

INDIRA GANDHI UNIVERSITY MEERPUR-REWARI, HARYANA-122502

**(A State University Established under Haryana Act No.29 of 2013)
(Recognized u/s 12(B) & 2(f) of UGC Act, 1956)**

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Scheme of Examination for Under Graduate Programme in Business Administration- BBA (Hons. /Hons. with Research) (Scheme D- Interdisciplinary)

as per NEP 2020

**Curriculum and Credit Framework for Undergraduate Programme
(Multiple Entry-Exit, Internships and Choice Based Credit System, LOCF)**

With effect from the session 2026-27 (in phased manner)

**Department of Management
Indira Gandhi University
Meerpur-Rewari (122502)
Haryana, India**

Details of Approvals

Council/Board	Date	Remark
Staff Council	26.08.2026	Approved
Board of Studies	01.09.2026	Approved
Academic Council		
Year of implementation	2026-27	

Chairperson
(Signature with Stamp)

VISION AND MISSION OF THE UNIVERSITY

VISION

To be a globally renowned university, recognized for excellence in teaching, innovative research, and welfare of the society, imbibing the spirit of “*Vasudhaiv kutumbkam*”.

MISSION

- To introduce and implement innovation in teaching and learning process matching up the global standards to strengthen academic delivery through curriculum design, teaching pedagogy and usage of ICT.
- To develop a mechanism that attracts talented, qualified and experienced faculty from across the globe for pursuing their academic and research careers at the University.
- To offer academic programs at UG, PG, Doctoral, Post-Doctoral levels which are learner- centric, industry focused, and adhere to outcome based international models.
- To create an ambiance that is conducive for undertaking sponsored research, innovation and consultancy services to a wide spectrum of societal and industrial requirements while encouraging interdisciplinary approach of learning, teamwork, and research.
- To establish state of art centers of excellence in frontier areas of research and design innovation through industry collaboration to innovate and incubate the products and services.
- To establish smart campus and promote e-governance activities in the university for the digitally empowered society and knowledge economy.
- To provide a hygienic, modern, environment friendly and vivacious campus attuned to the urgent needs of Green Technology.
- To consider and implement norms, metrics, standards, procedures and benchmarks for assessing and improving the quality in every aspect of university system and achieve quality certifications by National and International bodies.
- To make society self-reliant by organizing various programme including literacy, gender sensitization, health awareness, and dissemination of information about livelihood generation.

VISION AND MISSION OF THE DEPARTMENT

Vision

To nurture value-based management for a responsible global community.

Mission

To build management graduates embedded with the values of integrity, empathy, and social responsibility; capable of critical thinking and problem-solving skills to serve the nation and society.

ABOUT THE PROGRAMME

Undergraduate Programme in Business Administration- BBA (Hons. /Hons. with Research) professional degree programme that prepares individuals for the business world and leads to earning a master's degree Undergraduate Programme in Business Administration is an interdisciplinary programme that includes the courses borrowed from Commerce, Economics, Science, Humanities and Social Sciences and further modified as per the need. The programme imparts the knowledge of management concepts and learnings in functional areas such as Marketing, Finance, Human Resources and International Business etc. The courses lay importance to both hard and soft skills and further add substance for the comprehensive knowledge, skills development to manage businesses in a dynamic business environment.

The National Education Policy 2020 focuses on skill development among students to prepare them to develop academic and industry-oriented skills to gain knowledge of business practices and be absorbed in the industry. This Undergraduate Programme in Business Administration- BBA (Hons. /Hons. with Research) will provide the students management education with flexibility to complete the course at their own pace with the option of multiple entry and exit at various levels with effect from the academic session 2026-27. This programme shall provide the opportunities to experience the full range of holistic and multidisciplinary education to nurture skills and abilities amongst the management students. The students shall be able to understand the management issues, analyse the complex business problems and opportunities to make better decisions for the success of the enterprise.

Programme Level/Duration/System: Undergraduate /Four years/8 Semesters with multiple entry and exit systems.

The following option will be made available to the students joining Bachelor's in Business Administration (Honours/ Honours with Research) Programme:

- a. One year: Undergraduate Certificate in Business Administration
- b. Second year: Undergraduate Diploma in Business Administration
- c. Third year: Bachelor's in Business Administration
- d. Fourth year: Bachelor's in Business Administration (Honours) OR Bachelor's in Business Administration (Honours with Research)

MINIMUM ELIGIBILITY CRITERIA

It will be as per university ordinance(s).

PASSING CRITERIA

It will be as per university ordinance(s).

ELIGIBILITY FOR EXAMINATION

It will be as per university ordinance(s).

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO 1	Professional Competence and Managerial Excellence Graduates will establish successful careers in business, industry, government, academia, or entrepreneurial ventures by applying comprehensive management knowledge, analytical thinking, problem-solving abilities, and professional competencies to address organizational challenges effectively.
PEO 2	Leadership, Communication, and Teamwork Graduates will demonstrate effective leadership, professional communication, interpersonal skills, and the ability to work independently as well as collaboratively in multidisciplinary and multicultural environments while managing teams and organizational responsibilities.
PEO 3	Research, Innovation, and Lifelong Learning Graduates will apply research methodologies, critical inquiry, digital technologies, and modern management tools to support evidence-based decision-making, foster innovation, and continuously upgrade their knowledge and professional competencies throughout their careers.
PEO 4	Ethical, Sustainable, and Socially Responsible Leadership Graduates will uphold ethical values, integrity, corporate governance, environmental sustainability, and social responsibility while contributing to community development, inclusive growth, and responsible managerial practices.
PEO 5	Global Perspective and Entrepreneurial Mindset Graduates will demonstrate adaptability to changing business environments by integrating global perspectives, entrepreneurial thinking, technological advancements, and strategic decision-making to create value for organizations and society.

PROGRAMME LEARNING OUTCOMES (PLOs)

PLO 1	Disciplinary Knowledge	Apply fundamental concepts, principles, and theories of the discipline to understand phenomena and their applications.
PLO 2	Effective Communication	Communicate ideas, methods, and results effectively through oral, written, graphical, and digital formats.
PLO 3	Teamwork & Collaboration	Function effectively as an individual, team member, or leader in multidisciplinary and collaborative environments.
PLO 4	Social Responsibility & Ethical Awareness	Apply methods and reasoning appropriate to the discipline to assess issues related to society and the consequent responsibilities relevant to professional practice.
PLO 5	Lifelong Learning	Engage in self-directed learning and adapt to emerging knowledge, technologies, and professional demands throughout life.
PLO 6	Integrity & Professional Ethics	Demonstrate integrity, ethical conduct, and professional responsibility in academic, research/practice, and professional activities.
PLO 7	Business Management Knowledge	Demonstrate comprehensive knowledge of accounting, finance, taxation, economics, business management, Indian Knowledge System, marketing, auditing, banking, insurance, and commerce-related laws to solve business problems effectively.
PLO 8	Entrepreneurship and Innovation	Develop entrepreneurial competencies by identifying business opportunities, preparing business plans, evaluating risks, and applying innovative solutions for sustainable enterprise development.
PLO 9	Employability	Develop self-directed learning abilities, adaptability, professional competence, and continuous skill enhancement to meet evolving national and global employment requirements.
PLO 10	Global and Societal Perspective	Understand national and international business environments, economic policies, Sustainable Development Goals (SDGs), and the role of management in promoting inclusive economic growth and social welfare.
PLO 11	Research and Innovation	Design and conduct research using appropriate qualitative and quantitative methods, analyze data, interpret findings, and communicate research outcomes effectively.

PLOs are mapped with Course Learning Outcomes (CLOs) for each course on a scale of 1-3 (where 1= Low correlation, 2=Moderate correlation and 3=High correlation).

Indira Gandhi University, Meerpur, Rewari

Scheme of Examination for the Undergraduate Programme in Business Administration

as per NEP 2020 Curriculum and Credit Framework

(Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) with effect from the session 2026-27 (in a phased manner)

Semester-1

Course Type	Course Code	Nomenclature of the Course	Credits			Contact Hours L: Lecture P: Practical T: Tutorial				Internal Assessment Marks		End term Examination Marks		Total Marks	Examination Hours	
			Total	Theory (Th)	Practical (P)	L	T	P	Total	Th	P	Th	P		Th	P
CC-A1	26L4.5-MGT-101	Principles of Management	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-B1	26L4.5-MGT-102	Micro Economics	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-C1	26L4.5-MGT-103	Legal Foundations of Business	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-M1	26L4.5-MGT-104 or 26L4.5-MGT-105	Each student will opt one course from pool of minor courses for Semester 1	2	Distribution mentioned against the subjects in the pool of minor subjects										50	-	-
MDC 1	From Available pool of Multidisciplinary Courses from a subject of different discipline as per NEP (3 Credits)															
AEC-1	From Available pool of Ability Enhancement Courses as per NEP (2 Credits)															
SEC-1	From Available pool of Skill Enhancement Courses as per NEP (3 Credits)															
VAC-1	From Available pool of Value-Added Courses as per NEP (2 Credits)															

POOL OF MINOR COURSES FOR SEMESTER 1

Course Type	Course Code	Nomenclature of the Course	Credits			Contact Hours L: Lecture P: Practical T: Tutorial				Internal Assessment Marks		End Term Examination Marks		Total Marks	Examination Hours	
			Total	Theory (Th)	Practical (P)	L	T	P	Total	Th	P	Th	P		Th	P
CC-M1	26L4.5-MGT-104	Introduction to Business Analytics	2	1	1	1	0	2	3	5	5	20	20	50	2	2
	26L4.5-MGT-105	Business Mathematics	2	2	0	1	1	0	2	15	0	35	0	50	2	0

