



## Detailed Curriculum for Undergraduate Degree

### B.B.A

(w.e.f. AY: 2025-26)

### 2<sup>nd</sup> Semester

<b>Course Name:</b>	<b>Environmental and Sustainable Development</b>		
<b>Course Code:</b>	BBA-MJ-201	<b>Category:</b>	Management Science Course
<b>Semester:</b>	Second	<b>Credit:</b>	4
<b>L-T-P:</b>	3-1-0	<b>Pre-Requisites:</b>	The basic concept of Sustainable Development
<b>Full Marks:</b>	100		
<b>Examination Scheme:</b>	Semester Examination:70	Continuous Assessment:25	Attendance:05

#### Course Objectives:

1.	To introduce the multidisciplinary nature, scope, and importance of environmental education, emphasizing the need for sustainability.
2.	To explore various ecosystems and their functions, including energy flow, nutrient cycles, and ecological succession.
3.	To explore various ecosystems and their functions, including energy flow, nutrient cycles, and ecological succession.
4.	To examine environmental protection strategies, including renewable energy sources and environmental movements.

#### Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	Module 1: Introduction, Multidisciplinary nature, Scope and importance; the need for environmental education. Concept of sustainability and sustainable development.	4L
2.	Module 2: Ecosystems: Definition, Types of eco-system: forest, grassland, lentic, lotic, estuarine, marine, desert, wetlands. Structure: food chains, food webs and function of ecosystem: Energy flow, nutrient cycle and ecological succession. Ecosystem management: Concepts; sustainable development; sustainability indicators. Ecological adaptations: Morphological and physiological responses of organisms to temperature and water. Ecological Interactions, Biodiversity and Conservation – Levels, India as a mega biodiversity nation, Threats to biodiversity, Ecosystem and biodiversity services	9L



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3.	Module 3: Environmental Pollution and its mitigation - Types:- Air pollution, Water pollution, Land pollution, Noise pollution; pollutants, Effects of pollution, Control and Remedial measures.	5L
4.	Module 4: Global Environmental change issues. Stratospheric ozone layer: Evolution of ozone layer; Causes of depletion and consequences; Global efforts for mitigation ozone layer depletion. Climate change: Greenhouse effects; Drivers of climate change; Greenhouse gases and their sources; Implications on climate, oceans, agriculture, natural vegetation, wildlife and humans; Effects of increased CO <sub>2</sub> on plants; International efforts on climate change issues	8L
5.	Module 5: Environmental Protection- Different Renewable Energy Sources Wind Power, Water Power, Ocean energy, Bio Fuel/Solid Bio Mass, Geothermal Energy, Nuclear Power, Environmental Movements- Chipko movement; Narmada Bachao movement; Tehri Dam conflict	6L
6.	Module 6: Global and national environmental organizations and agencies –UNEP, MAB, IUCN, UNFCCC (COP). Environmental policies: Environmental Regulations Different Acts. International agreements – Montreal protocol 1987; Kyoto protocol 1997; Copenhagen summit 2009; Paris Climate Accords 2015. Carbon credit and carbon trading. Environmental Ethics Environmental Impact Assessment (EIA), EIA – Methods and Tools.	8L
<b>Total</b>		<b>40L</b>

## Course Outcomes:

After completion of the course, students will be able to:

1.	Understand the concepts of sustainability and sustainable development.
2.	Identify different types of ecosystems and their roles in maintaining ecological balance.
3.	Recognize the causes and effects of environmental pollution and propose mitigation measures.
4.	Evaluate the impact of global environmental changes and assess international efforts for mitigation.

## Learning Resources:

1.	Santra, S.C. 2017. Environmental science, New central book agency (P) Ltd.
2.	Patra, M. N. & Singha, R. K. 2022. Basic environmental engineering & Elementary biology, Aryan Publishing House.
3.	Radjou, N. & Prabhu, J. 2019. Do better with less: Frugal innovation for sustainable growth, Penguin.
4.	Khosla, R. & Siddiqui, Z. H. 2017. Basics of environmental science, Narosa Publishing



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	House.
5.	Satpathy, B., Dash, A. P. & Dash, A. 2016, Environmental Science, Kalyani Publishers.

## Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Environment and Development	Prof. Ngamjahao Kipgen	IIT Guwahati
	Course Link: <a href="https://onlinecourses.nptel.ac.in/noc21_hs83/preview">https://onlinecourses.nptel.ac.in/noc21_hs83/preview</a>		
2	Education for Sustainable Development	Prof. Atasi Mohanty	IIT Kharagpur
	Course Link: <a href="https://onlinecourses.nptel.ac.in/noc22_hs61/preview">https://onlinecourses.nptel.ac.in/noc22_hs61/preview</a>		

<b>Course Name:</b>	<b>Managerial Economics</b>		
<b>Course Code:</b>	BBA-MJ-202	<b>Category:</b>	Management Science Course
<b>Semester:</b>	Second	<b>Credit:</b>	4
<b>L-T-P:</b>	3-1-0	<b>Pre-Requisites:</b>	Basic knowledge of business process and market
<b>Full Marks:</b>	100		
<b>Examination Scheme:</b>	Semester Examination:70	Continuous Assessment:25	Attendance:05

## Course Objectives:

1.	To comprehend the basic ideas of microeconomics and how they apply to corporate decision-making.
2.	To make judgements about pricing and market strategy by analysing and interpreting supply and demand dynamics in various market structures.
3.	To comprehend the cost structures, production processes, and optimisation strategies used by companies to increase productivity and profitability.
4.	To investigate how information functions in economics, comprehending ideas such as asymmetric information and how it affects market behaviour and judgement

## Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	<b>Introduction to Managerial Economics:</b> Basic problems of an economic system, Goals of managerial decision making, Resource allocation using PPC	2L

