



# गोंय विद्यापीठ

ताळगांव पठार

गोंय - ४०३ २०६

फोन: +९१-८६६९६०९०४८



(Accredited by NAAC)

# Goa University

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GU/Acad –PG/BoS -NEP/2023/102/26

Date: 18.06.2023

## CIRCULAR

The University has decided to implement the UGC Curriculum and Credit Framework for the Undergraduate Programme (CCFUP) of **Bachelor of Business Administration/Bachelor of Business Administration (Honours)** under the National Education Policy (NEP) 2020 from the Academic Year 2023-2024 onwards.

The approved Syllabus of Semesters I and II of the **Bachelor of Business Administration/Bachelor of Business Administration (Honours)** Programme is attached.

Principals of Affiliated Colleges offering the **Bachelor of Business Administration/Bachelor of Business Administration (Honours)** Programme are requested to take note of the above and bring the contents of this Circular to the notice of all concerned.

(Ashwin Lawande)  
Assistant Registrar – Academic-PG

To,

1. The Principals of Affiliated Colleges offering the Bachelor of Business Administration /Bachelor of Business Administration (Honours) Programme.

Copy to:

1. The Dean, Goa Business School, Goa University.
2. The Vice-Deans, Goa Business School, Goa University.
3. The Chairperson, BoS in Management Studies.
4. The Controller of Examinations, Goa University.
5. The Assistant Registrar, UG Examinations, Goa University.
6. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

**Goa University**

**Programme Structure for Semester I to VIII Under Graduate Programme**

| Semester | Major -Core  | Minor  | MC   | AEC | SEC   | I | D | VAC | Total Credits | Exit                                       |
|----------|--|--|--|-----|---|---|---|-----|---------------|--|
| I        | <b>MGA-100</b><br><b>Management Process</b><br><b>and Organisational</b><br><b>Behaviour</b><br><b>(4)</b> | <b>MGA-111</b><br><b>Human Resource</b><br><b>Management</b><br><b>(4)</b>     | <b>MGA-131</b><br><b>Management Process</b><br><b>and Organisational</b><br><b>Behavior</b><br><b>(3)</b><br>or<br><b>MGA-132</b><br><b>Marketing Management</b><br><b>(3)</b> |     | <b>MGA-141</b><br><b>Basics of Professional</b><br><b>Photography</b><br><b>3(1 T+2 P)</b><br>or<br><b>MGA-142</b><br><b>Theatre Art</b><br><b>3 (1 T+2 P)</b><br>or<br><b>MGA-143</b><br><b>Digital Image Processing</b><br><b>3(1 T+2 P)</b><br>or<br><b>MGA-144</b><br><b>Computer Networking</b><br><b>3(1 T+2 P)</b> |   |   |     |               |  |
| II       | <b>MGA-101</b><br><b>Marketing</b><br><b>Management</b><br><b>(4)</b>                                      | <b>MGA- 112</b><br><b>Financial Statement</b><br><b>Analysis</b><br><b>(4)</b> | <b>MGA-133</b><br><b>Human Resource</b><br><b>Management</b><br><b>(3)</b><br>or<br><b>MGA-134</b><br><b>Financial Statement</b>   |     | <b>MGA-145</b><br><b>Introduction to German</b><br><b>Language</b><br><b>3(1 T+2 P)</b><br>or<br><b>MGA-146</b><br><b>Introduction to Portuguese</b>  |   |   |     |               | *EXT-1<br>XXX-161<br>(Course Title)<br>(4) |

|            |  |  |   |  |  |  |  |  |  |  |
|------------|--|--|---|--|--|--|--|--|--|--|
|            |  |  | <b>Analysis<br/>(3)</b>                                     |  | <b>Language<br/>3(1 T+2 P)<br/>or<br/>MGA-147<br/>Critical Thinking<br/>3(1 T+2 P)<br/>or<br/>MGA-148<br/>Film Appreciation<br/>3(1 T+2 P)</b> |  |  |  |  |  |
| <b>III</b> | <b>MGA-200<br/>Financial Management<br/>(4)<br/><br/>MGA-201<br/>Business Environment<br/>(4)</b>  | <b>Minor -3 XXX-211<br/>(Course title)<br/>(No of Credits)*</b>    | <b>MC-3 XXX-231 (Course<br/>title)<br/>(No of Credits)*</b> |  | <b>SEC-3 XXX-241<br/>(Course Title)<br/>(1T + 2P)*</b>   |  |  |  |  |  |
| <b>IV</b>  | <b>MGA-202<br/>Production &amp;<br/>Operations<br/>Management<br/>(4)<br/><br/>MGA-203<br/>Entrepreneurship<br/>(2)<br/><br/>MGA-204/205<br/>Any (2) from<br/>Finance/Marketing/HR<br/>/Shipping &amp; Logistics<br/>(4+4=8)</b> | <b>Minor-4 VET XXX-221<br/>(Course title)<br/>(No of Credits)*</b> |   |  |  |  |  |  |  | <b>EXT-2 XXX-16X<br/>(Course Title)<br/>(4)*</b> |

|    |   |   |  |  |  |  |  |  |  |  |
|----|---|---|--|--|--|--|--|--|--|--|
| V  | <p><b>MGA-300</b><br/>Economics for Management<br/>(4)</p> <p><b>MGA-301</b><br/>Management Accounting<br/>(2)</p> <p><b>MGA-302/303</b><br/>Any (2) from Finance/Marketing/HR /Shipping &amp; Logistics<br/>(4+4=8)</p>                                  | <p>Minor VET -5 XXX-321<br/>(Course title)<br/>(No of Credits)*</p> |  |  |  |  |  |  |  |  |
| VI | <p><b>MGA-304</b><br/>Business Research Method<br/>(4)</p> <p><b>MGA-305</b><br/>Strategic Management<br/>(4)</p> <p><b>MGA-306</b><br/>Project<br/>(4)</p> <p><b>MGA-307</b><br/>Any (1) from Finance/Marketing/HR /Shipping &amp; Logistics<br/>(4)</p> | <p>Minor VET-6 XXX-31X<br/>(Course title) (No of Credits)*</p>      |  |  |  |  |  |  |  |  |

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|------|---|--|--|--|--|--|--|--|--|--|
| VII  | <p><b>MGA-400</b><br/>Case Writing &amp; Analysis<br/>(4)</p> <p><b>MGA-401</b><br/>Quantitative<br/>Techniques for Decision<br/>Making<br/>(4)</p> <p><b>MGA-402</b><br/>Leadership &amp; Team<br/>Building<br/>(4)</p> <p><b>MGA-403</b><br/>Business Analytics<br/>(4)</p> | <p><b>Minor -7 XXX-411</b><br/>(Course title)<br/>(No of Credits)*</p> |  |  |  |  |  |  |  |  |
| VIII | <p><b>MGA-404</b><br/>Seminars in General<br/>Management<br/>(4)</p>  | <p><b>Minor-8 XXX-41X</b><br/>(Course title)<br/>(No of Credits)*</p>  |  |  |  |  |  |  |  |  |

\* List of Courses along with the syllabus will be provided separately.

