# Detailed Course Scheme

# Bachelor of Business Administration (BBA)

## Finance, Marketing, Human Resource Management, Foreign Trade & Digital Marketing

## Semester-I

## (2026-2030)

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RNB GLOBAL UNIVERSITY

Educating stars for tomorrow


## RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

## OVERVIEW

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June).** Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for (July-December) Odd Semester, 2026 along with Examination pattern is as follows:

### Semester –I

| S. No. | Course Code | Category | Course Name | L | T | P | Credits |
|---|---|---|---|---|---|---|---|
| 1. | BBAC21100 | DSC-1 | Financial Accounting | 3 | 1 | 0 | 4 |
| 2. | BBAC22101 | DSC-2 | Principles of Management | 3 | 1 | 0 | 4 |
| 3. | BBAC21102 | DSC-3 | Principles of Micro Economics | 3 | 1 | 0 | 4 |
| 4. | GEC066001 | GE-1 | Business Communication (GE- Group A) | 3 | 1 | 0 | 4 |
| 5. | AECH55002 | AEC-1 | Hindi-I | 2 | 0 | 0 | 2 |
| 6. | SEC077001 | SEC-1 | Ability & Skill Enhancement – I | 2 | 0 | 0 | 2 |
| 7. | VAC088001 | VAC-1 | Electoral Literacy (VAC – Group A) | 2 | 0 | 0 | 2 |
| 8. | WHNN99000 | | Workshops/Seminars/Human Values/ Social Service/NCC/NSS | - | - | - | 1 |
| | | | **Total** | **18** | **4** | **0** | **23** |

## EVALUATION SCHEME

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

**Internal Assessment**

The distribution of Internal Assessment Marks is as follows:

| Type | Details | Marks |
|---|---|---|
| Mid Term | One Mid-term Sessional | 25 |
| Quiz | Quiz based on MCQs | 5 |
| Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc. | Average of marks obtained | 15 |
| Academic Performance including Attendance | Eligibility >75% Attendance | 5 |
| **TOTAL** | | **50** |

**External Assessment**

| Type | Marks |
|---|---|
| Theory | 50 |

**EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS**

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.

2. The students must join club/clubs/Forums with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester

## 1. Vision

To create a transformative learning environment that develops ethical global leaders, entrepreneurial thinkers, and strategic decision-makers, empowering students to excel in diverse and dynamic business landscapes.

## 2. Mission

**Ethical Leadership and Integrity-** Nurture ethically responsible leaders with integrity and accountability, equipping them with the skills to excel in global business environments.

**Innovation and Entrepreneurship-** Inculcate creativity, innovation, and entrepreneurial thinking, enabling students to identify opportunities, develop sustainable solutions, and drive positive societal impact.

**Transformative Learning Experience-** Provide a transformative learning experience by integrating academic excellence, industry exposure, and technological proficiency, ensuring students are prepared for the digital and global economy.

**Adaptability and Continuous Learning-** Cultivate adaptability, resilience, and lifelong learning, empowering students to navigate dynamic business landscapes and contribute meaningfully to society.

**Strategic Thinking and Growth-** Equip students with analytical, problem-solving, and strategic decision-making skills, enabling them to drive sustainable business growth and innovation in a competitive global market place.

## 3. Program Educational Objectives (PEO's)

**PEO1:** To develop students to handle issues related to business and solve problems.

**PEO2:** To develop leadership qualities in students to lead a team as well as work as member of team.

**PEO3:** To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

## 4. Programme Outcomes (PO's):

After the completion of this program students will be able to:

**PO1: Exhibit** memory of previously learned management knowledge by correlating facts and terminologies.

**PO2: Understand** the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

**PO3: Demonstrate** knowledge and understanding of the management principles to explore different functional aspects of business world.

**PO4: Develop** technical competence in domestic and global business through the study of major disciplines within the fields of business.

**PO5**: **Apply** the knowledge of business concepts and functions in an integrated manner to solve business problems.

**PO6: Make use of** ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

**PO7: Organize** a complex issue into a coherent written statement and plan its effective presentation.

**PO8: Function** effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO9: Analyze, and devise solutions** for structured and unstructured business, problems of law and issues using structured, cohesive, and logical reasoning.

**PO10: Create and manage** innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment and to benefit industry by providing them with suitable trained person.

**PO11: Examine** and break information into parts to manage projects in multidisciplinary environments.

**PO12: Build** the ability to engage in independent and life-long learning in the broadest context of technological change.

## 5. Program Specific Outcome (PSO's):

**PSO1: Demonstrate understanding of** arrange of disciplines of Management, business, accounting, economics, finance, and marketing.

**PSO2: Develop** the proficiency to adopt critical thinking by analysis & interpretation of the situations, cases & construct feasible solutions to solve problems and use decision making skills in business decisions.

**PSO3: Apply** the knowledge of academics in Industry and get trained to exhibit the relevance of conceptual knowledge gained in academics in real professional world through Internship and projects.

**PSO4**: **Adapt** business practices based on the opportunities and challenges of a growing business environment.

## 6. Course Outcomes (COs): Semester – I

| Course Code & Course Name | After completion of these courses' students should be able to |
|---|---|
| BBAC21100 – Financial Accounting | **CO1:** Define the basic concepts of accounting and financial statements.<br>**CO2:** Remember the execution of the accounting process- Recording- Classifying and Summarizing.<br>**CO3:** Apply the principles and concepts of accounting in preparing the financial statements.<br>**CO4:** Apply the use of accounting software.<br>**CO5:** Interpret financial results and use in decision making. |
| BBAC22101 – Principles of Management | **CO1:** Define about basic management concepts, principles and practices understand Nature of Management.<br>**CO2:** Understand "planning, organizing, coordinating, staffing, directing, budgeting, controlling, and evaluating functions of management; leadership roles and styles, and the human aspects of management"<br>**CO3:** Apply the Planning and Decision Making & Organizing.<br>**CO4:** Analyze the need of effective Directing, Leadership, Co-ordination and Controlling<br>**CO5:** Analyze the concept of controlling with examples & implement. |
| BBAC21102 – Principles of Micro Economics | **CO1:** Remember the concepts of microeconomics dealing with consumer behaviour and market.<br>**CO2:** Understand the importance of Microeconomics in economic analysis.<br>**CO3:** Apply the concepts of consumer behaviour and producer behaviour and determine the market equilibrium.<br>**CO4:** Analyze how does a free market economy with its millions of consumers and producers work to decide about the allocation of productive resources among the thousands of goods and services & understand the analytics of supply and demand and its various uses.<br>**CO5:** Interpret the effects of theories and tenets of microeconomics on business concern. |
| GEC066001– Business Communication (From the Pool of GE- Group A) | **CO1:** Explain historical background and the development of communication; Importance and role of communication in everyday life.<br>**CO2:** Understand Mechanics behind the communication process, difficulties experienced in communication. Different types of communication, impedance due to extraneous factors called "barriers"<br>**CO3:** Apply different types of communication, impedance due to extraneous factors called "barriers".<br>**CO4:** Analyse the Important non-verbal parameters in communication. So to make communication effective and attractive.<br>**CO5:** Apply the appropriate body language for making presentation more |

