



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

स्वामी रामानंद तीर्थ
मराठवाडा विद्यापीठ, नांदेड

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वाणिज्य व व्यवस्थापन विद्याशाखे अंतर्गत
राष्ट्रीय शैक्षणिक धोरण २०२० नुसार
पदवी प्रथम वर्षाचे अभ्यासक्रम (Syllabus)
शैक्षणिक वर्ष २०२४-२५ पासून लागू
करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, विद्यापीठा अंतर्गत येणा-या सर्व संलग्नित महाविद्यालयामध्ये शैक्षणिक वर्ष २०२४-२५ पासून पदवीस्तरावर राष्ट्रीय शैक्षणिक धोरण -२०२० लागू करण्याच्या दृष्टीकोनातून वाणिज्य व व्यवस्थापन विद्याशाखे अंतर्गत येणा-या अभ्यासमंडळांनी तयार केलेल्या पदवी प्रथम वर्षाच्या अभ्यासक्रमांना वाणिज्य व व्यवस्थापन विद्याशाखेच्या शिफारसीनुसार मा. विद्यापरिषदेने दिनांक २९ ऑगस्ट २०२४ रोजी संपन्न झालेल्या बैठकीतील विषय क्रमांक ०३/६०-२०२४ च्या ठरावान्वये BBA I year अभ्यासक्रमास मान्यता प्रदान केली आहे. त्यानुसार BBA I year चा अभ्यासक्रम (Syllabus) लागू करण्यात येत आहे.

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.:शै-१ / एनइपी/पदवीवाणिज्यव्यवस्थापन/२०२४-२५/३२१

दिनांक २९.११.२०२४

प्रत : १) मा. आधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.

२) मा. संचालक, परीक्षा व मुल्यमापन मंडळ, प्रस्तुत विद्यापीठ.

३) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.

४) मा. संचालक, सर्व संकुले परिसर व उपपरिसर, प्रस्तुत विद्यापीठ

५) मा. प्राचार्य, न्यू मॉडल डिग्री कॉलेज हिंगोली.

६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ. याना देवून कळविण्यात येते की, सदर परिपत्रक संकेतस्थळावर प्रसिध्द करण्यात यावे.

C. J. J.

डॉ. सरिता लोसरवार

सहा.कुलसचिव

शैक्षणिक (१-अभ्यासमंडळ) विभाग

**Swami Ramanand Teerth
Marathwada University, Nanded**



**Curriculum Structure for
Four Year Under Graduate Program
in Management**

**Bachelor in Business
Administration
BBA / BBA (Honours) /
BBA (Honours with Research)**

**Under the Faculty of
Commerce & Management**

Academic Year 2024 – 2025

From Desk of Dean, Faculty of Commerce and Management

From Dean's Desk:

To meet the challenge of ensuring excellence in Commerce and Management education, the issue of quality needs to be addressed, debated and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education. The major emphasis of accreditation process is to measure the outcomes of the programme that is being accredited. In line with this, Faculty of Commerce and Management, SRTM University of Nanded has taken a lead in incorporating guidelines given by All India Council for Technical Education (AICTE).

Faculty of Commerce and Management, SRTM University, Nanded in one of its meetings unanimously accepted that, Model Curriculum prepared by Expert Committee constituted by the All-India Council for Technical Education (AICTE) for the Bachelor of Business Administration (BBA) and Bachelor of Management Studies (BMS) programs at the Undergraduate Level. In alignment with our continuous endeavour to enhance the quality of education in Our University, we embarked to implement the Model Curriculum for Bachelor of Business Administration (BBA). I am happy to state that, Board of studies has adhered to Model Curriculum constituted by the All-India Council for Technical Education (AICTE).

We are hopeful that this model curriculum will serve as a benchmark for management education in Our University and contribute significantly to the growth and development of the nation's future business leaders.

Prof. D M Khandare,
Dean, Faculty of Commerce and Management,
Swami Ramanand Teerth Marathwada University, Nanded

Chairman's Desk

Education is the movement which brings the students, people, and the whole society from darkness to light. Education is a natural melodious and enlightened development of man's instinctive supremacies. Education is the dynamic process which activates the inbuilt traits and develops the child according to the needy situation and time. Commerce and Management education is the platform for any common man to conduct the various business activities smoothly and progressively. Commerce and Management education is basically that form of instruction which directly and indirectly prepares the businessman for his work. Commerce and Management education is a living discipline and is totally different from other disciplines. Hence it must charter new routes to service the aspirations of the nation.

A Commerce and Management UG program must therefore have a mission statement which is in conformity with program objectives and program outcomes that are expected of the educational process. The outcomes of a program must be measurable and must be assessed regularly through proper feedback for improvement of the Program. There must be a quality assurance process in place within the Institute to make use of the feedback for improvement of the Program. The curriculum must be constantly refined and updated to ensure that the defined objectives and outcomes are achieved. Students must be encouraged to comment on the objectives and outcomes and the role play individual courses in achieving them. In line with this Faculty of Commerce and Management in Swami Ramanand Teerth Marathwada University – Nanded, We the chairmen of Board of Studies in 01) Accounts and Applied Statistics 02) Business Economics 03) Business Studies 04) Commercial and Mercantile Law 05) Management Science and Business Administration (Including NGO) Swami Ramanand Teerth Marathwada University - Nanded, happy to state here that, Program Objectives were finalized in a meeting where more than 60 members from different Institutes were attended, who were either Heads or their representatives of all five Board of Studies .The Program Objectives and Program Outcomes finalized are given.

Dr. R.S. Pawar - Chairman, BOS in Accounts and Applied Statistics

Dr. C.K. Harnawale- Chairman, BOS in Business Economics

Dr. P.T. Pawar- Chairman, BOS in Business Studies

Dr. D.S. Yadav- Chairman, BOS in Commercial and Mercantile Law

Dr. M.S. Rode - Chairman, BOS in Management Science & Business Administration (Incl. NGO)

Program Objectives

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. Learner to imagine their role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and also to be a responsible global citizen.
3. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
4. To nurture an ability to articulate a business environment with clarity and mindfulness.
5. Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
6. To conduct and demonstrate professional and ethical behaviour.
7. To develop as an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
8. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
9. To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment.

Program Outcomes

At the end of First Year: Under Graduate Certificate in Business Administration

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment
4. To identify a problem with the help of data and logical thinking

At the end of Second Year: Under Graduate Diploma in Business Administration

1. To describe the theoretical domain knowledge along with the managerial skills
2. To develop effective communication skills and logical thinking.
3. To learn and demonstrate professional conduct
4. To appreciate the importance of group work culture.
5. To develop an ability to innovate and creative thinking.

At the end of Third Year: Bachelor in Business Administration (BBA)

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyze Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behaviour.

At the fourth Year: Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts

and diversity management.

4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.

**GENERAL COURSE
STRUCTURE
&
CREDIT DISTRIBUTION**

GENERAL COURSE STRUCTURE & 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
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

Course Name: Bachelor in Business Administration, Bachelor in Business Administration (Honours) and 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 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) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

Minimum Eligibility Criteria :

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

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

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

SEMESTER WISE CREDIT DISTRIBUTION :

SEMESTER WISE CREDIT DISTRIBUTION OF PROPOSED BBA [BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH)] PROGRAM:

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
I	12	4	2	2	-	-	20
II	12	2	2	2	2	-	20
III	12	-	2	2	4	-	20
IV	16	-	-	2	2	-	20
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

Category- wise distribution*

Description	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
BBA	66	6	6	8	18	16	120
BBA (Honours)	70	6	10	8	30	36	160
BBA (Honours with Research)	98	6	6	8	18	24	160

3 Years BBA Program	Total Credits = 120
4 Years BBA (Honours) and BBA (Honours with Research)	Total Credits = 160

Note: Students can take extra credit course from their own department or from other department as per the Admitting Body / University norms.

INDUCTION PROGRAM

The Essence and Details of Induction program can also be understood from the 'Detailed Guide on Student Induction program', as available on AICTE Portal, (Link:<https://www.aicteindia.org/sites/default/files/Detailed%20Guide%20on%20Student%20Induction%20program.pdf>). For more, Refer **Appendix 3**.

Induction program (mandatory)	Three-week duration
Induction program for students to be offered right 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• Familiarization to Department/Branch & Innovations

Mandatory Visits/ Workshop/Expert Lectures:

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

For Summer Internship / Projects / Seminar etc.

1. Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	F ^R (Fail due to shortage of attendance and therefore, to repeat the course)

1. Internal Assessment (IA):

The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

At least 04 assignments covering entire syllabus must be given during the 'module wise assignments. The quizzes should be all students' centric and an attempt should be made to make quizzes more practical, interesting and innovative. Attendance of minimum 75% in all subjects recorded from time to time & Overall Class Performance of the student must be considered for 10 marks.

Internal Assessment for Papers with 4 Credits is as follows:

Sr. No	Particulars	Marks
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment	10 Marks
3	Quizzes	10 Marks
4	Attendance & Class Performance	10 Marks
	Total	50 Marks

Internal Assessment for Papers with 2 Credits is as follows:

Sr. No	Particulars	Marks
1	Mid Semester Test – Three (two best out of three)	20 Marks
2	Assignment	05 Marks
	Total	25 Marks

2. University Assessment (UA):

1. Question paper will comprise of 6 questions, each carrying 10 marks. The students need to solve total 5 questions.
2. Question No.1 shall be compulsory based on Entire Syllabus & shall have total 8 short answer questions carrying 2 Marks each, out of which solve any 5 short notes (5 x 2 = 10 Marks)
3. Question No. 2 to Question No. 5 will be Broad Questions of 10 Marks each, out of which solve any Three Questions (10 x 3 = 30 Marks)
4. Question No. 6 will be Compulsory Case Study / Numerical Based on Entire Syllabus / All Modules (10 Marks)

Depending upon the nature of subject, the Questions may Be Conceptual/ Numerical/ Applied/ Case Study etc.

The university rules shall be followed when admitting students into the next higher semester for BBA. However, ATKT Rules will be applicable as per University Norms or the AICTE Model syllabus.