Semester-2

Course Type	Course Code	Nomenclature of the Course	Credits			Contact Hours L: Lecture P: Practical T: Tutorial				Internal Assessment Marks		End term Examination Marks		Total Marks	Examination Hours	
			Total	Theory (Th)	Practical (P)	L	T	P	Total	Th	P	Th	P		Th	P
CC-A2	26L4.5-MGT-201	Financial Accounting	4	3	1	3	0	1	4	25	5	50	20	100	3	2
CC-B2	26L4.5-MGT-202	Macro Economics	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-C2	26L4.5-MGT-203	Business Environment	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-M2	26L4.5-MGT-204 or 26L4.5-MGT-205	Each student will opt one course from pool of minor courses for Semester 2	2	Distribution mentioned against the subjects in the pool of minor subjects										50	-	-
MDC-2	From Available pool of Multidisciplinary Courses from a subject of different discipline as per NEP (3 Credits)															
AEC-2	From Available pool of Ability Enhancement Courses as per NEP (2 Credits)															
SEC-2	From Available pool of Skill Enhancement Courses as per NEP (3 Credits)															
VAC-2	From Available pool of Value-Added Courses as per NEP (2 Credits)															
Internship		Internship of 4 Credits of 4-6 weeks duration after 2 nd Semester (Mandatory in case of exit)												100		

POOL OF MINOR COURSES FOR SEMESTER 2

Course Type	Course Code	Nomenclature of the Course	Credits			Contact Hours L: Lecture P: Practical T: Tutorial				Internal Assessment Marks		End Term Examination Marks		Total Marks	Examination Hours	
			Total	Theory (Th)	Practical (P)	L	T	P	Total	Th	P	Th	P		Th	P
CC-M2	26L4.5-MGT-204	Managerial Skill Development	2	1	1	1	0	2	3	5	5	20	20	50	2	2
	26L4.5-MGT-205	Business Regulatory Laws	2	2	0	1	1	0	2	15	0	35	0	50	2	0

Exit Option: Any student opting for exit option after first year will get Undergraduate Certificate in Business Administration provided, he/she completes 48 credits of first two semesters and additional 4 credits of Internship (100 Practical/Viva-voce marks) based on internship of 4-6 weeks undertaken in an organisation. Thus, he/she will be eligible to exit the course with the said 52 Credits.

Semester-3

Course Type	Course Code	Nomenclature of the Course	Credits			Contact Hours L: Lecture P: Practical T: Tutorial				Internal Assessment Marks		End Term Examination Marks		Total Marks	Examination Hours	
			Total	Theory (Th)	Practical (P)	L	T	P	Total	Th	P	Th	P		Th	P
CC-A3	26L5.0-MGT-301	Cost Accounting	4	3	1	3	0	1	4	25	5	50	20	100	3	2
CC-B3	26L5.0-MGT-301	Business Statistics	4	3	1	3	0	1	4	25	5	50	20	100	3	2
CC-C3	26L5.0-MGT-303	Production and Operations Management	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-M3	26L5.0-MGT-304	Indian Financial System	4	4	0	3	1	0	4	30	0	70	0	100	3	0
MDC 3	From Available pool of Multidisciplinary Courses from a subject of different discipline as per NEP (3 Credits)															
AEC-3	From Available pool of Ability Enhancement Courses as per NEP (2 Credits)															
SEC-3	From Available pool of Skill Enhancement Courses as per NEP (3 Credits)															

Semester-4

Course Type	Course Code	Nomenclature of the Course	Credits			Contact Hours L: Lecture P: Practical T: Tutorial				Internal Assessment Marks		End Term Examination Marks		Total Marks	Examination Hours	
			Total	Theory (Th)	Practical (P)	L	T	P	Total	Th	P	Th	P		Th	P
CC-A4	26L5.0-MGT-401	Management Accounting	4	3	1	3	0	1	4	25	5	50	20	100	3	2
CC-B4	26L5.0-MGT-402	Marketing Management	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-C4	26L5.0-MGT-403	Human Resource Management	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-M4(V)			4	From Available pool of Minor (Vocational) Courses										100		
AEC-4	From Available pool of Ability Enhancement Courses as per NEP (2 Credits)															
VAC-3	From Available pool of Value-Added Courses as per NEP (2 Credits)															
Internship		Internship of 4 Credits of 4-6 weeks duration after 4th Semester (Mandatory in case of exit if not done after 2 nd Semester)												100		

Exit Option: Any student opting for exit option after second year will get Undergraduate Diploma in Business Administration provided, he/she completes 92 credits of first four semesters and additional 4 credits of internship (100 Practical/ Viva-voce marks) based on internship of 4- 6 weeks in an organization undertaken after completion of second semester or fourth semester. Thus, he/she will be eligible to exit the course with the said 96 credits.

Semester-5

Course Type	Course Code	Nomenclature of the Course	Credits			Contact Hours L: Lecture P: Practical T: Tutorial				Internal Assessment Marks		End Term Examination Marks		Total Marks	Examination Hours	
			Total	Theory (Th)	Practical (P)	L	T	P	Total	Th	P	Th	P		Th	P
CC-A5	26L5.5-MGT-501	Financial Management	4	3	1	3	0	1	4	25	5	50	20	100	3	2
CC-B6	26L5.5-MGT-502	International Business	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-C6	26L5.5-MGT-503	Company Law	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-M5(V)			4	From Available pool of Minor (Vocational) Courses										100		
Internship		Internship of 4 Credits of 4-6 weeks duration (after 4 th Semester)												100		

Semester-6

Course Type	Course Code	Nomenclature of the Course	Credits			Contact Hours L: Lecture P: Practical T: Tutorial				Internal Assessment Marks		End Term Examination Marks		Total Marks	Examination Hours	
			Total	Theory (Th)	Practical (P)	L	T	P	Total	Th	P	Th	P		Th	P
CC-A6	26L5.5-MGT-601	Entrepreneurship Development	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-B6	26L5.5-MGT-602	Business Policy and Strategy	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-C6	26L5.5-MGT-603	Logistics and Supply Chain Management	4	4	0	3	1	0	4	30	0	70	0	100	3	0
CC-M6	26L5.5-MGT-604 or 26L5.5-MGT-605	Each student will opt one course from the pool of Minor courses for Semester 6	4	Distribution mentioned against the subjects in the pool of minor subjects										100		
CC-M7 (V)			4	From Available pool of Minor (Vocational) Courses										100		

POOL OF MINOR COURSES FOR SEMESTER 6

Course Type	Course Code	Nomenclature of the Course	Credits			Contact Hours L: Lecture P: Practical T: Tutorial				Internal Assessment Marks		End term Examination Marks		Total Marks	Examination hours	
			Total	Theory (Th)	Practical (P)	L	T	P	Total	Th	P	Th	P		Th	P
CC-M6	26L5.5-MGT-604	Income Tax	4	3	1	3	0	1	4	25	5	50	20	100	3	2
	26L5.5-MGT-605	E-Commerce	4	4	0	3	1	0	4	30	0	70	0	100	3	0

**Scheme of MDC, VAC, SEC, AEC and VOC courses
offered in the University Pool
by the
Department of Management**

Scheme of MDC, VAC, SEC and VOC courses																		
Semester	Course Type	Applicable Scheme	Course Code	Nomenclature of the Course	Credits			Contact hours L: Lecture T: Tutorial P: Practical				Internal Assessment Marks		End term Examination Marks		Total Marks	Exam Hours	
					Total	Theory (Th)	Practical (P)	L	T	P	Total	Th	P	Th	P		Th	P
1	MDC-1	Scheme A, B, C & D	26L4.5-MDC-MGT-101	Social Media Marketing	3	3	0	3	0	0	3	25	0	50	0	75	3	0
2	MDC-2	Scheme A, B, C & D	26L4.5-MDC-MGT-201	Entrepreneurship & Start-ups	3	3	0	3	0	0	3	25	0	50	0	75	3	0
3	MDC-3	Scheme A, B, C & D	26L5.0-MDC-MGT-301	Fundamentals of Investment	3	3	0	3	0	0	3	25	0	50	0	75	3	0
2	SEC-2	Scheme A, B, C & D	26L4.5-SEC-MGT-201	Business Communication	3	2	1	2	0	2	4	15	5	35	20	75	2	2
4	CC-M4(V)	Scheme A, B, C & D	26L5.0-VOC-MGT-401	Event Management	4	2	2	2	0	4	6	15	15	35	35	100	2	2
5	CC-M5(V)	Scheme A, B, C & D	26L5.0-VOC-MGT-501	Dynamics of Investment	4	2	2	2	0	4	6	15	15	35	35	100	2	2
6	CC-M7(V)	Scheme A, B, C & D	26L5.0-VOC-MGT-601	IT & GST Return Filing	4	2	2	2	0	4	6	15	15	35	35	100	2	2

Semester 1

Part A - Introduction			
Name of Subject	Business Administration		
Semester	1		
Nature of Course	Theory (Lecture + Tutorial)		
Nomenclature of the Course	Principles of Management		
Course Code	26L4.5-MGT-101		
Course Type	CC		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs ₁) After completing this course, the learner will be able to:	CLO ₁	Explain the fundamental concepts and evolution of management and comprehend managerial roles and skills & importance of planning in management.	
	CLO ₂	Understand the concepts, principles, and processes of organizing, including organizational structure, authority relationships, and design.	
	CLO ₃	Explain the concepts and processes of staffing, directing, and motivation in organizational management.	
	CLO ₄	Understand the principles of leadership and controlling, including leadership styles, control processes, and managerial control techniques.	
	Theory	Practical	Total
Credits	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Duration (in Hours)	3		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter:</u> The paper setter shall prepare 9 questions selecting two questions from each unit with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory, comprising 7 short answer type questions carrying two marks each (total 14 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt five questions: the compulsory question no. 1 and 1 question from the each of the four units.			
Unit	Topics	CLO/s Attempt	Contact Hours
I	Introduction to Management: Concept, Functions and Significance; Evolution of Management Thought, Managerial Roles & Skills; Planning: Concept, Planning Process, Types of Plans.	1	15

