

THE GANDHIGRAM RURAL INSTITUTE (DEEMED TO BE UNIVERSITY)
(Ministry of Education (Shiksha Mantralaya), Govt. of India) Accredited by NAAC with “A” GRADE (3rd Cycle)
GANDHIGRAM – 624 302- TAMIL NADU- INDIA

SCHOOL OF MANAGEMENT STUDIES

DEPARTMENT OF RURAL INDUSTRIES AND MANAGEMENT

SYLLABUS FOR BBA PROGRAMME
(NEP – 2020)
(with effect from the academic year 2024-2025)

CURRICULUM DESIGN - NEP 2020
(Offered from the academic year 2024-2025)
GENERAL COURSE STRUCTURE AND THEME

A. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

B. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDC	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

- Course Name:** 1. Bachelor in Business Administration
 2. Bachelor in Business Administration (Honours)
 3. Bachelor in Business Administration (Honours with Research)

Course Level/Duration/System: Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining the BBA Research Program:

- a. **One year:** Under Graduate Certificate in Business Administration
- b. **Two years:** Under Graduate Diploma in Business Administration
- c. **Three years:** Bachelor in Business Administration (BBA)
- d. **Four years:**
 - Bachelor in Business Administration with Honours: BBA (Honours) /
 - Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

The minimum eligibility criteria for opting for the course in the fourth year will be as follows:

- **For BBA (Honours):** BBA Degree
- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

Note: The students who are eligible for BBA (Honours with Research) shall have the choice to pursue either BBA (Honours) or BBA (Honours with Research).

**SEMESTER-WISE CREDIT DISTRIBUTION OF BBA PROGRAMME
[BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH)]**

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
I	12	3	3	4	3	-	25
II	12	2	3	2	5	-	24
III	12	3	3	2	5	-	25 + 2 VPP
IV	14	2	-	2	2	-	20 + 2 CE
V	8	-	-	-	4	8	20
VI	6	-	-	-	6	8	20
BBA (Honours)							
VII	4	-	4	-	4	8	20
VIII	-	-	-	-	8	12	20
BBA (Honours with Research)							
VII	12	-	-	-	-	8	20
VIII	20	-	-	-	-	-	20

Note: VPP – Village Placement Programme, CE: Community Engagement

Category-wise Distribution

Description	Core Courses	Ability Enhancement Courses	Multi-disciplinary elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total Min Req'd/ Actual
BBA	64	10	09	10	25	16	134+4= 138
BBA (Honours)	68	10	13	10	37	36	174+4= 178
BBA (Honours with Research)	96	10	09	10	25	24	174+4= 178

3 Years BBA Program	Total Credits = 138
4 Years BBA (Honours)	Total Credits = 178
BBA (Honours with Research)	Total Credits = 178

Note: 1. Students can take extra credit courses from their department or another department as per the Admitting Body / University norms.

INDUCTION PROGRAM

Induction program (mandatory)	Three-week duration
A student induction program will be offered at the start of the first year.	<ul style="list-style-type: none">• Physical activity Creative Arts• Universal Human Values Literary• Proficiency Modules Lectures by Eminent People Visits to Local Areas• Familiarisation to Dept./Branch &• Innovations

Mandatory Visits/ Workshop/Expert Lectures

- It is mandatory to arrange one industrial visit every semester for the students of each branch.
- It is mandatory to conduct a One-week workshop during the winter break after the fifth semester on professional/ industry/ entrepreneurial orientation.
- It is mandatory to organise at least one expert lecture per semester for each branch by inviting resource persons from domain-specific industries.

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SCHOOL OF MANAGEMENT STUDIES

DEPARTMENT OF RURAL INDUSTRIES AND MANAGEMENT

SEMESTER-WISE STRUCTURE AND CURRICULUM FOR BBA (NEP 2020)

Semester	Category of courses	Course Code	Title of the Course	Percentage of changes in syllabus
I	Core Course	24RMUC1101	Principles and Practices of Management	100 %
	Core Course	24RMUC1102	Financial Accounting	60 %
	Core Course	24RMUC1103	Business Statistics and Logic	100 %
	MDC-1	24RMUI1101	Indian Knowledge System	100 %
	AEC - 1	24ENUA1101	Essential English: Basic	-
	SEC-1	24TAUS1101/ 24MLUS1101/ 24HIUS1101	Tamil/ Malayalam/ Hindi	-
	VAC - 1	24FSUV1001	Environmental Studies	-
	VAC - 2	24GTUV1001	Let Us Know Gandhi	-
	Total			
II	Core Course	24RMUC1204	Human Behaviour and Organisation	60 %
	Core Course	24RMUC1205	Marketing Management	60 %
	Core Course	24RMUC1206	Business Economics	40 %
	SEC- 2	24RMUS1202	Emerging Technologies and Applications	100 %
	MDC- 2	24RMUI1202 24RMUI1203	Media Literacy and Critical Thinking/ Basics of Management	100 %
	AEC - 2	24RMUA1201	Business Communication	100 %
	SEC- 3	24TAUS1202/ 24MLUS1202/ 24HIUS1202	Tamil/ Malayalam/ Hindi	-
	VAC - 3	24RMUV1201/ 24FAUV1001/ 24GTUV1002	Indian Constitution/ Heritage and Cultural History of India/ Shanthi Sena	-
Total				

SEMESTER II - Multi-Disciplinary Elective Course (3 Credits)

Multi-Disciplinary Elective course	Course Code	Title	Credits
SEMESTER II (any one course)	24RMUI1202	Media Literacy and Critical Thinking	3
	24RMUI1203	Basics of Management	3

After Year 1, students are advised to take Social Responsibility & Community Engagement – encompassing Community Engagement with an NGO during vacation time.

An UNDERGRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION will be awarded if a student wishes to exit at the end of the First year.

EXIT CRITERIA AFTER THE FIRST YEAR OF THE BBA PROGRAMME

The students shall have the option to exit after 1st year of the Business Administration Program and will be awarded a **UG Certificate in Business Administration**. Students on exit must compulsorily complete an additional 04 Credits either in a Skill based subject or work-based Vocational Course offered during the summer term or Internship/Apprenticeship/ Social Responsibility & Community Engagement – encompassing community engagement with an NGO after the second semester of a minimum 08 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report per the University schedule.

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RE-ENTRY CRITERIA INTO THE SECOND YEAR (THIRD SEMESTER)

The student who takes an exit after one year with an award of certificate may be allowed to re-enter to Third Semester for completion of the BBA Program as per the respective University /Admitting Body schedule after earning requisite credits in the first year.

SEMESTER III AND SEMESTER IV									
Semester	Category of courses	Course Code	Title of the Course	No. of Credits	Lecture Hours/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
III	Core Course	24RMUC2107	Management Accounting	4	4	3	40	60	100
	Core Course	24RMUC2108	Human Resource Management	4	4	3	40	60	100
	Core Course	24RMUC2109	Legal and Ethical Issues in Business	4	4	3	40	60	100
	MDC- 3	24RMUI2104/ 24RMUI2105	Indian Systems of Health and Wellness/ Emotional Intelligence	3	3	3	40	60	100
	AEC - 3	24ENUA2103	Essential English: Advanced	3	3	3	40	60	100
	SEC- 4	24TAUS2103/ 24MLUS2103/ 24HIUS2103	Tamil/ Malayalam/ Hindi	2	2	2	20	30	50
	SEC- 5	24RMUS2103	Management Information System	2 + 1	4	3	40	60	100
	VAC - 4	24PEUV2101/ NSS/	Yoga and Fitness/NSS	2	2	-	50	-	50
	-	24EXUE2101	Village Placement Programme	2	0	-	50	-	50
	SUB TOTAL (C)				27	26	-	360	390
IV	Core Course	24RMUC2210	Entrepreneurship and Startup Ecosystem	2	2	2	20	30	50
	Core Course	24RMUC2211	Operations Management	4	4	3	40	60	100
	Core Course	24RMUC2212	Financial Management	4	4	3	40	60	100
	Core Course	24RMUC2213	Business Research Methodology	4	4	3	40	60	100
	VAC - 5	24RMUV2202/ 24RMUV2203/ 24RMUV2204/ 24RMUV2205/ 24RMUV2206/ 24RMUV2207/	Business Environment and Public Policy/International Business/Geo Politics and Impact on Business/ Public Health and Management/ Digital India / Wellness India	2	2	-	50	-	50
	SEC- 6	24RMUS2204	Enterprise Systems and Platforms	2	2	2	20	30	50
	AEC - 4	24RMUA2202	Design Thinking and Innovation	2	2	2	20	30	50
	Extension	24EXUE2201	Community Engagement	2	2	-	50	-	50
	SUB TOTAL (D)				22	22	-	280	270

Note:

1. At the end of the Fourth Semester every student shall undergo Summer Training / Internship / Capstone for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.
2. An **UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION** will be awarded if a student wishes to exit at the end of the Second year.

Multi-Disciplinary Elective course (3 Credits) – SEMESTER III

SEMESTER III (any one course)	24RMUI2105	Indian Systems of Health and Wellness	3
	24RMUI2106	Emotional Intelligence	3

EXIT CRITERIA AFTER THE SECOND YEAR OF THE BBA PROGRAMME

The students shall have the option to exit after 2nd year of the Business Administration Program and will be awarded a **UG Diploma in Business Administration**. Students on exit must compulsorily complete an additional 04 Credits either in a Skill based subject or work-based Vocational Course offered during the summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University / Admitting Body schedule.

RE-ENTRY CRITERIA INTO THIRD YEAR (FIFTH SEMESTER)

The student who takes an exit after the second year with an award of diploma may be allowed to re-enter the fifth semester to complete the BBA program as per the respective university / admitting body schedule after earning requisite credits in the second year.

SEMESTER V										
Semester V	Category of courses	Course Code	Title of the Course	No. of Credits	Lecture Hours/week	Duration of ESE Hours	Evaluation			
								CFA	ESE	Total
	Core Course	24RMUC3114	Strategic Management	4	4	3	40	60	100	
	Core Course	24RMUC3115	Logistics and Supply Chain Management	4	4	3	40	60	100	
	DSE - 1	24RMUC31XX	Discipline Specific Electives – I **Fin/ Mar/ HR/BssA/InterB/SCM	4	4	3	40	60	100	
	DSE - 2	24RMUC31XX	Discipline Specific Electives – II Rural Industries – I (List enclosed)	4	4	3	40	60	100	
	SEC - 07	24RMUS3105	Internship - I	4	4	-	100	-	100	
	SEC - 08	-	Major Project [evaluation in the sixth semester]	-	-	-	-	-	-	
	DSE – 3 *	-	Discipline Specific Elective (Audit Course)	0	4	-	100	-	100	
SUBTOTAL (E)				20	24	-	360	240	600	

* Additional DSE as an Audit Course (Non-Credit but compulsory) can be opted by the student.

** Finance/Marketing/Human Resources/Business Analytics/International Business/Supply Chain Management.

SEMESTER V - DISCIPLINE-SPECIFIC ELECTIVES – I

Finance/ Marketing/ Human Resource/Business Analytics/International Business/Supply Chain Management

Finance	Marketing	HRM	Business Analytics	International Business	Supply Chain Management
24RMUC3116: Management Costing	24RMUC3117: Consumer Behaviour	24RMUC3118: Training and Development	24RMUC3119: Business Analytics	24RMUC3120: EXIM Policy and Documentation	24RMUC3121: Project Management

SEMESTER V DISCIPLINE-SPECIFIC ELECTIVE – II Rural Industries - I
24RMUC3122: Bakery and Confectionery (Theory & Practical)
24RMUC3123: Vegetable Oil – Industry (Theory & Practical)
24RMUC3124: Preservation of Fruit and Vegetables (Theory & Practical)
24RMUC3125: Soap Industry (Theory & Practical)
24RMUC3126: Honey Processing (Theory & practical)

24RMUC3127: Fundamentals of Yarn and Fabric Manufacturing

24RMUC3128: Textile Wet Processing Management

SEMESTER VI									
Semester	Category of courses	Course Code	Title of the Course	No. of Credits	Lecture Hours/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
VI	Core Course	24RMUC3229	Project Management	4	4	3	40	60	100
	Core Course	24RMUC3230	Retail Management	2	2	2	20	30	50
	DSE - 4	24RMUC32XX	Discipline Specific Electives – III **Fin/ Mar/ HR/BssA/InterB/SCM	4	4	3	40	60	100
	DSE - 5	24RMUC32XX	Discipline Specific Electives – IV (Rural Industries – II)	4	4	3	40	60	100
	SEC - 09	24RMUS3206	Corporate Governance	2	2	2	20	30	50
	SEC - 10	24RMUS3207	Major Project [Initiated in V Semester] -1	4	4	-	100	-	100
	DSE - 6 *		Discipline Specific Elective (Audit Course)	0	4	-	100	-	100
SUB TOTAL (F)				20	24	-	360	240	600
BBA GRAND TOTAL (A+B+C+D+E+F)				138	146	-	1990	1860	3850

Note: ** Finance/Marketing/Human Resources/Business Analytics/International Business/Supply Chain Management.

SEMESTER VI - Discipline Specific Electives – III

Finance/ Marketing/ Human Resource/Business Analytics/International Business/Supply Chain Management

Finance	Marketing	HRM	Business Analytics	International Business	Supply Chain Management
24RMUC3131: Goods & Service Tax	24RMUC3132: Retail Marketing	24RMUC3133: Cross culture HRM	24RMUC3134: Social media and Web Analytics	24RMUC3135: Global Business Environment	24RMUC3136: Logistics and Distribution Management

**SEMESTER VI - Discipline Specific Elective – IV
Rural Industries - II**

24RMUC3137: Composting Technologies (Theory & Practical)
24RMUC3138: Soap and Detergents Industry (Theory & Practical)
24RMUC3139: Food Science and Quality Control (Theory & Practical)
24RMUC3140: Processing of Cereals and Pulses (Theory & Practical)
24RMUC3141: Dairy Industry (Theory & Practical)

Note: 1) Discipline Elective in Finance/ Marketing/ HR/Business Analytics/Family Business/Entrepreneurship/ Sports Management /Tourism and Travel Management

2) L-T-P for Discipline Electives depends on the subject that the University offers

*Additional DSE as an Audit Course (Non-Credit but compulsory) can be opted by the student.

Note:

1. BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded if a student wishes to exit at the end of the Third year.

EXIT CRITERIA AFTER THE THIRD YEAR OF THE BBA PROGRAMME

The students shall have the option to exit after 3rd year of the Business Administration Program and be awarded a Bachelor's in Business Administration.

