MOOGAMBIGAI CHARITABLE AND EDUCATIONAL TRUST

Rajarajeswari College of Engineering

(An Autonomous Institution under Visvesvaraya Technological University, Belagavi)
#14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bengaluru–560074

Bachelor of Business Administration

III & IV Semester Scheme and Syllabus

(2025 Scheme)

VISION

To empower young minds through technology, research and innovation, to produce technically competent and socially responsible professionals in higher education.

MISSION

1. To deliver excellence in education through innovative teaching, impactful research, and continuous skill development, preparing students to meet global challenges with technical expertise and ethical responsibility.
2. To foster a transformative learning environment that integrates technology, research and practical experience, empowering students to become skilled professionals and socially conscious leaders.
3. To cultivate a culture of lifelong learning and professional excellence by encouraging creativity, research, and community engagement, equipping students with the skills to thrive in a dynamic world.
4. To provide a holistic educational experience that combines advanced technology, hands-on research, and community-focused learning, shaping students into competent, ethical professionals who contribute positively to society.

QUALITY POLICY

Rajarajeswari College of Engineering is committed to imparting quality technical education that nurtures competent, ethical professionals with global relevance. We ensure academic excellence through a dynamic, outcome-based curriculum, experienced faculty, and cutting-edge infrastructure. Continuous improvement is driven by innovation, research and strong industry collaboration. We foster holistic development and a progressive environment that supports lifelong learning, teamwork, and professional growth.

CORE VALUES

Academic Excellence, Integrity, Innovation, Global Competence, Continuous Improvement.

Bachelor of Business Administration

DEPARTMENT VISION

To be a center of excellence in emerging areas of business through teaching, learning and research.

DEPARTMENT MISSION

1. To transform life through excellence in education, research and consultancy.
2. To develop necessary competencies in students by providing exposure to advanced areas of knowledge through teaching, research and consultancy.
3. To help transform entrepreneurial ideas into sustainable economic and social organizations.
4. To enhance employability and provide adequate opportunities for better employment.
5. To promote moral and value based learning.
6. To inculcate multiculturalism and accommodate diversity.

PROGRAM OUTCOMES (POs)

PO1: Business and Management Knowledge: Understand core business functions like Accounting, Marketing, and Human Resources, and apply Management principles to different situations. Cultivate an entrepreneurial mindset to identify opportunities, innovate, and create value.

PO2: Entrepreneurial and innovative skills: Program outcomes for a BBA include developing foundational knowledge in management and business principles, Identify business opportunities, develop business plans, and build entrepreneurial ventures

PO3: Critical Thinking and Problem Solving: enhancing critical thinking and problem-solving skills, and building competencies in areas like communication, leadership, and entrepreneurship. Analyze complex business problems, use data for decision-making, and develop strategic solutions.

PO4: Communication and Professional Skills: Communicate effectively in both written and verbal forms, and exhibit professional behavior in business interactions.

PO5: Leadership: Demonstrate leadership abilities to guide teams and collaborate effectively.

PO6: Global and Cultural Awareness: Understand global business dynamics and work effectively in diverse, multicultural environments.

PO7: Ethical and Social Responsibility: Recognize and resolve ethical issues and understand the importance of social and environmental responsibility.

PO8: Lifelong Learning: Develop the aptitude to adapt to change and engage in continuous learning throughout their careers.

PO9: Foundational knowledge: Acquire a solid understanding of core business areas like management, marketing, finance, and human resources.

PO10: Strategic Thinking: Develop the ability to analyze business situations, make informed, data-driven decisions, and solve problems strategically.

PO11: Leadership and Teamwork: Enhance the ability to lead and manage teams effectively and function in a multi-disciplinary work environment.

PO12: Ethical and Professional Competency: Develop ethical values and professional competencies for entry-level positions or entrepreneurship.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO1: To assist students to shape them in to business leaders, entrepreneurs and to meet social, managerial and business challenges.

PEO2: To assist students to show high levels of creativity, critical thinking, responsibility, teamwork and leadership in their careers to adapt themselves to rapidly changing environment.

PEO3: To equip students with necessary knowledge and managerial skills to occupy positions of management and administration in business and Industry.

PEO4: To inculcate appropriate ethical values and attitudes among students.

PEO5: To provide leadership skills, understand group and individual dynamics, and enable to work in teams.

PEO6: To mentor the students towards professionalism.

PEO7: To meet to the requirements of industry.

PEO8: To enable the students to meet the global standards.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO1: Nurturing industry ready professionals with business and management acumen, who shall hold high degree of human values and social consciousness in their professional and personal lives.

PSO2: Enhance skills to lead digital transformation in your organization

PSO3: Strengthen interpersonal effectiveness and the ability to manage large teams

INDEX

III Semester			
Sl. No.	**Course Code**	**Course Title**	**Page No.**
1.	B25BBA301	Human Resource Management	1
2.	B25BBA302	Marketing Management	3
3.	B25BBA303	Production and Operations Management	5
4.	B25BBA304	Design Thinking and Innovation	7
5.	B25BBA305	Indian Constitution	9
6.	B25BBA306	Advance Excel Skills for Business	11
7.	B25BBA307	Sustainable Development Goals	13

IV Semester			
Sl. No.	**Course Code**	**Course Title**	**Page No.**
1.	B25BBA401	Management Accounting	15
2.	B25BBA402	Business Strategy	17
3.	B25BBA403	Entrepreneurship Development	19
4.	B25BBA404	Business Research Methods	21
5.	B25BBA405	Environmental Science and Sustainability	23
6.	B25BBA406	Enterprise Resource Planning	25
7.	B25BBA407	Digital Marketing	27

Common Courses III & IV Semester			
Sl. No.	**Course Code**	**Course Title**	**Page No.**
1.	B25BBA308A / 408A	National Service Scheme	30
2.	B25BBA308B / 408B	National Cadet Corps	33
3.	B25BBA308C / 408C	Physical Education	34
4.	B25BBA308D /408D	Yoga	35
5.	B25BBA308E/ 408E	Music	37

MOOGAMBIGAI CHARITABLE AND EDUCATIONAL TRUST

Rajarajeswari College of Engineering

(An Autonomous Institution under Visvesvaraya Technological University, Belagavi)

DEPARTMENT OF MANAGEMENT STUDIES

Bachelor of Business Administration

Scheme of Teaching and Examinations – 2025 Scheme

Outcome Based Education (OBE) and Choice Based Credit System (CBCS) Effective from the Academic Year 2026-27

III Semester

Sl.No	Course Category and Course Code		Course Title	TD / PSB	Teaching Hours / Week				Examination				Credits
					Lecture	Tutorial	Practical	TW + SL	CIE Marks	SEE Marks	Total marks	SEE Duration in hours	
					L	T	P	S					
1.	DSC	B25BBA301	Human Resource Management	BBA	42	28	0	50	50	50	100	3	4
2.	DSC	B25BBA302	Marketing Management	BBA	42	28	0	50	50	50	100	3	4
3.	DSC	B25BBA303	Production and Operations Management	BBA	42	28	0	50	50	50	100	3	4
4.	MDEC /OEC	B25BBA304	Design Thinking and Innovation	BBA	2	0	0	2	50	50	100	3	2
5.	VBC	B25BBA305	Indian Constitution	BBA	2	0	0	2	50	50	100	1	2
6.	SEC	B25BBA306	Advance Excel Skills for Business	BBA	2	0	0	2	50	50	100	2	2
7.	SEC	B25BBA307	Sustainable Development Goals	BBA	2	0	0	2	50	50	100	2	2
8.	MNC	B25BBA308A/ B/C/D/E	National Service Scheme /National Cadet Corps / Physical Education/ Yoga /Music	BBA	2	0	0	0	100	-	100	-	PP
								TOTAL	450	350	800	-	20

DSC – Discipline-Specific Core Course, MDEC/OEC - Multidisciplinary Elective Course/Open Elective Course, AEC-Ability Enhancement Course, SEC- Skill Enhancement Courses, VBC- Value Based Course, MNC: Mandatory Non- Credit course (Students have to qualify for the award of the bachelor's degree).

NSS / NCC / PE / Yoga / Music: All students are required to register for anyone of the following courses; National Service Scheme/National Cadet Corps/Physical Education /Yoga/ Music - with the respective course coordinator during the first week of the third semester.

Colleges shall submit Continuous Internal Evaluation (CIE) marks for each semester based on the activities completed by students under the selected course. Students may opt for different activities/options across semesters. For instance, a student participating in PE during 3rd semester may choose NSS in the 4th semester or Yoga. Activities shall be conducted over two semesters (III&IV), and successful completion of the registered course/courses along with the required CIE score is mandatory for the award of the degree. Institutions must ensure that events are appropriately scheduled and reflected in the semester-wise calendar for NSS, PE, Music, and Yoga activities.

These courses shall not be considered for the calculation of SGPA or CGPA and for vertical progression. However, completion of course (s) is compulsory for degree eligibility.