II	Organising: Concept, Guiding Principles, Types of organisational structure: Line, Functional, Line & Staff relationship, Delegation of Authority, Centralization Vs Decentralization; organisational structure and design	2	15
III	Staffing – Meaning and Importance, Steps of staffing; Directing: Elements, Principles and Importance; Motivation and theories of motivation.	3	15
IV	Leadership: Concept, Theories and Styles of Leadership, Controlling: Concept, Importance, Process of Controlling, Techniques of controlling.	4	15
	Total Contact hours		60
Evaluation Methods			
Internal Assessment: 30 Marks		End Term Examination: 70 Marks	
● Class Participation:	5	Written Examination: 70	
● Seminar/presentation/assignment/quiz/class test etc.:	10		
● Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):			
Instructions			
1. Bateman, T. S., & Snell, S. A. (2023). <i>Management: Leading & Collaborating in a Competitive World</i> (15th ed.). McGraw-Hill.			
2. Daft, R. L. (2022). <i>Management</i> (15th ed.). Cengage Learning.			
3. Drucker, P. F. (2008). <i>The Practice of Management</i> . Harper Business. (Original work published 1954)			
4. Griffin, R. W. (2022). <i>Management: Principles and Applications</i> (14th ed.). Cengage Learning.			
5. Gupta, C. B. (2021). <i>Business Management</i> (Latest ed.). Sultan Chand & Sons.			
6. Koontz, H., Weihrich, H., & Cannice, M. V. (2020). <i>Essentials of Management: An International, Innovation, and Leadership Perspective</i> (11th ed.). McGraw-Hill Education.			
7. Prasad, L. M. (2021). <i>Principles and Practice of Management</i> (Latest ed.). Sultan Chand & Sons.			
8. Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2021). <i>Fundamentals of Management</i> (11th ed.). Pearson.			
9. Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (1995). <i>Management</i> (6th ed.). Prentice Hall.			

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MGT-101**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈	PLO ₉	PLO ₁₀	PLO ₁₁
CLO ₁	3	2	1	1	1	1	3	1	2	1	-
CLO ₂	3	2	2	1	1	1	3	2	2	1	-
CLO ₃	3	2	3	2	1	2	3	2	3	1	-
CLO ₄	3	2	3	2	1	2	3	2	3	1	1

Content Mapping with NEP thrust Areas

Field	Hours devoted
Employability	10
Entrepreneurship	06
Skill Enhancement	08
Communication Development	10
Indian Knowledge System	04
Environmental Awareness/SDGs	07
Current Issues and Social Awareness	08
Gender issues	06
Public policies	06
Any Other	-

Part A - Introduction			
Name of Subject	Business Administration		
Semester	1		
Nature of Course	Theory (Lecture+ Tutorial)		
Nomenclature of the Course	Micro Economics		
Course Code	26L4.5-MGT-102		
Course Type	CC		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs ₁) After completing this course, the learner will be able to:	CLO ₁	Explain the mechanics of supply and demand in allocating goods and services and resources.	
	CLO ₂	Understand the choices and decisions made by a rational consumer.	
	CLO ₃	Identify relationships between production and costs.	
	CLO ₄	Define key characteristics and consequences of different forms of markets and the behaviour of producers and consumers in different markets.	
	Theory	Practical	Total
Credits	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Duration (in Hours)	3		
Part B- Contents of the Course			
Instructions for Paper- Setter: The paper setter shall prepare 9 questions selecting two questions from each unit with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory, comprising 7 short answer type questions carrying two marks each (total 14 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt five questions: the compulsory question no. 1 and 1 question from the each of the four units.			
Unit	Topics	CLO/s Attempt	Contact Hours
I	Introduction to Economics, Microeconomics, Concept of Demand: Individual demand, Market demand, Law of demand. Concept of Supply, Individual supply, Market supply, Market equilibrium; Elasticity of demand and supply; Price elasticity of demand, Income elasticity of demand, Cross elasticity of demand, Elasticity of supply.	1	15
II	Cardinal Utility Theory, Law of Diminishing Marginal Utility, Law of Equi- marginal utility; Ordinal Utility Theory: Indifference Curve, Budget Line, Consumer choice, Price effect, Substitution effect, Income effect for Normal, Inferior and Giffen	2	15

	goods.		
III	Production function: Short run production function, Long -run production function, optimizing behaviour in 5long run: Isoquants, Iso cost Line, Optimal combination of resources. Cost function: Traditional theory of cost, Short- run and long run cost function; modern theory of cost.	3	15
IV	Forms of Market Structure: Perfect competition, Short- run and long run equilibrium of firm/industry; Monopoly: Basic features, Short- run equilibrium, Long- run equilibrium, Price discrimination; Monopolistic competition: Basic features, Short- run equilibrium, Long- run equilibrium, Oligopoly market: Kinked demand curve, Dominant price leadership model.	4	15
	Total Contact hours		60
Evaluation Methods			
Internal Assessment: 30 Marks		End Term Examination: 70 Marks	
● Class Participation:	5	Written Examination: 70	
● Seminar/presentation/assignment/quiz/class test etc.:	10		
● Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):			
1. Case, K. E., Fair, R. C., & Oster, S. M. (2023). <i>Principles of Microeconomics</i> (14th ed.). Pearson.			
2. Mankiw, N. G. (2024). <i>Principles of Economics</i> (10th ed.). Cengage Learning.			
3. Pindyck, R. S., & Rubinfeld, D. L. (2018). <i>Microeconomics</i> (9th ed.). Pearson.			
4. Salvatore, D. (2020). <i>Principles of Microeconomics</i> (8th ed.). Oxford University Press.			
5. Ahuja, H. L. (2022). <i>Advanced Economic Theory: Microeconomic Analysis</i> (21st ed.). S. Chand Publishing.			
6. Jhingan, M. L. (2021). <i>Microeconomic Theory</i> (8th ed.). Vrinda Publications.			
7. Dominick Salvatore. (2019). <i>Microeconomics: Theory and Applications</i> (2nd Indian ed.). Oxford University Press.			
8. Dwivedi, D. N. (2022). <i>Managerial Economics</i> (9th ed.). Vikas Publishing House.			

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MGT-102**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈	PLO ₉	PLO ₁₀	PLO ₁₁
CLO ₁	2	3	3	2	2	2	2	2	2	3	3
CLO ₂	3	3	3	1	3	3	3	2	2	2	2
CLO ₃	2	2	3	2	3	2	3	3	2	2	3
CLO ₄	2	3	3	1	3	2	2	2	2	3	3

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	12
Entrepreneurship	05
Skill Enhancement	09
Communication Development	08
Indian Knowledge System	04
Environmental Awareness/SDGs	04
Current Issues and Social Awareness	06
Gender issues	04
Public policies	07
Any Other	-

Part A - Introduction				
Name of Programme	Business Administration			
Semester	1			
Nature of Course	Theory (Lecture + Tutorial)			
Nomenclature of the Course	Legal Foundations of Business			
Course Code	26L4.5-MGT-103			
Course Type	CC			
Course Level	100-199			
Pre-requisite for the course (if any)	None			
Course Learning Outcomes (CLOs ₁) After completing this course, the learner will be able to:	CLO ₁	Understand and evaluate the provisions of Contract Act for business.		
	CLO ₂	Understand the provisions and applications of special type of contracts.		
	CLO ₃	Comprehend the application of Sales of Goods Act in business and day to day life.		
	CLO ₄	Apply the provisions of the Negotiable Instruments Act, 1881 to analyze legal implications of negotiable instruments in business and banking transactions.		
	Theory	Practical	Total	
Credits	4	0	4	
Teaching Hours per week	4	0	4	
Internal Assessment Marks	30	0	30	
End Term Exam Marks	70	0	70	
Max. Marks	100	0	100	
Examination Duration (in Hours)	3			
Part B- Contents of the Course				
<u>Instructions for Paper- Setter:</u> The paper setter shall prepare 9 questions selecting two questions from each unit with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory, comprising 7 short answer type questions carrying two marks each (total 14 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt five questions: the compulsory question no. 1 and 1 question from the each of the four units.				
Unit	Topics		CLO/s Attempt	Contact Hours
I	Indian Contract Act, 1872: Definition and essentials of a valid contract, Types of contracts, Competency of parties, Free consent, Performance of contract, Discharge of contract, Breach of contract and Remedies available to aggrieved parties.		1	15
II	Special Contracts: Indemnity & Guarantee, Bailment & Pledge, Law of Agency - Meaning, Modes of creating Agency, Types of Agents, Personal Liability of an Agent and Termination of Agency.		2	15
III	Sale of Goods Act, 1930: Definition, Contract of Sale & Agreement to Sell, Types of Goods, Conditions & Warranties, Transfer of ownership, Rights of unpaid		3	15

	seller, Remedies available to breach of contract of sales		
IV	Negotiable Instruments Act, 1881: Definition and types, parties to negotiable instruments, Acceptance of an instrument, holder and holder in due course, Dishonour and discharge of negotiable instrument.	4	15
	Total Contact hours		60
Evaluation Methods			
Internal Assessment: 30 Marks		End Term Examination: 70 Marks	
● Class Participation:	5	Written Examination: 70	
● Seminar/presentation/assignment/quiz/class test etc.:	10		
● Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):			
1. Kapoor, N. D. (2024). <i>Elements of mercantile law</i> (41st ed.). Sultan Chand & Sons.			
2. Kuchhal, M. C., & Kuchhal, V. (2023). <i>Business laws</i> (9th ed.). Vikas Publishing House.			
3. Singh, A. (2023). <i>Business law</i> (3rd ed.). Eastern Book Company.			
4. Tulsian, P. C., & Tulsian, B. (2023). <i>Business law</i> (4th ed.). McGraw Hill Education (India).			
5. Gulshan, S. S., & Kapoor, G. K. (2023). <i>Business law including company law</i> (20th ed.). New Age International Publishers.			
6. Bare Acts. (2023). <i>The Indian Contract Act, 1872</i> . Commercial Law Publishers (India) Pvt. Ltd.			
7. Bare Acts. (2023). <i>The Sale of Goods Act, 1930</i> . Commercial Law Publishers (India) Pvt. Ltd.			
8. Bare Acts. (2023). <i>The Consumer Protection Act, 2019</i> . Commercial Law Publishers (India) Pvt. Ltd.			
9. Taxmann. (2024). <i>Students' guide to business laws</i> . Taxmann Publications.			

