



SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE
(AUTONOMOUS)

(Approved by AICTE, New Delhi, Affiliated to JNTUK, Kakinada)

Accredited by NAAC with 'A+' Grade

Recognised as Scientific and Industrial Research Organisation

SRKR MARG, CHINA AMIRAM, BHIMAVARAM – 534204 W.G.Dt., A.P., INDIA

Regulation: R24			I - B.B.A. I - Semester						
BACHELOR OF BUSINESS ADMINISTRATION									
COURSE STRUCTURE (With effect from 2024-25 admitted Batch onwards)									
Course Code	Course Name	Category	L	T	P	Cr	C.I.E.	S.E.E.	Total Marks
B24BB1101	General English	AEC	1	1	0	2	30	70	100
B24BB1102	Business Communication -I	AEC	1	1	0	2	30	70	100
B24BB1103	Indian Science, Engineering & Technology (Past, Present & Future)	MDE	2	0	0	2	30	70	100
B24BB1104	Environmental Science and Sustainability	VAC	2	0	0	2	30	70	100
B24BB1105	Principles of Management.	CC	3	1	0	4	30	70	100
B24BB1106	Financial Accounting.	CC	3	1	0	4	30	70	100
B24BB1107	Business Statistics and Logic	CC	3	1	0	4	30	70	100
B24BB1108	Additional Courses – Spanish language-1	AEC	1	1	0	0	30	--	30
TOTAL			16	6	0	20	240	490	730

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1101	AEC	1	1	0	2	30	70	3 Hrs.
GENERAL ENGLISH								
(For Bachelor of Business Administration)								
Course Objectives:								
1.	To provide a learning environment to practice listening, speaking, reading, and writing skills.							
2.	To familiarize students with fundamental grammar, vocabulary, punctuation, and sentence structure.							
3.	To identify common grammatical and punctuation mistakes in students' writing							
4.	To practice speaking in different formal and informal situations.							
Course Outcomes: At the end of the course the student will be able to								
Sl. No	Outcome							Knowledge Level
1.	Articulate vocabulary in business contexts that demonstrates effective communication.							K3
2.	Identify fundamental writing rules, basic sentence structures, and grammar concepts.							K3
3.	Rewrite grammatically correct sentences after making necessary corrections.							K2
4.	Illustrate the key characteristics of clear and logical writing used for various contexts.							K2
5.	Recognize correct pronunciation patterns to apply them in everyday conversational contexts.							K2
SYLLABUS								
UNIT-I (6 Hrs)	Vocabulary Building Word Formation, Root words, Prefixes and Suffixes, Synonyms, antonyms, and standard abbreviations.							
UNIT-II (8 Hrs)	Basic Writing Skills Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Coherence and Cohesion, Paragraph Writing.							
UNIT-III (10 Hrs)	Common Errors in Writing Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies.							
UNIT-IV (8 Hrs)	Nature and Style of Sensible Writing Writing Practices, Comprehension, Précis Writing, Essay Writing.							

UNIT-V (8 Hrs)	Oral Communication (This Module involves interactive practice sessions in Language Lab) Listening Comprehension, Pronunciation, Stress, and Intonation. Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations
Textbooks:	
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.
Reference Books:	
1.	Remedial English Grammar. F.T. Wood. Macmillan. Remedial English Grammar. F.T. Wood. Macmillan.
2.	On Writing Well. William Zinsser. Harper Resource Book.
3.	Study Writing. Liz Hamp Lyons and Ben Heasley. Cambridge University Press
4.	Communication Skills. Sanjay Kumar and Pushp Lata. Oxford University Press.
5.	Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press.



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1102	AEC	1	1	0	2	30	70	3 Hrs.
BUSINESS COMMUNICATION -I								
(For Bachelor of Business Administration)								
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 Outcomes: At the end of the course the student will be able to								
Sl. No	Outcome							Knowledge Level
1.	Discuss various barriers to communication to apply pre-emptive measures, including feedback, to minimize the same.							K2
2.	Apply the skills of effective letter writing and be able to create various kinds ofBusiness letters.							K3
3.	Describe various kinds of business correspondence and e-correspondence.							K2
4.	Practice Business Communication with confidence and expertise							K3
5.	Apply suitable digital communication tools to collaborate effectively in business environments.							K3
SYLLABUS								
UNIT-I (6 Hrs)	Introduction to Communication in Organizations Introduction to Business Environment and 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-II (8 Hrs)	Written Communication Planning and Executing Different Types of Messages, Emails, Formal Letters (Planning & Layout of Business Letters), Informal Messages on E-platforms, Negative Messages: Indirect & Direct Negative Messages, Persuasive Messages, Request Letters to Various Stakeholders.							
UNIT-III (10 rs)	Business Correspondence Sales Letters, Complaint & Follow-Up Letters, Promotion Letters, Job Application Letters, Cover Letters, Resumes, Resignation Letters.							