HOD **Dean-Academics** **Principal**

IV Semester

S. No	Course Category and Course Code		Course Title	TD / PSB	Teaching Hours / Week				Examination				Credits
					Lecture	Tutorial	Practical	TW + SL	CIE Marks	SEE Marks	Total marks	SEE Duration in hours	
					L	T	P	S					
1.	DSC	B25BBA401	Management Accounting	BBA	42	28	0	50	50	50	100	3	4
2.	DSC	B25BBA402	Business Strategy	BBA	42	28	0	50	50	50	100	3	4
3.	DSC	B25BBA403	Entrepreneurship Development	BBA	42	28	0	50	50	50	100	3	4
4.	DSC	B25BBA404	Business Research Methods	BBA	2	0	0	2	50	50	100	2	2
5.	VBC	B25BBA405	Environmental Science and Sustainability	BBA	2	0	0	2	50	50	100	2	2
6.	SEC	B25BBA406	Enterprise Resource Planning	BBA	2	0	0	2	50	50	100	2	2
7.	SEC	B25BBA407	Digital Marketing	BBA	2	0	0	2	50	50	100	2	2
8.	MNC	B25BBA408A/ B/C/D/E	National Service Scheme /National Cadet Corps / Physical Education/ Yoga /Music	BBA	2	0	0	0	100	-	100	PP	PP
								TOTAL	450	350	800	-	20

DSC – Discipline-Specific Core Course, MDEC/OEC - Multidisciplinary Elective Course/Open Elective Course, AEC-Ability Enhancement Course, SEC- Skill Enhancement Courses, VBC- Value Based Course, MNC: Mandatory Non- Credit course (Students have to qualify for the award of the bachelor's degree).

NSS / NCC / PE / Yoga / Music: All students are required to register for anyone of the following courses; National Service Scheme/National Cadet Corps/Physical Education /Yoga/ Music - with the respective course coordinator during the first week of the third semester.

Colleges shall submit Continuous Internal Evaluation (CIE) marks for each semester based on the activities completed by students under the selected course. Students may opt for different activities/options across semesters. For instance, a student participating in PE during 3rd semester may choose NSS in the 4th semester or Yoga. Activities shall be conducted over two semesters (III&IV), and successful completion of the registered course/courses along with the required CIE score is mandatory for the award of the degree. Institutions must ensure that events are appropriately scheduled and reflected in the semester-wise calendar for NSS, PE, Music, and Yoga activities.

These courses shall not be considered for the calculation of SGPA or CGPA and for vertical progression. However, completion of course(s) is compulsory for degree eligibility.

HOD **Dean-Academics** **Principal**

SEMESTER-III					
HUMAN RESOURCE MANAGEMENT					
Category: DSC					
Course Code	:	B25BBA301	CIE	:	50 Marks
Teaching Hours L : T : P	:	42:28:0:50	SEE	:	50 Marks
Total Hours	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3Hrs

Course Learning Objective is	
1.	To understand the concept of HRD and HRM
2.	To introduce the fundamental HRM concepts and familiarize with contemporary issues in HRM
3.	To describe the role and responsibility of HRM functions in business organization.

Module-1	**No. of Hours**
Introduction to Human Resource Management :Meaning and Definition of HRM – Features and Objectives, Differences between Human Resource Management and Personnel Management & Human Resource Development, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR Practices.	11
Module-2	**No. of Hours**
Human Resource Planning :Human Resource Planning: Meaning and Importance, Process of HRP, HR Demand Forecasting; Meaning and Techniques, Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis, Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment.	11
Module-3	**No. of Hours**
Recruitment, Selection and Induction of Employees :Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment; Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features	11
Module-4	**No. of Hours**
Training and Compensation of Employees:Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure. Perks, Fringe Benefits, Bonus and Incentives	11
Module-5	**No. of Hours**
Performance Appraisal, Promotion & Transfers:Performance Appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal, Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of Promotion Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing	12

Course Outcomes: At the end of the course, the students will be able to	
CO1	Understand the fundamentals of Human Resource Management and examine its functions, roles, and emerging trends.
CO2	Explain the process of Human Resource Planning and analyze job analysis and job design techniques.
CO3	Apply the principles and practices of recruitment, selection, placement, induction and gamification to make effective employee hiring decisions.
CO4	Evaluatethe principles of employee training and development and compensation practices to enhance employee performance and organizational effectiveness.
CO5	Analyze performance appraisal, promotion, transfer and workforce right-sizing practices for effective employee performance management and organizational development.

Text Books	
1.	Aswathappa, Human Resource Management, McGraw Hill
2.	Edwin Flippo, Personnel Management, McGraw Hill

Reference Text Books	
1.	C. B. Mamoria, Personnel Management, HPH
2.	SubbaRao, Personnel and Human Resources Management, HPH

Web links and Video lectures (e-Resources)
https://archive.nptel.ac.in/courses/110/105/110105069/

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	Internal Assessment1	50	40 (Average of Best two Assessments)	50
	Internal Assessment2	50		
	Internal Assessment3	50		
AAT	Any Two Assessments as per regulations	20	10	
SEE	Semester End Examination	100	50	50
Total Marks				100

SEMESTER END EXAMINATION (SEE):

1. The Question paper for each course contains two parts, Part – A and Part – B.
2. Part – A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are not allowed.
3. Part – B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.

CO-PO Mapping

PO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	-	-	-	2	2	2	-	1
CO2	3	3	2	2	-	-	-	1	2	1	-	1
CO3	3	3	3	2	1	-	-	1	3	2	1	1
CO4	3	3	2	2	1	-	-	2	2	2	1	1
CO5	3	3	2	2	1	-	-	2	3	2	1	1

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-III					
MARKETING MANAGEMENT					
Category: DSC					
Course Code	:	B25BBA302	CIE	:	50 Marks
Teaching Hours L : T : P	:	42:28:0:50	SEE	:	50 Marks
Total Hours	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3Hrs

Course Learning Objective is	
1.	To understand the concepts and functions of marketing.
2.	To introduce Marketing Segmentation, Targeting and Positioning.
3.	To describe 4 P's of Marketing and 7 P's of Service Marketing Mix.

Module-1	**No. of Hours**
Introduction to Marketing:Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Importance of Marketing, Recent trends in Marketing. E – Business, Tele-marketing, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing.	11
Module-2	**No. of Hours**
Marketing Environment:Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.	11
Module-3	**No. of Hours**
Market Segmentation and Consumer Behavior:Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Targeting and Positioning, Consumer Behavior-Factors influencing Consumer Behavior;Buying Decision Process.	11
Module-4	**No. of Hours**
Marketing Mix and Product Mix:Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product - Product Mix, Product Line, Product Lifecycle. New Product Development, Types of Products, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling.	11
Module-5	**No. of Hours**
Pricing, Physical Distribution and Promotion, Services Marketing: Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution – Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising. Promotion mix. In Introduction to Services Marketing, Seven P's of Service Marketing Mix	12

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the basic concepts, functions, and contemporary trends in marketing, including digital and social media marketing.
CO2	Analyze the micro and macro marketing environments and evaluate their impact on organizational marketing decisions.
CO3	Apply the concepts of market segmentation, targeting, positioning, and consumer behavior in identifying and serving target markets.
CO 4	Evaluate marketing mix strategies related to product, pricing, distribution, and promotion for effective marketing decision-making.
CO 5	Demonstrate an understanding of services marketing and apply the 7 Ps of the service marketing mix in service-oriented organizations.

Text Books	
1.	Philip Kotler, Marketing Management, Prentice Hall.
2.	Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi

Reference Text Books	
1.	William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill
2.	Bose Biplab, Marketing Management, Himalaya Publishers.

Web links and Video lectures (e-Resources)
https://archive.nptel.ac.in/courses/110/104/110104068/

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**100**	**50**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

1. The Question paper for each course contains two parts, Part – A and Part – B.
2. Part – A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are not allowed.
3. Part – B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.

CO-PO Mapping

PO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2	1	-	1	1	1	3	1	-	1
CO2	2	1	3	1	-	2	1	1	2	2	-	1
CO3	3	2	3	2	1	1	1	1	3	2	1	1
CO4	3	2	3	2	1	1	1	1	3	3	1	2
CO5	2	1	2	2	1	2	2	1	2	2	1	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-III					
PRODUCTION AND OPERATIONS MANAGEMENT					
Category: DSC					
Course Code	:	B25BBA303	CIE	:	50 Marks
Teaching Hours L : T : P	:	42:28:0:50	SEE	:	50 Marks
Total Hours	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3Hrs

Course Learning Objective is	
1.	To understand the concepts related to productions and operations management
2.	To introduce the techniques related to the improvement of manufacturing and service operations
3.	To describe the importance of quality control in products.

