

**ACADEMIC REGULATIONS
COURSE STRUCTURE
AND
DETAILED SYLLABUS**

R24

Bachelor of Business Administration

B.B.A Three years U.G. Programme
B.B.A.(Hons.)/ B.B.A., (Hons.) with Research
Four years U.G. Programme.

(Applicable for the batches admitted from the A.Y. 2024-2025)



SWARNANDHRA

**COLLEGE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS)**

SEETHARAMPURAM, NARSAPUR-534 280, W.G.DT., A.P.

ACADEMIC REGULATIONS R24

ACADEMIC REGULATIONS R24 FOR B.B.A / B.B.A., (Hons.)/ B.B.A., (Hons.) with Research

PROGRAMME

Applicable for the students of B.B.A / B.B.A., (Hons.)/ B.B.A., (Hons.) with Research Programme admitted from the Academic Year 2024-25 and onwards

The B.B.A / B.B.A., (Hons.)/ B.B.A., (Hons.) with Research_Degree shall be conferred on candidates who are admitted to the program and who fulfil all the requirements for the award of the Degree.

1.0 ELIGIBILITY FOR ADMISSIONS

Admission to the above program shall be made subject to eligibility, qualification and specialization as prescribed by the University from time to time.

Admissions shall be made on the basis of merit rank obtained by the candidates at entrance examination concerned or the qualifying Entrance Test conducted by the University or on the basis of any other order of merit as approved by the University, subject to reservations as laid down by the Govt. of Andhra Pradesh from time to time.

2.0 AWARD OF B.B.A. DEGREE

2.1 A student shall be declared eligible for the award of the B.B.A., Degree, if he pursues a course of study and completes it successfully in not less than THREE academic years and not more than SIX academic years

2.2 The student shall register for all 120 credits and secure all the 120 credits.

2.3 The minimum instruction days in each semester are 90.

2.4 A Student, who fails to fulfil all the academic requirements for the award of the degree within SIX academic years from the year of their admission, shall forfeit his seat in B.B.A., course

2.5 After successful completion of First three-year academic requirements a student can opt to REGISTER for B.B.A., (Hons.)/ B.B.A., (Hons.) with Research Degree by completing 40 more credits in the FOURTH YEAR.

3.0 ATTENDANCE REQUIREMENTS:

- i) A student shall be eligible to appear for the University external examinations if he/she acquires a minimum of 75% of attendance in aggregate of all the subjects. Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester may be granted by the College Academic Committee.
- ii) Shortage of Attendance below 65% in aggregate shall in NO CASE be condoned.
- iii) A stipulated fee of Rs 500/- shall be payable towards condonation of shortage of attendance to the University.
- iv) Students whose shortage of attendance is not condoned in any semester are not eligible to take their end examination of that class and their registration shall stand cancelled.
- v) A student will not be promoted to the next semester unless he satisfies the attendance requirements of the present semester. They may seek readmission for that semester from the date of commencement of class work.

- vi) If any candidate fulfils the attendance requirement in the present semester, he shall not be eligible for readmission into the same class.
- vii) If the learning is carried out in blended mode (both offline & online), then the total attendance of the student shall be calculated considering the offline and online attendance of the student.

a. Promotion Rules:

The following academic requirements must be satisfied in addition to the attendance requirements mentioned in the above.

- i) A student shall be promoted from first year to second year if he/she fulfils the minimum attendance requirement as per university norms.
- ii) A student will be promoted from II to III year if he/she fulfils the academic requirement of securing 40% of the credits (any *decimal* fraction should be **rounded off** to **higher** digit) up to in the subjects that have been studied up to III or IV semester.
- iii) A student shall be promoted from III year to IV year (*for B.B.A.(Hons.)/ B.B.A., (Hons.) with Research*) if he/she fulfils the academic requirements in the subjects that have been studied up to V or VI semester.

And in case a student is detained for want of credits for a particular academic year by ii) above, the student may make up the credits through supplementary examinations and only after securing the required credits he/she shall be permitted to join in the V semester-

When a student is detained due to lack of credits/shortage of attendance he/she may be re-admitted when the semester is offered after fulfillment of academic regulations.

4.0 EVALUATION

The performance of a student in each semester shall be evaluated subject wise with a maximum of 100 marks for theory and 100 marks for practical subject. Summer Internships, Minor Project with Seminar shall be evaluated for 50 marks, Research Project / Dissertation work in VIII semester (*B.B.A.(Hons.)/ B.B.A., (Hons.) with Research*) shall be evaluated for 200 marks, mandatory courses with no credits shall be evaluated for 30 mid semester marks.

A student has to secure not less than 35% of marks in the end examination and a minimum of 40% of marks in the sum total of the mid semester and end examination marks taken together for the theory, practical or project etc. In case of a mandatory course, he/she should secure 40% of the total marks.

Theory Courses

Assessment Method	Marks
Continuous Internal Assessment	30
Semester End Examination	70
Total	100

- i) For theory subject, the distribution shall be 30 marks for Internal Evaluation and 70 marks for the End-Examination.
- ii) For practical subject, the distribution shall be 30 marks for Internal Evaluation and 70 marks for the End- Examination.

- iii) If any subject is having both theory and practical components, they will be evaluated separately as theory subject and practical subject. However, they will be given same subject code with an extension of 'T' for theory subject and 'L' for practical subject.

a) Continuous Internal Evaluation

- i) For theory subjects, during the semester, there shall be two midterm examinations. Each midterm examination shall be evaluated for 30 marks of which 10 marks for objective paper (20 minutes' duration), 15 marks for subjective paper (90 minutes' duration) and 5 marks for assignment. ii) Objective paper shall contain for 05 short answer questions with 2 marks each or maximum of 20 bits for 10 marks. Subjective paper shall contain 3 either or type questions (totally six questions from 1 to 6) of which student has to answer one from each either-or type of questions. Each question carries 10 marks. The marks obtained in the subjective paper are condensed to 15 marks.

Note:

- The objective paper shall be prepared in line with the quality of competitive examinations questions.
 - The subjective paper shall contain 3 either or type questions of equal weightage of 10 marks. Any fraction shall be rounded off to the next higher mark.
 - The objective paper shall be conducted by the respective institution on the day of subjective paper test
 - Assignments shall be in the form of problems, mini projects, design problems, slip tests, quizzes etc., depending on the course content. It should be continuous assessment throughout the semester and the average marks shall be considered.
- iii) If the student is absent for the mid semester examination, no re-exam shall be conducted and mid semester marks for that examination shall be considered as zero.
- iv) First midterm examination shall be conducted for I, II units of syllabus with one either or type question from each unit and third either or type question from both the units. The second midterm examination shall be conducted for III, IV and V units with one either or type question from each unit.
- v) Final mid semester marks shall be arrived at by considering the marks secured by the student in both the mid examinations with 80% weightage given to the better mid exam and 20% to the other.