| | |
|---|---|
| | effective. |
| AECH55002-<br>Hindi I | **CO1:** हिंदी भाषा के मूल इतिहास और उसकी लिपि देवनागरी को समझाने में<br>**CO2:** हिंदी शब्द की उत्पत्ति, अर्थ और प्रयोग समझाने में<br>**CO3:** हिंदी लिपि के विकास को समझाने में सक्षम<br>**CO4:** हिंदी भाषा की सभी प्रकार की बोलियों को सूचीबद्ध करने में<br>**CO5:** देवनागरी की विशेषताएँ एवं विशिष्टता समझाने में |
| SEC077001–<br>Ability and Skill Enhancement I | **CO1:** Understand the relevance and method of writing impactful and structured resume.<br>**CO2:** Explain the need for right etiquettes to be followed in the professional world.<br>**CO3:** Develop confidence in public speaking and expressing their opinions and ideas clearly and effectively.<br>**CO4:** Build employability skills like critical thinking, team work, conflict management and leadership skills.<br>**CO5:** Communicate effectively in English |
| VAC088001-<br>Electoral Literacy (From the pool of VAC-Group A) | **CO1:** Understand the processes involved in delimitation of constituencies, preparation of electoral rolls, recognition of political parties, and allotment of symbols.<br>**CO2:** Identify the shortcomings of the Indian Electoral System and analyze the need for electoral reforms.<br>**CO3:** Identify the roles and responsibilities of officers on election duty, such as Returning Officers, Presiding Officers, and Polling Officers.<br>**CO4:** Analyze the process of polling, counting, and declaration of results, including re-poll and countermanding of elections.<br>**CO5:** Evaluate the advantages and disadvantages of EVMs and VVPATs compared to traditional voting methods. |

## 7. CO PO Mapping: Semester – I

| BBAC21100 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | - | 2 | 2 | 3 | 2 | 1 | 1 | 2 | 2 | - | 3 |
| CO2 | 2 | - | - | 1 | 1 | - | - | - | 1 | 2 | 2 | 3 |
| CO3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | - | 2 | 2 | 2 | 3 |
| CO4 | 2 | - | - | 3 | 3 | - | - | - | 1 | 2 | 2 | 3 |
| CO5 | 3 | 3 | 3 | 2 | 2 | - | - | 2 | 2 | 2 | 2 | 3 |

| BBAC22101 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 3 | - | 2 | 1 | - | 2 | 2 | 2 | 2 | 2 | 2 | - |
| CO2 | - | 3 | 3 | - | 2 | 3 | 2 | 3 | - | 3 | 2 | 3 |
| CO3 | 1 | 2 | - | 2 | - | 3 | - | 2 | 1 | - | 3 | - |
| CO4 | 3 | 2 | 2 | 3 | - | 2 | 2 | 3 | 1 | 1 | 2 | 1 |
| CO5 | 1 | - | 2 | 1 | 3 | 3 | - | 3 | 3 | - | 3 | 3 |

| BBAC21102 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | - |  | 3 |
| CO2 | 2 | - | - | - | 2 | 1 | - | 1 | - | 2 | 1 | 3 |
| CO3 | - | 2 | - | 1 | 3 | - | 2 | 2 | - | - | 2 | 2 |
| CO4 | 2 | - | 2 | 3 | 1 | 3 | 3 | 2 | 3 | - | 3 | - |
| CO5 | 3 | 3 | 3 | 3 | - | 3 | 3 | - | 3 | 3 | 3 | 3 |

| GEC066001 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | 2 | 3 | 2 | - | 1 | 2 | 2 | 1 | 2 | 2 | 2 |
| CO2 | 1 | - | 2 | 2 | 2 | 2 | - | 2 | 2 | - | 2 | - |
| CO3 | 1 | 3 | 2 | - | - | 2 | 2 | 3 | - | 3 | - | 2 |
| CO4 | 1 | - | 2 | 3 | 3 | 2 | - | - | 2 | 2 | - | - |
| CO5 | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 2 | 2 |

| AECH55002 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | - | 2 | 3 | 3 | 2 | 2 | 3 | - | 3 | 2 | 3 | 3 |
| CO2 | 2 | 2 | 2 | 2 | 2 | - | - | 3 | 2 | - | - | 3 |
| CO3 | - | 3 | - | - | - | 3 | 3 | - | 3 | - | 3 | - |
| CO4 | 3 | 2 |  | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 |
| CO5 | 2 | 3 | 2 | 3 | - | - | 2 | - | 2 | - | 2 | 3 |

| SEC077001 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | 2 | - | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 2 | - | 3 |
| CO2 | - | 2 | - | - | 2 | 1 | - | - | 2 | 2 | - | 3 |
| CO3 | 2 | - | 1 | 3 | 3 | 2 | - | 3 | 2 | - | 2 | 3 |
| CO4 | 2 | 1 | 2 | 2 | 1 | - | - | - | - | 3 | 2 | 1 |
| CO5 | 3 | 2 | 3 | 2 | 3 | - | - | 2 | - | 2 | 2 | 2 |

| VAC088001 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | - | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | - | 3 |
| CO2 | 2 | - | - | 2 | 2 | 2 | - | 3 | - | 3 | 2 | 3 |
| CO3 | - | 3 | 3 | 2 | - | 3 | 3 | - | 3 | 2 | 3 | - |
| CO4 | - | 2 | - | 2 | 2 |  | - | 2 | - | 2 | 2 | 2 |
| CO5 | 2 | 3 | 2 | 3 | - | - | - | 3 | 2 |  | 2 | 3 |

# 8. Curriculum

## Course Name: Financial Accounting
## Course Code: BBAC21100

**Objectives**

- To provide an in-depth study of the various business cycle and process, analyze operations, Profit planning.
- Understand the basic accounting concepts and their application in business. -
- Gain knowledge on the preparation of financial statements.
- Students will be exposed to take decisions on depreciation method to be adopted.
- To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

**Course Outline**

**Unit I: Meaning and Scope of Accounting**
Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Limitation of Accounting, Book Keeping and Accounting, Is Accounting Science or Art?, End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Objectives of Accounting, Accounting Equation.

**Accounting Principles and Standards**: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI.

**Journalising Transactions**: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry

**Sub Division of Journal**: Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System.

**Ledger Posting and Trial Balance**: Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Proprietorship and Firms. Discuss parallels between the Indian "Bahi-Khata" system and modern ledger posting practices.

**Unit II: Capital and Revenue**
Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Revenue Recognition.

**Accounting Concept of Income**: Concept of Income, Accounting Concepts and Income Measurement, Expired Cost & Income Measurement, Relation Principle and Income Measurement, Accountants and Economists' Concept of Capital and Income.
Explore traditional Indian revenue systems, such as land tax and its contribution to concepts of capital and income.

**Unit III: Inventory Valuation**
Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2(Revised): Valuation of Inventories

**Depreciation Provisions and Reserves**: Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6(Revised) Depreciation Accounting, Provisions and Reserves, Change of method of Depreciation

**Unit IV: Final accounts and inland branches**

**Final Accounts**
Capital and Revenue Expenditures and Receipts: General Introduction Only. Preparation of financial statements of non-corporate business entities.