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MGT-103**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈	PLO ₉	PLO ₁₀	PLO ₁₁
CLO ₁	3	2	-	2	2	2	3	1	2	1	-
CLO ₂	3	2	-	2	2	2	3	2	2	1	-
CLO ₃	3	2	-	3	2	2	3	2	2	2	-
CLO ₄	3	2	-	2	2	3	3	2	3	3	-

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	14
Entrepreneurship	14
Skill Enhancement	15
Communication Development	-
Indian Knowledge System	-
Environmental Awareness/SDGs	-
Current Issues and Social Awareness	16
Gender issues	-
Public policies	6
Any Other (Corporate Governance and Business Ethics)	12

Part A – Introduction			
Name of the Programme	Business Administration		
Semester	1		
Nature of Course/Course Composition	Theory + Practical		
Name of the Course	Introduction to Business Analytics		
Course Code	26L4.5-MGT-104		
Course Type	CC-M		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs) After completing this course, the learner will be able to:	CLO ₁	Explain the fundamentals of business analytics, data analysis, and regression techniques for business decision-making.	
	CLO ₂	Prepare, manage, summarize, visualize, and analyze business data using spreadsheet applications and R Studio by applying data management techniques, statistical analysis, correlation, simple linear regression, and introductory time series analysis, and interpret analytical outputs for business decision-making.	
	Theory	Practical	Total
Credits	1	1	2
Teaching hours per week	1	2	3
Internal Assessment Marks	05	05	10
End Term Exam Marks	20	20	40
Max. Marks	25	25	50
Examination Duration (in Hours)	02	02	
Part B- Contents of the Course			
<u>Instructions for Theory Paper-Setter</u>			
The paper setter shall prepare 4 questions from unit 01 with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory question comprising 6 short answer type questions carrying one mark each (total 06 marks). The remaining questions will be carrying 07 marks each. Examinees will be required to attempt three questions: the compulsory question no. 1 and 02 questions from other 03 questions.			
<u>Instructions for Practical Examiner</u>			
Write-up and execution of the practical will be conducted as per the nature of the practical by the external examiner, with consideration given to the Course Learning Outcomes.			
Topics		CLO Attempt	Contact Hours
Unit-I	Introduction to Business Analytics - Business Analytics and its importance in Modern Business Decisions. Descriptive Analytics: Data, Data Types, and Descriptive Statistics. Introduction to Regression Analysis its Properties & Assumptions.	1	15
Practical	Data Preparation, Summarisation and Visualisation Using Spreadsheet (10 hours): Data Preparation and Cleaning, Sort and filter, Conditional formatting, Text to Column, Removing Duplicates, Data Validation, identifying outliers in the data, covariance and correlation matrix, Moving Averages, Finding the missing value from data;	2	30

	Summarisation; Visualisation: scatter plots, line charts, histogram, etc., Pivot Tables, pivot charts and interactive dashboards. Getting started with R Studio (10 hours): Introduction to R, Advantages of R, Installation of R Packages, Importing Data file; Data visualisation using charts: histograms, bar charts, box plots, line graphs, scatter plots. etc., Data description: Measure of Central Tendency, Measure of Dispersion. Time Series Analysis Using R Studio (10 hours): Correlation and coefficient of determination. Estimating a Simple Linear Regression model, Interpretation of OLS Results: Regression coefficients, Intercept and slope, Standard Error etc., R-squared, Adjusted R-squared, Homoscedasticity, Multicollinearity, Autocorrelation	
Total Contact Hours		45
Suggested Evaluation Methods		
Internal Assessment: 10	TH-05 PR-05	End Term Examination: 40 TH-20 PR-20
Class Participation	5 0	Lab record NA 5
Seminar/presentation/assignment/quiz/class test etc.	0 NA	Viva-Voce NA 5
Seminar/Demonstration/Viva-voce/Lab records etc.	NA 5	Written Examination 20 NA
Mid-Term Exam	NA NA	Write-up and execution of the practical NA 10
Part C-Learning Resources		
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):		
1. Field, A., Miles, J., & Field, Z. (2012). <i>Discovering statistics using R</i> . Sage Publications. 2. Grolemond, G. (2014). <i>Hands-on programming with R</i> . O'Reilly Media. 3. James, G., Witten, D., Hastie, T., & Tibshirani, R. (2021). <i>An introduction to statistical learning: With applications in R</i> (2nd ed.). Springer. 4. Kabacoff, R. I. (2022). <i>R in action: Data analysis and graphics with R</i> (3rd ed.). Manning Publications. 5. Montgomery, D. C., Peck, E. A., & Vining, G. G. (2021). <i>Introduction to linear regression analysis</i> (6th ed.). Wiley. 6. Provost, F., & Fawcett, T. (2013). <i>Data science for business</i> . O'Reilly Media. 7. Wickham, H., & Grolemond, G. (2017). <i>R for data science</i> . O'Reilly Media.		

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MGT-104**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈	PLO ₉	PLO ₁₀	PLO ₁₁
CLO ₁	3	2	1	1	2	1	3	2	3	2	3
CLO ₂	3	3	1	1	2	1	3	2	3	1	2

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	4
Entrepreneurship	2
Skill Enhancement	19
Communication Development	1
Indian Knowledge System	0
Environmental Awareness/SDGs	3
Current Issues and Social Awareness	0
Gender issues	0
Public policies	0
Any Other	0

Part A - Introduction			
Name of Programme	Business Administration		
Semester	1		
Nature of Course/Course Composition	Theory (Lecture + Tutorial)		
Nomenclature of the Course	Business Mathematics		
Course Code	26L4.5-MGT-105		
Course Type	CC-M		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs) After completing this course, the learner will be able to:	CLO ₁	Apply mathematical concepts and data interpretation techniques to analyze business data using percentages, ratios, proportions, sequences, tables, and graphical representations for effective decision-making.	
	CLO ₂	Apply the concepts of set theory and matrix algebra to represent, organize, and solve quantitative business problems by performing set operations and fundamental matrix operations.	
		Theory	Practical
		Total	
Credits	2	0	2
Teaching Hours per week	2	0	2
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
Examination Duration (in Hours)	2		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter:</u>			
The paper setter shall prepare 5 questions selecting two questions from each of the two units with consideration given to the Course Learning Outcomes. Among these, question number 1 will be a compulsory question comprising 07 short answer type questions carrying one mark each (total 07 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt three questions: the compulsory question no. 1 and 1 question from each of the two units.			
Unit	Topics	CLO/s attempted	Contact Hours
I	Percentages, Ratio and Proportion, Sequence & Series, Data interpretation- Introduction, approaches to data interpretation, tabulation, Bar graphs, Pie charts, Line graphs, Mix graphs.	1	15

II	Introduction to Set Theory, Types of Sets, Sets Representation, Set Operations. Matrices: Formation and order of Matrix, Types of Matrices, Equal Matrices, Addition/Subtraction of Matrices, Multiplication of Matrices, Transpose of a matrix.	2	15
	Total Contact hours		30
Evaluation Methods			
Internal Assessment: 15 Marks		End Term Examination: 35 Marks	
• Class Participation:	5	Written Examination: 35	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	5		
Part C-Learning Resources			
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):			
Books			
1. Allen, B. G. D. (2018). <i>Basic Mathematics</i> . Macmillan.			
2. Vohra, N. D. (2020). <i>Quantitative Techniques in Management</i> . Tata McGraw-Hill Education.			
3. Kapoor, V. K. (2021.). <i>Business Mathematics</i> . Sultan Chand & Sons.			
4. Arora, P. N., & Sumeet, A. (2019). <i>Quantitative Aptitude for Competitive Examinations</i> (4th ed.). S. Chand Publishing.			
5. Gupta, S. P., & Gupta, M. P. (2018). <i>Business Statistics</i> (19th ed.). Sultan Chand & Sons.			
E-Recourses			
6. National Programme on Technology Enhanced Learning. (n.d.). <i>NPTEL online courses</i> . https://nptel.ac.in			
7. SWAYAM. (n.d.). <i>SWAYAM: Study Webs of Active Learning for Young Aspiring Minds</i> . https://swayam.gov.in			
8. Khan Academy. (n.d.). <i>Math</i> . https://www.khanacademy.org/math			
9. OpenStax. (n.d.). <i>College algebra</i> . https://openstax.org/details/books/college-algebra			
10. MIT OpenCourseWare. (n.d.). <i>Mathematics</i> . https://ocw.mit.edu/courses/mathematics/			
11. e-PG Pathshala. (n.d.). <i>Mathematics and statistics</i> . https://epgp.inflibnet.ac.in			
12. National Digital Library of India. (n.d.). <i>National Digital Library of India</i> . https://ndl.iitkgp.ac.in			
13. Wolfram MathWorld. (n.d.). <i>MathWorld</i> . https://mathworld.wolfram.com			