Name of the Programme: Bachelor of Business Administration

Course Code: MGA-100

Title of the Course: Management Process and Organisational Behavior

Number of Credits: 4

Effective from AY: 2023-24

|                           |  |   |
|---------------------------|--|---|
| <b>Prerequisites</b>      | Nil  |   |
| <b>Objective</b>          | To equip participants with an understanding about Managerial Processes and determinants of Employee Behaviour at workplace.  |   |
| <b>Contents</b>           | <b>Unit I: Introduction and Functions of Management</b><br>Basic concepts and its role in decision making, Planning, Organizing, Staffing, Leading and Controlling.<br><b>Unit II: Organization Structure and Design</b><br>Role in Individual and Interpersonal behavior at work-place<br><b>Unit II Introduction to Determinants of Individual Behaviour</b><br>Perception, Personality, Attitudes, Learning, SelfConcepts, Theories/ Models for understanding these determinants<br><b>Unit IV: Group Dynamics, Tools for Interpersonal Analysis</b><br>Fundamentals of Leadership and Motivation and their application, Theories/ Models/ Styles Organizational Change and Development, Models of Change, Organizational Culture, Conflictand Negotiations, Power and Politics in Organization | <b>Hours</b><br><b>(15hrs)</b><br><br><b>(10hrs)</b><br><br><b>(15hrs)</b><br><br><b>(20 hrs)</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) Robbins S., Coulter M.: 'Introduction to Management'. Prentice Hall, 11 <sup>th</sup> edition or Latest Edition<br>2) Robbins S., Coulter M. and Vohra N.; 'Management', Pearson, 9 <sup>th</sup> edition or Latest Edition<br>3) Harold Koontz, Heinz Wehrich: 'Essentials of Management: An International and leadership perspective', Mcgraw Hill Education, 8 <sup>th</sup> edition or Latest Edition   |   |
| <b>Course Outcomes</b>    | At the end of the course, the participants will be able to: <ul style="list-style-type: none"><li>● Understand the functions and responsibilities of managers and their role in decision making</li><li>● Get an insight into Organization Structure and Design and its impact on Individual and Interpersonal behavior</li><li>● Analyzing Individual Behavior, and its implications for organizational behavior.</li><li>● Analyzing Group behavior, and its implications for organizational behavior.</li></ul>   |   |

Name of the Program: Bachelor in Business Administration

Course Code: MGA-101

Title of the Course: Marketing Management

Number of Credits: 4 Credits

Effective from AY: 2023 – 24

| <b>Pre-requisites:</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>   | <table border="1"><thead><tr><th></th><th><b>No of Hours</b></th></tr></thead><tbody><tr><td><b>Unit I: Introduction</b><br/>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</td><td><b>15 hrs</b></td></tr><tr><td><b>Unit II: Marketing Dynamix</b><br/>Marketing Mix for Products &amp; Services. Consumer Behaviour and Consumer markets: Segmentation, Targeting and Positioning, types of segmentation, basis for Segmentation.</td><td><b>15 hrs</b></td></tr><tr><td><b>Unit III: Product and Pricing</b><br/>Product Planning and Product Mix: Concepts of a product, Levels of a Product, Product Life Cycle, Branding, Significance of price, Factors affecting pricing, Pricing Policy.</td><td><b>15 hrs</b></td></tr><tr><td><b>Unit IV: Distribution and Promotion</b><br/>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.</td><td><b>15 hrs</b></td></tr></tbody></table> |  | <b>No of Hours</b> | <b>Unit I: Introduction</b><br>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 hrs</b> | <b>Unit II: Marketing Dynamix</b><br>Marketing Mix for Products & Services. Consumer Behaviour and Consumer markets: Segmentation, Targeting and Positioning, types of segmentation, basis for Segmentation. | <b>15 hrs</b> | <b>Unit III: Product and Pricing</b><br>Product Planning and Product Mix: Concepts of a product, Levels of a Product, Product Life Cycle, Branding, Significance of price, Factors affecting pricing, Pricing Policy. | <b>15 hrs</b> | <b>Unit IV: Distribution and Promotion</b><br>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 hrs</b> |
|   | <b>No of Hours</b>  |  |                    |  |               |  |               |   |               |   |               |
| <b>Unit I: Introduction</b><br>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 hrs</b>   |  |                    |  |               |  |               |   |               |   |               |
| <b>Unit II: Marketing Dynamix</b><br>Marketing Mix for Products & Services. Consumer Behaviour and Consumer markets: Segmentation, Targeting and Positioning, types of segmentation, basis for Segmentation.  | <b>15 hrs</b>   |  |                    |  |               |  |               |   |               |   |               |
| <b>Unit III: Product and Pricing</b><br>Product Planning and Product Mix: Concepts of a product, Levels of a Product, Product Life Cycle, Branding, Significance of price, Factors affecting pricing, Pricing Policy.   | <b>15 hrs</b>   |  |                    |  |               |  |               |   |               |   |               |
| <b>Unit IV: Distribution and Promotion</b><br>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 hrs</b>   |  |                    |  |               |  |               |   |               |   |               |
| <b>Pedagogy:</b>  | Lectures/ tutorials/ 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. Kotler Philip, Keller Kevin, Koshy Abraham; Marketing Management; Pearson Education India, 15th edition or Latest Edition.</li><li>2. V. S. Ramaswami, S. Namakumari; Marketing Management – Global Perspective Indian Context, Macmillan, 4<sup>th</sup> edition or Latest Edition.</li><li>3. Dr. R. B. Rudani; Basics of Marketing Management – Theory and Practice, S. Chand and Company Ltd: 2010 or Latest Edition</li></ol>   |  |                    |  |               |  |               |   |               |   |               |
| <b>Course Outcomes:</b>   | At the end of the course, the participants will be able to: <ul style="list-style-type: none"><li>● Take decisions based on the Marketing Mix.</li><li>● Divide the market into segments, check attractiveness and accordingly take decisions.</li></ul>  |  |                    |  |               |  |               |   |               |   |               |

|  |  |
|--|--|
|  | <ul style="list-style-type: none"><li>● Rationalize decisions based on segmentation, targeting and positioning analysis.</li><li>● Take decisions related to the product based on the life cycle stage and decide which channel will be appropriate for distribution.</li><li>● Identify the factors affecting promotion mix and come up with alternatives and take advertising related decisions.</li></ul> |
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**Name of the Programme: Bachelor of Business Administration**

