BASIC STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (AU26 Regulations)

Semester I (First Year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	HS	26BENG11T	Communicative English	3	0	0	3
2	PC	26BBBA11T	Principles of Management	3	0	0	3
3	PC	26BBBA12T	Fundamentals of Business Economics	3	0	0	3
4	PC	26BBBA13T	Fundamentals of Accounting	3	0	0	3
5	PC	26BBBA14T	Business Environment & Industrial Law	3	0	0	3
Lab Courses, Skill Enhancement and Value-Added courses							
6	HS	26BENG11L	Communicative English Lab	0	0	2	1
7	SEC	26BBBA15S	Managerial skills Development	2	0	0	2
8	VAC	26BBBA16T	Indian Heritage and Culture	2	0	0	2
9	COM	26BCOM11L	Fundamentals of IT	0	0	3	1.5
			Total credits				**21.5**

Category	Credits
Management Professional Core Courses	12
Humanities and Social Sciences Courses	4
Computer Application Course	1.5
Skill Enhancement Course	2
Value added Course	2
Total Credits	**21.5**

Semester II (First Year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PC	26BBBA21T	Basic Elements of Marketing	3	0	0	3
2	PC	26BBBA22T	Entrepreneurship	3	0	0	3
3	PC	26BBBA23T	Cost Accounting	3	0	0	3
4	BS	26BMAT21T	Business Mathematics	3	0	0	3
5	PC	26BBBA24T	Information Processing and Management	3	0	0	3
6	BS	26BCHE21T	Environmental studies	3	0	0	3
7	PE	26BBBA25T	MOOC's	0	0	12 Weeks	3
Lab Courses, Skill Enhancement and Value-Added courses							
8	SEC	26BBBA26S	Self-Awareness and Personality Development	0	0	2	1
9	VAC	26BENG21T	Constitution of India	2	0	0	2
			Total credits				**24**

Category	Credits
Management Professional Core Courses	12
Management Professional Elective Course (MOOC's)	3
Basic Science Courses	6
Skill Enhancement Course	1
Value added Course	2
Total Credits	**24**

BASIC STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (AU26 Regulations)

Semester III (Second Year)

S.No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PC	26BBBA31T	Organization Behaviour	3	0	0	3
2	PC	26BBBA32T	Work place Dynamics	3	0	0	3
3	PC	26BBBA33T	Business Finance	3	0	0	3
4	PC	26BBBA34T	Rural marketing	3	0	0	3
5	PC	26BBBA35T	E-Commerce	3	0	0	3
6	PC	26BBBA36T	Indian Financial system	3	0	0	3
7	INT	26BBBA37I	Internship	0	0	8 Weeks	2
Lab Courses, Skill Enhancement and Value-Added courses							
8	SEC	26BENG31S	English for Competitive Exams	2	0	0	2
9	VAC	26BBBA38T	Stress and Anger Management	1	0	0	1
		Total credits					**23**

Category	Credits
Management Professional Core Courses	18
Internship	2
Skill Enhancement Course	2
Value added Course	1
Total Credits	**23**

Semester IV (Second Year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PC	26BBBA41T	Knowledge Management	3	0	0	3
2	PC	26BBBA42T	Elements of taxation and Auditing	3	0	0	3
3	PC	26BBBA43T	Business Research Methods	3	0	0	3
4	PC	26BBBA44T	Business Ethics and Corporate Governance	3	0	0	3
5	PC	26BBBA45T	Essentials of supply chain Management	3	0	0	3
6	PC	26BBBA46T	Operations Management	3	0	0	3
7	CSP	26BBBA47P	Corporate Social Project	0	0	3 Weeks	2
Lab Courses, Skill Enhancement and Value-Added Courses							
8	SEC	26BBBA48S	Current Business Affairs	0	0	2	1
9	VAC	26BCOM41T	Fundamentals of Artificial Intelligence	2	0	0	2
		Total credits					**23**

Category	Credits
Management Professional Core Courses	18
Social Project	2
Skill Enhancement Course	1
Value added Course	2
Total Credits	**23**

BASIC STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (AU26 Regulations)

Semester V (Third Year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PC	26BBBA51T	International Business	3	0	0	3
2	PC	26BBBA52T	Banking and Insurance	3	0	0	3
3	PC	26BBBA53T	Basics of Marketing Communication	3	0	0	3
4	PC	26BBBA54T	Digital marketing for Beginners	3	0	0	3
5	PC	26BBBA55T	Business policies formulation	3	0	0	3
6	PC	26BBBA56T	Event management	3	0	0	3
Lab Courses, Skill Enhancement and Value-Added Courses							
7	SEC	26BBBA57S	Innovation by Design	0	0	3	1.5
			Total Credits				**19.5**

Category	Credits
Management Professional Core Courses	18
Skill Enhancement Course	1.5
Total Credits	**19.5**

Semester VI (Third Year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PW	26BBBA61P	Project work	0	0	0	9
			Total Credits				**9**

Category	Credits
Project	9
Total Credits	**9**

ANNAMACHARYAUNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Communicative English
Category: HS
Course Code: 26BENG11T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: The primary goal of the Communicative English course is to develop students' listening, reading, speaking, and writing skills, enhancing their comprehension, oral presentation, and reporting abilities. It focuses on improving grammatical structures and vocabulary, equipping students with the proficiency needed for effective communication and preparing them to meet industry standards.

Course Outcomes:

At the end of the course, the student will be able to

1. understand the context, topic, and pieces of specific information from social or transactional dialogues spoken by native speakers of English
2. analyze literary forms, journalistic articles and scientific readings for comprehension and retention
3. demonstrate effective writing and speaking skills
4. apply grammatical knowledge in speech and writing and formulate sentences with accuracy
5. produce coherent and unified paragraphs with adequate support and detail

Unit 1 HUMAN VALUES: The Gift of the Magi (Short Story) 11

Listening: Identifying the topic, the context and specific pieces of information by listening to short audio texts and answering a series of questions.

Speaking: Asking and answering general questions on familiar topics such as home, family, work, studies and interests; introducing oneself and others.

Reading: Skimming to get the main idea of a text; scanning to look for specific pieces of information.

Writing: Mechanics of Writing-Capitalization, Spellings, Punctuation-Parts of Sentences.

Grammar: Parts of Speech, Basic Sentence Structures-forming questions

Vocabulary: Synonyms, Antonyms, Affixes (Prefixes/Suffixes), Root words.