**Mapping of Course Learning Outcomes (CLOs) to Program Learning Outcomes (PLOs) for
26L4.5-MGT-105**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈	PLO ₉	PLO ₁₀	PLO ₁₁
CLO ₁	3	2	1	-	2	-	3	2	3	1	2
CLO ₂	3	1	1	-	2	-	3	2	3	-	2

Content Mapping with NEP thrust areas

Field	Contact hours devoted
Employability	30
Entrepreneurship	15
Skill Enhancement	30
Communication Development	-
Indian Knowledge System	-
Environmental Awareness/SDGs	-
Current Issues and Social Awareness	-
Gender issues	-
Public policies	-
Any other (Digital & Quantitative Literacy)	30

Semester 2

Part A – Introduction			
Name of the Programme	Business Administration		
Semester	2		
Nature of Course/Course Composition	Theory + Practical		
Nomenclature of the Course	Financial Accounting		
Course Code	26L4.5-MGT-201		
Course Type	CC		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs) After completing this course, the learner will be able to:	CLO ₁	Understand and apply basic accounting concepts, principles, and processes, including double-entry bookkeeping, journalizing, ledger posting, balancing, and preparation of a trial balance.	
	CLO ₂	Understand and apply depreciation methods and prepare final accounts of non-corporate entities with necessary adjustments.	
	CLO ₃	Understand and prepare Bank Reconciliation Statements and partnership/LLP accounts, including admission, retirement, death, goodwill, and dissolution of partners.	
	CLO ₄	Apply MS Excel tools and accounting principles to record and process business transactions, prepare journals, subsidiary books, cash books, ledgers and trial balances, and analyse their impact on the accounting equation using spreadsheets.	
	Theory	Practical	Total
Credits	3	1	4
Teaching hours per week	3	2	5
Internal Assessment Marks	25	05	30
End Term Exam Marks	50	20	70
Max. Marks	75	25	100
Examination Duration (in Hours)	3	2	
Part B- Contents of the Course			
<u>Instructions for Theory Paper-Setter</u>			
The paper setter shall prepare 7 questions selecting two questions from each of the three units with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory question comprising 4 short answer type questions carrying two marks each (total 08 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt four questions: the compulsory question no. 1 and 1 question from the each of the three units.			
<u>Instructions for Practical Examiner</u>			
Write-up and execution of the practical will be conducted as per the nature of the practical by the external examiner, with consideration given to the Course Learning Outcomes.			
	Topics	CLO/s Attempt	Contact Hours
Unit-I	Introduction to Financial Accounting. Basic Concepts and Conventions, Accounting Principles. Understanding Assets,	1	15

	Liabilities, Revenues, and Expenses. Understanding Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure, Capital Receipts, and Revenue Receipts. Accounting Process: Recording accounting transactions: principles of double entry book-keeping, books of original entry - journal, subsidiary books, cash book, ledger-format, posting from journal and subsidiary books, balancing of accounts. Preparation of trial balance		
Unit-II	Depreciation: Tangible and intangible assets-Meaning and difference, concepts, methods of computation depreciation, Straight Line Method and Written Down value Method. Final Accounts for Non-Corporate Entities with Adjustments	2	15
Unit-III	Bank Reconciliation Statement: Introduction, reasons and preparation of bank reconciliation statement. Partnership and LLP Accounts: Final accounts of partnership firms and LLPs. Admission, retirement and death of a partner including treatment of goodwill. Dissolution of partnership firms and LLPs.	3	15
Practical Component	Module I: Accounting Process using MS Excel (10 Hours) Introduction to Excel for Accounting: Workbook/worksheet creation, accounting formats, cell referencing, formulas, sorting, filtering and data validation. Accounting Equation: Recording transactions in Excel/Spreadsheets and analysing their effect on Assets, Liabilities and Capital. Journal & Subsidiary Books: Preparation of Journal, Purchase Book, Sales Book, Purchase Return Book and Sales Return Book in Excel. Cash Book: Preparation of single, double and three-column cash book with running balances in Excel. Ledger & Trial Balance: Posting from Journal to Ledger, balancing ledger accounts and preparation of Trial Balance in Excel. Module II: Depreciation, Bank Reconciliation & Final Accounts (10 Hours) Depreciation: Calculation of depreciation using Straight Line Method and Written Down Value Method; preparation of fixed asset/depreciation schedule using Excel functions. Bank Reconciliation Statement: Preparation of BRS from Cash Book and Bank Statement; identification of unpresented cheques, direct deposits, bank charges and other differences. Final Accounts: Preparation of Trading Account, Profit & Loss Account and Balance Sheet from Trial Balance in Excel. Adjustments: Treatment of closing stock, outstanding/prepaid expenses, accrued income, depreciation, bad debts and provision for doubtful debts. Module III: Partnership & Advanced Accounting Applications in Excel (10 Hours) Partnership Accounts: Preparation of Profit & Loss Appropriation Account, Partners' Capital Accounts and Current Accounts in Excel. Admission of Partner: Calculation of new ratio, sacrificing ratio, goodwill and revaluation adjustments. Retirement/Death of Partner: Gaining ratio,	4	30

goodwill, revaluation and settlement of partner's account. Dissolution: Preparation of Realisation Account, Partners' Capital Accounts and Cash/Bank Account. LLP Accounts: Preparation of basic accounting statements and partners' profit-sharing schedules. Comprehensive Excel Project: Complete accounting cycle with automated calculations and basic graphical presentation/dashboard.				
Total Contact Hours				75
Evaluation Methods				
Internal Assessment:30	TH-25	PR-5	End Term Examination: 70	TH-50 PR-20
Class Participation:	5	0	Lab record	NA 05
Seminar/presentation/assignment/quiz/class test etc.:	5	NA	Viva-Voce	NA 05
Seminar/Demonstration/Viva-voce/Lab records etc.:	NA	5	Written Examination	50 NA
Mid-Term Exam:	15	NA	Write-up and execution of the practical	NA 10
Part C-Learning Resources				
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):				
1. Anthony, R. N., Hawkins, D. F., & Merchant, K. A. (2019). <i>Accounting: Text and cases</i> (14th ed.). McGraw Hill Education. 2. Garg, K., & Sehrawat, N. K. (2023). <i>Beginner's guide to Ind AS and IFRS</i>. Bharat Law House. 3. Grewal, T. S., & Shukla, M. C. (2023). <i>Advanced accounting</i> (20th ed.). S. Chand Publishing. 4. Gupta, R. L., & Radhaswamy, M. (2022). <i>Advanced accountancy</i> (19th ed.). S. Chand Publishing. 5. Horngren, C. T., Harrison, W. T., Oliver, M. S., & Thomas, C. W. (2021). <i>Financial accounting</i> (12th Global ed.). Pearson. 6. Libby, R., Libby, P. A., & Hodge, F. D. (2023). <i>Financial accounting</i> (11th ed.). McGraw Hill. 7. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2023). <i>An introduction to accountancy</i>. Vikas Publishing House. 8. Narayanaswamy, R. (2017). <i>Financial accounting: A managerial perspective</i> (6th ed.). PHI Learning. 9. Tulsian, P. C., & Tulsian, B. (2022). <i>Financial accounting</i>. S. Chand Publishing. 10. Williams, J. R., Haka, S. F., Bettner, M. S., & Carcello, J. V. (2022). <i>Financial and managerial accounting</i> (21st ed.). McGraw Hill.				

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MGT-201**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈	PLO ₉	PLO ₁₀	PLO ₁₁
CLO ₁	3	2	1	1	2	2	3	1	2	1	1
CLO ₂	3	2	1	1	2	2	3	2	3	2	1
CLO ₃	3	2	1	2	2	3	3	1	3	2	1
CLO ₄	3	2	2	2	2	3	3	2	3	1	1

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	8
Entrepreneurship	5
Skill Enhancement	16
Communication Development	0
Indian Knowledge System	0
Environmental Awareness/SDGs	0
Current Issues and Social Awareness	3
Gender issues	0
Public policies	4
Any Other	0

Part A - Introduction			
Name of Programme	Business Administration		
Semester	2		
Nature of Course	Theory (Lecture + Tutorial)		
Nomenclature of the Course	Macro Economics		
Course Code	26L4.5-MGT-202		
Course Type	CC		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs ₁) After completing this course, the learner will be able to:	CLO ₁	Understand the evolution of macroeconomic thought by examining the concepts of the Ancient Indian economy, Vedic philosophy of wealth, and Kautilya's principles.	
	CLO ₂	Understand the concepts and measurement of national income and evaluate the Classical theory of income, employment, money, and interest rates.	
	CLO ₃	Understand the Keynesian framework to determine national income and employment, analyze aggregate demand, multiplier effects, inflation, the Phillips Curve.	
	CLO ₄	Understand macroeconomic issues in an open economy by explaining the Balance of Payments, foreign exchange market and exchange rate determination.	
	Theory	Practical	Total
Credits	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Duration (in Hours)	3		
Part B- Contents of the Course			
Instructions for Paper- Setter:			
The paper setter shall prepare 9 questions selecting two questions from each unit with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory, comprising 7 short answer type questions carrying two marks each (total 14 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt five questions: the compulsory question no. 1 and 1 question from the each of the four units.			
Unit	Topics	CLO/s Attempt	Contact Hours
I	Basic understanding of Ancient Indian Economy, Wealth and its various aspects as per Vedic Philosophy; Kautilya’s view on Ways of Financial Management and Economic Governance, Proposition of Welfare states and Good Governance by Kautilya as the foundation of strong Indian Economy; Relevance of Kautilya’s Arthashastra in making of modern and advanced India	1	16