**Course Code: MGA-111**

**Title of the Course: Human Resource Management**

**Number of Credits: 4**

|   |  |   |                          |  |                |   |                |   |                |
|---|--|---|--------------------------|--|----------------|---|----------------|---|----------------|
| <b>Prerequisites</b>  | Nil  |   |                          |  |                |   |                |   |                |
| <b>Objective</b>  | To equip participants with the necessary skills and techniques for effective Human Resource Management, within an organization.  |   |                          |  |                |   |                |   |                |
| <b>Contents</b>   | <table border="1"><tr><td><b>Unit I: Introduction and Planning</b><br/>Introduction to Human Resource Management-Objectives, Functions, Organization of HR Department, Environment &amp; Strategic Role of HRM, Manpower planning, Job Analysis &amp; job Design, Succession Planning.</td><td><b>Hours<br/>(15hrs)</b></td></tr><tr><td><b>Unit II: Recruitment &amp; Selection</b><br/>Definition, Sources of Recruitment, Process of Recruitment and Selection, Types of Selection Tests, Interviews, Technology in Recruitment and Selection, Evaluation, Employee Placement</td><td><b>(15hrs)</b></td></tr><tr><td><b>Unit III: Training and Development and Performance Management</b><br/>Training Process, Training Need Analysis, Training Design, Types of Training , Methods of Training, Training Evaluation.<br/>Performance Management: Setting KRA's/KPA's, Appraisal Process, Methods and its applicability, Rewards.</td><td><b>(15hrs)</b></td></tr><tr><td><b>Unit IV: Compensation, Employee Benefits and Industrial Relations</b><br/>Job Evaluation, Wage Mix, Compensation Structure, Performance Linked Pay, Employee Benefit programs, Introduction to Industrial Relations, Importance &amp; Approaches, Trade Unions, Resolving Disputes.</td><td><b>(15hrs)</b></td></tr></table> | <b>Unit I: Introduction and Planning</b><br>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>Hours<br/>(15hrs)</b> | <b>Unit II: Recruitment &amp; Selection</b><br>Definition, Sources of Recruitment, Process of Recruitment and Selection, Types of Selection Tests, Interviews, Technology in Recruitment and Selection, Evaluation, Employee Placement | <b>(15hrs)</b> | <b>Unit III: Training and Development and Performance Management</b><br>Training Process, Training Need Analysis, Training Design, Types of Training , Methods of Training, Training Evaluation.<br>Performance Management: Setting KRA's/KPA's, Appraisal Process, Methods and its applicability, Rewards. | <b>(15hrs)</b> | <b>Unit IV: Compensation, Employee Benefits and Industrial Relations</b><br>Job Evaluation, Wage Mix, Compensation Structure, Performance Linked Pay, Employee Benefit programs, Introduction to Industrial Relations, Importance & Approaches, Trade Unions, Resolving Disputes. | <b>(15hrs)</b> |
| <b>Unit I: Introduction and Planning</b><br>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>Hours<br/>(15hrs)</b>   |   |                          |  |                |   |                |   |                |
| <b>Unit II: Recruitment &amp; Selection</b><br>Definition, Sources of Recruitment, Process of Recruitment and Selection, Types of Selection Tests, Interviews, Technology in Recruitment and Selection, Evaluation, Employee Placement  | <b>(15hrs)</b>   |   |                          |  |                |   |                |   |                |
| <b>Unit III: Training and Development and Performance Management</b><br>Training Process, Training Need Analysis, Training Design, Types of Training , Methods of Training, Training Evaluation.<br>Performance Management: Setting KRA's/KPA's, Appraisal Process, Methods and its applicability, Rewards. | <b>(15hrs)</b>   |   |                          |  |                |   |                |   |                |
| <b>Unit IV: Compensation, Employee Benefits and Industrial Relations</b><br>Job Evaluation, Wage Mix, Compensation Structure, Performance Linked Pay, Employee Benefit programs, Introduction to Industrial Relations, Importance & Approaches, Trade Unions, Resolving Disputes.                           | <b>(15hrs)</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>   | <ol style="list-style-type: none"><li>1. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 6<sup>th</sup> or Latest Edition.</li><li>2. Snell, Bohlander, Vohra, 'Human Resource management', - Cengage learning , 1<sup>st</sup> or Latest Edition</li><li>3. Gary Dessler, 'Human Resource Management', Pearson publication, 2020 or Latest Edition.</li></ol>   |   |                          |  |                |   |                |   |                |
| <b>Course Outcomes</b>  | <p>At the end of the course, the participants will be able to:</p> <ul style="list-style-type: none"><li>● Define the concept of HR and its integration with business performance.</li><li>● Derive a deep insight into Human Resource planning and its linkage to an effective Recruitment process.</li><li>● Understand of Training needs assessment and the training process.</li><li>● Get an in depth understanding of a good Performance Management System.</li><li>● Evaluate various components of employee compensation and benefits and their role in attracting and retaining competent people.</li><li>● Assess Industrial Disputes and methods of settlement of the same.</li></ul>   |   |                          |  |                |   |                |   |                |

Name of the Program: Bachelor of Business Administration

Course Code: MGA- 112

Title of the Course: Financial Statement Analysis

Number of Credits: 4

Effective from AY: 2023-24

|                             |   |   |
|-----------------------------|---|---|
| <b>Pre-requisites:</b>      | Nil   |   |
| <b>Course Objective</b>     | To equip participants with the necessary skills and techniques in evaluation, analysis and interpretation of Financial Statements.  |   |
| <b>Content</b>              | <p><b>Unit I: Basics of Accounting</b><br/>           Concepts and Conventions of Accounting, Introduction to Basic Accounting Standards &amp; IFRS, Reading of Annual Report - Balance Sheet, Profit and Loss Account (Vertical Form)</p> <p><b>Unit II: Basic Techniques of Analyzing Financial Statements</b><br/>           Preparation of Comparative Statement, Common Size Statement, Trend Analysis of Financial Statements, Cash Flow Statement</p> <p><b>Unit III: Ratio Analysis</b><br/>           Computation of ratios (Liquidity, Activity, Profitability, Leverage Ratios), Inter firm comparisons using ratio analysis</p> <p><b>Unit IV: Interpretation of Annual Reports</b><br/>           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</p> | <p><b>Hours</b><br/> <b>15 hrs</b></p> <p><b>15 hrs</b></p> <p><b>15 hrs</b></p> <p><b>15 hrs</b></p> |
| <b>Pedagogy</b>             | lectures/tutorials/laboratorywork/fieldwork/outreachactivities/projectwork/vocationaltraining/viva/seminars/termpapers/assignments/presentations/self-study/CaseStudiesetc.oracombinationofsomeofthese.Sessionsshallbe interactive innaturetoenablepeergrouplearning.   |   |
| <b>References Readings:</b> | / 1. Srinivasan N. P., Murugan M. S., Accounting for Management, S. Chand & Company Pvt Ltd, New Delhi, January 2011 or latest edition<br>2. N Ramchandran, Ram Kumar Kakani: 'How to Read A Balance Sheet', Tata McGraw-Hill Professional: Finance Made Easy Series, 2 <sup>nd</sup> or Latest Edition<br>3. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Profit and Loss Account', Tata McGraw-Hill Professional: Finance Made Easy Series, 2 <sup>nd</sup> or Latest Edition<br>4. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Cash Flow Statement', Tata McGraw-Hill Professional: Finance Made Easy Series, 2 <sup>nd</sup> or Latest Edition<br>5. Chandra Prasanna; 'Managers' Guide to Finance and Accounting'; Tata McGraw-Hill Publishing Company Limited; New Delhi; 10 <sup>th</sup> or Latest Edition   |   |
| <b>Course Outcomes</b>      | At the end of the course, the participants will be able to: <ul style="list-style-type: none"> <li>● Interpret financial statements from annual report of a company.</li> <li>● Analyse financial statements to assess financial strength of a company using tools like comparative statement, common size statement, trend analysis and Cash Flow Statement.</li> <li>● Compute and analyse different financial ratios and their interpretation and application in decision making.</li> <li>● Compare firms based on financial ratios and other parameters for effective inter – firm analysis.</li> </ul>  |   |

