

# गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

फोन : +९१-८६६९६०९०४८



(Accredited by NAAC)

## Goa University

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GU/Acad –PG/BoS -NEP/2025-26/223

Date: 04.07.2025

### CIRCULAR

The Academic Council & Executive Council of the University has approved Ordinance Governing the Bachelor in Business Administration Programme of study conducted by the on-campus Schools of Goa University and its Affiliated Colleges based on AICTE Model Curriculum Framework for Under-Graduate Degree as per NEP 2020 from the Academic year 2025-26 onwards.

The Programme structure of Semester I to VIII and syllabus of Semester I and II of the **Bachelor in Business Administration** Programme approved by the Academic Council in its meeting held on 24<sup>th</sup> & 25<sup>th</sup> June 2025 is attached.

The Dean & Vice-Dean (Academic) of the Goa Business School and the Principals of the affiliated Colleges offering the **Bachelor in Business Administration** Programme are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin V. Lawande)  
Deputy Registrar – Academic

To,

1. The Dean, Goa Business School, Goa University.
2. The Vice-Dean (Academic), Goa Business School, Goa University.
3. The Principals of Affiliated Colleges offering the Bachelor in Business Administration Programme.

Copy to:

1. Chairperson, BoS in Management Studies, Goa University.
2. Controller of Examinations, Goa University.
3. Assistant Registrar, Examinations (UG), Goa University.
4. Director, Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

**PROGRAMME STRUCTURE FOR BBA (Effective from Academic Year 2025-26)**

Semester	Core Courses	OE	MDE	AEC	SEC	DSE	VAC	Total Credits
<b>I</b>	<p>MNA-100 Management Process and Organisational Behaviour (4)</p> <p>MNA-101 Human Resource Management (4)</p> <p>MNA-102 IT Skills for Business (4)</p>		Any one from MDE List 1 (2)	<p>ENG-151 Communicat ive English: Spoken and written (2)</p> <p>ENG-152 Digital Content Creation in English (2)</p>			To Be Opted from the approve d list (2)	20

<b>II</b>	MNA-103 Marketing Management (4)							
	MNA-104 Financial Statement Analysis (4)		Any one from MDE List 1 or List 2	ENG -251 Functional English I: Communicat ive English 1.1 (2)	MNA-141 Public Speaking and Presentation Skills (2)		To Be Opted from the approve d list (2)	20
	MNA-105 Business Environment (4)							

<b>III</b>	MNA-200 Production and Operations Management (4)							
	MNA-201 Financial Management (4)		Any one from MDE List 1 or 2		MNA-241 Soft skills and Personality Development (4)		To Be Opted from the approved list (2)	20
	MNA-202 Business Research Methods (4)							

IV	MNA-203 Business Statistics (4)							
	MNA-204 Economics for Management (4)							
	MNA-205 Strategic Management (4)							
	MNA-206 Case Analysis (2)							
					MNA-242 Interview Facing Skills (2)			
					MNA-243 Report Writing Skills (2)			
							To Be Opted from the approved list (2)	20



V	MNA-300 Management Accounting (4)  MNA-301 Management Information Systems (4)			MNA-341 Internship (4)  <b>OR</b>  MNA-342 Capstone Project (4)	MNA-361 Consumer Behaviour (4)  <b>OR</b>  MNA-362 Talent Acquisition (4)  <b>OR</b>  MNA-363 Stock Market Options (4)		20
				MNA-343 Major Project (Evaluation in sixth semester)	MNA-364 Retails Sale and Distribution (4)		

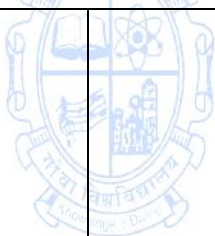
						<p><b>OR</b></p> <p>MNA-365 Leadership and Team Building (4)</p> <p><b>OR</b></p> <p>MNA-366 Banking and Insurance (4)</p> <p>MNA-367 Discipline Specific Elective (Audit Course)**</p>		
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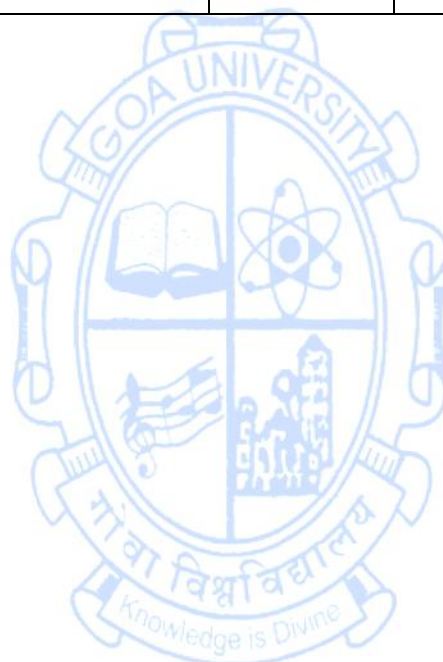
VI	<p>MNA-302 Legal Aspects of Business (4)</p> <p>MNA-303 Entrepreneurship (2)</p>			<p>MNA-344 Internship/Project (2)</p> <p>Internship/ Project (Initiated in the fifth semester) (4)</p>	<p>MNA-368 Services Marketing (4)</p> <p><b>OR</b></p> <p>MNA-369 Learning and Development (4)</p> <p><b>OR</b></p> <p>MNA-370 Taxation (4)</p> <p>MNA-371 Integrated Marketing Communications (4)</p> <p><b>OR</b></p>		20
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					<p>MNA-372 Performance Management and Competency Mapping (4)</p> <p><b>OR</b></p> <p>MNA-373 Security Analysis and Portfolio Management (4)</p> <p>MNA-374 (Audit Course – 4 Non-Credits)</p>		
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VII	MNA-400 Quantitative Techniques for Decision Making (4)	MNA-481 AI for Business (4)  <b>OR</b>  MNA-482 Diversity Equity and Inclusion (4)  <b>OR</b>  MNA-483 Digital Ethnography and Online Communities (4)		MNA-441 Dissertation Work (Evaluation in Eight Semester)  MGT-442 Summer Internship (4)	MNA-461 Product and Brand Management (4)  <b>OR</b>  MNA-462 Organizational Development and Change Management (4)  MNA-463 Marketing Analytics (4)  <b>OR</b>  MNA-464 Finance Analytics (4)		20
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						<p><b>OR</b></p> <p>MNA-465 HR Analytics (4)</p>		
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VIII			Dissertation Work (that started in Seventh Semester) (8)		MNA-466 Data Analytics Using R/Python (4)  MNA-467 Social Media and Web Analytics (4)  MNA-468 International Trade Policy and Strategy (4)		20
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### MULTIDICIPLINARY ELECTIVE COURSES

Sr No	Course Code	Title of the Course
<b>MDE LIST 1</b>		
1	MNA-121	Cultural Heritage of Goa-I
2	MNA-122	Cultural Heritage of Goa-II
3	MNA-123	Vedic Mathematics
4	MNA-124	Indian Health and Wellness
5	MNA-125	Indian Political Environment
<b>MDE LIST 2</b>		
1	MNA-126	Individual and Society
2	MNA-127	Emotional Intelligence
3	MNA-128	Relationship Psychology
4	MNA-129	Critical Thinking
5	MNA-130	Vector Graphics Designing
6	MNA-131	Theatre Art
7	MNA-132	Music Appreciation



SEMESTER I

CORE COURSES

Name of the Programme : Bachelor of Business Administration  
Course Code : MNA-100  
Title of the Course : Management Process and Organisational Behaviour  
Number of Credits : 4  
Effective from AY : 2025-26

Prerequisites for the Course	Nil	
Course Objectives	To equip participants with an understanding about Managerial Processes and determinants of Employee Behaviour at workplace.	
Content	<b>Unit I: Introduction and Functions of Management</b> Basic concepts and its role in decision making, Planning, Organizing, Staffing, Leading and Controlling.	<b>15 hours</b>
	<b>Unit II: Organization Structure and Design</b> Role in Individual and Interpersonal behavior at work-place	<b>10 hours</b>
	<b>Unit III: Introduction to Determinants of Individual Behaviour</b> Perception, Personality, Attitudes, Learning, Self-Concepts, Theories/ Models for understanding these determinants	<b>15 hours</b>
	<b>Unit IV: Group Dynamics, Tools for Interpersonal Analysis</b> Fundamentals of Leadership and Motivation and their application, Theories/ Models/ Styles Organizational Change and Development, Models of Change, Organizational Culture, Conflict and Negotiations, Power and Politics in Organization	<b>20 hours</b>
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
Suggested Readings	<ol style="list-style-type: none"><li>1. Robbins S., Coulter M.: ‘Introduction to Management’. Prentice Hall, 11th edition or Latest Edition</li><li>2. Robbins S., Coulter M. and Vohra N.; ‘Management’, Pearson, 9th edition or Latest Edition</li><li>3. Harold Koontz, Heinz Weihrich: ‘Essentials of Management: An International and leadership perspective’, Mcgraw Hill Education, 8th edition or Latest Edition</li></ol>	
Course Outcomes	At the end of the course, the participants will be able to: <ol style="list-style-type: none"><li>1. Understand the functions and responsibilities of managers and their role in decision making</li><li>2. Get an insight into Organization Structure and Design and its impact on Individual and Interpersonal behavior</li><li>3. Analyzing Individual Behavior, and its implications for organizational behavior.</li><li>4. Analyzing Group behavior, and its implications for organizational behavior.</li></ol>	