2.	<p><b>Demand Analysis</b></p> <p>A. Demand Functions - Law of Demand, Explaining the law of demand, Violations of the Law of Demand, Shifts in Demand; Elasticity of Demand: Price Elasticity, Factors affecting price elasticity, Price elasticity and Change in Total Revenue, AR, MR and Price elasticity, Range of Values of Price Elasticity; Income Elasticity, Inferior, Superior and Normal goods, Income Elasticity and Share in Total Expenditure; Cross-Price Elasticity, Substitutes and Complements</p> <p>B. Indifference curves, budget line, and consumer equilibrium.</p>	6L
3.	<p><b>Production and Cost Analysis:</b> Production Function: Law of Variable Proportions, Ridge Lines. Isoquants, Economic Regions and Optimum Factor Combination. Expansion Path, Returns of Scale, International and External Economies and Diseconomies of Scale. Theory of Costs: Short-Run and Long Run Cost Curves–Traditional Approaches Only.</p>	8L
4.	<p><b>Managerial Decision-Making under Alternative Market Structures:</b></p> <p>Perfect Competition: Characteristics, Profit Maximization and Equilibrium of Firm and Industry, Short-Run and Long Run Supply Curves, Price and Output Determination, Practical Applications.</p> <p>Monopoly: Characteristics, Determination of Price under monopoly, Equilibrium of a Firm, Comparison Between Perfect Competition and Monopoly, Price Discrimination, Social Cost of Monopoly</p> <p>Monopolistic Competition: Meaning and Characteristics, Price and Output Determination Under Monopolistic Competition, Product Differentiation, Selling Costs, Comparison with Perfect Competition, Excess Capacity Under Monopolistic Competition.</p> <p>Oligopoly: Characteristics, Indeterminate Pricing and Output, Cournot Model of Oligopoly, Price Leadership, (Only Meaning and Characteristics) Collusive Oligopoly (Meaning and Characteristics Only), Only Kinked Demand Curve Model of Oligopoly.</p>	6L
5.	<p><b>Pricing Decisions:</b> Price Discrimination under Monopoly, Transfer Pricing. Market Failure, Price Ceiling, and Price Floor</p>	2L
6.	<p><b>Circular Flow of Income and Theory of Income Determination:</b> National Income Accounting –terms and concepts, three methods of measuring GDP/GNP. Simple Keynesian model: Aggregate demand – Aggregate supply method, Savings investment method. Concepts of multiplier: Autonomous expenditure multiplier, introducing the Government, Government expenditure multiplier, Tax Rate Multiplier, Balanced Budget Multiplier. Open economy - Export and import multipliers. Paradox of Thrift, Crowding out effect, Business cycle – phases and stabilization</p>	6L

7.	<b>Introduction of Money and Asset Market</b> IS-LM model, Fiscal policy, and monetary policy using IS-LM	4L
8.	<b>Inflation and Unemployment</b> Concepts of inflation – demand pull and cost push, Stabilization policies Introduction to Philips curve as a relation between inflation and unemployment.	4L
9.	<b>Macro-Economic Environment</b> Economic Transition in India - A Quick Review - Liberalization, Privatization and Globalization - Business and Government - Public- Private Participation (PPP) - Industrial Finance - Foreign Direct Investment (FDIs).	2L
<b>Total</b>		<b>40L</b>

### Course Outcomes:

After completion of the course, students will be able to:

1.	To successfully analyse and resolve practical business issues by applying economic concepts
2.	To evaluate supply and demand dynamics in order to make well-informed decisions about pricing and market strategy.
3.	To improve firm profitability and efficiency by comprehending cost structures and production processes
4.	to use their understanding of information economics to business decision-making in order to make better decisions in a world that is driven by information.

### Learning Resources:

1.	H L Ahuja: Business Economics-Microeconomic Analysis, S. Chand
2.	R. Panneerselvam, P. Sivasankaran and P. Senthilkumar: Managerial Economics, Cengage
3.	Suma Damodaran: Managerial Economics, Oxford University Press
4.	Dominick Salvatore and Siddhartha Rastogi: Managerial Economics-Principles and Worldwide Applications, Oxford University Press

### Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Managerial Economics	Prof. Trupti Mishra	IIT Bombay
	<b>Course Link:</b> <a href="https://onlinecourses.nptel.ac.in/noc20_mg67/preview">https://onlinecourses.nptel.ac.in/noc20_mg67/preview</a>		
2	Foundation Course in Managerial Economics	Prof. Barnali Nag	IIT Kharagpur
	<b>Course Link:</b> <a href="https://onlinecourses.nptel.ac.in/noc20_mg20/preview">https://onlinecourses.nptel.ac.in/noc20_mg20/preview</a>		



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<b>Course Name:</b>	<b>Computer Fundamentals</b>		
<b>Course Code:</b>	PE-BBA-MI-202	<b>Category:</b>	Information technology Course
<b>Semester:</b>	Second	<b>Credit:</b>	2
<b>L-T-P:</b>	2-0-0	<b>Pre-Requisites:</b>	Basic knowledge of computer applications
<b>Full Marks:</b>	100		
<b>Examination Scheme:</b>	Semester Examination:70	Continuous Assessment:25	Attendance:05

<b>Course Objectives:</b>	
1.	To understand the basic concepts, principles, and theories of computer
2.	To understand the essential functions of computer
3.	To develop skills on practical aspects of computer operations
4.	To develop proficiency in basic and advanced application of computer