UNIT-IV (8 Hrs)	Interpersonal and Presentation Skills Team Communication, Managing Communication During Online Meetings, Communication with Virtual Teams, Communication in the Gig Economy, Presentation Skills (Verbal and Non-verbal), PowerPoint Presentation Skills, Infographics, Introduction to Contemporary Alternatives (such as Prezi, Visme, Microsoft Sway, Zoho)
UNIT-V (8 Hrs)	Digital Communication Social Media and the 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.
Textbooks:	
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., Publication Business Communication: Connecting at Work. Oxford.
5.	Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.
Reference Books:	
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.
3.	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 & Sadh ranikaran)
2.	Preparing on curriculum vitae/resume and cover letter
3.	Reading of annual reports The Future of Internal Communication Rita Linjuan Men, Shannon A.
4.	Bowen Business ExpertPress 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 Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1103	MDE	2	0	0	2	30	70	3 Hrs.
INDIAN SCIENCE, ENGINEERING AND TECHNOLOGY (PAST, PRESENT AND FUTURE) (For Bachelor of Business Administration)								
Course Objectives: Students are expected to learn								
1.	To familiarize learners with major sequential development in Indian science, engineering and technology.							
2.	To help 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 well-being.							
3.	To review & strengthen the ancient discovery and research in physics, chemistry, maths, metallurgy, astronomy, architecture, textile, transport, agriculture and Ayurveda.							
4.	To help students trace, identify and develop the ancient knowledge systems to make meaningful contribution to development of science today.							
5.	To familiarize students with Ayurveda and Yoga for physical and mental well-being.							
Course Outcomes: At the end of the course the student will be able to								
Sl. No	Outcome							Knowledge Level
1.	Illustrate the Indian scientific temperament and the holistic approaches to understanding the world.							K2
2.	Outline the importance of Ayurveda and Yoga for a healthy body and mind.							K2
3.	Apply the knowledge of science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.							K3
4.	Identify complex engineering problems with substantiated conclusions using first principles of natural and engineering sciences.							K3
5.	Explain the textile technology, agricultural practices, and transport in ancient India for a comparison with the present practices.							K2
SYLLABUS								
UNIT-I (10 Hrs)	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.							
UNIT-II (08 Hrs)	Ancient Indian Science (Ayurveda & Yoga) Ayurveda for Life, Health and Well-being: Introduction to Ayurveda: understanding Human body and Panchamahabhoota, the communication between body & mind, health							

	regimen for wellbeing, introduction to yoga (raja yoga, astanga yoga, gyana yoga), understanding of Indian psychological concept, consciousness, tridosha & triguna.
UNIT-III (08 Hrs)	Ancient Indian Science (Physics, Chemistry, Maths) Physics in India: Vaisesikadarsan Atomic theory & law of motion, theory of Panchmahabhoota, Brihath Sathaka (divisions of the time, unit of distance), Bhaskaracharya (theory of gravity, Suryasiddhanta & Sidhantasriomani), Lilavati (gurutvakarshana Sakti).
UNIT-IV (10 Hrs)	Ancient Indian Science (Physics, Chemistry, Maths) Chemistry in India: Vatsyayana, Nagarjuna, Khanda, Al-Biruni, Vagbhaṭa – building of the ras-sala (laboratory), working arrangements of ras-sala, material and equipment, Yaśodhara Bhaṭṭa-process of distillation, apparatus, saranasamskara, saranataila Mathematics in India: Baudhayana's Sulbasutras, Aryabhaṭa, Bhaskaracharya- I, Severus Sebokht, Syria, Brahmagupta, Bhaskaracharya-II, Jyeṣṭhadeva.
UNIT-V (08 Hrs)	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), sitadhautavasanayugala (bleached white—a finishing process); suchhastah, sutradharah (needle and thread – tools for stitching). dyeing, washing spinning and weaving technology, Agriculture in India: krishisuktas, Krishiparasara, Brihatsamhita, Types of crops, Manures, Types of land- devamatraka, nadimatraka, use of animals in warfare, animal husbandry, Animals for medicines. Ancient transport in India
Text Books:	
1.	Text book on IKS by Prof.B. Mahadevan, IIM, Benguluru.
2.	Nair, Shantha N. echoes of Ancient Indian wisdom. New Delhi: Hindology Books,2008.
3.	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.
Reference Books:	
1.	SK Das, The education system of Ancient hindus, Gyan publication house, India
2.	R P Kulkarni, Glimpese of Indian Engineering and Technology (Ancient & Medieval period, Munshiram Manoharlal Publishers Pvt. Ltd. 2018
3.	AK Pathak, Science and Technology in India, Anshikaprakashanpratapgarh, 2016
4.	PB Sharma, S. Narain, Doctors Scientists and Engineers of Ancient India, Kalpaz Publications 2017
5.	NVP, Unithiri, Indian Scientific Traditions (Professor K.N. NeelakantanElayath Felicitation Volume), publication division unieristy of Calicut, 2006

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1104	VAC	2	0	0	2	30	70	3 Hrs.
ENVIRONMENTAL SCIENCE AND SUSTAINABILITY								
(For Bachelor of Business Administration)								
Course Objectives: Students are expected to learn								
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 Outcomes: At the end of the course the student are able to								
S.No.	Outcome							Knowledge Level
1	Explain environmental concepts and their relevance to business, Describe the environment-man relationship, and Discuss sustainable practices for resource conservation and equitable use.							K2
2	Describe the structure, functions, and characteristics of natural ecosystems, and Explain the importance of biodiversity and strategies for its conservation, with a focus on sustainable ecosystem management.							K2
3	Explain the types and causes of environmental pollution, and their impacts on businesses and communities, and discuss disaster management, cleaner technologies, and solid waste management strategies.							K2
4	Explain the dynamic interactions between society and the environment, and discuss the role of businesses in sustainable development, environmental justice, and demographic changes in India.							K2
5	Explain key environmental legislation and the judiciary's role in environmental protection							K2
SYLLABUS								
UNIT-I (12 hrs)	Understanding Environment, Natural Resources, and Sustainability: Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.							