For Example:

Marks obtained in first mid: 25

Marks obtained in second mid: 20

Final mid semester Marks: $(25 \times 0.8) + (20 \times 0.2) = 24$

If the student is absent for any one midterm examination, the final mid semester marks shall be arrived at by considering 80% weightage to the marks secured by the student in the appeared examination and zero to the other. For Example:

Marks obtained in first mid: Absent

Marks obtained in second mid: 25

Final mid semester Marks: $(25 \times 0.8) + (0 \times 0.2) = 20$

b) End Examination Evaluation:

End examination of theory subjects shall have the following pattern:

The **end semester** examination will be conducted for 70 marks which covers full syllabus. In end examination pattern, **Part–A** consists of five short questions from all units for 10 marks. **Part – B** has **5 questions** with internal choice from each unit and valued for 60marks.

Practical Courses

Assessment Method	Marks
Continuous Internal Assessment	30
Semester End Examination	70
Total	100

- a) For practical courses, there shall be a continuous evaluation during the semester for 30 sessional marks and end examination shall be for 70 marks.
- b) Day-to-day work in the laboratory shall be evaluated for 15 marks by the concerned laboratory teacher based on the record/viva and 15 marks for the internal test.
- c) The end examination shall be evaluated for 70 marks, conducted by the concerned laboratory teacher and outside external subject expert.
 - i. Procedure: 20 marks
 - ii. Experimental work & Results: 30 marks
 - iii. Viva voce: 20 marks.
- d) There shall be no external examination for mandatory courses with zero credits. However, attendance shall be considered while calculating aggregate attendance and student shall be declared to have passed the mandatory course only when he/she secures 40% or more in the internal examinations. In case, the student fails, a re-examination shall be conducted for failed candidates for 30 marks satisfying the conditions mentioned in item 1 & 2 of the regulations.
- e) The laboratory records and mid semester test papers shall be preserved for a minimum of 3 years in the respective institutions as per the University norms and shall be produced to the Committees of the University as and when the same are asked for.

4.1 There shall be an internship, one need to complete during year break (*i.e., IV sem to V Sem*) and will be evaluated for 50 marks internally at the end of V Semester by the departmental committee. A candidate has to secure a minimum 50% of marks to be declared successful (*for 2 credits*).

4.2 There shall be a mini project, during VI Sem and will be evaluated for 50 marks internally at the end of VI Semester by the departmental committee. A candidate has to secure a minimum 50% of marks to be declared successful (*for 2 credits*).

4.3 There shall be a **Research project/ Dissertation** for B.B.A.,(Hons.)/ B.B.A.,(Hons.) with Research students, during VIII Sem. (*for 12 credits*).

4.4 For audit courses, attendance is mandatory and a candidate has to get a satisfactory report for successful completion

4.5 A candidate shall be allowed to submit the Research Project / Dissertation work only after fulfilling the attendance requirements of all the semesters. The viva-voce examination shall be conducted at the end of the course work for **B.B.A., (Hons.)/ B.B.A., (Hons.) with Research** (VIII semester).

1. Massive Open Online Courses (MOOCs):

A Student has to pursue and complete one course compulsorily through MOOCs approved by the University. A student can pursue courses other than core through MOOCs and it is mandatory to complete one course successfully through MOOCs for awarding the degree. A student is not permitted to register and pursue core courses through MOOCs.

A student shall register for the course (Minimum of either 8 weeks or 12 weeks) offered through MOOCs with the approval of Head of the Department. The Head of the Department shall appoint one mentor to monitor the student's progression. The student needs to earn a certificate by passing the exam. The student shall be awarded the credits assigned in the curriculum only by submission of the certificate. Examination fee, if any, will be borne by the student.

Students who have qualified in the proctored examinations conducted through MOOCs platform can apply for credit transfer as specified and are exempted from appearing internal as well as external examination (for the specified equivalent credit course only) conducted by the university.

Necessary amendments in rules and regulations regarding adoption of MOOC courses would be proposed from time to time.

2. Credit Transfer Policy

Adoption of MOOCs is mandatory, to enable Blended model of teaching-learning as also envisaged in the NEP 2020. As per University Grants Commission (Credit Framework for Online Learning Courses through SWAYAM) Regulation, 2016, the University shall allow up to a maximum of 20% of the total courses being offered in a particular programme i.e., maximum of 32 credits through MOOCs platform.

- i) The University shall offer credit mobility for MOOCs and give the equivalent credit weightage to the students for the credits earned through online learning courses.
- ii) Student registration for the MOOCs shall be only through the respective department of the institution, it is mandatory for the student to share necessary information with the department. *Student can register ONE Semester in advance and obtain required credits, i.e. e.g., V Sem courses can be register while studying IV Sem itself and can obtain credits.*
- iii) The concerned department shall identify the courses permitted for credit transfer.
- iv) The University/institution shall notify at the beginning of semester the list of the online learning courses eligible for credit transfer.
- v) The institution shall designate a faculty member as a Mentor for each course to guide the students from registration till completion of the credit course.
- vi) The university shall ensure no overlap of MOOC exams with that of the university examination schedule. In case of delay in results, the university will reissue the marks sheet for such students. vii) Student pursuing courses under MOOCs shall acquire the required credits only after successful completion of the course and submitting a certificate issued by the competent authority along with the percentage of marks and grades. viii) The institution shall submit the following to the examination section of the university:
 - a) List of students who have passed MOOC courses in the current semester along with the certificate of completion.

- b) Undertaking form filled by the students for credit transfer. ix) The universities shall resolve any issues that may arise in the implementation of this policy from time to time and shall review its credit transfer policy in the light of periodic changes brought by UGC, SWAYAM, NPTEL and state government.

Note: Students shall be permitted to register for MOOCs offered through online platforms approved by the University from time to time.

5. Grading:

As a measure of the student's performance, a 10-point Absolute Grading System using the following Letter Grades and corresponding percentage of marks shall be followed:

After each course is evaluated for 100 marks, the marks obtained in each course will be converted to a corresponding letter grade as given below, depending on the range in which the marks obtained by the student fall.

Structure of Grading of Academic Performance

Range in which the marks in the subject fall	Grade	Grade points
		Assigned
90 & above	S (Superior)	10
80 to 89	A(Excellent)	9
70 to 79	B(Very Good)	8
60 to 69	C(Good)	7
50 to 59	D(Average)	6
40 to 49	E(Pass)	5
< 40	F (Fail)	0
Absent	Ab(Absent)	0

- i) A student obtaining Grade 'F' or Grade 'Ab' in a subject shall be considered failed and will be required to reappear for that subject when it is offered the next supplementary examination.
- ii) For non-credit audit courses, "Satisfactory" or "Unsatisfactory" shall be indicated instead of the letter grade and this will not be counted for computation of SGPA/CGPA/Percentage.

Computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

The Semester Grade Point Average (SGPA) is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.,

$$SGPA = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

where, C_i is the number of credits of the i^{th} subject and G_i is the grade points scored

by the student in the i^{th} course.

The Cumulative Grade Point Average (CGPA) will be computed in the same manner considering all the courses undergone by a student overall the semesters of a program, i.e.,

$$\text{CGPA} = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where “ S_i ” is the SGPA of the i^{th} semester and C_i is the total number of credits up to that semester.

Both SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

While computing the SGPA the subjects in which the student is awarded Zero grade points will also be included.

Grade Point: It is a numerical weight allotted to each letter grade on a 10-point scale. Letter

Grade: It is an index of the performance of students in a said course. Grades are denoted by the letters S, A, B, C, D, E and F.

Award of Class:

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of the Degree, he/she shall be placed in one of the following four classes:

Class Awarded	CGPA Secured
First Class with Distinction	≥ 7.5
First Class	$\geq 6.5 < 7.5$
Second Class	$\geq 5.5 < 6.5$
Pass Class	$\geq 5.0 < 5.5$

CGPA to Percentage Conversion Formula – (CGPA – 0.5) x 10

3. With-holding of Results

If the candidate has any dues not paid to the university or if any case of indiscipline or malpractice is pending against him/her, the result of the candidate shall be withheld in such cases.

4. Multiple Entry / Exit Option

(a) Entry Policy:

Modalities on multiple entry by the student into the B.B.A/ B.B.A.(Hons.)/ B.B.A., (Hons.) with Research programme will be provided in due course of time.

Note: The Universities shall resolve any issues that may arise in the implementation of Multiple Entry and Exit policies from time to time and shall review the policies in the light of periodic changes brought by UGC, AICTE and State government.

5. Gap Year Concept:

Gap year concept for Student Entrepreneur in Residence is introduced and outstanding students who wish to pursue entrepreneurship / become entrepreneur are allowed to take a break of one year at any time after I year to pursue full-time entrepreneurship programme/to establish startups. *This period may be extended to two years at the most and these two years would not be counted for the time for the maximum time for graduation.* The principal of the respective college shall forward such proposals submitted by the students to the University. An evaluation committee constituted by the University shall evaluate the proposal submitted by the student and the committee shall decide whether to permit the student(s) to avail the Gap Year or not

6. Transitory Regulations

Discontinued, detained, or failed candidates are eligible for readmission as and when the semester is offered after fulfilment of academic regulations. Candidates who have been detained for want of attendance or not fulfilled academic requirements or who have failed after having undergone the course in earlier regulations or have discontinued and wish to continue the course are eligible for admission into the unfinished semester from the date of commencement of class work with the same or equivalent subjects as and when subjects are offered, subject to Section 2 and they will follow the academic regulations into which they are readmitted.

Candidates who are permitted to avail Gap Year shall be eligible for re-joining into the succeeding year of their B.B.A from the date of commencement of class work, subject to Section 2 and they will follow the academic regulations into which they are readmitted.

7. Minimum Instruction Days for a Semester:

The minimum instruction days including exams for each semester shall be 90 days.

8. Medium of Instruction:

The medium of instruction of the entire B.B.A/ B.B.A.(Hons.)/ B.B.A., (Hons.) with Research programme will be in English only.

9. Student Transfers:

Student transfers shall be as per the guidelines issued by the Government of Andhra Pradesh and the Universities from time to time.

10. General Instructions:

- i. The academic regulations should be read as a whole for purpose of any interpretation.
- ii. Malpractices rules-nature and punishments are appended.
- iii. Where the words “he”, “him”, “his”, occur in the regulations, they also include “she”, “her”, “hers”, respectively.
- iv. In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final.
- v. The Institution may change or amend the academic regulations or syllabi at any time and the changes or amendments shall be made applicable to all the students on rolls with effect from the dates notified by the Institution.
- vi. In the case of any doubt or ambiguity in the interpretation of the guidelines given, the decision of the Principal / Academics Council is final.

COURSE STRUCTURE**SEMESTER-I**

S.No	Sub Code	Category	Course Title	L	T	P	C	IM	EM	TM
1	24BB1T01	AEC	General English	1	1	0	2	30	70	100
2	24BB1T02	SEC	Office Automation Tools	1	1	0	2	30	70	100
3	24BB1T03	MDE	Indian Science, Engineering & Technology (Past, Present and Future)	2	0	0	2	30	70	100
4	24BB1T04	VAC	Environmental Science and Sustainability	2	0	0	2	30	70	100
5	24BB1T05	CC	Principles of Management	3	1	0	4	30	70	100
6	24BB1T06	CC	Financial Accounting	3	1	0	4	30	70	100
7	24BB1T07	CC	Business Statistics	3	1	0	4	30	70	100
8	24BB1T08	AEC	Additional Course-I Indian or Foreign Language[optional course]*	1	1	0	0*	--	--	--
Total				16	6	0	20	210	490	700

SEMESTER-II

S.No	Sub Code	Category	Course Title	L	T	P	C	IM	EM	TM
1	24BB2T01	CC	Human Behaviour and Organization	3	1	0	4	30	70	100
2	24BB2T02	CC	Principles of Marketing	3	1	0	4	30	70	100
3	24BB2T03	CC	Business Economics	3	1	0	4	30	70	100
4	24BB2T04	MDE	Media Literacy and Critical Thinking	1	1	0	2	30	70	100
5	24BB2T05	VAC	Indian Constitution	2	0	0	2	30	70	100
6	24BB2T06	AEC	Business Communication	1	1	0	2	30	70	100
7	24BB2L01	SEC	MS-Excel and SQL	0	0	4	2	30	70	100
8	24BB2T07	AEC	Additional Course-II Indian or Foreign Language [optional course]*	1	1	0	0*	--	--	--
Total				14	6	4	20	210	490	700

Note: *Indian Languages: Sanskrit/Hindi/Telugu

MALPRACTICES RULES

DISCIPLINARY ACTION FOR / IMPROPER CONDUCT IN EXAMINATIONS

	Nature of Malpractices/Improper conduct	Punishment
	<i>If the candidate:</i>	
1. (a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that Semester/year. The Hall Ticket of the candidate is to be cancelled and sent to the University.

3.	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred and forfeits the seat. The performance of the original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.
4.	Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5.	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of the performance in that subject.

6.	<p>Refuses to obey the orders of the Chief Superintendent/Assistant Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.</p>	<p>In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.</p>
7.	<p>Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or</p>	<p>Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already</p>
	<p>outside the examination hall.</p>	<p>appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to</p>

		the academic regulations in connection with forfeiture of seat.
8.	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.
9.	If student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Student of the colleges expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat. Person(s) who do not belong to the College will be handed over to police and, a police case will be registered against them.
10.	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year.
11.	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester/year examinations.