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

**Course Code: MGA-131**

**Title of the Course: Management Process and Organisational Behavior**

**Number of Credits: 3**

**Effective from AY: 2023-24**

|                           |  |  |
|---------------------------|--|--|
| <b>Prerequisites</b>      | Nil  |  |
| <b>Objective</b>          | To equip participants with an understanding about Managerial Processes and determinants of Employee Behaviour at workplace.  |  |
| <b>Contents</b>           | <p><b>Unit I: Introduction and Functions of Management</b><br/>Basic concepts and its role in decision making, Planning, Organizing, Staffing, Leading and Controlling.</p> <p><b>Unit II Introduction to Determinants of Individual Behaviour, Organisational Structure and Design</b><br/>Perception, Personality, Attitudes, Theories/ Models for understanding these determinants, Elements of organizational structure, characteristics, Role in Individual and Interpersonal behavior at work-place.</p> <p><b>Unit III: Group Dynamics, Tools for Interpersonal Analysis</b><br/>Group Behavior, Understanding work Teams, 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</p> | <p><b>Hours</b><br/><b>10 hrs</b></p> <p><b>15hrs</b></p> <p><b>20 hrs</b></p> |
| <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> | <ol style="list-style-type: none"> <li>1) Robbins S., Coulter M.: 'Introduction to Management'. Prentice Hall, 11<sup>th</sup> edition or Latest Edition</li> <li>2) Robbins S., Coulter M. and Vohra N.; 'Management', Pearson, 9<sup>th</sup> edition or Latest Edition</li> <li>3) Harold Koontz, Heinz Weihrich: 'Essentials of Management: An International and leadership perspective', Mcgraw Hill Education, 8<sup>th</sup> edition or Latest Edition</li> </ol>   |  |
| <b>Course Outcomes</b>    | <p>At the end of the course, the participants will be able to:</p> <ul style="list-style-type: none"> <li>● Understand the functions and responsibilities of managers and their role in decision making</li> <li>● Get an insight into Organization Structure and Design and its impact on Individual and Interpersonal behavior</li> <li>● Analyzing Individual Behavior, and its implications for organizational behavior.</li> <li>● Analyzing Group behavior, and its implications for organizational behavior.</li> </ul>   |  |

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

**Course Code:** MGA-132

**Title of the Course:** Marketing Management

**Number of Credits:** 3 Credits

**Effective from AY:** 2023 – 24

|                               |   |  |
|-------------------------------|---|--|
| <b>Pre-requisites</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>               | <p><b>Unit I: Introduction and Marketing Dynamics</b><br/>           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, Marketing Mix for Products &amp; Services.</p> <p><b>Unit II: Consumer Markets and Value Creation</b><br/>           Consumer Behaviour and Consumer markets: Segmentation, Targeting and Positioning, types of segmentation, basis for Segmentation. Product Planning and Product Mix: Concepts of a product, Levels of a Product, Product Life Cycle, Branding, Significance of price, Factors affecting pricing, Pricing Policy.</p> <p><b>Unit III: Distribution and Promotion</b><br/>           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.</p> | <p><b>No of Hours</b><br/><b>15hrs</b></p> <p><b>15 hrs</b></p> <p><b>15 hrs</b></p> |
| <b>Pedagogy:</b>              | Lectures/ tutorials/ 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. Kotler Philip, Keller Kevin, Koshy Abraham; Marketing Management; Pearson Education India, 15th edition or Latest Edition.</li> <li>2. V. S. Ramaswami, S. Namakumari; Marketing Management – Global Perspective Indian Context, Macmillan, 4<sup>th</sup> edition or Latest Edition.</li> <li>3. Dr. R. B. Rudani; Basics of Marketing Management – Theory and Practice, S. Chand and Company Ltd: 2010 or Latest Edition</li> </ol>   |  |
| <b>Course Outcomes:</b>       | At the end of the course, the participants will be able to: <ul style="list-style-type: none"> <li>● Take decisions based on the Marketing Mix.</li> <li>● Divide the market into segments, check attractiveness and accordingly take decisions.</li> <li>● Rationalize decisions based on segmentation, targeting and positioning analysis.</li> <li>● Take decisions related to the product based on the life cycle stage and decide which channel will be appropriate for distribution.</li> <li>● Identify the factors affecting promotion mix and come up with alternatives and take advertising related decisions.</li> </ul>   |  |

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

**Course Code: MGA-133**

**Title of the Course: Human Resource Management**

**Number of Credits: 3**

|                           |  |  |
|---------------------------|--|--|
| <b>Prerequisites</b>      | Nil  |  |
| <b>Objective</b>          | To equip participants with the necessary skills and techniques for effective Human Resource Management, within an organization.  |  |
| <b>Contents</b>           | <p><b>Unit I: Introduction and Planning</b><br/>Introduction to Human Resource Management-Objectives, Functions, Organization of HR Department, Environment &amp; Strategic Role of HRM, Manpower planning, Job Analysis &amp; job Design, Succession Planning.</p> <p><b>Unit II: Recruitment &amp; Selection</b><br/>Definition, Sources of Recruitment, Process of Recruitment and Selection, Types of Selection Tests, Interviews, Technology in Recruitment and Selection, Evaluation, Employee Placement</p> <p><b>Unit III: Training and Development and Performance Management</b><br/>Training Process, Training Need Analysis, Training Design, Types of Training, Methods of Training, Training Evaluation.<br/>Performance Management: Setting KRA's/KPA's, Appraisal Process, Methods and its applicability, Rewards.</p> <p><b>Unit IV: Compensation, Employee Benefits and Industrial Relations</b><br/>Job Evaluation, Wage Mix, Compensation Structure, Performance Linked Pay, Employee Benefit programs, Introduction to Industrial Relations, Importance &amp; Approaches, Trade Unions, Resolving Disputes.</p> | <p><b>Hours</b><br/><b>10hrs</b></p> <p><b>10hrs</b></p> <p><b>15hrs</b></p> <p><b>10hrs</b></p> |
| <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> | <ol style="list-style-type: none"> <li>1. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 6<sup>th</sup> or Latest Edition.</li> <li>2. Snell, Bohlander, Vohra, 'Human Resource management', - Cengage learning , 1<sup>st</sup> or Latest Edition</li> <li>3. Gary Dessler, 'Human Resource Management', Pearson publication, 2020 or Latest Edition.</li> </ol>   |  |
| <b>Course Outcomes</b>    | <ul style="list-style-type: none"> <li>● Define the concept of HR and its integration with business performance.</li> <li>● Derive a deep insight into Human Resource planning and its linkage to an effective Recruitment process.</li> <li>● Understand of Training needs assessment and the training process.</li> <li>● Get an in depth understanding of a good Performance Management System.</li> <li>● Evaluate various components of employee compensation and benefits and their role in attracting and retaining competent people.</li> <li>● Assess Industrial Disputes and methods of settlement of the same.</li> </ul>   |  |