Module-1	**No. of Hours**
Nature and Scope of Production and Operations Management: Nature of production; production as a system; production as an organization function; decision-making in production; importance of production function; scope of production and operations management; characteristics of modem production and operations function. JIT Significance and concepts.	12
Module-2	**No. of Hours**
Plant Location and Layout: Factors affecting location (Theory & Problems); plant layout principles; types of plant layout -process layout, product layout, combined layout, static product layout or project layout, cellular layout, job shop layout, Different types of facilities; building, sanitation, lighting, air conditioning, safety etc.	11
Module-3	**No. of Hours**
Work Study, Method Study and Work Measurement: Importance of work study, Factors influencing productivity, Concept of Standard time, Method study, Time and motion study, relationship of time and motion study to work study; work measurement; techniques of work measurement (Theory & Problems).	11
Module-4	**No. of Hours**
Materials Management: Purchasing; selection of suppliers; Vendor Management. Inventory management; material handling principles and practices; ABC Analysis, EOQ, inventory control; value analysis; value engineering and ergonomics(Theory only)	11
Module-5	**No. of Hours**
Production Planning and Control, Quality Control: Objectives of production planning and control (PPC); principles of PPC; main functions of production planning and control department. Quality Control Statistical quality control-, Quality Management, Quality circle, Meaning of ISO and TQM (Theory only).	11

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the concepts, scope, and importance of Production and Operations Management, including the JIT system.
CO2	Describe the factors affecting plant location and explain different types of plant layouts and facilities.
CO3	Explain work study, method study, work measurement, and their role in improving productivity.
CO4	Apply the concepts of materials management, inventory control, purchasing, and vendor management in business operations.
CO5	Explain the principles of production planning and control and the concepts of quality control, ISO, and Total Quality Management (TQM).

Text Books	
1.	S.N. Chary, Production and Operations Management, Tata McGraw-Hill Publishing Company Limited
2.	Aswathappa K, Production and Operations Management, Himalaya Publishing House

Reference Text Books	
1.	S.A Chunawalla, D.R. Patel, Production and Operations Management, Himalaya Publishing House
2.	Thomas E. Morton, Production and Operations Management

Web links and Video lectures (e-Resources)
https://archive.nptel.ac.in/courses/110/107/110107141/

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**100**	**50**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

1. The Question paper for each course contains two parts, Part – A and Part – B.
2. Part – A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are not allowed.
3. Part – B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	-	-	-	1	1	1	-	1
CO2	3	3	2	2	1	-	-	1	1	1	-	1
CO3	3	3	3	2	1	-	-	1	2	1	1	1
CO4	3	3	3	2	2	-	-	1	2	2	1	1
CO5	3	3	2	2	1	-	-	2	2	2	1	1

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-III					
DESIGN THINKING AND INNOVATION **Category: MDEC/OEC**					
Course Code	:	B25BBA304	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2 Hrs

Course Learning Objective is	
1.	To understand the fundamental concept of innovation and design thinking
2.	To understand and learn the concept of design thinking for product and service development.
3.	To apply ideas and innovations in strategic business model canvass.

Module-1	**No. of Hours**
Design Thinking Background: Definition of Design Thinking, Business uses of Design Thinking, Variety within the Design Thinking Discipline	6
Module-2	**No. of Hours**
Design Thinking Approach: Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking, Assumption Testing, Prototyping, Time for Learning and Validation	5
Module-3	**No. of Hours**
Design Thinking Processes: Numerous Approaches, Double Diamond Process, Five Stages Process, Designing for Growth Process, Role of Project Management	6
Module-4	**No. of Hours**
Design Thinking Tools and Methods: Different Stages - Empathize Stage, Define Stage, Ideate Stage, Prototype Stage, Test Stages, AEIOU Framework	5
Module-5	**No. of Hours**
Basics of Value Propositions: Definition and concept The Canvas: The Customer Profile, Value Map and Fit, Shared model in team-based design – Theory and practice in Design thinking, MVP or Prototyping	6

Course Outcomes: At the end of the course, the students will be able to	
CO1	Identify and describe the business applications of design thinking across industries.
CO2	Utilizevisual thinking, assumption testing, and prototyping in idea development.
CO3	Examine the role of project management in executing design thinking initiatives.
CO4	Apply tools in each stage of design thinking **(**Empathize, Define, Ideate, Prototype, Test**).**
CO5	Apply team-based design thinking approaches in real-world scenarios.

Text Books	
1.	Designing for Growth: A design thinking tool kit for managers", Jeanne Liedtka and Tim Ogilvie, Columbia University Press.
Reference Text Books	
1.	Design Thinking, Andrew Pressman, Routledge

Web links and Video lectures (e-Resources)
• https://archive.nptel.ac.in/courses/110/101/110101132/

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Two Assessments**	**20**	**10**	
SEE	**Semester End Examination**	**50**	**_**	**50**
Grand Total				**100**

SEMESTER END EXAMINATION (SEE):

1. The question paper shall be set for 50 marks and duration of SEE is 2 hours.
2. Two questions of 10 marks (with minimum of 2 sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Question papers to be set as per the Blooms Taxonomy levels.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	1	-	-	1	1	1	-	1
CO2	3	3	3	2	2	-	-	1	2	1	1	1
CO3	3	2	2	2	1	-	-	1	2	2	1	1
CO4	3	3	3	2	2	-	-	1	3	2	1	1
CO5	3	3	3	2	2	-	-	2	3	3	1	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-III					
INDIAN CONSTITUTION **Category: VBC**					
Course Code	:	B25BBA305	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	1Hr

Course Learning Objective is	
1.	To analyze and explain the significance of constitutional rigidity and flexibility in the context of democratic values
2.	To assess the impact of fundamental rights, directive principles and fundamental duties
3.	To describe the duties in promoting social justice, unity and integrity in India

Module-1	**No. of Hours**
The Making of the Constitution of India: Evolution, Nationalist Movement, Composition of the Constituent Assembly, Committees of the Constituent Assembly, Enactment of the Constitution.	5
Module-2	**No. of Hours**
Constituent Assembly: Role of Dr B.R. Ambedkar, Javaharlal Nehru, SardarVallababhai Patel iii. Preamble of the Indian Constitution – Values enshrined in the Preamble; Sovereign, Secular, Socialistic, Democratic, Republic, Justice, Liberty, Equality and Fraternity.	6
Module-3	**No. of Hours**
Salient Features, Fundamental Rights and Principles of State Policy: Salient Features of Indian Constitution and Basic Structure, Fundamental Rights and how these Rights are safeguarding individual liberties, Directive Principles of the State Policy; Socialist, Gandhian and Liberal-Intellectual. Fundamental Duties	6
Module-4	**No. of Hours**
Union Legislature and Union Executive: Parliament; LokSabha, RajyaSabha – Composition, powers, functions President, Vice – President, Prime Minister, Union Council of Ministry, powers and functions, Leadership and collective responsibility	6
Module-5	**No. of Hours**
Judiciary: Supreme Court, High Courts, powers and functions and Judicial Activism in India	5

Course Outcomes: At the end of the course, the students will be able to	
CO1	Understand the process of drafting and enactment of the Indian Constitution.
CO2	Recognize the contributions of key leaders like Dr. B.R. Ambedkar, Jawaharlal Nehru, and SardarVallabhbhai Patel.
CO3	Describe Fundamental Duties and their importance in civic responsibility.
CO4	Analyze the structure and functions of the Prime Minister and Council of Ministers.
CO5	Evaluate the concept and impact of judicial activism in India.

Text Books	
1.	D. D. Basu, Introduction to the Constitution of India, Prentice Hall of India, New Delhi.
Reference Text Books	
1.	B. K. Sharma, Introduction to the Constitution of India, Prentice Hall of India, New Delhi.

Web links and Video lectures (e-Resources)
https://onlinecourses.nptel.ac.in/noc24_lw05/preview

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Two Assessments**	**10+10**	**10**	
SEE	**Semester End Examination**	**50**	**_**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

SEE paper shall be set for 50 questions, each question carries 01 mark. The pattern of the question paper is MCQ (Multiple Choice Questions). The time allotted for SEE is 01 hour.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	-	2	1	2	1	1	-	1
CO2	3	2	1	1	-	2	1	3	1	1	-	1
CO3	3	2	2	1	-	3	2	3	2	2	-	2
CO4	3	3	2	2	-	2	1	2	2	2	1	1
CO5	3	3	2	2	-	2	1	3	2	2	1	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-III					
ADVANCE EXCEL SKILLS FOR BUSINESS					
Category: SEC					
Course Code	:	B25BBA306	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2 Hrs

Course Learning Objective is	
1.	To understand formatting, sorting, filtering and formulas
2.	To describe custom formatting, data validation, tables and charts
3.	To explain data validation and range names.

Module-1	**No. of Hours**
Basics of Excel: Data Formatting in Excel like colors, fonts, Bullets etc Basic Sorting and Filtering Basic Formulae like SUM,AVERAGE,COUNT,MAX,MIN etc Spreadsheet Basics Creating, Editing, saving and Printing spreadsheets.	6
Module-2	**No. of Hours**
Getting Advance in Excel: Sorting Data by values, colors , etc Filtering by numbers, text , values , logical functions ,colors Using Filters to Sort Data Using Auto filter Creating a custom AutoFilter Advance Filtering Options	6
Module-3	**No. of Hours**
Custom and Conditional Formats: Creating a custom format Create a custom number format Conditional Formatting Creating Conditional Formatting Editing Conditional Formatting Adding Conditional Formatting Deleting Conditional Formatting from the selected range	6
Module-4	**No. of Hours**
Data Validation: Specifying a valid range of value of a cell Specifying a valid value for a cell Specifying custom validation based on formula for a cell.	5
Module-5	**No. of Hours**
Working with Range Names: Using Range names Creating range names Using range names in formulas	5

Course Outcomes: At the end of the course, the students will be able to	
CO1	Understand and apply basic spreadsheet operations including data entry, formatting, and use of fundamental Excel functions such as SUM, AVERAGE, COUNT, MAX, and MIN.
CO2	Perform advanced data management techniques including sorting, filtering (basic and advanced), and using AutoFilter for effective data analysis.
CO3	Create and apply custom formats and utilize conditional formatting to enhance data visualization and interpretation.
CO4	Implement data validation techniques to control data input using predefined rules, ranges, and custom formulas.
CO5	Utilize range names effectively to simplify formulas, improve readability, and enhance spreadsheet efficiency.