Unit 2 NATURE: The Brook by Alfred Tennyson (Poem) 8

Listening: Answering a series of questions about main ideas and supporting ideas after listening to audio texts.

Speaking: Discussion in pairs/small groups on specific topics followed by short structure talks.

Reading: Identifying sequence of ideas; recognizing verbal techniques that help to link the ideas in a paragraph together.

Writing: Structure of a paragraph - Paragraph writing (specific topics)

Grammar: Cohesive devices - linkers, use of articles and zero article; prepositions.

Vocabulary: Homonyms, Homophones, Homographs.

Unit 3 BIOGRAPHY: Elon Musk 8

Listening: Listening for global comprehension and summarizing what is listened to.

Speaking: Discussing specific topics in pairs or small groups and reporting what is discussed

Reading: Reading a text in detail by making basic inferences -recognizing and interpreting specific context clues; strategies to use text clues for comprehension.

Writing: Summarizing, Note-making, paraphrasing
Grammar: Verbs - tenses; subject-verb agreement; Compound words, Collocations
Vocabulary: Compound words, Collocations

Unit 4 INSPIRATION: The Toys of Peace by Saki 9

Listening: Making predictions while listening to conversations/ transactional dialogues without video; listening with video.
Speaking: Role plays for practice of conversational English in academic contexts (formal and informal) - asking for and giving information/directions.
Reading: Studying the use of graphic elements in texts to convey information, reveal trends/patterns/relationships, communicate processes or display complicated data.
Writing: Letter Writing: Official Letters, Resumes
Grammar: Reporting verbs, Direct & Indirect speech, Active & Passive Voice
Vocabulary: Words often confused, Jargons

Unit 5 MOTIVATION: The Power of Intrapersonal Communication (An Essay) 9

Listening: Identifying key terms, understanding concepts and answering a series of relevant questions that test comprehension.
Speaking: Formal oral presentations on topics from academic contexts
Reading: Reading comprehension.
Writing: Writing structured essays on specific topics.
Grammar: Editing short texts –identifying and correcting common errors in grammar and usage (articles, prepositions, tenses, subject verb agreement)
Vocabulary: Technical Jargons

Prescribed Textbooks:

1. *Pathfinder: Communicative English for Undergraduate Students.* 1st Ed., Orient Black Swan, 2023 (Units 1,2 & 3)

Reference Books:

1. Dubey, Sham Ji & Co. *English for Engineers.* Vikas Publishers, 2020
2. Bailey, Stephen. *Academic writing: A Handbook for InternationalStudents*. Routledge, 2014.
3. Murphy, Raymond. *English Grammar in Use.*4thEd., Cambridge University Press, 2019.
4. Lewis, Norman. *Word Power Made Easy- The Complete Handbook for Building Superior Vocabulary.* Anchor, 2014.

Web Resources:

GRAMMAR:

1. www.bbc.co.uk/learningenglish
2. https://dictionary.cambridge.org/grammar/british-grammar/
3. www.eslpod.com/index.html
4. https://www.learngrammar.net/
5. https://english4today.com/english-grammar-online-with-quizzes/
6. https://www.talkenglish.com/grammar/grammar.aspx

VOCABULARY

1. https://www.youtube.com/c/DailyVideoVocabulary/videos
2. https://www.youtube.com/channel/UC4cmBAit8i_NJZE8qK8sfpA

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Principles of Management
Category: PC
Course Code: 26BBBA11T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: On Completion of the course the student will Understand the basic Principles of management and will acquaint himself with management process, functions and Principles. Student will also get the idea about new developments in Management.

Course Outcomes:

At the end of the course, the student will be able to

1. Explain the fundamental concepts, functions, and principles of management, and analyse their relevance in modern organizations.
2. To develop effective plans by applying the principles of planning, decision-making, and problem-solving.
3. Analyze organizational structures and processes, and evaluate the importance of authority, delegation, centralization, and decentralization in management
4. Apply leadership and motivation theories to real-life situations and demonstrate effective communication strategies for managerial success
5. Evaluate and implement control mechanisms, productivity measures, and coordination techniques to improve organizational efficiency and effectiveness.

Unit -1 Introduction to Management **9**

Definition – Management – Concept, nature and scope, importance of management, the management process, hierarchy of management, managerial skills and competencies. Principles of management– Trends and Challenges of management in Global Scenario.

Unit – 2 Planning **9**

Definition – Concept and importance, planning process, Benefits, Essentials of a Good plan, – Planning Process – Types of Plans – decision making-Concept and process, types of Decision-making, Decision-Making Model.

Unit – 3 Organizing **9**

Definition – Concept, nature & scope, span of Management, organizational structure, types of organizational structures and their merits and demerits, process and significance. Authority and responsibility

Unit – 4 Directing **9**

Need for directing, principles and characteristics of directing, Leader Vs Manager – Communication – Types of Communication.

Unit – 5 Controlling and Co-ordination **9**

Controlling- importance of Controlling, characteristics of control, steps, resistance to control, design of effective control system and types. – Cost Control – Purchase Control – Maintenance Control – Co-Ordination.

Prescribed Textbooks

1. L.M Prasad; Principles of management; Sultan Chand and Sons 6th edition

Reference Books:

1. Harold Kooritz& Heinz Weihrich, “Essentials of Management”, Tata McGraw – Hill, 1998
2. Joseph L Massie “Essentials of Management”, Prentice Halla of India, (pearson) 4th edition 2003.
3.Gupta Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Fundamentals of Business Economics
Category: PC
Course Code: 26BBBA12T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: It aims to provide students with a clear understanding of the fundamental concepts and principles of economics and their application in business decision-making. It helps students differentiate between micro and macroeconomic perspectives, analyse demand and supply forces, evaluate production processes and cost structures, understand pricing and output decisions under different market structures, and assess the impact of national income, inflation, and business cycles on managerial decisions.

Course Outcomes:

At the end of the course, the student will be able to:

1. Explain fundamental concepts of economics and their relevance in managerial decision-making.
2. Apply demand and supply theories to analyse market equilibrium and forecast business demand.
3. Analyse production functions, returns to scale, and economies of scale for efficient resource allocation.
4. Evaluate pricing and output decisions under different market structures and implications of market failures.
5. Assess the impact of national income, inflation, and business cycles on managerial and policy decisions.