**Accounting for Inland Branches**
Concept of dependent branches; accounting aspects; debtors' system, stock and debtors' system, branch final accounts system.

**Suggested Readings:**


1. Maheshwari, S.N. and S. K. Maheshwari; *An Introduction to Accountancy,* Eighth Edition, Vikas Publishing House, 2003.
2. Gupta, R.L. and V.K. Gupta; *Financial Accounting: Fundamentals,* Sultan Chand Publishers, 2003.
3. Monga, J.R., An Introduction to Financial Accounting, First Edition, MayoorPaperbooks,2005.
4. Monga, J.R. and Girish Ahuja; *Financial Accounting,* Eighteenth Edition, Mayoor Paper Backs, 2003.
5. Bhattacharya, S.K. and J. Dearden; *Accounting for Manager – Text and Cases,* Third Edition, Vikas Publishing House, 2003.
6. Maheshwari, S.N. and S.K. Maheshwari; *Advanced Accountancy*, Eighth Edition, Vol. I & II, Vikas Publishing House, 2003.


## Course Name: Principles of Management
## Course Code: BBAC22101

**Objectives**

- This course aims to empower students with knowledge and capacities to understand and analyse Integrating Marketing Management, from a corporate and consumer perspective. Lectures are a mix of theory and practical exercises to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic. The concepts will be discussed through case study discussions and presentations on practical aspects.
- To gain knowledge about the four management functions of planning, organizing, leading, and controlling and introduce to the historical evolution of management theories.

- To learn the basics of group dynamics and the challenges of managing work teams.
- To familiarize with various leadership styles and theories of motivation.
- To describe the control process including: the importance of control, tools for measuring organizational performance, and managerial actions.
- The course aims at providing fundamental knowledge and exposure to the concepts, theories, and practices in the field of management.

**Course Outline**

**Unit I: Introduction**
Concept, nature, process, and significance of management; Managerial levels, skills, functions, and roles; Management Vs. Administration; Coordination as essence of management; Development of management thought: classical, neo-classical, behavioural, systems and contingency approaches.

**Unit II: Planning**
Nature, scope, and objectives of planning; Types of plans; planning process; Business forecasting; MBO; Concept, types, process, and techniques of decision-making; Bounded Rationality

**Organising**: Concept, nature, process, and significance; Principles of an organization;
Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

**Unit III: Staffing**
Concept, Nature and Importance of Staffing, Motivating *and Leading*: Nature and Importance of motivation; Types of motivation;
Theories of motivation-Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; **Leadership Styles from Indian Tradition**: Leadership examples from Indian epics (e.g., Rama as the ideal leader, Krishna as transformational leader). Traits of a leader; Leadership Styles – Likert's Systems of Management,
Tannenbaum & Schmidt Model and Managerial Grid.

**Unit IV: Controlling**
Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System,

**Suggested Readings:**

1. Stoner, Freeman, and Gilbert Jr.; *Management,* Prentice Hall of India, New Delhi, 2003.
2. Gupta, C.B.; *Management Concepts and Practices,* Sultan Chand and Sons, New Delhi, 2003.
3. Koontz. O Donnel and Weirich- "Management," Tata McGraw Hill Publishing Company, New Delhi,2001.
4. R.K. Chopra- "Principles Practices of Management," Sun India Publication.
5. P.C. Tripathi and P. N. Reddy," Principles &Practices of Management,"2nd edition.

# Course Name: Principles of Micro Economics
# Course Code: BBAC21102

**Objectives**

- Microeconomics helps in macro analysis. It is an important method of economic analysis; it is microeconomics that tells us how a free market economy with its millions of consumers and producers work to decide about the allocation of productive resources among the thousands of goods and services.
- To provide a thorough introduction to economic theory. Starting from the basic ideas of trade-offs, opportunity cost, and the benefits of trade, also study how the market forces of supply and demand cause prices to be what they are.

**Course Outline**

**Unit I: Introduction**

a) Demand and Supply: Determinants of demand, movements vs. shift in demand curve, Determinants of Supply, Movement along a supply curve vs. shift in supply curve; - Market equilibrium and price determination.
b) Demand and supply.
c) Application of demand and supply.

**Unit II: Consumer Theory**

Ordinal Utility theory: (Indifference curve approach): Consumer's preferences; Interference curves; Budget line; Consumer's equilibrium; Income and substitution effect; Price consumption curve and the derivation of demand curve for a commodity; Criticisms of the law of demand.

**Unit III: Production and Cost**

a) Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions; Isoquants; Return to scale. Economics and Diseconomies of scale.
b) Costs: Costs in the short run. Costs in the long run, Profit maximization and cost minimization. Equilibrium of the firm, Technological Change: the very long run.

**Unit IV: Market Structure**

a) Perfect Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, the long run industry supply curve: increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition
b) Monopoly: Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination.
c) Imperfect Competition: Difference between perfect competitions, monopoly, and imperfect competition;
d) Monopolistic Competition: Assumption; Short – run Equilibrium; Long run Equilibrium; Concepts of excess capacity; Empirical relevance.

e) Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect Competition; Cooperative vs. Non-cooperative Behaviour and dilemma of oligopolistic firms.

**Unit V: Income Distribution and Factor Pricing**
Demand for factors. Supply of factor, backward bending supply curve for labour concepts of economic rent; Functional Distribution of Income. Traditional Varna Based occupations and Jajmani system.

**Suggested Readings:**


1. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; Microeconomics, Pearson Education.
2. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning.
3. Maddala G.S. and E. Miller; Microeconomics: Theory and Applications, McGraw-Hill Education.
4. Salvatore, D. Schaum's Outline: Microeconomic Theory, McGraw-Hill, Education.
5. Case and Fair, Principles of Micro Economics, Pearson Education
6. Koutsiyannis, Modern Micro Economic Theory.
7. C Snyder, Microeconomic Theory: Basic Principles and Extensions, Cengage Learning.
8. Bilas, Richard A., Microeconomics Theory: A Graphical Analysis, McGraw-Hill Education.
9. Paul A Samuelson, William D Nordhaus, Microeconomics, McGraw-Hill Education.
10. Amit Sachdeva, Micro Economics, Kusum Lata Publishers.


## Course Name: Business Communication (From the pool of GE)
## Course Code: GEC066001

**Objectives**

- To equip students of the BBA course effectively to acquire skills in reading, writing, comprehension, and communication, as also to use electronic media for business communication.
- To provide an overview of the various business communication skills and groom students professionally.

**Course Outline**

**Unit I**
Introduction: Communication in Ancient Indian Education Systems: Guru–Shishya Parampara as a Model of Effective Communication, Role of listening and questioning in the learning process (student-centric learning), The Three Stages of Learning Communication: a. Śravaṇam (Listening/Absorbing), b. Mananam (Reflection/Contemplation), c. Nididhyāsanam (Meditation/Realization)

**Unit II**
The significance of communication in a business organization: Channels of communication – Downwards, Upwards, Horizontal, Consensus, and Grapevine. Models of Communication, Barriers in communication, Perception and Communication.

