Government including the President, Prime Minister, and the Parliament.
3. Describe the role and functions of State Governments and Union Territories, including the relationship between the Centre and States.
4. Analyse the structure, powers, and jurisdiction of the Indian Judiciary, along with the concepts of judicial review, activism, and PIL.
5. Understand the emergency provisions and types of emergencies under the Constitution.
6. Evaluate the role, powers, and functioning of the Election Commission and other constitutional and statutory bodies related to social justice.

Course Content

Unit-I: Introduction to Indian Constitution (8 Hrs.)

Constitution: Spirit and Vision - The making of the Indian Constitution - Sources and constitutional history –Salient features of the Constitution, Preamble as part of the Constitution, Philosophy of Constituent Assembly - Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy, Constitutional Amendments: Process and Purpose

Unit-II: Central and State Government (10 Hrs.)

Union Government and its Administration Structure; President and Vice President: Role, power and position, PM and Council of ministers, Cabinet, Lok Sabha, Rajya Sabha, Parliament; State Government and its Administration: Governor - Role and Position - CM and Council of ministers, Relation between the Union and the States, Emergency: Proclamation of Emergency, Types of Emergency.

Unit-III: Indian Judiciary, Constitutional & Statutory Bodies (12 Hrs.)

Supreme Court and High Court and Subordinate Courts: Jurisdictions and Powers, Judicial review, Judicial activism, PIL: Features and scopes, Elections in India, Election Process, Election Commission: Independence, Powers & Functions, Role of Chief Election Commissioner - SC/ST Commissions for the welfare of SCs & STs, CAG, NHRC, NCW, Central Information Commission

Reference Books:

1. Basu, D. D. (2013). Introduction to the Constitution of India (21st ed.). LexisNexis.
2. Chaube, S. K. (2009). Constituent Assembly of India: Springboard of Revolution. Manohar Publishers.
3. Noorani, A. G. (2000). Constitutional Questions in India: The President, Parliament and the States. Oxford University Press.
4. Pylee, M. V. (2012). India's Constitution (16th ed.). S. Chand & Company Ltd.
5. Sharma, B. K. (2020). Introduction to the Constitution of India. PHI Learning Pvt. Ltd.
6. Shukla, V. N. (2017). Constitution of India (12th ed., M. P. Jain Ed.). Eastern Book Company.
7. Textbooks:
8. Bakshi, P. M. (2020). The Constitution of India (14th ed.). Universal Law Publishing.
9. Kashyap, S. C. (2011). Our Constitution: An Introduction to India's Constitution and Constitutional Law. National Book Trust.
10. Singh, M. P., & Saxena, R. (2011). Indian Politics: Contemporary Issues and Concerns. PHI Learning Pvt. Ltd.
11. Subhash, C. K. (2016). Public Administration: Concepts and Theories. PHI Learning Pvt. Ltd.