12.	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the University for further action to award suitable punishment.	
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Malpractices identified by squad or special invigilators

1. Punishments to the candidates as per the above guidelines.
2. Punishment for institutions: (if the squad reports that the college is also involved in encouraging malpractices)
 - (i) A show cause notice shall be issued to the college.
 - (ii) Impose a suitable fine on the college.
 - (iii) Shifting the examination centre from the college to another college for a specific period of not less than one year.

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Structure of the Undergraduate Programme

All courses offered for the undergraduate program (B.B.A/ B.B.A.(Hons.)/ B.B.A., (Hons.) with Research) are broadly classified as follows:

Category-wise distribution*

Sl. No	Course Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement Courses	Discipline Specific Elective	Total
I.	12	2	2	2	2	-	20
II.	12	2	2	2	2	-	20
III.	12	-	2	2	4	-	20
IV.	14	-	-	2	4	-	20
V.	8	-	-	-	4	8	20
VI.	6	-	-	-	6	8	20
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VII.	4	-	4	-	4	8	20
VIII.	-	-	-	-	8	12	20

INDUCTION PROGRAM

The Essence and Details of Induction program can also be understood from the 'De-tailed Guide on Student Induction program', as available on AICTE Portal,

(Link:<https://www.aicteindia.org/sites/default/files/Detailed%20Guide%20on%20Student%20Induction%20program.pdf>).

For more, Refer **Appendix I**.

Induction program(mandatory)	Three-week duration
Induction program for students to be offered right at the start of the first year.	<ul style="list-style-type: none">▪ Physical activity▪ Creative Arts▪ Universal Human Values▪ Literary▪ Proficiency Modules▪ Lectures by Eminent People▪ Visits to local Areas▪ Familiarization to Dept ./Branch & Innovations

Mandatory Visits/Workshop/Expert Lectures:

It is mandatory to arrange one industrial visit every semester for the students of each branch.

It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/industry/entrepreneurial orientation.

It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

For Summer Internship /Projects /Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

COURSE STRUCTURE**SEMESTER-I**

S.No	Sub Code	Category	Course Title	L	T	P	C	IM	EM	TM
1	24BB1T01	AEC	General English	1	1	0	2	30	70	100
2	24BB1T02	SEC	Office Automation Tools	1	1	0	2	30	70	100
3	24BB1T03	MDE	Indian Science, Engineering & Technology (Past, Present and Future)	2	0	0	2	30	70	100
4	24BB1T04	VAC	Environmental Science and Sustainability	2	0	0	2	30	70	100
5	24BB1T05	CC	Principles of Management	3	1	0	4	30	70	100
6	24BB1T06	CC	Financial Accounting	3	1	0	4	30	70	100
7	24BB1T07	CC	Business Statistics	3	1	0	4	30	70	100
8	24BB1T08	AEC	Additional Course-I Indian or Foreign Language[optional course]*	1	1	0	0*	--	--	--
Total				16	6	0	20	210	490	700

SEMESTER-II

S.No	Sub Code	Category	Course Title	L	T	P	C	IM	EM	TM
1	24BB2T01	CC	Human Behavior and Organization	3	1	0	4	30	70	100
2	24BB2T02	CC	Principles of Marketing	3	1	0	4	30	70	100
3	24BB2T03	CC	Business Economics	3	1	0	4	30	70	100
4	24BB2T04	MDE	Media Literacy and Critical Thinking	1	1	0	2	30	70	100
5	24BB2T05	VAC	Indian Constitution	2	0	0	2	30	70	100
6	24BB2T06	AEC	Business Communication	1	1	0	2	30	70	100
7	24BB2L01	SEC	MS-Excel and SQL	0	0	4	2	30	70	100
8	24BB2T07	AEC	Additional Course-II Indian or Foreign Language [optional course]*	1	1	0	0*	--	--	--
Total				14	6	4	20	210	490	700

Note: *Indian Languages: Sanskrit/Hindi/Telugu

I Semester	L	T	P	C
	1	1	0	2
24BB1T01 - GENERAL ENGLISH				

Course Objectives:

1. To provide learning environment to practice listening, speaking, reading and writing skills.
2. To assist the students to carry on the tasks and activities through guided instructions and materials.
3. To effectively integrate English language learning with employability skills and training.
4. To provide hands-on experience through case-studies, mini-projects, group and individual presentations.
5. To improve the oral communication skills among the students.

Course Outcomes:

CO1: Develop basic proficiency in English including reading and listening comprehension, writing and speaking skills.(K3)

Unit – I: Vocabulary Building The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.

Unit – II: Basic Writing Skills Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely

Unit – III: Identifying Common Errors in Writing Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies.

Unit – IV: Nature and Style of sensible Writing Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing.

Unit – V: Oral Communication (This Module involves interactive practice sessions in Language Lab) Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations.

Text Books:

1. AICTE’s Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.,
2. Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing
3. Practical English Usage. Michael Swan. OUP.

Reference Books:

1. Remedial English Grammar. F.T. Wood. Macmillan.
2. On Writing Well. William Zinsser. Harper Resource Book.
3. Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press
4. Communication Skills. Sanjay Kumar and Pushp Lata. Oxford University Press.
5. English Vocabulary in Use: Upper Intermediate, Cambridge University Press.

I Semester	L	T	P	C
	1	1	0	2
24BB1T02 - OFFICE AUTOMATION TOOLS				

Course Objectives:

1. To acquire knowledge on the environment of GUI in Ms-Word and its features.
2. To introduce the fundamentals concepts of using Ms-Word and its features to make it more useful
3. To know how to create hyperlinks in word document.
4. To provide hands on use of Ms-PowerPoint
5. To understand the working in slide sorter view.

Course Outcomes:

1. Inspect the features of MS Word. (K4)
2. Utilize the advanced features of Ms-Word to make day to day usage easier. (K3)
3. Support and create documents with hyperlinks. (K5)
4. Developme and make presentations with Ms-Power point. (K3)
5. Create animations to slide show in Ms-Power point. (K5)

Unit – I: Introduction to MS Office & MS Word: MS-Word: Features of MS-Word, MS-Word Window components, working with formatted text, Shortcut keys, formatting documents: Selecting text, Copying & moving data, formatting characters, changing cases, Paragraph formatting, Indents, Drop Caps, using format painter, Page formatting, Header & footer, Bullets & numbering, Tabs, Forming tables. Finding & replacing text, go to(F5) command, proofing text (Spell-check, Auto correct),

Case Study: 1. Create a document to write a letter to the DM&HO of the district complaining about Hygienic conditions in your area. 2. Create a document to share your experience of your recent vacation with family.