**Name of the Programme** : Bachelor in Business Administration  
**Course Code** : MNA-101  
**Title of the Course** : Human Resource Management  
**Number of Credits** : 4 Credits  
**Effective from AY** : 2025 – 26

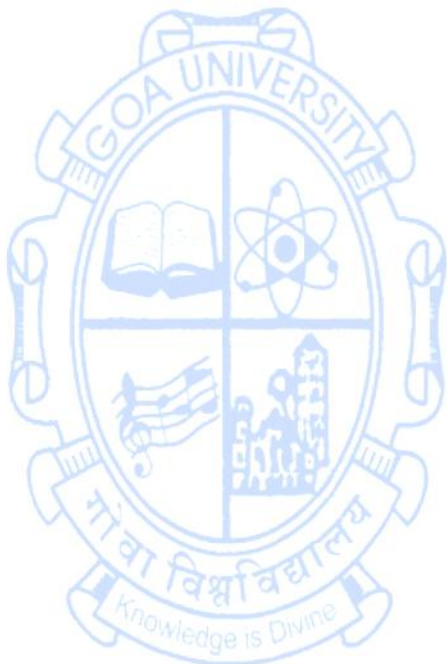
<b>Prerequisites for the Course</b>	Nil	
<b>Course Objectives</b>	To equip participants with the necessary skills and techniques for effective Human Resource Management, within an organization.	
<b>Content</b>	<b>Unit I: Introduction and Planning</b> Introduction to Human Resource Management-Objectives, Functions, Organization of HR Department, Environment & Strategic Role of HRM, Manpower planning, Job Analysis & job Design, Succession Planning.	<b>15 Hours</b>
	<b>Unit II: Recruitment &amp; Selection</b> Definition, Sources of Recruitment, Process of Recruitment and Selection, Types of Selection Tests, Interviews, Technology in hours Recruitment and Selection, Evaluation, Employee Placement Trade Unions, Resolving Disputes.	<b>15 Hours</b>
	<b>Unit III: Training and Development and Performance Management</b> Training Process, Training Need Analysis, Training Design, Types of Training, Methods of Training, Training Evaluation. Performance Management: Setting KRA's/KPA's, Appraisal Process, Methods and its applicability, Rewards.	<b>15 Hours</b>
	<b>Unit IV: Compensation, Employee Benefits and Industrial Relations</b> Job Evaluation, Wage Mix, Compensation Structure, Performance Linked Pay, Employee Benefit programs, hours Introduction to Industrial Relations, Importance & Approaches,	<b>15 Hours</b>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Suggested Readings</b>	1. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 6th or Latest Edition. 2. Snell, Bohlander, Vohra, 'Human Resource management', - Cengage learning, 1st or Latest Edition 3. Gary Dessler, 'Human Resource Management', Pearson publication, 2020 or Latest Edition.	
<b>Course Outcomes</b>	At the end of the course, the participants will be able to: <ol style="list-style-type: none"> <li>1. Define the concept of HR and its integration with business performance.</li> <li>2. Derive a deep insight into Human Resource planning and its linkage to an effective Recruitment process.</li> <li>3. Understand of Training needs assessment and the training process.</li> <li>4. Get an in depth understanding of a good Performance Management System.</li> <li>5. Evaluate various components of employee compensation and benefits and their role in attracting and retaining competent people.</li> <li>6. Assess Industrial Disputes and methods of settlement of the same.</li> </ol>	

Name of the Programme : Bachelor in Business Administration  
 Course Code : MNA-102  
 Title of the Course : IT Skills for Business  
 Number of Credits : 4 Credits  
 Effective from AY : 2025-26

Prerequisites for the Course	Nil	
Course Objectives	By the end of this course, students should be able to: <ol style="list-style-type: none"> <li>1. Explain how information technology shapes the business environment</li> <li>2. Create and format professional documents using word processing software.</li> <li>3. Organize, analyze, and visualize data with spreadsheet tools.</li> <li>4. Design and deliver effective presentations using presentation software.</li> </ol>	
Content	<b>Unit 1: Fundamentals of Information Technology for Business</b> Introduction to Information Technology, Hardware and Software Fundamentals, Networking and Internet Basics, Data Management and Databases, IT in Business Functions, Cybersecurity and Data Privacy, Emerging Technologies in Business.	15 hours
	<b>Unit 2: Word Processing</b> Document creation and editing, Character Formatting, Paragraph Formatting, Styles and themes, Using tables, images, and other graphic elements, Page layout settings and sections, Using spelling, grammar check, find and replace, and thesaurus, Inserting headers, footers, page numbers, hyperlinks, bookmarks, cross reference, etc. Reviewing documents with track changes and comments, Creating table of contents, citations, bibliography, and index, Mail merge, Printing, exporting to PDF, and protecting documents.	15 hours
	<b>Unit 3: Spreadsheet</b> Spreadsheet interface, Worksheets and workbooks, Data entry and editing, Formatting cells and ranges, Managing worksheets and cell operations, Formulas and function categories, Cell referencing techniques, Sorting and filtering data, Conditional formatting, Data validation, Working with structured tables, Creating and customizing charts, Basic data analysis tools, Building simple dashboards, Printing, exporting, and protecting sheets.	20 hours
	<b>Unit 4: Presentation</b> Slide creation, Text and object formatting, Applying themes and layouts, Inserting images, charts, tables, Smart Art Graphics, and media, Using transitions and animations, Slide master and templates, Adding speaker notes and comments, Hyperlinks and navigation, Running slide shows with timings, Printing and exporting presentations.	10 hours
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
Suggested Readings	<ol style="list-style-type: none"> <li>1. Joan Lambert, Curtis Frye, Microsoft Office Step by Step (Office 2021 and Microsoft 365), 1st Edition, Pearson</li> <li>2. Bucki Lisa A., Walkenbach John, Wempen Faithe, Alexander Michael, Kusleika Dick, (2013), Microsoft Office 2013 Bible, Wiley India Pvt Ltd.</li> <li>3. Beth Melton, Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch, Eric Legault, Ben M. Schorr, Ciprian Adrian Rusen, Microsoft Office Professional 2013 Step by Step, Microsoft Press (ebook)</li> </ol>	



	4. David P. Bourgeois, 2014, Information Systems for Business and Beyond, Saylor Academy (ebook)
Course Outcomes	At the end of the course, the participants will be able to: 1. To appreciate the use of Information Technology in business 2. To prepare professional documents using Word processing Application 3. To organize, analyze and visualize data using Spreadsheet Application 4. To design slide presentations effectively and efficiently using Presentation Software



## SEMESTER II

### CORE COURSES

**Name of the Programme : Bachelor in Business Administration**

**Course Code : MNA-103**

**Title of the Course : Marketing Management**

**Number of Credits : 4 Credits**

**Effective from AY : 2025 – 26**

<b>Prerequisites for the Course</b>	Nil	
<b>Course Objectives</b>	To enable participants to have competence in understanding and using Marketing Frameworks, Theories and Tools for analyzing and decision making in the area of Marketing.	
<b>Content</b>	<b>Unit I: Introduction</b> What is marketing, What is marketed, Who markets, Role of Marketing, Needs, Wants and Demands. Marketing Management Process. Importance of Marketing Environment, Internal Environment, External Environment – Micro Environment - Macro Environment	<b>15 hours</b>
	<b>Unit II: Marketing Dynamix</b> Marketing Mix for Products & Services. Consumer Behaviour and Consumer markets: Segmentation, Targeting and Positioning, types of segmentation, basis for Segmentation.	<b>15 hours</b>
	<b>Unit III: Product and Pricing</b> Content: Product Planning and Product Mix: Concepts of a product, Levels of a Product, Product Life Cycle, Branding, Significance hours of price, Factors affecting pricing, Pricing Policy	<b>15 hours</b>
	<b>Unit IV: Distribution and Promotion</b> Place (Distribution): Importance of Channel, Types of Channel, Channel Management, Channel Conflict. Integrated Marketing Communication: Role of Marketing Communication, factors affecting promotion mix. Types of promotion, Advertising, Personal selling, Sales, Promotion and Public Relations, Introduction to digital and social media for marketing, Marketing control, Creating customer value, satisfaction and loyalty.	<b>15 hours</b>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Suggested Readings</b>	1. Kotler Philip, Keller Kevin, Koshy Abraham; Marketing Management; Pearson Education India, 15th edition or Latest Edition. 2. V. S. Ramaswami, S. Namakumari; Marketing Management – Global Perspective Indian Context, Macmillan, 4th edition or Latest Edition. 3. Dr. R. B. Rudani; Basics of Marketing Management – Theory and Practice, S. Chand and Company Ltd: 2010 or Latest Edition	
<b>Course Outcomes</b>	At the end of the course, the participants will be able to: 1. Take decisions based on the Marketing Mix. 2. Divide the market into segments, check attractiveness and accordingly take decisions. 3. Rationalize decisions based on segmentation, targeting and positioning analysis.	