RE-ENTRY CRITERIA IN THE FOURTH YEAR (SEVENTH SEMESTER)

The student who takes an exit after the third year with an award of BBA may be allowed to re-enter into the Seventh Semester for completion of the BBA (Honours) or BBA (Honours with Research) Program as per the respective University / Admitting Body schedule after earning requisite credits in the Third year.

The minimum eligibility criteria for opting for the course in the fourth year will be as follows:

- For BBA (Honours): BBA Degree
- BBA (Honours with Research): Minimum 75% marks or equivalent CGPA in BBA Degree up to

SEMESTER VII - BBA (Honours)

Semester	Category of courses	Course Code	Title of the Course	No. of Credits	Lecture Hours/ week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
VII	Open Elective – MDC - 4	24RMUI4104	AI for Business or Online Course	4	4	3	40	60	100
	Core Course	24RMUC4144	Entrepreneurial Leadership and Innovation	4	4	3	40	60	100
	DSE – 07	24RMUC41XX	Discipline Specific Electives – V **Finance/ Marketing/ HR/BA/IB /SCM	4	4	3	40	60	100
	DSE - 08	24RMUC41XX	Discipline Specific Electives – VI **Finance/ Marketing/ HR/BA /IB/SCM	4	4	3	40	60	100
	SEC- 11	24RMUS4108	Summer Internship - II	4	4	-	100	-	100
			Dissertation work [evaluation in Eight semesters]	-	-	-	-	-	-
			SUBTOTAL (G)	20	20	-	260	240	500

SEMESTER VII (BBA Honors)
DISCIPLINE-SPECIFIC ELECTIVES – V and VI

	Finance	Marketing	HRM	Business Analytics	International Business	Supply Chain Management
Discipline-Specific Electives - V	24RMUC3145: International Financial Management	24RMUC3146: Sales and Distribution Management	24RMUC3147: HRD - Systems and Strategies	24RMUC3148: Business Analytics using R/Python	24RMUC3149: International Trade Policy & Strategy	24RMUC3150: Inventory Management
Discipline-Specific Electives - VI	24RMUC3151: Investment Analysis and Portfolio Management	24RMUC3152: Marketing of Services	24RMUC3153: Negotiation Skills	24RMUC3154: HR Analytics	24RMUC3155: Transactional and Cross-Cultural Marketing	24RMUC3156: Supply Chain Analytics

SEMESTER VIII - BBA (Honours)									
Semester	Category of courses	Course Code	Title of the Course	No. of Credits	Lecture Hours/ week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
VIII	DSE - 09	24RMUC42XX	Discipline Specific Electives – VII **Finance/ Marketing/ HR/BA/IB/SCM	4	4	3	40	60	100
	DSE - 10	24RMUC42XX	Discipline Specific Electives – VIII **Finance/ Marketing/ HR/BA/IB/SCM	4	4	3	40	60	100
	DSE - 11	24RMUC42XX	Discipline Specific Electives – IX **Finance/ Marketing/ HR/BA/IB/SCM	4	4	3	40	60	100
	SEC -12	24RMUS4209	Dissertation work [Started in the Seventh semester]	8	8	-	100	-	100
			SUBTOTAL (H)	20	20	-	220	180	400
	(BBA HONOURS) GRAND TOTAL (A+B+C+D+E+F+G+H)			178	186	-	2470	2280	4750

Note: ** Finance/Marketing/Human Resources/Business Analytics/International Business/Supply Chain Management.

**SEMESTER VIII (BBA Honors)
DISCIPLINE-SPECIFIC ELECTIVES – VII, VIII and IX**

	Finance	Marketing	HRM	Business Analytics	International Business	Supply Chain Management
Discipline Specific Electives VII	24RMUC3157: Business Analytics and Valuation	24RMUC3158: Supply Chain Management	24RMUC3159: HR Analytics	24RMUC3160: Data Visualization using Tableau/Power bi	24RMUC3161: International Supply Chain Management	24RMUC3162: International Supply Chain
Discipline Specific Electives VIII	24RMUC3163: Financial Modeling and Derivatives	24RMUC3164: International Marketing	24RMUC3165: Behavioural Testing & Training for Employee Retention	24RMUC3166: Data Mining	24RMUC3167: International Accounting and Reporting System	24RMUC3168: Quality Tool Kit for Manager
Discipline Specific Electives IX	24RMUC3169: Neuro- Finance	24RMUC3170: Neuro – Marketing	24RMUC3171: Employee Life Cycle Management	24RMUC3172: Business Applications of Blockchain	24RMUC3173: International Ventures, Mergers and	24RMUC3174: Operation Strategy

				Technology	Acquisitions	
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SEMESTER VII - BBA (Honours with Research)									
Semester	Category of courses	Course Code	Title of the Course	No. of Credits	Lecture Hours/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
VII	Core Course	24RMUC4175	Advanced-Data Analysis Tools	4	4	3	40	60	100
	Core Course	24RMUC4176	Advanced Research Methodology	4	4	3	40	60	100
	CC SEC - 13	24RMUS4110	Research Internship Report and Viva –Voce	4	4	-	100	-	100
	DSE – 12	24RMUC41XX	**Discipline Specific Electives - X Finance/ Marketing/ HR/BA/ IB/SCM	4	4	3	40	60	100
	DSE - 13	24RMUC41XX	**Discipline-Specific Electives - XI Finance/ Marketing/ HR/BA/IB/ SCM	4	4	3	40	60	100
SUB TOTAL (I)				20	20	-	260	240	500

SEMESTER VII - Discipline-Specific Electives – X and XI

	Finance	Marketing	HRM	Business Analytics	International Business	Supply Chain Management
Discipline Specific Electives - X	24RMUC4177: International Financial Management	24RMUC4178: Sales and Distribution Management	24RMUC4179: HRD – Systems and Strategies	24RMUC4180: Business Analytics using R/Python	24RMUC4181: International Trade Policy & Strategy	24RMUC4182: Inventory Management
Discipline Specific Electives - XI	24RMUC4183: Investment Analysis and Port Folio Management	24RMUC4184: Marketing of Services	24RMUC4185: Negotiation Skills	24RMUC4186: HR Analytics	24RMUC4187: Transactional and Cross-Cultural Marketing	24RMUC4188: Supply Chain Analytics

Note: ** Finance/Marketing/Human Resources/Business Analytics/International Business/Supply Chain Management.

SEMESTER VIII - BBA (Honours with Research)									
Semester	Category of courses	Course Code	Title of the Course	No. of Credits	Lecture Hours/week	Duration of ESE Hours	Evaluation		
							CFA	ESE	Total
VIII	CC SEC - 14	24RMUS4211	Dissertation (For Research Track) *	20		-	400	-	400
	SUB TOTAL (J)			20	-	-	400	-	400
(BBA HONOURS WITH RESEARCH) GRAND TOTAL (A+B+C+D+E+F+I+J)				178	166	-	2650	2100	4750

Note: * The dissertation work will start at the beginning of the fourth year of the BBA (Honours with Research) Program.

Students of the Fourth Year shall be assessed for Project Work and Research Internship Report and Viva-Voce and Dissertation (For Research Track)

SYLLABUS

SEMESTER – I

Course Code & Title	24RMUC1101: Principles and Practices of Management	
Programme	B.B.A.	Semester- I
	Credit: 4	Hours : 4/per week
Cognitive Level	K-1	Recall the concepts and principles of management.
	K-2	Illustrates basic functions of management.
	K-3	Apply the knowledge of management functional areas.
Course Objectives	<ul style="list-style-type: none"> • To gain knowledge of the history of management and administration. • To recognise the various functions of management. • To aid the student in understanding how an organisation functions. • To understand the importance of organising in current business firms. • To understand the basic principles of controlling in management. 	
Units	Contents	No. of Hours
I	Management and Administration Meaning and importance of management; - Administration - Managerial functions; Managerial roles; Managerial competencies. Indian Ethos for Management: Evolution of Management thought: Early contributions: Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations, and Modern Approach.	10
II	Planning and Strategic Management Concept of planning, Significance of planning, Classification of planning: Process of planning, Barriers to effective planning. MBO, Management by Exception Strategic Management - Meaning, Definition, Elements, Scope and Dimensions, Process, Importance, Strategic Decisions and SWOT Analysis - planning vs. Strategy.	12
III	Organizing and Decision Making Organizing: Definition - organizing, Principles of organizing, Process of organizing, Types of organizational structure, Span of control, Centralization vs. Decentralization of authority. Formal and Informal organization, Coordination mechanisms in organizations. Decision Making: Strategies of decision making, Steps in rational decision making process, Factors influencing decision making process.	14
IV	Staffing and Leadership Staffing – Meaning, Nature, Importance, Staffing Process – Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion and Transfer. Leadership vs. Management, Process of Leadership, Importance of leadership, Characteristics of an effective leader. Controlling: Concept, Importance of controlling, Types of control, Steps in control process.	12
V	Salient Developments and Contemporary Issues in Management Management challenges of the 21st Century; Factors reshaping and redesigning management purpose, performance and reward perceptions- Internationalization, Digitalization, Entrepreneurship & Innovation - Case studies on Indian corporates like Tata, Bhilwara Group, IOC and Godrej, etc., Gandhian Principles for Management	12

References	Text Books:
	<ol style="list-style-type: none"> 1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 10th edition, 2016. 2. Samuel C. Certo and S. Trevis Certo, Modern Management: Concepts and Skills, Pearson education, 15th edition, 2018. 3. Harold Koontz and Heinz Wehrich, Essentials of Management: An International, Innovation, And Leadership Perspective, 10th edition, Tata McGraw-Hill Education, 2015. 4. Charles W.L Hill and Steven L McShane, Principles of Management, McGraw Hill Education, Special Indian Edition, 2017. 5. Stephen P. Robbins, Timothy A. Judge, Organisational Behavior, PHI Learning / Pearson Education, 16th edition, 2014. <p style="text-align: center;">Reference Books:</p> <ol style="list-style-type: none"> 1. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition, 2013. 2. Don Hellriegel, Susan E. Jackson and John W, Jr Slocum, Management: A competency-Based Approach, Thompson South Western, 11th edition, 2008. 3. Heinz Wehrich, Mark V Cannice and Harold Koontz, Management – A competency – Based Approach, Thompson South Western, 11th Edition, 2008. 4. Stephen P. Robbins, David De Cenzo and Mary Coulter, Fundamentals Of Management, Prentice Hall of India, 9th edition 2016. 5. McShane, Mary V. Glinow, Organizational Behavior, 8th Edition, Tata Mc Graw Hill, 2017.
Course Outcomes	
CO1	Understand the basic principles, functions and various approaches to management and contemporary management practice for managing in global environment.
CO2	Describes the basic functions of management like planning and decision making.
CO3	Describes staffing and organizational functions of management.
CO4	Makes to understand the importance of coordination in the organization.
CO5	Effectively utilize the modern tools and techniques of control in organization.

Mapping of COs with PSOs and Pos												
CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	3	3	2	3	2	3	3	2	3	2
CO2	3	3	3	3	3	3	3	3	3	3	3	3
CO3	2	2	3	2	3	2	3	2	3	3	2	3
CO4	3	3	3	3	2	3	3	3	2	3	3	3
CO5	1	2	3	3	3	2	3	2	3	3	2	3

Course Code & Title	24RMUC1102: FINANCIAL ACCOUNTING	
Programme	B.B.A.	Semester- I
	Credit: 4	Hours:4 / per week
Cognitive Level	K-1	Remembrance of the accounting concepts
	K-2	Analyse the different types of cash books to understand their specific uses.
	K-3	Learn the steps involved in preparing a balance sheet effectively.
Course Objectives	<ul style="list-style-type: none"> • To familiarise oneself with the preparation of accounts and to accurately depict the financial situation. 	
	<ul style="list-style-type: none"> • To understand the basic accounting concepts and their application in business. 	
	<ul style="list-style-type: none"> • To apply the dual-entry recording framework to a series of transactions. 	
	<ul style="list-style-type: none"> • To gain knowledge on the preparation of financial statements. 	
	<ul style="list-style-type: none"> • To develop the skills needed to analyse financial statements effectively. 	
Units	Contents	No. of Hours
I	Accounting: Meaning and Definition of Accounting – Scope of Accounting – Uses of Accounting - Limitations of Accounting – Accounting Concepts – Accounting Conventions - Difference between Accounting and Management Accounting.	10
II	Single Entry System: Meaning – Features of Single-Entry System – - Double Entry System - Difference between Single Entry System and Double Entry System. Differences between Bookkeeping and Accounting.	10
III	Types of Accounts: Rules for preparing Accounts - Journal – Ledger - Subsidiary Books - Cash Book – Meaning Types of Cash Book – Single Column, Double and Three Columns Cash Book – Trial Balance – Meaning – Preparation of Trial Balance.	10
IV	Final Accounts Format: Components in Trading Account - Preparation of Trading Account, Components in profit and loss account – Preparation of Profit and Loss Account and Balance Sheet (Simple Adjustment Only).	20
V	Depreciation and Tally: Meaning, Definition – Importance of providing Depreciation – Defects of Depreciation – Method of calculating Depreciation – Straight line method – Written down value method - Tally software and its applications in financial accounting, including ledger management and the generation of financial reports.	10
References	<p>Text Books:</p> <ol style="list-style-type: none"> 1. Dr. S. M. Shukla, (2022), "Advanced Accounts, Volume I", S. Chand Publishing, 19th Edition. 2. Paul C. Kimmel, Jerry J. Weygandt, and Donald E. Kieso, (2022), "Financial Accounting: Tools for Business Decision Making", Wiley, 9th Edition. <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Kieso, D.E., Weygandt, J.J., and Warfield, T.D., (2023), "Intermediate Accounting", Wiley, 17th Edition. 2. Theodore Christensen, David Cottrell, and Cassy Budd, (2023) "Advanced Financial Accounting, 13th Edition", McGraw Hill. 3. Thomas R. Itelson, (2022), "Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports", Career Press, New Edition. 4. Jerry J. Weygandt, Paul D. Kimmel, and Jill E. Mitchell, (2023) "Financial Accounting, 12th Edition", Wiley. 	