UNIT-II (10 hrs)	Ecosystems, Biodiversity, and Sustainable Practices: Various natural ecosystems and their structure, functions, and ecological characteristics. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. The importance of biodiversity, India as a mega diverse nation, Strategies for biodiversity conservation and its significance.
UNIT-III (12 Hrs)	Environmental Pollution, Waste Management, and Sustainable Development: Various types of environmental pollution: air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution - global climate change, ozone layer depletion, the greenhouse effect, and acid rain with a particular focus on pollution episodes in India. Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts. Importance of adopting cleaner technologies; Solid waste management.
UNIT-IV (8 Hrs)	Social Issues 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. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.
UNIT-V (8 Hrs)	Legislation: 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.
Text Books:	
1.	Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press.
2.	Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
3.	Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.
Reference Books:	
1.	Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.
2.	Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
3.	Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
4.	Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
5.	Pritwani, KS. sustainability of business in the context of environmental management. CRC Press.
6.	Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.
Web Resources:	
1.	https://www.ourplanet.com
2.	https://www.undp.org/content/undp/en/home/sustainable-development-goals.html
3.	https://www.globalchange.umich.edu/globalchange1/current/lectures/klings/ecosystem/ecosystem.html

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1105	CC	3	1	0	4	30	70	3 Hrs.
PRINCIPLES OF MANAGEMENT								
(For Bachelor of Business Administration)								
Course Objectives: Students are expected to learn								
1.	To understand the basic concepts, principles, and theories of management.							
2.	To examine the essential functions of managers.							
3.	To analyse the impact of globalization, diversity, and ethics on management.							
4.	To develop skills in strategic planning, decision-making, and leadership.							
Course Outcomes: At the end of the course the student will be able to								
S.No	Outcome							Knowledge Level
1.	Describe how management principles are used to solve practical business problems							K2
2.	Compare and contrast different management theories and their effectiveness in various organizational contexts							K2
3.	Illustrate a management strategy for a hypothetical or real organization using a mix of management theories and practices							K2
4.	Interpret innovative management solutions to enhance efficiency and effectiveness in given business scenarios.							K2
5.	Explain Strategic Management Process, Ethical Issues and Practices							K2
SYLLABUS								
UNIT-I (10 Hrs)	Introduction to Management Definition, Nature, Process and Significance of Management, Principles of Management, Management and Administration, Levels of Management, Role of Managers and Managerial Skills; Modern Approaches of Management Thought: Scientific Approach by Taylor and Administrative Approach by Henry Fayol; Management as a Science and an Art; Functions of Management. Contemporary Issues and Challenges in Management of 21st Century							
UNIT-II (8 Hrs)	Planning Planning- Nature, Importance of Planning, Types of Plans, Levels of Planning, Steps in Planning Process, Making Effective Plans; Objectives - Significance of Objectives, Management by Objectives (MBO); Decision Making – Nature of Decision Making, Types of Decisions, Decision Making Process;							
UNIT-III (12 Hrs)	Organizing Organizing – Nature and Purpose, Principles of Organization, Types of Organizations; Organizational Structural and Design – Line, Staff and Functional Authority, Conflicts between Line and Staff, Overcoming the Line - Staff Conflicts; Authority, Responsibility							

	and Accountability, Principles of Delegation, Process of Delegation, Span of Control, Centralization Vs Decentralization, Factors Determining the Degree of Decentralization of Authority.
UNIT-IV (8 Hrs)	Staffing and Directing Staffing – Nature and purpose of staffing, Importance of staffing, Components of staffing, Process of Selection and Recruitment. Directing – Meaning and Nature of Directing, Theories of Leadership, Styles of Leadership; Motivation Theories and Practices (Maslow's, Herzberg two Factor, Mc Gregor's (Theory 'X' and Theory 'Y'); Communication Skills for Directing, Barriers in Communication.
UNIT-V (8 Hrs)	Controlling 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.
Text Books:	
1.	Ghuman & Aswathappa. Management, Practice & Cases. McGraw Hill, New Delhi
2.	Peter F Drucker, Management. Harper Collins publishers, New York.
3.	Rao V.S.P. Management Principles and Applications. Taxmann Publications
4.	Bright D. et al. Principles of Management. Open Stax Textbooks, Houston
5.	Kapoor Premvir, Principles of Management, Khanna Book Publishing.
6.	Jones G. R., and George, J. M. Essentials of contemporary management New York, NY: McGraw-Hill Education.
7.	Robbins S. P. & Coulter, M. A. Management. Pearson.
Reference Books:	
1.	Prasad, L.M. (2000). Principles and Practice of Management.
2.	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 Bhaskarbhai Hardikar Mukund Dixit, Sanjay Verma IIM Ahmedabad A00135-PDF-ENG https://hbsp.harvard.edu/product/A00135-PDF-ENG?

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1106	CC	3	1	0	4	30	70	3 Hrs.
FINANCIAL ACCOUNTING								
(For Bachelor of Business Administration)								
Course Objectives: Students are expected to learn								
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 Outcomes: At the end of the course the student will be able to								
S.No	Outcome							Knowledge Level
1.	Interpret the application of various principles and practice of accounting in preparation of accounting statements							K2
2.	Demonstrate the knowledge on the process of accounting cycle							K3
3.	Apply the knowledge of systematic maintenance of books of accounts to real life business.							K3
4.	Find the causes for the difference between bank account and cash book							K3
5.	Demonstrate the preparation of Annual Financial statements of Sole proprietorship and Company form of business							K3
SYLLABUS								
UNIT-I (10 Hrs)	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 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 (8 Hrs)	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 (12 Hrs)	Final Accounts Preparation of Trading and Profit and Loss accounts, cash books, and of sole trading concerns, importance of disclosures in final accounts-Preparation of Final accounts Adjustments- Accounting Standards - Balance Sheet
UNIT-IV (8 Hrs)	Bank Reconciliation Statement (BRS) Introduction and Significance of BRS – Pass Book – Cash Book – Causes for difference between cash book and pass book- Preparation of Bank Reconciliation Statement. (NP)
UNIT-V (8 Hrs)	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).
Text Books:	
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.
Reference Books:	
1.	Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
2.	Ashish k Bhattacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
3.	Financial Accounting and Analysis, Discovery Publishing House Pvt. Ltd., New Delhi (2016)
Web Resources:	
1.	Accounting for sustainability: www.ifac.org
2.	IFRS sustainability standards: www.ifrs.org