Text Books	
1.	Microsoft Excel 365 Bible: The Comprehensive Tutorial Resource, Wiley Publications.
Reference Text Books	
1.	Excel 2019 All-in-One for Dummies by George Harvey.

Web links and Video lectures (e-Resources)
https://nptel.ac.in/courses/110106064

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End

Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Two Assessments**	**20**	**10**	
SEE	**Semester End Examination**	**50**	**_**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

1. The question paper shall be set for 50 marks and duration of SEE is 2 hours.
2. Two questions of 10 marks (with minimum of 2 sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Question papers to be set as per the Blooms Taxonomy levels.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	3	-	-	-	1	1	-	2
CO2	3	3	3	2	3	-	-	-	2	2	-	2
CO3	2	3	3	2	3	-	-	-	2	2	-	2
CO4	2	3	3	2	3	-	-	-	2	2	-	2
CO5	2	2	3	1	3	-	-	-	2	2	-	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-III					
SUSTAINABLE DEVELOPMENT GOALS **Category: SEC**					
Course Code	:	B25BBA307	CIE	:	50 Marks
Teaching Hours L : T : P : S	:	28:0:0:32	SEE	:	50 Marks
Total Hours/Semester	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2Hrs

Course Learning Objective is	
1.	To explain the concept of Sustainable Development in detail
2.	To study the Economic, Socio-political and Ecological aspects of Sustainable Development.
3.	To understand the concept and importance of natural resources with respect to sustainable development.

Module-1	**No. of Hours**
Introduction to Sustainable Development: Meaning, Definition, Brief Historical background of Sustainable Development Features and Principles of Sustainable Development , Sustainable Development Goals (SDGs), United Nations Global Compact, Significance and Challenges of Sustainable Development.	6
Module-2	**No. of Hours**
Aspects of Sustainability Development: Introduction to Sustainability Development, Economic Aspects- Meaning, Ways of Achieving Economic Sustainability, Socio Political Aspects – Meaning, Ways of Achieving Socio Political Sustainability, Ecological (Environmental) Aspects – Meaning, Ways of Achieving Ecological Sustainability	6
Module-3	**No. of Hours**
Natural Resources and Sustainable Development: Meaning of Natural Resources, Importance of Natural Resources, Classification of Natural Resources, Natural Resources Utilisation and Sustainable Development, Salient features of Environment Protection Act 1986, Water Act 1974, Air Act 1981, Salient features of Kyoto Protocol from Indian perspective	6
Module-4	**No. of Hours**
Sustainability and Roles: Need to adopt sustainable strategy, Triple- bottom line Approach – People, Planet & Profit (3 BL Approach)	5
Module-5	**No. of Hours**
Strategies of Business: Various Strategies for Sustainable Development:-Community Knowledge, Harness Technology, Innovative Practices, Co Operation and Partnership, Green Organizations, Corporate Social Responsibility and Corporate Governance	5

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the meaning, definition, and historical evolution of sustainable development.
CO2	Describe ecological sustainability and approaches to environmental conservation.
CO3	Summarize key provisions of environmental laws such as Environment Protection Act 1986, Water Act 1974, and Air Act 1981.
CO4	Evaluate the role of individuals, businesses, and governments in promoting sustainability.
CO5	Identify various strategies for achieving sustainable development in business.

Text Books	
1.	Sustainable Economic Development & Environment, Raj Kumar SenKartikC.Roy, Atlatic Publishers & Distributors Pvt Ltd
Reference Text Books	
1.	Sustainability Management, Deb PrasannaChoudhary, Zorba Books

Web links and Video lectures (e-Resources)
https://onlinecourses.nptel.ac.in/noc21_mg94/preview

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a

student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**50**	**-**	**50**
Grand Total				**100**

SEMESTER END EXAMINATION (SEE):

1. The question paper shall be set for 50 marks and duration of SEE is 2 hours.
2. Two questions of 10 marks (with minimum of 2 sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Question papers to be set as per the Blooms Taxonomy levels.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	1	-	2	3	2	1	1	-	2
CO2	3	3	2	2	1	3	3	2	1	1	-	2
CO3	3	3	2	2	1	3	3	2	1	1	-	2
CO4	2	3	3	2	1	3	3	3	2	2	-	3
CO5	2	3	3	2	2	3	3	3	2	2	-	3

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-IV					
MANAGEMENT ACCOUNTING					
Category: DSC					
Course Code	:	B25BBA401	CIE	:	50 Marks
Teaching Hours L : T : P	:	42:28:0:50	SEE	:	50 Marks
Total Hours	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3Hrs

Course Learning Objective is	
1.	To explain the application of management accounting and various tool used.
2.	To make inter – firm and inter- period comparison of financial statements.
3.	To analyses financial statements using various ratios for business decisions.

Module-1	**No. of Hours**
Introduction to Management Accounting: Introduction- Meaning and Definition, Objectives, Nature and Scope, Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management, Technique of Management Accounting (Theory Only)	11
Module-2	**No. of Hours**
Ratio Analysis: Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements	11
Module-3	**No. of Hours**
Cash Flow Analysis: Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Provisions of Ind.AS-7. Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS-7.	11
Module-4	**No. of Hours**
Marginal Costing: Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses problems	11
Module-5	**No. of Hours**
Budgetary Control: Meaning and Definition of Budget and Budgetary Control, objectives of budgetary control, advantages and limitations of budgetary control, essentials of effective budgeting, Types of budget-Functional budgets, Master Budget, Fixed and Flexible Budget, Problems on Flexible budget and Cash Budget.	12

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the concepts, scope, functions, and techniques of management accounting and its role in managerial decision-making.
CO2	Analyze financial statements using ratio analysis and interpret liquidity, profitability, and solvency positions of a business.
CO3	Prepare and evaluate cash flow statements as per Ind AS-7 to understand cash movements in operating, investing, and financing activities.
CO4	Apply marginal costing techniques, including break-even analysis, P/V ratio, and margin of safety, for cost-volume-profit decision-making.
CO5	Develop budgets and apply budgetary control techniques, including functional, flexible, and cash budgets, for effective planning and control.

Text Books	
1.	Dr. S. N. Maheswari, Management Accounting, Mahavir Publications
2.	T. S. Sexana, Advanced Cost and Management Accounting, Sultan Chand

Reference Text Books	
1.	Jain and Narang, Cost and Management Accounting, Kalyani Publisher.
2.	Dr. S. N. Goyal and Manmohan, Management Accounting, S.N. Publications.
Web links and Video lectures (e-Resources)	
https://nptel.ac.in/courses/110101003	

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Two Assessments**	**20**	**10**	
SEE	**Semester End Examination**	**100**	**50**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

1. The Question paper for each course contains two parts, Part – A and Part – B.
2. Part – A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are not allowed.
3. Part – B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	-	1	1	1	2	1	-	1
CO2	3	2	3	2	2	1	1	1	2	2	1	1
CO3	3	2	3	3	2	1	1	1	2	2	2	1
CO4	3	2	3	3	3	1	1	1	2	2	2	1
CO5	3	2	3	3	3	2	2	2	2	2	2	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-IV					
BUSINESS STRATEGY **Category: DSC**					
Course Code	:	B25BBA402	CIE	:	50 Marks
Teaching Hours L : T : P	:	42:28:0:50	SEE	:	50 Marks
Total Hours	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3Hrs

Course Learning Objective is	
1.	To understand the concepts of strategy and environmental appraisal.
2.	To introduce internal appraisal and corporate level strategies.
3.	To describe strategic analysis and choice.

Module-1	**No. of Hours**
Introduction to Strategy: Definition, nature, scope, and importance of strategy and strategic management (Business policy). Strategic decision making. Process of strategic management and levels at which strategy operates. Role of strategists. Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.	11
Module-2	**No. of Hours**
Environmental Appraisal: Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques - ETOP, QUEST and SWOT (TOWS).	11
Module-3	**No. of Hours**
Internal Appraisal: The internal environment, organisational capabilities in various functional areas and Strategic Advantage Profile. Methods and techniques used for organisational appraisal (Value chain analysis, Financial and non-financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating). Identification of Critical Success Factors (CSF).	11
Module-4	**No. of Hours**
Corporate Level Strategies: Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy. Mergers & Acquisitions., Corporate Restructuring. Business level strategies—Porter's framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building and use of Core Competence.	11
Module-5	**No. of Hours**
Strategic Analysis and Choice: Corporate level analysis (BCG, GE Nine-cell, Hofer's product market evolution and Shell Directional policy Matrix). Industry level analysis; Porters' five forces model. Qualitative factors in strategic choice. Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans.	12

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the concepts, nature, scope, and process of strategic management, including vision, mission, goals, and strategic decision-making.
CO2	Analyze the external business environment using tools such as ETOP, SWOT, and PESTEL to identify opportunities and threats.
CO3	Evaluate internal organizational capabilities using techniques like value chain analysis, benchmarking, and balanced scorecard to identify strengths and weaknesses.
CO4	Assess corporate and business-level strategies, including Porter's competitive strategies, mergers and acquisitions, and core competencies.
CO5	Apply strategic analysis models such as BCG matrix, GE matrix, and Porter's five forces, and examine strategy implementation through structure, leadership, and resource allocation.