II	Introduction to National Income: measurement of national income. Classical theory of income and employment: Quantity Theory of Money–Cambridge version, Classical aggregate demand curve, Classical theory of interest rate, effect of fiscal and monetary policy	2	14
III	Keynesian Model of Income Determination in a Two-sector Economy, Shifts in Aggregate Demand and Multiplier. Inflation: meaning; demand and supply side factors; natural rate theory; monetary policy- output and inflation (monetarist view); Phillip’s curve: short run and long run	3	15
IV	Brief introduction to Balance of Payment (BOP) account; market for foreign exchange and exchange rate; Monetary and fiscal policy in open economy	4	15
	Total Contact hours		60
Evaluation Methods			
Internal Assessment: 30 Marks		End Term Examination: 70 Marks	
• Class Participation:	5	Written Examination: 70	
• Seminar/presentation/assignment/quiz/ class test etc.:	10		
• Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS): Books:			
1. Mankiw, N. G. (2024). <i>Principles of Economics</i> (10th ed.). Cengage Learning.			
2. Blanchard, O. (2024). <i>Macroeconomics</i> (9th ed.). Pearson.			
3. Dornbusch, R., Fischer, S., & Startz, R. (2021). <i>Macroeconomics</i> (14th ed.). McGraw-Hill Education.			
4. Abel, A. B., Bernanke, B. S., & Croushore, D. (2023). <i>Macroeconomics</i> (11th ed.). Pearson.			
5. Froyen, R. T. (2020). <i>Macroeconomics: Theories and Policies</i> (11th ed.). Pearson.			
6. Ahuja, H. L. (2023). <i>Macroeconomics: Theory and Policy</i> (21st ed.). S. Chand Publishing.			
7. Jhingan, M. L. (2022). <i>Macroeconomic Theory</i> (14th ed.). Vrinda Publications.			
8. Dwivedi, D. N. (2022). <i>Macroeconomics: Theory and Policy</i> . Vikas Publishing House.			
9. Mishra, S. K., & Puri, V. K. (2023). <i>Indian Economy</i> . Himalaya Publishing House.			

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MGT-202**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈	PLO ₉	PLO ₁₀	PLO ₁₁
CLO ₁	3	3	3	2	2	2	2	2	2	3	3
CLO ₂	3	3	2	1	2	3	3	2	2	2	2
CLO ₃	2	1	2	2	3	2	3	3	1	3	3
CLO ₄	3	2	3	1	3	2	2	2	2	3	3

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	11
Entrepreneurship	02
Skill Enhancement	06
Communication Development	05
Indian Knowledge System	09
Environmental Awareness/SDGs	05
Current Issues and Social Awareness	09
Gender issues	03
Public policies	09
Any Other	-

Part A - Introduction			
Name of Subject	Business Administration		
Semester	2		
Nature of Course	Theory (Lecture + Tutorial)		
Nomenclature of the Course	Business Environment		
Course Code	26L4.5-MGT-203		
Course Type	CC-C2		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs ₁) After completing this course, the learner will be able to:	CLO ₁	Understand the nature, components, and analysis of business environment and evaluate its role in organizational decision-making.	
	CLO ₂	Understand the economic environment and evaluate the influence of economic reforms and emerging economic trends on business operations.	
	CLO ₃	Explain the impact of socio-cultural and demographic factors on business decisions and changing consumer behaviour.	
	CLO ₄	Understand the impact of government policies, technological advancements, and sustainable practices on the business environment.	
	Theory	Practical	Total
Credits	4	0	4
Teaching Hours per week	4	0	4
Internal Assessment Marks	30	0	30
End Term Exam Marks	70	0	70
Max. Marks	100	0	100
Examination Duration (in Hours)	3		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter:</u> The paper setter shall prepare 9 questions selecting two questions from each unit with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory, comprising 7 short answer type questions carrying two marks each (total 14 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt five questions: the compulsory question no. 1 and 1 question from the each of the four units.			
Unit	Topics	CLO/s Attempt	Contact Hours
I	Meaning, Nature, Scope and Importance of Business Environment, Components of Business Environment: Internal and External Environment, Micro and Macro Environment, Environment Scanning and Analysis: SWOT and ETOP; Challenges and Opportunities in Business Environment.	1	14
II	Economic Environment: Meaning and Components; Indian Economic System: Features and Structure, Indian Economy in Pre and Post	2	16

	Liberalization Era, Economic Reforms in India: Liberalization, Privatization and Globalization (LPG), Impact of Economic Reforms on Indian Business, Emerging Trends in Indian Economy.		
III	Socio-Cultural Environment: Social and Cultural Factors Affecting Business, Changing Consumer Behaviour and Lifestyle Patterns. Demographic Environment: Population Size, Migration and Ethnic Aspects, Birth and Death rate.	3	14
IV	Political Environment: Meaning and Significance, Functions of State, Impact of Government Policies on Business, Role of Government in Business. Technological Environment: Meaning and Importance, Digital Transformation, Innovation and Emerging Technologies in Business. Sustainable Development and Business Responsibility.	4	16
	Total Contact hours		60
Evaluation Methods			
Internal Assessment: 30 Marks		End Term Examination: 70 Marks	
● Class Participation:	5	Written Examination: 70	
● Seminar/presentation/assignment/quiz/class test etc.:	10		
● Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS): Instructions			
1. Aswathappa, K. (2022). <i>Essentials of Business Environment</i> (18th ed.). Himalaya Publishing House.			
2. Cherunilam, F. (2023). <i>Business Environment: Text and Cases</i> (29th ed.). Himalaya Publishing House.			
3. Fernando, A. C. (2022). <i>Business Environment</i> (3rd ed.). Pearson India.			
4. Francis Cherunilam. (2022). <i>International Business: Text and Cases</i> (7th ed.). PHI Learning.			
5. Paul, J. (2021). <i>Business environment: Text and Cases</i> (4th ed.). McGraw-Hill Education.			
6. Sundaram, K. P. M., & Black, J. S. (2021). <i>The International Business Environment: Text and Cases</i> . Pearson India.			

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MGT-203**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈	PLO ₉	PLO ₁₀	PLO ₁₁
CLO ₁	3	2	1	2	2	1	3	2	2	3	2
CLO ₂	3	2	-	2	2	1	3	2	2	3	2
CLO ₃	3	2	1	3	2	1	3	2	2	3	1
CLO ₄	3	2	1	3	2	2	3	3	3	3	2

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	10
Entrepreneurship	09
Skill Enhancement	08
Communication Development	08
Indian Knowledge System	07
Environmental Awareness/SDGs	09
Current Issues and Social Awareness	08
Gender issues	05
Public policies	08
Any Other (Technological awareness)	06

Part A – Introduction			
Name of the Programme	Business Administration		
Semester	2		
Nature of Course/Course Composition	Theory + Practical		
Name of the Course	Managerial Skill Development		
Course Code	26L4.5-MGT-204		
Course Type	CC-M		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs) After completing this course, the learner will be able to:	CLO ₁	Learn professional communication and employability skills through effective presentations, career documentation, interview performance, professional etiquette, and appropriate business attire.	
	CLO ₂	Apply and demonstrate professional communication and employability skills through presentations, career documentation, interviews, role plays, and business case analysis.	
	Theory	Practical	Total
Credits	1	1	2
Teaching hours per week	1	2	3
Internal Assessment Marks	05	05	10
End Term Exam Marks	20	20	40
Max. Marks	25	25	50
Examination Duration (in Hours)	02	02	
Part B- Contents of the Course			
<u>Instructions for Theory Paper-Setter</u>			
The paper setter shall prepare 4 questions from unit 01 with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory question comprising 6 short answer type questions carrying one mark each (total 06 marks). The remaining questions will be carrying 07 marks each. Examinees will be required to attempt three questions: the compulsory question no. 1 and 02 questions from other 03 questions.			
<u>Instructions for Practical Examiner</u>			
Write-up and execution of the practical will be conducted as per the nature of the practical by the external examiner, with consideration given to the Course Learning Outcomes.			
Topics		CLO Attempt	Contact Hours
Unit-I	Presentation Skills: Dos and Don'ts of Presentation; Resume Writing: Contents and formats of resume; Cover Letter, Interview Skills: Do's and Don'ts for Interviewee, Professional Etiquette, Case Study Analysis.	1	15
Practical Components	1. Presentation (2 Hours) 2. Extempore Speech (2 Hours)	2	30