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1107	CC	3	1	0	4	30	70	3 Hrs.
BUSINESS STATISTICS AND LOGIC								
(For Bachelor of Business Administration)								
COURSE OBJECTIVES: Students are expected to								
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.							
Course Outcomes: Upon successful completion of this course, the student should be able to								
S.No	Outcome							Knowledge Level
1	Explain the concepts of data Visualization and able to find various measures like central values.							K3
2	Find the Measures of Dispersion, Skewness and Kurtosis.							K3
3	Determine correlation and regression coefficients and model a regression line for a given data.							K3
4	Explain the consistency of data and determine the coefficient of Association							K3
5	Solve the business problems using Time Series Analysis.							K3
SYLLABUS								
UNIT-I (12 Hrs.)	Data Visualization and Measures of Central Tendency Introduction to Statistics, 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 and meaning of partition values- quartiles, deciles, percentiles.							
UNIT-II (12 Hrs.)	Dispersion, Measures of Skewness and Kurtosis 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. Kurtosis -Concept of kurtosis, types of kurtoses and importance.							

UNIT-III (12 Hrs.)	Correlation and Regression: Correlation: 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: 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-IV (12 Hrs.)	Theory of Attributes: Introduction-Classes and Class frequencies-relation between class frequencies, Inconsistency of data, Independence of Attribute, Association of Attributes-Yule's coefficient of association, Coefficient of Colligation.
UNIT-V (12 Hrs.)	Time Series Analysis: Introduction, Components of a Time Series, Analysis of Time series, Mathematical models for Time series: Additive and Multiplicative models. Measurement of Trend: Graphic method, Method of semi averages, Method of moving averages, method of curve fitting by principles of least squares.
TEXT BOOKS:	
1.	SC Gupta. Fundamentals of Statistics, Himalaya Publishing House
2	A K P C Swain, A text Book of Statistics for Management, Kalyani Publishers.
3	S P Gupta. Statistical Methods, Sultan Chand and Sons
REFERENCE BOOKS:	
1	Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing
2	Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House.
3.	Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson.
4.	Sharma J.K. Business Statistics, Vikas Publishing House
5.	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.
6.	Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? Behavioural and Brain Sciences, 23(5), 645-665.

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1108	AEC	1	1	0	0	30	--	--
SPANISH LANGUAGE-1								
(For Bachelor of Business Administration)								
Course Objectives:								
1.	To develop basic conversational skills for everyday interactions.							
2.	To learn and apply fundamental Spanish grammar structures.							
3.	To build a foundational vocabulary on common topics.							
Course Outcomes: Upon successful completion of this course, the student should be able to								
Sl. No	Outcome							Knowledge Level
1.	Understand the pronunciation of basic Spanish words and sentences.							K2
2.	Use grammar and vocabulary effectively for accuracy in speaking and writing.							K3
3.	Classify nouns and adjectives by gender and number in Spanish							K2
4.	Describe physical appearances and character traits using appropriate vocabulary in Spanish							K3
5.	Apply basic communicative forms in conversations for daily interactions in Spanish.							K3
SYLLABUS								
UNIT-I	Pronunciation -1 , Greetings & Get to know names of self, classmates and family.							
	Communication	Grammar				Vocabulary		
	Basic pronunciation -1	Vowels (without accents)				Greetings		
	Say Hello and Goodbye	Consonants ((h, d, t, ch, ll)				Family		
	Names (Yo,Tú, Usted él & ella forms)	Llamarse				Mi, tu, su		
		Gender - Masculino y Femenino				Interrogatives - ¿Cómo?		
		Possessive pronouns - singular						
UNIT-II	Pronunciation -2, Get to know countries, nationalities and languages							
	Communication	Grammar				Vocabulary		
	Basic pronunciation -2	Vowels (with accents)				Countries		
	Resources for asking words	Consonants (c, z, q, g, j & x)				Nationalities		
	Asking nativity (Yo,Tú, Usted él & ella forms)	Personal pronouns - singular				Languages		
		Ser (usage-1) – Nationalities				Interrogatives - ¿De dónde? , ¿Qué?		

UNIT-III	Pronunciation -3 , Get to know professions.		
	Communication	Grammar	Vocabulary
	Written Accents & stress rules	El plural -s-es-ces	Professions
	Say Hello and Goodbye	Los artículos determinados - el & la	Numbers (1-100)
	Interacting about professions (Tú, Usted él & ella forms)	El verbo Dedicarse	Interrogatives - ¿A qué?
	El verbo Ser (usage-2) – Professions		
UNIT-IV	Get to know descriptions - Physical and Character		
	Communication	Grammar	Vocabulary
	Speaking about physical appearance	Adjectives	Adjectives to describe physical appearance
	Speaking about character	Quantifiers	Adjectives to describe character
		El verbo Ser (usage-3) – Descriptions	Muy, bastante, un poco
		Interrogatives - ¿Cómo?	
UNIT-V	Communicative forms		
	Communication	Grammar	Vocabulary
	How to make confirmative questions	Order of the statements & questions	Interrogatives - ¿Cómo?, ¿Quién?, ¿De dónde?, ¿Qué?, ¿Cuál?, ¿A qué?
	How to make interrogative questions	Statements (Positive & Negative)	Numbers (101-1000)
	How to answer affirmatively and negatively	Questions: Yes/ No (Positive)	
	Questions: 'W /H ' (Positive)		
Textbooks:			
1.	Material prepared by SOL -Skool Of Languages as per CEFR		
Reference Books:			
1.	Aula 1 Internacional – By Difusión		

Activities:

Make the students to read and spell basic sentences.

Make the students to listen to audios and respond.

Make the students to speak basic conversations.

Make the students to write basic conversations and paragraphs.

Watch the Spanish songs with lyrics on You Tube.