Course Outcomes	
CO1	Students develop proficiency in grasping the fundamental concepts of accounting.
CO2	Acquire a detailed understanding of preparing single, double, and triple-column cash books.
CO3	Learn how to prepare a business's trading account, profit and loss account, and balance sheet.
CO4	Understand the significance of employing the double entry system in accounting.
CO5	Gain comprehensive insights into the necessity of asset depreciation and its various methods.

Mapping of COs with PSOs and Pos												
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	3	3	3	2	3	2	3	3	2	3	2
CO2	3	3	3	3	3	3	3	3	3	3	3	3
CO3	2	2	3	2	3	2	3	2	3	3	2	3
CO4	3	3	3	3	2	3	3	3	2	3	3	3
CO5	1	2	3	3	3	2	3	2	3	3	2	3

Course Code & Title	24RMUC1103: BUSINESS STATISTICS AND LOGIC	
Programme	B.B.A.	Semester- I
	Credit: 4	Hours: 4 per week
Cognitive Level	K1	Remembrance of the Statistics and logic concepts
	K2	Analyse the different types of statistics tools to understand their specific uses.
	K3	Learn the steps involved in preparing a balance sheet effectively.
Course Objectives	<ul style="list-style-type: none"> To learn the applications of statistics in business statistics and logical decision making 	
	<ul style="list-style-type: none"> Knowledge of business statistics and its scope and importance in various fields. 	
	<ul style="list-style-type: none"> Ability to understand the collection of data survey, sampling design and different data types. 	
	<ul style="list-style-type: none"> Knowledge of methods for summarising data, including common graphical tools 	
	<ul style="list-style-type: none"> Ability to describe data with measures of central tendency and measures of dispersion. 	
	<ul style="list-style-type: none"> Ability to understand measures of skewness and kurtosis and their utility and significance. 	
Units	Contents	No. of Hours
I	Introduction to Statistics Meaning and definition of Business Statistics, scope and importance, uses in Business and statistics and limitations, collection of data survey and, sampling design.	10
II	Measures of central tendency and Diagrammatic and Graphical Representation Classification and Tabulation, diagrammatic representation, Graphic representation, and measures of central tendency.	12
III	Measures of Dispersion Measures of Dispersion, range, quartile deviation, mean deviation, standard deviation and coefficient of variation, skewness, coefficient and measures of skewness.	14
IV	Correlation and regression Meaning and Definition of correlation, regression, significance, types and properties of correlation-Merits and demerits of using correlation and regression-Difference between regression and correlation.	12
V	Solving the Roots and Quadratic equation Introduction to Solving the Roots and Quadratic equation, notation, Indices, laws of indices, further notation.	12
References	Text Books: <ol style="list-style-type: none"> Pillai R.S.N and Bagavathi (2009), Statistics Theory and practices, S.Chand and company ltd; N.D.875 John Vince (Second Edition), Foundation Mathematics for Computer Science, A visual Approach Springer Gupta.S.P.- Statistical Methods, Sultan Chand & Co. New Delhi. Arura- Statistics for Management, Sultan Chand & Co. New Delhi. G. V. Shenoy, Uma K. Srivastava, S. C. Sharma - Business Statistics - New Age Publications. Reference Books	

	<ol style="list-style-type: none"> 1. Fundamentals of Mathematical Statistics: S. C. Gupta and V. K.Kapoor. 2. Fundamentals of Statistics Vol- I: A. M. Goon, M. K. Gupta and B.Dasgupta. 3. New Mathematical Statistics: Bansi Lal and S.Arora. 4. An Introduction to Theory of Statistics: G. Udny, M. G,Kendal. 5. Guide to current Indian Official Statistics, Central Statistical Office, GOI, New Delhi. 	
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Course Outcomes

CO2	To understand and solve business problems
CO3	apply statistical techniques to data sets, and correctly interpret the results.
CO4	To develop skill-set that is in demand in both the research and business environments.
CO5	enable the students to apply the statistical techniques in a work setting.

Mapping of COs with PSOs and Pos

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	1	2	1	2	1	2	1	2	1	2	1	2
CO2	2	2	1	2	3	1	2	3	1	2	1	3
CO3	3	3	2	3	2	3	1	1	3	2	3	3
CO4	1	1	2	3	2	3	1	2	2	1	3	3
CO5	3	2	3	2	3	3	3	3	2	3	2	3

Course Code & Title	24RMUI1101 INDIAN KNOWLEDGE SYSTEM		
Programme	B.B.A.	Semester- I	
	Credit: 4	Hours:4 / per week	
Cognitive Level	K-1	Recall different types of theory in Indian Knowledge System	
	K-2	Learn how the knowledge of Indian system helped to improve their daily life.	
	K-3	Know the Indian polity system	
Course Objectives	<ul style="list-style-type: none"> To learn basic concepts in IKS. To impart knowledge on the need for Indian Scholars and Indian Literature. To understand the basis of Indian Traditional/Tribal/Ethnic. To acquire basic knowledge on Health Wellness. To apply the same in managing men in industries. 		
	Units	Contents	No. of Hours
	I	Introduction to Indian Knowledge System (IKS) (4 hours) Definition, concept and scope of IKS, IKS-based approaches to knowledge paradigms, IKS in ancient India and in modern India	10
	II	IKS and Indian Scholars, Indian Literature (6 hours) Philosophy and Literature, Introduction to Purana, Itihasas, Niti sastra and Subhasita, Sahitya, Thirukural.	15
	III	Indian traditional /tribal/ethnic communities (8 hours) India on the map of the world and its neighbouring countries - Resource availability, utilization pattern and limitation- Geographical diversities- socio-cultural linkage with traditional knowledge system. Tangible and intangible cultural heritage.	10
IV	Health Wellness (6 hours) Introduction to health, Ayurveda, Seven-tissues, Role of Agni in Health-Tri Dosas- Importance of Sleep - Approach to lead a healthy life- The Tri-Guna system & holistic picture of the Individual –The nature of consciousness.	15	
V	Understanding Indian Polity (6 hours) Introduction to Raja dharma - Arthasastra: a historical perspective- The King and the Amatya - The Evolution of the State in India- Nature and Origin-Janapada & durga-danda –mitra-The administrative setup-Relevance of Arthasastra.	10	
References	<ol style="list-style-type: none"> Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru. Venkataraman Subha Srinivasan. The Origin Story of India's States. Penguin Random House India Private Limited, 25 Oct. 2021 <p>Reference Book</p> <ol style="list-style-type: none"> Ramesh Dutta Dikshit, Political Geography: Politics of Place and Spatiality of Politics, Deshpande C. D., 1992: India: A Regional Interpretation, ICSSR, New Delhi Macmillan Education, 2020. 		

Course Outcomes	
CO1	Students will understand the need for the Indian Knowledge System.
CO2	the students will gain insight from Indian puranas, and Niti sastra for their betterment.
CO3	able to understand India in geographical, historical, social, cultural and political settings
CO4	To Identify and practice required health wellness for the 21st century
CO5	To develop the systematic organizations with IKS

Mapping of COs with PSOs and Pos												
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	3	3	3	2	3	2	3	3	2	3	2
CO2	3	3	3	3	3	3	3	3	3	3	3	3
CO3	2	2	3	2	3	2	3	2	3	3	2	3
CO4	3	3	3	3	2	3	3	3	2	3	3	3
CO5	1	2	3	3	3	2	3	2	3	3	2	3

24ENUA1101 ESSENTIAL ENGLISH: BASIC

2

24ENUA1101/24ENIA1101/24ENVA1101 ESSENTIAL ENGLISH: BASIC (3 Credits/3 Hours per week)

Objectives:

This course aims

- to introduce the students to the basics of functional English Grammar for everyday use;
- to provide them opportunities to improve their essential language skills in English through practice in all language skills;
- to facilitate usage of the English language in everyday circumstances.

Unit I: Grammar

- Nouns & Pronouns
- Adjectives & Determiners
- Verbs and Tenses
- Auxiliary Verbs

Unit II: Oral Communication

- Listening Skills
 - Descriptions
 - Story Narrations
 - Short Speeches
- Speaking Skills
 - Descriptions
 - Conversation Techniques

Unit III: Reading & Vocabulary

- Reading comprehension passages
- Vocabulary building

Unit IV: Writing Skills

- Paragraph writing
- Note making
- Short Narratives

Unit V: English in Everyday Use

- Reading Aloud
- Face to Face Conversation
- Telephone Conversation

Textbook:

Textbook/Course Material - Prepared by the School of English & Foreign Languages.

Reference Book:

Sargeant, Howard. *Basic English Grammar Book 2*. Irvine: Saddleback, 2007. Print.

Sharma
23/08/24
DEAN
School of English and Foreign Languages
The Gandhigram Rural Institute
(Deemed to be University)
Gandhigram-624 302.

24TAUS1101: TAMIL

பருவம்: 1

தாள்: 24TMUL1101 / 24TAMI0101 தமிழ் - மொழித்திறன் பெறுமதி: 3
நோக்கங்கள்

- தமிழ்மொழியின் தொன்மையையும் சிறப்பையும் மாணவர்கள் அறியச் செய்தல்.
- தமிழ்மொழியின் அடிப்படை இலக்கணங்களை மாணவர்களுக்குக் கற்பித்துப் பிழையின்றிப் பேசவும் எழுதவும் பயிற்சியளித்தல்.
- கலைச்சொல்லாக்கத்தின் தேவை, மொழிபெயர்ப்பின் அவசியம் குறித்த அறிவை மாணவர்களுக்குத் தருவதோடு கலைச் சொல்லாக்கத்திலும் மொழிபெயர்ப்பிலும் ஈடுபாடு கொள்ளச் செய்தல்.

அலகு: 1

திராவிடம் எனும் சொல் உருவாக்கம் - திராவிட மொழிக் குடும்பங்கள்- தமிழ்மொழியின் தொன்மை, சிறப்புகள் - பழங்கால எழுத்து முறைகள் (தமிழ், பிராமி, வட்டெழுத்து)) - தமிழ்மொழி வரலாற்றை அறிய உதவும் சான்றுகள் - தமிழ் இலக்கண நூல்களின் வளர்ச்சி

அலகு: 2

(8 மணி நேரம்)

அடிப்படைத் தமிழ் இலக்கணம் - மாத்திரை - முதலெழுத்துகள் - சார்பெழுத்துகள் - போலி - சொல்வகைகள் (பெயர், வினை, இடை, உரி - பெயர்வகைகள் (இடுகுறிப்பெயர்கள், காரணப் பெயர்கள்) - ஆகுபெயர் வகைகள் - பெயரெச்சம், வினையெச்சம், வேற்றுமை உருபுகள், தொகை வகைகள், வியங்கோள் வினைமுற்று, வினையாலணையும் பெயர், அடுக்குத்தொடர், இரட்டைக்கிளவி, வழக்குச் சொற்கள் (இயல்பு வழக்கு, தகுதிவழக்கு)

அலகு: 3

(8 மணி நேரம்)

பிழையின்றி எழுதும் முறை - ஒலி வேறுபாடுகள் (ல,ள,ழ,ர,ந,ன,ண) - வல்லினம் மிகுமிடங்கள் - வல்லினம் மிகா இடங்கள் - ஈரொற்று வருமிடங்கள் - வாக்கியப்பிழைகள் - ஒருமை, பன்மை மயக்கம் - திணை மயக்கம் - பால் மயக்கம் - மரபுப் பிழைகளை நீக்குதல் - பேச்சுவழக்கை எழுத்து வழக்காக மாற்றுதல் - வாக்கிய வகைகள் - செய்தி வாக்கியம் - வினா வாக்கியம் - உணர்ச்சி வாக்கியம் - கட்டளை வாக்கியம் - தனிவாக்கியம் - தொடர் வாக்கியம் - கலவை வாக்கியம் - உடன்பாடு/எதிர்வினை - செய் வினை/செயப்பாட்டு வினை - தன்வினை/பிறவினை வாக்கியம்

அலகு: 4**(8 மணி நேரம்)**

கலைச்சொல்லாக்கம் : கலைச்சொல் விளக்கம் - கலைச்சொல்லாக்க முறைகள் - கலைச்சொற்களைத் தரப்படுத்துதல் - பொதுக் கலைச்சொற்கள் - துறை சார்ந்த கலைச்சொற்கள் - ஆட்சிக் கலைச்சொற்கள் - அறிவியல் கலைச்சொற்கள்

அலகு: 5

மொழிபெயர்ப்பு - விளக்கம் - வகைகள்- மொழிபெயர்ப்பாளரின் தகுதிகள் - மொழிபெயர்ப்புக் கோட்பாடுகள் - மொழிபெயர்ப்புச் சிக்கல்கள் (தமிழ் - ஆங்கிலம் மொழிபெயர்ப்பு) -செயற்கை நுண்ணறிவு மொழிபெயர்ப்பு -மொழிபெயர்ப்புப்பயிற்சி

(8 மணி நேரம்)**பாடநூல்கள்**

1. ஜி. ஜான் சாமுவேல் - திராவிட மொழிகளின் ஒப்பாய்வு (ஓர் அறிமுகம்) ஆசியவியல் நிறுவனம், சென்னை, 1996
2. நடன காசிநாதன் - கல்வெழுத்துக்கலை, மணிவாசகர் பதிப்பகம், சிதம்பரம், 2009
3. வே.தி.செல்லம் - தமிழக வரலாறும் பண்பாடும், மணிவாகசர் பதிப்பகம், சென்னை, 2023
4. இரா. இளங்குமரன் இலக்கண வரலாறு, சாரதா பதிப்பகம், சென்னை, 2022 அலகு - 1
5. அ.கி.பரந்தாமனார் - நல்ல தமிழ் எழுத வேண்டுமா?, அல்லி நிலையம், சென்னை, 2005, அலகு - 2
6. மா. நன்னன் - தவறின்றித் தமிழ் எழுதுவோம், ஞாயிறு பதிப்பகம், சென்னை, 1990 அலகு - 3
7. இராதாசெல்லப்பன் - கலைச்சொல்லாக்கம், தாமரைப் பதிப்பகம், சென்னை, 2006 அலகு - 4
8. நா.ஜானகிராமன் - அறிவியல் கலைச்சொல்லாக்கம், அமேசான் கிண்டிஸ் எடிசன், 2020
9. ந.முருகேசபாண்டியன் - மொழிபெயர்ப்பியல், நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை, அலகு - 5