	3. Resume/CV Writing (4 Hours) 4. Cover Letter Writing (2 Hours) 5. LinkedIn Profile Development (4 Hours) 6. Mock Interviews (2 Hours) 7. Business Case Studies (6 Hours) 8. Role Play (4 Hours) 9. Leadership and Team management games (4 Hours)				
Total Contact Hours					45
Suggested Evaluation Methods					
Internal Assessment: 10	TH-05	PR-05	End Term Examination: 40	TH-20	PR-20
Class Participation	5	0	Lab record	NA	5
Seminar/presentation/assignment/quiz/class test etc.	0	NA	Viva-Voce	NA	5
Seminar/Demonstration/Viva-voce/Lab records etc.	NA	5	Written Examination	20	NA
Mid-Term Exam	NA	NA	Write-up and execution of the practical	NA	10
Part C-Learning Resources					
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):					
Books:					
• Duarte, N. (2012). <i>HBR guide to persuasive presentations</i>. Harvard Business Review Press. • Lucas, S. E. (2020). <i>The art of public speaking</i> (13th ed.). McGraw Hill. • Guffey, M. E., & Loewy, D. (2018). <i>Essentials of business communication</i> (11th ed.). Cengage Learning. • Locker, K. O., & Kaczmarek, S. K. (2014). <i>Business communication: Building critical skills</i> (6th ed.). McGraw-Hill Education. • Schnabel, D. (2021). <i>The professional etiquette handbook: A guide to interpersonal skills</i>. Springer. • Ellet, W. (2018). <i>The case study handbook: A student's guide</i> (Revised ed.). Harvard Business Review Press. • Harvard Business Review Press. (2011). <i>HBR's 10 must reads on strategy</i>. Harvard Business Review Press. • Kouzes, J. M., & Posner, B. Z. (2023). <i>The leadership challenge: How to make extraordinary things happen in organizations</i> (7th ed.). Wiley.					
E-Resources					
• Harvard Business Publishing Education. (n.d.). <i>Presenting</i>. hbsp.harvard.edu • TED. (n.d.). <i>TED talks: Ideas worth spreading</i>. ted.com • Toastmasters International. (n.d.). <i>Public speaking tips</i>. toastmasters.org • LinkedIn. (n.d.). <i>LinkedIn Help</i>. linkedin.com • LinkedIn Learning. (n.d.). <i>LinkedIn learning</i>. linkedin.com					

- Harvard Business Review. (n.d.). *Job interviews*. hbr.org
- National Programme on Technology Enhanced Learning. (n.d.). *Developing soft skills and personality*. SWAYAM. swayam.gov.in
- O'Reilly Media. (n.d.). *Interview skills for managers: Management development*. oreilly.com
- SAGE Publications. (n.d.). *SAGE Business Cases*. sk.sagepub.com

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MGT-204**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈	PLO ₉	PLO ₁₀	PLO ₁₁
CLO ₁	2	3	2	2	2	3	1	1	3	1	-
CLO ₂	2	3	3	2	2	2	2	2	3	1	1

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	20
Entrepreneurship	08
Skill Enhancement	16
Communication Development	18
Indian Knowledge System	-
Environmental Awareness/SDGs	-
Current Issues and Social Awareness	06
Gender issues	06
Public policies	-
Any Other	-

Part A - Introduction			
Name of Programme	Business Administration		
Semester	2		
Nature of Course	Theory (Lecture + Tutorial)		
Nomenclature of the Course	Business Regulatory Laws		
Course Code	26L4.5-MGT-205		
Course Type	CC-M		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs ₁) After completing this course, the learner will be able to:	CLO ₁	Understand the application of provisions of Partnership Act and limited liability partnership business and laws related to it.	
	CLO ₂	Comprehend the application of Competition Act and provision of Consumer Protection Act for consumers and businesses.	
	Theory	Practical	Total
Credits	2	0	2
Teaching Hours per week	2	0	2
Internal Assessment Marks	15	0	15
End Term Exam Marks	35	0	35
Max. Marks	50	0	50
Examination Duration (in Hours)	2		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter:</u> The paper setter shall prepare 5 questions selecting two questions from each of the two units with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory question comprising 07 short answer type questions carrying one mark each (total 07 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt three questions: the compulsory question no. 1 and 1 question from the each of the two units.			
Unit	Topics	CLO/s Attempt	Contact Hours
I	Indian Partnership Act, 1932: Partnership, Types of Partners, Partnership firm, Partnership deed, Rights and duties of Partners, Dissolution of partnership firm. Limited Liability Partnership Act, 2008: Nature of LLP, Incorporation of LLP, Partners and their relations, financial disclosure, Conversion into LLP, reconstruction of LLP, Winding up and Dissolution of LLP	1	15
II	Competition Act 2002: Aims and objectives, important provisions of the Act, Composition, Competition (Amendment) Act, 2023. Consumer Protection Act, 2019: Definition of consumer, Rights of consumers, Consumer Protection Councils, Central Consumer Protection Agency, Consumer Dispute Redressal Agencies, Penalties and Punishments.	2	15
	Total Contact hours		30

Evaluation Methods		
Internal Assessment: 15 Marks		End Term Examination: 35 Marks
● Class Participation:	5	Written Examination: 35
● Seminar/presentation/assignment/quiz/class test etc.:	5	
● Mid-Term Exam:	5	
Part C-Learning Resources		
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):		
1. Bulchandani, K. R. (2022). <i>Business Law for Management</i> (3rd ed.). Himalaya Publishing House. 2. Gulshan, S. S., & Kapoor, G. K. (2023). <i>Business Law including Company Law</i> (20th ed.). New Age International Publishers. 3. Kapoor, N. D. (2024). <i>Elements of Mercantile Law</i> (41st ed.). Sultan Chand & Sons. 4. Kuchhal, M. C., & Kuchhal, V. (2023). <i>Business Laws</i> (9th ed.). Vikas Publishing House. 5. Maheshwari, S. N., & Maheshwari, S. K. (2023). <i>Business Law</i> (6th ed.). National Publishing House. 6. Ramappa, T. (2023). <i>Competition Law in India: Policy, issues, and developments</i> (4th ed.). Oxford University Press. 7. Sharma, J. P. (2022). <i>Business Laws</i>. Ane Books Pvt. Ltd. 8. Singh, A. (2023). <i>Business Law</i> (3rd ed.). Eastern Book Company. 9. Taxmann. (2023). <i>Consumer Protection Act, 2019 with Rules and Regulations</i>. Taxmann Publications. 10. Tulsian, P. C., & Tulsian, B. (2023). <i>Business Law</i> (4th ed.). McGraw Hill Education (India).		

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MGT-205**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈	PLO ₉	PLO ₁₀	PLO ₁₁
CLO ₁	3	2	2	2	2	2	3	3	2	2	1
CLO ₂	3	2	1	3	2	3	3	2	3	3	2

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	16
Entrepreneurship	15
Skill Enhancement	14
Communication Development	-
Indian Knowledge System	-
Environmental Awareness/SDGs	4
Current Issues and Social Awareness	10
Gender issues	-
Public policies	12
Any Other (Corporate Governance, Business Ethics)	6

Syllabus of MDC, SEC and VOC

Part A - Introduction			
Name of Programme	Business Administration		
Semester	1		
Nature of Course	Theory		
Nomenclature of the Course	Social Media Marketing		
Course Code	26L4.5-MDC-MGT-101		
Course Type	MDC		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs ₁) After completing this course, the learner will be able to:	CLO ₁	Develop a comprehensive social media marketing strategy by analysing organizational objectives, target audience, and budgeting requirements.	
	CLO ₂	Create and manage engaging social media content by utilizing appropriate content formats, AI tools, audience engagement techniques, and content scheduling practices.	
	CLO ₃	Apply social media advertising and analytics tools to plan, execute, and evaluate digital marketing campaigns while adhering to ethical, privacy, and legal standards.	
	Theory	Practical	Total
Credits	3	0	3
Teaching Hours per week	3	0	3
Internal Assessment Marks	25	0	25
End Term Exam Marks	50	0	50
Max. Marks	75	0	75
Examination Duration (in Hours)	3		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter:</u> The paper setter shall prepare 7 questions selecting two questions from each of the three units with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory question comprising 4 short answer type questions carrying two marks each (total 08 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt four questions: the compulsory question no. 1 and 1 question from the each of the three units.			
Unit	Topics	CLO/s Attempt	Contact Hours
I	Social media: Meaning and significance in the modern era; Impact of social media platforms on Marketing endeavours; Organic vs Paid Marketing, Social Media Planning: Social media goals and objectives; Audience analysis; Developing social media marketing strategy, Budgeting for SMM.	1	15

II	Integrating marketing strategy with social media marketing strategy, Social Media Content: Types (texts, photos, videos, reels, stories etc.), Content Creation, AI in content creation, Audience Engagement; Online communities, Content Scheduling; Content Management and Control.	2	15
III	Social Media Advertising and Analytics: Tools for social media advertising; Planning and executing social media campaigns; Influencer Marketing, Introduction to Social media analytics, Social Media Ethics, Privacy and Data Protection, Copyright and Fair Use, Career opportunities in social media marketing.	3	15
Total Contact hours			45
Evaluation Methods			
Internal Assessment: 25 Marks		End Term Examination: 50 Marks	
• Class Participation:	5	Written Examination: 50	
• Seminar/presentation/assignment/quiz/class test etc.:	5		
• Mid-Term Exam:	15		
Part C-Learning Resources			
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):			
1. Bulchandani, K. R. (2022). <i>Business Law for Management</i> (3rd ed.). Himalaya Publishing House.			
2. Gulshan, S. S., & Kapoor, G. K. (2023). <i>Business Law including Company Law</i> (20th ed.). New Age International Publishers.			
3. Kapoor, N. D. (2024). <i>Elements of Mercantile Law</i> (41st ed.). Sultan Chand & Sons.			
4. Kuchhal, M. C., & Kuchhal, V. (2023). <i>Business Laws</i> (9th ed.). Vikas Publishing House.			
5. Maheshwari, S. N., & Maheshwari, S. K. (2023). <i>Business Law</i> (6th ed.). National Publishing House.			
6. Ramappa, T. (2023). <i>Competition Law in India: Policy, issues, and developments</i> (4th ed.). Oxford University Press.			
7. Sharma, J. P. (2022). <i>Business Laws</i> . Ane Books Pvt. Ltd.			
8. Singh, A. (2023). <i>Business Law</i> (3rd ed.). Eastern Book Company.			
9. Taxmann. (2023). <i>Consumer Protection Act, 2019 with Rules and Regulations</i> . Taxmann Publications.			
10. Taxmann. (2024). <i>Foreign Exchange Management Manual</i> . Taxmann Publications.			
11. Tulsian, P. C., & Tulsian, B. (2023). <i>Business Law</i> (4th ed.). McGraw Hill Education (India).			