**Unit III**
Language of Communication: Verbal and Non-verbal (Spoken and Written), Verbal and Non-Verbal communication techniques used by gurus (chants, gestures, silence, symbols), Intra-personal, Inter-personal and Group communication, Modes of human communication: Basic differences in the principal modes of human communication – reading, writing, listening, speaking and non-verbal communication. Spoken communication: Importance of spoken communication, designing receiver-oriented messages, comprehending cultural dimension. Speaking Skills Monologue Dialogue Group Discussion Effective Communication/ Mis-communication Interview Public Speech.

**Unit IV**
Making Oral presentations: Functions of presentations, defining objective, audience analysis, collection of materials, organization of materials, body language, effective delivery techniques. Written communication: Fundamentals of sentence structure, writing as a process. Reading and Understanding Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts Writing Skills Documenting Report Writing Making notes Letter writing.

**Unit V**
Fundamental of Technical Writing: Special features of technical writing, the word choice, developing clarity and conciseness, Report writing, Business letters, Applications, and resumes. Transactional Analysis: Three human ego states, 4 life positions, different types of transactions.

**Laboratory work:** Audio-visual aids for effective communication: The role of technology in communication, the role of audio-visuals, designing transparencies, computer-aided presentation software, Software-aided activities in developing communication skills: Proper pronunciation, learning to use the correct tense, Business writing, Report writing, connected speech, Building up vocabulary, Awareness about the common errors in the usage of English, etc. Case studies, group discussions, presentations.

**Suggested Readings:**


1. Sen, L., Communication Skills. Prentice Hall of India (2004).
2. Dhar, M., The Funda of Mixology: What bartending teaches that IIM does not, Srishti Publications (2008).
3. Narayan, R. K., under the banyan tree and other stories. Penguin Classics. (2007)
4. Radhakrishnan, Dr. Sarvepalli. *Indian Philosophy.*
5. Swami Dayananda Saraswati. *Introduction to Vedanta.*

**Course Name: HINDI-I**
**Course Code: AECH55002**

**पाठ्यक्रम के परिणाम**

इस पाठ्यक्रम का अध्ययन करने के पश्चात् विद्यार्थी निम्नलिखित दक्षताएँ प्राप्त करेंगे –

- हिंदी भाषा के मूल इतिहास तथा उसकी लिपि देवनागरी को समझ सकेंगे।
- 'हिंदी' शब्द की उत्पत्ति, अर्थ एवं प्रयोग को समझ सकेंगे।
- हिंदी लिपि के विकास को समझने में सक्षम होंगे।
- हिंदी भाषा की विभिन्न बोलियों का परिचय प्राप्त करेंगे।
- देवनागरी लिपि की विशेषताओं एवं विशिष्टताओं को समझ सकेंगे।

**पाठ्यक्रम की रूपरेखा**

**इकाई – 1 : हिंदी भाषा के विकास की पूर्वपीठिका**

- भारतीय भाषा-परिवार एवं भाषाएँ (संस्कृत, पालि, प्राकृत, अपभ्रंश आदि)
- हिंदी का भाषिक स्वरूप
- 'हिंदी' शब्द का उद्गम एवं प्रयोग
- हिंदी का विकास (आदिकाल, मध्यकाल, आधुनिक काल)

**इकाई – 2 : हिंदी भाषा का क्षेत्र एवं विस्तार**

- हिंदी भाषा : क्षेत्र एवं बोलियाँ
- हिंदी के विविध रूप (बोलचाल की भाषा, राष्ट्रभाषा, राजभाषा, संपर्क-भाषा, संचार भाषा)
- हिंदी का विकास : भारतीय स्वरूप
- हिंदी का अंतरराष्ट्रीय संदर्भ

**इकाई – 3 : लिपि का इतिहास**

- भाषा और लिपि का अंतःसंबंध
- परिभाषा, स्वरूप एवं आवश्यकता
- लिपि के आरंभिक रूप (चित्रलिपि, भावलिपि, ध्वनि-लिपि)
- भारतीय लिपियों का विकास

**इकाई – 4 : देवनागरी लिपि**

- देवनागरी लिपि का परिचय एवं विकास
- देवनागरी लिपि का मानकीकरण
- आदर्श लिपि के गुण और देवनागरी लिपि की विशेषताएँ
- देवनागरी लिपि और कंप्यूटर

**सहायक ग्रंथ**

- हिंदी भाषा का इतिहास – डॉ. धीरेन्द्र वर्मा
- भारतीय एटलस एवं सामान्य ज्ञान – लोकभारती प्रकाशन
- हिंदी भाषा का उद्गम और विकास – डॉ. उदयनारायण तिवारी
- हिंदी भाषा की पहचान – डॉ. हनुमानप्रसाद शुक्ल
- लिपि की कहानी – गुणाकर मुले
- भाषा और समाज – रामविलास शर्मा

## Course Name: Ability & Skill Enhancement I
## Course Code: SEC077001

**Objective**

- To make students understand the usage of Grammar in day-to-day life and improve their fluency and confidence while speaking English.

**Course Outline -Final Assessment – Written Paper**

**Unit I: Ice Breaking Session & Recap of Language Skills**

Ice Breaking Session, Phrase, Clause, Sentence, Word Classes (Parts of Speech).

**Unit II: Recap of Language Skills**

Tenses (Present, Past Future), Modals, Articles (a, an, the).

**Unit III: Reading Skills & Fluency Building**

Reading Process, Importance & Types of Reading, Techniques of Reading, and Strategies to Improve Reading Abilities, Comprehension, Reading Aloud, Reading News.

**Unit IV: Writing Skills**

Generating ideas/gathering data, organizing ideas, Note taking, Outlining, drafting, Editing, and Proof Reading, Story Writing (through pictures/videos), Dialogue Writing, Email Writing.

**Unit V: Listening & Speaking Skills**

Types and Essentials of good listening, Listening Process, Barriers to Listening and Strategies to improve Listening, Listening to Inspirational Movies/Clips, Listening News Techniques of Effective Speaking, Introducing Oneself, and others, Extempore, Situational Conversations (Practicing Short Dialogues).

# Course Name: Electoral Literacy (From the Pool of VAC)
# Course Code: VAC088001

**Objective**

- To empower present and future voters, with the knowledge, skills, and motivation to participate responsibly in the electoral process.
- To sensitize students about power of voting.
- To promote awareness about the importance of voting and the role of elections in a democratic society.

**Course Outcomes:**

After the completion of this course the students will be able to-

1. Understand the nature of Indian democracy and the main features of the Electoral System in India.
2. Understand the role of the Election Commission of India and the office of the CEO.
3. Search various platforms instituted by ECI for increasing voter registration, voting percentage, and strengthening democracy.