	<div>4. Take decisions related to the product based on the life cycle stage and decide which channel will be appropriate for distribution.</div> <div>5. Identify the factors affecting promotion mix and come up with alternatives and take advertising related decisions.</div>
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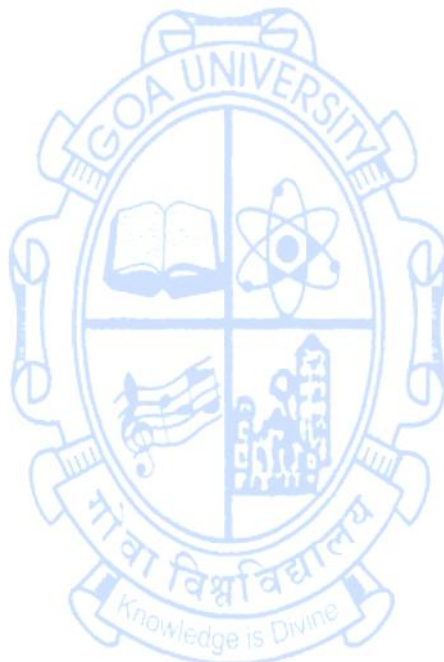
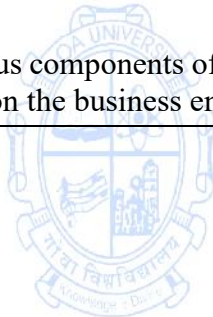
**Name of the Programme : Bachelor in Business Administration**  
**Course Code : MNA-104**  
**Title of the Course : Financial Statement Analysis**  
**Number of Credits : 4 Credits**  
**Effective from AY : 2025 – 26**

<b>Prerequisites for the Course</b>	Nil	
<b>Course Objectives</b>	To equip participants with the necessary skills and techniques in evaluation, analysis and interpretation of Financial Statements.	
<b>Content</b>	<b>Unit I: Basics of Accounting</b> Concepts and Conventions of Accounting, Introduction to Basic Accounting Standards & IFRS, Reading of Annual Report - Balance Sheet, Profit and Loss Account (Vertical Form)	<b>15 hours</b>
	<b>Unit II: Basic Techniques of Analyzing Financial Statements</b> Preparation of Comparative Statement, Common Size Statement, Trend Analysis of Financial Statements, Cash Flow Statement	<b>15 hours</b>
	<b>Unit III: Ratio Analysis</b> Computation of ratios (Liquidity, Activity, Profitability, Leverage Ratios), Inter firm comparisons using ratio analysis	<b>15 hours</b>
	<b>Unit IV: Interpretation of Annual Reports</b> Understanding annual reports through interpretation of balance sheet, profit and loss account, director's report, auditor's report (including financial auditing as a concept) and notes to accounts	<b>15 hours</b>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Suggested Readings</b>	1. Srinivasan N. P., Murugan M. S., Accounting for Management, S. Chand & Company Pvt Ltd, New Delhi, January 2011 or latest edition 2. N Ramchandran, Ram Kumar Kakani: 'How to Read a Balance Sheet', Tata McGraw-Hill Professional: Finance Made Easy Series, 2nd or Latest Edition 3. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Profit and Loss Account', Tata McGraw-Hill Professional: Finance Made Easy Series, 2nd or Latest Edition 4. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Cash Flow Statement', Tata McGraw-Hill Professional: Finance Made Easy Series, 2nd or Latest Edition 5. Chandra Prasanna; 'Managers' Guide to Finance and Accounting'; Tata McGraw-Hill Publishing Company Limited; New Delhi; 10th or Latest Edition	
<b>Course Outcomes</b>	At the end of the course, the participants will be able to: 1. Interpret financial statements from annual report of a company. 2. Analyse financial statements to assess financial strength of a company using tools like comparative statement, common size statement, trend analysis and Cash Flow Statement. 3. Compute and analyse different financial ratios and their interpretation 4. and application in decision making. 5. Compare firms based on financial ratios and other parameters for effective inter – firm analysis.	

**Name of the Programme : Bachelor in Business Administration**  
**Course Code : MNA-105**  
**Title of the Course : Business Environment**  
**Number of Credits : 4 Credits**  
**Effective from AY : 2025 – 26**

<b>Prerequisites for the Course</b>	Nil	
<b>Course Objectives</b>	To equip the participants with understanding of the business environment to take informed business decisions.	
<b>Content</b>	<b>Unit I: Introduction to Business Environment:</b> Definition and meaning of business – Scope of Business – Characteristics of Business – Business goals – Factors influencing the Business Environment – Environmental Analysis (Internal & External).	<b>10 hours</b>
	<b>Unit II: Impact of Government policies</b> New Agricultural strategy of 1960s (Green Revolution) – Food security and PDS in India - New Agricultural Policy In the context of liberalization Traditional, SSI, Village, Cottage and Modern industries -Industrial Policy Resolution in India till 1991 - New Industrial Policy and its impacts. Relationship between business and government, Promotional and entrepreneurial roles of the government, Privatization and commercialization of Indian Infrastructure – Infrastructure development in India.	<b>15 hours</b>
	<b>Unit III: Financial System and Technology</b> Structure of Financial System, Role of Financial System in Economic Development, Financial Markets and Financial Instruments, Regulatory Frame Work, Problems and Reforms, Factors influencing the technological environment, Role and impact of technology on business, Transfer of technology, Factors of legal environment namely laws and regulations, consumer protection, IPR's and environment regulations.	<b>10 hours</b>
	<b>Unit IV: International Business &amp; World Financial Environment</b> Overview and types of international business, Theories and institutions, Trade and investment, Tariff and non-tariff barriers, forex market mechanism, exchange rate determination.	<b>15 hours</b>
	<b>Unit V: Regional Blocks and Trading Agreements' Global Competitiveness</b> Business and corporate social responsibility to shareholders, employees, consumers and community, Role of regional blocks and trading agreements towards Global competition and HRD development.	<b>10 hours</b>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Suggested Readings</b>	1. Cherunilam, Francis 'Business Environment, Text and Cases' Himalaya Publishing House, 28th edition, (2019) or latest edition 2. Dr. SarojUpadhyay, 'Business Environment', Asian Books Pvt. Ltd, (2010) or latest edition	

	<div>3. V K Puri and S K Mishra ‘Indian Economy –Cases’ Himalaya Publishing House, 39th revised and updated edition (2022) or latest edition</div> <div>4. Paul, Justin, ‘Business Environment Text and Cases’, Tata McGraw Hill, New Delhi, 4th edition, (2018) or latest edition</div> <div>5. A.N. Agarwal ‘Indian Economy’, New Age International Publishers, 43rd edition, (2019) or latest edition</div>
<b>Course Outcomes</b>	<div>At the end of the course, the participants will be able to:</div> <div>1. To identify the constituents of business environment and their impact on business.</div> <div>2. To demonstrate the range and complexity of the external influences on business activity.</div> <div>3. To integrate the various financial and economic concepts in the business environment.</div> <div>4. To analyze various components of national and international business and its implications on the business environment.</div>





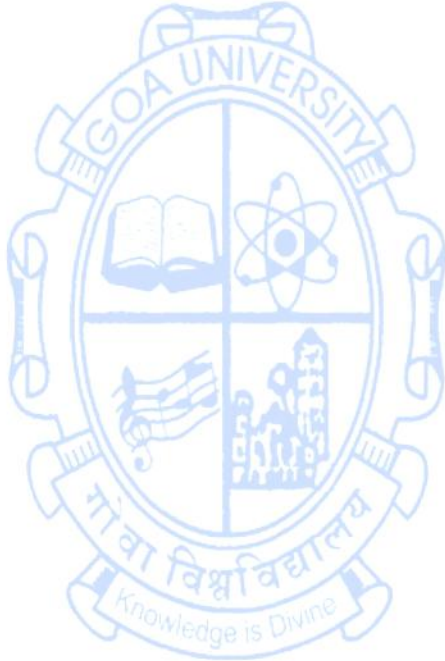
**SKILL ENHANCEMENT COURSES**

**Name of the Programme** : BBA  
**Course Code** : MNA-141  
**Title of the Course** : Public Speaking and Presentation Skills  
**Number of Credits** : 2 Credits  
**Effective from AY** : 2025-26