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MDC-MGT-101**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈
CLO ₁	3	2	-	2	2	2	3	1
CLO ₂	2	3	2	2	2	2	3	3
CLO ₃	2	3	2	2	2	2	3	2

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	3
Entrepreneurship	3
Skill Enhancement	4
Communication Development	6
Indian Knowledge System	-
Environmental Awareness/SDGs	-
Current Issues and Social Awareness	5
Gender issues	-
Public policies	2
Any Other	-

Part A - Introduction			
Name of Programme	Business Administration		
Semester	2		
Nature of Course	Theory		
Nomenclature of the Course	Entrepreneurship & Start-ups		
Course Code	26L4.5-MDC-MGT-201		
Course Type	MDC		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs ₁) After completing this course, the learner will be able to:	CLO ₁	Understand the concept of Entrepreneur and Entrepreneurship.	
	CLO ₂	Understand the role of institutions in promotion of entrepreneurship culture.	
	CLO ₃	Critically analyze the role of government support in the promotion of startups.	
	Theory	Practical	Total
Credits	3	0	3
Teaching Hours per week	3	0	3
Internal Assessment Marks	25	0	25
End Term Exam Marks	50	0	50
Max. Marks	75	0	75
Examination Duration (in Hours)	3		
Part B- Contents of the Course			
<u>Instructions for Paper- Setter:</u> The paper setter shall prepare 7 questions selecting two questions from each of the three units with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory question comprising 4 short answer type questions carrying two marks each (total 08 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt four questions: the compulsory question no. 1 and 1 question from the each of the three units.			
Unit	Topics	CLO/s Attempt	Contact Hours
I	Entrepreneurship: Meaning and Significance, Relationship between Entrepreneurship Development and Economic Development, Types of Entrepreneurs; Qualities of Entrepreneurs and Entrepreneurial Competencies.	1	15
II	Entrepreneurial support system: Family Business and their contribution to Entrepreneurship; Role of Educational Institutions in promoting the Entrepreneurship culture	2	15
III	Role of Government, Promotional Agencies and Institutions in Entrepreneurship Development; Incentives and various financial schemes available for Entrepreneurs.	3	15
Total Contact hours			45
Evaluation Methods			
Internal Assessment: 25 Marks		End Term Examination: 50 Marks	

• Class Participation:	5	Written Examination: 50
• Seminar/presentation/assignment/ quiz/class test etc.:	5	
• Mid-Term Exam:	15	
Part C-Learning Resources		
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):		
1. Barringer, B. R., & Ireland, R. D. (2023). <i>Entrepreneurship: Successfully Launching New Ventures</i> (7th ed.). Pearson.		
2. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). <i>Entrepreneurship</i> (11th ed.). McGraw-Hill Education.		
3. Kuratko, D. F. (2022). <i>Entrepreneurship: Theory, Process, and Practice</i> (12th ed.). Cengage Learning.		
4. Neck, H. M., Neck, C. P., & Murray, E. L. (2021). <i>Entrepreneurship: The Practice and Mindset</i> (3rd ed.). SAGE Publications.		
5. Ries, E. (2011). <i>The lean startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</i> . Crown Business.		
6. Osterwalder, A., & Pigneur, Y. (2010). <i>Business Model Generation</i> . John Wiley & Sons.		
7. Khanka, S. S. (2022). <i>Entrepreneurial Development</i> (3rd ed.). S. Chand Publishing.		
8. Gupta, C. B., & Srinivasan, N. P. (2022). <i>Entrepreneurial Development</i> . Sultan Chand & Sons.		
9. Vasant Desai. (2021). <i>Dynamics of Entrepreneurial Development and Management</i> (7th ed.). Himalaya Publishing House.		

**Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs)
for 26L4.5-MDC-MGT-201**

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈
CLO ₁	2	3	3	2	2	3	2	3
CLO ₂	3	3	3	1	2	3	3	2
CLO ₃	2	1	2	2	3	2	3	3

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	13
Entrepreneurship	13
Skill Enhancement	10
Communication Development	10
Indian Knowledge System	07
Environmental Awareness/SDGs	08
Current Issues and Social Awareness	08
Gender issues	06
Public policies	04
Any Other	-

Part A – Introduction			
Name of the Programme	Business Administration		
Semester	2		
Nature of Course/Course Composition	Theory + Practical		
Nomenclature of the Course	Business Communication		
Course Code	26L4.5-SEC-MGT-201		
Course Type	SEC		
Course Level	100-199		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLOs) After completing this course, the learner will be able to:	CLO ₁	Explain the fundamentals of business communication and its importance for the organizations.	
	CLO ₂	Explain the role of oral and written communication in ensuring effective business correspondence within and outside the organization.	
	CLO ₃	Demonstrate effective oral and written communication skills through presentations, group discussions, and professional business writing.	
	Theory	Practical	Total
Credits	2	1	3
Teaching hours per week	2	2	4
Internal Assessment Marks	15	05	20
End Term Exam Marks	35	20	55
Max. Marks	50	25	75
Examination Duration (in Hours)	02	02	
Part B- Contents of the Course			
<u>Instructions for Theory Paper-Setter</u> The paper setter shall prepare 5 questions selecting two questions from each of the two units with consideration given to the Course Learning Outcomes. Among these, question number 1 will be compulsory question comprising 7 short answer type questions carrying one mark each (total 07 marks) and covering the entire syllabus. The remaining questions will be carrying 14 marks each. Examinees will be required to attempt three questions: the compulsory question no. 1 and 1 question from the each of the two units. <u>Instructions for Practical Examiner</u> Write-up and execution of the practical will be conducted as per the nature of the practical by the external examiner, with consideration given to the Course Learning Outcomes.			
Unit	Topics	CLO/s Attempt	Contact Hours
I	Introduction to Communication: Meaning, nature, scope of Communication; Process of communication; Meaning and objectives of business communication, Types of Business Communication; Channels of Business Communication; Importance of Effective Business Communication; Barriers to Business Communication.	1	15

II	Oral Communication: Presentation, Group Discussion Written Communication: Business Letter Writing, Formats of Business Letters, writing effective Business Letters, Notice, Memo, Circular, E-Mail Writing.	2	15		
Practical Components	Presentation (5 Hours) Group Discussion (5 Hours) Different types of business letter writing (8 Hours) Notice, Memorandum (memos), Circular (8 Hours) E-Mail Writing (4 Hours)	3	30		
Total Contact Hours			60		
Evaluation Methods					
Internal Assessment:20	TH-15	PR-5	End Term Examination: 55	TH-35	PR-20
Class Participation:	5	0	Lab record	NA	05
Seminar/presentation/assignment/quiz /class test etc.:	5	NA	Viva-Voce	NA	05
Seminar/Demonstration/Viva-voce/Lab records etc.:	NA	5	Written Examination	35	NA
Mid-Term Exam:	5	NA	Write-up and execution of the practical	NA	10
Part C-Learning Resources					
Recommended Books/Journals/ e-resources/ Learning Management Systems (LMS):					
Instructions					
1. Bovee, C. L., & Thill, J. V. (2023). <i>Business Communication Today</i> (15th ed.). Pearson.					
2. Courtland, L. B., & Thill, J. V. (2021). <i>Excellence in Business Communication</i> (14th ed.). Pearson.					
3. Locker, K. O., & Kienzler, D. S. (2022). <i>Business and Administrative Communication</i> (13th ed.). McGraw-Hill Education.					
4. Murphy, H. A., Hildebrandt, H. W., & Thomas, J. P. (2020). <i>Effective Business Communication</i> . McGraw-Hill Education.					
5. Raman, M., & Singh, P. (2022). <i>Business Communication</i> (3rd ed.). Oxford University Press.					
6. Lesikar, R. V., Flatley, M. E., & Rentz, K. (2020). <i>Lesikar's Business Communication: Connecting in a Digital World</i> (14th ed.). McGraw-Hill Education.					
7. Penrose, J. M., Rasberry, R. W., & Myers, R. J. (2021). <i>Business Communication for Managers</i> (2nd ed.). Cengage Learning.					
8. Chaturvedi, P. D., & Chaturvedi, M. (2021). <i>Business Communication: Concepts, Cases and Applications</i> (3rd ed.). Pearson India.					
9. Sharma, R. C., & Mohan, K. (2022). <i>Business Correspondence and Report Writing</i> (5th ed.). Tata McGraw-Hill Education.					

Mapping of Course Learning Outcomes (CLOs) to Programme Learning Outcomes (PLOs) for 26L4.5- SEC-MGT-201

CLOs	PLO ₁	PLO ₂	PLO ₃	PLO ₄	PLO ₅	PLO ₆	PLO ₇	PLO ₈
CLO ₁	3	2	-	1	1	1	2	-
CLO ₂	2	3	2	1	1	2	2	-
CLO ₃	2	3	3	1	2	2	2	1

Content Mapping with NEP thrust areas

Field	Hours devoted
Employability	30
Entrepreneurship	08
Skill Enhancement	10
Communication Development	13
Indian Knowledge System	04
Environmental Awareness/SDGs	03
Current Issues and Social Awareness	07
Gender issues	06
Public policies	08
Any Other	-