Name of the Program: Bachelor of Business Administration

Course Code: MGA-134

Title of the Course: Financial Statement Analysis

Number of Credits: 3

Effective from AY: 2023-24

|                                      |   |  |
|--------------------------------------|---|--|
| <b>Pre-requisites for the course</b> | Nil   |  |
| <b>Course Objective</b>              | To equip participants with the necessary skills and techniques in evaluation, analysis and interpretation of Financial Statements.  |  |
| <b>Content</b>                       | <p><b>Unit I: Basic Concepts of Accounting and Financial Statement Analysis</b><br/>           Concepts and Conventions of Accounting, Introduction to Basic Accounting Standards &amp; IFRS, Reading of Annual Report - Balance Sheet, Profit and Loss Account (Vertical Form), Preparation of Comparative Statement, Common Size Statement, Trend Analysis of Financial Statements, Cash Flow Statement</p> <p><b>Unit II: Ratio Analysis</b><br/>           Computation of ratios (Liquidity, Activity, Profitability, Leverage Ratios), Inter firm comparisons using ratio analysis</p> <p><b>Unit III: Interpretation of Annual Reports</b><br/>           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</p>                            | <p><b>Hours</b><br/> <b>15 hrs</b></p> <p><b>15 hrs</b></p> <p><b>15 hrs</b></p> |
| <b>Pedagogy</b>                      | lectures/tutorials/laboratorywork/fieldwork/outreachactivities/projectwork/vocationaltraining/viva/seminars/termpapers/assignments/presentations/self-study/CaseStudiesetc.oracombinationofsomeofthese.Sessionsshallbe interactive innaturetoenablepeergrouplearning.   |  |
| <b>References / Readings:</b>        | <ol style="list-style-type: none"> <li>1. Srinivasan N. P., Murugan M. S., Accounting for Management, S. Chand &amp; Company Pvt Ltd, New Delhi, January 2011 or latest edition</li> <li>2. N Ramchandran, Ram Kumar Kakani: 'How to Read A Balance Sheet', Tata McGraw-Hill Professional: Finance Made Easy Series, 2<sup>nd</sup> or Latest Edition</li> <li>3. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Profit and Loss Account', Tata McGraw-Hill Professional: Finance Made Easy Series, 2<sup>nd</sup> or Latest Edition</li> <li>4. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Cash Flow Statement', Tata McGraw-Hill Professional: Finance Made Easy Series, 2<sup>nd</sup> or Latest Edition</li> <li>5. Chandra Prasanna; 'Managers' Guide to Finance and Accounting'; Tata McGraw-Hill Publishing Company Limited; New Delhi; 10<sup>th</sup> or Latest Edition</li> </ol> |  |
| <b>Course Outcomes</b>               | At the end of the course, the participants will be able to: <ul style="list-style-type: none"> <li>● Interpret financial statements from annual report of a company.</li> <li>● Analyse financial statements to assess financial strength of a company using tools like comparative statement, common size statement, trend analysis and Cash Flow Statement.</li> <li>● Compute and analyse different financial ratios and their interpretation and application in decision making.</li> <li>● Compare firms based on financial ratios and other parameters for effective inter – firm analysis.</li> </ul>  |  |

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

**Course Code: MGA-141**

**Title of the Course: Basics of Professional Photography**

**Number of Credits: 3(1 T+2 P)**

**Effective from AY: 2023-24**

|                                      |   |  |
|--------------------------------------|---|--|
| <b>Pre-requisites for the course</b> | Nil   |  |
| <b>Course Objective</b>              | To enable the participants to appreciate the art of photography and undertake basic photography assignments   |  |
| <b>Content</b>                       | <p><b>Unit I: Basics of Photography</b><br/>The History and Evolution of Photography, Science of Photography, Working of Professional Cameras, Controls and menus available and usage of Modern Cameras.</p> <p><b>Unit II: Composition of a Good Photograph</b><br/>Rule of thirds, The Golden Ratio, Leading Lines, Diagonals, Frame within a frame, Figure to frame, Fill the frame, Centre dominant eye, Patterns and repetition, Symmetry and asymmetry</p> <p><b>Unit III: Light Metering</b><br/>Working with natural light and light modifiers, Professional Reflector and Skimmer, Prime Lenses.</p> <p><b>Unit IV: Practicals</b><br/>Working with Professional Cameras, using the Controls and menus available, Usage of various rules, Working with natural light and light modifiers, Professional Reflector and Skimmer, Prime Lenses</p> | <p><b>Hours</b><br/><b>5 hrs</b></p> <p><b>5 hrs</b></p> <p><b>5 hrs</b></p> <p><b>60hrs</b></p> |
| <b>Pedagogy</b>                      | lectures/tutorials/laboratory work/fieldwork/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>        | <p>6. Tom Ang; Digital Photography an Introduction; Penguin, 4<sup>th</sup> or Latest Edition</p> <p>7. Tom Ang; Digital Photography Masterclass; Penguin, 2013 or Latest Edition</p> <p>8. The Beginner's Photography Guide; Penguin UK, 2016 or Latest Edition</p> <p>9. Tom Ang ; Digital Photography Step by Step ; DK Publishing, 2011 or Latest Edition</p> <p>10. Yon Jason Yon; Mastering Digital Photography : Jason Youn's Essential Guide to Understanding the Art &amp; Science of Aperture, Shutter, Exposure, Light, &amp; Composition; Create space Independent Publications, 1<sup>st</sup> or Latest Edition</p>   |  |
| <b>Course Outcomes</b>               | <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>● Understand the various functions and controls available with a camera</li> <li>● Compose a good photograph</li> <li>● Work with natural light</li> <li>● Work with light modifiers.</li> </ul>  |  |

- **Students are required to pass the Theory and Practical component separately.**