Text Books	
1.	Michael Hitt, Robert E. Hoskisson, R. Duane Ireland, S. Manikutty, Strategic Management: A South-Asian Perspective, Cengage Learning

2.	Contemporary Strategic Management, Robert Grant, Wiley India Pvt. Ltd.

Reference Text Books	
1.	AzharKazmi, Strategic Management and Business Policy, McGrawHill
Web links and Video lectures (e-Resources)	
https://archive.nptel.ac.in/courses/110/108/110108047/	

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**100**	**50**	**50**
Grand Total				**100**

SEMESTER END EXAMINATION (SEE):

1. The Question paper for each course contains two parts, Part – A and Part – B.
2. Part – A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are not allowed.
3. Part – B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	-	-	-	-	1	-	2	-	1
CO2	3	3	2	2	-	1	1	-	-	2	-	1
CO3	3	3	2	2	1	-	-	-	1	2	1	1
CO4	3	3	3	2	-	2	1	1	2	2	1	1
CO5	3	3	3	3	2	2	1	1	2	3	2	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-IV					
ENTREPRENEURSHIP DEVELOPMENT					
Category: DSC					
Course Code	:	B25BBA403	CIE	:	50 Marks
Teaching Hours L : T : P	:	42:28:0:50	SEE	:	50 Marks
Total Hours	:	120	Total	:	100 Marks
Credits	:	4	SEE Duration	:	3Hrs

Course Learning Objective is	
1.	To understand the concept of Entrepreneurship and to learn the professional behavior expected of an entrepreneur.
2.	To analyze the environment for potential business opportunities.
3.	To provide conceptual exposure on converting idea to a successful entrepreneurial firm.

Module-1	**No. of Hours**
Entrepreneurship: Meaning of entrepreneurship – Types of Entrepreneurship – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.	11
Module-2	**No. of Hours**
Developing Successful Business Ideas: Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR.	11
Module-3	**No. of Hours**
Opportunity Identification and Evaluation: Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, Technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.	12
Module-4	**No. of Hours**
Business Planning Process: Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work).	11
Module-5	**No. of Hours**
Funding: Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.	11

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the concept, types, traits, and process of entrepreneurship, including the role of women entrepreneurs and SHGs in economic development.
CO2	Identify and analyze business opportunities using idea generation techniques, creativity tools, and intellectual property protection mechanisms.
CO3	Evaluate entrepreneurial opportunities through feasibility analysis, including market, technical, and financial assessments for project formulation.
CO4	Develop a comprehensive business plan, including preparation of a project report for launching a new venture.
CO5	Examine various sources of finance and funding mechanisms such as venture capital, banks, and government schemes for entrepreneurial ventures.

Text Books	
1.	Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi.
2.	Kuratko / Rao, Entrepreneurship: A south Asian Perpective - Cengage, New Delhi.

Reference Text Books	
1.	Leach/Melicher, Entrepreneurial Finance – Cengage. , New Delhi.
2.	K. Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited

Web links and Video lectures (e-Resources)
https://nptel.ac.in/courses/110106141

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**100**	**50**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

1. The Question paper for each course contains two parts, Part – A and Part – B.
2. Part – A consists of **Short Answer Questions** (2 Marks/1 mark) for 20 marks covering the complete syllabus and it is compulsory. Multiple Choice Questions are not allowed.
3. Part – B consists of 10 questions, two questions of 16 marks (with max. of 3 sub questions) from each module with internal choice. Students shall answer five full questions, selecting one full question from each module.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	-	-	2	1	1	-	2	-	1
CO2	3	3	2	2	1	1	-	-	1	2	-	1
CO3	3	3	3	3	2	1	-	-	1	2	1	1
CO4	3	3	3	3	2	2	1	1	2	3	2	2
CO5	3	2	2	1	-	2	-	1	1	2	2	1

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-IV					
BUSINESS RESEARCH METHODS					
Category: DSC					
Course Code	:	B25BBA404	CIE	:	50 Marks
Teaching Hours L : T : P	:	28:0:0:32	SEE	:	50 Marks
Total Hours	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2 Hrs

Course Learning Objective is	
1.	To understand the basics of research and the research process.
2.	To enable the students in conducting research work and formulating research synopsis and report.
3.	To develop data analytic skills and meaningful interpretation to the data sets so as to solve the business/Research problem

Module-1	**No. of Hours**
Introduction: Objective, Types, and Methods & Process. Research Problem, Concept of Research and Its Application in Various Functions of Management, Defining Research Problem and Framing Hypothesis, Preparing a Research Plan	5
Module-2	**No. of Hours**
Research Designs: Understanding Research Designs: Qualitative and Quantitative Research, Primary and Secondary Methods of Data Collection - Surveys, Observation and Experimentation	5
Module-3	**No. of Hours**
Scaling Techniques: Attitude Measurement and Scaling Techniques Measurement in Research, Types of Measurement Scales, Scaling Techniques - Likert, Thurstone, Semantic Differential scales Sampling Design: Characteristics of a good Sample design, Types of Sample design. Sample size determination, Questionnaire format and Designs	6
Module-4	**No. of Hours**
Hypothesis Testing: Test of Hypothesis for one population & two population, Type I and Type II Errors, One Tailed and Two Tailed Test. Statistical Inference: Estimation for Single Populations – Mean & Proportion (Numerical); Hypothesis Testing for Single Populations- Mean & Proportion (Numerical)	6
Module-5	**No. of Hours**
Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report Their Significance, Drawing Conclusions, Suggestions and Recommendations	6

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the fundamentals of research, types of research, and the research process, including problem formulation and hypothesis development.
CO2	Apply appropriate research designs and data collection methods (qualitative and quantitative) for business research problems.
CO3	Demonstrate the use of measurement, scaling techniques, and sampling methods in designing effective research instruments.
CO4	Analyze data using statistical tools, including hypothesis testing and estimation techniques for decision-making.
CO5	Prepare a structured research report, including interpretation of results, conclusions, and recommendations.

Text Books	
1.	MalhothraNaresh; Marketing Research; PHI
2.	Ken Black; Business Statistics for Contemporary Decision Making, Wiley

Reference Text Books	
1.	Donald R Cooper and Pamela S Schindler; Business Research Methods, TMG

Web links and Video lectures (e-Resources)
https://archive.nptel.ac.in/courses/110/107/110107080

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**50**	**_**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

1. The Question paper shall be set for 50 marks and duration of SEE is 2 Hours.
2. Two questions of 10 marks (with minimum two sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Mention COs, POs, Bloom's Taxonomy levels in the question paper.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	-	-	-	-	-	-	2	-	1
CO2	3	3	2	2	1	-	-	-	1	2	-	1
CO3	3	3	2	2	2	-	-	-	1	2	1	1
CO4	3	3	3	3	2	-	-	-	1	2	2	1
CO5	3	2	2	2	1	1	-	1	2	3	2	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-IV					
ENVIRONMENTAL SCIENCE AND SUSTAINABILITY					
Category: VBC					
Course Code	:	B25BBA405	CIE	:	50 Marks
Teaching Hours L : T : P	:	28:0:0:32	SEE	:	50 Marks
Total Hours	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	1 Hr

Course Learning Objective is	
1.	To create the awareness about environmental problems among people.
2.	To develop an attitude of concern for the environment.
3.	To motivate public to participate in environment protection and improvement.

Module-1	**No. of Hours**
Introduction: Environment Definition, scope and importance, components, Ecosystem Definition, Concept, Scope, importance, Structure and functions of ecosystem. Energy flow, Ecological succession Food chains and food webs. Classification of ecosystem.	5
Module-2	**No. of Hours**
Natural Resources: Renewable and Non-renewable Resources: Natural resources and associated problems. Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources: Use and over-utilization, exploitation. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles. Ill-effects of fireworks.	6
Module-3	**No. of Hours**
Biodiversity and Its Conservation: Introduction, definition: genetic, species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.	6
Module-4	**No. of Hours**
Environmental Pollution: 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. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: Foods, earthquake, cyclone and landslides	6
Module-5	**No. of Hours**
Sustainability and Management: Development, GDP ,Sustainability- concept, needs and challenges-economic, social and aspects of sustainability-from unsustainability to sustainability-millennium development goals and protocols Sustainable Development Goals-targets, indicators and intervention areas Climate change-Global, Regional and local environmental issues and possible solutions case studies. Concept of Carbon Credit, Carbon Footprint.	5

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the fundamental concepts of environment, ecosystems, energy flow, and ecological processes.
CO2	Analyze the use, over-exploitation, and conservation of natural resources and the role of individuals in sustainable resource management.
CO3	Evaluate biodiversity, its importance, threats, and conservation strategies at global, national, and local levels.
CO4	Examine the causes, effects, and control measures of various types of environmental pollution and disaster management practices.
CO5	Understand sustainability concepts, sustainable development goals, climate change issues, and environmental management practices including carbon footprint and carbon credits.