**Course Outline**

**Unit I: Understanding the electoral system &processes**

a. Main Features of the Indian Electoral System; Election Commission of India, Composition, Tenure and Removal, Powers and Functions of The Election Commission, Delimitation of Constituencies, Preparation of Electoral Rolls, Recognition of Political Parties, Allotment of Symbol. Officers on Election Duty; Returning Officer, Presiding Officers, Polling Officers.
b. Voter registration (Enrolment)/ Special Summary Revision
c. Electoral Processes; Notification for Election, Filing of Nomination, Security Deposit, Scrutiny and Withdrawal, Election Campaign,
d. Model Code of Conduct, Scrutinization of Expenses, Polling, Counting and Declaration of Result, Re-poll, Countermanding of Election
e. Journey from ballot paper to EVM & VVPAT
f. Shortcomings of the Indian Electoral System, Electoral Reforms

**Unit II: SVEEP (Systematic Voter's Education and Electoral Participation): Process & Philosophy**

a. Ethical & informed voting
b. Electoral literacy platforms: ELC, Chunav Pathashala & VAF
c. Challenges & initiatives for strengthening democracy

**Unit III: Course-related field work and Assignments**

To register at least 25 eligible voters in their respective constituencies; To aware voters of the deletion of names from voters' lists to update the voters' list and help them fill up the application form for the same in person (25 voters). Creating posts on social media for advertising voter registration in the electoral roll, deletion/ corrections in the voters' lists,

special summary revision programs; Creating and actively leading the Electoral Literacy Club in their colleges, organizing programs on issues related to elections, ethical voting, and democratic empowerment.; Leading initiatives on fair poll at the college level; Organize programs related to elections, ethical voting, etc. in coordination with the BLOS of the respective areas; To observe and inspect whether a Voter Awareness Forum has been set up at Government offices, NGOs, and corporate companies in the respective areas; To conduct surveys in villages/ localities/ housing societies on registration of voters and encourage registration process/ help with the updates in voters' lists.

**Suggested Readings:**


1. "Electoral Literacy: A Comparative Study" by Rajni Kant Pandey, published by Mittal Publications
2. "Electoral Literacy for Citizens" by ECI, published by Election Commission of India
3. "Democracy and Election Laws" by V.S. Rama Devi, published by Asia Law House


**Note:** The review of Syllabus happens on periodic basis for the benefit of the students. In case there are changes in curriculum due to review, students would be intimated in writing.

## 9. Lesson Plans: Semester - I

**BBAC21100 - Financial Accounting**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, COs & POs | C-1 | Lecture |
| Unit-I | Need for Accounting, Development, and Accounting Cycle | C-2 | Lecture |
| Unit-I | Accounting, Definition and Functions, and Scope of Accounting | C-3 | Lecture |
| Unit-I | Bookkeeping and Accounting: Is Accounting Science or Art? | C-4 | Lecture |
| Unit-I | End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting | C-5 | Lecture |
| Unit-I | Objectives of Accounting, Difference between Management Accounting and Financial Accounting, | C-6 | Lecture |
| Unit-I | Accounting Equation | C-7 | Lecture |
| Unit-I | Accounting Equation-Effect of a transaction on the accounting equation | C-8 | Lecture |
| Unit-I | Accounting Principles and Standards: Accounting Concepts, | C-9 | Lecture |
| Unit-I | Accounting Principles and Standards: Accounting Conventions, Systems of Bookkeeping | C-10 | Lecture |
| Unit-I | System of Accounting, Introduction to Accounting Standards Issued by ICAI | C-11 | Lecture |
| Unit-I | Journalizing Transactions: Journal, Rules of Debit and Credit with example | C-12,13 | Lecture |
| Unit-I | Journalizing Transactions: Compound Journal Entry, Opening Entry, discuss parallels between the Indian "Bahi-Khata" system and modern ledger posting practices | C-14 | Lecture |
| Unit-I | Recording of a business transaction - Entry analysis | C-15 | Lecture |
| Unit-I | Subdivision of Journal: Simple Cash Book | C-16 | Lecture |
| Unit-I | Cash Journal, Petty Cash Book | C-17 | Lecture |
| Unit-I | Purchase Journal, Sales Journal, Sales Return Journal, Voucher System | C-18 | Lecture |
| Unit-I | Ledger Posting and Trial Balance: Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Trader | C-19,20 | Lecture |
| Unit-I | Clarification Class | C-21 | Clarification Class |
| Unit-I | Classroom Assignment I | C-22 | Classroom Assignment |
| Unit-II | Capital and Revenue | C-23 | Lecture |
| Unit-II | Classification of Income, Expenditure, and Receipt | C-24 | Lecture |
| Unit-II | Revenue Recognition, Explore traditional Indian revenue systems, such as land tax and its contribution to concepts of capital and income. | C-25 | Lecture |
| Unit-II | Accounting Concept of Income - Income and Expenditure-Income Measurement, Expired Cost & | C-26,27 | Lecture |

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| | Income Measurement | | |
| Unit-II | Relation Principle and Income Measurement, Accountants' and Economists' Concept of Capital and Income | C-28,29 | Lecture |
| Unit-II | Presentation | C-30 | Presentation |
| Unit-II | Clarification Class | C-31 | Clarification Class |
| Unit-III | Inventory Valuation: Meaning and Objectives, Methods of valuation of inventories | C-32,33 | Lecture |
| Unit-III | Accounting Standard 2 (Revised): Valuation of Inventories | C-34,35 | Lecture |
| Unit-III | Depreciation Provisions and Reserves: Concept, Causes, Basic Features of Depreciation, | C-36 | Lecture |
| Unit-III | Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, | C-37,38 | Lecture |
| Unit-III | Method of Recording Depreciation, Methods of Providing Depreciation | C-39 | Lecture |
| Unit-III | Take Home Assignment | | Home Assignment |
| Unit-III | Depreciation Policy, AS-6 (Revised) Depreciation Accounting, Provisions and Reserves, | C-40 | Lecture |
| Unit-III | Change of method of Depreciation (by both current and retrospective effect), Incorporate discussions on traditional asset valuation methods used in ancient Indian trade and commerce. | C-41,42 | Lecture |
| Unit-III | Clarification Class | C-43 | Clarification Class |
| Unit-III | Activity | C-44 | Activity |
| Unit-IV | Concept of dependent branches | C-45 | Lecture |
| Unit-IV | accounting aspects; debtors' system | C-46 | Lecture |
| Unit-IV | stock and debtors' system | C-47,48 | Lecture |
| Unit-IV | branch final accounts system | C-49 | Lecture |
| Unit-IV | Capital and Revenue Expenditures and Receipts | C-50,52 | Lecture |
| Unit-IV | General Introduction Only | C-51 | Lecture |
| Unit-IV | branch final accounts system | C-53,54 | Lecture |
| Unit-IV | Capital and Revenue Expenditures and Receipts | C-55 | Lecture |
| Unit-IV | General Introduction Only | C-56 | Lecture |
| Unit-IV | Preparation of financial statements of non-corporate business entities. | C-57,58 | Lecture |
| Unit-IV | Quiz | C-59 | Quiz |
| Unit-IV | Clarification Class | C-60 | Clarification Class |