Sample Paper Pattern for 50 Marks Examination: -

Q.1	Short Notes Based on Entire Syllabus / All Modules (Compulsory)	10 Marks
Q.2	Based on Entire Syllabus / All Modules	10 Marks
Q.3	Based on Entire Syllabus / All Modules	10 Marks
Q.4	Based on Entire Syllabus / All Modules	10 Marks
Q.5	Based on Entire Syllabus / All Modules	10 Marks
Q.6	Case Study / Numerical Based on Entire Syllabus / All Modules (Compulsory)	10 Marks

Minimum Marks for Passing in for 50 Mark Papers shall be:

1. Internal Assessment (IA):	40% (20 Marks)
2. University Assessment (UA):	40% (20 Marks)

Sample Paper Pattern for 25 Marks Examination: -

Q.1	Short Notes Based on Entire Syllabus / All Modules (Compulsory)	10 Marks
Q.2	Based on Entire Syllabus / All Modules	10 Marks
Q.3	Based on Entire Syllabus / All Modules	10 Marks
Q.4	Case Study / Numerical Based on Entire Syllabus / All Modules (Compulsory)	05 Marks

Minimum Marks for Passing in for 25 Mark Papers shall be:

1. Internal Assessment (IA):	40% (10 Marks)
2. University Assessment (UA):	40% (10 Marks)

Semester wise Structure and Curriculum for UG Course in BBA

SEMESTER - I						
S. No.	Course Code	Course Title	IA	UA	Total	Credit
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)						
1	CMBBACC101	Principles and Practices of Management	50	50	100	4
2	CMBBAAEC101	Business Communication-I	25	25	50	2
3	CMBBACC102	Financial accounting	50	50	100	4
4	CMBBACC103	Business Statistics and Logic	50	50	100	4
5	CMBBAAEC102	General English	25	25	50	2
6	CMBBAMDE101	Indian Knowledge System ^	25	25	50	2
7	CMBBAVAC101	Environmental Science & sustainability	25	25	50	2
8	CMBBAAEC103	Additional Course - Indian or Foreign Language 1-1-0)) [optional course] *	-	-	-	-
TOTAL			250	250	500	20

Note: ^ Indian Knowledge System: Indian Culture and Civilization Indian Vision for Human Society Indian Science Indian Town Planning and Architecture Indian Mathematics & Astronomy Indian Aesthetics Indian Health, Wellness

*Indian Languages: Sanskrit/Hindi/All Regional languages
Foreign Languages: Spanish/German/French/Korean/Mandarin

SEMESTER II						
S. No.	Course Code	Course Title	IA	UA	Total	Credit
1	CMBBACC201	Human Behaviour and Organization	50	50	100	4
2	CMBBACC202	Marketing Management	50	50	100	4
3	CMBBACC203	Business Economics	50	50	100	4
4	CMBBASEC201	Emerging Technologies and application	25	25	50	2
5	CMBBAMDE201	Media Literacy and Critical Thinking	25	25	50	2
6	CMBBAVAC201	Indian Constitution	25	25	50	2
7	CMBBAAEC201	Business Communication-II	25	25	50	2
8	CMBBAAEC202	Additional Course - Indian or Foreign Language (1-1-0)) [optional course] *	-	-	-	-
TOTAL			250	250	500	20

Note: *Indian Languages: Sanskrit/Hindi/All Regional languages
Foreign Languages: Spanish/German/French/Korean/Mandarin

Semester wise Structure and Curriculum for UG Course in BBA

SEMESTER - I

S. No.	Course Code	Course Title	L	T	P	Credit
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)						
1	CMBBACC101	Principles and Practices of Management	3	1	0	4
2	CMBBAAEC101	Business Communication-I	1	1	0	2
3	CMBBACC102	Financial accounting	3	1	0	4
4	CMBBACC103	Business Statistics and Logic	3	1	0	4
5	CMBBAAEC102	General English	1	1	0	2
6	CMBBAMDE101	Indian Knowledge System ^	2	0	0	2
7	CMBBAVAC101	Environmental Science & sustainability	2	0	0	2
8	CMBBAAEC103	Additional Course - Indian or Foreign Language 1-1-0)) [optional course]*	1	1	0	0*
TOTAL						20

Note: ^ Indian Knowledge System: Indian Culture and Civilization Indian Vision for Human Society Indian Science Indian Town Planning and Architecture Indian Mathematics and Astronomy Indian Aesthetics Indian Health, Wellness

*Indian Languages: Sanskrit/Hindi/All Regional languages

Foreign Languages: Spanish/German/French/Korean/Mandarin

SEMESTER II

S. No.	Course Code	Course Title	L	T	P	Credit
1	CMBBACC201	Human Behaviour and Organization	3	1	0	4
2	CMBBACC202	Marketing Management	3	1	0	4
3	CMBBACC203	Business Economics	3	1	0	4
4	CMBBASEC201	Emerging Technologies and application	1	0	2	2
5	CMBBAMDE201	Media Literacy and Critical Thinking	1	1	0	2
6	CMBBAVAC201	Indian Constitution	2	0	0	2
7	CMBBAAEC201	Business Communication-II	1	1	0	2
8	CMBBAAEC202	Additional Course - Indian or Foreign Language (1-1-0)) [optional course] *	1	1	0	0*
TOTAL						20

After Year 1, Students are advised to take Social Responsibility & Community Engagement - encompassing Community Engagement with an NGO in the vacation time.

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

Exit Criteria after First Year of BBA Programme

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

Re-entry Criteria in to Second Year (Third Semester)

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in 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

S. No.	Course Code	Course Title	L	T	P	Credit
1	CMBBACC301	Cost and Management Accounting	3	1	0	4
2	CMBBACC302	Legal and Ethical issues in business	3	1	0	4
3	CMBBACC303	Human Resource Management	3	1	0	4
4	CMBBAMDE301	Indian Systems of Health and Wellness	1	1	0	2
5	CMBBASEC301	Management Information System (MIS)	2	0	4	4
6	CMBBAVAC301	Yoga / Sports /NCC/NSS/ Disaster Management	0	0	4	2
TOTAL						20

SEMESTER IV

S. No.	Course Code	Course Title	L	T	P	Credit
1	CMBBACC401	Entrepreneurship and Startup Ecosystem	1	1	0	2
2	CMBBACC402	Operations Management	3	1	0	4
3	CMBBACC403	Financial Management	3	1	0	4
4	CMBBACC404	Business Research methodology	3	1	0	4
5	CMBBAVAC401	Business environment & public policy [2-0-0] or Enterprise System and platforms [0-1-2] or Geo Politics and impact on business [2-0-0] or Public Health and management [2-0-0]	1	1	0	2
6	CMBBACC405	International Business	2	0	0	2
7	CMBBASEC401	Design Thinking and Innovation	1	1	0	2
TOTAL						20

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 Second year.

Exit Criteria after Second Year of BBA Programme

The students shall have an option to exit after 2nd year of Business Administration Program and will be awarded with a **UG Diploma in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during 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 in to Third Year (Fifth Semester)

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

SEMESTER V

S. No.	Course Code	Course Title	L	T	P	Credit
1	CMBBACC501	Strategic Management	3	1	0	4
2	CMBBACC502	Logistics and Supply Chain Management	3	1	0	4
3	CMBBADSE- I	Discipline Specific Electives - I	2	2	0	4
4	CMBBADSE- II	Discipline Specific Electives - II	2	2	0	4
5	CMBBASEC501	Internship/capstone Project (refer Appendix -4)	-	-	-	4
6	CMBBASEC502	Major Project [evaluation in sixth semester (refer Appendix -5)	-	-	-	0
7	CMBBADSE*	Discipline Specific Elective (Audit Course)	3	1	0	0
TOTAL						20

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

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 student.

SEMESTER VI

S. No.	Course Code	Course Title	L	T	P	Credit
1	CMBBACC601	Project Management	3	1	0	4
2	CMBBACC602	Business Taxation	2	0	0	2
3	CMBBADSE- III	Discipline Specific Electives - III	2	2	0	4
4	CMBBADSE- IV	Discipline Specific Electives - IV	2	2	0	4
5	CMBBASEC601	Corporate Governance	2	0	0	2
6	CMBBASEC602	Major Project [Initiated in 5 th Semester] (refer Appendix -5)	-	-	-	4
7	CMBBADSEX* [*]	Discipline Specific Elective (Audit Course)	3	1	0	0
TOTAL						20

Note: 1) Discipline Elective in Finance/ Marketing/ HR/Business Analytics/

Family Business/Entrepreneurship/ Sports /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 Third year.

Exit Criteria after Third Year of BBA Programme

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

Re-entry Criteria in to Fourth Year (Seventh Semester)

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

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

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

SEMESTER VII - (BBA (Honours))

S. No.	Course Code	Course Title	L	T	P	Credit
1	CMBBAOE701	AI for Business; Diversity, Equity and Inclusion; Digital Ethnography and Online Communities	3	1	0	4
2	CMBBACC701	Entrepreneurial Leadership	2	2	0	4
3	CMBBADSE- V	Discipline Specific Electives - V	2	2	0	4
4	CMBBADSE- VI	Discipline Specific Electives - VI	2	2	0	4
5	CMBBASEC701	Dissertation work [evaluation in Eight semester]	-	-	-	-
6	CMBBASEC702	Summer Internship -II (refer Appendix -6.1)	-	-	-	4
TOTAL						20

L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University

SEMESTER VIII - (BBA (Honours))

S. No.	Course Code	Course Title	L	T	P	Credit
1	CMBBADSE-VII	Discipline Specific Electives - VII	3	1	0	4
2	CMBBADSE-VIII	Discipline Specific Electives - VIII	3	1	0	4
3	CMBBADSE-IX	Discipline Specific Electives - IX	3	1	0	4
4	CMBBASEC801	Dissertation work [Started in Seventh semester]	-	-	-	8
TOTAL						20

Note: L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University

SEMESTER VII - (BBA - (Honours with Research))

S. No.	Course Code	Course Title	L	T	P	Credit
1	CMBBACC701	Advanced Data Analysis Tools	2	0	4	4
2	CMBBACC702	Advanced Research Methodology	2	0	4	4
3	CMBBASEC70 1	Research Internship Report and Viva -Voce (refer Appendix -6.2)	-	-	-	4
4	CMBBADSE-X	Discipline Specific Electives - X	2	2	0	4
5	CMBBADSE-XI	Discipline Specific Electives - XI	2	2	0	4
TOTAL						20

Note: L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University

SEMESTER VIII- (BBA -(Honours with Research))

S. No.	Course Code	Course Title	L	T	P	Credit
1	CMBBASEC80 1	Dissertation (For Research Track)* (refer Appendix -7)	-	-	-	20
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*The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program.