<b>Course Contents:</b>		
<b>Module No.</b>	<b>Description of Topic</b>	<b>Contact Hrs.</b>
1.	<b>Unit 1: Introduction:</b> What is a Computer?, Features and Limitations of Computers, History and Generations of Computers, Applications of Computers in Business, Education, Banking, etc. Types of Computers and Components-Types: Desktop, Laptop, Tablet, Smartphone- Parts of a Computer: Monitor, CPU, Keyboard, Mouse, Printer- Internal Parts: Hard Disk, RAM, Processor. Input and Output Devices- Input Devices: Keyboard, Mouse, Scanner, Webcam, Output Devices: Monitor, Printer, Speaker, Storage Devices: Pen Drive, Hard Disk, CD/DVD.	4L
2	<b>Unit 2: Software Basics &amp; Operating System Basics:</b> What is Software? Types of Software: System Software: Operating System (Windows, Linux). Application Software: MS Word, Excel, PowerPoint, Difference between Hardware and Software Operating System Basics- What is an Operating System? Functions of OS, Icons, Desktop, Taskbar, Files and Folders, Introduction to Windows OS.	4L
3.	<b>Unit 3: Word Processing with MS Word-</b> Creating and Saving a Document, Formatting Text (Font, Color, Alignment), Inserting Tables and Pictures, Page Setup and Printing.	4L
4.	<b>Unit 4: Presentation Software – MS PowerPoint-</b> Creating a Simple Presentation, Adding Slides, Text, and Images, Slide Transitions and Animations, Presenting a Slide Show.	4L



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5.	<b>Unit 5: Internet and Email-</b> What is the Internet? Web Browsers and Search Engines (Google), Creating and Using Email (Gmail basics), Online Safety and Good Digital Habits. History of the Internet, Importance, equipment needed, www-meaning, procedure for email, Transfer files to a Computer	4L
<b>Total</b>		<b>20L</b>

### Course Outcomes:

After completion of the course, students will be able to:

1.	Demonstrate how computer applications are used to solve practical business problems
2.	Create management information system using relevant computer applications
3.	Solve business issues using the computer applications

### Learning Resources:

1.	Fundamental of Computers – Rajaraman
2.	Computes Today – B. Sandra

### Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Computer Fundamentals	Prof. Sanjoy Tanwani	Devi Ahilya Viswavidyalaya, Indore
	<b>Course Link:</b> <a href="https://onlinecourses.swayam2.ac.in/e-learning/preview/cec19_cs06">https://onlinecourses.swayam2.ac.in/e-learning/preview/cec19_cs06</a>		
2	Fundamentals of Computing	Prof. Rakhi Garg	Banaras Hindu University
	<b>Course Link:</b> <a href="https://onlinecourses.swayam2.ac.in/e-learning/preview/ini25_ge11">https://onlinecourses.swayam2.ac.in/e-learning/preview/ini25_ge11</a>		

<b>Course Name:</b>	<b>Accounting</b>		
<b>Course Code:</b>	BBA-IDC-202	<b>Category:</b>	Management Science Course
<b>Semester:</b>	Second	<b>Credit:</b>	4
<b>L-T-P:</b>	3-1-0	<b>Pre-Requisites:</b>	Basic Knowledge of Accounting
<b>Full Marks:</b>	100		
<b>Examination Scheme:</b>	Semester Examination:70	Continuous Assessment:25	Attendance:05

### Course Objectives:

1.	To understand the fundamental principles, concepts, and conventions of financial accounting.
2.	To apply accounting standards and procedures in recording and reporting financial transactions.



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3.	To prepare financial statements, including balance sheets and income statements, in compliance with legal requirements.
4.	To analyze the impact of various financial transactions on the financial position and performance of a business.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1.	Introduction to Accounting: Meaning and Objectives of Financial Accounting, Scope of Financial Accounting, Distinction between Accounting and Bookkeeping, Users of Accounting Information, Limitations of Financial Accounting, Accounting Concepts and Conventions, Accounting Standards: Concept, Objectives, and Benefits, Overview of Accounting Policies and Estimates	10L
2.	Accounting Systems and Processes: The Accounting Equation, Types and Nature of Accounts, Rules of Debit and Credit, Recording Transactions in the Journal, Preparation of Ledger Accounts, Subsidiary Books: Sales Book, Purchases Book, Sales Return Book, Purchase Return Book, Cash Book: Single Column, Double Column, and Three Column Cash Book, Petty Cash Book and its Imprest System, Preparation of Trial Balance, Rectification of Errors in Accounting	10L
3.	Depreciation Accounting: Meaning and Need for Depreciation, Causes of Depreciation, Methods of Depreciation: Straight Line Method, Diminishing Balance Method, Comparison of Depreciation Methods, Accounting Treatment of Depreciation, Disposal of Depreciable Assets, Change of Depreciation Method: Procedures and Implications, Presentation of Depreciation in Financial Statements	10L
4.	Final Accounts of Sole Proprietorship: Preparation of Trading Account, Profit and Loss Account, Preparation of Balance Sheet, Adjustments in Final Accounts: Depreciation, Outstanding Expenses, Prepaid Expenses, Accrued Income, Income Received in Advance, Closing Stock. Preparation of Final Accounts with Adjustments, Preparation of Final Accounts without Adjustments, Presentation of Financial Statements as per Accounting Standards, Analysis and Interpretation of Final Accounts	10L
<b>Total</b>		<b>40L</b>

Course Outcomes:	
After completion of the course, students will be able to:	
1.	Demonstrate an understanding of basic accounting principles and their application in recording business transactions.
2.	Prepare financial statements for sole proprietorships, ensuring accuracy and adherence to accounting standards.



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3.	Apply accounting concepts in the valuation of assets, liabilities, and equity, including the treatment of depreciation.
4.	Evaluate and interpret financial statements to assess the financial health of an organization.