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

**Course Code: MGA-142**

**Title of the Course: Theatre Art**

**Number of Credits: 3 Credits(1 T+2 P)**

**Effective from AY: 2023 – 24**

|                               |  |  |
|-------------------------------|--|--|
| <b>Pre-requisites</b>         | Nil  |  |
| <b>Course Objective:</b>      | To enable participants to develop an appreciation of Theatre Arts.   |  |
| <b>Content:</b>               | <p><b>Unit I : Introduction to Theatre</b><br/>Introduction to Theatre - Self Introduction, Introduction about Theatre, Why Theatre, History of Indian and Western Drama,</p> <p><b>Unit II: Element of theatre</b><br/>Text Analysis and Speech, Reading and Interpreting Text, Speech Text, Speech Emotion and Situation, Performer-Character, Play Review and Appreciation, Theatre Games and Exercise, Improvisation and Scene Work</p> <p><b>Unit III: Production process</b><br/>Creating a Story Line, Ideation and Concepts, Creating the Characters and Enacting their Personalities, Create a Story, Writing a Script, Dramatize the script, Nonverbal Communication, Voice, Diction, styles of Presentation, and Background Score.</p> <p><b>Unit IV: Practicals</b><br/>Rehearsals and Enactingfor classroom productions of drama demonstrating use of theoretical concepts studied in Units II and III.</p> | <p><b>Hours</b><br/><b>5 hrs</b></p> <p><b>5 hrs</b></p> <p><b>5 hrs</b></p> <p><b>60hrs</b></p> |
| <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> | <ol style="list-style-type: none"> <li>1. The Storyteller's Start-Up Book: Finding, Learning, Performing, and Using Folktales - Margaret Read MacDonald ; August House Pub;1993 or Latest Edition</li> <li>2. 'An Actor Prepares' – Constantin Stanislavski, Bloomsbury; 2001 or Latest Edition</li> <li>3. 'The Actor's Scenebook' – Michael Schulman &amp; Eva Mekler, Bantam Books; 1984 or Latest Edition</li> <li>4. 'The Jumbo Book of Drama' – Deborah Dunleavy, Kids Can Press; 2004 or Latest Edition</li> <li>5. 'The Complete Works of William Shakespeare' – Ramboro Books; 2011 or Latest Edition</li> </ol>  |  |
| <b>Course Outcomes:</b>       | <p>At the end of the course, the participant will be able to:</p> <ul style="list-style-type: none"> <li>● Appreciate the theatre as a form of art</li> <li>● Enhance their skills to conceptualize, analyse, organize, concentrate</li> <li>● Develop personality for public speaking &amp; stage presence</li> <li>● Experience the various facets of performance.</li> </ul>  |  |

- **Students are required to pass the Theory and Practical component separately.**



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

**Course Code: MGA-143**

**Title of the Course: Digital Image Processing**

**Number of Credits: 3 (1 T+2 P)**

**Effective from AY: 2023-24**

|                               |   |  |
|-------------------------------|---|--|
| <b>Prerequisites</b>          | Nil   |  |
| <b>Course Objective</b>       | To enable participants to edit and enhance Images using digital Image processing software   |  |
| <b>Contents</b>               | <p><b>Unit I: Getting familiar with the interface and basic Image editing features of the software</b><br/>           Overview of Image editing software, Installation and understanding the interface. Understanding basic features: Rotating, flipping, moving, scaling and cropping an Image, Saving the Image, Text tool. Different selection tools. Modifying selections using various settings<br/>           Create a perfect square, Use of Quick Mask.</p> <p><b>Unit II: Advance Image editing features</b><br/>           Layers- Add, view, duplicate, delete layers, Using layers to adjusting colors, layer mask, painting into layer using brushes, Merge layers, sketch effect in layers<br/>           Drawing tools: Pencil Tool, Paint brush Tool, Eraser Tool, Difference between pencil and paint brush, Incremental option, Pressure sensitivity option, Tricks to draw a straight line, Tricks to draw a line with gradient, draw square and ellipse</p> <p><b>Unit III: Brush dynamics and Image enhancement features</b><br/>           Brushes: Using "jitter" option, Difference between Eraser tool and Pencil/Brush tool, Using "alpha channel" with the Eraser tool, Various brush options, Create your own brush, Download and install new brushes.<br/>           Enhancing Images using various features and tools - Curve tool, blend tool, perspective tool, heal, blur/sharpen, smudge, dodge/burn, Color enhancement tools, filters, adding borders, managing resolution.</p> <p><b>Unit IV: Practicals</b><br/>           Image editing, using of Image editing features, using of Image enhancement features</p> | <p><b>Hours</b></p> <p><b>5hrs</b></p> <p><b>5 hrs</b></p> <p><b>5 hrs</b></p> <p><b>60hrs</b></p> |
| <b>Pedagogy</b>               | Laboratory work/ self study/ assignments, etc. or a combination of some of these.   |  |
| <b>References / Readings:</b> | 1. GIMP Online manual- <a href="https://docs.gimp.org">https://docs.gimp.org</a> ,Version 2.10.34 (2023) or <u>LatestEdition.</u><br>2. Olivier Lecarme and KarineDelvare; The Book of GIMP: A Complete Guide to nearly everything; No Starch Press, Inc., 2013 or <u>Latest Edition.</u>   |  |

|                        |  |
|------------------------|--|
|                        | <p>3. Annadurai S., Shanamugalakshmi R., Fundamental of Digital Image Processing, Pearson Publications, 2006 or <u>Latest Edition</u>.</p> <p>4. Spoken tutorial from IIT Bombay</p>   |
| <b>Course Outcomes</b> | <p>At the end of the course, the participant will be able to:</p> <ul style="list-style-type: none"> <li>● To perform basic Image transformations</li> <li>● To do Image editing using layers and other features</li> <li>● To create brushes, modify them and use them in Image editing</li> <li>● To apply various Image enhancing features to produce quality Images</li> </ul> |

- **Students are required to pass the Theory and Practical component separately.**