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	By the end of this course, students should be able to: 1. Build self-confidence and reduce anxiety associated with public speaking. 2. Organize and deliver effective and engaging oral presentations. 3. Master vocal variety, body language, and eye contact for impactful delivery. 4. Adapt speech content and tone for different audiences and purposes. 5. Use visual aids and presentation tools effectively.	
<b>Content:</b>	<b>Unit 1: Introduction to Public Speaking</b> 1. Importance of public speaking for business students 2. Types of speeches: Informative, Persuasive, Special Occasion 3. The communication process & overcoming stage fear 4. Characteristics of an effective speaker 5. Self-assessment of speaking style	<b>5 Hours</b>
	<b>Unit 2: Crafting the Speech</b> 1. Selecting a topic and analyzing the audience 2. Structuring a speech: Introduction, Body, Conclusion 3. Using evidence, stories, and rhetorical devices 4. Preparing speech outlines and cue cards 5. Language, tone, and style in formal speaking	<b>5 Hours</b>
	<b>Unit 3: Delivery Techniques</b> 1. Verbal and non-verbal communication skills 2. Managing nervousness and building stage presence 3. Voice modulation, pace, pitch, pauses, and articulation 4. Body language: gestures, facial expressions, and posture 5. Practice through individual short speeches	<b>10 Hours</b>
	<b>Unit 4: Business Presentations</b> 1. Planning and delivering business presentations 2. Use of PowerPoint and visual aids (charts, graphs, videos) 3. Group presentations and Q&A handling 4. Presenting reports, proposals, and case studies 5. Feedback and peer evaluation	<b>10 Hours</b>
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self- study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	1. Carnegie, Dale. The Quick and Easy Way to Effective Speaking 2. Lucas, Stephen. The Art of Public Speaking, McGraw Hill 3. Gallo, Carmine. Talk Like TED 4. Weissman, Jerry. Presenting to Win 5. Reynolds, Garr. Presentation Zen	
<b>Course Outcomes:</b>	At the end of the course the students will be able to: 1. Demonstrate confidence and competence in public speaking. 2. Write and structure impactful speeches and presentations. 3. Deliver content using appropriate vocal and physical techniques. 4. Use digital tools and visual aids to enhance presentations.	



	5. Provide and receive constructive feedback for improvement.
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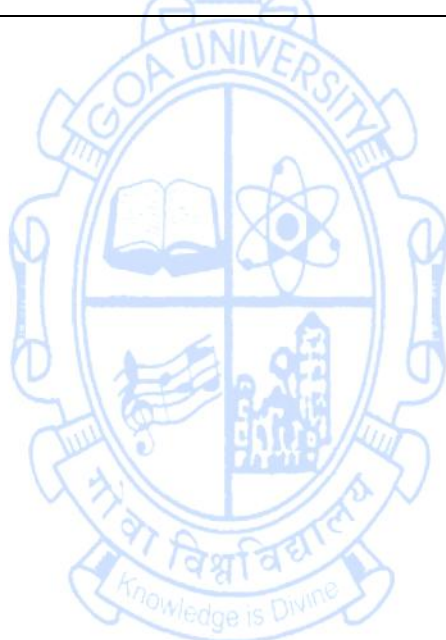
## MULTIDICIPLINARY ELECTIVE COURSES FOR SEMESTER I & II

### LIST 1

**Name of the Programme** : Bachelor of Business Administration  
**Course Code** : MNA-121  
**Title of the Course** : Cultural Heritage of Goa-I  
**Number of Credits** : 2  
**Effective from AY** : 2025-26

<b>Pre-requisites for the course</b>	Nil	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. Understand the basic topography of Goa, the social assets of Goa, state identities, modes of transportation and housing, and the architecture of historic places in Goa.</li> <li>2. Gain insight into the pre-Portuguese and Portuguese eras and the customs and traditions in Goa.</li> <li>3. Understand the traditional systems of land ownerships and the intangible heritage of Goa.</li> <li>4. Gain insight into the liberation movements and Post Portuguese era.</li> </ol>	
<b>Contents:</b>	<b>UNIT I: Understanding Goan culture</b> <ol style="list-style-type: none"> <li>1. The basic topography &amp; social assets in Goa, &amp; the State Identities</li> <li>2. Modes of housing &amp; modes of transportation</li> <li>3. Architecture - Temples, Churches, Mosques, Palaces, Forts.</li> <li>4. Pre-Portuguese Goan culture: Dress, Cuisine, Drinks, Amusement.</li> <li>5. Goan weddings - customs and traditions</li> </ol>	<b>10 hours</b>
	<b>UNIT II: Portuguese Era and Traditional systems</b> <ol style="list-style-type: none"> <li>1. Portuguese Era: Influence of Portuguese elements on Goan culture &amp; society</li> <li>2. Gaunkari System &amp; Comunidades</li> <li>3. Intangible Heritage - Phrases, idioms from Goan society</li> <li>4. Customs of birth and death, significance of Goan names</li> </ol>	<b>10 hours</b>
	<b>UNIT III: Liberation Movements &amp; Post Portuguese era</b> <ol style="list-style-type: none"> <li>1. Liberation Movement - Revolts during Portuguese rule, Operation Vijay;</li> <li>2. State Administrators, Language issue, Opinion Poll, Goan identity,</li> <li>3. Medium of Instructions</li> </ol>	<b>10 hours</b>
<b>Pedagogy:</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Books for reference</b>	<b>Books for Reference:</b> <ol style="list-style-type: none"> <li>1. Kaleidoscopic Goa: A cultural atlas. Dr. Pandurang Phaldessai; Vasantrao Dempo Education &amp; Research Foundation; Latest Edition</li> <li>2. A historical sketch of Goa - Denis L Cottineau Kluegen W. Twigg, ;1831</li> <li>3. Operation Vijay – Shrikant Ramani ; Broadway Book Centre; Latest Edition</li> <li>4. Who's Who of Freedom Fighters (Part 1 &amp; 2) - Dir. Arts &amp; Culture ; Latest Edition</li> <li>5. Goa remembered, vignettes of fading traditions - Angelo Pereira ; M. Lobo 1995</li> </ol>	

	<div>6. Magnificent monuments of Old Goa-Patrick J. Lobo; Rajhauns Vitaran ;Latest Edition</div> <div>7. A Socio-Cultural History of Goa :From the Bhojas to the Vijayanagar - V.R. Mitragotri ; Institute Menezes Braganza Institute Menezes Braganza ;1999</div> <div>8. Portuguese &amp; their artillery in Goa – AbhijitAmbekar ; Broadway Publishing ;2015</div> <div>9. Snapshots on Indo Portuguese History - (Part 1 to 4) Vasco Pinho;Self Published ;Latest Edition</div> <div>10. Inside Goa – Manohar Malgaonkar&amp; Mario Miranda; Architecture Autonomous ;Latest Edition</div> <div>11. Purabhilekh Puratatv Magazines - Dir. Of Archives, Goa</div> <div>12. Articles from popular local newspapers and magazines.</div>
Course outcomes:	<div>At the end of the course, the learner will be able to:</div> <div>1. Demonstrate a thorough grasp of the basic topography of Goa, the social assets of Goa, state identities, modes of transportation and housing, and the architecture of historic places in Goa.</div> <div>2. Gain insight and practical knowledge into the pre-Portuguese and Portuguese eras and the customs and traditions in Goa.</div> <div>3. Understand the traditional systems of land ownerships and the intangible heritage of Goa.</div> <div>4. Understand the liberation movements and Post Portuguese era.</div>



**Name of the Programme : Bachelor of Business Administration**  
**Course Code : MNA-122**  
**Title of the Course : Cultural Heritage of Goa-II**  
**Number of Credits : 2**  
**Effective from AY : 2025-26**