### Learning Resources:

1.	Financial Accounting for BBA, Dr. S.N. Maheshwari, Dr. Suneel K. Maheshwari, and CA Sharad K. Maheshwari, Vikas Publishing
2.	Advanced Financial Accounting, B. Mariyappa, Dr. S. Anil Kumar, Dr. V. Rajesh Kumar, Himalaya Publishing House
3.	Financial Accounting – II, Ranganatham Gangineni and Venkataramanaiah Malepati, S Chand Publishing
4.	Financial Accounting – II, S.P. Jain and K.L. Narang, Kalyani Publishers

### Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Financial Accounting	Prof. Puran Singh	IIT Mandi
	<b>Course Link:</b> <a href="https://onlinecourses.nptel.ac.in/noc23_mg65/preview">https://onlinecourses.nptel.ac.in/noc23_mg65/preview</a>		
2	Foundations of Accounting and Finance	Prof. Arun Kumar Gopaldaswamy	IIT Madras
	<b>Course Link:</b> <a href="https://onlinecourses.nptel.ac.in/noc25_ec10/preview">https://onlinecourses.nptel.ac.in/noc25_ec10/preview</a>		

<b>Course Name:</b>	<b>Modern Language and Literature (Bengali)</b>		
<b>Course Code:</b>	OE-BBA-AEC-202B	<b>Category:</b>	Modern Language and Literature
<b>Semester:</b>	Second	<b>Credit:</b>	2
<b>L-T-P:</b>	1-1-0	<b>Pre-Requisites:</b>	Basic Knowledge of Bengali
<b>Full Marks:</b>	100		
<b>Examination Scheme:</b>	Semester Examination:70	Continuous Assessment:25	Attendance:05

### Course Objectives:

1.	To provide students with a comprehensive understanding of the Bengali language's origin, evolution, dialects, and linguistic structures, fostering a strong foundation in linguistics.
2.	To enhance students' proficiency in reading, analyzing, and interpreting Bengali prose and essays, enabling them to appreciate historical and contemporary literary works.
3.	To cultivate an appreciation for Bengali poetry by exploring its forms, themes, and

	techniques, and to encourage students to express their creativity through original compositions.
4.	To introduce students to Bengali drama and theatre, examining its origins, evolution, and performance styles, and to develop their skills in dramatic reading and performance.

### Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	Module 1: Introduction to Bengali Language and Linguistics: Overview of the Bengali Language – Origin, Evolution, and Dialects, Phonology and Phonetics of Bengali, Syntax and Sentence Structure, Semantics – Meaning and Interpretation in Bengali, Sociolinguistics – Language in Society and Multilingualism	5L
2.	Module 2: Bengali Prose and Essays: Introduction to Bengali Prose – Historical Development, Essays by Eminent Bengali Writers – Analysis and Discussion, Social and Cultural Themes in Bengali Prose, Critical Thinking and Argumentation in Bengali Essays, Writing Skills – Crafting Coherent and Persuasive Prose	5L
3.	Module 3: Bengali Poetry and Poetics: Introduction to Bengali Poetry – Historical Overview, Poetic Forms and Techniques in Bengali, Themes and Motifs in Bengali Poetry, Analysis of Selected Poems by Renowned Poets, Creative Expression – Writing Original Poetry	5L
4.	Module 4: Bengali Drama and Theatre: Introduction to Bengali Drama – Origins and Evolution, Major Works in Bengali Theatre, Theatrical Techniques and Performance Styles, Analysis of a Selected Bengali Play, Practical Session – Dramatic Reading and Performance	5L
<b>Total</b>		20L

### Course Outcomes:

After completion of the course, students will be able to:	
1.	Develop the ability to analyze and interpret various forms of Bengali literature, fostering critical thinking and analytical skills.
2.	Enhance the written and oral communication skills in Bengali, enabling them to effectively express ideas and arguments.
3.	Cultivate an appreciation for the cultural and historical contexts of Bengali literature, promoting a deeper understanding of its societal impact.
4.	Equip themselves with the skills to engage in creative expression through Bengali poetry and drama, encouraging innovation and artistic exploration.



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## Learning Resources:

1.	Bengali Language: Its Structure and Development, Anvita Abbi, Cambridge University Press
2.	A History of Bengali Literature, Sukumar Sen, Sahitya Akademi
3.	Selected Poems of Rabindranath Tagore, Rabindranath Tagore, Penguin Classics
4.	Bengali Drama: A Survey of Theatre and Performance, Mahesh Dattani, National Book Trust

## Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Modern Indian Writing in Translation	Prof. Divya. A	IIT Madras
Course Link: <a href="https://nptel.ac.in/courses/109106173">https://nptel.ac.in/courses/109106173</a>			

OR

<b>Course Name:</b>	<b>Modern Language and Literature (Hindi)</b>		
<b>Course Code:</b>	OE-BBA-AEC-202H	<b>Category:</b>	Modern Language and Literature
<b>Semester:</b>	Second	<b>Credit:</b>	2
<b>L-T-P:</b>	1-1-0	<b>Pre-Requisites:</b>	Basic Knowledge of Hindi
<b>Full Marks:</b>	100		
<b>Examination Scheme:</b>	Semester Examination:70	Continuous Assessment:25	Attendance:05

## Course Objectives:

1.	To provide students with a comprehensive understanding of the origins, evolution, and linguistic structure of the Hindi language, including phonology, syntax, and semantics.
2.	To develop students' reading and writing skills in Hindi, enabling them to analyze and critically engage with Hindi prose, essays, and various literary forms.
3.	To foster an appreciation for Hindi poetry by exploring its themes, techniques, and prominent poets, and to encourage students to engage in creative poetic expression.
4.	To introduce students to Hindi drama and theatre, allowing them to explore key plays and dramatists, understand theatrical techniques, and develop performance skills.

## Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	Module 1: Introduction to Hindi Language and Linguistics: Overview of the Hindi Language – Origin, Evolution, and Dialects, Phonology and Phonetics – Sounds, Pronunciation, and Accent, Syntax and Sentence Structure – Basic Sentence Formation in Hindi, Semantics and Meaning –	5L