**BBAC22101 - Principles of Management**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit-I | Concept, Nature, process, and significance of management; | C-2 | Lecture |
| Unit-I | Managerial levels, skills, | C-3 | Lecture |
| Unit-I | Managerial functions and roles; | C-4 | Lecture |
| Unit-I | Management Vs. Administration; Coordination as essence of management | C-5,6 | Lecture |
| Unit-I | Development of management thought: classical, | C-7 | Lecture |
| Unit-I | Development of management thought: neo-classical, | C-8 | Lecture |
| Unit-I | Development of management thought: behavioral, | C-9 | Lecture |
| Unit-I | Systems and contingency approaches. | C-10 | Lecture |
| Unit-I | Clarification Class | C-11 | Clarification Class |
| Unit-I | Class Room Assignment | C-12 | Class Room Assignment |
| Unit-II | Nature, scope of planning | C-13 | Lecture |
| Unit-II | Objectives of planning | C-14 | Lecture |
| Unit-II | Types of plans | C-15 | Lecture |
| Unit-II | Planning process; Business forecasting | C-16 | Lecture |
| Unit-II | MBO; Concept, types of decision-making; | C-17 | Lecture |
| Unit-II | Types of decision-making | C-18 | Lecture |
| Unit-II | Process of decision-making | C-19 | Lecture |
| Unit-II | Techniques of decision-making; Bounded Rationality | C-20 | Activity |
| Unit-II | Take Home Assignment | | Home Assignment |
| Unit-II | Organizing: Concept, nature | C-21 | Lecture |
| Unit-II | Organizing: process and significance | C-22 | Lecture |
| Unit-II | Principles of an organization; Span of Control | C-23 | Lecture |
| Unit-II | Departmentalization | C-24 | Lecture |
| Unit-II | Types of an organization | C-25 | Lecture |
| Unit-II | Authority-Responsibility; Delegation and Decentralization, | C-26 | Lecture |
| Unit-II | Authority-Responsibility | C-27 | Lecture |
| Unit-II | Formal and Informal Organization | C-28 | Lecture |
| Unit-II | Clarification Class | C-29 | Clarification Class |
| Unit-III | Staffing Concept, Nature | C-30 | Lecture |
| Unit-III | Importance of Staffing, | C-31 | Lecture |
| Unit-III | Motivating and Leading: Nature and Importance of motivation | C-32 | Lecture |
| Unit-III | Types of motivation | C-33 | Lecture |
| Unit-III | Theories of motivation-Maslow | C-34 | Lecture |
| Unit-III | Theories of motivation- Herzberg | C-35 | Lecture |
| Unit-III | Theories of motivation- X, Y and Z | C-36 | Lecture |
| Unit-III | Classroom Assignment | C-37 | Classroom Assignment |
| Unit-III | Leadership – meaning and importance | C-38 | Lecture |

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| Unit-III | Traits of a leader; Leadership Styles – | C-39 | Lecture |
| Unit-III | Likert's Systems of Management, | C-40 | Lecture |
| Unit-III | Tannenbaum & Schmidt Model and Managerial Grid | C-41 | Lecture |
| Unit-III | Leadership Styles from Indian Tradition: Leadership examples from Indian epics (e.g., Rama as the ideal leader, Krishna as transformational leader). | C-42 | Lecture |
| Unit-III | Clarification Class | C-43 | Clarification Class |
| Unit-III | Activity | C-44 | Activity |
| Unit-IV | Controlling- Nature | C-45 | Lecture |
| Unit-IV | Scope of control | C-46 | Lecture |
| Unit-IV | Types of Control | C-47 | Lecture |
| Unit-IV | Control process; | C-48 | Lecture |
| Unit-IV | Control techniques – traditional | C-49,50 | Lecture |
| Unit-IV | Control techniques –modern | C-51,52 | Lecture |
| Unit-IV | Clarification Class | C-53 | Clarification Class |
| Unit-IV | Presentation | C-54,55 | Presentation |
| Unit-IV | Webinar | C-56,57 | Webinar |
| Unit-IV | Revision | C-58,59 | Lecture |
| Unit-IV | Clarification Class | C-60 | Lecture |

**BBAC21102 - Principles of Microeconomics**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit-I | Demand and Supply: Determinants of demand | C-2 | Lecture |
| Unit-I | Movements vs. shift in demand curve, | C-3 | Lecture |
| Unit-I | Determinants of Supply | C-4 | Lecture |
| Unit-I | Movement along a supply curve vs. shift in supply curve; | C-5 | Lecture |
| Unit-I | Market equilibrium and price determination | C-6 | Lecture |
| Unit-I | Demand and supply | C-7 | Lecture |
| Unit-I | Application of demand and supply | C-8 | Lecture |
| Unit-I | Clarification Class | C-9 | Clarification Class |
| Unit-II | Demand and supply | C-10 | Class Room Assignment |
| Unit-II | Consumer Theory | C-11 | Lecture |
| Unit-II | Ordinal Utility theory: (Indifference curve approach) | C-12 | Lecture |
| Unit-II | Ordinal Utility theory: (Indifference curve approach) | C-13 | Lecture |
| Unit-II | Consumer's preferences | C-14 | Lecture |
| Unit-II | Interference curves; Budget line | C-15 | Lecture |
| Unit-II | Consumer's equilibrium | C-16 | Lecture |
| Unit-II | Income and substitution effect | C-17,18 | Lecture |
| Unit-II | Price consumption curve and the derivation of demand curve for a commodity | C-19,20 | Lecture |
| Unit-II | Criticisms of the law of demand | C-21 | Lecture |
| Unit- II | Presentation | C-22,23 | Presentation |
| Unit-II | Clarification class | C-24 | Lecture |
| Unit-III | Production and Cost | C-25 | Lecture |
| Unit-III | Production: Firm as an agent of production | C-26 | Lecture |
| Unit-III | Concepts of Production function | C-27 | Lecture |
| Unit-III | Law of variable proportions | C-28,29 | Lecture |
| Unit-III | Isoquants; Return to scale | C-30,31 | Lecture |
| Unit-III | Economics and Diseconomies of scale | C-32 | Lecture |
| Unit-III | Costs in the short run. Costs in the long run | C-33 | Lecture |
| Unit-III | Profit maximization and cost minimization | C-34 | Lecture |
| Unit-III | Equilibrium of the firm | C-35 | Lecture |
| Unit-III | Technological Change: the very long run | C-36 | Lecture |
| Unit-III | Clarification Class | C-37 | Lecture |
| Unit-III | Activity | C-38 | Activity |
| Unit-IV | Perfect Competition: Assumption; | C-39 | Lecture |
| Unit-IV | Theory of a firm under perfect competition | C-40 | Lecture |
| Unit-IV | Demand and Revenue; Equilibrium of the firm in the short run and long run, | C-41 | Lecture |
| Unit-IV | The long run industry supply curve: increasing, decreasing and constant cost industry | C-42 | Lecture |
| Unit-IV | Allocation efficiency under perfect competition | C-43 | Lecture |
| Unit-IV | Monopoly: Short-run and long-run equilibrium of | C-44 | Lecture |