Unit -1 Introduction to Managerial Economics 10

Economics-Definition, concepts, micro vs macroeconomics, business economics, economics vs business economics; business decisions in short and long run, role and relevance of economics in decision making

Unit -2 Theory of Demand & Supply 7

Demand-Law of demand, demand function, demand schedule, types of demand, elasticity of demand, measurement of elasticity of demand, demand forecasting, demand forecasting methods. Exceptions to the law of demand. Supply- Law of supply, supply function, elasticity of supply. Market equilibrium.

Unit -3 Production Analysis 8

Production function with one variable and two variables, Production function, Return to Scale Factor, Economies of Scale – Types of Economies, Dis Economies of Scale

Unit -4 Market Structure 10

Market - Basis for classification of market power, kinds of competitive market, price and output decisions in competitive Markets. Market Failures – public goods, social goods, merit goods, administered prices (ceiling price and floor price) and Externalities – Positive and negative

Unit -5 Macro Economics 10

Macroeconomics- National Income-Concepts of national income, methods of calculating national income. Inflation causes-demand pull and cost push inflation, measures to control inflation, business cycles - phases of business cycles and measures to control business cycles.

Prescribed Textbooks:

1. Varshney, R.L. & Maheshwari, K.L. Managerial Economics – Sultan Chand & Sons.

Reference Books:

1. Salvatore, Dominick. Managerial Economics: Principles and Worldwide Applications – Oxford University Press.
2. Dwivedi, D.N. Managerial Economics – Vikas Publishing House.
3. Petersen, H.C. & Lewis, W.C. Managerial Economics – Prentice Hall of India.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Fundamentals of Accounting
Category: PC
Course Code: 26BBBA13T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: To enable students to understand the fundamentals of accounting, appreciate the importance of final accounts, and develop the ability to analyze the financial performance of business firms.

Course Outcomes:

At the end of the course, the student will be able to

1. Apply the Accounting Concepts, conventions and Principles of Accounting
2. Construct journal entries, ledger Accounts and trail balance
3. Analyze the performance of the organization through Trading, profit &loss, Balance sheet
4. Determine the Depreciation Methods in the Company/ industry
5. Apply appropriate methods to *ascertain* the profit or loss of a business.

Unit 1 Introduction to Accounting **10**

Meaning and Definitions - Need for Accounting –-Objectives of Accounting –Functions- Internal and External for Information- Accounting Concepts and Conventions (GAAP)

Unit 2 Accounting Systems **7**

Book-keeping –Double Entry System- Accounting Cycle- Classification of Accounts –Golden Rules of Accounting- Journal –-Ledger - Trial Balance (Problems and theory)

Unit 3 Final Accounts **8**

Capital and Revenue Expenditure Transactions - Final Accounts; Trading-Purpose, structure and Format, Profit and Loss Account-Purpose, structure and Format and Balance sheet with adjustments (Theory and Problems)

Unit 4 Depreciation **10**

-Meaning – Concept- Causes- Methods of depreciation and valuation -Straight Line Method, Diminishing Balance Method (Problems and Theory)

Unit -5 Incomplete Records of Accounts **10**

Introduction - Meaning and Definition- Features of Accounts from Incomplete Records- Limitations –Difference Between Single Entry and Double Entry- Preparation Statements of Affairs- Difference of Profit or Loss of Business- Ascertainment of Profit Loss of Business -

Prescribed Textbooks:

1. S.P. Jain, K.L Narang “Financial Accounting”, 3rd Edition, Kalyani Publishers, 2020

Reference Books:

1. Shukla, M. “Advanced Accounts” 19th Edition, S Chand Group, 2016
2. Jawahar Lal, Accounting-Principles and Practices: 3rd Edition, S. Chand, Ne
3. Maheswari, S.N., Maheswari,” Advanced Accountancy”, 10th Edition, Vikas house publication Ltd.,

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: BUSINESS ENVIRONMENT & INDUSTRIAL LAW
Category: PC
Course Code: 26BBBA14T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: To enable the students to develop an understanding on Business environment and various industrial, economic policies, also to acquire knowledge of Indian contract Act and also knowledge about the companies Act, 1956.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the fundamentals of business environment concepts.
2. Analyse the various industrial policies.
3. Describe the economic policies like monetary and fiscal policies.
4. Summarize the Indian contract Act. 1872.
5. Comprehend the companies Act. 1956.

Unit – 1 Introduction to Business Environment **9**

Meaning, Definition, Nature, and Significance of Business Environment – Factors affecting environment to the business – Salient features of Indian Economy

Unit – 2 Industrial Policies **9**

Meaning, objectives, Importance of Industrial Policies – Industrial Policies 1948, 1956, 1977 and 1991 their objectives and importance.

Unit - 3 Economic System **9**

Meaning, Objectives, Advantages, Techniques of Monetary Policy - Meaning, Objectives, Components of Fiscal Policy.

Unit – 4 Introduction to Indian Contract Act, 1872 **9**

Law: Rights, Duties and Liabilities –Mercantile Law, Civil Law and Commercial Law-Meaning, Definition of Contract – Classification of Contract – Fundamental steps are required to valid contract.

Unit- 5 Introduction to Companies Act, 1956 **9**

Evolution of Companies Act, 1956 – Characteristics of Company – Advantages and Disadvantages of Company – How to formation of a Company-Company Documents.

Prescribed Textbooks:

1. Aswathappa, Essential of Business Environment, Himalaya Publishing House.

Reference Books:

1. ND Kapoor, Business Laws, S. Chand Publications.
2. Raj Aggarwal, Business Environment, Excel Books
3. Legal aspects of Business, Akhileswar Patha, TMH, 7th edition, 2019

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Communicative English Lab
Category: HS
Course Code: 26BENG11L
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	2	1

Course Objectives: The main objective of Communicative English Laboratory course is to provide students with a range of self-instructional and learner-friendly methods for enhancing their language skills. This course is designed to train students in fundamental communication abilities and prepare them effectively for job interviews.