Text Books	
1.	Tripathy, S.N., &Sunakar Panda. Fundamentals of Environmental Studies. Vrianda Publications Pvt., Ltd. New Delhi
2.	Arvind Kumar. A Textbook of Environmental Science. APH Publishing Corporation, New Delhi

Reference Text Books	
1.	Verma, P.S., &Agarwal, V.K. Environmental Biology (Principles of Ecology). S.Chand and Company Ltd, New Delhi
Web links and Video lectures (e-Resources)	
https://archive.nptel.ac.in/courses/127/105/127105018	

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**50**	**_**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

SEE paper shall be set for 50 questions, each question carries 01 mark. The pattern of the question paper is MCQ (Multiple Choice Questions). The time allotted for SEE is 01 hour.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	-	-	-	2	1	-	1	-	1
CO2	3	3	2	2	-	2	3	2	1	1	-	2
CO3	3	3	2	2	-	2	3	2	1	1	-	2
CO4	3	3	2	3	-	3	3	2	1	1	-	2
CO5	3	3	2	2	-	3	3	3	2	2	1	3

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-IV					
ENTERPRISE RESOURCE PLANNING					
Category: SEC					
Course Code	:	B25BBA406	CIE	:	50 Marks
Teaching Hours L : T : P	:	28:0:0:32	SEE	:	50 Marks
Total Hours	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2 Hrs

Course Learning Objective is	
1.	To understand basic use of Enterprise software, and its role in integrating business functions
2.	To analyze the strategic options for ERP identification and adoption 1 ½
3.	To design the ERP implementation strategies

Module-1	**No. of Hours**
Introduction: ERP-Introduction; Advantages; ERP and Business – value creation; Integrated Information Management; Enterprise and ERP.	5
Module-2	**No. of Hours**
Business Modeling: Integrated data model. To ERP or not to ERP – Strategic Options; Benefits of ERP: Quantifiable, Intangible; P&G; Risks: People, process, Technology, Implementation, Operational and Managerial risks.	6
Module-3	**No. of Hours**
Introduction to ERP Related Technologies: Functional modules of ERP software. Implementation of ERP: Life cycle.	6
Module-4	**No. of Hours**
Implementation Methodologies: Transition strategies; People involved in implementation; Success and failure in implementation – factors.	6
Module-5	**No. of Hours**
Operation and Maintenance: Operation and Maintenance of an ERP system.	5

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the concepts of ERP, enterprise systems, and their role in integrating business functions and value creation.
CO2	Analyze business requirements and strategic options for ERP selection and adoption, including risks and benefits.
CO3	Describe ERP architecture, functional modules, and related technologies along with the ERP life cycle.
CO4	Evaluate ERP implementation methodologies, transition strategies, and critical success and failure factors.
CO5	Examine the operation, maintenance, and continuous improvement of ERP systems in organizations.

Text Books	
1.	Alexis Leon, Enterprise Resource Planning, Second Edition, TMH

Reference Text Books	
1.	Ellen Monk, Bret Wagner, Concepts in Enterprise resource planning, Cengage learning

Web links and Video lectures (e-Resources)
https://nptel.ac.in/courses/110105083

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50 marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**50**	**_**	**50**
Total Marks				**100**

SEMESTER END EXAMINATION (SEE):

1. The Question paper shall be set for 50 marks and duration of SEE is 2 Hours.
2. Two questions of 10 marks (with minimum two sub questions) from each module with internal choice.
3. Students should answer five full questions, selecting one full question from each module.
4. Mention COs, POs, Bloom's Taxonomy levels in the question paper.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	-	2	-	-	-	-	1	-	1
CO2	3	3	2	2	2	1	-	-	1	2	-	1
CO3	3	3	2	2	3	-	-	-	1	2	1	1
CO4	3	3	3	3	2	2	-	1	2	2	1	2
CO5	3	2	2	2	2	2	-	1	2	2	1	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

SEMESTER-IV					
DIGITAL MARKETING					
Category: SEC					
Course Code	:	B25BBA407	CIE	:	50 Marks
Teaching Hours L : T : P	:	28:0:0:32	SEE	:	50 Marks
Total Hours	:	60	Total	:	100 Marks
Credits	:	2	SEE Duration	:	2 Hrs

Course Learning Objective is	
1.	To understand core concepts of marketing and the role of digital marketing in society.
2.	To study, collect process and analyze consumer and market data to make informed decisions.
3.	To focus on the importance of digital marketing and its applications

Module-1	**No. of Hours**
Introduction to Digital Marketing: Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.	6
Module-2	**No. of Hours**
Marketing Automation: Definition, Advantages, Marketing Automation Software's, CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.	6
Module-3	**No. of Hours**
Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.	6
Module-4	**No. of Hours**
Email Marketing: Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.	5
Module-5	**No. of Hours**
Blogs: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.	5

Course Outcomes: At the end of the course, the students will be able to	
CO1	Explain the concepts, scope, and significance of digital marketing and its role in modern business and society.
CO2	Analyze consumer behavior and market data using digital tools and analytics for informed marketing decisions.
CO3	Apply digital marketing mix elements such as online advertising, social media marketing, content creation, and influencer marketing.
CO4	Evaluate digital marketing tools and techniques including email marketing, mobile marketing, and marketing automation.
CO5	Develop and manage digital content strategies such as blogs and optimize them for better reach and engagement.

Text Books	
1.	Dave Evans., Susan Bratton, Social Media Marketing: The Next Generation of Business Engagement. Wiley
2.	Your Google Game Plan for Success: Increasing Your Web

Reference Text Books	
1.	Michael J. Thibault, The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.

Web links and Video lectures (e-Resources)
https://nptel.ac.in/courses/110107431

ASSESSMENT STRUCTURE:

The assessment in each course is divided equally between Continuous Internal Evaluation (CIE) and the Semester End Examination (SEE), with each carrying 50% weightage. To qualify and become eligible to appear for SEE, in the CIE, a student must score at least 40% of 50 marks, i.e., 20 marks. To pass the SEE, a student must score at least 35% of 50

marks, i.e., 18 marks. Notwithstanding the above, a student is considered to have passed the course, provided the combined total of CIE and SEE is at least 40 out of 100 marks.

CONTINUOUS INTERNAL EVALUATION (CIE):

Component	Type of Assessment	Max. Marks	Max. Marks Scaling Down to	Total Marks
Theory	**Internal Assessment1**	**50**	**40 (Average of Best two Assessments)**	**50**
	Internal Assessment2	**50**		
	Internal Assessment3	**50**		
AAT	**Any Two Assessments as per regulations**	**20**	**10**	
SEE	**Semester End Examination**	**50**		**50**
Grand Total				**100**

SEMESTER END EXAMINATION (SEE):

5. The Question paper shall be set for 50 marks and duration of SEE is 2 Hours.
6. Two questions of 10 marks (with minimum two sub questions) from each module with internal choice.
7. Students should answer five full questions, selecting one full question from each module.
8. Mention COs, POs, Bloom's Taxonomy levels in the question paper.

CO-PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	1	-	-	-	-	-	-	2	-	1
CO2	3	3	2	2	3	-	-	-	1	2	1	1
CO3	3	3	3	2	3	1	-	1	2	3	1	2
CO4	3	3	2	2	3	1	-	1	1	2	1	1
CO5	3	2	3	2	3	1	-	1	2	3	1	2

Level 3 - High, Level 2 - Moderate, Level 1 - Low

MOOGAMBIGAI CHARITABLE AND EDUCATIONAL TRUST

Rajarajeswari College of Engineering

(An Autonomous Institution under Visvesvaraya Technological University, Belagavi)
#14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bengaluru–560074

Common Courses
Semester III / IV

(2025 Scheme)

Semester-III/IV					
National Service Scheme **Category: MNC**					
Course Code	:	**B25BBA308A /408A**	CIE	:	100 Marks
Teaching Hours L : T : P : S	:	0:0:0:28	SEE	:	--
Total Hours/Semester	:	28	Total	:	100 Marks
Credits	:	PP	SEE Duration	:	--

Course objectives: National Service Scheme (NSS) will enable the students to:	
1.	Understand the community in general in which they work.
2.	Identify the needs and problems of the community and involve them in problem –solving.
3.	Develop among themselves a sense of social & civic responsibility & utilize their knowledge in finding practical solutions to individual and community problems.
4	Develop competence required for group-living and sharing of responsibilities & gain skills in mobilizing community participation to acquire leadership qualities and democratic attitudes.
5	Develop capacity to meet emergencies and natural disasters & practice national integration and social harmony in general.