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| | monopoly firm; | | |
| Unit-IV | Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination. | C-45,46 | Lecture |
| Unit-IV | Imperfect Competition: Difference between perfect competitions, | C-47 | Presentation |
| Unit-IV | Monopoly and imperfect competition; | C-48 | Lecture |
| Unit-IV | Monopolistic Competition: Assumption; Short – run Equilibrium; | C-49 | Lecture |
| | Home Assignment | | |
| Unit-IV | Long run Equilibrium; Concepts of excess capacity; Empirical relevance. | C-50 | Lecture |
| Unit-IV | Oligopoly: Causes for the existence of oligopolistic firms in the market rather than perfect Competition; | C-51 | Lecture |
| Unit-IV | Cooperative vs. Non-cooperative Behaviour and dilemma of oligopolistic firms | C-52 | Lecture |
| Unit-IV | Clarification class | C-53 | Lecture |
| Unit-IV | Quiz | C-54 | Quiz |
| Unit-V | Income Distribution and Factor Pricing-Demand for factors | C-55 | Lecture |
| Unit-V | Supply of factor | C-56 | Lecture |
| Unit-V | Backward bending supply curve for labour concepts of economic rent; | C-57 | Lecture |
| Unit-V | Functional Distribution of Income | C-58 | Lecture |
| Unit-V | Traditional Varna Based occupations and Jajmani system. | C-59 | Lecture |
| Unit-V | Clarification Class | C-60 | Clarification Class |

**GEC066001– Business Communication (From the pool of GE Group A)**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit-I | Communication in Ancient Indian Education Systems: Guru–Shishya Parampara as a Model of Effective Communication | C-2 | Lecture |
| Unit-I | Role of listening and questioning in the learning process (student-centric learning) | C-3 | Lecture |
| Unit-I | The Three Stages of Learning Communication: a. Śravaṇam (Listening/Absorbing) b. Mananam (Reflection/Contemplation) c. Nididhyāsanam (Meditation/Realization) | C-4,5 | Lecture |
| Unit-I | Introduction to Communication – Definition, Types, Modes. Essentials of Good Communication. | C-6,7 | Lecture |
| Unit- I | Clarification Class | C-8 | Clarification Class |
| Unit-II | Channels of communication – Downwards, Upwards, Horizontal, Consensus, and Grapevine | C-9,10 | Lecture |
| Unit-II | Models of Communication: 8 Communication Models | C-11,12,13 | Lecture |
| Unit-II | Barriers in communication | C-14,15 | Lecture |
| Unit-II | Perception and Communication. | C-16 | Lecture |
| Unit-II | Clarification Class | C-17 | Clarification Class |
| Unit-II | Classroom Assignment | C-18 | Classroom Assignment |
| Unit-III | Language of Communication: Verbal and Non-verbal (Spoken and Written), | C-19 | Lecture |
| Unit-III | Verbal and Non-Verbal communication techniques used by gurus (chants, gestures, silence, symbols), | C-20,21 | Lecture |
| Unit-III | Intra-personal, Inter-personal and Group communication, | C-22,23 | Lecture |
| Unit-III | Modes of human communication: Basic differences in the principal modes of human communication – reading, writing, listening, speaking and non-verbal communication. | C-24,25,26 | Lecture |
| Unit-III | Spoken communication: Importance of spoken communication, designing receiver-oriented messages, comprehending cultural dimension | C-27,28 | Lecture |
| Unit-III | Speaking Skills Monologue Dialogue Group Discussion Effective Communication | C-29 | Lecture |
| Unit-III | Mis- communication Interview Public Speech. | C-30 | Lecture |
| | Take Home Assignment | | Take Home Assignment |
| Unit-III | Clarification Class | C-31 | Lecture |
| Unit-IV | Making Oral presentations: Functions of | C-32,33 | Lecture |

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| | presentations, defining objective, audience analysis, collection of materials, organization of materials, body language, effective delivery techniques. | | |
| Unit- IV | Written communication: Fundamentals of sentence structure, writing as a process. | C-34,35 | Lecture |
| Unit- IV | Reading and Understanding Close Reading Comprehension Summary | C-36,37 | Lecture |
| Unit- IV | Paraphrasing Analysis and Interpretation | C-38 | Lecture |
| Unit- IV | Translation (from Indian language to English and vice-versa) | C-39 | Lecture |
| Unit- IV | Literary/Knowledge | C-40 | Lecture |
| Unit- IV | Texts Writing Skills | C-41 | Lecture |
| Unit- IV | Documenting Report Writing | C-42 | Lecture |
| Unit- IV | Making notes | C-43 | Lecture |
| Unit- IV | Letter writing | C-44 | Lecture |
| Unit- IV | Clarification Class | C-45 | Clarification Class |
| Unit- IV | Presentation | C-46 | Presentation |
| Unit-V | Fundamental of technical writing: Special features of technical writing, the word choice, developing clarity and conciseness | C-47 | Lecture |
| Unit-V | Business letters | C-48 | Lecture |
| Unit-V | Applications and resumes | C-49 | Lecture |
| Unit-V | Transactional Analysis: Three human ego states, different types of transactions | C-50 | Lecture |
| Unit-V | 4 life positions | C-51 | Lecture |
| Unit-V | Different types of transactions | C-52 | Lecture |
| Unit-V | Clarification Class | C-53 | Clarification Class |
| | Quiz/Activity | C-54 | |
| Lab | Audio-visual aids for effective communication: The role of technology in communication, the role of audio-visuals, designing transparencies, computer-aided presentation software, Software-aided activities in developing communication skills: | C-55,56,57 | Lab Work |
| Lab | Proper pronunciation, learning to use the correct tense, Business writing, Report writing, connected speech, Building up vocabulary, Awareness about the common errors in the usage of English, etc. Case studies, group discussions, presentations. | C-58,59,60 | Lab Work |