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

List of Discipline Specific Elective [It's indicative, University / Institute can add as per the requirements]

S. No.	Finance	Marketing	Human Resource Management	Business Analytics	International Business	Supply chain Management
001	International Financial Management	Consumer Behaviour	HRD -Systems & Strategies	Data Analytics using R /Python	International Trade Policy & Strategy	Operations Strategy
002	Banking and Insurance	Sales Marketing	Change Management and Organizational Development	Data Visualization using tableau / PowerBI	Global Business Environment	Management Decision Models
003	Financial Markets Products and Services	Retail Marketing	Training & Development	Marketing Analytics	Transnational & Cross cultural Marketing	Quality Management and Business Process Improvement
004	Investment Analysis & Portfolio Management	Marketing of Services	Performance & Compensation Management	Finance Analytics	International Supply Chain Mgmt	International Supply Chain
005	Business Analysis & Valuation	Digital Marketing	Negotiation Skills	HR Analytics	International Accounting & Reporting System	Project Management
006	Financial Planning	Supply- Chain Management	Cross Culture HRM	Social Media & Web Analytics	International Ventures, Mergers & Acquisitions	Supply Chain Analytics
007	Behavioral Finance (Neuro Finance)	International Marketing	HR Analytics		EXIM Policy and documentation	Inventory Management
008	Financial Derivatives	Rural Marketing	Team Building in the organizations			Logistics & Distribution Management
009	Strategic Corporate Finance	Neuro-Marketing	Behavioral testing and training for employee retention.			
010	Financial Modelling	B2B Marketing	Talent acquisition and management			
011	Financial Analytics	Integrated Marketing Communication	Compensation management			
012	Direct Tax		Employee Life Cycle Managemnt			
013	Sustainable Finance		Coaching & Mentoring			

SEMESTER - I

SEMESTER - I

Principles and Practices of Management

CMBBACC101	Principles and Practices of Management	4L:0T:0P	4 Credits
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Course Description:

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

Course Objectives:

1. To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyze the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership.

Course Content:

Unit 1: Introduction to Management

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling

Unit 2: Planning, Organizing and Staffing

Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decisionmaking- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility - Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing - Process of selection and recruitment

Unit 3: Leading, Directing and Controlling

Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and

practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

Unit 4: Strategic Management, Ethics and Social Responsibility

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

Text Books (Latest Editions):

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business- And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

1. *Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra* | F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG | <https://hbsp.harvard.edu/product/308079-PDF-ENG> ?
2. *ATH Technologies* by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. Article review and discussion:
Application of Ancient Indian Philosophy in Modern Management (http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
4. *Review of Lincoln Electric Co.* by Norman Berg.
5. *Review of Hawthorne case.*
6. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG>?
7. *Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbai Hardikar* | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG |

<https://hbsp.harvard.edu/product/A00135-PDF-ENG?>

8. *Forest Essentials: Demystifying India's Luxury Ayurveda Brand* | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG
[https://hbsp.harvard.edu/product/W28410-PDF-ENG ?](https://hbsp.harvard.edu/product/W28410-PDF-ENG?)
9. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG |
<https://hbsp.harvard.edu/product/W36939-PDF-ENG?>
10. *How Do Great Leaders Overcome Adversity?* By Mayo (2024) <https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>
11. *Leadership principles from Hindu scriptures*
(<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
12. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | <https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?>
13. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing | W88C34-PDF-ENG |
<https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>
<http://www.ibscdc.org/Case Studies/Leadership/Leadership%2C Organizational Change and CEOs/LDS0028.htm>

Course Outcomes:

1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts
3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

CMBBAAEC101	Business Communication-I	1L:1T:0P	2 Credits
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Course Description:

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

Course Objectives:

1. To understand the concept, process, and importance of Business Communication.
2. To help students in understanding the basic principles and techniques of business communication.
3. To train students to acquire and master written communication for the corporate world.
4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.

Course Content:

Unit 1: Introduction to Communication in Organizations

Introduction to Business Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.

Unit 2: Written Communication

Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

Unit 3 - Interpersonal Communication

Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Powerpoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)

Unit 4 - Digital Communication

Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills - email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship -digital etiquettes & responsibilities; introduction to personal and organizational websites.

Text Books (Latest Editions):

1. AICTE's Prescribed - Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.

References:

1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing. <https://hbr.org/2021/07/the-science-of-strong-business-writing>

Reflective Exercises and Cases:

1. Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
2. Preparing on curriculum vitae/resume and cover letter
3. Reading of annual reports
4. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press | BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>
5. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press | BEP334-PDF-ENG | <https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
6. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG | <https://hbsp.harvard.edu/product/416046-PDF-ENG?>
7. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff <https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
8. Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch

Course Outcomes:

1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.
2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
4. Able to present in front of audience with confidence and expertise.

CMBBACC102	Financial Accounting	4L:0T:0P	4 Credits
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Course Description:

This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

Course Objectives:

1. To provide an understanding of application of various principles and practice of Accounting.
2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
3. To apply the knowledge of systematic maintenance of books of accounts to real life business.
4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.

Course Content:

Unit- I: Introduction to Accounting, Accounting system and process

Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue-expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit - II: Recording transactions and Trial balance

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

Unit - III: Final Accounts

Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts

Unit - IV: Company Final Accounts

Introduction to company - kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of

Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).

Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

Text Books (Latest Editions):

1. Jain S.P.,& Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: www.ifac.org
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
8. IFRS sustainability standards: www.ifrs.org
- 9.

Suggested Cases

1. Smokey Valley Cafe
2. Irrigation Equipment's Limited
3. Monarch Trading Company

Course Outcomes:

On having completed this course student should be able to:

1. Identify the application of various principles and practice of Accounting in preparation of accounting statements.
2. Demonstrate the knowledge on the process of accounting cycle.
3. Apply the knowledge of systematic maintenance of books of accounts to real life business.
4. Estimate Annual Financial statements of Sole proprietorship and Company form of business.

CMBBACC103	Business Statistics and Logic	3L:1T:0P	4 Credits
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Course Description:

Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics and Logic has been introduced as part of BBA programs.

Business Statistics helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.

Course Objectives:

1. To establish importance of logical reasoning in human inquiry.
2. To demonstrate data handling skills and summarize data with clarity.
3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario.
4. To understand business problems and make decisions using appropriate statistical models and explain trends
5. To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.

Pedagogy: This course could be dealt using multiple pedagogies like interactive lecture, students' discussions, case studies and experiential learning.

Unit - I: Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis

Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation.

Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.

Unit - II: Correlation and Regression

Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines -x on y, y on x, regression equations and regression coefficients. meaning,

Unit - III: Probability and Probability distributions

Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions - binomial, poisson and normal distributions, expected value.

Unit-IV: Introduction to Logic

Number series, coding decoding and odd man out series, direction sense test, seating arrangements - linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.

Practical Component:

Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air quality index in various months in various cities, stock prices etc. using EXCEL and make their interpretations. Students may make short presentations of their analysis to add to the learning experience.

Readings:

Textbooks (Latest Editions):

1. Levin R. I.& Rubin D. S. *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi. *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta. *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta. *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma, Gupta, *The Practice of Business Statistics*, Khanna Publishing House.
6. Sharma J.K. *Business Statistics*, Vikas Publishing House

Reference Research Paper:

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665.

Course Learning Outcomes:

On having completed this course student should be able to:

1. Demonstrate data handling skills with clarity and logical reasoning.
2. Outline the relevant concepts of Statistics to a given context/business scenario
3. Organize business data and conduct statistical treatment.
4. Evaluate and interpret data using appropriate statistical techniques.
5. Explain data trends using appropriate statistical models.

CMBBAAEC102	General English - I	1L:1T:0P	2 Credits
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Course Objective:

1. To provide learning environment to practice listening, speaking, reading and writing skills.
2. To assist the students to carry on the tasks and activities through guided instructions and materials.
3. To effectively integrate English language learning with employability skills and training.
4. To provide hands-on experience through case-studies, mini-projects, group and individual presentations.

Course Content:

Unit- I: Vocabulary Building

The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.

Unit-II: Basic Writing Skills

Sentence Structures, Use of phrases & clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely

Unit- III: Identifying Common Errors in Writing

Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies

Unit- IV: Nature and Style of sensible Writing

Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Writing Practices, Comprehension, Precis Writing, Essay Writing

Unit-V: Oral Communication (This Module involves interactive practice sessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations

Unit- VI: Oral Communication (This Module involves interactive practice sessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace,

Interviews, Formal Presentations

Text/Reference Books (Latest Editions):

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.,
2. Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing,
3. Practical English Usage. Michael Swan. OUP.
4. Remedial English Grammar. F.T. Wood. Macmillan.
5. On Writing Well. William Zinsser. Harper Resource Book.
6. Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press.
7. Communication Skills. Sanjay Kumar and PushpLata. Oxford University Press.
8. Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press.

Alternative NPTEL/SWAYAM Course:

S.No.	NPTEL/SWAYAM Course Name	Instructor	Host Institute
1	English language for competitive exams	Prof. Aysha Iqbal	IIT MADRAS
2	Technical English for engineers	Prof. Aysha Iqbal	IIT MADRAS

Course Outcomes: The student will acquire basic proficiency in English including reading and listening comprehension, writing and speaking skills

CMBBAMDE101	Indian Knowledge System	2L:0T:0P	2 Credits
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***For Detailed Course Refer APPENDIX – 2**

CMBBAVAC101	Environmental Science and Sustainability	2L:0T:0P	2 Credits
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Course description:

This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. The course content is divided into four comprehensive units. Unit 1 introduces basic environmental principles, the man-environment relationship, and sustainability issues. Unit 2 focuses on ecosystems, biodiversity, and sustainable practices. Unit 3 addresses environmental pollution, waste management, and sustainable development strategies. Finally, Unit 4 explores social issues, environmental legislation, and practical applications through hands-on fieldwork. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.