Unit – II: MS Word Advanced features: Difference between Wizard and Template - Customize the Quick Access Tool Bar – Macros: Purpose – Creating Macro – Using Macro – Storing Macro, Inserting pictures: From Computer, Online Pictures – Insert 3d Models - Insert Shapes – Insert Text Box – Insert Equation.

Case Study: 1. Create a document to send a holiday intimation to all the parents at the time of Dasara Vacation. 2. Create a document to create a table of you class using tables.

Unit –III: Hyperlinks: Create Hyperlinks, Mail merging, Printing documents, Create and Insert tables, and Mathematical calculations on tables data, Insert Text Box.

Unit – IV: MS-PowerPoint and its Applications: MS-Power Point: Features of PowerPoint, Uses, components of slide, templates, and wizards, using a template, choosing an auto layout, using outlines, adding subheadings, editing text, formatting text, using a master slide, adding slides, changing the color scheme, changing background and shading, adding header and footer, adding clipart and auto shapes.

Unit – V: Working in Slide Sorter View (deleting, duplicating, rearranging slides), adding transitions and animations to slide show, inserting music or sound on a slide, viewing slide show, Printing slides.

Case Study: 1. Prepare a presentation with your achievements and experience.

Text Books:

1. Computer Fundamentals–Pradeep. K. Sinha, BPB Publications.
2. Fundamentals of Computers -Reema Thareja, Oxford University Press India

Reference Books:

1. Fundamentals of Computer – V . Rajaraman, Prentice Hall of India.
2. Introduction to Computers–Peter Norton McGraw-Hill.

I Semester	L	T	P	C
	2	0	0	2

24BB1T03 - INDIAN SCIENCE, ENGINEERING & TECHNOLOGY (PAST, PRESENT AND FUTURE)**Course Objectives:**

1. To familiarize learners with major sequential development in Indian science, engineering and technology in , metallurgy, astronomy, architecture, textile, transport, agriculture and Ayurveda etc.
2. To review & strengthen the ancient discovery and research in physics
3. To help students to trace, identify and develop the ancient knowledge systems in chemistry and mathematics to make meaningful contribution to development of science today.
4. To familiarize students to understand ancient textile industry, types of agriculture, land and usage of animals in warfare etc.
5. To help to understand the apparently rational, verifiable and universal solution from Ancient Indian knowledge system for the scientific, technological and holistic development of physical, mental and spiritual well-being.

Course Outcomes:

1. Identify, analyze the process of science and research of traditional practices used in different parts of ancient India in the branches of agriculture, livestock and veterinary services, houses and villages, forecasting techniques, ayurveda and writing techniques and applying them to the latest technology. (K3)
2. Analyze complex problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences. (K4)
3. Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems. (K3)
4. Examine ancient textile technology in India and also different types of agriculture, land, usage of animals in warfare etc. (K4)
5. Identify appropriate techniques, resources, and modern engineering and IT tools including prediction, ayurveda, yoga and psychological concepts and modeling to complex engineering activities with an understanding of the limitations. (K3)

Unit – I: Indian Traditional Knowledge; Science and Practices

Introduction to the Science and way of doing science and research in India, Ancient Science in Intra & Inter Culture Dialogue & coevolution. Traditional agricultural practices, Traditional Livestock and veterinary Sciences Traditional Houses & villages, Traditional Forecasting, Traditional Ayurveda & plant based medicine, Traditional writing Technology.

Unit – II: Ancient Indian Science (Physics, Chemistry, Maths)

Physics in India: Vaisheshika darshan Atomic theory & law of motion, theory of panchmahabhoota, bhaskaracharya (theory of gravity, suryasiddhanta & sidhanta shriomani), Lilavati (gurutvakashan Shakti).

Unit – III: Ancient Indian Science (Physics, Chemistry, Maths)

Chemistry in India Vatsyayana, Nagarjuna, Khanda, Al-Biruni, Vagbhaṭa – building of the ras-shala (laboratory, Yaśodhara Bhaṭṭa-process of distillation, apparatus, saranasamskara, saranataila.

Mathematics in India: Baudhayana's Sulbasutras, Aryabhata, Bhaskaracharya- I, Severus Sebokht, Syria, Brahmagupta, Jyesthadeva.

Unit – IV: Ancient Indian Science (Textile, Agriculture, Transport)

Textile Technology in India: Cotton, silk, wool, mridhudhautadhupitambaram, suchhastah, sutradharah, dyeing, washing spinning and weaving technology,

Agriculture in India: krishisuktas, Krishiparashara, Brihatsamhita, Types of crops, Manures, Types of land-devamatruka, nadimatruka, use of animals in warfare, animal husbandry, Ancient transport in India.

Unit – V: Ancient Indian Science (Ayurveda & Yoga)

Ayurveda for Life, Health and Well-being: Introduction to Ayurveda: understanding Human body and Panchamahabhuta, health regimen for wellbeing, Introduction to yoga (raja yoga, astang yoga, gyan yoga), Indian psychological concept, consciousness, tridosha & triguna.

Text Books:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
2. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
3. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla.
4. Tatvabodh of Sankaracharya, Central Chinmay Mission Trust, Bombay, 1995.

Reference Books:

1. SK Das, The education system of Ancient hindus, Gyan publication house, India
2. R P Kulkarni, Glimpse of Indian Engineering and Technology (Ancient & Medieval period, Munshiram Manohar Lal Publishers Pvt. Ltd. 2018
3. AK Pathak, Science and Technology in India, Anshikaprakashanpratapgarh, 2016
4. PB Sharma, S. Narain, Doctors Scientists and Engineers of Ancient India, Kalpaz Publications 2017
5. NVP, Unithiri, Indian Scientific Traditions (Professor K.N. Neelakantan Elayath Felicitation Volume), publication division University of Calicut, 2006

I Semester	L	T	P	C
	2	0	0	2
24BB1T04 - ENVIRONMENTAL SCIENCE AND SUSTAINABILITY				

Course Objectives:

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges
2. This course will equip students identify the need for sustainable ecosystem management
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

Course Outcomes:

1. Discover the basic environmental concepts and issues relevant to the business and management field. (K4)
2. Interpret the interdependence between environmental processes and socio- economic dynamics. (K2)
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation. (K4)
4. Identify possible solutions to curb environmental problems caused by managerial actions. (K3)
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions. (K3)

Unit – I: Understanding Environment, Natural Resources, and Sustainability

Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues.

Unit – II: Ecosystems, Biodiversity, and Sustainable Practices

Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation, need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.

Unit – III: Environmental Pollution, Waste Management, and Sustainable Development

Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain. Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

Unit – IV: Social Issues and Practical Applications

Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption.

Unit – V: Environmental Legislation:

Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986,

and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, Ecological economics, human population growth, and demographic changes in India.

Text Books:

1. Poonia, M.P. Environmental Studies, Khanna Book Publishing Co.
2. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
3. Rajagopalan, R. Environmental Studies: From Crisis To Cure, Oxford University Press.