பார்வை நூல்கள்

1. கு.பரமசிவம் - இக்காலத் தமிழ் மரபு, அடையாளம் பதிப்பகம், சென்னை, 2011

2. பொற்கோ- இலக்கணக் கலைக் களஞ்சியம், ஐந்திணைப் பதிப்பகம், சென்னை, 2011
3. மா. நன்னன்- நல்ல உரைநடை எழுத வேண்டுமா?, ஏகம் பதிப்பகம், சென்னை, 2006
4. இராதா செல்லப்பன் - கலைச் சொல்லாக்கம், தாமரை பதிப்பகம், சென்னை, 2006
5. சேதுமணி மணியன் - மொழிபெயர்ப்பியல் கோட்பாடுகளும் உத்திகளும், செண்பகம் வெளியீடு, மதுரை, 2011
6. சு.சண்முக வேலாயுதம் - மொழிபெயர்ப்பியல், உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை, 1985

இணையத்தரவுகள்

1. <https://www.tamildigitallibrary.in/book-detail.php?id=jZY9lup-2kZl6TuXGIZQdjZt9kZY0#book1/>
2. <https://en.wikipedia.org/wiki/>
3. <http://www.tamilvu.org/>

விளை பயன்கள்

- தமிழ்மொழியின் வரலாற்றையும் தமிழ் எழுத்துக்களின் வளர்ச்சியையும் சிறப்பையும் அறிந்து கொள்வர்
- தமிழ்மொழியின் அடிப்படை இலக்கணங்களை அறிந்துகொள்வர்
- பிழையின்றி எழுதும் ஆற்றலைப் பெறுவர்
- கலைச்சொற்களை மொழிபெயர்க்கும் திறன் பெறுவர்
- தமிழ்நாடு அரசு தேர்வாணையம் நடத்தும் பகுதி IV, II தேர்வுகளில் கேட்கப்படும் தமிழ் மொழி, இலக்கணங்கள் பற்றிய வினாக்களுக்கு விடையளிக்கும் திறனைப் பெறுவர்
- நவீனத் தொடர்பு ஊடகங்களில் செயல்படும் திறன் பெறுவர்



24MLUS1101: MALAYALAM

MALAYALAM LANGUAGE COURSE FOR ALL UG/M.A (5.YR.INT) FIRST SEMESTER LANGUAGE SKILL

Code : 24MLUS1101/24MLIS1101

Credit - 3

OBJECTIVE OF THE COURSE

To introduce the modern Malayalam Language

SPECIFIC OBJECTIVES OF THE LEARNING

- To understand the origin and development of Malayalam Language.
- To apprehend the difference between the Ancient, Medieval and Modern Malayalam Language.
- To inculcate the aesthetics of Malayalam Language.
- To know how to write good Prose.
- To communicate ideas, culture and human values through good Malayalam Prose.

COURSE OUTCOME

- CO1. It enables writing skill in Malayalam Language.
CO2. Ability to understand and interpret Malayalam writings.
CO3. Understand significant developments in the history of Malayalam Language.
CO4. Demonstrate critical reading , writing and thinking skills through analysis, synthesis and evaluation of important ideas.
CO5. It develops the skill to understand the language of Electronic Media.

Unit – I

- a) Nerechowye Nalaksharam Padikkan - By N. Krishna Pillai
- b) Gadhya Thathwam - By Sukumar Azhicode

Unit – II

- a) Nalla Gadhyam Enth - By S. Gupthan Nair
- b) Nalla Malayalam Engane – C. V. Vasudeva Bhattathiri

Unit – III

- a) Akshrathettukal – By Panmana Ramachandran Nair
- b) Bhasha Vicharam - By Naduvattom Gopalakrishnan

Unit – IV

- a) Sahityabhashayum Sambashana Bhashayum – By Dr. K. M. George
- b) Pathra Bhashayum Sahithya Bhashayum – By A. P. Udhayabhanu

Unit – V

- a) Pathrabhasha - By N. V. KrishnaVarrier
- b) Bhasha Electronic Madhyamathil – By V. K. Narayanan

Text Books :

1. Bhavana Enna Vismayam, Sukumar Azhicode, DC Books, Kottayam, 2001.
2. Srishtiyum Srashtavum, S. Guptan Nair, DC Books, Kottayam, 2001.
3. Nalla Malayalam, C. V. Vasudeva Bhattathiri, Imprint, Kollam, 1992.
4. Bhasha Vicharam, Naduvattom Gopalakrishnan, Kerala Bhasha Institute, Tvm, 2023.

Reference Books :

1. Thettum Sariyum, Panmana Ramachandran Nair, SPCS, Kottayam, 1994.
2. Malayalam Bhashabhandham, C. V. Vasudeva Bhattathiri, Kerala Bhasha Institute, Tvm, 1984.
3. Sahityacharithram Prasthanagaliloode, Ed. K.M. George, SPCS, Kottayam, 1984.
4. Sapdhasodhini, A.R. Rajarajavarma, Kerala University, Tvm, 1984.
5. Kairaliyude Kadha, N. Krishna Pillai, SPCS, Kottayam, 1980.
6. Malayalam, Mathrubhumi Books, Kozhikkode, 2008.

Lecture Schedule :

Sl.No.	Contact Hours	Description
1	1 - 4	Nerechowye Nalakharam Padikkan - By N. Krishna Pillai
2	5 - 9	Gadhya Thathwam - By Sukumar Azhicode
3	10 - 13	Nalla Gadyam Enth - By S. Guptan Nair
4	14 - 17	Nalla Malayalam Engane – C. V. Vasudeva Bhattathiri
5	18 - 21	Akshrathettukal – By Panmana Ramachandran Nair
6	22 - 26	Bhasha Vicharam - By Naduvattom Gopalakrishnan
7	27 - 32	Sahityabhashayum Sambashana Bhashayum – By Dr. K. M. George
8	33 - 37	Pathra Bhashayum Sahithya Bhashayu – By A. P. Udhayabhanu
9	38 - 42	Pathrabhasha - By N. V. KrishnaVarrier
10	43 - 45	Bhasha Electronic Madhyamathil – By V. K. Narayanan

24HIUS1101: HINDI

HINDI LANGUAGE ALL UG/M.A. (5 YR. INT.) PROGRAMMES FIRST SEMESTER

(PROSE, SHORT STORIES AND GRAMMAR)

COURSE CODE: 24HIUL1101

CREDITS : 3

Course Objectives:

- To explain about Hindi Prose through Prescribed lessons
- To discuss how to analyze Short Stories
- To teach Hindi Grammar

Course Outcomes:

CO1- Critical Study of "Neer – ksheer Vivek" Gandhian Ideology expressed in "Neer – ksheer Vivek"

CO2- Analytical Study of "Neta Naheen Naagarik chahie"

CO3- Study of Samay Kaatne wale and the satire expressed in Samay Kaatne wale

CO4- To discuss about the feeling and emotions expressed in Lanka Ki Ek Roat

CO5- Critical study of 'Kaanon Mein Kangana'

CO6- Introduced with Noun, Pronoun and Adjective

Unit I

- | | | |
|--------------------------------|---|--|
| 1. Aatmanirbharata | - | Pandit Balakrishna Bhatt
Gadya Sudha
Ed. Dr. M. Saleem Baig
Raka Prakashan
40 A, Motilal Nehru Road, Allahabad - 2. |
| 2. Neta Naheen Naagarik chahie | - | R.S Dinkar
Gadya Gaatha
Ed. Veena Agarwal Arunoday
Prakashan 21-A Dariyaganij
New Delhi-110002 |

Unit II

- | | | |
|----------------------|---|---|
| 1. Samay Kaatne wale | - | Harishankar Parsai
Sahitya Dhara
Ed. Dr. Shivaji Naale
Dr. Iresh Swami Orient Black Swan
Private Ltd, 1/24 Aasaf Ali Road, New Delhi |
| 2. Mitrata | - | Aachaarya Rramachandra Shukla
Gadya Sudha
Ed. Dr. M. Saleem Baig
Raka Prakashan
40 A, Motilal Nehru Road, Allahabad - 2. |

Unit III

1. Sadgati - Premchand
Gadya Tarang
Ed. Sunil Kumar Orient Black Swan
Private Ltd ,1/24 Aasaf Ali Road,NewDelhi
3. Kaanon Mein Kangana - Radhikaraman Prasad Singh
Gadya Tarang
Ed. Sunil Kumar Orient Black Swan
Private Ltd ,1/24 Aasaf Ali Road,NewDelhi.
Narayanaguda, Hyderabad

Unit IV

1. Pita - Gyanranjan
Sadabahaar Kahaniyan
Ed. Dr. B. Vijay Kumar Swarna Jayanti
B-32 Kailash Colony Behind East Jyothi
Nagar Shaahdara ,Delhi 110093
2. Amritrar Agaya - Mannu Bhandari **Gadya Sarit**
Ed. Sunil Kumar Orient Black Swan
Private Ltd ,1/24 Aasaf Ali Road,NewDelhi
- Unit V- Sugam Hindi Vyakaran - Vamshidhar and Sastri
Siksha Bharati
Kashmiri Gate, New Delhi

Grammar:
Noun
Pronoun
Adjective

Text Books:

1. Gadya Tarang - Ed. Sunil Kumar Orient Black Swan, NewDelhi.
2. Gadya Gaatha - Ed. Veena Agarwal Arunoday, New Delhi-110002
3. Sahitya Dhara Ed. Dr. Shivaji Naale Dr. Iresh Swami Orient Black Swan ,NewDelhi
4. Gadya Sarit, Ed. Sunil Kumar Orient Black Swan, NewDelhi

Reference Books:

1. Hindi Kahani Ka Itihas – Gopal Ray – Rajkamal Prakashan – New Delhi
2. Samakaleen Kahani : Yugbodh Ka Sandarbh – Dr. Pushpapal Singh – National Pub
3. Hindi Ka Gadya Sahitya – Ramchandra Tiwari – Vishvavidyalaya Prakashan ,Varanasi
4. Vyavaharik Hindi Vyakaran Tatha Rachana – Hardev Bahari – Lok Bharati Prakashan, Alahabad
5. Vyakaran Pradeep – Ramdev M.A. - Lok Bharati Prakashan, Alahabad
6. Parishkrit Hindi Vyakaran – Barinath Kapoor – Prabhat Prakashan, New Delhi

Lecture Schedule :

1. Class No.	1 – 5 :	Hans Ka Neer – ksheer Vivek - Mahaveerprasad Dwived
2. Class No.	6 – 9 :	Neta NaheenNaagarik chahie - R.S Dinkar
3. Class No.	10-14:	Samay Kaatne wale - Harishankar Parsai
4. Class No.	15 - 18 :	Lanka ki Ek Raat - Dinakar
5. Class No.	19 – 23 :	Sadgati - Premchand
6. Class No.	24 – 27 :	Kanon Mein Kangana - Radhikaraman Prasad Singh
7. Class No.	28 – 32 :	Pita - Gyanranjan
8. Class No.	33 – 36 :	Mai Har Gayi -Mannu Bhandari
9. Class No.	37 – 39 :	Amritrar Aagaya -Mannu Bhandari
10. Class No.	40 – 42 :	Noun
11. Class No.	43- 45 :	Pronoun
12. Class No.	45 - 47 :	Adjective

24FSUV1001 ENVIRONMENTAL STUDIES

(syllabus to be provided by the Future Studies Department)

24GTUV1001 LET US KNOW GANDHI

COMMON COURSES FOR UG PROGRAMME

(Offered by the Dept. of Gandhian Thought and Peace Science)

24GTUV1001/24GTIV1001- LET US KNOW GANDHI

Credits: 2

Marks
CFA: 25 +25=50

Total: 50

Objectives

- ▶ To enable students to understand and appreciate the principles and practices of Mahatma Gandhi and their relevance in the contemporary times.
- ▶ To develop a Pro-active character and positive attitude to follow Gandhian values and responsibilities in their personal and social life.

Specific Objectives of Learning:

This will make the students:

- ▶ To understand the life and work of Gandhi.
- ▶ To identify the Gandhi in each of us.
- ▶ To know the relevance of Gandhi.
- ▶ To apply the knowledge of Gandhi in a multi-dimensional context.
- ▶ To know the Gandhian innovations and its relevance today.

- Unit 1** **Gandhi's Life in Brief:** Early Life of Gandhi – London Learning Phase - South African Phase : Racial Discrimination, Transformation and Satyagraha - Indian Phase : Social reformation and Indian Independence - Martyrdom.
- Unit 2** **Understanding Gandhian Principles :** Eleven Ashram Vows - Truth and Nonviolence, Ends and Means, Right and Duties, Simple Living and High Thinking.
- Unit 3** **Applications of Gandhian Principles:** Sarvodaya - Welfare of all, Satyagraha - Peace and Justice, and Training for Nonviolent Action : Shanti Sena as an alternative Defence.
- Unit 4** **Societal Reformation :** Influence of Seven Social Sins - Communal Harmony : Pluralism -, Religions and Inter-faith Relations, Removal of Untouchability, Prohibition and Gender Equality - Governance : Decentralization of Power and Panchayati Raj - Economics : Trusteeship, Bread Labour and Self Reliance (Swadesi)
- Unit 5** **Gandhian Alternative to Education:** Basic Education (Nai Talim), - Multi-lingualism - Adult Education, - Education on Health, Sanitation and Hygiene : Village Sanitation, Balanced and Healthy Diet, Nature Cure.

REFERENCES:

- ▶ Arunachalam: (1985), *Gandhi: The Peace Maker*, Gandhi Samarak Nidhi, Madurai.
- ▶ Louis Fischer, (2002), *The Essential Gandhi: An Anthology of His Writings on His Life, Work and Ideas*, Vintage, New York.
- ▶ Nanda B.R., (1958), *Mahatma Gandhi: A Biography*, Oxford University Press, New Delhi.
- ▶ M.K. Gandhi: (1983), *An Autograph or the Story of My Experiments with Truth*, Navajivan Publishing House, Ahmadabad.
- ▶ M.K. Gandhi: (1951), *Satyagraha in South Africa*: Navajivan Publishing House, Ahmadabad.
- ▶ M.K. Gandhi: (1983), *Constructive Programme - Its Meaning and Place*. Navajivan Publishing House, Ahmadabad.
- ▶ M.K. Gandhi: (1948) *Key to Health*, Navajivan Publishing House, Ahmadabad.
- ▶ M.K. Gandhi: (1949), *Diet and Diet Reforms*, Navajivan Publishing House, Ahmadabad.
- ▶ M.K. Gandhi: *Basic Education*, Navajivan Publishing House, Ahmadabad.
- ▶ M.K. Gandhi: (2004), *Village Industries*, Navajivan Publishing House, Ahmadabad.
- ▶ M.K. Gandhi: (1962), *Hind Swaraj or The Indian Home Rule*, Navajivan Publishing House, Ahmadabad.
- ▶ M.K. Gandhi: (2004), *Trusteeship*, Navajivan Publishing House, Ahmadabad.
- ▶ M.K. Gandhi: (2001), *India of my Dreams*, Navajivan Publishing House, Ahmadabad.
- ▶ M.K. Gandhi: *Self Restraint Vs. Self Indulgence*, Navajivan Publishing House, Ahmadabad.
- ▶ R.R. Prabhu & UR Rao. *The Mind of Mahatma Gandhi*, Navajivan Publishing House.