<b>Pre-requisites for the course</b>	Nil	
<b>Course objectives:</b>	1. Understand the rich Goan culture, traditions and festivals of Goa 2. Gain insight into the flora and fauna of Goa 3. Understand the traditional folk performing arts and culinary food of Goa 4. Gain insight into the traditional folk games, trade and occupations of Goa.	
<b>Contents:</b>	<b>UNIT I: Customs, traditions and Festivals of Goa</b> 1. Ornaments, dress, customs & traditions of Goan Hindus & Christians 2. Festivals of Goan Hindus, Muslims & Christians	<b>10 hours</b>
	<b>UNIT II: Flora, Fauna, Performing Arts and Culinary Food</b> 1. Flora & Fauna of Goa, Sahayadri Range/ Western Ghats 2. Goa's folk performing arts & theatres 3. The culinary art and food in Goa & cultural effects on ethnic cuisine	<b>10 hours</b>
	<b>UNIT III: Folk Games, Trades and Occupations</b> 1. Folk Games of Goa 2. Trades & occupations	<b>10 hours</b>
<b>Pedagogy:</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Books for reference</b>	<b>Books for reference:</b> 1. Ethnography of Goa, Daman & Diu - A B de Braganza Pereira; Penguin Group; 2008 2. Natural History of Goa – Rajendra Kerkar; Broadway Publication House; Latest Edition 3. Birds of Goa – Heinz Lainer & Rahul Alvares; The Goa Foundation ; Latest Edition 4. The cultural history of Goa- by Anant Ramkrishna Dhume.;Self Published ; Latest Edition 5. Legends of Goa - Mario Cabral e Sa; India book House ; Latest Edition 6. 100 years of Konkani Theatre – Wilson Mazarello; Govt. of Goa, Directorate of Art & Culture ; Latest Edition 7. Goa - A Tryst with Trade - Dr. Pratima Kamat; Goa Chamber of Commerce and Industry ; Latest Edition 8. Lok Sarita – Vinayak Khedekar ;Kala Academy; Latest Edition 9. Feasts, Festivals & Observances in Goa - Maria Lourdes Bravo Rodrigues. L& L publications; 2004 10. Traditional Occupations of Goa– Pantaleao Fernandes; The Word Publication ; Latest Edition 11. Kaleidoscopic Goa: A cultural atlas - Dr. Pandurang Phaldessai; Rajhauns Vitaran ; Latest Edition 12. Aparanta - Land beyond the End ;Dipti Salgaoncar; - House of Salgaoncar's ; Latest Edition 13. Lived heritage shared space – Angelo Costa Silveira; Yoda Press ; Latest Edition 14. Goa remembered, vignettes of fading traditions- Angelo Pereira; M. Lobo ; 1955 15. Goa and Its Future- Sarto Esteves; P.C. Manaktala & Sons Pvt. Ltd ; 1966 16. Purabhilekh Puratat Magazines - Dir. Of Archives, Goa	



	17. Articles from popular local newspapers and magazines.
Course outcomes:	<p>At the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"><li>1. Understand and integrate the rich Goan culture, traditions and festivals of Goa in their lives.</li><li>2. Gain insight into the flora and fauna of Goa.</li><li>3. Understand and integrate the traditional folk performing arts and culinary food practices in their lives</li><li>4. Gain insight into the traditional folk games, trade and occupations of Goa.</li></ol>





Name of the Programme : Bachelor of Business Administration  
 Course Code : MNA-123  
 Title of the Course : Vedic Maths  
 Number of Credits : 2  
 Effective from AY : 2025 - 26

Prerequisites for the course	NIL	
Objective	To equip the students with different perspective to solving mathematical problems using Vedic maths.	
Contents	<b>Unit 1: Basic techniques in Vedic Maths</b> 1. History and evolution of Vedic mathematics. Introduction to basic techniques 2. Various techniques used to carry out basic operations covering addition, subtraction, multiplication and division – Bases and complements, Subtraction, multiplication by series of 999, multiplication by 11, 12 etc,	10 hours
	<b>Unit 2: Advance techniques for numerical operations</b> 1. Multiplication by numbers near the base, General multiplication, checking of answers by using digital roots, division by numbers near the base, general division, comparison of fractions	10 hours
	<b>Unit 3: Application of Vedic maths techniques</b> 1. Finding out squares, cubes, square roots and cube roots 2. Solution of simultaneous equations. 3. Use of techniques for answering competitive examinations	10 hours
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References / Readings:	1. Bhatia Dhaval; Vedic Mathematics Made Easy, Jaico Publishing House; Mumbai, India, 2016 or later edition 2. Singhal Aditi; How to Become A Human Calculator?; Eurasia Publishing House, First Edition or later edition, 3. Thakur Rajesh Kumar; Vedic Mathematics for Students Taking Competitive Exams; Unicorn Books, 2015 or later edition 4. Gupta Atul; The Power Of Vedic Maths With Trigonometry; Jaico Books; Second or later editions	
Course Outcomes	At the end of the course, the participants will be able to: 1. Use Vedic maths techniques to perform basic numerical operations 2. Use advance techniques to perform Multiplication , divisions of big numbers. 3. Use techniques to solve simultaneous equations. 4. Answer numerical aptitude test without using calculators.	

Name of the Programme : Bachelor in Business Administration  
 Course Code : MNA-124  
 Title of the Course : Indian Health and Wellness  
 Number of Credits : 2 Credits  
 Effective from AY : 2025-26

Pre-requisites for the Course	Nil	
Course Objectives	1. To understand the importance of a healthy lifestyle. 2. To familiarise students about physical and mental health. 3. To create an awareness of various lifestyle related diseases. 4. To provide understanding of stress management.	
Contents	<b>Unit 1: Introduction to Health &amp; Wellness</b> Definition of Health Importance of health in everyday life Components of health – physical, social, mental, spiritual and its relevance Concept of wellness Mental health and wellness Determinants of health behaviour	<b>10 Hours</b>
	<b>Unit 2: Mind Body, Well-Being and Indian System of Well-Being</b> Mind body connection in health – concept and relation Implications of mind-body connection Wellbeing – why it matters? Digital wellbeing Health beliefs of India, Health systems in India – AYUSH. Perspective of indigenous people towards health Happiness and well-being in India	<b>15 Hours</b>
	<b>Unit 3: Deficiency &amp; Diseases</b> Malnutrition, under nutrition and over nutrition, Body system and common diseases ,Sedentary lifestyle and risk of disease , Modern lifestyle and associated health risks	<b>5 Hours</b>
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
Suggested Readings.	1. Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge (2011 or later edition) 2. C. Nyambichu & Jeff Lumiri, , Lifestyle Disease: Lifestyle Disease management (2018 or later edition)	
Course Outcomes	At the end of the course participants will be able to 1. Understand the concept and nature of health, wellness and its various implications 2. Demonstrate adequate knowledge on well-being and promotion of healthy behavior.	

**Name of the Programme** : Bachelor of Business Administration  
**Course Code** : MNA-125  
**Title of the Course** : Indian Political Environment  
**Number of Credits** : 2  
**Effective from AY** :2025 - 26

<b>Prerequisites for the course</b>	NIL	
<b>Course Objectives</b>	To equip the students with functioning of Indian democracy and various forces impacting the Indian Political System	
<b>Contents</b>	<b>Unit 1: Constitution, Governance &amp; Democracy.</b> Introduction to Indian Constitution, Welfare State and Directive Principles of State Policy, The Working of Parliamentary Government, Federalism, Centre – State Relations, Special Status, President Rule (Article 356), Organization of States, New States & Border Disputes	<b>10 hours</b>
	<b>Unit 2: Democratic Decentralisation and Local Self-Government</b> Concept and Evolution of Democratic Decentralization in India, Panchayat Raj & 73rd Constitutional Amendment, Urban Local Bodies & 74th Constitutional Amendment, Challenges to Local Governance and Decentralization	<b>10 hours</b>
	<b>UNIT 3 : Elections, Judiciary &amp; Democracy Challenges,</b> Election Procedure in India, Election & Voting Behaviour, Reservation Judicial Review & Judicial Activism, Obstacles/Hurdles to Indian Democracy	<b>10 hours</b>
<b>Pedagogy</b>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	1. Indian Polity M. Laxmikanth, McGraw Hill Education 2021 and latest 2. India Since Post- Independence by Paul Brass Publisher – Cambridge University Press, 2006 or later edition 3. The Oxford Companion to Politics in India: Student Edition by Jayal & Mehra Publisher – UBSBD, 2011 or later edition	
<b>Course Outcomes</b>	At the end of the course, the participants will be able to: 1. Demonstrate understanding of the constitutional framework and governance structures of India. 2. Analyze the working of federalism, centre-state relations, and special provisions in the Indian context. 3. Evaluate electoral processes, judicial mechanisms, and identify key challenges facing Indian democracy 4. Examine the structure, functioning, and significance of democratic decentralization in rural and urban local self-governance.	