Course Outcomes:

At the end of the course, the student will be able to

1. Relate and differentiate the English speech sounds, stress, rhythm, intonation and syllable division for better listening and speaking comprehension
2. Develop effective communication skills through various verbal and non-verbal language learning practices
3. Demonstrate professional skills by actively participating role-plays and descriptions
4. Build an effective resonate and equip themselves with essential employability skills for professional success
5. Enhance public speaking skills and deliver oral presentations with clarity and confidence

List of Topics

1. Phonetics: Vowels & Consonants **4**
2. Just A Minute (JAM) **3**
3. Role Play / Situational Dialogues **3**
4. Oral Presentation/ Poster Presentation **4**
5. Information Transfer **4**
6. Describing people/objects/situations **2**

Suggested Software:

1. Walden Infotech
2. Sky Pronunciation Suite
3. Clarity Pronunciation Power – Part I
4. Learning to Speak English - 4 CDs
5. Loose Your Accent in 28 days, CD Rom, Judy Ravin

Prescribed Textbooks:

1. Meenakshi Raman, Sangeeta-Sharma. *Technical Communication*. Oxford Press.2018.

Reference Textbooks:

1. Grant Taylor. *English Conversation Practice.* Tata McGraw-Hill Education India, 2016
2. Hewing's, Martin. *Cambridge Academic English* (B2). CUP, 2012.
3. T. Balasubramanyam. *A Textbook of English Phonetics for Indian Students.* 3rd Ed., Trinity Press.

Web Resources:

Spoken English:

1. www.esl-lab.com
2. www.englishmedialab.com
3. www.englishinteractive.net

4. https://www.britishcouncil.in/english/online
5. http://www.letstalkpodcast.com/
6. https://www.youtube.com/c/mmmEnglish_Emma/featured
7. https://www.youtube.com/c/ArnelsEverydayEnglish/featured
8. https://www.youtube.com/c/engvidAdam/featured
9. https://www.youtube.com/c/EnglishClass101/featured
10. https://www.youtube.com/c/SpeakEnglishWithTiffani/playlists
11. https://www.youtube.com/channel/UCV1h_cBE0Drdx19qkTM0WNw

Voice & Accent:

1. https://www.youtube.com/user/letstalkaccent/videos
2. https://www.youtube.com/c/EngLanguageClub/featured
3. https://www.youtube.com/channel/UC_OskgZBoS4dAnVUgJVexc
4. https://www.youtube.com/channel/UCNfm92h83W2i2ijc5Xwp_IA

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Managerial Skill Development
Category: SEC
Course Code: 26BBBA15S
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
2	0	0	2

Course Objectives: The course aims to facilitate the holistic development of students by enabling them to understand and strengthen their sense of self, enhance self-esteem, and build emotional competence. It focuses on improving critical and creative thinking skills for students with effective communication and presentation skills essential for personal and professional growth.

Course Outcomes:

At the end of the course, the student will be able to

1. Analyse their core competencies, self-concept, and learning styles to identify the right personal and professional fit.
2. Evaluate their self-esteem levels using personality mapping tools and apply appreciative intelligence for self-improvement.
3. Apply emotional intelligence principles to manage positive and negative emotions effectively in real-life situations.
4. Develop critical and creative thinking skills by practicing divergent and convergent approaches to problem-solving.
5. Demonstrate effective oral and written communication through presentations, group discussions, and professional etiquette practices.

Unit – 1 Self **6**

Self: Core Competency, Understanding to Self, Components of Self, Self-Identity, Self-Concept, Self-Confidence and Self-Image, Skill Analysis and Finding the right fit. Self-Learning Styles, Attitude towards Change and Applications of Skills.

Unit – 2 Self Esteem **6**

Self Esteem: Meaning & Importance, Components of Self-Esteem, High and Low Self-Esteem, Measuring our Self-Esteem and its effectiveness, Personality Mapping Tests, Appreciative Intelligence.

Unit - 3 Building Emotional Competence **6**

Emotional Intelligence - Meaning, Components, Importance and Relevance, Positive and Negative Emotions, Healthy and Unhealthy Expression of Emotions, The Six-Phase Model of Creativity Thinking, ICEDIP model.

Unit – 4 Thinking Skills **6**

The Mind / Brain / Behavior, Thinking Skills, Critical Thinking and Leaning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotional and Critical Thinking, Creativity: Definition and Meaning of Creativity, The Nature of Creative Thinking, Convergent and Divergent Thinking, Idea Generation and Evaluation (Brain Storming), Image Generation and Evaluation.

Unit- 5 Communication Skills **6**

How to make Oral Presentation, Conducting Meetings, Reporting of Projects, Reporting of Case Analysis, Answering in Viva Voce, Assignment writing Debates, Presentations, Role Plays and Group Discussions on Current Topics, Audio and Video Recording of the above exercises to improve the non-verbal Communication and Professionals Etiquettes.

Prescribed Textbooks:

1. Gallagher (2010), Skills Development for Business & Management Students Oxford University Press.

Reference Books:

1. Si SAL Journal - The Management Skills of All Managers.
2. Dr. K. Alex. S. Chaand – Managerial Skills
3. Cynthia Menezes, Prabhu, Pento -Managerial Skills-2 -Print Publishing LLP.

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Indian Heritage and Culture
Category: VAC
Course Code: 26BBBA16T
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
2	0	0	2

Course Objectives: The course on Indian Heritage and Culture aims to introduce students to the richness and diversity of India's cultural traditions and heritage. It provides an understanding of the historical evolution of Indian values, practices, and traditions, while highlighting the nation's contributions in the fields of art, architecture, literature, philosophy, science, and technology. The course also seeks to create awareness about India's composite and pluralistic culture, its relevance in the contemporary global context, and to instil a sense of pride, responsibility, and ethical values rooted in the Indian heritage.

Course Outcomes:

At the end of the course, the student will be able to

1. Demonstrate knowledge of the salient features of Indian culture and civilization.
2. Analyze the influence of Indian heritage on modern business, ethics, and leadership.
3. Appreciate India's cultural diversity and its role in shaping national identity.
4. Apply learning from Indian values and traditions to personal and professional life.
5. Exhibit sensitivity towards cultural heritage and contribute to preserving it in society.

Unit 1 Introduction to Indian Heritage and Culture 6

Definition and concept of culture and heritage-Features and characteristics of Indian culture and heritage, Unity, and diversity in India-Society in India through ages- ancient period- Varna and Jati, family and marriage in India, caste system, Position of women in Ancient India.

Unit 2 Art and literature of India 6

Development and evolution of Indian art – Major forms and styles of Indian art: Sculpture: Gandhara School and Mathura School of Art, Dance, Music, customs, Folk dance and music (popular forms only), Handicraft etc.,

Unit 3 Philosophy and religion of India 6

Major schools and systems of Indian philosophy and religion, Concepts and doctrines of Indian philosophy and religion – Pilgrimage destinations of important religions and faiths, Important Religious Festivals.