SEMESTER – II

Course Code & Title	24RMUC1204: HUMAN BEHAVIOUR AND ORGANISATION	
Programme	B.B.A.	Semester- II
	Credit: 4	Hours:4 / per week
Cognitive Level	K-1	Recall different types of theory in organisational behaviour.
	K-2	Learn how the employees are motivating in an organization.
	K-3	Know the change and its types make an impact in employee also organization.
Course Objectives	<ul style="list-style-type: none"> • To understand the behaviour of people in the work environment. • To develop a basic understanding of individual behaviour and explore issues of motivation, communication, and leadership. • To analyse the implications of individual and group behaviour in organisational context. • To understand the stages of group formation. • To know the impact of change and resistance of change in organisation. 	
Units	Contents	No. of Hours
I	Introduction To Human Behaviour in Organisation: Introduction of Human Behaviour in Organisation - Definition- nature and scope- need for studying Human Behaviour in Organisation - Contributing disciplines - Modes - Challenges and opportunities of Human Behaviour in Organisation.	10
II	Individual - Perception and Learning- Perception: meaning- process- improving perception- personality development- determinants of personality- personality traits- Learning- Theories and principles of Learning.	15
III	Groups - Definition- types- development- Group norms- Group cohesiveness- Group decision making- Conflict- Individual conflict- Interpersonal conflict- Group conflict- Transactional Analysis.	10
IV	Motivation - Meaning- nature- Theories of motivation- Maslow's need hierarchy theory- Herzberg's two-factor theory- Vroom's Expectancy theory- Theory X- Theory Y- Financial and non-financial incentives.	15
V	AI and Human Behaviour in Organisation: OD interventions- Organisational climate - Organisational culture - Organisational change. Impact of AI in Human Behaviour in Organisation.	10
References	<p>Text Books:</p> <ol style="list-style-type: none"> 1. L. M. Prasad, (2023), "Organisational Behaviour", Sultan Chand & Sons, Latest Edition. 2. Fred Luthans and Brett C. Luthans, (2022), "Organizational Behavior: An Evidence-Based Approach", McGraw Hill Education, 14th Edition. <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Stephen P. Robbins and Timothy A. Judge, (2023), "Organizational Behavior", Pearson Education, 19th Edition. 2. Dipak Kumar Bhattacharyya, (2023), "Organizational Behaviour", Oxford University Press, 4th Edition. 3. Steven L. McShane, Mary Ann Von Glinow, and Radha R. Sharma, (2022), "Organizational Behavior: Emerging Knowledge. Global Reality", McGraw Hill Education, 10th Edition. 	

Course Outcomes	
CO1	<ul style="list-style-type: none"> To gain knowledge in organisational psychology and the dynamics of inter group relationships.
CO2	<ul style="list-style-type: none"> To Grasp how an individual's personality traits affect their behaviour in the workplace.
CO3	<ul style="list-style-type: none"> To Acquire insights into different motivational theories and their role in inspiring employees to perform their jobs.
CO4	<ul style="list-style-type: none"> To Able to design a work environment and implement conducive practices that help workers achieve their goals.
CO5	<ul style="list-style-type: none"> To Examine organisational behavioral issues through the lens of organisational behaviour theories, models, and concepts.

Mapping of COs with PSOs and POs												
CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	1	2	3	3	2	3	2	3	3	2	3	2
CO2	2	3	2	3	3	4	3	3	3	3	3	3
CO3	3	2	3	3	2	3	3	2	3	3	2	3
CO4	1	3	3	3	3	4	3	3	3	3	3	3
CO5	3	2	3	3	3	3	3	2	3	3	2	3

Course Code & Title	24RMUC1205: MARKETING MANAGEMENT	
Programme	B.B.A.	Semester- II
	Credit: 4	Hours: 4/per week
Cognitive Level	K-1	Recall about market and its types.
	K-2	Understand about the marketing and its optimization in field.
	K-3	Examine and get students understand the distribution of products.
		<ul style="list-style-type: none"> To learn the concept of marketing management.
		<ul style="list-style-type: none"> To learn about Buyer Behaviour and Motivation and Sales Forecasting.
		<ul style="list-style-type: none"> To absorb the Product and its importance.
		<ul style="list-style-type: none"> To gain understanding about the price and pricing. To gain knowledge about Emerging Marketing Environment in India.
Units	Contents	No. of Hours
I	Introduction: Meaning and definitions of Marketing Management-Importance –Functions – Nature and Scope of Marketing – Marketing Environment – Market Segmentation – Criteria for Market Segmentation–factors influencing market segmentation.	10
II	Buyer Behaviour and Motivation and Sales Forecasting: Meaning of buyer – Buyer Behaviour – Buying motives – list of basic needs – Maslow’s Hierarchy of needs- Festinger’s Theory of cognitive dissonance-Buying decision process –sales forecasting–objectives-importance - methods –Role – process and limitations.	10
III	Product and its Importance: Product – Meaning – Programmification of goods – FMCG - product planning and development – product mix – product line- product positioning- product – life cycle- promotion mix- product differentiation and market segmentation – product diversification – product elimination –product modification – product failure.	10
IV	Pricing: Pricing–Meaning and Definitions - objectives and advantages of pricing decision–Factors affecting the pricing decisions – kinds of pricing – methods of pricing – process of price determination – price leader.	20
V	Emerging Marketing Environment in India: Small Scale and Large-Scale retailing – Super market – Departmental Stores – services marketing- Rural Marketing– online marketing- Marketing of MSME products.	10
References	<p>Text Books</p> <ol style="list-style-type: none"> Alok Satsangi (2009), A-Z Marketing, Printed in India, New Delhi. Mcc Carthy, Marketing Management,(2014), Mc Graw Hill Publication, New Delhi. Memori and Joshi, (2015), Principles and Practice of Marketing, Kitnab Mahal Publication, New Delhi. Patrick orsyth(2005),Conducting Sales and Marketing, Infinity books, New Delhi. Philip Kotler. (1997), Principles of Marketing Management, Prentice Hall of India, New Delhi. <p>Reference Books</p> <ol style="list-style-type: none"> Whrren J, Keegan(1995),Global Marketing Management, Prentice-Hall of India, Private Limited, New Delhi. William J. Stanton, (2012), Fundamentals of Marketing, Mc Graw Hill– Publication, New Delhi. N. Srinivasan, (2015), Managerial Economics Meenakshi Pathippagam, Madurai Pillai; RSN and Bagaathi (2013), Modern Marketing – Principles and practicals. S. 	

Course Outcomes	
CO1	<ul style="list-style-type: none"> Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context.
CO2	<ul style="list-style-type: none"> The programme enables the graduates to understand and apply leadership skills Managerial skill at the individual and group levels to co-ordinate the team work.
CO3	<ul style="list-style-type: none"> Able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
CO4	<ul style="list-style-type: none"> Able to acquire in-depth knowledge in the field of Marketing from traditional rural to modern marketing.
CO5	<ul style="list-style-type: none"> Familiarize to extend their knowledge in all the industrial & production areas.

Mapping of COs with POs and PSOs												
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	3	3	3	2	2	2	1	1	2
CO2	2	2	3	2	3	2	3	2	2	3	3	3
CO3	1	2	2	3	3	1	2	2	3	2	2	2
CO4	3	3	3	3	3	3	3	1	3	1	1	3
CO5	2	2	3	3	3	2	3	2	2	2	2	3

Course Code & Title	24RMUC1206: BUSINESS ECONOMICS		
Programme	B.B.A.	Semester- II	
	Credit : 4	Hours : 4/per week	
Cognitive Level	K-1	Define the concepts of economics to management.	
	K-2	Illustration of skills in respect of demand, production and cost functions.	
	K-3	Apply the knowledge of economics to business decisions.	
Course Objectives	<ul style="list-style-type: none"> Familiarize the students with the fundamental principles of economics. Describe the determinants of the demand and supply function and equilibrium of a firm. Comprehend the characteristics of different market structures and their implications. Acquaint the applications of economic theories in business decisions. Enable them to address business problems. 		
	Units	Contents	No. of Hours
	I	Introduction: Basic concepts, Economic rationale of optimization, Nature and scope of business economics, Macro and Micro economics, Basic problems of an economy, Marginalism, Equimarginalism, Opportunity cost principle, Discounting principle, Risk and uncertainty. Externality and trade-off, Constrained and unconstrained optimization, Economics of Information.	10
	II	Demand Analysis: Meaning, Definitions and Determinants of Demand – Types of Demand – Law of Demand – An individual's Demand Schedule and Curve – Elasticity of Demand. Demand forecasting and Forecasting methods.	12
	III	Production: Meaning, Definitions and Determinants of Supply – Production Function – Laws of Production Function - Law of Variable Proportions - Laws of Return to Scale – Equilibrium of the Firm (or) Producer's Equilibrium. Expansion Path.	14
IV	Cost Analysis and Pricing: Cost Concepts – Cost-output Relationship – Economies and Diseconomies of Scale – Cost Functions – Methods of Pricing and Factors Affecting. Pricing under Different Market Structure.	12	
V	Market Structure and Cost Volume Profit Analysis: Meaning and Definitions of Market – Market Structure – Forms of Market Structure – Cost Volume Profit Analysis or Break-Even Analysis. Profit maximization.	12	
References	<p>Text Books:</p> <ol style="list-style-type: none"> R.Cauvery& Others (2015), Managerial Economics. S. Chand and Company, New Delhi. Ahuja H.L.(2007), Managerial Economics: Analysis of Managerial Decision Making, S.Chand& Co-Ltd., New Delhi. Jhingan.M.L, J.K. Stephen (2004), Managerial Economics, Vrinda Publications (P) Ltd, New Delhi. <p>Reference Books:</p> <ol style="list-style-type: none"> S.Mukherjee, (2009), "Business And Managerial Economics in global Context", New Central Bank Agency (P) Ltd, Kolkatta. William F. Samuelson and Stephen G. Marks,(2015) "Managerial Economics", Johny Wiley & Sons, Reprint. 		

	<p>Web Resources:</p> <ol style="list-style-type: none"> 1. https://www.Programme-central.com/tag/microeconomics 2. https://www.coursera.org/learn/microeconomics 3. https://ocw.mit.edu/courses/economics 4. http://www.eighbooks.com/read-now.php?q=principles-of-microeconomics-7th-edition 5. https://www.doviak.net/microbook_3e.pdf 6. https://www.mooc-list.com/course/microeconomics-principles-coursera
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Course Outcomes	
CO1	<ul style="list-style-type: none"> • Pronounce the concepts of economics in management.
CO2	<ul style="list-style-type: none"> • Explain the determinants and types of demand in the market.
CO3	<ul style="list-style-type: none"> • Describe the influence of the various factors of production.
CO4	<ul style="list-style-type: none"> • Assess the significance of various components of costs and the methods of pricing.
CO5	<ul style="list-style-type: none"> • Apply Cost Volume Profit concept in business decisions.

Mapping of COs with PSOs and POs												
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	1	2	1	2	1	2	1	2	1	2	1	2
CO2	2	2	1	2	3	1	2	3	1	2	1	3
CO3	3	3	2	3	2	3	1	1	3	2	3	3
CO4	1	1	2	3	2	3	1	2	2	1	3	3
CO5	3	2	3	2	3	3	3	3	2	3	2	3

Course Code & Title	24RMUS1202: EMERGING TECHNOLOGY AND APPLICATIONS		
Programme	B.B.A.	Semester- II	
	Credit : 4	Hours : 4/per week	
Cognitive Level	K1	Recall the types of Emerging Technology	
	K2	: Understand the needs for a structured approach.	
	K3	Acquaint in system analysis and design.	
Course Objectives	<ul style="list-style-type: none"> To gain knowledge on The Emerging Technologies. To recognize the various functions of Artificial Intelligence. To aid the student in understanding how Block chain & Fintech functions. To understand the importance of Internet of Things. To understand the ethical, legal and strategic implications of Emerging Technologies. 		
	Units	Contents	No. of Hours
	I	Introduction to Emerging Technologies: Overview of Emerging Technologies - Definition and characteristics - Importance in the business context. Technology Trends and Business Forecasting - Identifying and forecasting technology trends - Case studies of technology impacts on business	10
	II	Artificial Intelligence and Data Analytics: Fundamentals of AI and Data Analytics - Key concepts and terminologies - AI in business decision-making. Applications of AI and Data Analytics in Business - Customer relationship management (CRM) - Marketing and sales optimization - Supply chain management.	12
	III	Blockchain and Financial Technologies: (FinTech) Introduction to Blockchain and FinTech - Basic principles and components of blockchain - Overview of FinTech- Business Applications of Blockchain and FinTech - Cryptocurrency and digital payments - Smart contracts and decentralized finance (DeFi) - Enhancing transparency and security in transactions.	14
IV	Internet of Things (IoT) and Smart Business Solutions: Fundamentals of IoT - Key components and architecture - Business models enabled by IoT. Applications of IoT in Business - Smart offices and buildings - Inventory and asset management - Enhanced customer experiences through connected devices	12	
V	Ethical, Legal, and Strategic Implications of Emerging Technologies: Ethical and Legal Considerations - Data privacy and security - Compliance and regulatory issues. Strategic Implications and Future Trends - Technology adoption strategies - Competitive advantage through technology - Anticipating future trends and their business impact.	12	
References	<p>Text Books:</p> <ol style="list-style-type: none"> Malay A. Upadhyay, Artificial Intelligence for Managers: Leverage the Power of AI to Transform Organizations & Reshape Your Career BPB Publications (16 September 2020), ISBN-13-978-9389898385 Sudip Misra et al , Introduction to IoT, Cambridge University Press,ISBN-13-978-1108959742,first edition 2022. <p>Reference Books</p> <ol style="list-style-type: none"> HBR's 10 Must Reads on Leading Digital Transformation, HARVARD BUSINESS REVIEW PRESS, 1 January 2021, ISBN-13-978-1647822163 Sapna Singh, Financial Technology (fintech) : The Future Ahead, Notion Press (5 January 2023), 979-8889350422 Practical Guide to Digital Personal Data Protection Act, 2023 Law and Compliance Puneet Bhasin OakBridge Paperback – 7 April 2024. 		