Role plays on formal and informal conversations.



SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE
(AUTONOMOUS)

(Approved by AICTE, New Delhi, Affiliated to JNTUK, Kakinada)

Accredited by NAAC with 'A+' Grade

Recognised as Scientific and Industrial Research Organisation

SRKR MARG, CHINA AMIRAM, BHIMAVARAM – 534204 W.G.Dt., A.P., INDIA

Regulation: R24			II-B.B.A. II-Semester						
BACHELOR OF BUSINESS ADMINISTRATION									
COURSE STRUCTURE									
(With effect from 2024-25 admitted Batch onwards)									
Course Code	Course Name	Category	L	T	P	Cr	C.I.E.	S.E.E.	Total Marks
B24BB1201	Human Behavior and Organization	CC	3	1	0	4	30	70	100
B24BB1202	Marketing Management	CC	3	1	0	4	30	70	100
B24BB1203	Business Economics	CC	3	1	0	4	30	70	100
B24BB1204	Emerging Technologies and application	SEC	1	0	2	2	30	70	100
B24BB1205	Media Literacy and Critical Thinking	MDE	1	1	0	2	30	70	100
B24BB1206	Indian Constitution	VAC	2	0	0	2	30	70	100
B24BB1207	Business Communication-II	AEC	1	1	0	2	30	70	100
B24BB1208	Additional Courses – Spanish language-2	AEC	1	1	0	0	30	--	30
TOTAL			15	6	2	20	240	490	730

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1201	CC	3	1	0	4	30	70	3 Hrs.
HUMAN BEHAVIOUR AND ORGANIZATION								
(For Bachelor of Business Administration)								
Course Objectives:								
1.	Describe the impact of individual and group behavior on organizational performance.							
2.	Discuss the role of emotions and attitudes in shaping individual work behavior							
3.	Explain the roles of team members and how these roles contribute to team success.							
4.	Interpret the importance of trust, cohesion, and commitment in building successful teams.							
5.	Apply strategies to assess and align organizational culture with organizational goals.							
Course Outcomes: At the end of the course the student will be able to								
S.No	Outcome							Knowledge Level
1.	Analyze how motivation and attitudes impact employee performance, job satisfaction, and organizational outcomes.							K2
2.	Illustrate how personality traits affect individual behavior in organizations.							K2
3.	Describe the stages of group development and their significance in team functioning.							K2
4.	Identify the factors that affect the development of leadership effectiveness in organizations.							K2
5.	Explain how organizational culture impacts employee behavior and performance.							K2
SYLLABUS								
Unit- I (8Hrs)	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 –II (12Hrs)	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 –III (10Hrs)	Group & Team Behavior Groups and Work Teams: Concept: Five Stage model of group development; Group think 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 -IV (12Hrs)	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.
Unit -V (10Hrs)	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.
Textbooks:	
1.	Robbins, Stephen-Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2.	Luthans Fred-Organizational Behavior: An Evidence-Based Approach- Mc GrawHil Publishers Co. Ltd., NewDelhi.
3.	Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, NewDelhi.
4.	Rao, VSP-Organization Behavior–Himalaya Publishing House.
5.	Aswathappa. K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition.
Reflective Exercises and Supplementary Readings:	
1.	Unit1 1. Personality assessment through a questionnaire (MBTI/16PFetc.) 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
2.	Unit2 1. Assess the ways of self-directed Learning.
3.	Unit3 1. Watch the movie “Rukahua Faisla”/12Angry Me non group decision- making. 2. Reflective essay on group behavior on “Draupadi Cheer Haran” 3. 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. 4. Understanding Be lb in Individual Team Roles https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report-Sample.pdf .

4.	Unit 4 1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana. 2. HBR, 2022 :<i>How Great Leaders Communicate</i>. 3. (https://hbr.org/2022/11/how-great-leaders-communicate) https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC
5.	Unit5 1. Practice stress management techniques 2. <i>Leading strategic and organizational change at Tata Steel: the role of culture</i> https://www.cambridge.org/core/books/abs/leading-strategic-change/leading-strategic-and-organizational-change-at-tata-steel-the-role-of-culture/AEBA5AF709A6E343



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1202	CC	3	1	0	4	30	70	3 Hrs.
MARKETING MANAGEMENT								
(For Bachelor of Business Administration)								
Course Objectives:								
1.	To give an overview of marketing environment.							
2.	To develop a detailed marketing plan							
3.	To understand role of intermediaries in marketing activities							
4.	To acquire knowledge on various promotional tools in marketing.							
Course Outcomes: At the end of the course the student will be able to								
Sl. No	Outcome							Knowledge Level
1.	Interpret the Concept of Marketing and Marketing Environment.							K2
2.	Describe the Patterns of Market Segmentation, Targeting and Positioning Strategies.							K2
3.	Associate the Product related Strategies for doing Successful Marketing.							K2
4.	Explain the Role of Pricing and Intermediators for Marketing a Product.							K2
5.	Summarize the Importance of Promotional Methods in Marketing.							K2
SYLLABUS								
UNIT-I (10Hrs)	INTRODUCTION Definition, Importance and Scope of Marketing, Core Concepts of Marketing, Company's- Orientations towards Marketing, Marketing Process, Selling Vs Marketing; Elements of Marketing - Mix, Marketing Environment, Factors influencing Marking Environment.							
UNIT-II (10Hrs)	SEGMENTATION, TARGETING AND POSITIONING ANALYSIS Segmentation- Importance, Basis for Segmentation, Selection of Target Markets, Factors Influencing Consumer Behavior, Process of STP, Patterns of Targeting and Positioning Strategies; Segmentation, Targeting and Positioning for Competitive Advantage.							
UNIT-III (10Hrs)	PRODUCT Product – Characteristics, Benefits. Classification of Products – Consumer goods – Industrial Goods, New Product Development Process, Product Life Cycle –Stages in PLC, Product Line and Product Mix Strategies, Product Diversification, Branding of Products, Packaging and Labeling.							
UNIT-IV (12Hrs)	PRICING AND DISTRIBUTION Pricing – Factors Influencing Pricing Decisions, Objectives of Pricing. Pricing Policies and Procedures, Pricing Methods and Strategies, Pricing a New Product.							