Unit 4 Architecture of India 6

Features and elements of Indian architecture -Types of Indian architecture, Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture, Colonial Architecture etc.- Important tourism monuments of these styles. -Threats and risks to Indian culture and heritage

Unit 5 Science, Technology, and Education in Ancient India 6

Contributions in mathematics (Aryabhatta, Bhaskaracharya, Brahmagupta)-Developments in astronomy, medicine (Ayurveda, Sushruta, Charaka), and metallurgy-Indian contributions to linguistics and grammar (Panini)-Education in ancient India: Gurukul system, Nalanda, Takshashila, Vikramashila universities-Knowledge transfer and influence on other civilizations.

Prescribed Textbooks:

1. A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century-Upinder Singh – (Pearson)

Reference Books:

1. Harle, J.C. (1994). The Art and Architecture of the Indian Subcontinent. Pelican History of Art (2nd ed.). Yale University Press.
2. Michell, George, (1977) The Hindu Temple: An Introduction to its Meaning and Forms, 1977, University of Chicago Press
3. The Architecture of India: Hindu, Buddhist, and Jain – Satish Grover, Vikas Publishing

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Fundamentals of IT Lab
Category: COM
Course Code: 26BCOM11L
Branches: BBA
Year: I Year
Semester: I Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	3	1.5

Course Objective: To equip students with fundamental knowledge and practical skills in computer applications, enabling them to effectively use word processing, spreadsheets, and presentation tools for academic and business purposes.

Learning Outcomes:

At the end of the course, the student will be able to

1. Describe the basic components, types, and applications of computer systems.
2. Create and format professional documents using MS Word tools.
3. Prepare and manage worksheets by entering, saving, and organizing data in MS Excel.
4. Analyze data using formulas, functions, and cell referencing in Excel for business decision-making.
5. Design and present effective business presentations using MS PowerPoint.

Unit -1 Computer system: An Overview 6

Introduction to computer, block diagram of a computer, input and output devices of computer, GUI, evolution of computer, characteristics, types and classification of computer, application of computer, memory devices.

Unit -2 Word Processing-MS Word 6

Introduction to MS Word, editing a document, previewing a document, printing documents, formatting a document, Find and replace, checking the grammar and spelling, auto correct, word count, handling graphics, table insert and modifications, conversion of table, converting a word document in various format.

Unit -3 Work Sheets: MS Excel-I 6

Worksheet Basic, creating worksheet, entering data into worksheet, entering text data, dates, alphanumeric and values, saving and quitting worksheet, opening an existing worksheet.

Unit -4 Work Sheet: Using formulas in MS Excel-II 6

Toolbars and menus, keyboard shortcuts, working with single and multiple worksheets, working with formulas and cell referencing, auto sum, copying formulas, working with range, formatting of worksheets.

Unit -5 Presentations using MS PowerPoint 6

MS power point – Creating, saving, and opening presentations, Inserting and formatting slides, applying design themes, inserting images, shapes, SmartArt, and charts, Slide show view, Printing slides

Prescribed Textbooks:

1. P.K. Sinha & P. Sinha – Computer Fundamentals – BPB Publications, 6th Edition, 2020.

Reference Books

1. Curtis Frye – Microsoft Excel 2019 Step by Step – Microsoft Press, 1st Edition, 2019.
2. Joyce Cox, Joan Lambert, & Curtis Frye – Microsoft Office 2019 Step by Step – Microsoft Press, 1st Edition, 2019.
3. R.K. Taxali- MS Office for Everyone: Professional Approach to Office Productivity – Tata McGraw Hill, 2nd Edition, 2019.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Basic Elements of Marketing
Category: PC
Course Code: 26BBBA21T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: To enable students to understand the basic marketing concepts, Analytical skills and product decisions and highlight the role of marketing channels.

Course Outcomes:

At the end of the course, the student will be able to

1. Define and apply marketing management concepts to real-world business scenarios.
2. Conduct marketing research and analyse consumer & business markets to capture insights.
3. Classify products, analyse product mix decisions, and design strategies for different stages of the product life cycle.
4. Apply pricing methods and strategies including product mix pricing, promotional and discriminatory pricing.
5. Design and evaluate marketing channels for efficient distribution and conflict resolution.

Unit -1 Introduction to Marketing 9

Understanding Marketing management: Defining market for the new realities - Developing Marketing strategies and plans – creating long term loyalty relationships – Marketing mix, product mix and service marketing mix

Unit -2 Marketing Research 9

Capturing marketing insights: Collecting information and forecasting demand – Conducting marketing research – Connecting with customers – Analyzing Consumer markets – analysing business markets – Tapping into global Markets –Value chain in Marketing

Unit -3 Market segmentation 8

Consumer market and Industrial market Criteria for effective market segmentation – Target market selection process and strategies new product development stages.

Unit -4 Pricing 9

Setting the price – pricing process – Pricing methods – Adopting pricing – Geographical pricing – Price discounts and allowances – Promotional pricing – discriminatory pricing – Product mix pricing.

Unit -5 Marketing channel and promotion mix 10

The importance of Marketing channel – Channel functions, channel Levels, types of wholesalers, Meaning and objective of Promotion – sales promotion objective and tools – Personal selling process.

Prescribed Textbooks:

1. Marketing Management, Phillip Kotler, Kevin Lane Kellar, 12/e, Pearson, 2007

Reference Books:

1. Marketing– The Core, Kerin, Hartley and Rudelius, McGrawHill, Irwin, 2007.
2. Marketing, Lamb, Hair and McDaniel, 7/e, Thomson Publishers, 2006.
3. Marketing Management, Czinkota & Kotabe, 2/e, South Western Cengage Learning, 2008

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Entrepreneurship
Category: PC
Course Code: 26BBBA22T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: This course introduces the basic concepts of entrepreneurship and enterprise creation. It equips students with the skills to identify opportunities, prepare business plans, secure funding, and manage new ventures. It also emphasizes entrepreneurial ethics and social responsibility.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the fundamental concepts, traits, and role of entrepreneurs in economic development.
2. Identify business opportunities and develop innovative ideas for new ventures.
3. Prepare and evaluate business plans including marketing, finance, and organizational strategies.
4. Analyze sources of capital and apply financial and managerial skills to run a venture.
5. Evaluate expansion strategies such as mergers, franchising, and joint ventures.