Course Outcomes	
CO1	Understand key emerging technologies and their business applications.
CO2	Analyze the impact of these technologies on different business sectors.
CO3	. Evaluate the strategic implications of technology adoption in business.
CO4	Apply technological solutions to business problems.
CO5	Anticipate future trends and developments in business technology.

Mapping of COs with PSOs and POs												
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	2	3	2	3	2	3	3	2	2	2
CO2	3	3	3	3	3	3	3	3	3	3	3	3
CO3	2	2	2	3	2	3	2	3	3	2	2	2
CO4	3	3	3	3	3	3	3	3	3	3	3	3
CO5	2	2	2	3	2	3	2	3	3	2	2	2

Course Code & Title	24RMUI1202: MEDIA LITERACY AND CRITICAL THINKING		
Programme	B.B.A.	Semester- II	
	Credit : 4	Hours : 4/per week	
Cognitive Level	K1	Define the concepts of media literacy and thinking	
	K2	Illustration of skills in respect of media and critical thinking	
	K3	Apply the knowledge of media and critical thinking to business decisions.	
Course Objectives	<ul style="list-style-type: none"> • To help students understand key concepts in media literacy and critical thinking. • To improve students' meta cognitive understanding of creativity. • To enhance the creative skills & abilities in media for students by introducing various critical techniques. • To develop an ability to look at a problem critically and use creative thinking to determine the methods for solving the problem in media. • To learn the application of various thinking techniques for developing media strategy. 		
	Units	Contents	No. of Hours
	I	Fundamentals of Critical Thinking Critical Thinking Definition - The value of paying attention – Perception & the brain – Building strong arguments- Constructing Knowledge – Deciphering Truth- Issues & Evidence – Media & its Influence.	10
	II	Critical Thinking Approaches: The Six Types of Socratic Questions - Phases of Critical Thinking - Critical Thinking Skills- Six hats - critical thinking and cognitive development, logic, and emotional, role of cognitive dissonance in fostering critical thought – Solving problems with applied essential processes of thought - Critical Thinking in Globalized World	12
	III	Introduction to Cyber Law in India: Nature and scope of cyber law, nature of cybercrimes in India, digital signature, Digital Rights Management, Information Technology Act.	14
IV	Code of Ethics: Press Council's code of ethics for journalists, AINEC code of ethics, Ethics of broadcasting, ethics of telecasting, codes for radio and Television, ethics of advertising- Media bias – Broadcast Code of Conduct – Media ombudsman's role – Obscenity	12	
V	Critical Thinking & Human Rights and Media Critical Thinking Applying critical and creative principles in effective communication design for various media -Freedom of Press and responsibilities–Declaration of rights and obligations of journalists–Duties of journalists – Professional rules and practices – Violation of privacy – Report of the Press Commissions I& II – Press Council Act – Self-regulation — Human rights-based approach in media coverage.	12	

References	<p>Text Books:</p> <ol style="list-style-type: none"> 1. De Bono Edward “How to Have Creative Ideas: 62 exercises to develop the mind”, Penguin India, 2007 2. Hughes W, Lavery J. “Critical Thinking: An Introduction to the Basic Skills-Broadview Press”; Canada 2015 <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Kaufman C. James “The Cambridge Handbook of Creativity”(Cambridge Handbooks in Psychology), University of Cambridge, U.K, 2016 2. Lau J. Y. F. “An Introduction to Critical Thinking and Creativity: Think More, Think Better”, Wiley London, 2011. 3. Morrow R David, Weston Anthony” A Workbook for Arguments: A Complete Course on Critical thinking”, Hackett Publishing, 2011
Course Outcomes	
CO1	Students will gain knowledge on the usage of critical thinking methods, tools and techniques to generate ideas and solve problems.
CO2	Students will be able to design multiple divergent solutions to a problem, develop and explore risky or controversial ideas
CO3	Students will understand the roles of skills, experience, motivation and culture creatively.
CO4	Students will be exposed to barriers to creativity and various approaches for overcoming these and able to understand the importance of creativity and innovations at work.
CO5	Students will gain knowledge on the theories of critical thinking and able to understand laws in Human rights and media message strategy for solving problems and issues in society

Mapping of COs with PSOs and Pos												
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	1	2	1	2	1	2	1	2	1	2	1	2
CO2	2	2	1	2	3	1	2	3	1	2	1	3
CO3	3	3	2	3	2	3	1	1	3	2	3	3
CO4	1	1	2	3	2	3	1	2	2	1	3	3
CO5	3	2	3	2	3	3	3	3	2	3	2	3

BASICS OF MANAGEMENT

Course Code: 24RMUI1203

Credit: 4

Hours:4/Week

Programme	MBA	Semester-II
Cognitive Level	K1: Recall new concepts of functional areas of Management K2: Understand the concept of Management K3: Ability to create applications of Management in all sectors	
Course Objectives	<ul style="list-style-type: none"> • The main objective of this course is to make the students understand functional areas of business management, which will assist for smooth function of business for long period. • To impart the core understanding of functional areas of business management, for effective decision making in the competitive changing business environment. 	

Units	Contents	Lecture Hours	Tutorial Hours	Practical Hours	Total	Units for CFA
I	Management – Concept, Process, Theories and Approaches, Management Roles and Skills Functions – Planning, Organizing, Staffing, Coordinating and Controlling. Communication, Centralisation, Decentralisation and Span of Control Corporate Governance Value Based Organisation.	6	-	6		1
II	Human Resource Management-Importance and Functions of HRM -Sources of Recruitment -Selection Process, Interviews. - Methods/Types of Training and Development - Methods/Techniques of Performance Appraisal -Human Resource Information System (HRIS).	6	-	6		1
III	Financial Management-Importance and Functions of Financial Management -Scope of Financial Management -Sources of Finance - Profit Planning and Profit Model -Cost of Capital and Capital Budgeting - Working Capital Management.	6	-	6		II
IV	Production Management and functions of Production Management Strategic Role of Production Operation-Factors Considered while Designing New Product - Factors Affecting Plant Location -Types of Plant Layout.	6	-	6		II
V	Marketing Management and Functions of Marketing Management -Difference between Selling and Marketing-Marketing Environment -Market Segmentation -Factors Affecting Consumer Behaviour - Marketing Mix (7 Ps of Marketing) -Market Information System(MIS).	6	-	6		II
	Invited Talks/Field Visit		-	-	-	-
	Total Hours	30		30	60	-

Course Outcomes:

- CO1:** The students, ongoing through the course, will execute different functional areas of business management in effective manner
- CO2:** Able to take the right decisions of the enterprise for success and to achieve its predetermined goals and objectives in best possible manner.
- CO3:** The students will understand the concepts of Management
- CO4:** They can impart the core understanding of functional areas of business management, for effective decision making in the competitive changing business environment.
- CO5:**The students will learn the ability to create applications of Management in all sectors

References:**Text Books:**

1. I. M. Pandey, Financial Management, Vikas Publications House, New Delhi.
2. Chandra Prasanna, Financial Management, Tata McGraw Hill, Delhi.
3. K. Aswathappa, Production and Operations Management, Himalaya Pub. House, Mumbai.
4. Philip Kotler, Marketing Management, Prentice Hall, India, New Delhi.
5. Kazmi, Business Policy, Tata McGraw Hill, Mumbai.

Reference Books:

1. Principles of Business Management – T. Ramasamy, Himalaya Publication House Mumbai,
2. Principles and Practices of Management- L. M. Prasad, Sultan Chand & Sons-New Delhi (2019).
3. P. Subba Rao, Human Resource Management, Himalaya Publishing Company, Mumbai.
4. Beach Dale S., Personnel Management. Himalaya Publishing Company, Mumbai.
5. Vanhorne, Fundamentals of Financial Management, Prentice Hall, India Delhi

Mapping of COs with PSOs and POs												
CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	3	3	3	2	3	3
CO2	3	3	3	2	3	3	3	3	2	3	3	3
CO3	3	2	3	3	3	2	2	3	3	3	3	3
CO4	3	2	3	3	3	2	3	3	3	3	2	3
CO5	3	3	2	3	3	2	3	3	3	2	3	3

Course Code & Title	24RMUA1201: BUSINESS COMMUNICATION	
Programme	B.B.A.	Semester- II
	Credit: 2	Hours:2 / per week
Cognitive Level	K-1	Recall the barriers of communication.
	K-2	Explain the classification of enquires.
	K-3	Apply e-communication in business.
Course Objectives	<ul style="list-style-type: none"> • The purposes to enable the students to learn effective business correspondence. • To draft letters for various business transactions. • To adopting the modern technological communication. • To develop written business communication skills. • To build confidence to face audience and overcome stage fear with necessary training in public speaking and presentation skills based on activities. 	
Units	Contents	No.of Hours
I	Communication: Meaning – objectives; Types and forms: verbal & non-verbal – Principles of Communication – Benefits of Communication- Communication Process - Qualities of effective communication - Barriers to Communication - Overcoming Barriers to Communication-Structure of Business Letters - Layout of Business Letters.	7
II	Business Enquiries and Replies: Classification of Enquiry Letters - importance of Replies to Enquiries - kinds of Replies - Offer – Quotations – Orders.	5
III	Bank Correspondence: Elements of Good Banking Correspondence-Types-Correspondence – Basic principles - Types - Kinds of Life Policies.	5
IV	Company Correspondence: Secretary and their duties – classifications - Correspondence with Directors, Shareholders - Types of meeting-Agenda for the meeting - Minutes of the meeting.	6
V	E-Communication: Definition-Types of E-Communications in Business - Advantages & Disadvantages of E-Communication- Difference between Electronic and non-Electronic Communication. Self-Preparation: <ol style="list-style-type: none"> 1. Collect notification of a company for issuing the shares. 2. To conduct an annual general meeting 3. Collect Minutes and Agendas of the companies. 	7
References	Text Book 1.Rajendrapal and Koralahalli J.S, (2008)- Essentials of Business Correspondence, Sultan&Chants, Re-Print,3rdEdition. Reference Books <ol style="list-style-type: none"> 1. Ramesh M.S and Patten Shetty - Effective business English and Correspondence, R.C.Puplications, 2009, 2nd Edition. 2. Balasubramanian - Business Communication, Vikas Publishing House Pvt.,Ltd-2008, 2nd Edition. 	

	3. RSN.Pillai&Bagavathi-Commercial Correspondance & Office Management, S.Chand Publication-2009, 3rd Edition.
Course Outcomes	
CO1	Learn to frame the layout of business letters and the principle to be followed in framing the letters.
CO2	Gain a clear knowledge e of drafting a letter about about enquiry and getting replies from the dealers and the manufactures.
CO3	Get in sight on dealing with various banking and Life Insurance correspondence.
CO4	Learn about the types of companies meeting, role of secretary and writing up of agenda and minutes of the meeting.
CO5	Acquire knowledge on application of E-Communication in Business.

Mapping of COs with PSOs and POs												
CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 6
CO1	3	2	1	1	2	1	1	2	2	3	2	1
CO2	2	1	2	3	2	3	1	2	3	3	1	2
CO3	3	2	2	3	1	2	2	2	3	2	1	2
CO4	3	2	2	3	3	3	1	3	2	3	1	3
CO5	3	2	1	3	3	2	1	2	3	3	2	3

தாள்: 24TMUS1202
பெறுமதி: 3

/24TMUS1202

இக்கால இலக்கியத்திறன்

நோக்கங்கள்

- தமிழின் படைப்பு இலக்கியங்களான புதுக்கவிதை, சிறுகதை, புதினம், நாடகம் ஆகியவற்றைக் குறித்த புரிதலை ஏற்படுத்தல்
 - தமிழ் ஆளுமைகள் பலரைக் குறித்த அறிமுகம் செய்தல்
 - கவிதை, சிறுகதை ஆகியவற்றை எழுதுவதற்கான முயற்சியைத் தூண்டுதல்
- அலகு : 1

அண்மைக்காலப் படைப்பிலக்கியங்கள் - புதுக்கவிதை - சிறுகதை - புதினம் - நாடகம் ஆகியவற்றின் அறிமுகம் - தோற்றம் - வளர்ச்சி - இன்றையநிலை

அலகு : 2 கவிதைகள் - மரபுக் கவிதைகள்

1. கிளிக் கண்ணிகள் முழுமையும் (நெஞ்சில் உரமுமின்றி) - பாரதியார்
2. செந்தாமரை (அழகின் சிரிப்பு) - பாரதிதாசன்
3. கத்தியின்றி ரத்தமின்றி - நாமக்கல் கவிஞர்
4. தமிழனே கேள் - தமிழ் ஒளி
5. ஏழை - அ.சீனிவாசராகவன் (வெள்ளைப்பறவை)

புதுக்கவிதைகள்

1. இது எங்கள் கிராமம் - சிற்பி (தேவயானி)
2. ஒரு புன்னகைச் சமிக்கையால் - இன்குலாப் (ஒவ்வொரு புல்லையும் பெயர் சொல்லி அழைப்பேன்)
3. ந.ஜெயபாஸ்கரன் - அர்த்தநாரி
4. வேம்பாயி - மாலதி மைத்ரி (பேய்மொழி)
5. உமாமகேஸ்வரி - தோசை
6. கி.பி.அரவிந்தன் - இருப்பிடம்தேடி
7. தூக்கிச் சும்பவனின் கழுதை - அழகுபாரதி (தேநீரைத் தவிர்ப்பவனின் கவிதைகள்)
8. ஐக்கூ, சென்றியு, லிமரைக்கூ (தேர்ந்தெடுத்த கவிதைகள்) - அமுதபாரதி, அறிவுமதி, ஈரோடு தமிழன்பன், மு.முருகேஷ், திண்டுக்கல் தமிழ்ப்பித்தன்

அலகு :3 சிறுகதை

1. தெருவிளக்கு - புதுமைப்பித்தன்
2. வாய்ச்சொற்கள் - ஜெயகாந்தன்
3. கதவு - கி.ராஜநாராயணன்
4. ராஜா வந்திருக்கிறார் - கு.அழகிரிசாமி
5. சத்தியசோதனை - வல்லிக்கண்ணன்
6. மஞ்சள் ரத்தம் - சுஜாதா
7. அண்ணாச்சி - பாமா
8. ரணகள்ளி - உமாமகேஸ்வரி
9. ஒரே தோசை ஒரே சட்னி - மா.கமலவேலன்
10. கலாமோகன் - மூன்று நகரங்களின் கதை

அலகு : 4 புதினம்

சு.வேணுகோபால் - வலசை

அலகு : 5 நாடகம்

பெ.தூரன் - ஆதி அத்தி

பாடநூல்கள்

அலகு :1

கி.இராசா, தமிழ் இலக்கிய வரலாறு, நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை, 2016

அலகு :2

15க்கும் மேற்பட்ட நூல்களிலிருந்து தொகுத்துத் தரப்படும்.