Syllabus	**28 Hours**
I. Organic farming, Indian Agriculture (Past, Present and Future) Connectivity for marketing. **II.** Waste management– Public, Private and Govt organization. **III.** Setting of the information imparting club for women leading to contribution in social and economic issues. **IV.** Water conservation techniques – Role of different stakeholders– Implementation. **V.** Preparing an actionable business proposal for enhancing the village income and approach for implementation. **VI**. Helping local schools to achieve good results and enhance their enrolment in Higher/ technical/ vocational education. **VII.** Developing Sustainable Water management system for rural areas and implementation approaches. **VIII.** Contribution to any national level initiative of Government of India. Forex. Digital India, Skill India, Swachh Bharat, Atmanirbhar Bharath, Make in India, Mudra scheme, Skill development programs etc. **IX**. Spreading public awareness under rural outreach programs.(minimum5 programs). **X**. Plantation and adoption of plants. Know your plants. **XI**. Organize National integration and social harmony events /workshops /seminars. (Minimum 02 programs). **XII**. Govt. school Rejuvenation and helping them to achieve good infrastructure.	

Pedagogy – Guidelines, it may differ depending on local resources available for the study as well as environment and climatic differences, location and time of execution.

Sl. No	Topic	Group Size	Location	Activity Execution	Reporting	Evaluation of the Project
1	Organic farming, Indian Agriculture (Past, Present and Future) Connectivity for marketing.	May be individual or team	Farmers land/Villages/ roadside / community area/ College campus etc….	Site selection /proper consultation/ Continuous monitoring/ Information board		
2	Waste management– Public, Private and Govt organization.	May be individual or team	Villages/ City Areas / Grama panchayat/ public associations/ Government Schemes officers	Site selection /proper consultation/ Continuous monitoring/ Information board		

3	Setting of the information imparting club for women leading to contribution in social and economic issues.	May be individual or team	Women empowerment groups/ Consulting NGOs & Govt Teams / College campus etc.	Group selection/ pro per consultation/ Continuous monitoring/ Information board	Report should be submitted by individual to the concerned evaluation authority	Evaluation as per the rubrics Of scheme and syllabus by NSS officer
4	Water conservation techniques – Role of different stakeholders– Implementation.	May be individual or team	Villages/ City Areas / Grama panchayat/ public associations/ Government Schemes officers	site selection / proper consultation/ Continuous monitoring/ Information board		
5	Preparing an actionable business proposal for enhancing the village income and approach for implementation.	May be individual or team	Villages/ City Areas / Grama panchayat/ public associations/ Government Schemes officers	Group selection/pro per consultation/ Continuous monitoring/ Information board		
6	Helping local schools to achieve good results and enhance their enrolment in Higher/technical/ vocational education.	May be individual or team	Local government / private/ aided schools/Government Schemes officers	School selection/proper consultation/ Continuous monitoring/ Information board		
7	Developing Sustainable Water management system for rural areas and implementation approaches.	May be individual or team	Villages/ City Areas / Grama panchayat/ public associations/ Government Schemes officers	site selection/proper consultation/ Continuous monitoring/ Information board		
8	Contribution to any national level initiative of Government of India. Ex. Digital India, Skill India, Swachh Bharat, Atmanirbhar Bharath, Make in India, Mudra scheme, Skill development programs etc.	May be individual or team	Villages/ City Areas / Grama panchayat/ public associations/ Government Schemes officers	Group selection/pro per consultation/ Continuous monitoring / Information board		
9	Spreading public awareness under rural outreach programs.(minimu m5 programs).	May be individual or team	Villages/ City Areas / Grama panchayat/ public associations/ Government Schemes officers	Group selection/pro per consultation/ Continuous monitoring / Information board		
10	Plantation and adoption of plants. Know your plants.	May be individual or team	Villages/ City Areas / Grama panchayat/ public associations/ Government Schemes officers	Place selection/ proper consultation/ Continuous monitoring / Information board		
11	Organize National integration and	May be individual	Villages/ City Areas / Grama panchayat/	Place selection/ proper consultation/		

	social harmony events /workshops /seminars.	or team	public associations/ Government Schemes officers	Continuous monitoring / Information board		
12	Govt. school Rejuvenation and helping them to achieve good infrastructure.	May be individual or team	Villages/ City Areas / Grama panchayat/ public associations/ Government Schemes officers	Place selection/ proper consultation/ Continuous monitoring / Information board		

Plan of Action (Execution of Activities For Each Semester)

Sl. No	Practice Session Description
1	Lecture session by NSS Officer
2	Students Presentation on Topics
3	Presentation - 1 , Selection of topic, PHASE - 1
4	Commencement of activity and its progress - PHASE - 2
5	Execution of Activity
6	Execution of Activity
7	Execution of Activity
8	Execution of Activity
9	Execution of Activity
10	Case study based Assessment, Individual performance
11	Sector wise study and its consolidation
12	Video based seminar for 10 minutes by each student At the end of semester with Report.

- In III and IV semester, each student should do activities according to the scheme and syllabus.
- At the end of every semester student performance has to be evaluated by the NSS officer for the assigned activity progress and its completion.

Course Learning Outcomes: Upon successful completion of this course, the student will be able to:	
1.	Understand the importance of his / her responsibilities towards society.
2.	Analyse the environmental and societal problems/issues and will be able to design solutions for the same.
3.	Evaluate the existing system and to propose practical solutions for the same for sustainable development.
4	Implement government or self-driven projects effectively in the field. CO5:
5	Develop capacity to meet emergencies and natural disasters & practice national integration and social harmony in general.

- Students should present the progress of the activities as per the schedule in the prescribed practical session in the field. There should be positive progress in the vertical order for the benefit of society in general.
- **Suggested Learning Resources:**
- 1. NSS Course Manual, Published by NSS Cell, VTU Belagavi.
- 2. Government of Karnataka, NSS cell, activities reports and its manual.
- 3. Government of India, nss cell, Activities reports and its manual.

ASSESSMENT STRUCTURE:

This course is having only Continuous Internal Assessment (CIE) marks of 100. A student shall obtain a minimum of 40% marks out of 100 to qualify in the course.

Sl. No	Activity	Max. Marks
1.	Attendance	20
2.	Quizzes /Assignment – 2, each of 25marks	50
3.	Report/ Participation Certificate	30
Total		**100**

Semester-III/IV					
National Cadet Corps Category: MNC					
Course Code	:	**B25BBA308B /408B**	CIE	:	100 Marks
Teaching Hours L : T : P : S	:	0:0:0:28	SEE	:	--
Total Hours/Semester	:	28	Total	:	100 Marks
Credits	:	PP	SEE Duration	:	--

Course Objectives	
1.	To develop character, camaraderie, discipline, secular outlook, the spirit of adventure, sportsman spirit, and ideals of selfless service amongst cadets by working in teams, honing qualities such as self-discipline, self- confidence, self-reliance, and dignity of labour in the cadets.
2.	To create a pool of organized, trained, and motivated youth with leadership qualities from all walks of life, who will serve the Nation regardless of which career they choose
3.	To provide a conducive environment to motivate young Indians to choose the Armed Forces as a career

Content	No. of Hours
Unit 1. Personality Development: Group Discussions - Change your Mindset, Public Speaking. **Unit 2.**LeadershipDevelopment: Case Studies– APJ Abdul Kalam, DeepaMalik, Maharana Pratap, N Narayan Murthy etc. **Unit 3.** Disaster management: Disaster Management Capsule, Organization, Types of Disasters, Essential Services, Assistance, Civil Defense Organization. **Unit 4**.Adventure:AdventureActivities **Unit 5.** Border & Coastal Areas: History, Geography &Topography of Border/ Coastal Areas. **Unit 6.** Drill: Arm Drill, Rifle ke saath Savdhan, Vishram aur Aram se, Rifle ke saath Parade Paraur Saj, Riflekesaath Visarjan, LineTod, Bhumi Shastra aur Uthao Shastra, BagalShastra aur Baju Shastra. **Unit 7**.WeaponTraining: Short Range firing. **Unit 8.**MapReading:SettingofMap,FindingsNorthandOwnPosition **Unit 9.**Field Craft & Battle Craft: Observation, Camouflage, Concealment. **Unit 10.** Obstacle Training: Obstacle training - Introduction, Safety-measures, Benefits. Obstacle Course- Straight balance, Clear Jump, Gate Vault, Zig- Zag Balance, High Wall	28

ASSESSMENT STRUCTURE:

This course is having only Continuous Internal Assessment (CIE) marks of 100. A student shall obtain a minimum of 40% marks out of 100 to qualify in the course.