Course Objective(s):

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.
2. This course will equip students to make decisions that consider environmental consequences.
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

Course Content:

Unit 1: Understanding Environment, Natural Resources, and Sustainability

Fundamental environmental concepts & their relevance to business operations; Components & segments of the environment, man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, & strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation & equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.

Unit 2: Ecosystems, Biodiversity, and Sustainable Practices

Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.

Unit 3: Environmental Pollution, Waste Management, and Sustainable Development

Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

Unit 4: Social Issues, Legislation, and Practical Applications

Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

Readings:

Text Books (Latest Editions):

- Poonia, M.P. *Environmental Studies*, Khanna Book Publishing Co.
- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S. S. *Text Book of Environmental Studies*. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. *Environmental studies: from crisis to cure*, Oxford University Press.
- Miller, G.T. & Spoolman S. *Living in the Environment*. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of environmental studies*. Cambridge University Press.
- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books.
- Pritwani, KS. *sustainability of business in the context of environmental management*. CRC Press.
- Wright, R.T. & Boorse, D.F. *Environmental Science: Toward A Sustainable Future* (13th ed.). Pearson.

References

Web links:

- <https://www.ourplanet.com>
- <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
- www.myfootprint.org
- <https://www.globalchange.umich.edu/globalchange1/current/lectures/king/ecosystem/ecosystem.html>

Course Outcome(s):

1. Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socioeconomic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerial actions.
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

CMBBAAEC10 3	Additional Course - Indian or Foreign Language 1-1-0)) [optional course] *	2L:0T:0P	0 Credits
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*** Refer NPTEL/SWAYAM Course for Indian or Foreign Language**

SEMESTER -II

SEMESTER -II

CMBBACC201	Human Behaviour and Organization	4L:0T:0P	4 Credits
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Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications

Course Objectives:

1. To develop basic understanding of the concept of human behavior and organization.
2. To highlight the importance of OB in modern organizations.
3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
4. To critically evaluate leadership styles and strategies.

Course Content:

Unit 1: Introduction to Human Behavior and Organization

Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models

Unit 2: Individual Behavior

Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values.

Motivation - Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).

Unit 3: Group & Team Behaviour

Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.

Unit 4: Leadership & Power

Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.

Organizational Culture : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.

Readings:

Text Books (Latest Editions):

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hill Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior -Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behavior-Himalaya Publishing House, Mumbai, 18th Edition.

Reflective Exercises and supplementary readings:

Unit 1

1. Personality assessment through a questionnaire (MBTI/16PF etc.)
2. Personality assessment through Indian scriptures.
3. Review Literature of the book "Personality Development" by Swami Vivekananda by Exotic India Art.
4. Translating Swami Vivekananda into Management Practice
5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Unit 2

1. Assess the ways of self-directed Learning.

Unit 3

2. Watch the movie "Ruka hua Faisla"/12 Angry Men on group decisionmaking.
3. Reflective essay on group behaviour on "Draupadi Cheer Haran"
4. Identify a firm and analyze how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.
5. Understanding Belbin Individual Team Roles
<https://belbin.scpt/wp-content/uploads/2022/08/Belbin-8-SPI-Repprt-Sample.pdf>.

Unit 4

1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana.
2. HBR, 2022: *How Great Leaders Communicate*. (<https://hbr.org/2022/11/how-great-leaders-communicate>)
[https://www.researchgate.net/publication/340607402 LEADERSHIP AND INNOVATION AT APPLE INC](https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC)

Unit 5

1. Practice stress management techniques
2. *Leading strategic and organizational change at Tata Steel: the role of culture* <https://www.cambridge.org/core/books/abs/leading-strategic-change/leading-strategic-and-organizational-change-at-tata-steel-the-role-of-culture/AEBA5AF709A6E343>

Learning Outcomes:

After completing this Course Students will be able to:

1. Describe individual and group behavior in organizational settings.
2. Demonstrate theoretical knowledge of human behavior in human life setting in management.
3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.
4. Formulate a more productive system and high-performance work culture operating on the principles of OB.

CMBBACC202	Marketing Management	4L:0T:0P	4 Credits
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Course Description:

Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

Course Objective(s):

1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives
3. It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

Course Content:

Unit 1:

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)

Unit 2:

Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer

Unit 3:

Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach - Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.

Promotion Decisions: Factors determining promotion mix, Promotional Tools - Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.

Unit 4:

Marketing of Services: unique characteristics of services, marketing strategies for service firms - 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Readings:

Text Books (Latest Editions):

1. Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | *Marketing Management*. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6th edition). Sage Publications India Pvt. Ltd.
6. Sheth, J. N., & Sisodia, R. S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.
7. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.
8. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7th edition). Pearson Higher Education.
9. Biswas A. K. *Strategic Market Management: Managing Markets for profit and growth* Notion Press.
10. Schmitt, B. *Experiential marketing*. Bilbao: Deusto.
11. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation*. Harvard Business Review Press.
12. Treacy, M., and Wiersema, F. *The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market*. Basic Books.
13. Treacy, M. *Double-digit Growth: How Great Companies Achieve It--No Matter what?* Penguin.
14. Capon, N. *The marketing mavens*. Crown Business.
15. Levitt T. *Marketing Myopia*.
16. Hamel & Prahalad *Competing for the Future*
17. Peter Doyle : *Value-Based Marketing*
18. Forsyth, Gupta, Haldar : *A Segmentation You Can Act on*.
19. Daniel Yankelovich and David Meer (HBS) : *Rediscovering Market Segmentation*

20. C. K. Prahalad : The Fortune at the Bottom of the Pyramid
21. Al Ries & Jack Trout : Positioning: The battle for your mind

Course Outcome(s):

1. Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
2. Recognize various elements marketing mix for effective functioning of an organization.
3. Critically analyze an organization's marketing strategies.
4. Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.
5. Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.

CMBBACC203	Business Economics	4L:0T:0P	4 Credits
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Course Objective:

Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

- It equips students with fundamental concepts of microeconomics.
- Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.
- It fosters critical thinking by analyzing real-world case studies, enabling students to propose innovative solutions to business problems.
- A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts
- seeking to thrive in today's dynamic and interconnected business landscape.

Course Content:

Unit-1: Fundamentals and Basic elements of Microeconomics

- The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.
- Scope of Study and Central Problems of Micro and Macroeconomics
- Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.
- Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.

Unit-2: Producer And Consumer Behavior

- Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium.
- Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.
- Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of EquiMarginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.

Unit-3: Analysis of Market

- Concept of Market and Main Forms of Market.
- Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.

Unit-4: National Income and Various Indian Economy Challenges

- Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.
- A Brief Introduction of Indian Economy - Pre-and Post-Independence.
- Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic
- Business Environment, Trade with Various Nations, Sustainable Economic Development.

Readings:

Text Books (Latest Editions):

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory
4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economics
6. J. Shapiro: Macro Economic Theory and Policy
7. W.H. Bransin: Macro-Economic Analysis
8. M.L. Jhingan: Macro-Economic Theory and Policy
9. M.C. Vaishya: Macro-Economic Theory
10. Sunil Bhaduri: Macro Economic Analysis
11. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
12. Samuelson & William D. Nordhaus: Economics; McGraw Hills.
13. A.N. Agarwal: Indian Economy.
14. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi.
15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.
16. D.M. Mithani: Macro Economics; Himalaya Publishing House.
17. Macroeconomics" by N. Gregory Mankiw
18. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez
19. Macroeconomics" by Olivier Blanchard

References

Pedagogy and Teachings Method (Teacher should use the following strategies to achieve various outcomes of the course):

- Different methods of teaching and media to be used to attain classroom attention.
- Massive open online courses (MOOCs) may be used to teach various topics/sub topics.
- 15-20% of the topics which are relatively simpler of descriptive in nature should be given to the students for self-learning and assess the development of competency through classroom presentations.

- Micro-projects may be given to group of students for hand-on experiences.
- Encouraging students to visit to sites such as local or seasonal markets and research establishment around the institution.

Course outcomes:

At the end of the course students will be able to:

1. Understand basic concepts of microeconomics and solve the problem of reallocation and
distribution of the scarce resources.
2. To analyze the form and nature of the market and their pricing strategies.
3. Understand the calculation of national income and true measure for increasing economic welfare.
4. Understand various challenges associated with the Indian economy and help to balance the economy

CMBBASEC201	Emerging Technologies and Applications	1L:0T:2P	2 Credits
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Course Objective:

- To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
- To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

Contents:

Unit-1: Cloud Computing

Cloud service models (IaaS, PaaS, SaaS) - Deployment models (public, private, hybrid) - Cloud-based enterprise solutions - Cost-benefit analysis and scalability - Security and Governance - Data security and compliance in the cloud - Cloud governance frameworks

Unit-2: Internet of Things (IoT) & Industry 4.0

Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure - Industrial IoT and manufacturing - IoT data processing and storage - Real-time analytics and decision-making - Concept of Industry 4.0 - Automation and smart manufacturing - Cyber-physical systems and digital twins - Robotics and advanced manufacturing technologies - Impact on Business Models - Transformation of production and supply chains - Business process optimization

Unit-3: Block chain Technology

Fundamentals of Block chain - Decentralization and distributed ledger - Cryptography and consensus mechanisms - Smart contracts - Financial services and digital identity - Challenges and Opportunities - Security and privacy issues - Regulatory and compliance considerations

Unit-4: Augmented Reality (AR) and Virtual Reality (VR)

Introduction to AR/VR - Key concepts and differences between AR and VR - Historical development and current state - AR/VR applications in marketing and customer experience - Training and development through immersive technologies - Challenges and Opportunities - Technological limitations and advancements - Integration with existing business processes.

Practical (Suggestive List):

- Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.
- Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications.

Readings:

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

Readings:

- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17-26. <https://doi.org/10.1080/10400435.2021.1945704>
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019, 103834, <https://doi.org/10.1016/j.respol.2019.103834>.
- Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", *Organization Management Journal*, Vol. 19 No. 3, pp. 8898. <https://doi.org/10.1108/OMJ-10-2020-1063>

Case Studies

1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, <https://hbsp.harvard.edu/product/IMB889-PDF-ENG?Ntt=emerging%20technologies>
2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, <https://hbsp.harvard.edu/product/W14007-PDF-ENG?Ntt=emerging%20technologies>

Course Outcomes:

1. Students will **understand** foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.

2. Students will **analyze** the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
3. Students will **evaluate** the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
4. Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.