அலகு :3

10 நூல்களிலிருந்து தொகுத்துத் தரப்படும்.

அலகு :4

சு.வேணுகோபால், வலசை, நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை, 2024

அலகு :5

பெ.தூரன், ஆதி அத்தி, நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை, 2024

பார்வை நூல்கள்

1. வல்லிக்கண்ணன், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், பரிசல், சென்னை, 2022
2. ஆறு.அழகப்பன், தமிழ் நாடகம் தோற்றமும் வளர்ச்சியும், பாரிநிலையம், சென்னை, 2018
3. கா.சிவத்தம்பி, தமிழில் சிறுகதையின் தோற்றமும் வளர்ச்சியும், நியூ செஞ்சுரி புக்ஹவுஸ், சென்னை, 2020
4. பெ.கோ.சுந்தரராஜன் (சிட்டி), சோ.சிவபாதசுந்தரம், தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும், பாரிநிலையம், சென்னை, 2018
5. கி.வா.ஜகந்நாதன், தமிழ் நாவலின் தோற்றமும் வளர்ச்சியும், தி அலையன்ஸ் கம்பனி, சென்னை, 2018
6. க.அருணாச்சலம், தமிழில் வரலாற்று நாவலின் தோற்றமும் வளர்ச்சியும், குமரன் புத்தக இல்லம், சென்னை, 2018

,izaj; juTfs;

1. <https://www.tamilvu.org>
2. <https://www.tamildigitallibrary.in>
3. <https://podhutamizh.blogspot.com>
4. <https://ramasamywritings.blogspot.com>
5. tamilthottam.forumta.net
6. <https://noolaham.net>
7. <https://www.bdu.ac.in>

விளைபயன்கள்

- தமிழின் இக்கால இலக்கியங்கள், இலக்கிய ஆளுமைகளைப் பற்றித் தெரிந்திருப்பர்.
- படைப்புத்திறன் உடையவர்களாக மாறுவர்.
- இலக்கிய ஆளுமைகளாக வளர முற்படுவர்.
- தரமான படைப்புகளை, இலக்கியங்களைக் கற்கும் திறன்பெறுவர்.

24MLUS1202 MALAYALAM

MALAYALAM LANGUAGE COURSE

FOR ALL UG/M.A (5.YR.INT)

SECOND SEMESTER

CREATIVE WRITINGS

Code : 24MLUS1202/24MLIS1202

Credit-3

OBJECTIVE OF THE COURSE /

- To sensitize and appreciate Renaissance, Modern and post- Modern Malayalam Creative Writings.

SPECIFIC OBJECTIVES OF THE LEARNING

- To understand style, structure, approach and content of Renaissance, Modern and Post-Modern Creative Writings in Malayalam Language.
- To grasp the ideas, culture, human values narrated in the Creative Writings.
- To perceive the technique of Creative Writings.
- To familiarize the writings of Poetry, Fiction, Drama and Novel in Malayalam.

COURSE OUTCOME

CO1. It will help to perceive the surrounding world and view the finer aspects in humanitarian manner.

CO2. Ability to comprehend Malayalam Writings and develop imaginative thinking and creativity.

CO3. Understand significant developments of Malayalam Writings.

CO4. Understand the aesthetics of Creative Writings.

Unit – I

- a) Ezhuthukarante Aakulathakal - By M.T. Vasudevan Nair
- b) Sargathmakathayil Prameyathinu Pradhanyam - By Prof. M. K. Sanu

Unit – II

- a) Divyakokilam - By Kumaranasan
- b) Ente Gurunadhan - By Vallathol Narayanamenon

Unit – III

- a) Premasangeetham – By Ullor S. Parameswarayyer
- b) Chekuthan – By Karoor Neelakanda Pillai

Unit – IV

- a) Makhansinghinte Maranam - By T. Pathmanabhan
- b) Pavithramothiram - By Lalithambika Antharjanam

Unit – V

- a) Balyakalasakhi - By Vaikom Muhammed Basheer
- b) Bhagnabhavanam - By N. Krishna Pillai

Text Books :

1. Vaakukalude Vismayam, Ed. M. N. Karassery, Papyon Books, Kozhikkode, 2004.
2. Artharuchi, Prof. M. K. Sanu, Maluban Publications, Trivandrum, 2011.
3. Aasante Padhyakrithikal, Kumaranasan, DC Books, Kottayam, 2001.
4. Vallathol Kavithakal, Vallathol Narayanamenon, DC Books, Kottayam, 2004.
5. Basheerinte Samboorna krithikal, Vol.I, Vaikom Muhammed Basheer, DC Books, Kottayam, 19984.
6. Pavithramothiram, Lalithambika Antharjanam, SPCS, Kottayam, 1987.
7. T. Padmanabhante Kadhakal - Samboornam, T. Padmanabhan, Publication DC Books, Kottayam – 2004.
8. Bhagnabhavanam, N. Krishna Pillai, SPCS, Kottayam, 1973.
9. Karoor Kadhakal, Karoor Neelakandapillai, SPCS, Kottayam, 1999.

Reference Books :

1. Cherukatha, Ennale, Ennu, M. Achutan, SPCS, Kottayam, 1985.
2. Malayala Kavitha Sahithyacharithram, Dr. M. Leelavathi, Kerala Sahithya Accademy, Thrissur, 1980.
3. Malayala Natakacharithram, G. Sankarapillai, Kerala Sahithya Accademy, Thrissur, 1980.
4. Kairaliute Katha, N. Krishna Pillai, SPCS, Kottayam, 1980.
5. Malayala Cherukadha Sahithya Charithram, Dr. M. M. Basheer. Kerala Sahitya Academi, Thrissur. 2008.
6. Malayala Novel Sahitya Charitram, Prof. K.M. Tarakan, Kerala Sahitya Academi, Thrissur, 1978.
7. Novel Sidhiyum Sadhanayum, Balakrishnan, SPCS, Kottayam, 1965.
8. Marunna Malayala Novel, K.P. Appan, Gautham Publishers, Alappuzha, 1988.
9. Adhunika Novel Darsanam, Prof. K. M. Tharakan, NBS, Kottayam, 1982.

Lecture Schedule :

Sl.No.	Contact Hours	Description
1	1 - 3	Ezhuthukarante Aakulathakal - By M.T. Vasudevan Nair
2	4 - 7	Sargathmakathayil Prameyathinu Pradhanyam - By Prof. M. K. Sanu
3	8 - 11	Divyakokilam - By Kumaranasan
4	12 - 15	Ente Gurunadhan - By Vallathol Narayanamenon
5	16 - 19	Premasangeetham – By Ullor S. Parameswarayyer
6	20 -23	Chekuthan – By Karoor Neelakanda Pillai
7	24 - 27	Makhansinghinte Maranam - By T. Pathmanabhan
8	28 - 31	Pavithramothiram - By Lalithambika Antharjanam
9	32 - 35	Balyakalasakhi - By Vaikom Muhammed Basheer
10	36 -45	Bhagnabhavanam - By N. Krishna Pillai

24HIUS1202 HINDI

HINDI LANGUAGE ALL UG/M.A. (5 YR. INT.) PROGRAMMES

SECOND SEMESTER

(POETRY, ONE ACT PLAY AND GRAMMAR)

COURSE CODE : 24HIUS1202

CREDITS : 3

Course Objectives:

- To introduced with Hindi Poetry
- To Provide basic knowledge about Hindi One Act Play
- To teach Hindi Grammar

Course Outcomes:

- CO1- Familiarize with Devotional literature and Values
CO2- Study the poems of Kabir, Surdas and Rahim
CO3- Patriotism depicted in the poetry “Matribhoomi”
CO4- Study of “Pratham Rashmi” and discuss about the beautiful descriptive of Nature
CO5- Social and Political Problems expressed in the One Act Plays
CO6- Study of “Babar Ki Mamata” and “Prithviraj Ki Aankheyn”
CO7- Introduced with Verb, Gender and Number

Unit – I

Kabir Das	-	Dohe Guru Mahima (1-5) Roodhiyon Ththa Bahyaadambaron Ka Virodh 1-5	Sahity Dhara Ed. Shivaji Nale Dr. Iresh Swami dient Blackm 3-6-752 Himayat Nagar, Hyderabad – 500 029
Surdas	-	Dohe (1-5) Vinay Tatha Bhakti (1-3) Baal Leela (1-3)	Kavya Kusum Ed. Dr. Jayaraman Arunoday Prakeshan 21-A Ansari Road Dariyaganj, New Delhi – 110
Rahim	-	Dohe (1 – 5)	Sahity Dhara Ed. Shivaji Nale Dr. Iresh Swami dient Blackm 3-6-752 Himayat Nagar, Hyderabad – 500 029

Unit – II

Matru Bhoomi	-	M.S. Gupt	Kavyadeep Lorven Publications Narayanaguda, Hyderabad
Pratham Rashmi	-	Pant	Kavya Kusum

Unit – III

Vah Todti Patthar	-	Nirala	Gadyasuman Aur Kavyamrit Ed. Shivaji Nale Dr. Iresh Swami dient Blackman 3-6-752 Himayat Nagar, Hyderabad – 500 029
Madhushala	-	H.R.Bachan	”

Unit – IV

Babar Ki Mamata	-Devendranath Sharma	Hindi Gadya – Padya Sangrah Ed. Dinesh Prasad Singh Orient Black Swami Delhi
Prithviraj Ki Aankhen	-Ram Kumar Varma	Gadya Sandesh Lorven Publications Narayanaguda, Hyderabad

Unit – V – Sugam Hindi Vyakaran

- Vamshidhar and Sastri
Siksha Bharati
Kashmiri Gate, New Delhi.

Grammar:
Verb
Gender
Numb

Text Books:

1. Sahitya Dhara, Ed. Shivaji Nale, Dr. Iresh Swami dient Blackman, Hyderabad – 500 029
2. Kavyadeep, Lorven Publications, Narayanaguda, Hyderabad
3. Gadya Sandesh - Lorven Publications, Narayanaguda, Hyderabad
4. Gadyasuman Aur Kavyamrit, Ed. Shivaji Nale, Hyderabad – 500 029
5. Hindi Gadya – Padya Sangrah, Ed. Dinesh Prasad Singh, Delhi
6. Sugam Hindi Vyakaran - Vamshidhar and Sastri - Siksha Bharati - Kashmiri Gate, New D

Reference Books:

1. Adhunik Hindi Kavita – Vishvanathprasad Tiwari – Raj Kamal Prakashan, New Delhi
2. Samakaleen Hindi Natak Aur Rang Manch – Narendra Mohan – Vani Prakashan, New De

1. Hindi Natak Aaj – Kal – Jayadev Taneja – Takshashila Prakashan, New Delhi

Lecture Schedule:

1. Class No. 1 – 9 Dohas of Kabir, Surdas and Rahim
2. Class No. 10 – 18 Matribhoomi and Pratham Rashmi
3. Class No. 19 -27 Vah Todti Patthar and Madhushala
4. Class No. 28 – 36 Babar Ki Mamata and Prithviraj Ki Aankhen
5. Class No. 37 – 45 Verb, Gender and Number

24RMUV1201: INDIAN CONSTITUTION

Course Code: 24RMUV1201

Credit: 2

Hours:2/Week

Programme	BBA	Semester-II
Cognitive Level	K1: Impart basic knowledge of the Indian Constitution K2: Understand the fundamental rights K3: Ensuring healthy relationship among the state and central government to achieving the National goals.	
Course Objectives	1. To provide an understanding of the historical context and evolution of the Indian Constitution. 2. To familiarize students with the fundamental principles and features of the Indian Constitution. 3. To analyze the roles and functions of the different organs of the government as outlined in the Constitution. 4. To develop an understanding of the rights and duties of citizens and the legal framework supporting them. 5. To explore the roles and functions of key constitutional bodies and their importance in the governance of the country.	

Units	Contents	Lecture Hours	Tutorial Hours	Practical Hours	Total Hours	Units for CFA
I	Historical Background of the Indian Constitution -Preamble: Ideals and Philosophy-Salient Features of the Indian Constitution.	6	-	-	6	I
II	Fundamental Rights: Definition, Types, and Case Studies.	6	-	-	6	I
III	Structure and Functions of the Union Government and State Government	6	-	-	6	II
IV	The Structure of the Indian Judiciary.	6	-	-	6	II
V	Election Commission of India: Structure, Powers, and Functions.	6	-	-	6	II
	Invited Talks/ Field Visit	-	-	-	-	-
	Total Hours	30	0	0	30	-

Course Outcomes:

CO1: Students will be able to articulate the historical development and significance of the Indian Constitution.

CO2: Students will gain knowledge about the structure, features, and fundamental principles enshrined in

the Constitution.

CO3: Students will understand the roles and responsibilities of the Union, State Governments, and the Judiciary in the Indian political system.

CO4: Students will be able to critically analyze and apply their knowledge of Fundamental Rights, Duties, and Directive Principles to real-life situations.

CO5: Students will demonstrate an understanding of the functioning of various constitutional bodies and their impact on governance.

References: Text Books:

1. Basu, D. D. (2013). *Introduction to the Constitution of India* (21st ed.). LexisNexis.
2. Bakshi, P. M. (2018). *The Constitution of India* (15th ed.). Universal Law Publishing.
3. Sharma, B. K. (2015). *Introduction to the Constitution of India* (6th ed.). PHI Learning Pvt. Ltd.
4. Jain, M. P. (2019). *Indian Constitutional Law* (8th ed.). LexisNexis.
5. Austin, G. (1999). *The Indian Constitution: Cornerstone of a Nation*. Oxford University Press.