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

**Course Code: MGA-144**

**Title of the Course: Computer Networking**

**Number of Credits: 3 (1 T+2 P)**

**Effective from AY: 2023-24**

|                         |  |  |
|-------------------------|--|--|
| Prerequisites           | Basic knowledge of computer hardware and software  |  |
| <b>Course Objective</b> | To enable participants to develop an ability to setup, manage and troubleshoot a computer network.   |  |
| <b>Contents</b>         | <p><b>Unit I : Fundamentals of Computer Networking</b><br/>           Introduction to Computer Networks, Advantages of Networking, Peer-to-Peer and Client/Server Network, Network Topologies – Star, Ring, Bus, Tree, Mesh, Hybrid, Type of Networks- LAN, MAN, WAN<br/>           Internet, Ethernet, Wi-Fi, Bluetooth, Mobile Networking, Wire and wireless Networking, Difference between Intranet and Internet<br/>           OSI Model - The functions of different layers in OSI Model<br/>           Introduction to Data Communication – Analog and Digital Signals, Simplex, Half-Duplex and Full-Duplex transmission mode</p> <p><b>Unit II: Network Hardware</b><br/>           Communication Media - Unshielded twisted-pair (UTP), shielded twisted pair (STP), Fiber Optics and coaxial cable, Connectors: RJ45, RJ-11, BNC. Understanding color codes of CAT5 cable. 568A and 568B convention, Network Components - Modems, Firewall, Hubs, Bridges, Routers, Gateways, Repeaters, Transceivers, Switches, Access point, etc. – their types, functions, advantages and applications. IP Routing in Network RIP IGRP, Practical: Crimping &amp; Punching, cabling, setup a wifi and LAN</p> <p><b>Unit III: Computer Network Setup, Management and Security</b><br/>           IP Addressing &amp; TCP/IP : Protocols, TCP/IP, FTP, Telnet etc., Theory on Setting IP Address(IP4/IP6) &amp; Subnet Mask, Installation and Configuration of TCP/IP Protocol, Other Network Protocols: Simple Mail Transfer Protocol (SMTP), Hyper Text Transfer Protocol (HTTP), Simple Network Management Protocol (SNMP), LDAP(Lightweight Directory Access Protocol), Concept of Dynamic Host Control Protocol, Troubleshooting wired and wireless network, Server concepts, Installation steps, configuration of server, Concept of Active Directory and DNS. Setting up of DHCP, Routing and remote access, Network Security: Network Security Threats and the basics of securing a network. Secure Administrative Access, LAN security Considerations. Cryptography. Wi-fi security considerations.<br/> <b>Practical:</b> TCP/IP Utilities - PING, IPCONFIG, HOSTNAME, ROUTE, TRACERT etc.</p> | <p><b>Hours</b></p> <p><b>5hrs</b></p> <p><b>5 hrs</b></p> <p><b>5 hrs</b></p> |

|                               |  |              |
|-------------------------------|--|--------------|
|                               | <b>Unit IV: Practicals</b><br>Installation and Setting up different kinds of Computer Network, Troubleshooting, and security.  | <b>60hrs</b> |
| <b>Pedagogy</b>               | Lectures/ tutorials/laboratory work/ project work/ viva/ seminars/ term papers/ assignments/ presentations/self-study, etc. or a combination of some of these.   |              |
| <b>References / Readings:</b> | <ol style="list-style-type: none"> <li>1. Tanenbaum Andrew S.; Computer Networks; Pearson Education India, 6th edition (2022) or Later edition</li> <li>2. Mansfield Jr. Kenneth C.; Antonakos James L.; An Introduction to Computer Networking; Pearson Education, 2002 or Later edition</li> </ol>                     |              |
| <b>Course Outcomes</b>        | At the end of the course, the participant will be able to: <ul style="list-style-type: none"> <li>● Set up a computer network as per requirement</li> <li>● Manage data transfer over the network using different protocols</li> <li>● Troubleshoot a computer network</li> <li>● Securing a computer network</li> </ul> |              |

- **Students are required to pass the Theory and Practical component separately.**

Name of the Program: Bachelor in Business Administration

Course Code: MGA-145

Title of the Course: Introduction to German Language

Number of Credits: 3 Credits(1 T+2 P)

Effective from AY: 2023 – 24

|                                       |   |   |
|---------------------------------------|---|---|
| <b>Pre-requisites for the Course:</b> | Nil   |   |
| <b>Course Objectives:</b>             | To develop basic communicative competencies among the students (reading, writing, listening, and speaking) in German language that will enable the student to engage in simple conversations.   |   |
| <b>Content:</b>                       | <p><b>Unit I – Introducing Yourself</b><br/>Personal Details/welcome – small talk in a coffeehouse – ordering and paying, Cities, countries, languages – sightseeing in Europe. Orientation in the city – transportation, People and Houses – apartment and furniture</p> <p><b>Unit II: - Professional Life</b><br/>Talking about Profession, Work and Hobbies. Vacations and holidays. Professions – talking about profession, work and hobbies.</p> <p><b>Unit III: - Grammar</b><br/>Simple clauses, ‘W’ questions and ‘Yes / No’ questions, conjugation of verbs in present tense, nouns and articles, negation, simple past tense</p> <p><b>Unit IV: Practicals</b><br/>Usage of German Language in translating and communicating by applying the theoretical concepts studied in Unit I, II and III.</p> | <p><b>Hours</b></p> <p><b>5 hrs</b></p> <p><b>5 hrs</b></p> <p><b>5 hrs</b></p> <p><b>60hrs</b></p> |
| <b>Pedagogy:</b>                      | Lectures/ tutorials/ 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. <u>Hermann Funk</u>, Studio D A1, Cornelsen, 2005 or <u>Latest Edition</u>.</li> <li>2. Von Angelika G. Beck, Langenscheidt German in 30 Days: Book + CD, Goyal Publishers and Distributors Pvt. Ltd., 2007 or <u>Latest Edition</u>.</li> <li>3. Netzwerk Deutsch als Fremdsprache A1 (Textbook + Workbook + Glossar): 2015 or <u>Latest Edition</u>.</li> </ol>   |   |
| <b>Course Outcomes:</b>               | <p>At the end of the course, the participants will be able to:-</p> <ul style="list-style-type: none"> <li>● Introduce themselves in German giving personal details</li> <li>● Read the information given in German language</li> <li>● Carry out basic conversation in German with other students</li> <li>● Apply the grammar while writing sentences in German</li> </ul>  |   |

- Students are required to pass the Theory and Practical component separately.

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

**Course Code: MGA-146**

**Title of the Course: Introduction to Portuguese Language**

**Number of Credits: 03(1 T+2 P)**

**Effective from AY: 2023-24**

|                                       |   |  |
|---------------------------------------|---|--|
| <b>Pre-requisites for the course:</b> | Nil   |  |
| <b>Course Objective:</b>              | To enable the participants to develop communicative competencies among the students in Portuguese Language that will enable the student to engage in simple conversations.  |  |
| <b>Content:</b>                       | <p><b>Unit I: Introduction</b><br/>Introduction to Portuguese language and the scope and advantages of knowing Portuguese language.</p> <p><b>Unit II: Introducing Oneself</b><br/>Introduction to oneself. Ask for name and reply, Different verbal forms like “chamar-se”, Introduction of the verbs first person and third person singular, Possessives, Demonstratives invariables and variables, Making of Phrases, Cardinal and Ordinal numbers</p> <p><b>Unit III Grammar</b><br/>Indefinite articles, conjunction, indefinite pronouns muitos and its uses, Preposition of time, reflexive verbs and pronouns, Phrases and prepositions, Making of Positive and Negative Phrases, Prepositional Phrases, Question with interrogatives, Present continuous and construction of phrases, Adverbial phrases, Irregular forms of verbs</p> <p><b>Unit IV Practicals</b><br/>Using Portuguese language to communicate (oral as well as written) by applying theoretical concepts studied in unit II and III.</p> | <p><b>Hours</b><br/><b>5 hrs</b></p> <p><b>5 hrs</b></p> <p><b>5 hrs</b></p> <p><b>60hrs</b></p> |
| <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>           | <ol style="list-style-type: none"> <li>1. Ana Tavares, Livro do Aluno Portugues 1, Nivel A1, Goyal Publishers, Delhi. 2017 edition or Latest Edition.</li> <li>2. Coimbra Isabel &amp; Coimbra Olga Mata; Portugues Sem Fronteiras, Vol.1, LIDEL Edicoes Tecnicas, Lda. 2018 or Latest Edition.</li> </ol>  |  |
| <b>Course Outcomes:</b>               | <p>At the end of the course, the participants will be able to:</p> <ul style="list-style-type: none"> <li>● Speak, write, and read basic Portuguese.</li> <li>● Engage in simple Portuguese communication.</li> <li>● Integrate the knowledge of Portuguese grammar and vocabulary.</li> <li>● Get Practical knowledge of Portuguese Language.</li> </ul>   |  |