CMBBAMDE201	Media Literacy and Critical Thinking	1L:1T:0P	2 Credits
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This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

Course Objective(s):

1. Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
2. Foster media literacy principles for navigating digital media landscapes and evaluating credibility.
3. Explore media production dynamics and ownership structures in the Indian context.
4. Address ethical and regulatory considerations in media practices.
5. Enhance digital media literacy for responsible online engagement and combating misinformation.

Course Content:

Unit 1: Foundations of Media Literacy and Critical Thinking

Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

Unit 2: Deconstructing Media Texts

Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

Unit 3: Media Consumption and Production Dynamics

Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns

Unit 4: Ethics, Regulation, and Digital Media Literacy

Ethical & regulatory considerations inherent in media practices & the evolving landscape of digital media literacy. Ethical principles in media, regulatory framework governing media content, role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, promoting digital citizenship.

Text Books (Latest Editions):

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.
11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change (30th anniversary ed.) Simon & Schuster.

Course Outcome(s):

1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.
2. Apply media literacy principles to make informed decisions about media consumption and production.
3. Understand the complexities of media production, distribution, and audience behavior.
4. Adhere to ethical standards in media content creation and consumption.
5. Promote responsible digital citizenship by navigating online information critically and combating misinformation.

CMBBAVAC201	Indian Constitution	2L:0T:0P	2 Credits
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Course Description:

This course offers a unique perspective on the Constitution of India, focusing on its economic dimensions and impact on business. It delves into the historical and ideological underpinnings of the Constitution as an economic document, tracing its evolution from post-colonial economic governance to contemporary debates. Students explore constitutional battles over land reforms, economic liberalization, and fiscal federalism, gaining insights into competing economic ideologies and interests. Through case studies and legal analysis, they examine fundamental rights related to business, fiscal federalism, and constitutional issues shaping India's economic landscape.

By the end of the course, students will develop a nuanced understanding of the Constitution's role in shaping economic policies and its implications for business practices, equipping them with valuable insights for careers in business management and policy advocacy.

Course Objective(s):

1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.
2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.
3. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.
4. Explore the legal history of competing claims between economic development and principles of equity and justice in India.
5. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts.
6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.

Course Content:

Unit 1: An Economic History of the Constitution of India

Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice

Unit 2: Fundamental Rights and Business in India

Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.

Unit 3: Fiscal Federalism

Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.

Unit 4: Constitutional battles that shaped the economy

This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies

Readings:

References:

- The Oxford Handbook of the Indian Constitution, Oxford university press.

Cases

- Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
- State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
- Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
- Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
- Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
- T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79
- Harman Singh v. RTA, Calcutta, AIR 1954 SC 190
- Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224
- State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699
- Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801
- State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874,
- G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375
- Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406

Course Outcome(s):

1. Students of the BBA programme get equipped with a knowledge of the Indian Constitution, particularly from the perspective of economic governance and business
2. They begin to develop a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business &
3. Developing a sense of how questions of economic growth have to be balanced with other constitutional commitments, including social and economic justice.

CMBBAAEC201	Business Communication-II	1L:1T:0P	2 Credits
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Course Description:

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective written and oral communication skills in students. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

Course Objectives:

1. To understand the concept, process, and importance of business communication with a strategic imperative.
2. To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills
3. To train students to acquire and master intra and interorganizational communication
4. To train students for communicating effectively for the purpose of gaining employment.

Course Content:

Unit 1: Written communication: intra organizational/ departmental/ workplace communication

Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations; Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting; Corporate Communication- channels of corporate communication, target segments of corporate communication, types of corporate communication; Managing Crisis Communication; Managing communication during change; Culture as communication

Unit 2: Oral Communication, Professionalism and team work

Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast. Constructing Oral Report; Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

Unit 3: Negotiation Skills and Cross-Cultural Communication

Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation; Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture; Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

Unit 4: Contemporary Communication

Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills - email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship - digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts.

Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.

Readings:

Text Books (Latest Edition):

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L. et al., Business Communication Today, Pearson.

References:

1. Culture as Communication (2001) by Stever Robbins
<https://hbsp.harvard.edu/product/C0108A-HCB-ENG>
2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen
| Business Expert Press | BEP336-PDF-ENG |
<https://hbsp.harvard.edu/product/BEP336-PDF-ENG>

Suggested Exercise and cases:

1. Negotiation exercise as vendor/seller
2. Analyzing verbal and non-verbal aspects of speeches of great leaders and orators.
3. Delivering Effective Presentations using presentation tools/software and use of infographics.
4. Cases on business communication
5. Summarizing Annual Report of a Company.
6. Preparing elevator pitch
7. Preparing curriculum vitae/resume/letter
8. Communicating Effectively in Group Discussion and personal interviews

9. How to Communicate Organizational Change (2020) by Angela Fisher Ricks
a. <https://online.hbs.edu/blog/post/how-to-communicate-organizational-change>
10. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press | BEP334-PDF-ENG | <https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
11. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG | <https://hbsp.harvard.edu/product/416046-PDF-ENG?>
12. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff a. <https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
13. Group Communication and Decision-Making Simulation: Wildfire Mitigation | Matthew Koschmann | FO0001-HTML-ENG | <https://hbsp.harvard.edu/product/FO0001-HTML-ENG>
14. Three Rules for Communicating During a Crisis | Nancy Koehn | 5238AV-AVO-ENG | <https://hbsp.harvard.edu/product/5238AV-AVO-ENG>
<https://hbsp.harvard.edu/product/5238AV-AVO-ENG?ntt=BUSINESS>

COMMUNICATION

Course Outcomes:

1. Apply the skills for writing various workplace written communications.
2. Effectively analyze and evaluate Business Reports.
3. Demonstrate competence in delivering impressive power- point presentations.
4. Create objective and succinct Resumes and be prepared to perform optimally in Job Interviews.

Appendix-2: Indian Knowledge System (IKS)

Institutions are advised to choose any one of the following module as per the available resources/ university norms.

1. IKS-I: Introduction to Indian Culture and Civilization (with some present practices)
2. IKS-II: Indian Culture and Civilisation with its Knowledge Systems and Traditions
3. IKS III Vision for a Human Society (*Vishva Kalyan* thru *Vasudhaiva Kutumbkam*)^{*1}
4. IKS IV Indian Science, Engineering and Technology- Past, Present & Future^{*1}
5. IKS V Indian Town Planning and Architecture^{*1}
6. IKS VI Indian Mathematics and Astronomy^{*1}
7. IKS VII Indian Aesthetics (including Music & Musical Instruments)/ Arthashastra^{*1}
8. IKS VIII Indian Health, Wellness and Psychology- including Ayurved^{*1}

Other Possible Courses in IKS -

- Indian System of Proof and Logic (including Nyay Shastra)
- Indian Linguistics and Phonetics (including Panini's grammar, languages)
- Indian Governance, Administration and Management Systems (including Arthshastra)
- Indian Physics (e.g. Vaisheshik)
- Textile Industry in India Shipbuilding and Maritime Trade Transport Systems in India
- Principles and practice of Mechanics and Machines Water Management in India
- Ecology and Geography in India
- Natural Agriculture and horticulture (e.g. vriksha ayurved) Practices in India Indian Economics (Arthshastra)

IKS-I: Indian Knowledge Systems and Traditions

Course Objectives

- To sensitize the students about context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition.
- To help student to understand the knowledge, art and creative practices, skills and values in ancient Indian system.
- To help to study the enriched scientific Indian heritage.
- To introduce the contribution from Ancient Indian system & tradition to modern science & Technology

Detailed contents:

Module 1: Introduction to IKS

(Any eight of total sessions assigned for Literary activity)

Introductory lecture on the **any eight** topics below:

1. Indian Knowledge System
2. Indian Culture & Civilization
3. Ancient Indian Chemistry
4. Ancient Indian Metallurgy
5. Ancient Indian Mathematics
6. Ancient Indian Astronomy
7. Indian Astronomical Instruments
8. Indian Knowledge System (Upveda: Ayurveda)
9. Indian Knowledge System (Upveda: Gandharveda)
10. Indian Knowledge System (Vedangas: Shiksha, Kalpa, Vyakrana)
11. Indian Knowledge System (Vedangas: Jyotisha, Nirukta, Chandas)
12. Indian Architecture I: Sthapatya-Veda
13. Indian Architecture II: Temples
14. Indian Architecture III: Town & Planning
15. Indian Philosophical System

Module 2: Introduction to Creative Practices

(Twenty Lectures with at least Five different topics of total session under Creative activity)

Introductory lecture on the topics below:

1. Dhatuvada: art of metallurgy
2. Akara jnana: art of mineralogy
3. Vastuvidya: art of engineering
4. Yantramatrika: art of mechanics
5. Takshana: art of carpentry
6. Chalitakayoga: art of practicing as a builder of shrines
7. Raupyaratnapariksha: art of testing silver and jewels
8. Maniraga jnana: art of tinging jewels
9. Sucivayakarma: art of needleworks and weaving
10. Vadya vidya: art of playing on musical instruments
11. Geet vidya : art of singing
12. Nritya vidya: art of dancing
13. Natya vidya: art of theatricals

14. Alekhya vidya: art of painting
15. Viseshakacchedya vidya: art of painting the face and body with color
16. Udakavadya: art of playing on music in water
17. Manasi kavyakriya: art of composing verse
18. Bhushanayojana: art of applying or setting ornaments
19. Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious food
20. Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body
21. Utsadana: art of healing or cleaning a person with perfumes
22. Vastragopana: art of concealment of cloths
23. Balakakridanaka: art of using children's toys
24. Tandulakusumabalivikara: art of preparing offerings from rice and flowers
25. Pushpastarana: art of making a covering of flowers for a bed

References:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.
3. The Cultural Heritage of India. Vol.I. Kolkata:Ramakrishna Mission Publication, 1972.
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
5. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan & Co., Limited, London, 1953.
6. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.
7. Avari, B. 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. 7000 BCE to CE 1200. London: Routledge.