Unit -1 Introduction to Entrepreneurship: 9

Definition - Traits of entrepreneurs -Entrepreneur vs Manager - Entrepreneur vs Intrapreneur - Entrepreneurial decision process -Role of entrepreneurship in economic development -Ethics and social responsibility -Opportunities in India and abroad - Woman entrepreneurs

Unit -2 Creating and Starting the Venture 7

Sources of new ideas - Methods of generating ideas - Creative problems solving - Product planning and development process.

Unit -3 The Business Plan 9

Nature and scope – Writing, evaluating and implementing business plans – Marketing, financial and organizational plan - Launching formalities.

Unit -4 Financing and Managing the New Venture 10

Sources of capital - Record keeping – Recruitment - Motivating and leading teams – Financial controls, marketing and sales controls – e-commerce and Internet advertising.

Unit 5 New Venture expansion strategies and Issues 10

Joint ventures - Acquisitions – Mergers - Franchising - Public issues, Rights issues, Bonus issues and Stock splits.

Prescribed Textbooks:

1. Robert D. Hisrich, Michael P. Peters & Dean A. Sheperd: Entrepreneurship, Tata McGraw Hill, 6th edition, 2011.

Reference Books:

1. S.S. Khanka: Entrepreneurship Development, S. Chand Publications, 2006.
2. Mark J. Dollinger: Entrepreneurship, Strategies and Resources, Pearson, 3rd edition, 2002.
3. Donald F. Kuratko& Richard M. Hodgetts: Entrepreneurship Theory Process and Practice, Thompson South Western, 7th Edition, 2007.

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Cost Accounting
Category: PC
Course Code: 26BBBA23T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: The objective of this paper is discussing nature, scope, objectives of cost accounting. Explain the elements of cost, preparation of cost sheet and contract costing, standard costing. To analyze Break Even Point.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the fundamentals of costing.
2. Analyze the elements of cost.
3. Describe the costing techniques.
4. Summarize the Standard Costing.
5. Know the Marginal Costing.

Unit – 1 Introduction to Cost Accounting **9**

Meaning, Definition, Nature, Scope, Objectives, Advantages and Disadvantages of Cost Accounting – Cost Accounting Vs Financial Accounting – Cost Accounting Vs Management Accounting –Cost Centres – Classification of Cost.

Unit – 2 Elements of Cost **9**

Material Cost – Issue of Material (FIFO, LIFO, Weighted Average Method, Simple Average Method) – Labour Cost – Methods of Wage Payments Premium Plans (Halsay Rowan) -Overheads- Methods for allocating, distributing overheads.

Unit - 3 Cost Accounting Techniques **9**

Cost Sheet – Output Costing – Job Costing – Contract Costing – Process Costing (Simple problems).

Unit – 4 Standard Costing and Variance Analysis **9**

Advantages, Limitations of Standard Costing – Material Variance – Labour Variance – Overhead variance.

Unit- 5 Marginal Costing **9**

Variable or Direct Costing - Absorption Costing – Calculation of Cost-Volume-Profit Analysis – BEP Analysis.

Prescribed Textbooks:

1. S.P. Jain and KL Narang – Cost Accounting – Kalyani Publishers.

Reference Books:

1. J. Madegowda, Cost Accounting, Himalaya Publishing House.
2. M.N. Arora – Introduction to Cost Accounting, Himalaya Publishing House.
3. M.N. Arora – Cost Accounting Principles and Practices, Vikas Publications, 2015.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Business Mathematics
Category: BS
Course Code: 26BMAT21T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: The course aims to provide students with a strong foundation in business mathematics by introducing essential concepts of matrices, algebra, arithmetic, progressions, set theory, and calculus. It equips students with problem-solving skills, logical reasoning, and the ability to apply mathematical tools in analysing and solving business-related problems.

Course Outcomes:

At the end of the course, the student will be able to

1. Apply matrix operations to solve business-related problems.
2. Analyse and solve the systems of equations using inverse and determinants.
3. Solve linear and quadratic equations and calculate ratios and proportions in business contexts.
4. Classify and use different operations of sets for solving business problems.
5. Interpret and apply differentiation for solving business-related problems.

Unit – 1 Introduction to Matrices **9**

Matrix: Introduction- Square Matrix – Row Matrix – Column Matrix – Diagonal Matrix, Identity Matrix – Addition – Subtraction & Multiplication of Matrix – Determinant - Transpose of a Matrix – Trace of a Matrix.

Unit – 2 Rank of a Matrix and Solution of Linear system of equations **9**

Rank of a Matrix – Inverse of a Matrix – Solution to a system of linear equations – Solution of simultaneous equations by determinants by Cramer's rule.

Unit - 3 Arithmetic and Numerical Progressions **9**

Linear and quadratic equations – simultaneous equations - Ratio - Proportion – Logarithms – Progressions – Arithmetic, Geometric & Harmonic – Simple Binomial expansions.

Unit – 4 Set Theory **9**

Set theory- Notation of sets – Singleton set – finite set – Infinite set – Universal set, Null set – Subset – Proper Subset – Union of sets – Intersection of Sets – Complement of sets – De morgan's laws (without proof) – Number of elements in a set.

Unit- 5 Differential Calculus **9**

Rules of Differentiation – Standard results – Derivatives of higher order – Maximum and Minimum values of a function – Application of simple derivatives to price elasticity of Demand.

Prescribed Textbook:

1. B.C. Mehta & G.M.K. Madnani – Mathematics for Economists, S. Chand & Sons, 9th Edition, 2008.

Reference Books:

1. Qazi Zameeruddin, Vijay K. Khanna, and S. K. Bhambri - Business Mathematics, Vikas Publishing House, 2nd Edition, 2009.

2. M. Raghavachari, Mathematics for Management: An Introduction, Tata McGraw-Hill Education, 1st Edition, 2011.
3. G. S. Monga, Mathematics and Statistics for Economics, Vikas Publishing House, 2nd Edition, 2001.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course Information Processing and Management
Category: PC
Course Code: 26BBBA24T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: Information systems (IS) have become a vital component of successful business firms and other organizations. They thus constitute an essential field of study in business administration and management. Today, IS, is used extensively to acquire, to develop and communicate information, and, to assist managers with decisions they make. It examines how the management of organizations can be improved by efficient and intelligent computer systems and provides knowledge about analytical approaches for the economic evaluation of organization information systems.