Sl. No	Activity	Max. Marks
1.	Attendance	20
2.	Quizzes /Assignment – 2, each of 25marks	50
3.	Report/ Participation Certificate	30
Total		**100**

Semester-III/IV					
Physical Education **Category: MNC**					
Course Code	:	**B25BBA308C /408C**	CIE	:	100 Marks
Teaching Hours L : T : P : S	:	0:0:0:28	SEE	:	--
Total Hours/Semester	:	28	Total	:	100 Marks
Credits	:	PP	SEE Duration	:	--

ourse Outcomes: At the end of the course, the student will be able to	
1.	Understand the fundamental concepts and skills of Physical Education, Health, Nutrition and Fitness
2.	Familiarization of health-related Exercises, Sports for overall growth and development
3.	Create a foundation for the professionals in Physical Education and Sports
4.	Participate in the competition at regional/state / national / international levels.
5.	Create consciousness among the students on Health, Fitness and Wellness in developing and maintaining a healthy lifestyle.
6	Understand and practice of Traditional Games

Syllabus	28 Hours
I. Orientation 1. Lifestyle 2. Health & Wellness 3. Pre-Fitness test. **II. General Fitness & Components of Fitness** 1. Warming up (Free Hand exercises) 2. Strength – Push-up / Pull-ups 3. Speed – 30 Mtr Dash **III. Specific games (Any one to be selected by the student)** 1. Kabaddi – Hand touch, Toe Touch, Thigh Hold, Ankle hold and Bonus. 2. Kho-Kho – Giving Kho, Single Chain, Pole dive, Pole turning, 3-6 Up. **IV. Ethics and Moral Values** 1. Ethics in Sports 2. Moral Values in Sports and Games **V. Specific Games (Any one to be selected by the student)** 1. Volleyball – Attack, Block, Service, Upper Hand Pass and Lower hand Pass. 2. Athletics (Track Events) – Any event as per availability of Ground. **VI. Role of Organisation and administration**	

ASSESSMENT STRUCTURE:

This course is having only Continuous Internal Assessment (CIE) marks of 100. A student shall obtain a minimum of 40% marks out of 100 to qualify in the course.

Sl. No	Activity	Max. Marks
1.	Attendance	20
2.	Quizzes /Assignment – 2, each of 25marks	50
3.	Report/ Participation Certificate	30
Total		**100**

Semester-III/IV					
YOGA **Category: MNC**					
Course Code	:	**B25BBA308D/408D**	CIE	:	100 Marks
Teaching Hours L : T : P : S	:	0:0:0:28	SEE	:	--
Total Hours/Semester	:	28	Total	:	100 Marks
Credits	:	PP	SEE Duration	:	--

Course Learning Objective is	
1.	Introduce students to the origin, history, philosophy, and fundamental concepts of Yoga.
2.	Familiarize students with the different schools of Yoga, its aims, objectives, and the importance of prayer in Yogic practice.
3.	Develop awareness of the rules, regulations, and safety precautions to be followed during Yogic practices.
4	Enable students to learn and practice Suryanamaskara and selected Yogasanas with proper techniques for improving physical and mental well-being.
5	Promote a healthy lifestyle by encouraging regular Yogic practice, correcting misconceptions about Yoga, and fostering positive health, self-discipline, and overall wellness.

Syllabus	**28 Hours**
I. Introduction of Yoga: Yoga, its origin, history and development. Yoga, its meaning, definitions. Different schools of yoga, Aim and Objectives of yoga, **II. Prayer:** importance of prayer Brief introduction of yogic practices for Yogic practices for common man to promote positive health, **III. Rules and regulations**: Rules to be followed during yogic practices by practitioner Suryanamaskara: Suryanamaskar prayer and its meaning, Need, importance and benefits of Suryanamaskar12 count, 2 rounds, **IV. Misconceptions of yoga**: Yoga its misconceptions, Difference between yogic and non yogic practices **V. Different types of Asanas-1:** Asana, Need, importance of Asana. Different types of asana. Asana its meaning by name, technique, precautionary measures and benefits of each asana, Sitting 1. Padmasana, 2. Vajrasana, Standing 1. Vrikshana, 2. Trikonasana, Prone line 1. Bhujangasana, 2. Shalabhasana, Supine line 1. Utthitadvipadasana, 2. Ardhahalasana I. Patanjali's Ashtanga Yoga: Patanjali's Ashtanga Yoga, its need and importance. Suryanamaskar12 count 4 rounds. **VI. Different types of Asanas-2**: Sitting 1. Sukhasana, 2. Paschimottanasana, Standing 1. Ardhakati Chakrasana, 2. Parshva Chakrasana, Prone line 1. Dhanurasana Supine line 1. Halasana, 2. Karna Peedasana **VII. Kapalabhati**: Meaning, importance and benefits of Kapalabhati. 40 strokes/min 3 rounds **VIII. Pranayama**: 1. Suryanuloma –Viloma, 2. Chandranuloma-Viloma, 3-Suryabhedana, 4-Chandra Bhedana,	

Course Learning Outcomes: Upon successful completion of this course, the student will be able to:	
1.	Explain the origin, history, philosophy, objectives, and different schools of Yoga, along with its role in promoting holistic health and well-being.
2.	Understand and apply the rules, regulations, and ethical practices associated with Yogic exercises, including the significance of prayer and Suryanamaskara.
3.	Demonstrate the correct techniques of selected Yogasanas, such as sitting, standing, prone, and supine postures, while observing appropriate precautions.
4	Analyze the physical, mental, and therapeutic benefits of Yogic practices and distinguish between authentic Yogic practices and common misconceptions about Yoga.
5	Adopt Yoga as a regular lifestyle practice to enhance physical fitness, mental wellness, discipline, and overall quality of life.

Text books:

1. George Feuerstein : the yoga Tradition (its history, literature, philosophy and practice)
2. Sri Ananda: The complete Book of yoga Harmony of Body and Mind (Orient paper Backs: Vision Books Pvt.Ltd..1982.
3. B.K.S lyenkar: Light on the Yoga sutras of Patanjali (Haper Collins Publications India Pvt.Ltd.New Delhi.)
4. Science of Divinity and Realization of Self Vethathiri Publication, (6-11) WCSC, Erode

Reference books / Manuals:

1. Principles and Practice of Yoga in Health Care, Publisher: Handspring Publishing Limited. ISBN:9781909141209, 978190914209
2. Basavaraddi I V: Yoga in School Health, MDNIY New Delhi. 2009
3. Dr. HR. Nagendra: Yoga Research and application (Vivekanada Kendra Yoga Prakashana Bengalore)
4. Dr. Shirley Telles: Glimpses of Human Body (Vivekanda Kendra Yoga Prakashana Bengalore).

ASSESSMENT STRUCTURE:

This course is having only Continuous Internal Assessment (CIE) marks of 100. A student shall obtain a minimum of 40% marks out of 100 to qualify in the course.

Sl. No	Activity	Max. Marks
1.	Attendance	20
2.	Quizzes /Assignment – 2, each of 25marks	50
3.	Report/ Participation Certificate	30
Total		**100**

Semester-III/IV					
MUSIC **Category: MNC**					
Course Code	:	**B25BBA308E / 408E**	CIE	:	100 Marks
Teaching Hours L : T : P : S	:	0:0:0:28	SEE	:	--
Total Hours/Semester	:	28	Total	:	100 Marks
Credits	:	PP	SEE Duration	:	--

Course Learning objectives: The course Will enable the students to:	
1.	Identify the major traditions Of Indian music. through notations and aurally.
2.	Analyse the compositions with respect to musical and lyrical content
3.	Demonstrate an ability to use music technology appropriately in a variety of setting.

Syllabus	**28 Hours**
I. Preamble: Contents of the curriculum intend to promote music as language to develop an analytical, Creative and intuitive Understanding. For this the student must experience music through study and direct participation in improvisation and composition. Origin of the Indian Music: Evolution of the Indian music system, Understanding Of Shruthi, Nada, Swara, Lay-a, Raga Talau Mela. **II. Compositions:** Introduction to the types of composition in Carnatic Music. Geethe, lath i, Swara, Swarajathi, Varna, Krithi. and Thillana, Notation System. **III. Composers:** Biography and contributions Of purandaradasa. Thyagaraja, Mysoro Vasudevacharya. **IV**. **Music Instruments**: Classification and construction of string instruments, Wind instrutnents. E*rcussion instruments, Idiophones (Ghana Vaadya), Examples of each class of Instrum ents **V**. **Abhyasa Gana:** Singing the swara exercises (Sarale Varase Only). dotation writing for Sarale Varase and Suladi Saptha Tala (Only in Mayamalavagowla Raga), Singing 4 Geethe in M alahari. And one jathi Swara One Krithi in a Mela raga	
Course Learning Outcomes: Upon successful completion of this course, the student will be able to:	
1.	Discuss the Indian system Of music and relate it to Other genres (Cognitive domain)
2.	Experience the emotions Of and develop empathy (AffRtive Domain)
3.	Ressond to queries on various patterns in a composition (Psycho Motor Domain)

ASSESSMENT STRUCTURE (CIE Only):

This course is having only Continuous Internal Assessment (CIE) marks of 100. A student shall obtain a minimum of 40% marks out of 100 to qualify in the course.

Sl. No	Activity	Max. Marks
1.	Attendance	20
2.	Quizzes /Assignment – 2, each of 25marks	50
3.	Report/ Participation Certificate	30
Total		**100**

Text Books

1. Vldushi Vasantha Madhavi, “Theory of Music” Prism Publication, 2007
2. T Sachidevi and T Sharadha “Karnataka Sangeetha Dharpana” Vol. 1 (English). Shreenivaas Prakaashana, 2018

References:

1. Lakshminarayana Subramaniam. Viji Subramanaim. -Classical Music of India: A Practical Guigee, Tranquer, 2018.