## LIST 2

**Name of the Programme : Bachelor of Business Administration**

**Course Code : MNA-126**

**Title of the Course : Individual and Society**

**Number of Credits : 2**

**Effective from AY : 2025-26**

<b>Prerequisites for the course</b>	NIL	
<b>Course Objective</b>	To sensitise the students on how social forces affect individual behaviour in everyday lives.	
<b>Contents</b>	<b>Unit1:Foundations of Society</b> Origin of Society, Features of Society, Role of Individuals in Society, Norms & Values, Sociological, Functionalist & Conflict Perspectives: Origin, Ideologies & Theories, <b>Culture</b> and its Components, Aspects, Characteristics, Culture Change	<b>10 hours</b>
	<b>Unit 2: Social Processes and Institutions</b> <b>Socialization</b> , Types of Socialization, Agencies, <b>Social Control and Deviance</b> , Forms of Deviance, Crime & Delinquency, White Collar Crime, <b>Stratification</b> , Forms of Social Stratification, Caste, Class, Gender, Theories of Social Stratification, <b>Gender and Inequality</b> Gender as Social Construction, Social Structure of Gender Inequality, Gender & Development.	<b>10 hours</b>
	<b>Unit 3 : Social Dynamics and Social Change</b> <b>Status and Role</b> , Interrelationship between Status & Role, Multiple Roles, Role Set, Role Conflict, Status Set, <b>Social Mobility</b> Meaning, Horizontal & Vertical Mobility, Importance of Social Mobility, <b>Social Change</b> – Concepts & Types, Social Change in Goa. <b>Social Policy</b> , Government Policy: Relation to Education, Economy, Science & Technology, <b>Future of Society</b> – The Challenges of Present Society, Contemporary Social Issues of India	<b>10 hours</b>
<b>Pedagogy</b>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References / Readings:</b>	1. Sociology, a brief Introduction : Schaefer, Tata McGraw- Hill, 6 <sup>th</sup> or later edition 2. Sociological Theory ,George Ritzer, Tata McGraw- Hill, 5 <sup>th</sup> or later edition 3. Sociology:Themes & Perspective , M. Haralmbos, R. M. Heald, Oxford University Press – New Delhi, 1997 or later edition. 4. Essential Sociology by Nitin Sangwan, Seema ,LexisNexis, 2021 & latest	
<b>Course Outcomes</b>	At the end of the course, the participants will be able to: 1. Understand the basic concepts, theories and perspectives of sociology and their relevance to the structure and functioning of society. 2. Examine the role of individuals, culture, norms, values, and socialization in shaping social behavior and institutions. 3. Analyze key issues related to social stratification, gender inequality, deviance, crime, and social mobility using scientific and objective methods. 4. Evaluate contemporary social changes, policies, and challenges with reference to Indian society and the local context of Goa.	



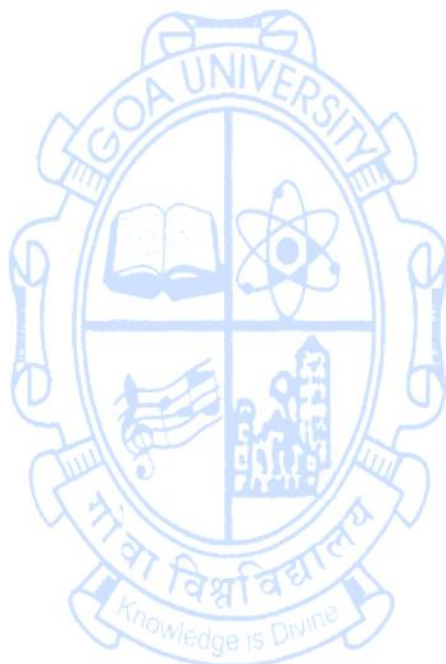
**Name of the Programme** : Bachelor in Business Administration  
**Course Code** : MNA-127  
**Title of the Course** : Emotional Intelligence  
**Number of Credits** : 2 Credits  
**Effective from AY** : 2025-26

<b>Pre-requisites for the Course</b>	Nil	
<b>Course Objectives</b>	To enable participants to have competence in understanding emotions of self & others and manage personal & professional situations in an emotionally intelligent way by using EI framework.	
<b>Contents</b>	<b>Unit 1: Understanding Emotional Intelligence</b> Understanding Difference between EQ and IQ, 5 Dimensional Trait EI Model, Science of Emotions and their understanding, Working of EQ brain, Self-Awareness Tactics: Understanding Components of Self, Exploration through Johari Window, Mapping Key Characteristics of Self, Stages – Self Awareness/Self-Acceptance/Self Realization.	<b>10 Hours</b>
	<b>Unit 2: Self Regulation and Motivation</b> Self-Regulation: Basics of Managing Emotions, Using Coping Thoughts and Relaxation Techniques for Managing Emotions, Perceiving emotions correctly, Using emotions to facilitate thinking, Developing Empathy, Internal Motivation: Initiative and the commitment to complete a task, Perseverance in the face of adversity Being Perceptive of other's emotions and taking an active interest in their concerns, ability to anticipate in someone's needs, Managing Stress.	<b>10 Hours</b>
	<b>Unit 3: Developing Social Competence and Measurement</b> Application of EI at family, school, workplace; Social Skills - Articulating Emotions using Language, Creating powerful impressions, Body Language, Disagreeing Constructively, Developing Social Competency, Emotional Intelligence Measurements and Assessment Instruments: Determining EQ, Emotional Intelligence Assessment Tools, Administration and Interpretation of EI measures and assessment tools.	<b>10 Hours</b>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings</b>	1. Goleman, D. (Year). <i>Emotional intelligence</i> (10th ed. or later). Bantam Books. 2. Stein, S. J., & Book, H. E. (Year). <i>The EQ edge: Emotional intelligence and your success</i> (3rd ed. or later). Wiley.	
<b>Course Outcomes</b>	At the end of the course participants will be able to 1. Identify self-awareness traits using tools like the Johari Window. 2. Apply techniques for managing emotions and building internal motivation. 3. Demonstrate empathy and respond effectively to others' emotions. 4. Use communication and social skills to build relationships and assess emotional intelligence.	

Name of the Programme : Bachelor in Business Administration  
 Course Code : MNA-128  
 Title of the Course : Relationship Psychology  
 Number of Credits : 2 Credits  
 Effective from AY : 2025-26

Pre-requisites for the Course	Nil	
Course Objectives	1. Understand the fundamental concepts of relationships, exploring their significance, the impact of early relationships, and key theoretical perspectives. 2. Analyze and apply prominent relationship theories (social exchange, attachment, social penetration) to interpret determinants of friendship, attraction, marriage stages, and professional dynamics. 3. Develop practical skills in effective communication, collaboration, and emotional intelligence for navigating challenges and understanding relationship breakdowns in diverse contexts.	
Contents	<b>Unit I: Understanding Human Relationships</b> 1. Defining relationships and understanding the importance of relationships 2. Early relationships' and their impact on later relationships 3. Theoretical perspectives in the study of close relationships: Social exchange and Equity approaches, Cognitive-behavioral approaches, Attachment approaches 4. What people bring into relationships: attachment styles, conflict, and communication skills, attributions.	10 Hours
	<b>Unit 2: Close and Professional Relationships</b> 1. Perspectives on close relationships: Ingredients of close relationships, the internet and relationships. 2. Friendship and love: Determinants of friendship and attraction, Social penetration theory, Sexual orientation and Love, Theories of love, the course of romantic love. 3. Marriage: Affective structure, Stages of marriage, Challenges to the traditional model of Marriage 4. Professional Relationships: Effective communication and collaboration, Leadership impact relationships, Role of Emotional intelligence.	10 Hours
	<b>Unit 3: Threats to Relationships and Relationship Satisfaction</b> 1. Threats to Relationships: Loneliness and Social Isolation, The Process of Dyadic Coping, Lying and Deception in Close Relationships, Extradynamic Relations and Jealousy, Intimate Violence 2. Determinants of Relationship satisfaction: Social Exchange and equity, Intimacy, Self-disclosure, Social comparison, 3. Social networks, Attachment, Inter-dependence theory, Communication	10 Hrs
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	

<b>References/ Readings</b>	<ol style="list-style-type: none"><li>1. Baron, R. A., Branscombe, N. R., &amp; Byrne, D. Bhardwaj, G. (2008). Social psychology. (12th ed.). New Delhi: Pearson Education, Indian subcontinent adaptation 2009.</li><li>2. Baron, R.A., Byrne, D. &amp; Bhardwaj. G. (2010). Social psychology (12thEd).New Delhi: Pearson.</li><li>3. Crisp, R.J., Turner, R.N. (2014). Essential social psychology, Third Edition, New-Delhi: Sage Publications India Private Ltd.</li></ol>
<b>Course Outcomes</b>	<p>At the end of the course participants will be able to</p> <ol style="list-style-type: none"><li>1. Demonstrate a thorough grasp of fundamental relationship concepts, including the significance and lasting impact of early relationships;</li><li>2. Apply prominent relationship theories (social exchange, attachment, social penetration) to interpret determinants of friendship, attraction, marriage stages, and professional dynamics;</li><li>3. Develop practical skills in effective communication and collaboration;</li><li>4. Apply emotional intelligence to navigate challenges and understand relationship breakdowns in diverse contexts.</li></ol>