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	Understanding Word Meaning and Context, Sociolinguistics of Hindi – Language in Society and Regional Variations	
2.	Module 2: Hindi Prose and Essays: Introduction to Hindi Prose – Historical Development and Major Writers, Essays by Renowned Hindi Writers – Analysis and Discussions, Social and Cultural Themes in Hindi Prose, Critical Thinking and Argumentation – Writing Effective Hindi Essays, Practical Exercise – Writing and Structuring Coherent Prose	5L
3.	Module 3: Hindi Poetry and Poetics: Introduction to Hindi Poetry – Historical Overview and Poetic Forms, Techniques and Styles in Hindi Poetry – Rhythm, Meter, and Figures of Speech, Themes and Motifs in Hindi Poetry – Romanticism, Nationalism, and Social Issues, Analysis of Selected Poems by Renowned Poets, Creative Expression – Writing Original Hindi Poetry	5L
4.	Module 4: Hindi Drama and Theatre: Introduction to Hindi Drama – History and Development, Famous Hindi Plays and Dramatists – A Study of Key Works and Authors, Theatrical Techniques and Performance Styles, Analysis of a Selected Hindi Play, Practical Session – Dramatic Reading and Performance	5L
<b>Total</b>		<b>20L</b>

## Course Outcomes:

After completion of the course, students will be able to:

1.	Analyze and understand the linguistic structure of the Hindi language, helping them communicate effectively in both spoken and written forms.
2.	Critically evaluate and engage with various Hindi literary works, such as essays, prose, and poetry, and articulate their thoughts clearly.
3.	Develop creative writing skills, encouraging them to compose original poetry and prose while employing appropriate literary techniques and styles.
4.	Equip themselves with practical knowledge of Hindi drama, enabling them to analyze plays, appreciate different theatrical styles, and participate in dramatic performances.

## Learning Resources:

1.	Hindi: An Essential Grammar, Rama Kant Agnihotri, Routledge
2.	Hindi Prose: A Critical Anthology, K.K. Aziz, Sahitya Akademi
3.	Modern Hindi Poetry: An Anthology, Keki N. Daruwalla, Sahitya Akademi
4.	Cultural Identity in Hindi Plays: Poetics, Politics, and Theatre in India, Diana Dimitrova, Oxford University Press

## Corresponding NPTEL/SWAYAM Courses:



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Sl. No.	Course Name	Instructor Name	Host Institute
1	Modern Indian Writing in Translation	Prof. Divya. A	IIT Madras
<b>Course Link:</b> <a href="https://nptel.ac.in/courses/109106173">https://nptel.ac.in/courses/109106173</a>			

<b>Course Name:</b>	<b>Mental Health</b>		
<b>Course Code:</b>	BBA-CVAC-202	<b>Category:</b>	Management Science Course
<b>Semester:</b>	Second	<b>Credit:</b>	1
<b>L-T-P:</b>	1-0-0	<b>Pre-Requisites:</b>	Basic Knowledge of Psychology
<b>Full Marks:</b>	100		
<b>Examination Scheme:</b>	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To provide students with a comprehensive understanding of mental health concepts, including its definition, importance, and the distinction between mental health and mental illness.
2.	To equip students with knowledge of common mental health disorders, their symptoms, diagnostic criteria, and the impact on daily functioning.
3.	To introduce students to various therapeutic approaches, including Cognitive Behavioral Therapy (CBT), psychodynamic therapy, and pharmacological interventions.
4.	To promote the development of emotional intelligence, resilience, and effective coping strategies for managing stress and adversity in personal and professional life.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1.	Module 1: Introduction to Mental Health: Understanding Mental Health: Definition and importance of mental health, Mental health vs. mental illness, Stigma and misconceptions. Mental Health in India: Prevalence and challenges, Cultural perspectives and societal impact, Government initiatives and policies. Psychological Foundations: Basic psychological concepts, Theories of personality and behavior, Cognitive and emotional processes. Mental Health Across the Lifespan: Childhood and adolescence, Adulthood and aging, Developmental challenges and milestones. Mental Health and Well-Being: Concept of well-being, Positive psychology and happiness, Strategies for enhancing mental well-being.	3L
2.	Module 2: Stress and Coping Mechanisms: Understanding Stress: Definition and types of stress, Sources and causes of stress, Physiological and psychological effects. Stress Theories and Models: General Adaptation Syndrome (GAS), Transactional Model of Stress, Cognitive	2L



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	Appraisal Theory. Coping Strategies: Problem-focused vs. emotion-focused coping, Adaptive and maladaptive coping mechanisms, Coping styles and individual differences. Stress Management Techniques: Relaxation exercises (e.g., deep breathing, progressive muscle relaxation), Mindfulness and meditation practices, Time management and organizational skills. Application of Stress Management: Developing a personal stress management plan, implementing strategies in academic and personal life, evaluating effectiveness and making adjustments	
3.	Module 3: Mental Health Disorders and Interventions: Common Mental Health Disorders: Anxiety disorders (e.g., generalized anxiety disorder, panic disorder), Mood disorders (e.g., depression, bipolar disorder), Obsessive-compulsive and related disorders. Understanding Mental Health Disorders: Symptoms and diagnostic criteria, Etiology and risk factors, Impact on daily functioning. Therapeutic Approaches: Cognitive Behavioral Therapy (CBT), Psychodynamic therapy, Humanistic and integrative therapies. Pharmacological Interventions: Role of medication in treatment, Commonly prescribed psychotropic drugs, Benefits and side effects. Community and Institutional Support: Mental health services and resources, Role of family and social support, Reducing stigma and promoting awareness	2L
4.	Module 4: Promoting Mental Health in Daily Life: Building Emotional Intelligence: Understanding and managing emotions, Empathy and social skills, Emotional regulation strategies. Enhancing Social Connections: Importance of relationships and social support, Effective communication skills, Conflict resolution and assertiveness. Lifestyle Factors and Mental Health: Nutrition and sleep hygiene, Physical activity and its benefits, Substance use and its impact on mental health. Resilience and Coping with Adversity: Concept of resilience, Developing a resilient mindset, Strategies for overcoming challenges. Creating a Personal Mental Health Plan: Assessing personal mental health, Setting goals for improvement, Implementing and monitoring progress.	3L
<b>Total</b>		<b>10L</b>

## Course Outcomes:

After completion of the course, students will be able to:

1.	Analyze the prevalence and challenges of mental health issues in India and globally, considering cultural perspectives and societal impacts.
2.	Identify and assess common mental health disorders, understanding their symptoms, risk factors, and effects on individuals.
3.	Evaluate and apply various therapeutic interventions, including psychological therapies and pharmacological treatments, in the management of mental health disorders.