- Students are required to pass the Theory and Practical component separately.

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

**Course Code: MGA-147**

**Title of the Course: Critical Thinking**

**Number of Credits: 3(1 T+2 P)**

**Effective from AY: 2023-24**

|                             |  |  |
|-----------------------------|--|--|
| <b>Prerequisites</b>        | Nil  |  |
| <b>Course Objective</b>     | To enable the participants to gain competence in successfully identifying the causes of complex personal and professional problems using logical, verifiable cause-and-effect.   |  |
| <b>Contents</b>             | <p><b>Unit I Basic Logical Concepts in Critical Thinking</b><br/>                     Explanations, Arguments and Reasoning, Use of language in logical reasoning.</p> <p><b>Unit II Being Open Minded</b><br/>                     Arguments and Disagreements, Fallacies, Myths and Beliefs,</p> <p><b>Unit III Key Skills in Critical Thinking</b><br/>                     Symbols of Conjunction, Negation and Disjunction, Sources of Thought: Its Factors and Conditions</p> <p><b>Unit IV Practicals</b><br/>                     Demonstrating use of Explanations, arguments and reasoning, arguments and disagreements, fallacies , myths and beliefs , symbols of conjunction, sources of thoughts etc in logical reasoning.</p> | <p><b>Hours</b><br/><b>5hrs</b></p> <p><b>5hrs</b></p> <p><b>5hrs</b></p> <p><b>60 hrs</b></p> |
| <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> | <ol style="list-style-type: none"> <li>1. Introduction to logic - Copi Irving and Cohen Carl, Publisher – Pearson, 11th or <u>Latest Edition</u>.</li> <li>2. <u>How to Improve your Critical Thinking &amp; Reflective Skills</u>- Weyers, Publisher Pearson , 2013 or <u>Latest Edition</u>.</li> <li>3. The Critical Thinking Toolkit , Caroselli, Publisher – Amazon Books, 2011 or <u>Latest Edition</u>.</li> </ol>  |  |
| <b>Course Outcomes</b>      | At the end of the course, the students will be able to: <ul style="list-style-type: none"> <li>● Understand how effective critical thinking is</li> <li>● Practicethe same professionally and in everyday life.</li> <li>● Process and analyzing information more logically to take practical decisions</li> <li>● Hone their Problem Solving ability along with awakening of a curious mind</li> </ul>  |  |

- **Students are required to pass the Theory and Practical component separately.**

**Name of the Programme:** BBA

**Course Code:** MGA-148

**Title of the course:** Film Appreciation

**Number of credits:** 3(1 T+2 P)

**Effective from AY:** 2023-2024

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|--|---|---|
| <b>Pre- requisites for the course:</b> | Nil   |   |
| <b>Course objective:</b>               | To enable the participants to gain a deeper understanding of the world of film and be able to review and analyse various film style and genres  |   |
| <b>Content:</b>                        | <b>Unit I:Film Genres and Styles</b><br>Watch, Comprehend & Distinguish varied Styles & Genres of Films.<br>The Significance of Film and Narrative Form.<br><b>Cinematic Design:</b> Form & Function, Movement & Impact.<br><b>Unit II:The Art of Film making</b><br>Film as Art: Creativity, Technology, and Business.<br>What is Mise-en-Scene, <b>Dramatic Action &amp; Character</b> , Study of Camera Shots, Angles and Movements<br><b>Unit III:From Hollywood to Bollywood</b><br>Cultural, Social, and Global Impact of Film<br>Codes and Conventions of Film Musicals, Work of Great Directors in Cinema, History of Bollywood and perspectives on Indian Cinema<br><b>Unit IV Practicals</b><br>Watching different genres of films, analyze and Critic films. | <b>No of hours</b><br><b>5 hours</b><br><b>5 hours</b><br><b>5 hours</b><br><b>60 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>            | <ol style="list-style-type: none"><li>1. The Movie Book, First American Edition, Published in the United States by DK Publishing 345 Hudson Street New York, New York 10014, 2016 or Latest Edition</li><li>2. Ronald Bergen, The Film Book, a complete guide to the world of cinema, First American Edition, Published in the United States by DK Publishing 375 Hudson Street New York, New York 10014, 2011 or Latest Edition.</li><li>3. Steven Ascher and Edward Pincus, The Filmmaker's Handbook: A comprehensive Guide for the Digital Age, 2013 or Latest Edition.</li><li>4. Nathan Abrams, Ian Bell and Jan Udris, Studying Film, Co-published in the United States of America by Oxford University Press Inc., 2<sup>nd</sup> or Latest Edition</li></ol>    |   |



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|--------------------------------|---|
|                                | <ol style="list-style-type: none"> <li>5. Andre Bazin What is Cinema? VOL. I &amp; II, University of California Press, © 1967, 2005 or Latest Edition</li> <li>6. Louis Giannetti , Understanding Movies, Laurence King Publishing Ltd 13<sup>th</sup> or Latest Edition.</li> <li>7. Jon Lewis, Essential Cinema: An Introduction to Film Analysis, Publisher - Michael Rosenberg, Wadsworth, Cengage Learning, © 2014 or Latest Edition.</li> </ol>   |
| <p><b>Course outcomes:</b></p> | <p>At the end of the course, the participants will be able to:</p> <ul style="list-style-type: none"> <li>● To become an active viewer of cinema, developing one’s own informed perspective through personal engagement with films.</li> <li>● Understand the way that content, form, and contexts work together to create meaning in film.</li> <li>● Be able to critically explore how film is a dynamic, multi-faceted medium, and how a work is created and received from a cultural, ideological and theoretical perspective.</li> <li>● Understand the myriad of creative and technical choices that construct a work, and how ultimately each individually impacts a finished film.</li> <li>● Identify and use key concepts, models and tools in film criticism.</li> <li>● To consider film’s position in participatory culture and the shifting convergent media landscape</li> </ul> |

- **Students are required to pass the Theory and Practical component separately.**