**AECH55002-HINDI-I**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| - | विषय का परिचय, COs एवं POs | C-1 | व्याख्यान |
| इकाई-I | हिंदी भाषा के विकास की पूर्वपीठिका | C-2 | व्याख्यान |
| इकाई-I | हिंदी का आरंभिक रूप | C-3 | व्याख्यान |
| इकाई-I | भारतीय भाषा-परिवार एवं भाषाएँ (संस्कृत, पालि, प्राकृत, अपभ्रंश आदि) | C-4 | व्याख्यान |
| इकाई-I | 'हिंदी' शब्द का अर्थ एवं प्रयोग | C-5 | व्याख्यान |
| इकाई-I | कक्षा असाइनमेंट – I | C-6 | कक्षा असाइनमेंट |
| इकाई-I | 'हिंदी' शब्द का अर्थ एवं प्रयोग | C-7 | व्याख्यान |
| इकाई-I | हिंदी का विकास (आदिकाल, मध्यकाल, आधुनिककाल) | C-8 | व्याख्यान |
| इकाई-I | शंका समाधान कक्षा | - | शंका समाधान |
| इकाई-II | गृह असाइनमेंट | C-9 | गृह असाइनमेंट |
| इकाई-II | हिंदी भाषा का क्षेत्र एवं विस्तार, हिंदी भाषा : क्षेत्र एवं बोलियाँ | C-10 | व्याख्यान |
| इकाई-II | हिंदी के विविध रूप (बोलचाल की भाषा, राष्ट्रभाषा, राजभाषा, संपर्क-भाषा, संचार भाषा) | C-11 | व्याख्यान |
| इकाई-II | प्रस्तुतीकरण – I | C-12 | प्रस्तुतीकरण |
| इकाई-II | हिंदी का अखिल भारतीय स्वरूप, हिंदी का अंतरराष्ट्रीय संदर्भ | C-13 | व्याख्यान |
| इकाई-III | शंका समाधान कक्षा | C-14 | शंका समाधान |
| इकाई-III | लिपि का इतिहास, भाषा और लिपि का अंतःसंबंध | C-15 | व्याख्यान |
| इकाई-III | कक्षा असाइनमेंट – II | C-16 | कक्षा असाइनमेंट |
| इकाई-III | परिभाषा, स्वरूप एवं आवश्यकता | C-17 | व्याख्यान |
| - | गतिविधि – I | C-18 | गतिविधि |
| इकाई-III | लिपि के आरंभिक रूप (चित्रलिपि, भावलिपि, ध्वनि-लिपि) | C-19 | व्याख्यान |
| इकाई-III | भारत में लिपि का विकास | C-20 | व्याख्यान |
| इकाई-III | शंका समाधान कक्षा | C-21 | शंका समाधान |
| इकाई-IV | देवनागरी लिपि | C-22 | व्याख्यान |
| इकाई-IV | देवनागरी लिपि का परिचय एवं विकास | C-23 | व्याख्यान |
| इकाई-IV | प्रश्नोत्तरी – I | C-24 | प्रश्नोत्तरी |
| इकाई-IV | शंका समाधान कक्षा | C-25 | शंका समाधान |
| इकाई-IV | देवनागरी लिपि का मानकीकरण | C-26,27 | व्याख्यान |
| इकाई-IV | आदर्श लिपि के गुण और देवनागरी लिपि की विशेषताएँ | C-28 | व्याख्यान |
| इकाई-IV | देवनागरी लिपि और कंप्यूटर | C-29 | व्याख्यान |
| इकाई-IV | शंका समाधान कक्षा | C-30 | शंका समाधान |

**SEC077001- Ability and Skill Enhancement-I**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit-I | Ice Breaking Session & Recap of Language Skills | C-2 | Lecture |
| Unit-I | Phrases, clause, sentence | C-3,4 | Lecture |
| Unit-I | Word Classes (Part of Speech) | C-5,6 | Lecture |
| Unit-I | Clarification class | C-7 | Clarification Class |
| Unit-II | Class Room Assignment | C-8 | Class Room Assignment |
| Unit-II | Tenses | C-9 | Lecture |
| Unit-II | Modals, Articles | C-10 | Lecture |
| Unit-II | Clarification class | C-11 | Clarification Class |
| Unit-II | Activity | C-12 | Activity |
| Unit-III | Reading Skills & Fluency Building- Reading Process | C-13 | Lecture |
| Unit-III | Importance & Types of Reading | C-14 | Lecture |
| Unit-III | Techniques of Reading, and Strategies to Improve Reading Abilities | C-15 | Lecture |
| Unit-III | Comprehension | C-16 | Lecture |
| Unit-III | Reading Aloud, Reading News | C-17 | Lecture |
| Unit-III | Clarification Class | C-18 | Clarification Class |
| Unit-III | Presentation | C-19 | Presentation |
| Unit-IV | Writing Skills- Generating ideas/gathering data, organizing ideas | C-20 | Lecture |
| Unit-IV | Note taking, Outlining, drafting, | C-21 | Lecture |
| Unit-IV | Editing and Proof Reading, | C-22 | Lecture |
| Unit-IV | Story Writing (through pictures/videos | C-23 | Lecture |
| Unit-IV | Dialogue Writing, Email Writing | C-24 | Lecture |
| Unit-IV | Listening & Speaking Skills- Types and Essentials of good listening, Listening Process, | C-25 | Lecture |
| Unit-IV | Barriers to Listening and Strategies to improve Listening, Listening to Inspirational Movies/Clips, Listening News | C-26 | Lecture |
| Unit-IV | Techniques of Effective Speaking, Introducing Oneself, and others, Extempore | C-27 | Lecture |
| Unit-IV | Situational Conversations (Practicing Short Dialogues). | C-28 | Guest lecture |
| Unit-IV | Clarification Class | C-29 | Clarification Class |
| Unit-IV | Revision Class | C-30 | Lecture |

**VAC088001- Electoral Literacy- (From the pool of VAC)**

| Unit | Particulars | Class No. | Pedagogy of Class |
|---|---|---|---|
| | Introduction to Syllabus, CO's & PO's | C-1 | Lecture |
| Unit-I | Main Features of the Indian Electoral System | C-2 | Lecture |
| Unit-I | Election Commission of India, Composition, Tenure and Removal | C-3 | Lecture |
| Unit-I | Powers of The Election Commission | C-4 | Lecture |
| Unit-I | Functions of The Election Commission | C-5 | Lecture |
| Unit-I | Delimitation of Constituencies | C-6 | Lecture |
| Unit-I | Preparation of Electoral Rolls | C-7 | Lecture |
| Unit-I | Recognition of Political Parties, Allotment of Symbol | C-8 | Lecture |
| Unit-I | Class Room Assignment | C-9 | Class Room Assignment |
| Unit-I | Officers on Election Duty; Returning Officer, Presiding Officers, Polling Officers | C-10 | Lecture |
| Unit-I | Voter registration (Enrolment)/ Special Summary Revision | C-11 | Lecture |
| Unit-I | Electoral Processes; Notification for Election, Filing of Nomination, Security Deposit, Scrutiny and Withdrawal, Election Campaign | C-12 | Lecture |
| Unit-I | Model Code of Conduct, Scrutinization of Expenses, Polling, Counting and Declaration of Result, Re-poll, Countermanding of Election | C-13 | Lecture |
| Unit-I | Journey from ballot paper to EVM & VVPAT | C-14 | Lecture |
| Unit-I | Presentation | C-15 | Presentation |
| Unit-I | Shortcomings of the Indian Electoral System, Electoral Reforms | C-16 | Lecture |
| Unit-I | Clarification Class | C-17 | Clarification Class |
| Unit-II | Ethical & informed voting | C-18 | Lecture |
| Unit-II | Electoral literacy platforms: ELC, Chunav Pathashala & VAF | C-19 | Lecture |
| Unit-II | Challenges & initiatives for strengthening democracy | C-20 | Lecture |
| Unit-II | Take Home Assignment | | |
| Unit-II | Clarification Class | C-21 | Clarification Class |
| Unit-III | Course-related field work and assignments | C-22 | Field work and Assignments |
| Unit-III | Quiz | C-23 | Quiz |
| Unit-III | Course-related field work and assignments | C-24-27 | Field work and Assignments |
| Unit-III | Quiz | C-28 | Quiz |
| Unit-III | Course-related field work and assignments | C-29 | Field work and Assignments |
| Unit-III | Clarification Class | C-30 | Clarification Class |

**Note:**
This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

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