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4.	Develop and implement a personal mental health plan, incorporating strategies for emotional well-being, stress management, and resilience building.
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### Learning Resources:

1.	A Guide to Mental Health & Psychiatric Nursing, R Sreevani, Jaypee Brothers Medical Publishers
2.	Textbook of Mental Health and Psychiatric Nursing, Bharat Pareek & Sandeep Arya, Vision Health Sciences Publishers
3.	Essentials of Mental Health Nursing, Deepika C Khakha and Sandhya Ghai, CBS Publishers
4.	Textbook of Mental Health and Psychiatric Nursing, Senthil Thirusangu, AITBS Publishers.

### Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Mental Health and Well Being	By Prof. Santanu Misra, Dr. Oyin Mibang, Dr. Aneesh T, Ms. Akanksha Awasthy, Ms. Charul Bhoria, Ms. Shreyasi Vashishta, Mr. Sunny Sharma, Ms. Rita Shukla, Mr. Ansuma Narzary, Ms. Amandip Saikia	IIT Kanpur
<b>Course Link:</b> <a href="https://onlinecourses.nptel.ac.in/noc25_hs109/preview">https://onlinecourses.nptel.ac.in/noc25_hs109/preview</a>			
2	Basics of Mental Health and Clinical Psychiatry	Prof. Arijita Banerjee, Prof. Sumit Kumar	IIT Kharagpur
<b>Course Link:</b> <a href="https://onlinecourses.nptel.ac.in/noc26_ge25/preview">https://onlinecourses.nptel.ac.in/noc26_ge25/preview</a>			

### Practical/Sessional/Audit Course

<b>Course Name:</b>	<b>Computer Fundamentals Lab</b>		
<b>Course Code:</b>	PE-BBA-MI-292	<b>Category:</b>	Information technology Course
<b>Semester:</b>	Second	<b>Credit:</b>	2
<b>L-T-P:</b>	0-0-4	<b>Pre-Requisites:</b>	Basic knowledge of computer applications
<b>Full Marks:</b>	100		
<b>Examination Scheme:</b>	Semester Examination:60	Continuous Assessment:35	Attendance:05

### Course Objectives:



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1.	To develop fundamental understanding of computers and their components.
2.	To familiarize students with software and operating system fundamentals
3.	To build practical skills in word processing and presentation tools
4.	To enhance digital literacy through internet and email applications

## Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	<b>Unit 1: Introduction:</b> What is a Computer?, Features and Limitations of Computers, History and Generations of Computers, Applications of Computers in Business, Education, Banking, etc. Types of Computers and Components-Types: Desktop, Laptop, Tablet, Smartphone- Parts of a Computer: Monitor, CPU, Keyboard, Mouse, Printer- Internal Parts: Hard Disk, RAM, Processor. Input and Output Devices- Input Devices: Keyboard, Mouse, Scanner, Webcam, Output Devices: Monitor, Printer, Speaker, Storage Devices: Pen Drive, Hard Disk, CD/DVD.	14P
2	<b>Unit 2: Software Basics &amp; Operating System Basics:</b> What is Software? Types of Software: System Software: Operating System (Windows, Linux). Application Software: MS Word, Excel, PowerPoint, Difference between Hardware and Software <b>Operating System Basics-</b> What is an Operating System? Functions of OS, Icons, Desktop, Taskbar, Files and Folders, Introduction to Windows OS.	12P
3.	<b>Unit 3: Word Processing with MS Word-</b> Creating and Saving a Document, Formatting Text (Font, Color, Alignment), Inserting Tables and Pictures, Page Setup and Printing.	4P
4.	<b>Unit 4: Presentation Software – MS PowerPoint-</b> Creating a Simple Presentation, Adding Slides, Text, and Images, Slide Transitions and Animations, Presenting a Slide Show.	4P
5.	<b>Unit 5: Internet and Email-</b> What is the Internet? Web Browsers and Search Engines (Google), Creating and Using Email (Gmail basics), Online Safety and Good Digital Habits. History of the Internet, Importance, equipment needed, www-meaning, procedure for email, Transfer files to a Computer	6P
<b>Total</b>		<b>40P</b>

## Course Outcomes:

After completion of the course, students will be able to:

1.	Identify and operate basic computer systems by recognizing different types of computers, hardware components, internal parts, and input–output devices, and explain their practical applications in business and organizational environments.
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2.	Demonstrate practical understanding of software and operating system concepts by using system and application software, performing basic operating system functions, and managing files and folders in a graphical user interface.
3.	Create, format, and print professional documents using word processing software by applying text formatting tools, inserting tables and images, and setting appropriate page layouts for business communication.
4.	Design and deliver effective digital presentations and utilize internet and email services by creating presentations with transitions and animations, using web browsers and search engines, managing email communication, transferring files, and following safe digital practices.

### Learning Resources:

1.	Fundamental of Computers – Rajaraman
2.	Computes Today – B. Sandra

### Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Computer Fundamentals	Prof. Sanjoy Tanwani	Devi Ahilya Viswavidyalaya, Indore
	<b>Course Link:</b> <a href="https://onlinecourses.swayam2.ac.in/e-learning/preview/cec19_cs06">https://onlinecourses.swayam2.ac.in/e-learning/preview/cec19_cs06</a>		
2	Fundamentals of Computing	Prof. Rakhi Garg	Banaras Hindu University
	<b>Course Link:</b> <a href="https://onlinecourses.swayam2.ac.in/e-learning/preview/ini25_ge11">https://onlinecourses.swayam2.ac.in/e-learning/preview/ini25_ge11</a>		

<b>Course Name:</b>	MS-Excel Basic Lab		
<b>Course Code:</b>	BBA-SEC-292	<b>Category:</b>	Information Technology Course
<b>Semester:</b>	Second	<b>Credit:</b>	2
<b>L-T-P:</b>	0-0-4	<b>Pre-Requisites:</b>	Basic Knowledge of MS-Excel
<b>Full Marks:</b>	100		
<b>Examination Scheme:</b>	Semester Examination:60	Continuous Assessment:35	Attendance:05

### Course Objectives:

1.	To equip students with fundamental skills in navigating the Excel interface, managing workbooks, and performing basic data entry and editing tasks.
2.	To develop proficiency in applying various Excel functions, including logical, lookup, and text functions, to enhance data analysis capabilities.
3.	To enable students to create and customize charts and PivotTables for effective data visualization and reporting.