	Distribution - Physical Distribution, Functions of Channels of Distribution, Channels of Distribution Used, Intensity of Distribution, Various Kinds of Marketing Channels, Factors Influencing the Choice of Channel.
UNIT-V (10Hrs)	PROMOTION Meaning and Importance, Integrated Marketing Communication, Process of IMC; Components of Promotional Mix-Advertising, Personal Selling, Sales Promotion, Direct Selling, Publicity and Public Relations, Significance of Promotional Mix in Marketing Decisions.
Textbooks:	
1.	Kotler. P, & Keller. K.L., Koshy & Jha (2020). Marketing Management, 20th edition, Pearson.
2.	Ramaswamy & Nmakumary - Marketing Management-Global Perspective-Indian Context-Mac Millon India Ltd.
Reference Books:	
1.	Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
2.	S. A. Sherlekar, R. Krishnamoorthy, Marketing Management, Himalaya Publishing House
Web Resources:	
1.	https://www.ourplanet.com
2.	https://www.undp.org/content/undp/en/home/sustainable-development-goals.html https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html



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Course Code	Category	L	T	P	C	C.I.E	S.E.E	Exam
B24BB1203	CC	3	1	0	4	30	70	3 Hrs.
BUSINESS ECONOMICS								
(For Bachelor of Business Administration)								
Course Objectives: Students are expected to learn								
1.	Understand the concept of economics and its relevance to business.							
2.	Understand concepts of perfect competition and monopoly for fixation of prices							
3.	Learn to apply the concepts of cost and Break-even analysis and learn various theories on production.							
4.	Understand the international business scenario and concepts of Macro Economics.							
Course Outcomes: At the end of the course the student will be able to								
Sl. No	Outcome							Knowledge Level
1.	Describe the Concept of Economics and its Relevance to business.							K2
2.	Interpret the demand for a Product.							K2
3.	Explain the Concepts of Production, Cost and BEP.							K2
4.	Contrast the features of Perfect and Imperfect Markets.							K2
5.	Summarize the Concepts of National Income and Trade Cycles.							K2
Estd. 1980 AUTONOMOUS								
SYLLABUS								
UNIT-I (10Hrs)	INTRODUCTION Meaning, Nature and Scope of Business Economics. Definitions of Economics-Wealth, Welfare and Scarcity; Micro and Macro Economics. Economic concepts – Factors of Production, Economic Goods, Utility, Supply.							
UNIT-II (10Hrs)	DEMAND ANALYSIS Definition of Demand, Law of Demand, Demand Curve, Determinants of Demand, Exceptions to Law of Demand. Elasticity of Demand - Definition, Significance, Types, Classification of Price Elasticity. Demand Forecasting – Definition, Purpose, Methods of Demand Forecasting (Survey and Opinion Methods).							
UNIT-III (10 Hrs)	PRODUCTION AND COST ANALYSIS Concept of Production Function, Law of Variable Proportion, Law of Returns to Scale. Cost- Meaning, Types of Cost – Fixed Cost, Variable Cost, Semi Fixed Cost, Short-term Cost, Long-term Cost, Opportunity Cost, Implicit Cost, Incremental Cost; Elements of Cost. Break -Even Analysis - Meaning, Determination of BEP, Assumptions and Applications.							

UNIT-IV (10 Hrs)	MARKET STRUCTURE Concept of Market, Salient features of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly. Average Revenue and Marginal Revenue under Perfect and Imperfect Markets.
UNIT-V (10 Hrs)	MACRO ECONOMICS National Income- Definition, Concepts of National Income - GNP, GDP, NNP, NI, PI, DI. Methods of Measuring National Income (Production, Expenditure and Income). Trade cycles – Meaning, Phases, Causes, Remedial Measures of Trade Cycles (Monetary and Fiscal Policies). Concepts of Inflation, Privatization, Globalization, WTO.
Text Books:	
1.	Aryasri and Murthy- Business Economics - Tata Mc Graw Hill
2.	P.C.Chopra - Business Economics –Kalyani Publications
3.	S.Sankaran - Business Economics – Margham Publications
Reference Books:	
1.	H.L Ahuja - Business Economics - Sultan Chand & Sons.
2.	Deepasree - Business Economics - Himalaya Publishing House. Ryan Olson



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1204	SEC	1	0	2	2	30	70	3 Hrs.
EMERGING TECHNOLOGIES AND APPLICATION								
(For Bachelor of Business Administration)								
Course Objectives: Students are expected to learn								
1	Describe cloud computing services, models, frameworks							
2	Interpret the IoT applications , Real-time analytics and decision-making							
3	Explain advanced manufacturing technologies, supply chains and their role in AL and ML							
4	Comprehend the impact of block chain on business and industries							
5	Identify the key challenges and opportunities in AR and VR							
Course Outcomes: At the end of the course the student are able to								
S.No.	Outcome							Knowledge Level
1	Identify cloud based enterprise solutions and its data security							K2
2	Explain real time analytics and decision making using IoT							K2
3	Explain smart contracts, decentralized applications and their impact on business models							K2
4	Interpret smart contracts ,security and privacy issues							K2
5	Comprehend AR/VR in marketing and its integration with existing business processes.							K2
SYLLABUS								
UNIT-I (10 Hrs)	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-II (10 Hrs)	Internet of Things (IoT) & Industry4.0 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							
UNIT-III (10 Hrs)	Concept of Industry4.0– 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 – AI – ML role							