Reference Books:

1. Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
2. Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
3. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
4. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
5. Pritwani, K Sustainability of business in the context of environmental management. CRC Press.
6. Wright, R.T. &Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.

Web Resources:

1. <https://www.ourplanet.com>
2. <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
3. <https://www.globalchange.umich.edu/globalchange1/current/lectures/klings/ecosystem/ecosystem.html>

I Semester	L	T	P	C
	3	1	0	4
24BB1T05 - PRINCIPLES OF MANAGEMENT				

Course Objectives:

1. To understand the basic concepts, principles, and theories of management.
2. To identify the importance of planning and decision making in the management.
3. To examine the different forms of organizational structures.
4. To analyze the impact of globalization, diversity, and ethics on management.
5. To assess the need to develop sound controlling system.

Course Outcomes:

1. Demonstrate how management principles are used to solve practical business problems. (K2)
2. Infer a management strategy and improve decision making. (K2)
3. Identify the pros and cons of different forms or organization structures. (K3)
4. Compare and contrast different management theories and their effectiveness in various organizational contexts. (K4)
5. Analyse the need for a sound controlling and performance measurement system to enhance efficiency and effectiveness in given business scenarios. (K4)

Unit – I: Introduction to Management

Definition, nature, and significance of management, principles of management, Management as a science and an art, management and administration, Functions, levels of management, role of managers and managerial skills; Managerial Roles by Henry Mintzberg- Evolution of management thought: Classical, Behavioural, Quantitative, Systems, Contingency and Modern approaches-Scientific approach and Administrative Approach.

Unit – II: Planning, Organizing and Staffing

Nature, Importance and Purpose of planning in management; Types of plans, Planning process and techniques; Decision- making- Importance and steps, decision making models and tools, Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment.

Unit –III: Organizational structure and design

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.

Unit – IV: Leading and Directing

Meaning and nature of directing, Leadership theories (trait, behavioural, contingency, participative, charismatic, transformational, level-5 leader), Leadership Styles; Motivation theories and practices (Maslow, Herzberg two factor, McGregor’s theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management.

Unit-V: Controlling

Meaning and steps in controlling, control process and systems, essentials of the sound control system, methods of establishing control, types of control; Performance measurement and management.

Text Books:

1. Ghuman &Aswathappa. Management, Practice &Cases. McGraw Hill, New Delhi

2. Peter F Drucker, Management. Harper Collins Publishers, New York.
3. Rao V.S.P. Management Principles and Applications. Taxmann Publications
4. Bright D. et al. Principles of Management. Open Stax Textbooks, Houston
5. Kapoor Premvir, Principles of Management, Khanna Book Publishing.
6. Jones G. R., and George, J. M. Essentials of contemporary management New York, NY: McGraw-Hill Education.
7. Robbins S. P. & Coulter, M. A. Management. Pearson.

Reference Books:

1. Prasad,L.M.(2000).Principles and Practice of Management.
2. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

I Semester	L	T	P	C
	3	1	0	4
24BB1T06 - FINANCIAL ACCOUNTING				

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 prepare the Bank Reconciliation Statement
5. To estimate Annual Financial statements of Company form of business.

Course Outcomes:

1. Identify the application of various principles and practice of Accounting in preparation of accounting statements. (K3)
2. Demonstrate the knowledge on the process of accounting cycle. (K2)
3. Apply the knowledge of systematic maintenance of books of accounts to real life business. (K3)
4. Examine the significance of the Bank Reconciliation Statement. (K4)
5. Prepare Annual Financial statements of a Company form of business.(K5)

Unit – I Introduction to Accounting: Accounting system and process Meaning, Need for accounting, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation, Accounting process.

Unit – II Recording transactions and Trial balance Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, GST transactions, Entry in Ledger, Trial balance, correction of errors.

Unit- III Final Account: Preparation of Trading and Profit and Loss accounts, cash books, and of sole trading concerns, importance of disclosures in final accounts-Preparation of Final accounts Adjustments- Accounting Standards - Balance Sheet.

Unit IV Bank Reconciliation Statement (BRS): Introduction and Significance of BRS – Pass Book – Causes for difference between cash book and pass book- Preparation of Bank Reconciliation Statement.(NP)

Unit – V Company Final Accounts: 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.

Text Books:

1. Jain S.P., & Narang K L. Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications

3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.

Reference Books:

1. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
2. Ashish k Bhattacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
3. Financial Accounting and Analysis, Discovery Publishing House Pvt. Ltd., New Delhi (2016)

Web Resources:

- Accounting for sustainability: www.ifac.org
- IFRS sustainability standards: www.ifrs.org

I Semester	L	T	P	C
	3	1	0	4
24BB1T07 - BUSINESS STATISTICS				

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 Out Comes:

1. Explain the concepts of data Visualization and able to find various measures like central values. (K2)
2. Identify the Measures of Dispersion, Skewness and Kurtosis. (K3)
3. Determine correlation and regression coefficients and model a regression line for a given data. (K3)
4. Explain the consistency of data and determine the coefficient of Association. (K2)
5. Solve the business problems using Time Series Analysis. (K3)

Unit-I: Data Visualization and Measures of Central Tendency

Introduction to Statistics, 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 and meaning of partition values- quartiles, deciles, percentiles.

Unit-II: Dispersion, Measures of Skewness and Kurtosis

Range, quartile deviation, mean deviation from mean and median, standard deviation, and coefficient of variation. Skewness - meaning, the difference between dispersion and Skewness, Karl Pearson's and Bowley's measures of Skewness. Kurtosis -Concept of kurtosis, types of kurtoses, and importance.

Unit-III: Correlation and Regression

Correlation: 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: 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 -IV: Theory of Attributes Introduction-Classes and Class frequencies-relation between class frequencies, Inconsistency of data, Independence of Attribute, Association of Attributes-Yule's coefficient of association, Coefficient of Colligation.

Unit -V: Time Series Analysis Introduction, Components of a Time Series, Analysis of Time series, Mathematical models for Time series: Additive and Multiplicative models. Measurement of Trend: Graphic method, Method of semi-averages, Method of moving averages, method of curve fitting by principles of least squares.

Text Books:

1. SC Gupta. Fundamentals of Statistics, Himalaya Publishing House
2. A K P C Swain, A text Book of Statistics for Management, Kalyani Publishers.
3. S P Gupta. Statistical Methods, Sultan Chand and Sons

Reference Books:

1. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing
2. Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House.
3. Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson.
4. Sharma J.K. Business Statistics, Vikas Publishing House.

I Semester	L	T	P	C
	1	1	0	0
24BB1T08 - ADDITIONAL COURSES – TELUGU/SANSKRIT/HINDI				

The student will choose one of the languages to complete this course.