Name of the Programme : Bachelor of Business Administration  
 Course Code : MNA-129  
 Title of the Course : Critical Thinking  
 Number of Credits : 2  
 Effective from AY : 2025-26

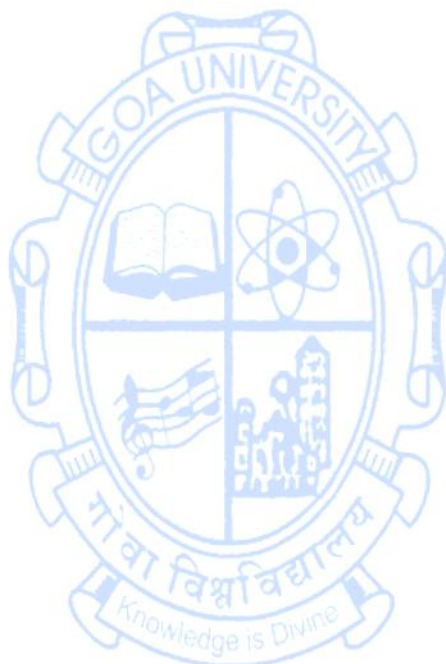
Pre-requisites for the course	Nil	
Course objectives:	To enable the participants to gain competence in successfully identifying the causes of complex personal and professional problems using logical, verifiable cause-and-effect	
Contents:	<b>Unit I: Basic Logical Concepts in Critical Thinking</b> 1. Explanations, Arguments and Reasoning, Use of Explanations, arguments and reasoning, arguments and disagreements, 2. Use of language in logical reasoning. 3. Arguments and Disagreements	10 hours
	<b>Unit II: Key Skills in Critical Thinking</b> 1. Symbols of Conjunction, Negation, Disjunction, Conditional and Biconditional 2. Traditional square of opposition of proposition	10 hours
	<b>Unit III: Fallacies, Myths and Beliefs</b> 1. Fallacies, myths and beliefs, reasoning errors. 2. Sources of Thought: Its Factors and Conditions	10 hours
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
Books for Reference	<b>Books for Reference:</b> 1. Introduction to logic - Copi Irving and Cohen carl, Publisher – Pearson, 11 <sup>th</sup> or later edition 2. How to Improve your Critical Thinking & Reflective Skills- Weyers, Publisher - Pearson , 2012 or later edition 3. The Critical Thinking Toolkit, Caroselli, Publisher – Amazon Books, 2011 or later edition.	
Course outcomes:	At the end of the course, the learner will be able to: 1. Gain competence in identifying and constructing arguments and explanations. 2. Use the knowledge of critical thinking to symbolize propositions and arguments. 3. Identify errors and fallacies in reasoning.	



**Name of the Program** : Bachelor in Business Administration  
**Course Code** : MNA-130  
**Title of the Course** : Vector Graphic Designing  
**Number of Credits** : 2 Credits  
**Effective from AY** : 2025 – 26

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	To develop ability to use vector graphics software to create or edit vector graphics such as illustrations, diagrams, line arts, charts, logos and complex paintings	
<b>Content:</b>	<b>Unit 1: Introduction to vector graphic designing, creating and editing basic shapes</b> Installation and Overview of vector graphics software. Understanding interface. Creating and saving a file. Create basic shapes like rectangle, square, circle, ellipse, polygons, stars. Fill color, Learn about the different types of handles – resize, rotate, skew, Modify shapes using handles Fill color in objects, Give objects an outline, Various types of Gradients, Giving Patterns and Stroke paint and style	<b>8 hours</b>
	<b>Unit 2: Objects, Layers, Text and Boolean operations</b> Copy and paste object, Duplicate and clone objects, Group and Order various objects, Multiple selection and invert selection, Clipping and Masking. Layers and layer palette, Add a new layer, Rename a layer, Position a layer above or below other layers, Lock a layer, Hide a layer, Various modes, Add various filters, Create Boolean operations. Align and distribute various objects - Align objects with reference to something, Arrange objects in rows and columns, Set spacing between objects, Create a tile pattern. Inserting text, Formatting text, Aligning text, Spacing and bullet, Making a simple flyer, Manual kerning, Horizontal kerning, Vertical shift, Character rotation, Spell check, Superscript, Subscript, Reflected text, Labeled text, Change the text case	<b>10 hours</b>
	<b>Unit 3: Patterns, Bezier tool, tracing bitmaps, page setting, and applications</b> Patterns using Cloning, Pattern along Path, Patterns using Spray tool, Path Effect Editor. Drawing using Bezier tool, Modes of Bezier tool, Shapes of the paths, Node tool, Add, edit, delete nodes, Join and break paths. Text on path, Text on shape, Image inside text, Text in perspective, Cutout text Create an A4 Poster/3-fold brochure/ CD label - Page size setting, Orientation and Guides, Saving the document and exporting in various formats Difference between raster and vector image, Various raster and vector formats, Convert raster image to vector Warli art for Textile design, Mango pattern for Textile design	<b>12 hours</b>
<b>Pedagogy:</b>	Laboratory work/ self study/ assignments, etc. or a combination of some of these.	
<b>References / Readings:</b>	1. Inkscape tutorials from “ <a href="https://inkscape.org/gallery/=tutorial/">https://inkscape.org/gallery/=tutorial/</a> ” 2. Tavmjong Bah, Inkscape: Guide to a Vector Drawing Program, Pearson Education, Inc., 2 <sup>nd</sup> Edition or Later. 3. Spoken tutorial course on Inkscape - IIT Bombay 4. Bethany Hiitola, “Inkscape -Beginner’s Guide”, Packt Publishing Ltd., Latest Edition 5. Dmitry Kirsanov “The Book Of Inkscape: The Definitive Guide to the Graphics Editor”, No Starch Press – US, Latest Edition	
<b>Course</b>	At the end of the course, the students will have competence to :	

<b>Outcomes:</b>	<ol style="list-style-type: none"><li>1. Create and edit precise lines, smooth curves, and complex shapes using various drawing tools and techniques.</li><li>2. Perform various types of operations on layers, objects and paths</li><li>3. Effortlessly tweak text styles, alignments, and apply creative effects for polished and visually engaging typography in vector graphics</li><li>4. Create compelling visuals for digital content for marketing and other purposes</li></ol>
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**Name of the Programme : Bachelor of Business Administration**  
**Course Code : MNA-131**  
**Title of the Course : Theatre Art**  
**Number of Credits : 2**  
**Effective from AY : 2025-26**

<b>Prerequisites for the course</b>	NIL	
<b>Course Objective</b>	To equip participants with developing the skills to create scripts, enact characters, apply performance techniques, direct dramatizations, and critically evaluate drama productions.	
<b>Contents</b>	<b>Unit 1: Foundations of Performance &amp; Script Creation</b> Introduction to Drama & Performance Styles (classical, modern, improvisational, experimental), Ideation: Creating a Storyline and Concept, Character Development Techniques, Script Writing: Structure, Dialogue, and Plot, Group Discussion & Peer Review on Story & Script	<b>10 hours</b>
	<b>Unit 2: Voice, Body Language, and Nonverbal Communication</b> Voice Modulation Techniques (pitch, tone, volume, pauses), Diction and Pronunciation Exercises, Body Language & Gestures in Performance, Nonverbal Communication and Emotional Expression, Incorporating Background Score and Sound Effects, Practice Sessions with Feedback	<b>10 hours</b>
	<b>Unit 3 : Directing, Rehearsal &amp; Performance</b> Fundamentals of Directing and Blocking, Rehearsal Techniques, improvisation & Scene Work, Dramatizing and Enacting the Script, rehearsal and Final Performance.	<b>10 hours</b>
<b>Pedagogy</b>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References / Readings:</b>	1. The Storyteller's Start-Up Book: Finding, Learning, Performing, and Using Folktales - Margaret Read MacDonald ; August House Pub ;Latest Edition 2. 'An Actor Prepares' – Constantin Stanislavski, Bloomsbury ; Latest Edition 3. 'The Actor's Scenebook' – Michael Schulman & Eva Mekler, Bantam Books ;Latest Edition 4. 'The Jumbo Book of Drama' – Deborah Dunleavy, Kids Can Press ;Latest Edition 5. 'The Complete Works of William Shakespeare' – Ramboro Books ;Latest Edition 6. 'The Collected Plays of Neil Simon' Volume 1&2 – Penguin ;Latest Edition 7. (Art Ebook)'The Seven Ages of the Theatre' – Richard Southern, Hill & Wang ;Latest Edition	
<b>Course Outcomes</b>	At the end of the course, the participants will be able to: 1. Understand nuances in different performance styles. 2. Develop Creativity in Storytelling and Scriptwriting 3. Master Performance Techniques 4. Apply Directing and Dramatization Skills	