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4.	To introduce automation techniques through macros, fostering efficiency in repetitive tasks and advanced data management
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Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1.	<p><b>Module 1: Introduction to Excel &amp; Basic Operations:</b></p> <p><b>Excel Interface &amp; Workbook Basics-</b> Navigating the Ribbon, Quick Access Toolbar, and Status Bar, Creating, saving, and opening workbooks, Understanding workbooks, worksheets, cells, rows, and columns. <b>Data Entry &amp; Editing-</b> Entering text, numbers, and dates, Editing and deleting cell content, Using Undo, Redo, and Find &amp; Replace features. <b>Cell Referencing &amp; Formatting-</b> Absolute, relative, and mixed references, Using the Fill Handle for data series, Adjusting font styles, sizes, and colors, Applying number formats (currency, percentage, date), Aligning text and merging cells. <b>Worksheet Management &amp; Basic Functions-</b> Inserting, deleting, and renaming sheets, Moving and copying sheets, Hiding and unfreezing panes, Introduction to formulas and functions, Using SUM, AVERAGE, MIN, MAX, COUNT, COUNTA. <b>Sorting, Filtering &amp; Conditional Formatting-</b> Sorting data alphabetically and numerically, Applying AutoFilter, using custom sort options, highlighting cells based on conditions, using data bars, color scales, and icon sets.</p>	10P
2.	<p><b>Module 2: Intermediate Functions &amp; Data Management: Logical Functions-</b> Using IF, AND, OR, NOT functions, Nesting logical functions. <b>Lookup Functions-</b> Using VLOOKUP, HLOOKUP, INDEX, MATCH, Handling exact and approximate matches. <b>Text Functions &amp; Data Validation-</b> CONCATENATE, LEFT, RIGHT, MID, LEN, TRIM, UPPER, LOWER, Setting data validation rules, Creating drop-down lists, Using input messages and error alerts. <b>Advanced Data Management-</b> Removing duplicates, Grouping and sub totaling data, Consolidating data from multiple sheets, Using advanced filter criteria, Extracting unique records. <b>Charting Techniques-</b> Creating various chart types (column, line, pie), Customizing charts (titles, legends, data labels), Creating combo charts, Using secondary axes</p>	10P



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3.	Module 3: <b>Data Analysis &amp; Visualization: PivotTables</b> - Creating Pivot Tables, Adding fields to rows, columns, values, and filters, Grouping data. Applying filters and slicers. Pivot Charts & Advanced Charting- Creating and customizing Pivot-Charts, Linking Pivot-Charts to PivotTables, Creating combo charts, Using secondary axes. Sparklines & Conditional Formatting- Inserting and formatting sparklines, Applying advanced conditional formatting rules, Using formulas for conditional formatting. Dashboard Creation- Combining charts, PivotTables, and slicers; Designing interactive dashboards; Using form controls for interactivity. Data Analysis Tools- Using Goal Seek, Scenario Manager, Data Tables, Introduction to Power Query for data transformation.	10P
4.	Module 4: <b>Automation &amp; Advanced Tools: Introduction to Macros</b> - Recording macros; Assigning macros to buttons; Using the Visual Basic for Applications (VBA) editor; Editing macro code. Advanced Macros- Creating user-defined functions (UDFs), Automating repetitive tasks, Using control flow statements (if, then, else, loops), Working with variables, data types, and operators. Workbook Protection & Collaboration- Protecting worksheets and workbooks, Setting permissions and passwords, Sharing workbooks, Tracking changes and comments. Data Import & Export- Importing data from text files, web, and databases, Exporting data to different formats, Linking data between workbooks. Final Project & Review- Applying all learned skills to a comprehensive project, Presenting and discussing the project, Review of key concepts and preparation for assessments	10P
<b>Total</b>		<b>40P</b>

## Course Outcomes:

After completion of the course, students will be able to:

1.	Provide students with a comprehensive understanding of Excel's role as a powerful tool for data organization, analysis, and visualization in business contexts.
2.	Prepare students for advanced Excel functionalities, including data validation, conditional formatting, and dashboard creation, to meet diverse business requirements.
3.	Ensure students gain practical, hands-on experience with Excel through interactive training sessions, enhancing their readiness for real-world applications.
4.	Certify students' proficiency in MS Excel upon course completion, validating their ability to effectively utilize Excel in various professional scenarios.

## Learning Resources:

1.	Basics of MS-Excel, Dr. Anup K. Suchak & Ms. Rupali Wagnare, Thakur Pvt. Ltd.
2.	Teach Yourself Microsoft Excel, Niranjan Jha Showman, Notion Press



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3.	Excel with Microsoft Excel: Comprehensive & Easy Guide to Learn Advanced MS Excel, Naveen Mishra, Penman Books
4.	MS Excel and Its Applications in Business, Ashim Sengupta, Ashok Publication

## Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Learning Analytics Tools	Prof. Ramkumar Rajendran	IIT Bombay
	<b>Course Link:</b> <a href="https://onlinecourses.nptel.ac.in/noc21_ge21/preview">https://onlinecourses.nptel.ac.in/noc21_ge21/preview</a>		
2	Decision Making with Spreadsheet	Prof. Ramesh Anbanandam	IIT Roorkee
	<b>Course Link:</b> <a href="https://onlinecourses.nptel.ac.in/noc22_mg35/preview">https://onlinecourses.nptel.ac.in/noc22_mg35/preview</a>		