IKS II: Indian Culture and Civilization

Course Objectives

- To introduce fundamentals of Ancient Indian Educations to understand the pattern and purpose of studying vedas, vedangas, upangas, upveda, purana & Itihasa
- To help students to trace, identify and develop the ancient knowledge systems.
- To help to understand the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the holistic development of physical, mental and spiritual wellbeing
- To build in the learners a deep rooted pride in Indian knowledge, committed to universal human right, well-being and sustainable development.
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Detailed contents:

Module 1: Introduction to IKS

Caturdasa Vidyasthanam, 64 Kalas, Shilpa Sastra, Four Vedas, Vedanga, Indian Philosophical Systems, Vedic Schools of Philosophy (Samkhya and Yoga, Nyaya and Vaisesika, Purva-Mimamsa and Vedanta), Non-Vedic schools of Philosophical Systems (Carvaka, Buddhist, Jain), Puranas (Maha-puranas, Upa-Puranas and Sthala-Puranas), Itihasa (Ramayana, Mahabharata), Niti Sastras, Subhasitas

Module 2: Foundation concept for Science & Technology

Linguistics & Phonetics in Sanskrit (panini's), Computational concepts in Astadhyayi Importance of Verbs, Role of Sanskrit in Natural Language Processing, Number System and Units of Measurement, concept of zero and its importance, Large numbers & their representation, Place Value of Numerals, Decimal System, Measurements for time, distance and weight, Unique approaches to represent numbers (Bhuta Samkhya System, Katapayadi System), Pingala and the Binary system, Knowledge Pyramid, Prameya - A Vaisesikan approach to physical reality, constituents of the physical reality, Pramana, Samsaya

Module 3: Indian Mathematics & Astronomy in IKS

Indian Mathematics, Great Mathematicians and their contributions, Arithmetic Operations, Geometry (Sulba Sutras, Aryabhatiya-bhasya), value of n , Trigonometry, Algebra, Chandah Sastra of Pingala, Indian Astronomy, celestial coordinate system, Elements of the Indian Calendar Aryabhatiya and the Siddhantic Tradition Pancanga - The Indian Calendar System Astronomical Instruments (Yantras) Jantar Mantar or Raja Jai Singh Sawal.

Module 4: Indian Science & Technology in IKS

Indian S & T Heritage ,sixty-four art forms and occupational skills (64 Kalas) Metals and Metalworking technology (Copper, Gold, Zinc, Mercury, Lead and Silver), Iron & Steel, Dyes and Painting Technology), Town & Planning Architecture in India, Temple Architecture, Vastu Sastra,

Module 5: Humanities & Social Sciences in IKS

Health, Wellness & Psychology, Ayurveda Sleep and Food, Role of water in wellbeing Yoga way of life Indian approach to Psychology, the Triguna System Body-Mind-Intellect-Consciousness Complex. Governance, Public Administration & Management reference to ramayana, Artha Sastra, Kautilyan State

References:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
2. Kapur K and Singh A. K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.
3. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
4. SK Das, The education system of Ancient hindus, Gyan publication house, India 5. BL Gupta, Value and distribution system in india, Gyan publication house, India 6. Reshmi ramdhoni, Ancient Indian Culture and Civilisation, star publication ,2018
7. Supriya Lakshmi Mishra, Culture and History of Ancient India (With Special Reference of Sudras), 2020.
8. Gambirananda, Swami, Tr. *Upanishads with the Commentary of Sankarachrya*. Kolkata: Advaita Ashrama publication Department, 2002.
9. Ranganathananda, Swami. *The Massage of the Upanishads*. Bombay: Bharathya Vidya Bhaven, 1985.
10. Om Prakash, Religion and Society in Ancient India, Bhariya Vidhya Prakashan, 1985
11. J Auboyer, Daily Life in Ancient India from Approximately 200 BC to AD 700, Munshi ram Manoharlal publication, 1994.
12. DK Chakkrabarty, Makkhan Lal, History of Ancient India (Set of 5 Volumes), Aryan book Internation publication, 2014
13. Dr. Girish Nath Jha, Dr. Umesh Kumar Singh and Diwakar Mishra, Science and Technology in Ancient Indian Texts, DK Print World limited,
14. Swami BB Vishnu, Vedic Science and History - Ancient Indian's Contribution to the Modern World, gosai publication, 2015
15. Chatterjee, S.C. The Nyaya Theory of Knowledge. Calcutta: University of Calcutta Press, 1950.
16. Dasgupta, Surendra. A History of Indian Philosophy. Delhi: Motilal Banarsidass, 1991.Vols. III & IV.
17. Mercier, Jean L. From the Upanishads to Aurobindo. Bangalore: Asian Trading Corporation, 2001.
18. M. Hiriyanna. *Essentials of Indian Philosophy*. London: Diane Publications, 1985.
19. Hume, Robert Ernest, Tr. *The Thirteen Principal Upanishads*. Virginia: Oxford University Press, 1931.
20. Radhakrishnan, S. *Principal Upanishads*. New York: Harper Collins, 1963.
21. Satprakashananda. *The Methods of Knowledge according to Advaita Vedanta*. Calcutta: Advaita Ashram, 2005.
22. Potter, K.H. *Encyclopaedia of Indian Philosophies*, Vol.III. Delhi: Motilal Banarasidass, 2000.

IKS-III: Indian Vision for Human Society (Vishva Kalyan thru Vasudhaiva Kutumbkam)

Course Objectives

- To help the learner to understand the concept of “vasudhaiva kutumbkam” and its realization process as an base for the development of vision for a humane society.
- To help to identify the universality in humans and its coexistence in existence
- To introduce the sense of responsibility, duties and participation of individual for establishment of fearless society.
- To help to understand the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the holistic development of physical, mental and spiritual wellbeing of one and all, at the level of individual, society, nation and ultimately the whole world.

Detailed contents:

Module 1: The world view & Vision of Human Society

The concept of non-duality of Prakriti (Jad) and Purush (Chetana), human as coexistence of Jad & Chetan, Pancha-mahabhutas, the root of sorrow and suffering, freedom from sorrow, salvation, eternal peace truth (vyaharika satya), ultimate truth. The acceptance of various systems of philosophy for realization of truth and complementariness in society in ancient Indian system.

Module 2: Aspiration and Purpose of Individual and Human Society

Aims of Human life; at individual level and societal level. At societal level; Four purusarthas Dharma, Artha, Kama, Moksha. Individual level; Abhyudaya (progress), Nihisreyasa (perfection) Pravrtti, Nivrtti. Dharma; Dharma sutras (Gautama, apastamba, baudhayana, vasistha). Dharma-Shastra; (manusmriti, naradamrti, visnusmrti, yajnavalkya smriti) sociology, different stages of life like studenthood, householdership, retirement and renunciation, rites and duties, judicial matters, and personal laws (Aachara, Vyavahara, Prayaschitta). Artha; Kautliya Arthashastra, Kamandakiya Nitisara, Brihaspati Sutra, Sukra Niti, Moksha: Human liberation (Ignorance to Knowledge)

Module 3: Program for Ensuring Human Purpose: at Individual and Societal level - I

Fundamental concept of Nitishastra: Satyanishtha Aur Abhiruchi (Ethics, Integrity & aptitude). The true nature of self; Shiksha Valli, Bhriгу Valli (concept of Atman-Brahman (self, soul). The true constitution of Human: Ananda Valli (Annamaya Kosha, Pranamaya Kosha, Manomaya Kosha, Vijnanamaya Kosha, Anandamaya Kosha). The four states of consciousness (Waking state, Dreaming state, Deep Sleep State, Turiya the fourth state), Consciousness (seven limbs and nineteen mouths), Prajna, Awareness. The Life Force *Prana* (Praana-Apaana-Vyaana-Udaana- Samaana)

Module 4: Program for Ensuring Human Purpose: at Individual and Societal level - II

Differentiating *Vidya* and *Avidya*, human bondages, Higher and Lower Knowledge (Para Vidhya & Aparā Vidhya). Concept of Sattva, Rajas, Tamas and need of balancing the same, Patanjali yog sutra; Yama, Niyama, Asanas, pranayams, pratyahara, dharna, dhyana, Samadhi, Sixteen category of padartha, pramans (pratyaksh, anumān, upaman, shabda). Saadhana chatushtayam (viveka, vairagya, mumukshatavam, shadsampathi (sama, dama, uparama, titiksha, shradha, samadhana), Understanding Nitya karma, Naimittika Karma, Kamya karma, prayaschitta karma, Nishidha Karma.

Meditation and Progressive meditation (Narada's education), Ativadin to selfknowledge, Jyan yog, Karma yog, sanyas yog in aspect to harmonious practice in society

Module 5: Practices for Ensuring Human Purpose - III

Practice in philosophy, architecture, grammar, mathematics, astronomy, metrics, sociology, economy and polity, ethics, geography, logic, military science, weaponry, agriculture, mining, trade and commerce, metallurgy, shipbuilding, medicine, poetics, biology and veterinary science.

References:

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9. *The Religion and Philosophy of the Veda and Upanishads*. Delhi: Motilal Banarsidass.
10. Parpola, A. 2007. 'Human Sacrifice in India in Vedic Times and Before', Chapter VIII, in *The Strange World of Human Sacrifice*, ed., J. Bremmer. Leuven, Belgium: Peeters.
11. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
12. Kapur K and Singh A K (Eds) 2005). *Indian Knowledge Systems*, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.
13. Keith, Arthur Berriedale. *The Religion and Philosophy of the Veda and Upanishads*. 2 Vols. Delhi: Motilal Banarsidass, 1970.
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17. R C Dutt, *A history of civilization in ancient India*, vol 2, Taylor & Francis, US
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28. Vidyabhusana, S.C. A History of Indian Logic. Delhi: Motilal Banarsidass Publication, 1971.

29. Dasgupta, Surendra. A History of Indian Philosophy. Delhi: Motilal Banarsidass, 1991.Vols. III & IV.

30. Mercier, Jean L. From the Upanishads to Aurobindo. Bangalore: Asian Trading Corporation, 2001.

IKS-IV: Indian Science, Engineering and Technology (Past, Present and Future)

Course Objectives

- To familiarize learners with major sequential development in Indian science, engineering and technology.
- To review & strengthen the ancient discovery and research in physics, chemistry, maths, metallurgy, astronomy, architecture, textile, transport, agriculture and Ayurveda etc.
- To help students to trace, identify and develop the ancient knowledge systems to make meaningful contribution to development of science today
- To help to understand the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the scientific, technological and holistic development of physical, mental and spiritual wellbeing.
-

Detailed contents:

Module 1: Indian Traditional Knowledge; Science and Practices

Introduction to the Science and way of doing science and research in India, Ancient Science in Intra & Inter Culture Dialogue & coevolution.