TELUGU

Course Name: Sahiti Sourabham

HINDI

Course Name : Hindi Gadya Sahitya

SANSKRIT

Course Name: Poetry, Prose & Grammar-I

II Semester	L	T	P	C
	3	1	0	4
24BB2T01 - HUMAN BEHAVIOUR AND ORGANIZATION				

Course Objectives:

1. To develop basic understanding of the concept of human behavior and organization.
2. To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
3. To identify the importance of Group dynamics and team building.
4. To critically evaluate leadership styles and strategies.
5. To understand the importance of organizational culture.

Course Outcome:

1. Inspect individual and group behavior in organizational settings. (K4)
2. Demonstrate theoretical knowledge of human behavior in human life setting in management. (K2)
3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes. (K5)
4. Identify the effectiveness of leadership effectiveness and enumerate the qualities of an effective leader. (K3)
5. Formulate a more productive system and high performance work culture operating on the principles of OB. (K5)

Unit- I: Introduction to Human Behavior and Organization

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

Unit –II: Individual Behavior

Foundations of Individual Behavior; 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, effect of motivation on work- 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

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

Unit -IV: Leadership & Power

Leadership: Concept; Trait theories; Behavioral 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.

Unit -V: 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.

Text Books:

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

Reference Books:

1. Uma Sekaran, Organisational Behaviour, Tata McGraw Hill
2. John W Newstrom, Organisational Behaviour, Tata McGraw Hill

II Semester	L	T	P	C
	3	1	0	4
24BB2T02 - PRINCIPLES OF MARKETING				

Course Objectives:

1. To give an overview of marketing environment.
2. To develop a detailed marketing plan
3. To depict the stages in new product development.
4. To understand role of intermediaries in marketing activities
5. To acquire knowledge on various promotional tools in marketing.

Course Outcomes:

1. Interpret an overview of marketing environment. (K5)
2. Build the detailed marketing plan. (K3)
3. Illustrate the stages in new product development. (K2)
4. Discover the role of intermediaries in marketing activities. (K4)
5. Extend knowledge on various promotional tools in marketing. (K2)

Unit – I: Introduction

Definition, Importance and Scope of Marketing. Core Concepts of Marketing, Company's- orientations towards Marketing. Marketing Process, Selling Vs Marketing. Elements of Marketing - Mix, Marketing environment.

Unit – II: Market Segmentation, Targeting and Positioning

Basis for Segmentation, Process of STP. Levels of Segmentation, Patterns of Targeting and -positioning strategies. Segmentation, targeting and positioning for competitive advantage.

Unit – III: Product Development

Product – Characteristics, Benefits. Classification of Products – Consumer goods – Industrial Goods-New Product Development process, Product Life Cycle –Stages in PLC and application. Branding of Products, Packaging and Labelling.

Unit – IV: Pricing and Distribution

Pricing – Factors influencing pricing decisions, objectives of pricing. Pricing policies and procedures, Types of Pricing Strategy. Physical Distribution- Importance, various kinds of Marketing Channels, criteria of selecting a channel

Unit – V: Market Promotion:

Integrated Marketing Communication, Process of IMC. Elements of Promotional Mix-Advertising, - Publicity, Public Relations, Personal Selling, Direct selling and Sales promotion. Significance of Promotional Mix in marketing decisions.

Text Books:

1. Kotler.P, &Keller.K.L., Koshy&Jha (2020). Marketing Management, 20th edition, Pearson.
2. Ramaswamy & Namakumary - Marketing Management-Global Perspective-Indian Context-Mac Millon India Ltd.

Reference Books:

1. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

II Semester	L	T	P	C
	3	1	0	4
24BB2T03 - BUSINESS ECONOMICS				

Course Objectives:

1. Understand the concept of economics and its relevance to business environment.
2. Depict the importance of demand analysis in business
3. Understand concepts of perfect competition and monopoly for fixation of prices
4. Learn to apply the concepts of cost and Break-even analysis and learn various theories on production.
5. Understand the international business scenario and concepts of BOP.

Course Outcomes:

1. Explain the nature and importance of business economics. (K2)
2. Outline the law of demand and its exceptions. (K1)
3. Identify the types of markets and their equilibrium points. (K3)
4. Summarise the concept of break even analysis and its applications. (K2)
5. Outline the concepts of Macro Economics. (K2)

Unit – I: Introduction

Meaning and Definitions of Business Economics - Nature and Scope of Business Economics -Micro and Macro Economics and their Interface.

Unit – II: Demand Analysis

Meaning and Definition of Demand, Determinants to Demand. Demand Function, Law of Demand, Demand Curve, Exceptions to Law of Demand. Elasticity of Demand, Measurement of Price Elasticity of Demand.

Unit – III: Production Analysis

Concept of Production Function, Law of Variable Proportion, Law of Returns to Scale. Concept of Total Revenue, Average Revenue, and Marginal Revenue. Classification of Costs, Break-Even Analysis-Applications.

Unit – IV: Market Structure

Concept of Market – Classification of Markets. Perfect competition, Monopoly and Monopolistic competition–Characteristics, Equilibrium in short run and long run-Oligopoly.

Unit – V: National Income and Economic Reforms

Concepts of National Income- Definition, Measurement of National Income. Business cycles – Meaning, Phases. Benefits of International Trade, Balance of Trade, Balance of Payments. Concepts of Economic liberalization, Privatization, Globalization. WTO- Objectives, Functions.

Text Books:

1. Aryasri and Murthy- Business Economics - Tata McGraw Hill
2. P.C.Chopra - Business Economics –Kalyani Publications
3. S.Sankaran - Business Economics – Margham Publications

Reference Books:

1. H.L Ahuja - Business Economics - Sultan Chand & Sons.

II Semester	L	T	P	C
	1	1	0	2
24BB2T05 - MEDIA LITERACY AND CRITICAL THINKING				

Course Objectives:

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

Course Outcomes:

1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies. (K2)
2. Apply media literacy principles to make informed decisions about media consumption and production. (K3)
3. Identify the complexities of media production, distribution, and audience behavior. (K3)
4. Assess ethical standards in media content creation and consumption. (K5)
5. Mark responsible digital citizenship by navigating online information critically and combating misinformation. (K5)

Unit-I: Foundations of Media Literacy and Critical Thinking

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 behaviors.

Unit-II: Deconstructing Media Texts

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 -III: Media Consumption and Production

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 analyzing audience consumption patterns.

Unit-IV: Ethical and regulatory considerations

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.

Unit -V: Digital Media Literacy

Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship- cybercrimes in digital information.

Text Books:

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 (5thed.).Psychology Press.

Reference Books:

1. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
2. Baran, S.J., & Davis, D.K. Mass communication theory: Foundations, ferment and future (8thed.).Cengage Learning.
3. Barbour, K.,& Marshall, J. The media literacy hand book. ASCD.