UNIT-IV (10 Hrs)	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-V (10 Hrs)	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.
Text Books:	
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.	Block chain 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.	Block chain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.
Readings:	
1.	Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. <i>Assistive Technology</i> , 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, <i>Research Policy</i>, 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 or organizational behavior ",Organization Management Journal, Vol.19No.3,pp.88-98 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-PDFENG?Ntt=emerging%20technologies
2.	Volkswagen Group: Driving Big Business With Big Data, Ning Su;NaqaashPirani, https://hbsp.harvard.edu/product/W14007-PDF-ENG?Ntt=emerging%20technologies



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1205	MDE	1	1	0	2	30	70	3 Hrs.
MEDIA LITERACY AND CRITICAL THINKING								
(For Bachelor of Business Administration)								
COURSE OBJECTIVES: Students are expected to								
1	Restate the importance of media as a powerful tool for communication.							
2	Compare different forms of media texts and semiotics in creating individual perceptions and societal attitudes.							
3	Contrast media production dynamics and ownership structures in the Indian context							
4	Describe ethical and regulatory considerations in media practices.							
5	Interpret digital media literacy for responsible online engagement and combating MIS information.							
Course Outcomes: Upon successful completion of this course,the student should be able to								
S.No	Outcome							Knowledge Level
1	Interpret the role of media in communication and in shaping societal perceptions and behaviors.							K2
2	Summarize the effectiveness of different forms of media texts and semiotics in creating individual perceptions and societal attitudes.							K2
3	Explain the complexities of media production, distribution, and audience behavior.							K2
4	Illustrate ethical standards in media content creation and consumption.							K2
5	Describe responsible digital citizenship by navigating online information critically and combating MIS information.							K2
SYLLABUS								
UNIT-I (8Hrs)	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-II (8Hrs)	Deconstructing Media Texts Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.							

UNIT-III (8Hrs)	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 analyzing audience consumption patterns.
UNIT-IV (10Hrs)	Ethics, Regulation Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards.
UNIT-V (8Hrs)	Digital Media Literacy Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship- cybercrimes in digital information.
TEXTBOOKS (Latest Editions):	
1.	Potter, W.J. Media literacy (8thed.).SAGE Publications.
2	Hobbs, R. Media literacy in the digital age.Routledge.
3	Halpern, D.F. Thought & knowledge: An introduction to critical thinking (5thed.).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 (8thed.). 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 hand book.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 (2nded.).Rout ledge.
10	Aufderheide, P., &Jaszi, P.R eclaiming fair use: How to put balance back in copyright (2nded.). University of Chicago Press.
11	Hammond, J.S., Keeney, R.L., & Raiffa, H.Smartchoices: Apractical 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(30 th anniversary ed.)Simon & Schuster.

Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1206	VAC	2	0	0	2	30	70	3 Hrs.
INDIAN CONSTITUTION								
(For Bachelor of Business Administration)								
COURSE OBJECTIVES: Students are expected to								
1	Describe the economic moments in the constitutional history of post-colonial India and their connection to economic justice.							
2	Explain the scope of Article 19(1)(g) and the reasonable restrictions impacting business practices.							
3	Summarize the fundamental duties under Article 51-A and their relevance to ethical business operations.							
4	Discuss the concept of fiscal federalism and its challenges within the framework of the Indian Constitution.							
5	Illustrate the influence of key constitutional judgments on India's financial and business environment.							
Course Outcomes: Upon successful completion of this course, the student should be able to								
S.No	Outcome							Knowledge Level
1	Describe the economic aspects of the Indian Constitution and significant economic events in its historical evolution.							K2
2	Explain the implications of Article 19(1)(g) on business operations and the reasonable restrictions imposed by the state.							K2
3	Summarize the relevance of fundamental duties under Article 51-A to ethical and responsible business conduct.							K2
4	Outline the framework and challenges of fiscal federalism in India, including issues of trade, commerce, and fiscal balance							K2
5	Interpret the effects of major constitutional judgments on the development of India's economic landscape.							K2
SYLLABUS								
UNIT-I (8Hrs)	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 bit coin 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-II (8Hrs)	Fundamental Rights and Business in India Article 19(1) (g), grants every citizen the right, to practice any profession, or to carry on							

	any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions imposed by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms.
UNIT-III (8Hrs)	Fundamental Duties. And business in India The fundamental duties which were added by the 42nd Amendment Act of the Constitution in 1976, -The list of 11 Fundamental Duties under Article 51-A -Moral Duty & Civic Duty- regarding business
UNIT-IV (8Hrs)	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-V (10Hrs)	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, Demonetization, Aadhaar, the lifting of restrictions on dealing in crypto currencies
References:	
1.	Introduction to the Constitution of India 23 rd Edition, Durga Das Basu, LexisNexis.
2.	The Oxford Handbook of the Indian Constitution, Oxford University press.
Cases:	
1	Rustom Cavasjee Cooper v. Union of India, (1970)1SCC248
2	State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
3	Mithilesh Garg v. Union of India, (1992) 1 SCC 168: AIR 1992 SC221 (Right to carry on business, not breached when it is liberalized)
4	Chintamanrao v. The State of Madhya Pradesh, AIR 1951SC118 (scope of reasonable restrictions in relation to trade and occupation)
5	Cooverjee B. Bharuchav. Excise Commissioner, Ajmer, AIR 1954 SC220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
6	T.B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953SC79
7	Harman Singh v. RTA, Calcutta, AIR 1954SC190
8	Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954SC224
9	State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957SC699
10	Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960SC801

11	State of Bombay v.R.M.D.Chamarbaugwala, (1957) S.C.R.874,
12	G.K.Krishnan vs State of TamilNadu,1975SCC (1)375
13	Automobile Transport (Rajasthan)Ltd. Vs State of Rajasthan, AIR1962SC1406