Traditional agricultural practices, Traditional water-harvesting practices, Traditional Livestock and veterinary Sciences Traditional Houses & villages, Traditional Forecasting, Traditional Ayurveda & plant based medicine, Traditional writing Technology

Module 2: Ancient Indian Science (Physics, Chemistry, Maths)

Physics in India: Vaisheshika darshan Atomic theory & law of motion, theory of panchmahabhoota, Brihath Shathaka (divisions of the time, unit of distance), bhaskaracharya (theory of gravity, surya siddhanta & sidhanta shriomani), Lilavati (gurutvakashan Shakti). Chemistry in India Vatsyayana, Nagarjuna, Khanda, Al-Biruni, Vagbhata - building of the ras-shala (laboratory), working arrangements of ras-shala, material and equipment, Yasodhara Bhatta-process of distillation, apparatus, saranasamskara, saranataila Mathematics in India: Baudhayana's Sulbasutras, Aryabhata, Bhaskaracharya- I, Severus Sebokht, Syria, Brahmagupta, Bhaskaracharya-II, Jyesthadeva

Module 3: Ancient Indian Science (metallurgy, Astronomy, Architecture)

Metallurgy in India: Survarna(gold) and its different types, prosperities, Rajata(silver), Tamra(copper), Loha(iron), Vanga(tin), Naga / sisa(lead), Pittala(brass)

Astronomy in India Vedang Jyotish, aryabhata siddhanta, Mahabhaskriya, Laghubhaskariya, vatesvarasiddhanta, Sisyaadivrdhida, Grahashyay, Goladhyaya, Karabakutuhala (Aryabhata, Varahamihira, Brahmagupta, Vatesvara, Bhaskara, Paramesvara, NilakanthaSomayaji, Jyesthadeva, SankaraVarman)

Architecture in India: Nagara (northern style), Vesara (mixed style), and Dravida (southern style), Indian vernacular architecture, Temple style, cave architecture, rock cut architecture, kalinga architecture, chandels architecture, rajput architecture, jain architecture, sikh architecture, Maratha architecture Indo- Islamic architectural, Indo-Saracenic revival architecture, Greco Buddhist style.

Module 4: Ancient Indian Science (Textile, Agriculture, Transport)

Textile Technology in India: Cotton (natural cellulose fiber), silk, wool (natural protein fibers), bast and leaf fibers, mridhudhautadhupitambaram (meaning a practice of fumigating the fabric with incense smoke before use as a part of the finishing process), sitadhautavasayanayugala (bleached white-a finishing process); suchhastah, sutradharah (needle and thread - tools for stitching). dyeing, washing spinning and weaving technology, Agriculture in India: krishisuktas, Krishiparashara, Brihatsamhita, Types of crops, Manures, Types of land- devamatruka, nadimatruka, use of animals in warfare, animal husbandry, Animals for medicines. Ancient transport in India

Module 5: Ancient Indian Science (Ayurveda & Yoga)

Ayurveda for Life, Health and Well-being: Introduction to Ayurveda: understanding Human body and Pancha maha bhuta, the communication between body & mind, health regimen for wellbeing, introduction to yoga (raja yoga, astang yoga, gyan yoga), understanding of Indian psychological concept, consciousness, tridosha & triguna.

References:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.
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10. R N Basu, T K Bose, CS, Cakraborty History of Science in India - Agricultural Science (Volume V), the national academy of science, India & the ramkrishna mission institute of culture 2014
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13. S Biswal, B L ray, vedic Science and technology, DK Print world, 2009
14. A.K Bag, Histroy of technology in Indian (Set 3 vol), Indian Nation Science Academy, 1997.
15. AR vasudev Murty, Science and Technology in Ancient India as Reflected in the Mahabharata, Sanskrit bharati, 2019

IKS-V: Indian Town Planning and Architecture

Course Objectives

- To develop the knowledge and analysis on the understanding of eco-friendly, robust and scientific planning and architecture system of ancient India.
- To understand the importance of functional, aesthetic, psychological, culture and socio religious concept of ancient India architecture.
- To help the learners to trace, identify and develop the approach, process and material used in town and planning, construction and architecture
- To review and analyse the importance and significance of visual and performing arts and design in temples, houses, forts, caves and community places.
- To understand the various eco-friendly technology accepted in ancient civilization

Detailed contents:

Module 1: The Introduction to ancient Architecture

Introduction to relationship between Man, Nature, Culture and city forms. Study of determinants (Natural and man-made) influencing location, growth & pattern of human settlements including types of settlements growth (Organic and Planned) and settlement forms.

Architecture as satisfying human needs: functional, aesthetic and psychological outline of components and aspects of architectural form-site, structure, skin, materials, services, use, circulation, expression, character, experience.

Understanding of the causative forces - the cultures, history, socio religious practices and institution, political and economic conditions, issues of land, climate and technology, Historical and Primitive Architecture.

Module 2: Ancient Architecture as Expression of Art & Design

Relationship between Art and Design with man, space and environment. Expression in Art and Architecture - concept of space, sense of enclosure openness, robustness, dynamism, spatial geometry, Eco-friendliness.

Architecture through use of elements of visual arts such as point, line, plane, form, space, colour, texture, light, solids and voids, shadow and shade etc. Understanding of effect of scale, proportions, order, material effects such as textures, patterns, light, sound, temperature etc in architectural spaces.

Allied visual and performing arts and its relationship to build environments using colour theory, symbolism, glass painting, scriptural writing, clay moulding, stone carving.

Important Indian architecture as per elements space & form **Form:** specific geometry form (sphere, cube, pyramid, cylinder and cone and its sections as well as their derivatives)

Space: build form space, open space, Internal and External space, Continuous spaces Centralized, Linear, Radial Clustered, Grid space Different type of Materials used for construction in Ancient Indian architecture.

Clay products: Classification of bricks, Fire Brick, Fly Ash Bricks, Tiles, Terracotta, Earthenware, Porcelain, Stoneware. **Stones:** Uses of Stones, Qualities of Good Building Stones, Dressing, Common Building Stones of India. **Glass:** Different glass Forms and their Suitability, **Timber:** Different Forms and their Suitability **Metals:** Ferrous & Nonferrous Metals and Alloys, and, their Suitability, limitations, precautions **Paints and Varnishes:** Different types and their Suitability, limitations, precautions

Module 3: Ancient Architecture Principle & Planning

Design: Principles of designing - Composition of Plan. Inception and development of the early Hindu temple form with reference to Vedic and Buddhist planning principles and design elements; Development of regional styles and manifestations thereof; Evolution of temple complexes and temple towns;

Planning: Residence- site selection, site orientation- aspect, prospect, grouping, circulation, privacy, furniture requirements, services and other factors. Vastu shastra and its importance in building interrelationship with human, nature and cosmos

Town Planning: Town plans of Harappa, Mohenjodaro, Pataliputra, Delhi. Vastu shastra and its application in city layout.

Module 4: Ancient Architecture-I

The settlement planning pattern, elements, associated forms, typical Vedic village, towns (Dandaka, Nandyavarta etc.), typology of Shelters and civic buildings of ancient architecture in reference to following civilization: Indus Valley, Aryan/Vedic Civilisation, Buddhist Architecture, Indo Aryan & Dravidian Architecture.

Role of Shilpasastras and Arthashastra in settlement planning.

Important architecture: Great baths, Development of fortification, walled towns, structures developed eg: Stupas, Viharas, Chaityas, Stambhas, Toranas, sacred railing etc.

Study of worshipping places with especial reference to Indo Aryan / Nagara style & Dravidian style (Chola, Chalukya, Pallava, Satavahana, Hoysala, Vijayanagara etc.), design of shikharas & gopuram, rock-cut and structural examples of temples.

Module 5: Ancient Architecture-II

Evolution of Hindu Temples in different period: Gupta, Aihole, Badami, Pattadakal, Mahabalipuram, Indo Aryan Style in Orissa, Khajuraho, Gujarat, Rajasthan. Dravidian Style in Chola, Chalukyan, Pandya, Pallava, Hoysala Style, Revival of Hindu architecture of South India at Vijayanagara and Madurai

Tradition Indian villages & House: Regional house construction, interior & importance e.g. Rajasthani house, bhungas of kutch, nalukettu of Kerala, Ikra of Assam, manduva logili or illu of Andhra Pradesh, wadas of Maharashtra, Mud houses of Madhya Pradesh, kadhkuni of Himachal Pradesh, Khanjaghara of Orissa, Taq and dhajji diwari of Kashmir etc.

Scientific achievements through ancient architect: Jantar Mantar, Musical Pillars of Vitthal temple, Sundial of Konark temple, construction of eight Shiva temples in straight line from Kedarnath to Rameshwaram at longitude 79°E 41'54", Veerbhadra temple with 70 hanging pillars, Ellora caves excavating the mountain, Jaipur plan pink city etc.