**Name of the Programme : Bachelor of Business Administration**  
**Course Code : MNA-132**  
**Title of the Course : Music Appreciation**  
**Number of Credits : 2**  
**Effective from AY : 2025-26**

<b>Prerequisites for the course</b>	NIL	
<b>Objective</b>	To equip participants with developing the skills to create scripts, enact characters, apply performance techniques, direct dramatizations, and critically evaluate drama productions.	
<b>Contents</b>	<b>Unit 1 Foundations of Music:</b> What is Sound/Music, <b>Facets of Music</b> – Dynamics, Texture, Form, Expression. <b>The Art of Listening to Music</b> – Active vs passive listening, developing listening skills, Fundamentals of Music Rhythm: Beat, Tempo, Meter, Melody: Scales, Intervals, Phrases, Harmony: Chords, Progressions, Timbre: Tone color and sound quality	<b>10 hours</b>
	<b>Unit 2 : Musical Instruments &amp; Genres</b> Introduction to Musical Instruments : Strings, Woodwind, Percussion, Brass, Electronic Instruments (EDM), Genres of Music – Classical, Folk, Jazz, Blues, Rock, Pop, EDM, World Music Different Musical Eras and History of Music	<b>10 hours</b>
	<b>Unit 3: Appreciation of Music</b> Appreciating forms, styles and genres of Classical Music, Film Music, Fusion Music, Sonata, Symphony, Concerto, Opera	<b>10 hours</b>
<b>Pedagogy</b>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References / Readings:</b>	1. Music Videos from Dave Conservatoire. 2. Music Videos from Stephen Titra. 3. Baugh's Music Theory videos from YouTube. 4. The Young Person's Guide to the Orchestra. Harcourt Childrens Books, 1996 or later edition 5. How Music Works series by Howard Goodall, Channel 4 Network; 2010 or later edition 6. Indian Classical Music Videos by Anuja Kamat	
<b>Course Outcomes</b>	At the end of the course, the participants will be able to: 1. Understand and explain the basic elements and structure of music. 2. Identify various musical instruments and differentiate between genres and styles. 3. Appreciate the historical development of music and analyze different musical eras. 4. Develop active listening skills and critically appreciate classical, film, and fusion music.	



ABILITY ENHANCEMENT COURSES

(Additional Course- Foreign Language The credits of this course will not be counted for SGPA/CGPA calculation. However, a minimum pass grade is compulsory for this course.)

Name of the Programme : Bachelor of Business Administration  
Course Code : GER-151  
Title of the Course : Introduction to German Language-I  
Number of Credits : 2  
Effective from AY : 2025-26

Pre-requisites for the course	Nil	
Course objective:	At the end of the course, the student will develop basic communicative competencies (reading, writing, listening, and speaking) in German that will enable the student to engage in simple conversations.	
Contents:	<b>Unit-I: Introduction to basics in German</b> <ul style="list-style-type: none"><li>• Personal Details/welcome</li><li>• small talk in a coffeehouse – ordering and paying,</li><li>• Cities, countries, languages – sightseeing in Europe.</li></ul>	<b>10 hours</b>
	<b>Unit-II: People, Houses, Time, Transportation</b> <ul style="list-style-type: none"><li>• People and Houses – apartment and furniture</li><li>• Appointments/dates and time,</li><li>• Orientation in the city – transportation,</li></ul>	<b>10 hours</b>
	<b>Unit-III: Professions, vacations, grammar</b> <ul style="list-style-type: none"><li>• Professions – talking about profession, work and hobbies,</li><li>• Vacations and holidays</li><li>• Grammar: Simple clauses, ‘W’ questions and ‘Yes / No’ questions, conjugation of words in present tense, nouns and articles, negation, simple past tense</li></ul>	<b>10 hours</b>
Pedagogy:	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers/ assignments/ presentations/self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
Books for reference	<b>Books for reference:</b> <ol style="list-style-type: none"><li>1. Hermann Funk, Studio D A1, Cornelsen, 2005 or later edition</li><li>2. Von Angelika G. Beck , Langenscheidt German in 30 Days: Book + CD, Goyal Publishers and Distributers Pvt. Ltd. , 2007 or later edition</li></ol>	
Course Outcomes:	At the end of the course, the learner will be able to: <ol style="list-style-type: none"><li>1. Use basic communicative competencies (reading, writing, speaking and listening) in German to engage in simple conversations.</li></ol>	

Name of the Programme : Bachelor of Business Administration  
 Course Code : GER-152  
 Title of the Course : Introduction to German Language-II  
 Number of Credits : 2  
 Effective from AY : 2025-26

Pre-requisites for the course	Nil	
Course objective:	At the end of the course, the student will develop communicative competencies (reading, writing, listening, and speaking) in German that will help the student to comprehend German sentences, extract socio-cultural information from simple texts, accompanied by exercises concerning phonetic particularities in communicative contexts.	
Contents:	<b>Unit-I: Introduction to language course and sightseeing</b> <ul style="list-style-type: none"> <li>Language course- Naming things</li> <li>Sightseeing- Directions</li> </ul>	10 hours
	<b>Unit-II: Food, clothing and Festivals</b> <ul style="list-style-type: none"> <li>Food and shopping for food</li> <li>Clothing, dressing according to weather</li> <li>Festivals in Germany and India</li> </ul>	10 hours
	<b>Unit-III: Grammar</b> <ul style="list-style-type: none"> <li>Grammar: Compound nouns, past of “sein” – possessive articles (Nom.) – articles (Dat., Acc.)</li> <li>graduation with “zu” – questions</li> <li>prepositions of time – separable verbs – past of “have“ – prepositions with Dat.- numbers</li> <li>indefinite article, Joining sentences to form sub-ordinate clause, Imperative, Conditional</li> </ul>	10 hours
Pedagogy:	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers/ assignments /presentations/ self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
Books for reference	<b>Books for reference:</b> <ol style="list-style-type: none"> <li>Hermann Funk, Studio D A1, Cornelsen, 2005 or later edition</li> <li>Von Angelika G. Beck ,Langenscheidt German in 30 Days: Book + CD, Goyal Publishers and Distributers Pvt. Ltd. , 2007 or later edition</li> </ol>	
Course Outcomes:	At the end of the course, the learner will be able to: <ol style="list-style-type: none"> <li>Use basic communicative competencies (reading, writing, speaking and listening) in German that will help the learner to comprehend German sentences, extract socio-cultural information from simple texts, accompanied by exercises concerning phonetic particularities in communicative contexts.</li> </ol>	

Name of the Programme : Bachelor of Business Administration  
 Course Code : POR-151  
 Title of the Course : Conversational Portuguese  
 Number of Credits : 2  
 Effective from AY : 2025-26

Pre-requisites for the course	Nil	
Course objective:	At the end of the course, the student will develop basic communicative competencies (reading, writing, listening, and speaking) in Portuguese that will enable the student to engage in simple conversations.	
Contents:	<b>Unit-I: Introduction to self, verbs and phrases</b> <ul style="list-style-type: none"> <li>• Introduction to oneself, name and reply</li> <li>• Different verbal forms like ‘Chamar-se’</li> <li>• Introduction of the verbs (first person, third person, singular)</li> <li>• Irregular forms of verbs</li> </ul>	10 hours
	<b>Unit-II: Making of phrases</b> <ul style="list-style-type: none"> <li>• Making of phrases</li> <li>• Possessives and demonstratives</li> <li>• Phrases and prepositions</li> <li>• Making of positive and negative phrases, prepositional phrases</li> <li>• Present continuous and construction of phrases.</li> <li>• Adverbial phrases</li> </ul>	10 hours
	<b>Unit-III: Articles, Questions, Variables</b> <ul style="list-style-type: none"> <li>• Cardinal numbers</li> <li>• Indefinite articles, conjunction, muitos and its uses</li> <li>• Question with interrogatives</li> <li>• Demonstratives invariables and variables</li> <li>• Preposition of time, reflexive verbs and pronouns.</li> </ul>	10 hours
Pedagogy:	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers/ assignments/ presentations/self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
Books for reference	<b>Books for reference:</b> 1. Coimbra Isabel & Coimbra Olga Mata; Portugues Sem Fronteiras, Vol.1, LIDEL EdicoesTecnicas, Lda. 2013 or later edition	
Course Outcomes:	At the end of the course, the learner will be able to: 1. Use basic communicative competencies (reading, writing, speaking and listening) in Portuguese language to engage in simple conversations.	