Reference Books:

1. Noorani, A. G. (2011). *Constitutional Questions in India: The President, Parliament, and the States*. Oxford University Press.
2. Pylee, M. V. (2016). *India's Constitution* (16th ed.). S. Chand Publishing.
3. Rao, B. V. (2018). *The Constitution of India: A Political Analysis* (2nd ed.). Sterling Publishers.
4. Shukla, V. N. (2020). *Constitution of India* (13th ed.). Eastern Book Company.
5. Seervai, H. M. (2015). *Constitutional Law of India* (4th ed.). Universal Law Publishing.

Mapping of COs with PSOs and POs

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	2	2	1	3	2	4	1	2	1	2	3	3
CO2	3	3	3	3	3	5	3	2	3	3	2	4
CO3	3	3	3	3	3	5	3	2	3	3	2	5
CO4	2	2	1	2	2	4	1	2	1	2	4	4
CO5	3	3	3	3	3	5	3	2	3	3	2	5

24TAUV1201: HERITAGE AND CULTURAL HISTORY OF INDIA

Title: Indian Cultural Heritage

Course Code: 24FAUVX01

Two Credits

Course Objective

This paper will introduce the students to major flagship instruments concerning the *common heritage of humanity*. The essence of these international conventions is to identify, manage, and protect cultural heritage for future generations. Against the backdrop of the growing tourism industry, an accolade of heritage by one of these international tools opens wider opportunities for well-managed visitation and healthier monitoring of these irreplaceable treasures. Principal case examples presented in this paper will be Indian heritage with appropriate comparisons that are currently recognized by international instruments.

Course structure

The course is divided into five modules, each lasting two weeks. The first module introduces the major international initiatives of the global community under UNESCO. The second module earmarks the uniqueness of the pan-Indian cultural heritage and the third unit introduces the students to distinguish the uniqueness of the South Indian cultural heritage. The fourth and fifth modules unravel the basic features of Indian architecture and iconography.

Outcome

- Gain knowledge in the UNESCO Heritage Concepts
- Ability to distinguish the important pan-Indian Heritage Cultures
- Identify the uniqueness of the regional culture
- Understanding the distinctive features of Heritage art, architecture and iconography

Course materials

Readings are assigned for each lecture (see the lecture schedule for details). For the fourth and fifth modules, there will be a choice of readings, allowing students to concentrate on either tangible or intangible heritage. Photocopies of the readings will be distributed in class in tutorials, and will also be shared afterward through the office and email. Students are asked to ensure that wherever possible they have read the assigned material before the lecture. Students will assume knowledge of the material covered in the readings and there will be scope during lectures and especially, during tutorials for discussion and questions relating to the readings.

Assessment

Internal Assessment: Term paper, Project work, Essay writing, and in situ presentation

No.	Description	Date & Remarks
Unit I: UNESCO and Common Heritage of Humanity		
1.	Introduction to UNESCO & Heritage Categories	
2.	World Heritage	
3.	Indian Heritage	
4.	Heritage – Tangible & Intangible	
Unit II: Cultural Heritage of India		
5.	The Land: India – Bharatavarṣa – Jambudvīpa	
6.	Indus Civilization	
7.	Myth, History & Scientific Temper	
8.	<i>Rasas</i> – Indian Aesthetics	
Unit III: Cultural Heritage of the Tamils		
9.	The Classical Age of the Tamils	
10.	Tamil Civilization	
11.	Tamil Literature: Classical Period	
12.	Archaeological Monuments	
Unit IV: Ancient Indian Architecture		
13.	Sources of Indian Architecture	
14.	Nāgara, Drāviḍa, and Veśara	
15.	Indo-Islamic Art	
16.	Colonial Art	
Unit 5: Indian Iconography		
17.	Sources of Indian Iconography	
18.	Buddhist and Jain	
19.	Hindu Sculpture	
20.	Classification of Art	

Textbooks

Acharya, Prasanna Kumar (1946) *An Encyclopaedia of Hindu Architecture*. Manasara Series: Volume VII. London: OUP.

Arizpe, Lourdes and Cristina Amescua (2006) *Anthropological Perspectives on Intangible Cultural Heritage*. London: Springer.

- Basham, A.L. (1986) *The Wonder that was India*. Calcutta: Rupa.
- Banerjea, Jitendra Nath (1956) *The Development of Hindu Iconography*. University of Calcutta.
- Huntington, Susan (1985) *The Art of Ancient India*. Weatherhill.
- Mitter, Partha (2001) *Indian Art*. New Delhi: Oxford University Press.
- Rao, T.A. Gopinatha (1916) *Elements of Hindu Iconography*. Vols. I & II. Madras: The Law Printing House.
- Tomory, Edith (1989) *A History of Fine Arts in India and the West*. Oriental Black Swan.
- World Heritage Manual*. Resource Manual, Second Edition 2011.
- Williams, Monier (2009) *Indian Wisdom – Examples of the Religious, Philosophical, and Ethical Doctrines of the Hindus*. New York: CUP.

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- Acharya, Prasanna Kumar (N.D.) *Architecture of Mānasāra*. London: OUP.
- Alami, Mohammed Hambouni (2010) *Art and Architecture in the Islamic Tradition. Aesthetics, Politics and Desire in Early Islam*. New York: I.B. Tauris.
- Ayyar, P.V. Jagadisa (1982) *South Indian Shrines*. New Delhi: Asian Educational Service.
- Ayyar, P.V. Jagadisa (1982) *South Indian Festivities*. New Delhi: Asian Educational Service.
- Bhattacharyya, Benoytosh (1958) *The Indian Buddhist Iconography*. Calcutta: Firma K.L. Mukhopadhyay.
- Bhattacharyya, Haridas (1975) eds. *The Cultural Heritage of India*. Vol. III. *The Philosophies*. Calcutta: Ramakrishna Mission – Institute of Culture. First ed. 1937.
- Blacker, J.F. (1922) *The A B C of Indian Art*. London: Stanley Paul & Co.
- Brockman, Norbert C. (2011) *Encyclopedia of Sacred Places*. Vol. 1: A-M. Second Edition, California: ABC-CLIO, LLC.
- Campbell, Joseph (1946) ed. Heinrich Zimmer *Myths and Symbols in Indian Art and Civilization*. Washington, D.C.: Pantheon Books.
- Granoff, Phyllis and Koichi Shinohara eds. (2004) *Images in Asian Religions: Texts and Contexts*. Vancouver & Toronto: UBC Press.
- Guha-Thakurta, Tapati (2004) *Monuments, Objects, Histories – Institutions of Art in Colonial and Postcolonial India*. New York: Columbia University Press.
- Javid, Ali and Tabassum Javeed (2008) *World Heritage Monuments and Related Edifices in India*. New York: Algora Publishing.
- Kossak, Steven M. and Edith W. Watts (2001) *The Art of South and Southeast Asia – A Resource for Educators*. New York: The Metropolitan Museum of Art.
- Kuiper, Kathleen (2011) *The Culture of India*. New York: Britannica Educational Pub.
- Mackenzie, Donald A. (n.d.) *Indian Myth and Legend*. London: Gresham Pub.
- Mukerjee, R. (1965). "Rasas" as Springs of Art in Indian Aesthetics. *The Journal of Aesthetics and Art Criticism*, 24(1), 91–96.
- Ross, Leslie (2009) *Art and Architecture of the World's Religions*. Santa Barbara, California: ABC-CLIO.

- Basham, A.L. (1986) *The Wonder that was India*. Calcutta: Rupa.
- Banerjea, Jitendra Nath (1956) *The Development of Hindu Iconography*. University of Calcutta.
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- Mitter, Partha (2001) *Indian Art*. New Delhi: Oxford University Press.
- Rao, T.A. Gopinatha (1916) *Elements of Hindu Iconography*. Vols. I & II. Madras: The Law Printing House.
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- Acharya, Prasanna Kumar (N.D.) *Architecture of Mānasāra*. London: OUP.
- Alami, Mohammed Hambouni (2010) *Art and Architecture in the Islamic Tradition. Aesthetics, Politics and Desire in Early Islam*. New York: I.B. Tauris.
- Ayyar, P.V. Jagadisa (1982) *South Indian Shrines*. New Delhi: Asian Educational Service.
- Ayyar, P.V. Jagadisa (1982) *South Indian Festivities*. New Delhi: Asian Educational Service.
- Bhattacharyya, Benoytosh (1958) *The Indian Buddhist Iconography*. Calcutta: Firma K.L. Mukhopadhyay.
- Bhattacharyya, Haridas (1975) eds. *The Cultural Heritage of India*. Vol. III. *The Philosophies*. Calcutta: Ramakrishna Mission – Institute of Culture. First ed. 1937.
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- Granoff, Phyllis and Koichi Shinohara eds. (2004) *Images in Asian Religions: Texts and Contexts*. Vancouver & Toronto: UBC Press.
- Guha-Thakurta, Tapati (2004) *Monuments, Objects, Histories – Institutions of Art in Colonial and Postcolonial India*. New York: Columbia University Press.
- Javid, Ali and Tabassum Javeed (2008) *World Heritage Monuments and Related Edifices in India*. New York: Algora Publishing.
- Kossak, Steven M. and Edith W. Watts (2001) *The Art of South and Southeast Asia – A Resource for Educators*. New York: The Metropolitan Museum of Art.
- Kuiper, Kathleen (2011) *The Culture of India*. New York: Britannica Educational Pub.
- Mackenzie, Donald A. (n.d.) *Indian Myth and Legend*. London: Gresham Pub.
- Mukerjee, R. (1965). "Rasas" as Springs of Art in Indian Aesthetics. *The Journal of Aesthetics and Art Criticism*, 24(1), 91–96.
- Ross, Leslie (2009) *Art and Architecture of the World's Religions*. Santa Barbara, California: ABC-CLIO.

24GTUV1002/24GTUI1002
SHANTI SENA (VAC)

(Value Added Course: All UG and Five year Integrated Programmes) - (2 Credit)
Evaluation: Internal Test and Viva Voce (both components carry equal weightage)
by the course teacher

CFA:25+25

Credit: Two

Max. Marks.50

Objectives:

- › To introduce the concept, experiments and practice of Shanti Sena (Peace Brigade) to the students.
- › To give exposure and training to students in the skills needed for Shanti Sena and Nonviolent Conflict Resolution.

Learning Outcome:

Students will be able to:

- › Comprehend the conceptual Framework of Shanti Sena
- › get knowledge on Post Gandhian Experiments in Shanti Sena
- › exposure on functions of Shanti Sena in India and abroad.
- › Shape and evolve themselves as peacemakers and peace builders for promoting harmony and good will among all.
- › understand the Methods of Peaceful Resolution of conflicts in their personal and social life.

Unit 1 Shanti Sena: Meaning and conceptual framework - Genesis of Shanti Sena - Gandhiji's idea of Shanti Sena - Gandhiji as Peace Maker and Builder - Shanti Sena Experiments in Noakhali by 'One Man Boundary Force' - Gandhiji as Martyr and peace soldier.

Unit 2 Gandhi - Soldier of Peace : National Volunteer corps - Khudai Kidmatgar (Servants of God) - Salt March for awakening - Constructive Work - Birth of Shanti Sena -Peace Brigades - its objective and qualifications - Peace Brigades and National Defense - Nonviolent Resistance - weapon of Peace Brigade - Self Sacrifice and communal harmony - One man peace mission.

Unit 3 Post Gandhian Experiments: Birth of Shanti Sena - Vinoba's concept of Shanti Sena - Shanti Kendras, All India Shanti Sena Mandal- Functions of Shanti Sena - Contributions of Jeyaprakash Narayan and Narayan Desai : Peace work during Communal Violence - Chambal Valley and Nagaland Peace Mission.

Unit 4 Skills and Training for Shanti Sena: Skills for Peace Making and Peace Building (Conflict Resolution and Transformation) - Physical training: Yoga, March Fast, Shramadhan, Trekking - Spinning - Skills for First Aid and disaster management.

Unit 5 Shanti Sena Training in GRI & Other Places: Dr.G.Ramachandran's contribution -Evolution of Shanti Sena in GRI - Contributions of Dr.N.Radhakrishnan - Recent developments and experiments in GRI - Shanti Sena Vidyalaya (Vedchhi, Gujarat) - G.Ramachandran Institute of Nonviolence, Thiruvananthapuram, and Non-killing Global Academy (Honolulu).

REFERENCES:

- ▶ Arunachalam K., (1985), *Gandhi - The Peace Maker*, Gandhi Smarak Nidhi, Madurai.
- ▶ Dennis August Almeida (2007), *The Training of Youth In Nonviolence as a way to Peace*, Gandhi Media Centre, Delhi and Thiruvananthapuram.
- ▶ Narayan Desai, (1972), *Towards Non-Violent Revolution*, Sarva Seva Sangh Prakashan, Varanasi.
- ▶, (1963), *A Hand Book for Shanti Sainiks*, Sarva Seva Sangh Prakashan, Varanasi.
- ▶, (1962), *Shanti Sena in India*, Sarva Seva Sangh Prakashan, Varanasi.
- ▶ Radhakrishnan.N. Dr., (1989), *Gandhi and Youth: The Shanti Sena of GRI*, Gandhigram Rural Institute, Gandhigram.
- ▶, (1997), *Gandhian Nonviolence: A Trainer's Manual*, Gandhi Smiriti and Darshan Samiti, New Delhi.
- ▶ Ravichandran .T., (1999), *Communalism in Tamil Nadu (1979- 1991) and the Way Out*, Gandhi Media Centre, Madurai.
- ▶ Ramjee Singh, (2003), *Shanti Sena: A Guide*, Sarva Seva Sangh Prakashan, Varanasi.
- ▶ Suresh Ram, Vinoba and His Mission, Sarva Seva Sangh Prakashan, Varanasi.
- ▶ Thomas Weber (1996), *Gandhi's Peace Army: The Shanti Sena and Unarmed Peace keeping*.
- ▶ Vinoba Bhave (1961), *Shanti Sena*, Akhil Bharat Sarva Seva Sangh Prakashan, Varanasi.
- ▶ William Baskaran, M., (1998), *Shanti Sena: A Gandhian Vision*, Gandhi Media Centre, Madurai.

Weblinks:

- ▶ <https://nvdatabase.swarthmore.edu/>
- ▶ <https://www.daisakuikedo.org/>
- ▶ <https://www.cesciindia.in/>
- ▶ <https://www.ektaparishadindia.com/>
- ▶ www.mkgandhi.org