Course Outcomes:

At the end of the course, the student will be able to

1. Understand the fundamental elements of information systems and the need to leverage information for business success.
2. Describe the fundamental principles of computer hardware, software, and networking and applications development.
3. Explain why information systems are so important today and how they are transforming organizations and management.
4. Identify various IS applications for supporting different business functions, operations, decisions, and competitive advantage.
5. Understand how organizations develop and manage their information systems. - recognize information security, privacy, ethical and societal issues

Unit -1 Introduction to Information Systems (IS) 9

Evolution and importance of IS, Classification of IS, Difference between IS and IT- An IS framework for business professionals, the fundamental roles of IS in business - Trends in IS, Changing the corporate environment.

Unit -2 Information and Managerial effectiveness 9

New Decision-making scenario - Information as a corporate Resource; Features of information - Managerial effectiveness and information - Information needs and management levels - Types of information - Pervasiveness of information needs - Process of generation of information - Elements of Information Technology (IT) infrastructure - IT resources; Elements of IS.

Unit -3 Business Information Systems (BIS) 10

Introduction - Business IS - Features of Business Information Systems - Performance of Business Information System - Users of Business Information Systems - Shared BIS and Personal BIS - Business Functions and Information Needs of Business - Marketing function and information needs - Finance function and information needs - Production function and information needs - Human Resource Management and Information Needs - Integration of Business Functions.

Unit -4 Types of Information Systems 9

Transaction Processing System, Decision Support System - Management Information System, Office Automation System - Group Decision Support System, Executive Information System - Online Analytical Processing, Artificial Intelligence, Expert Systems - Fuzzy Logic, Intelligent Agents, Knowledge Management - Introduction to Strategic Information Systems - Elements of strategic Management -

Customer Resource life cycle frame work - Frame work global competition.

Unit -5 Security, Ethical and Societal challenges 8

Business challenges of computer viruses - Ethical responsibility of business professionals - Computer crime, Hacking, Cyber Theft, Unauthorized use at work, Piracy of Intellectual Property-
Privacy on the Internet - Tools of Security Management- Internet worked security defenses: Encryption, Firewalls, E-mail monitoring, and Virus defenses - Other security measures: Computer failure controls, Security codes, Backup files, Security monitors, Biometric security, Disaster recovery

Prescribed Textbooks:

1.O'Brien, James A.; Marakas, George M: Introduction to Information Systems, 13th ed., McGraw-Hill, 2007

Reference Books:

1.O'Brien, James A.; Marakas, George M: Management Information Systems, 8th ed., McGraw-Hill, 2008
2.Haag, Stephen: Cummings, Maeve: Information Systems Essentials. 2nd ed. McGraw ¬ Hill /Irwin, 2008
3. Shelly, G.B.; Cashman, T.J.; Vermaat M.E.: Discovering Computers 2009: A Gateway to Information, Thomson, 2008.

ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Environmental Studies
Category: BS
Course Code: 26BCHE21T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
3	0	0	3

Course Objectives: This course aims to raise awareness among students about the environment and the critical need to protect natural resources. It emphasizes the significance of ecosystems and biodiversity, while sensitizing students to the pollution challenges caused by everyday human activities. Additionally, the course equips students with the skills to identify and address social issues related to the environment.

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

1. Explain how natural resources should be utilized with a focus on sustainability.
2. Describe the need to protect ecosystems and biodiversity for future generations.
3. Comprehend major pollution problems related to ecosystems.
4. Apply quantitative reasoning skills in the proper utilization of goods and services.
5. Analyze the interconnectedness of human dependence on Earth's ecosystems.

Unit -1 Multidisciplinary Nature of Environmental Studies 10

Definition, Scope and Importance – Need for Public Awareness. Natural resources: Renewable and non-renewable resources – Forest resources: Uses, deforestation– Water resources: Uses, floods, drought – Mineral resources: Uses, environmental effects of extracting mineral resources – Food resources: Impacts of overgrazing, problems with traditional agriculture, effects of modern agriculture – Land Resources: Land degradation, soil erosion Energy resources: Renewable and non-renewable energy resources.

Unit -2 Ecosystems, Biodiversity and its Conservation 10

Ecosystems: Producers, consumers and decomposers – Food chains, food webs and ecological pyramids – Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, lake ecosystem.

Biodiversity and Its Conservation: Definition – Value of biodiversity. Hot-spots of biodiversity – Threats to biodiversity–Conservation of bio diversity.

Unit -3 Environmental Pollution 8

Definition, Causes, effects and control measures of: Air Pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards. Solid waste management: Causes, effects and control measures of urban and industrial wastes. e-waste: sources and health hazards. Need for e-waste management – recycling.

Unit -4 Social Issues and the Environment 9

Rain water harvesting, Environmental ethics: Issues and possible solutions – global warming, acid rain, ozone layer depletion – Environment Protection Act – Air (Prevention and Control of Pollution) Act – Water (Prevention and control of Pollution) Act – Wildlife Protection Act – Forest Conservation Act.

Unit -5 Human Population and the Environment 8

Population explosion – Family Welfare Programmes – Environment and human health – Value Education – HIV/AIDS – Role of information Technology in Environment and human health, Field work – Visit to a local area to document environmental assets

Prescribed Textbooks:

1. Kaushik, Anubha, and C.P. Kaushik. Perspectives in Environmental Studies. 6th Ed., New Age International Publishers, 2018.

Reference Books:

1. Joseph, Benny. Environmental Studies. 3rd Ed., McGraw Hill Education, 2017.
2. Dhinakaran, A., and B. Sankaran. A Textbook of Environmental Studies. Himalaya Publishing House, 2017.
3. Chawla, Shashi. A Textbook of Environmental Studies. McGraw Hill Education, 2017.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: MOOC'S (Massive Open Online Course)
Category: PE
Course Code: 26BBBA25T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	12 Weeks	3

Course Objectives: To Provide high quality education, that is easily accessible to everyone at free cost.

Course Outcomes:

At the end of the course, the student will be able to

1. Summarize about different aspects of Business.

MOOCs (Massive Open Online Courses) are online courses designed to provide large-scale access to education, often free of charge, to learners around the world. They are offered by universities, educational institutions, and other platforms to make high-quality learning more accessible. Popular platforms offering MOOCs include Coursera, Swayam, NPTEL, edX, Udemy, and Future Learn.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Self-Awareness & Personality Development
Category: SEC
Course Code: 26BBBA26S
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
0	0	2	1

Course Objectives: To equip students with essential life and professional skills such as goal setting, time management, stress and emotional control, effective communication, memory enhancement, critical thinking, debating, and social etiquette, enabling them to perform confidently in academic, personal, and workplace environments.