<b>Course Name:</b>	<b>Mental Health Lab</b>		
<b>Course Code:</b>	BBA-CVAC-292	<b>Category:</b>	Management Science Course
<b>Semester:</b>	2 <sup>nd</sup> SEM	<b>Credit:</b>	1
<b>L-T-P:</b>	0-0-2	<b>Pre-Requisites:</b>	Basic Knowledge of Psychology
<b>Full Marks:</b>	100		
<b>Examination Scheme:</b>	Semester Examination:60	Continuous Assessment:35	Attendance:05

## Course Objectives:

1.	To develop foundational understanding of mental health concepts
2.	To enhance students' ability to identify, analyze, and manage stress
3.	To build awareness and practical insight into common mental health disorders and interventions
4.	To promote practical skills for maintaining mental well-being in daily life

## Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	Module 1: Introduction to Mental Health: Understanding Mental Health: Definition and importance of mental health, Mental health vs. mental illness, Stigma and misconceptions. Mental Health in India: Prevalence and challenges, Cultural perspectives and societal impact, Government initiatives and policies. Psychological Foundations: Basic psychological concepts, Theories of personality and behavior, Cognitive and emotional processes. Mental Health Across the Lifespan: Childhood and adolescence, Adulthood and aging, Developmental challenges and milestones. Mental Health and Well-Being: Concept of well-being,	5P



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	Positive psychology and happiness, Strategies for enhancing mental well-being.	
2.	Module 2: Stress and Coping Mechanisms: Understanding Stress: Definition and types of stress, Sources and causes of stress, Physiological and psychological effects. Stress Theories and Models: General Adaptation Syndrome (GAS), Transactional Model of Stress, Cognitive Appraisal Theory. Coping Strategies: Problem-focused vs. emotion-focused coping, Adaptive and maladaptive coping mechanisms, Coping styles and individual differences. Stress Management Techniques: Relaxation exercises (e.g., deep breathing, progressive muscle relaxation), Mindfulness and meditation practices, Time management and organizational skills. Application of Stress Management: Developing a personal stress management plan, implementing strategies in academic and personal life, evaluating effectiveness and making adjustments	5P
3.	Module 3: Mental Health Disorders and Interventions: Common Mental Health Disorders: Anxiety disorders (e.g., generalized anxiety disorder, panic disorder), Mood disorders (e.g., depression, bipolar disorder), Obsessive-compulsive and related disorders. Understanding Mental Health Disorders: Symptoms and diagnostic criteria, Etiology and risk factors, Impact on daily functioning. Therapeutic Approaches: Cognitive Behavioral Therapy (CBT), Psychodynamic therapy, Humanistic and integrative therapies. Pharmacological Interventions: Role of medication in treatment, Commonly prescribed psychotropic drugs, Benefits and side effects. Community and Institutional Support: Mental health services and resources, Role of family and social support, Reducing stigma and promoting awareness	5P
4.	Module 4: Promoting Mental Health in Daily Life: Building Emotional Intelligence: Understanding and managing emotions, Empathy and social skills, Emotional regulation strategies. Enhancing Social Connections: Importance of relationships and social support, Effective communication skills, Conflict resolution and assertiveness. Lifestyle Factors and Mental Health: Nutrition and sleep hygiene, Physical activity and its benefits, Substance use and its impact on mental health. Resilience and Coping with Adversity: Concept of resilience, Developing a resilient mindset, Strategies for overcoming challenges. Creating a Personal Mental Health Plan: Assessing personal mental health, Setting goals for improvement, Implementing and monitoring progress.	5P
<b>Total</b>		<b>20P</b>

## Course Outcomes:

After completion of the course, students will be able to:

1.	Demonstrate an understanding of core mental health concepts by differentiating between mental health and mental illness, identifying stigma and misconceptions, and explaining psychological foundations and mental health needs across different stages of the lifespan.
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2.	Apply stress theories and coping strategies in practical situations by identifying personal and situational stressors, practicing stress management techniques, and designing, implementing, and evaluating an individualized stress management plan.
3.	Identify common mental health disorders and appropriate interventions by recognizing symptoms, understanding causes and impacts, and demonstrating awareness of therapeutic, pharmacological, and community-based support systems while promoting mental health awareness and stigma reduction.
4.	Develop practical skills to promote mental well-being in daily and professional life by enhancing emotional intelligence, communication, resilience, healthy lifestyle practices, and by creating and monitoring a personalized mental health and well-being plan.

### Learning Resources:

1.	A Guide to Mental Health & Psychiatric Nursing, R Sreevani, Jaypee Brothers Medical Publishers
2.	Textbook of Mental Health and Psychiatric Nursing, Bharat Pareek & Sandeep Arya, Vision Health Sciences Publishers
3.	Essentials of Mental Health Nursing, Deepika C Khakha and Sandhya Ghai, CBS Publishers
4.	Textbook of Mental Health and Psychiatric Nursing, Senthil Thirusangu, AITBS Publishers.

### Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Mental Health and Well Being	By Prof. Santanu Misra, Dr. Oyin Mibang, Dr. Aneesh T, Ms. Akanksha Awasthy, Ms. Charul Bhorla, Ms. Shreyasi Vashishta, Mr. Sunny Sharma, Ms. Rita Shukla, Mr. Ansuma Narzary, Ms. Amandip Saikia	IIT Kanpur
	<b>Course Link:</b> <a href="https://onlinecourses.nptel.ac.in/noc25_hs109/preview">https://onlinecourses.nptel.ac.in/noc25_hs109/preview</a>		
2	Basics of Mental Health and Clinical Psychiatry	Prof. Arijita Banerjee, Prof. Sumit Kumar	IIT Kharagpur
	<b>Course Link:</b> <a href="https://onlinecourses.nptel.ac.in/noc26_ge25/preview">https://onlinecourses.nptel.ac.in/noc26_ge25/preview</a>		