II Semester	L	T	P	C
	2	0	2	2
24BB2T06 - INDIAN CONSTITUTION				

Course Objectives:

1. To develop an understanding of the Indian Constitution emphasizing its significance for business students.
2. To recognize the importance of comprehending constitutional basics on three wings of the government.
3. To analyze the structure of state government and union territories.
4. To identify the procedure of local administration in Municipalities and Panchayat Raj.
5. To investigate the constitutional provisions relating to emergency.

Course Outcomes:

1. Outline historical background of the constitution making and its importance for building a democratic India. (K2)
2. Explain the functioning of three wings of the government i.e., executive, legislative and judiciary. (K2)
3. Assess the decentralization of power between central, state and local self-government. (K5)
4. Examine the importance of grass root democracy. (K4)
5. Apply the knowledge in strengthening of the constitutional institutions. (K3)

UNIT-I: Introduction to Indian Constitution

Constitution meaning of the term - The making of the Indian Constitution - Sources and constitutional history – Philosophy of Constituent Assembly - Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy.

UNIT-II: The Union: Executive, Legislative and Judiciary

Union Government and its Administration Structure: President and Vice President: Role, power and position, PM and Council of ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha, The Supreme Court and High Court: Powers and Functions.

UNIT-III: The States and The Union Territories

State Government and its Administration: Governor - Role and Position - CM and Council of ministers, State Secretariat: Organisation, Structure and Functions – Relation between the Union and the States.

UNIT-IV: Local Administration

District’s Administration Head - Role and Importance, Municipalities - Mayor and role of Elected Representative – Panchayati Raj: Functions PRI: Zilla Panchayat, Elected officials and their roles - Block level Organizational Hierarchy, Village level - Role of Elected and Appointed officials - Importance of grass-root democracy

UNIT-V: Emergency Provisions and Election Commission

Emergency: Proclamation of Emergency, types of emergency - Election Commission: Role of Chief Election Commissioner - State Election Commission - Functions of Commissions for the welfare of SC/ST/OBC and women.

Text Books:

1. Durga Das Basu, Introduction to the Constitution of India, Prentice – Hall of India Pvt.Ltd.. New Delhi

2. SubashKashyap, Indian Constitution, National Book Trust
3. J.A. Siwach, Dynamics of Indian Government & Politics
4. D.C. Gupta, Indian Government and Politics
5. H.M.Sreevai, Constitutional Law of India, 4th Edition, Universal Law Publication.

References

1. J.C. Johari, Indian Government and Politics Hans
2. J. Raj Indian Government and Politics
3. M.V. Pylee, Indian Constitution Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt.Ltd.. New Delhi
4. Noorani, A.G., (South Asia Human Rights Documentation Centre), Challenges to Civil Right), Challenges to Civil Rights Guarantees in India, Oxford University Press 2012

II Semester	L	T	P	C
	1	1	0	2
24BB2T07 - BUSINESS COMMUNICATION				

Course Objectives:

1. To understand the concept, process, and importance of Business Communication.
2. To train students to acquire and master written communication for the corporate world.
3. To help students in understanding the basics of managing interpersonal communication.
4. To sensitize students to understand the importance of digital communication in global context.
5. To acquire knowledge on corporate report and business proposal.

Course Outcomes:

1. Summarize various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same. (K2)
2. Apply the skills of effective letter writing and be able to create various kinds of Business letters. (K3)
3. Analyze and evaluate various kinds of interpersonal communication. (K4)
4. Interpret digital communication skills and digital etiquette. (K2)
5. Examine the significance of corporate report and business proposal. (K4)

Unit – I Introduction to Communication in Organizations:

Nature and importance of communication, Process of communication, Basics of Communication -types, channels, Barriers to effective communication, strategies for effective communication, 7Cs of communication.

Unit – II Written Communication:

Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages, Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

Unit – III Interpersonal Communication:

Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Power point presentation skills; Info graphics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)

Unit – IV Digital Communication:

Social media and individual, social media & organizations, Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes & responsibilities.

Unit – V Business Reports:

Business Reports and Proposals: Writing the report, planning the Report, Steps in writing Business Reports, Parts of a Report, Corporate Report and Business Proposal.

Text Books:

1. AICTE’s Prescribed – Communication Skills in English, Khanna Book Publishing. Lesikar, R.V. & M.E. Flatley, “Business Communication: Connecting in a Digital World”, McGraw-Hill Education.
2. Murphy,H.A., Hildebrandt, H. & Thomas,J.P.,Effective Business Communication. McGraw Hill.
3. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication

4. Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson

Reference Books:

1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing.

II Semester	L	T	P	C
	0	0	4	2
24BB2L01 - MS EXCEL AND SQL				

Course Objectives:

1. Understand the nature and importance of data entry.
2. Learn the process involved in basic calculation.
3. Effectively play their roles in filtering data.
4. Enhance the skills of preparing charts using the data.
5. Knowledge on creating tables using SQL commands.

Course Outcomes:

1. Identify the data entry operations in MS Excel. (K3)
2. Simplify the basic calculations using MS Excel. (K4)
3. Organise to sort and filter the data. (K3)
4. Illustrate the data using charts. (K2)
5. Utilise SQL commands to create the data. (K3)

Unit – I Introduction:

The MS Excel interface, Formatting Cells, Data Entry- Inserting, Deleting, Selecting, Copying, Cutting, and Pasting. Methods of applying Formulas.

Unit – II Calculations:

Basic calculations, Conditional Formatting, Cell References & addressing

Unit – III Filtering data:

Conditional Formatting, Cell References & addressing, Conditional functions, IF functions, - Look up functions, Sorting & Filtering Data.

Unit –IV Statistical functions:

Demonstrating Statistical Functions and Financial functions in excel, Different types of Charts preparation and representation.

Unit – V SQL:

Introduction to SQL – SQL commands, Data types, Creating Tables. SQL constraints, Functional queries.

Text Books:

1. Rajkumar S and Nagarajan G and Naveen Kumar M, Fundamentals of MS Excel, Jayvee International Publications, Bangalore.
2. Microsoft Excel Latest Version Inside Out – Mark Doge and Craig Stinson – PHI Learning Private Limited, New Delhi – 110001.
3. Excel 2013 Bible -John Walkenbach, Wiley

Reference Books:

1. Microsoft Excel 2013: Data Analysis and Business Modeling: Winston, PHI
2. Excel Functions and Formulas: Bernd Held, BPB Publications.

II Semester	L	T	P	C
		1	1	0

24BB2T08 - ADDITIONAL COURSE-II TELUGU/SANSKRIT/HINDI

The student will choose one of the languages to complete this course

TELUGU

Course Name: Srujanaathmaka Rachana

HINDI

Course Name: Hindi Padya Sahitya

SANSKRIT

Course Name: Poetry, Prose & Grammar-II