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1207	AEC	1	1	0	2	30	70	3Hrs
BUSINESS COMMUNICATION-II								
(For Bachelor of Business Administration)								
COURSEOBJECTIVES: Students are expected to								
1	Understand the nature and importance of communication.							
2	Learn the process involved in communication.							
3	Effectively play their roles in group discussions.							
4	Enhance the skills of public speaking.							
Course Outcomes: Upon successful completion of this course, the student should be able to								
S.No	Outcome							Knowledge Level
1.	Develop Communication Skills in Business Context.							K3
2.	Identify Various Strategies for Effective Communication.							K2
3.	Practice various steps of giving a good presentation.							K3
4.	Apply Visual Aids/ Materials in Business Presentation.							K3
5.	Develop Group Discussions Skills and Interview Skills.							K2
SYLLABUS								
UNIT-I (6Hrs)	BASICS OF COMMUNICATION Nature and importance of communication - Process of Communication Principles of communication							
UNIT-II (10Hrs)	Barriers to effective communication Barriers to effective communication - Strategies for effective communication							
UNIT-III (10Hrs)	PRESENTATION SKILLS Preparation of a good presentation – Verbal communication in presentation							
UNIT-IV (6Hrs)	Non – verbal communication Presentation of non-verbal communication - Visual aids/Materials in presentation							
UNIT-V (8Hrs)	INTERVIEWS AND GROUP DISCUSSIONS 1. Interview and its types 2. Before, during and after an interview 3. Do’s and Don’ts in an interview 4. Basic Interview questions 5. Structure and process of Group Discussions							

	6. Role functions, Do's and Don'ts
Text Books:	
1	Working in English, Jones, Cambridge
2	Business Communication, Raman –Prakash, Oxford
Reference Books:	
1	Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
2	Jermy Comfort, Speaking Effectively, et.al, Cambridge
Web Resources:	
1	https://www.ourplanet.com
2	https://www.undp.org/content/undp/en/home/sustainable-development-goals.html https://www.globalchange.umich.edu/globalchange1/current/lectures/klings/ecosystem/ecosystem.html



Course Code	Category	L	T	P	C	C.I.E.	S.E.E.	Exam
B24BB1208	AEC	1	1	0	0	30	--	--

SPANISH LANGUAGE -2

(Bachelor of Business Administration)

COURSE OBJECTIVES: Students are expected to

1	To enable the learners to use the 'Be' form verbs of Spanish correctly.
2	To help students learn to use distributive and demonstrative adjectives in Spanish.
3	To familiarize the learners with the correct usage of the plural forms of ser , estar and tener .

Course Outcomes: Upon successful completion of this course, the student should be able to

S.No	Outcome	Knowledge Level
1	Describe physical conditions and moods using "estar" in simple sentences.	K2
2	Demonstrate the correct usage of definite and indefinite articles in Spanish.	K3
3	Construct simple sentences in Spanish using the present tense.	K3
4	Explain about family members and friends using plural forms of "tener" and "ser."	K2
5	Classify the uses of "ser," "estar," and "hay" in describing people and locations.	K2

Estd. 1980

SYLLABUS

UNIT-I	Health, moods, location		
	Communication Greetings with estar Talking about physical conditions Talking about moods Talking about locations	Grammar Estar 1 -health Estar 2 -mood Estar 3 -location	Vocabulary Tourist attractions Moods Qualifiers: bien, un poco bien, muy bien, excelente, bastante bien, regular, así-así, mal, muy mal, fatal Interrogatives - ¿Cómo? ¿Dónde? ¿Qué tal?
UNIT-II	Classroom discussions		
	Communication Talking about age, possession, quantifiers	Grammar El verbo Tener	Vocabulary Classroom objects

	Talking about mobile numbers, e-mail IDs	Indefinite articles -un, una, unos & unas Definite articles - el ,la, los & las Y & No -ni	Animals Day to day house hold objects Interrogatives - ¿Cuántos/as?
UNIT-III	Intentions & Desires		
	Communication Expressing intentions	Grammar El verbo Querer Demonstratives adjectives: Este, esta, estos, estas Ese, esa, esos, esas Aquél, aquella, aquellos, aquellas	Vocabulary Colours
	Expressing desires		
	Explaining the reasons	para, por, porque	Interrogatives - ¿Qué? ¿Por qué?
UNIT-IV	Speaking together		
	Communication Speaking about family, classmates Communicating plural forms of Tener, ser, estar, querer (Nosotros/as, vosotros/as, ustedes & ellos/as)	Grammar Tener, ser, estar, querer - plural forms Quantifiers + countable nouns Quantifiers + uncountable nouns Quantifiers + adjectives	Vocabulary Parts of the house Demasiado /a/os/as Mucho/a/os/as bastante/s poco/a/os/as algún/a/os/as ningún/a/os/as ¿Cuándo? ¿Por qué? ¿Cuánto / Cuánta?
UNIT-V	Ser, Estar & Hay		
	Communication How to communicate using Ser, Estar and Hay Communicating plural forms of Llamarse and Dedicarse (Nosotros/as, vosotros/as, ustedes & ellos/as)	Grammar Difference between Ser & Estar Difference between &Estar & Hay El verbo Llamarse	Vocabulary Days of the week And Months of the year Numbers: Ordinal and Cardinal

	El verbo Dedicarse
Textbooks:	
1.	Material prepared by SOL -Skool Of Languages as per CEFR
Reference Books:	
1.	Aula 1 Internacional – By Difusión

Activities:

Make the students to read and spell basic sentences.

Make the students to listen to audios and respond.

Make the students to speak basic conversations.

Make the students to write basic conversations and paragraphs.

Watch the Spanish songs with lyrics on You Tube.

Role plays on formal and informal conversations.