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3. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
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5. Binode Behari Dutt, Town planning in ancient India, Life Span Publishers & Distributors

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8. D N Shukla Civil Architecture in Ancient India (Part-I) Meharchand lakshmidas publication, 2016.
9. S Maheshwari, R Garg, Ancient Indian Architecture, CBS publisher, 2001
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11. V K Bansal, Maha Vastu, Om Book Internation 2011
12. SS Das, The Miracles of Vaastu Shastra, pustak mahal, delhi, 2013,
13. Anant Shashikala, The Penguin Guide to Vaastu, the classical Indian science of architecture & design, penguin India, 2000

IKS-VI: Indian Mathematics and Astronomy

Course Objectives

- To provide information about great mathematicians and astronomers who given significant contribution in Indian mathematics and astronomy.
- To help students to trace, identify, practice and develop the significant Indian mathematic and astronomical knowledge.
- To help to understand the astronomic significance with the human holistic development of physical, mental and spiritual wellbeing
- Enumerate the main characteristics of education system in Vedic and post Vedic period to enrich the intellectual imagination and diminish the dogmatic assurance which closes the mind against speculation

Detailed contents:

Module 1: The Introduction to Ancient Mathematics & Astronomy

Introduction to Brief introduction of inception of Mathematics & Astronomy from vedic periods. Details of different authors who has given mathematical & astronomical sutra (e.g. aryabhata, bhaskara, brahmagupta, varamahira, budhyana, yajñvalkyya, panini, pingala, bhārat muni, sripati, mahaviracharya, madhava, Nilakantha somyaji, jyeshthadeva, bhaskara-II, shridhara)

Periodical enlisting of Mathematical & Astrological achievement in India. Evolution of Indian Numerals (Brahmi (1st century), Gupta (4th century) & Devanagiri Script (11th century)

Module 2: Ancient Mathematics -I

Veda & Sulvasutras (Pythagoras theorem, Square root & Squaring Circle) (baudhayana sulbasutra, apastamba sulbasutra, katyayana sulbasutra, manava sulbasutra, maitrayana sulbasutra, varaha sulbasutra, vadhula sulbasutra , Pingala's chandasutras, sunya, yaat-tavat, Aryabhata (Aryabhatiya, Asanna, ardha-jya, kuttaka,)), bhaskara (trigonometry,shridhara, mahavira), Bhaskara Acharya (Sidhantashiromani), Varamahira panchasiddhantika.

Module 3: Ancient Mathematics -II

Brahmagupta (vargaprakrati, bhramasphuta siddhanta, bhavana), ayatavrtta, ganitasarasamgraha, lilavathi, ganesadaivajna, randavantika, suryasiddhanta, grahalaghava, sadratnamala, mandavrtta, sigrharta, Bijaganita, Bakshali manuscript Golavada, Madhyamanayanaprakara, Mahajyanayanaprakara (Method of Computing Great Sines), Lagnaprakarana, Venvaroha, Sphutacandrapti, Aganita-grahacara , Chandravakyani (Table of Moon-mnemonics)

Module 4: Ancient Astronomy -I

Parahita system of astronomy and drk system of astronomy, Manda samskara, sigrha samskara.

Vedanga Jyotisha (astronomical calculations, calendrical studies, and establishes rules for empirical observation), Aryabhatiya (earth rotation, shining of moon), Brahmasphutasiddhanta (motion of planets), varahmihira (pancasiddhantika), Mahabhaskariya, lahubhaskariya & aryabhatiya bhashya (Planetary longitudes, heliacal rising

and setting of the planets, conjunctions among the planets and stars, solar and lunar eclipses, and the phases of the Moon), Sisyadhiveddhida (grahadhyaya, goladhyaya), siddhantasiromani, karanakutuhala (planetary positions, conjunctions, eclipses, cosmography), siddhantasekhara, yantra-kirnavali, Sphutanirnaya, Uparagakriyakrama.

Module 5: Ancient Astronomy -II

Positional astronomy (sun, planets, moon, coordinate systems, precision of the equinox and its effects, eclipses, comets and meteors), Mahayuga & Kalpa system Yuga system, ayanas, months, tithis and seasons, time units, sun and moon's motion, planet position, ayanachalana, zero-precision year, katapayaadi system, Indian nakshatra system, astronomy Instruments for naked eye astronomy (vedic observatories). The principal and application of Samrat Yantra, Jai Prakash Yantra, Disha Yantra, Rama Yantra, Chakra Yantra, Rashiwalya Yantra, Dingash Yantra, Utaansh Yantra

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12. BV subbarayappa, The Tradition of Astronomy in India: History of Science, Philosophy and Culture in Indian Civilization Vol. IV, Part 4: Jyotihsastra (History of Science, Philosophy & Culture in Indian Civilization), centre for studies in civilization, 2008
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16. R Mercier, Studies on the Transmission of Medieval Mathematical Astronomy (Variorum Collected Studies), routledge publication, 2004

IKS-VII: Indian Aesthetics (including Music and Music Instruments)

Course Objectives

- To provide information about the foundations of Indian aesthetics as integral part of Indian culture
- To help to understand the importance of Indian aesthetics in individual realization of the truth arises by realizing the harmony within.
- To help learner to trace, identify and develop the Indian aesthetics to correlate human creative practices
- To build the learners a deep rooted pride in Indian aesthetic knowledge, committed to universal human right, well-being and sustainable development.

Detailed contents:

Module 1: The Introduction to Indian Aesthetics

The nature of aesthetics, principle, its relation to philosophy and literature: Indian traditions. Sadanga its origin and Applications of Six limbs in Indian Aesthetics Introduction to Alamkara, Rasa, Dhvani, Vakrokti, Auchitya

Module 2: Ancient Music and Music Instruments-I

Rasa Siddhanta, the concept of Rasa, constituent of rasa (Bhav, abhinay, Sthayibhava, Vibhava, Vyabicharibhava), number of rasa, Rasasvadana Bharata's Natya Shastra and its Critics, Abhinavagupta's Rasa Siddhanta., Kavyaprayojana, Sadharanikarana, Sahridaya, Rasavighna.

DhvaniSiddhanta, the Concept of Dhvani, Sphota, Pratibha, classification of dhvani (Laukika Vyangya, Alaukika Vyangya, Avivaksita Vacya, Vivaksitanyapara Vacya) Anandavardana's Dhanyaloka, with reference to Abhidha, lakshana, Vyanjana and Tatpary, extension of dhvani siddhanta to music, dance and drama.

Alamkara Siddhanta, proponent, classification of alamkara, sabdalamkara (Anuprasa, Yamaka, Slesha, Dhvanyatmakata), Arthalamkara (Upama, Drstanta, Virodha)

Module 3: Ancient Music and Music Instruments-II

VakroktiSiddhanta, Kuntaka's Vakroktijivita, Classification of Vakrokti (Varna- vinyasa vakrata (Phonetic Obliquity), Pada-purvardha vakrata (Lexical Obliquity) & Pada-parardha vakrata (Grammatical Obliquity), Vakya-vakrata (Sentential obliquity), Prakarana-vakrata (Episodic obliquity), Prabandha-vakrata (Compositional obliquity))

Different Classes of Musical Instrument as per Natyashastra of Bharat, Gana Vadya, Avanaddha Vadya, sushira vadya, tata/tantu vadya.

Brief introduction to following indian instruments

Veena, Ghatam, Gootuvadhyam, Flute, Thavil, Nadaswaram, Mridangam, Plaindrum, Harmonium, Sitar, Sarod, Shehnai, Tabla, Maddalam, violin, morsing, Tambura.

Module 4: Ancient Dance & Drama

Natyaveda: inception from Veda (pathya words(rigveda), abhinaya gestures (Yajurveda), geet music (samaveda), rasa emotions (atharvaveda), Natya Shastra, Nata-nritya, geet- nritya, roop-nritya, bhav-nritya

Indian traditional and folk dances (bharatnatyam, kuchipudi, kathakali, yakshagan, Bhangra, Bihu, Ghumura Dance, Sambalpuri, Chhau and Garba)

Module 5: Ancient Art

Architecture, sculptures & popular art forms of Pallava & Cholas period, Chalukya & Rastrakuta period, Chandela/Hosalya period, Rajput period. Rock cut architecture, cave architecture, stupa, temples, sculpture
Hindu Shilpa texts as per Vishnudharmotara-puran, Samarana, Sutradharana, Sukranitisara, Silparatham

Reference:

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IKS-VIII: Indian Health, Wellness and Psychology (including Ayurved)

Course Objectives

- Understanding the fundamental principles of Indian health systems such as Ayurveda and yoga which are useful in maintaining the health of a healthy person
- Practical implementation of health principles to correct the intake of our food, air, water and sunlight to achieve perfect health.
- Understanding traditional way of cleansing the body regularly, strengthening body with Yogic exercises, maintaining the internal balance to prevent diseases.
- Understanding our unique Mind Body Constitution and choosing the right lifestyle suitable to maintain the internal balance.
- Understanding the influence of external environment on internal health and ways to synchronise our body and mind with nature to ensure smooth functioning of all organ systems of our body.
- Understanding mind and its dynamics through knowledge of Ayurveda and Yoga and using the knowledge to maintain harmony between body and mind to achieve perfect mental health.

Detailed contents:

Module 1: Understanding human body [Duration: 8 Lectures]

Introduction to Ayurveda, the Knowledge of Life, Health and treatment aspects in Ayurveda, Influence of Pancha maha bhuta on Internal environment of Human being, Understanding composition of Human body through the concept of Dosha Dhatu Mala, Understanding Prakruthi , the Mind - Body Constitution.

Module 2: Understanding the communication between body & Mind

Establishing communication between body and mind by understanding the language of body. Understanding the concept of Agni, Koshta, Sara and Ojas and their relevance in enhancing our immunity to protect from various infections. Looking at the world through the lenses of Dravya, Guna and Karma Applying the principle of Samanya and Vishesha in every aspect of life to achieve perfect health.

Module 3: Introduction to Health Regimen

Understanding Swastha vritta, the healthy regimen to maintain state of wellbeing Dinacharya, the Daily regimen including Daily detoxification, exercise, Intake of Food, Water, Air and Sunlight, work and ergonomics, Rest and sleep hygiene. Ritu charya, the seasonal regimen, Sadvritta and the concept of social wellbeing, understanding trividha upastambhas, three pillars to health, Concept of Shadrasa in choosing appropriate nourishment to the body and mind.

Module 4: Introduction to Yoga

Definition, Meaning and objectives of Yoga, Relevance of yoga in modern age. Brief Introduction of Hatha yoga, Raja yoga, Karma yoga, Gyana Yoga, Bhakti yoga Understanding eight steps of Ashtanga yoga, Understanding Shatkriyas , the six cleansing procedures of Yoga

Module 5: Introduction to Indian Psychology

Concept of Manas in Ayurveda and understanding Mind Body harmony, Triguna based Psychology in Ayurveda and Yoga, Influence of Tri dosha on Mind, Mind body intellect and consciousness complex, Understanding Consciousness and solution to issues within Human Mind.

Reference:

1. The Charaka Samhita
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3. Teh Ashtanga Hridaya
4. Dr Deepak Chopra, Perfect Health--Revised and Updated: The Complete Mind Body Guide, Harmony publication, 2001
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