Learning Outcomes:

At the end of the course, the student will be able to

1. Define and illustrate their personal and career goals using creative tools like vision boards or pitches.
2. Classify and prioritize tasks using a time management framework.
3. Demonstrate healthy ways of managing stress and emotions through role play.
4. Deliver and articulate ideas clearly and confidently in front of an audience.
5. Analyse and perform solutions for real-life interpersonal and workplace situations.
6. Construct and recall information by applying associative memory techniques.
7. Evaluate and argue different perspectives logically in a debate setting.
8. Present and explain the importance of chosen etiquette/manner in professional and social contexts.

Activity Areas:

1. Goal Setting **3**

- **Vision Board Creation**: Students create a digital or physical vision board using images, quotes, and words representing their career aspirations and life goals. They explain their board to peers, linking visuals with future plans.
- **Elevator Pitch for Goals:** Students prepare and deliver a 1-minute elevator pitch about their primary career goal as if they were pitching to an employer or mentor. This builds clarity and confidence.

2. Time Management **3**

- **Eisenhower Matrix Game:** Students are given a list of 10–12 mixed tasks (e.g., "exam tomorrow," "watch Netflix," "friend's call," "assignment due"). They must place them into the 4 quadrants: Urgent–Important, Not Urgent–Important, Urgent–Not Important, Not Urgent–Not Important.

3. Stress & Emotional Management **3**

- **Role Play-Emotional Situations**: Divide students into small groups. Give scenarios like *"Exam results are delayed," Conflict with a friend,"* or *"Job interview stress."* Each group enacts how stress shows up and healthy ways to manage it.

4. Elocution **3**

- **Impromptu Speech:** Students can pick a topic of their own (e.g., Social Issues, Current Affairs & Contemporary Topics, Technology, Business & Economy) and speak for 5-10 minutes.

5. Role Play **2**

- **Situational Role Play:** Students will be divided into pairs or groups of three. Each group will be given a real-life situation related to business or everyday interactions (e.g., job interview, customer complaint, workplace conflict). They will act out the scenario through role play, demonstrating communication, problem-solving, and interpersonal skills in a practical manner.

6. Memory Development **2**

- **Story-Linking Method (Associative Memory):** Students are given a random list of 15–20 unrelated words (e.g., pen, moon, ladder, elephant…). They must create a short story connecting all words in order. They narrate the story to recall the full list.

7. Debate **2**

- **Balloon Debate**: Each student takes on the role of a famous personality/professional (e.g., teacher, doctor, entrepreneur, cricketer). They debate why they should be "saved" if only one can remain in a metaphorical "hot-air balloon" that is losing height.

8. Etiquettes & Manners **2**

- **Etiquette Showcase**: Each student selects one etiquette or manner (e.g., dining etiquette, workplace etiquette, communication manners, digital etiquette) and delivers a short speech or presentation explaining its importance, correct practice, and relevance in daily or professional life.

Prescribed Textbooks:

1. Personality Development and Soft Skills. Barun K. Mitra, Oxford University Press, 3rd Edition, 2023

Reference Books:

1. The EQ Edge: Emotional Intelligence and Your Success. Steven J. Stein & Howard E. Book, Jossey-Bass/Wiley, 2020.
2. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz& Paula Lentz – Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill, 2009 (11th Edition)
3. Soft Skills: Know Yourself and Know the World. K. Alex, S. Chand Publishing, 2012.

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EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Title of the Course: Constitution of India
Category: VAC
Course Code: 26BENG21T
Branches: BBA
Year: I Year
Semester: II Semester

Lecture Hours	Tutorial Hours	Practice Hours	Credits
2	0	0	2

Course Objectives: The primary objective of this course is to develop an in-depth understanding of India's constitutional framework, governance, and administrative setup. It aims to familiarize students with the concepts of citizenship, rights, duties, and responsibilities as enshrined in the Indian Constitution. The course also seeks to provide knowledge of the role and functions of the Judiciary, Election Commission, and the electoral process in strengthening democracy. Furthermore, it enables students to appreciate India's rich cultural, social, and political heritage in shaping modern governance. Above all, the course aspires to build responsible citizenship qualities and ethical values among students, aligning them with the spirit of civil society and democratic participation.

Course Outcomes:

At the end of the course, the student will be able to

1. Explain the making of the Indian Constitution and its salient features including preamble, objectives, and governance structure.
2. Analyse the roles and responsibilities of the President, Prime Minister, Governor, Chief Minister, and other government functionaries at both Union and State levels.
3. Evaluate the functioning of urban and rural administration including municipalities, municipal corporations, Zilla Parishads, and Gram Panchayats.
4. Analyse the concept of citizenship, duties, rights, and civil society roles in promoting responsible democratic participation.
5. Evaluate the structure and functions of the judiciary and election commission in ensuring constitutional governance and democratic integrity.

Unit -1 Making of Indian Constitution **6**

Constituent Assembly–Composition, Objectives, Preamble and - Salient features of the Indian Constitution.

Unit -2 Governments of India **6**

Union Government: Roles, Powers and positions of President, Prime Minister and Council of Ministers State Government: Roles, Powers and positions of Governor, Chief Minister and Council of Ministers.

Unit -3 Urban and Rural Administration **6**

Role and Importance of District Administrative head - Municipality: Introduction, Mayor role, role and functionality of the Municipal Corporation and Municipalities, Zilla Panchayat and Grama Panchayat

Unit -4 Roles and Responsibilities of citizens under Indian Constitution **6**

Concept of Citizenship, Fundamental duties, Right to Information Act, Citizenship Amendment Act, Civil Society

Unit -5 Judiciary and Electoral Process **6**

Supreme Court and High Court compositions, powers, functions and Judicial Review - Election Commission: Roles and Functions – Overview of the electoral Procedure – Composition powers

Prescribed Textbooks:

1. R.C. Agarwal, (1997) "Indian Political System", S. Chand and Company, New Delhi.

Reference Books:

1.Sharma, Brij Kishore, “Introduction to the Constitution of India”, Prentice Hall of India, New Delhi
2. Durga Das Basu, “Introduction to the Constitution of India “, Prentice Hall of India, New Delhi.